

MRWMD Rebranding

Brand Promise

We are reducing waste towards zero.

We are reducing waste towards zero.

Values

Environmental Health

Effectiveness

Integration

Innovation

Reliability

Emotions

Vitality

Care

Trust

Friendliness

Hope

Name & Logo



Origin of the Name

Monterey Regional Waste Management District

Monterey Regional Waste Management District

Monterey Regional District

Monterey Regional District

Monterey Regional

Monterey Regional

Monterey Region

Monterey ReGen

ReGen Monterey



*Green
& Blue:
Environment
& Health*



*Green
& Blue:
Land
& Sea*



*Cycle
& System*



Continuous



*Green
progress*



Wave crests



Circles



Zeroes



Threes



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Slogan

*“Let’s not waste
this.”*

