

Rebranding LCA: Building Trust, Clarity, and Public Value

Why brand matters for a modern water utility



Lehigh County Authority



Date:
April 13, 2026



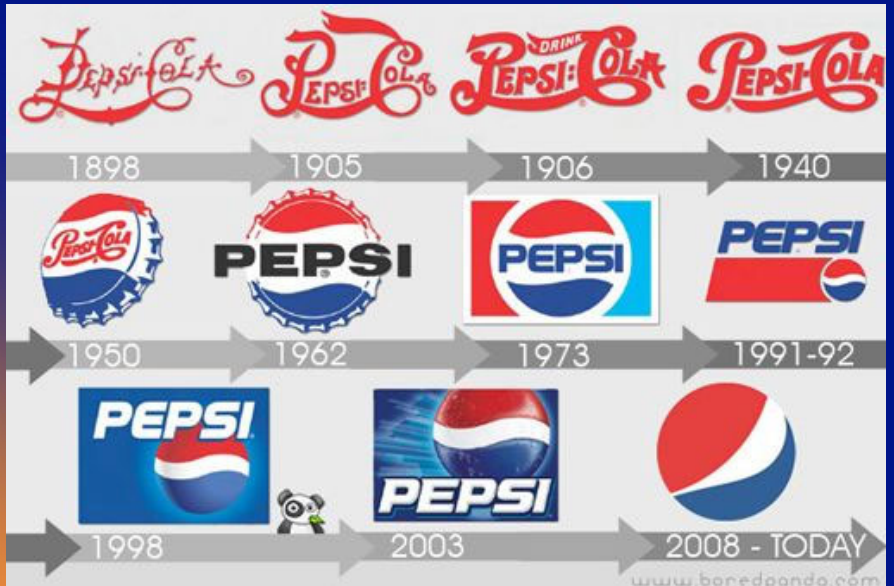
6-DAYS LATER



1990

Oct 6, 2010

Oct 12, 2010



OLD COUNTRY STORE



The Core Problems



We deliver critical services.

The public doesn't fully understand them.

- Water and wastewater are invisible when they work
- Customer interaction happens during problems
- Complexity creates confusion

The Core Problems



The instinct - We should stay low profile and avoid attention.

The reality - If we don't define our identity, others will.

- Silence creates space for misinformation and confusion
- Lack of visibility weakens trust over time

Utilities historically try to stay out of the spotlight. That worked when trust in institutions was higher and information moved slower. That's not the environment we operate in anymore. If we don't proactively define who we are, the public fills in the gaps, and usually not in our favor.

What “Brand” Actually Means



Brand = How the public perceives us at every touchpoint

- Bills
- Alerts and notifications
- Website and social
- Field crews and trucks
- Media coverage

Why This Matters for Utilities



Trust is operational, not optional!

