

STORM DRAINS CONNECT
STREETS
T

CREEKS

OURS TO PROTECT

2020-21 STYLE GUIDE
UPDATED NOV. 2020

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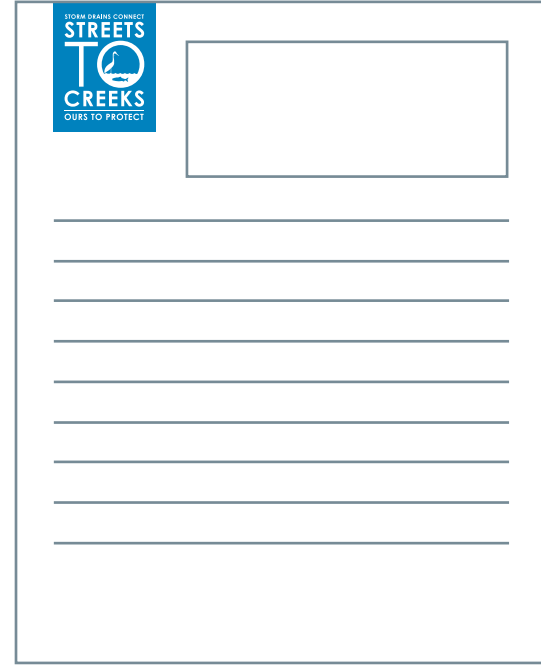


LOGO

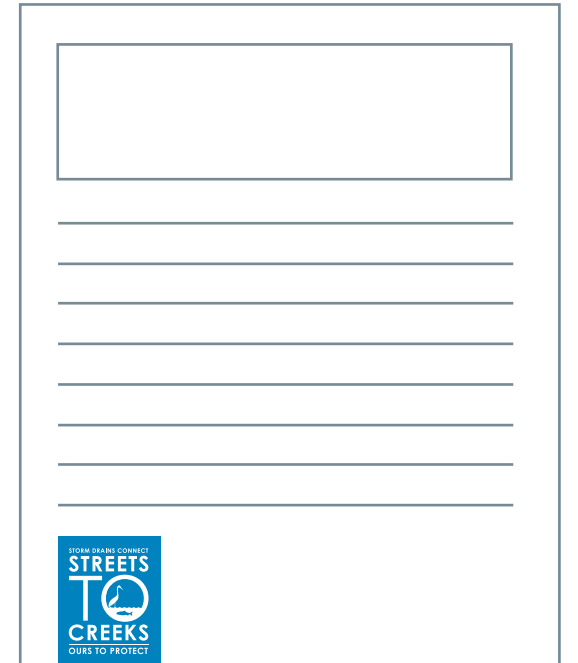
PRIMARY LOGO



PRIMARY LOGO PLACEMENT



Logo should always maintain 'magnetic' placement and attach to either the top left or bottom left of document as dictated by additional design elements.



