

## What is the WaterSense program logo?

The WaterSense program logo will be used by the U.S. Environmental Protection Agency (EPA) and its promotional partners to show that they are dedicated to the WaterSense program's mission to transform the marketplace for water-efficient products, practices, and programs. Use of the program logo is restricted to eligible partners, who must adhere to the guidelines set forth in this document. The program logo is being registered with the U.S. Patent and Trademark Office.

## What does the WaterSense program logo look like?

The WaterSense program logo consists of the WaterSense image and text in Rotis Semi Serif - 65 font oriented horizontally. Blue and green were chosen for the program logo because they represent water and the environment. Black or reversed white versions of the program logo are also allowed. The program logo should be reproduced large enough for "EPA" to be legible. The program logo should not be distorted or altered in any way.



## Are there any prerequisites for using the WaterSense program logo?

WaterSense promotional partners, including communities, states, government agencies, utilities, and nongovernmental organizations, willing to promote the benefits of WaterSense labeled products and water-efficient practices through education campaigns or other activities may use the program logo on outreach/promotional materials. To preserve the credibility of the program logo, organizations must adhere to government regulations on the uses of the program logo as indicated in this document.

Promotional partners must have in place a current, signed partnership agreement with EPA in order to use the program logo. In addition, promotional partners are asked to complete a WaterSense promotional plan checklist prior to using the WaterSense program logo or materials, and annually thereafter. All uses of the WaterSense program logo in educational and promotional campaigns should be consistent with the WaterSense brand. EPA reserves the right to review and approve uses of the program logo on promotional materials.

## Where can I use the WaterSense program logo?

WaterSense partners may use the program logo in the following ways:

- As a visual identifier in educational campaigns that demonstrate the benefits of water-efficient products, practices, and/or services, in accordance with WaterSense goals and objectives.
- Program brochures, fact sheets, and other printed materials and promotional items containing messages about the WaterSense program or messages consistent with the WaterSense brand.

- Web sites of partners that promote WaterSense labeled products and water-efficient practices.
- Public service announcements and advertisements that promote WaterSense approved messages.
- Press materials and other items that support WaterSense campaigns.

While EPA realizes there are many valuable and effective water efficiency campaigns and programs underway across the United States today, the program logo should only be used by partners in conjunction with programs or campaigns that are consistent with WaterSense messages and program goals. These include promoting products and programs that use water more efficiently while offering the same or better performance.

### Is there anywhere I may **NOT** use the WaterSense program logo?

The WaterSense program logo may not be used to imply EPA endorsement of an organization, company, product, or professional program. The program logo may not be used to disparage WaterSense or EPA or any other government body. The program logo may never be associated with products or services that do not meet the criteria of the WaterSense program.

The program logo should not be used to imply that a product or service is water-efficient or meets the criteria set forth by EPA's WaterSense program. Instead, where appropriate, use the WaterSense label.

### How are WaterSense program logo use **violations** handled?

Maintaining the credibility of the WaterSense program logo depends on enforcing these logo use guidelines. As the program's sponsor, EPA will determine whether uses of the program logo are appropriate. EPA will contact anyone who misuses the program logo in writing or by phone. Violators will be given time to correct the error(s), depending on the severity of the violation and the medium in which the violation appeared. Dispute resolution procedures, outlined in the WaterSense Program Guidelines, will go into effect if a correction is not made to EPA's satisfaction.