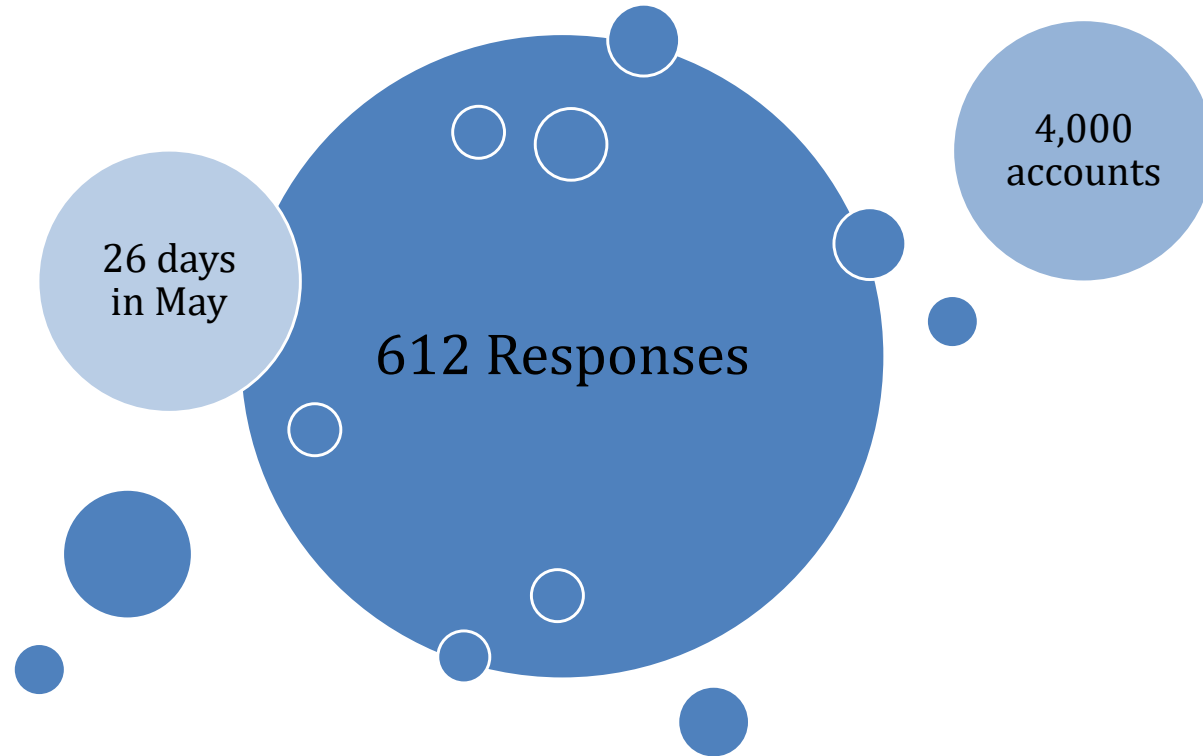
Residents must trust:

- Water safety
- Construction Projects & Outage information
- Conservation guidance

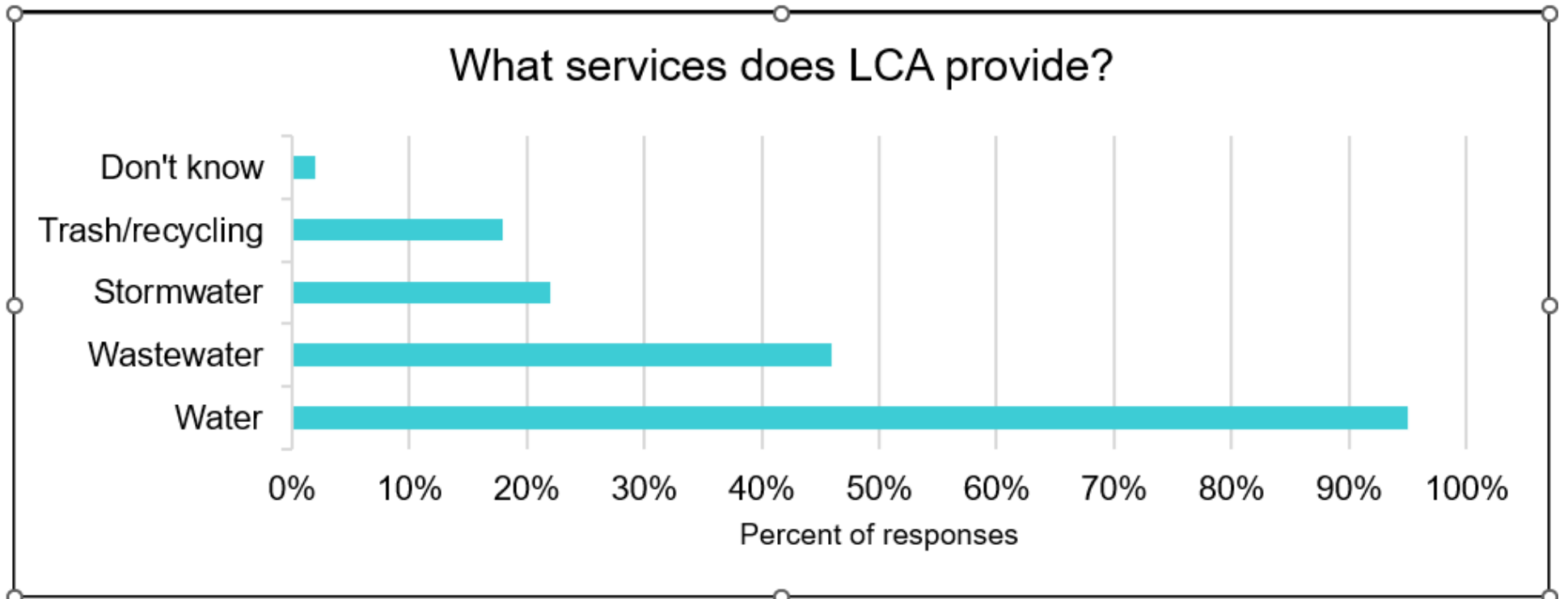
Without trust:

