



# WaterSense® Program Logo Use Guidelines for Certifying Bodies

WaterSense is a partnership program sponsored by the U.S. Environmental Protection Agency (EPA) designed to enhance the market for water-efficient products and services by making it easier for consumers and other purchasers to find products that use less water. Any certifying body that has signed a licensing agreement with EPA is permitted to use a specific WaterSense program logo designed for certifying bodies in order to highlight its certification services for WaterSense labeled products. A separate label is used to identify water-efficient products themselves (see the “WaterSense Label Use Guidelines”).

## What is the WaterSense program logo for certifying bodies?

The WaterSense program logo is used as a brand identifier for the program by EPA and its partners. Use of the program logo for certifying bodies is restricted to EPA and certifying bodies as described above. The WaterSense program logo for certifying bodies should only be used on informational materials and should not be disseminated to other entities to use for their promotional purposes.

## What should the WaterSense program logo for certifying bodies look like?

The program logo for certifying bodies consists of the WaterSense image and text in Rotis Semi Serif – 65 Bold font oriented horizontally. The words “Licensed Certifying Body” appear beneath the WaterSense program logo. The colors used to make the logo are Pantone 364 (green) and Pantone 641 (blue), representing water and the environment. Black or reversed white versions of the logo are also allowed for use. The logo should be reproduced large enough for “EPA” to be legible.

Use only the original art files as provided by EPA. The WaterSense program logo for certifying bodies may not be altered, cut, separated, or otherwise distorted in perspective or appearance. This includes stretching the logo, changing the logo colors, or inserting text into the logo.

## Where to use the WaterSense program logo for certifying bodies

- Certifying bodies may use this version of the WaterSense program logo on informational materials focusing on their organizational capabilities to certify WaterSense labeled products.
- When certifying bodies use the logo it should be accompanied by a brief description of the program and an explanation of the certifying bodies association with the program. For example, “WaterSense is a partnership program sponsored by the U.S. Environmental Protection Agency. [Insert certifying body name] offers WaterSense certifications for the following products: [insert product categories].”

*Reminder:* The WaterSense program logo may not be distributed or used to imply EPA endorsement of a company, organization, product, or service, and may never be associated with products or services that do not meet the criteria of the WaterSense program.

## WaterSense program logo for use by licensed certifying bodies:

Below is the version of the WaterSense program logo that can be used by certifying bodies:



To receive an electronic copy of the logo, please contact the WaterSense Helpline at (866) WTR-SENS (987-7367) or send an e-mail to [watersense@epa.gov](mailto:watersense@epa.gov). The logo is available in three different file types—GIF, JPG, and EPS. Each type is best used with a different medium:

- GIF – for use on Web pages
- JPG – for use in PowerPoint presentations
- EPS – for use in printing or incorporating into Photoshop, Illustrator, QuarkXPress, etc.

When possible, the full color WaterSense program logo should be used.