PRIMARY LOGO BLUE BACKGROUND



PRIMARY LOGO BLACK BACKGROUND



PRIMARY ICON BLUE BACKGROUND



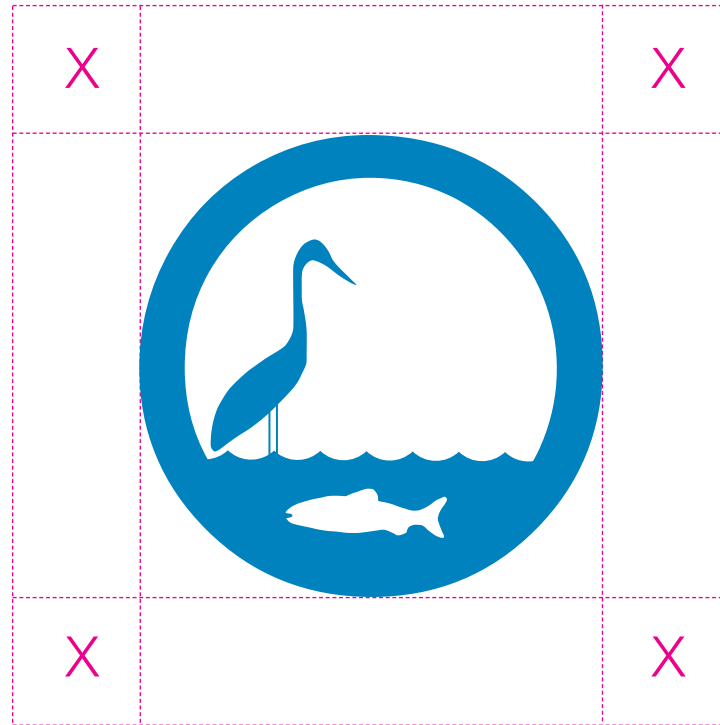
PRIMARY ICON BLACK BACKGROUND



PRIMARY LOGO PROTECTED AREA



PRIMARY ICON PROTECTED AREA



COLORS & FONTS

PRIMARY COLOR PALETTE



BLUE

HEX: 0082CA
CMYK: 100 35 7 0
RGB: 0 130 202
PMS: PROCESS BLUE

GREY

HEX: 4D4D4E
CMYK: 65 58 57 37
RGB: 77 77 78

SECONDARY COLOR PALETTE



DARK GREEN

HEX: 1F5A2D
CMYK: 85 38 100 37
RGB: 31 90 45

MIDDLE GREEN

HEX: 2B8441
CMYK: 84 25 100 11
RGB: 43 132 65

GREEN

HEX: 35A849
CMYK: 78 8 100 0
RGB: 53 168 73

LIGHT GREEN

HEX: 8DC63F
CMYK: 50 0 100 0
RGB: 141 198 63

TEXT CONTRAST

USE BLUE FOR:

TEXT 14PT OR LARGER,
BOLD
TEXT 18PT OR LARGER,
REGULAR OR BOLD

USE GREY FOR:

TEXT ANY SIZE

USE DARK GREEN FOR:

TEXT ANY SIZE

USE MIDDLE GREEN FOR:

TEXT ANY SIZE

USE GREEN FOR:

TEXT 14PT OR LARGER,
BOLD
TEXT 18PT OR LARGER,
REGULAR OR BOLD

USE LIGHT GREEN FOR:

TEXT 18PT OR LARGER,
REGULAR OR BOLD,
DARK GREY OR BLACK BACKGROUND

TYPEFACE

CENTURY GOTHIC

Regular **Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()-+=



NOTE: REGION-SPECIFIC TAG SHOULD BE ADDED USING CENTURY GOTHIC REGULAR FONT

ILLUSTRATION COLOR PALETTE

ILLUSTRATION SKY COLOR PALETTE



BLUE
 HEX: 0082CA
 CMYK: 100 35 7 0
 RGB: 0 130 202
 PMS: PROCESS BLUE

GREY
 HEX: 4D4D4E
 CMYK: 65 58 57 37
 RGB: 77 77 78



SKY
 HEX: 6AC7C5
 CMYK: 55 1 26 0
 RGB: 106 199 197

SKY
 HEX: 7FCECD
 CMYK: 48 0 22 0
 RGB: 127 206 205

SKY
 HEX: A0D9DB
 CMYK: 36 0 15 0
 RGB: 160 217 219

LIGHT SKY
 HEX: ABDFEB
 CMYK: 31 0 6 0
 RGB: 171 223 235

TEXT CONTRAST

SEE PREVIOUS PAGE FOR BLUE & GREY TEXT CONTRAST.
 SKY BLUE USE ONLY LIGHT SKY BLUE FOR TEXT ON DARK BACKGROUNDS

COLLATERAL

INFOGRAPHICS

Primary color palette should be used whenever possible

Additional colors may be introduced to emphasize urgent information or to tie with a third party promotional piece


Primary font should be used at all times


Logo and logo placement should be used at all times


Illustration style should be simple and informational

SAFE ASH CLEAN-UP AFTER A FIRE


Caution

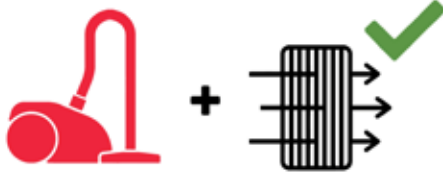
 People with heart or lung conditions should not help.

 Use an N-95 protective mask and avoid skin contact with ash.


 Consult with hazmat experts and get help before cleaning up burned structures.


Control


 Do not use a leaf blower.

 Use a household vacuum or shop vacuum with a HEPA filter.


Contain


 Gently sweep, then mop or wipe with a damp cloth.


 Place in regular trash.

 Mist lightly to conserve water. Wet ash will not hurt plants.

Capture

 In large amounts, ash can be harmful for the environment.

 If washing roof and driveway areas, direct downspouts and runoff away from storm drains and into landscaped areas.