- Compliance drops
- Complaints rise
- Misinformation spreads
- Customers purchase bottled water or are fearful of tap water.

Findings – Customer Survey



Findings – Customer Survey



The Cost of Doing Nothing



We already have a brand. The data tell us it's confusing.

Without Action

- Lower trust in emergencies
- Slower program participation
- Increased complaints
- Harder rate conversations
- Weaker regional positioning

What's in Scope for This Rebrand?



This process will evaluate more than visuals

- Brand positioning and messaging (who we are, what we do, and why it matters)
- Visual identity (logo, colors, design system)
- Voice and tone (How we talk about ourselves)
- Organizational name (What people call us)

Why the name is part of the conversation:

- “Lehigh County Authority” does not fully reflect who we are or what we do today.
- We serve beyond Lehigh County
- We provide both water and wastewater services
- Clarity and recognition matter for public understanding

What our Brand Needs to Convey



Our brand should clearly communicate:

- **Trust**
 - Safe, reliable, essential services
 - Credibility during critical moments
- **Clarity**
 - Easy to understand who we are and what we do
 - No confusion about services or responsibility
- **Regional Impact**
 - Serving multiple municipalities
 - Supporting economic growth and public health

What “Branding” Success Looks Like



A brand that works for operations, not just Comms & marketing

- Residents recognize LCA instantly
- Messages are clear and understood
- Programs see higher participation
- Trust improves over time

If people understand us, they trust us. If they trust us, everything else gets easier.

Strategic Partner: Artery Collective



Artery Collective will lead a full-scale brand strategy, design, and rollout process across five phases:

1. Brand Strategy & Discovery

- Leadership and stakeholder engagement
- Development of positioning, messaging, and narrative

2. Brand Identity Development

- Logo system and visual identity
- Color palette, typography, and design system
- Voice and tone definition

3. Brand Guidelines & Asset Library

- Comprehensive brand standards
- Organized digital asset library
- Clear rules for consistent application

4. Templates & Core Assets

- Presentation and document templates
- Email signatures and social graphics
- Standardized materials for daily use

5. Rollout Strategy & Launch Support

- Internal and external launch planning
- Staff communication tools
- Messaging and implementation guidance

Timeline & Process



Phased approach with milestones.

Phase 1 — Discovery & Strategy (April 13 – May 8)

- Stakeholder interviews and internal sessions
- Brand audit and positioning development

Phase 2 — Identity Development (May 11 – June 19)

- Logo concepts and visual direction
- Messaging and voice refinement

Phase 3 — Guidelines & Assets (June 22 – July 17)

- Brand standards and asset library
- Templates and core materials

Phase 4 — Rollout Planning (July 20 – August 14)

- Internal and external launch strategy
- Staff tools and messaging

Phase 5: Rollout (September 2026 and onward)

- Execute internal rollout (staff training, tools, and adoption)
- Launch externally (public announcement, updated materials, ongoing communication)



Lehigh County Authority