

Making our logo as clear as the water from your tap.

Whether we are sharing our latest water quality test results, source protection measures, or a water bill, we pride ourselves on delivering accurate, easy-to-read, and understandable information at the Portland Water District. **And our logo is no exception.**

You'll soon see the refreshed logo on all our branded materials as we slowly and cost-effectively update our logo throughout our service area.

It's a small change, but every detail counts in our business, and our brand is no exception.



Portland Water District
From Sebago Lake to Casco Bay

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customerservice@pwd.org

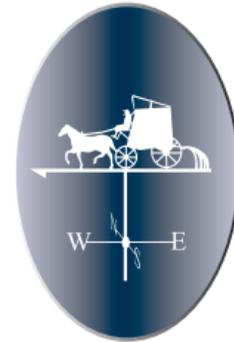


Our logo is now as clear as the water from your tap.

After removing the shaded oval around our iconic weather vane and introducing a thicker typeface that's easier to read, the Portland Water District logo is more recognizable than ever.

Logo Origin

Did you know that the Portland Water District logo first appeared in 1928 when famed architect John Calvin Stevens topped the new offices on Douglass Street with an extra touch, a copper weather vane showing a horse-drawn carriage sprinkling water behind it to keep dirt roads from becoming dusty clouds. It still sits atop the Douglass Street building, and it serves as PWD's logo to this day.



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