 **StreetsToCreeks.org**

Infographic originally created by Chris Hewes for Santa Barbara County Air Pollution Control District

INFO SHEETS

Primary color palette should be used

Primary font should be used at all times

Logo and logo placement should be used at all times

Hero photo should show positive action

Light blue box should be used to highlight broad storm drain information

Blue text should be used to highlight key information

Spill numbers should be the last piece of information on info sheets

Blue footer with website info should be at the bottom of the last page of all info sheets



VEHICLE WASHING

The gutters along our city streets lead to storm drains that flow directly to local creeks. People caring for their vehicles can unknowingly impact local waterways when washing vehicles with any water. Wash water has the potential to transport materials attached to the vehicle such as soap, metal shavings from brake dust and rotors, vehicle fluids (engine oil, antifreeze, transmission fluid), and road contaminants to the storm drain. These can be harmful to water quality and creek habitats.

Products labeled "nontoxic" and "biodegradable" can still harm wildlife if they enter the storm drain system. These products are prohibited discharges to the storm drain system.

HOW ARE THE STORM DRAIN AND SANITARY SEWER SYSTEMS DIFFERENT?

The storm drain system transports rainwater to local creeks, rivers, and the ocean. This system was created to prevent flooding within communities and homes.

All water and materials that enter the storm drain system are untreated.

The sanitary sewer is a plumbed system that transports used water from buildings to a wastewater collection and treatment facility, where the water and sewage is treated.

If you see an outdoor drain and are unsure of its use, assume it is a storm drain and do not discharge wash water to it.

Clean creeks are important. They provide vital fish habitat, recreation, and add to the beauty of our city.

The preferred way to wash vehicles is at a professional car washing facility where water is recycled or sent to the sanitary sewer system, however, individual residential car washing is permissible by city code when properly managed.

If you wash at home, and have considered alternative discharge methods, such as discharging to the sewer, and those are not possible, the following practices are recommended:

- Wash in an area where the water can infiltrate the ground, such as a vegetated or landscaped area (such as a lawn or permeable pavers).
- Pumps, vacuums, or physical routing may be used to direct runoff to the sewer, landscape, or other areas for infiltration or re-use.
- Practices that minimize runoff, such as using a bucket and sponge to contain fluids should be implemented.

Parking vehicles on a flat, permeable surface like your lawn, gravel, or dirt, rather than on pavement allows natural microbes in grass, soil, and dirt to work as natural filters, breaking down some of the harmful compounds found in wash water and preventing them from running off into the nearest storm drain.

WASHING YOUR VEHICLE ON THE LAWN

- Use this method if your lawn is accessible and sufficiently sized.
- Use minimal water and soap to reduce the pollutant load.
- The lawn will allow the rinse water to soak into the dirt where soap can break down into less harmful pollutants.

DIY YOUR OWN BERM

Use a few simple items from around your house to make your own berm to divert or contain runoff. To start, grab a towel (preferably a microfiber towel) and a plastic garbage bag.

Roll the towel up tightly. The optimum way to roll the towel is to start in one corner of the towel and roll towards the opposite corner of the other side.

Once you have the towel rolled and tight, fill an empty bucket with water and completely soak the towel.

Wet the towel and place it into a plastic garbage bag. Tie a knot on the open end of the bag to seal.

Place your berm on a flat surface to divert or contain runoff accordingly.

To use, place, step on top of the bag and towel. Press the bag and towel firmly against the ground twice to increase surface area and to create a seal.

Your berm is ready to go. (Remember, one gallon of water weighs 8.35 pounds. When you use your berm to pool water, such as plac-ing it in a gutter, use a heavy object from around your house, like a garbage can, to secure the berm. The weight of the towel from the weight of the water.)

Water can be redirected to landscaping. If you have a berm or you can purchase a relatively inexpensive hand siphon pump, typically under \$20, you can pump any pooled water into a bucket. The bucket can be disposed of in a nearby sink or directed to nearby landscaping.

WASHING YOUR VEHICLE ON THE STREET

- Use two buckets of water, one for soapy water and one for rinse water.
- Make sure your sponge is damp, but not dripping wet, to reduce drips onto the pavement.
- Start by wiping down the car with the soapy water.
- Next, wipe down the car with rinse water.
- Dump both buckets into the sanitary sewer through a sink or toilet.
- Another option is to block the street gutter with plastic bags filled with dirt (like a sandbag) allowing the rinse water to pond up. Collect the water for disposal to the sanitary sewer. Rinse the area and capture the rinse water to ensure all the soap and other pollutants are collected for disposal to the sanitary sewer.

It is illegal to allow anything other than rainwater to be discharged to a gutter or storm drain.

REPORT SPILLS HERE

Cloverdale: (707) 894-2150
Cotati: (707) 665-3605
Healdsburg: (707) 431-7000
Rohnert Park: (707) 588-3300
Santa Rosa: (707) 543-3800,
After Hours: (707) 543-3805
Sebastopol: (707) 823-5331,
After Hours: (707) 829-4400
Ukiah: (707) 463-6288
Unincorporated County of Sonoma:
(707) 565-1900
Unincorporated Mendocino County:
(707) 234-6679
Windsor: (707) 838-1006,
After Hours: (707) 838-1000

PREVENTION GUIDES

Primary color palette should be used

Secondary color palette green should be used in header to differentiate from info sheets


Primary font should be used at all times

Logo and logo placement should be used at all times

Hero photo should show positive action

Blue text should be used to highlight key information

Blue footer with website info should be at the bottom of all pages



STREETSTOCREEKS
TO
CREEKS
DIVERS TO PROTECT

POLLUTION PREVENTION GUIDES

DID YOU KNOW?
UNLIKE THE SANITARY SEWER,
STORM DRAINS FLOW DIRECTLY
INTO CREEKS WITHOUT ANY
TREATMENT OR FILTRATION.

USING WEIGHTED WATTLES

WHAT IS A WEIGHTED WATTLE?

Weighted wattles (also known as weighted fiber rolls) consist of straw, coir, curled wood fiber, or other biodegradable materials bound into a tight tubular roll with an imbedded ballast core material such as gravel or sand.


WHERE CAN WEIGHTED WATTLES BE INSTALLED?

Weighted wattles are ideal for use on improved, paved surfaces or other areas where staking in place is not practical or desired. This includes:


- Driveways, pathways, patios, and other hard/rocky areas;
- Along the perimeter of the property and sidewalk planter strips;
- Around backyard drains and stockpiles;
- As check dams in ditches with minimal grade;
- Along the toe, top, face, and at grade breaks of exposed and erodible slopes to shorten slope length and spread runoff as sheet flow.
- Weighted wattles should **NOT** be used in public sidewalks, streets or gutters unless specifically approved by your local agency, as this creates a safety hazard and blocks street sweepers.

WHY IS IT IMPORTANT TO INSTALL WATTLES?

When placed at property perimeters and on the toe and face of slopes along the contours, they intercept runoff, reduce its flow velocity, release the runoff as sheet flow, and provide removal of sediment and debris (such as ash and other potential toxins from fire-damaged properties) from the runoff. By interrupting the length of a slope, wattles can also reduce sheet and rill erosion until vegetation is established.




WWW.STREETSTOCREEKS.ORG



POLLUTION PREVENTION GUIDES

INSTALLATION OF WEIGHTED WATTLES ON HARD/NON-PERMEABLE SURFACES:

Wattles that rolls are installed perpendicular to water movement, and parallel to the slope contour. A thumb rule for spacing of multiple contours (when needed) is:



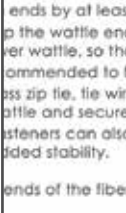
- 50 feet apart for slopes flatter than 10:1 [H:V] [$<10^\circ$ slope]
- 20 feet apart for slopes from 4:1 to 10:1 [H:V] [10° to 25° slope]
- 15 feet apart for slopes from 2:1 to 4:1 [H:V] [25° to 50° slope]
- 10 feet apart for slopes steeper than 2:1 [H:V] [$>50^\circ$ slope]

*[H:V] H = Horizontal; V = Vertical

INSTALLATION OF WEIGHTED WATTLES ON SOFTER SOIL:

Directions above, with a few additional steps:

3. Dig a small trench across the slope of the contour. The trench depth should be 1/4 to 1/3 of the thickness of the roll, and the width should equal the roll diameter.
4. Backfill the trench after placement to ensure that there are no gaps between the soil and the bottom of the weighted wattle.
5. Use stakes on the downhill side of the weighted wattles.
 - Use 18" stakes for harder soils, 24" stakes for softer soils. Wood stakes are recommended as they are biodegradable.
 - Install stakes at each end and a maximum of 4 feet on center. Additionally, stake the end of each weighted wattle through the provided loop.
 - Make sure stakes are long enough to extend 2-3" above top of wattle after fully securing into ground.



FASTEN ENDS TOGETHER

12" - 18" OVERLAP

REQUIRED MAINTENANCE

- Wattles should be inspected after each significant rainfall event to ensure there are no frays, gaps, or separating ends and routinely, at minimum every three months, in dry weather.
- Maintain fiber rolls to provide an adequate sediment holding capacity. Remove sediment and debris when the sediment accumulation reaches three quarters (3/4) of the barrier height.
- Damaged wattles should be replaced.

WWW.STREETSTOCREEKS.ORG