








WaterSense[®] Program Mark Guidelines

December 2011

Section 1: The WaterSense Program Marks

WaterSense has several program marks that are used by its partners and other stakeholders. To ensure promotion of a consistent WaterSense brand, partners and others are required to adhere to these guidelines for using the WaterSense program marks. The following chart includes a description of each program mark, who can use it, and general reminders about the mark's proper use. For more detailed instructions on how to use all the marks, see Section 2. For specific guidelines on using the WaterSense label, see Section 3, and for the WaterSense promotional label, see Section 4.

Mark	Description	Users	Reminders
WaterSense Label 	<p>Identifies a water-efficient product that has been independently certified to meet WaterSense criteria for efficiency and performance.</p> <p>Identifies a certification program that has met WaterSense specifications.</p> <p>Identifies a new home that has been inspected and certified to meet WaterSense criteria (appears on a certificate or sticker only).</p> <p>See Section 3 for more details.</p>	<ul style="list-style-type: none"> Manufacturers Retailers, wholesalers, and distributors (if given by a manufacturer) Certifying organizations Media (media label only); this label has separate instructions for use Licensed certification providers for new homes <p>NOTE: Manufacturers receive label artwork from approved licensed certifying bodies and can share it only with retailers, distributors, and wholesalers for promotional purposes.</p>	<p>Only products independently certified to meet a WaterSense specification can bear the label.</p> <p>When used in conjunction with products, the label must have the words "Certified by" and the name of the certifying body underneath and must be used on or directly adjacent to the certified product.</p> <p>Manufacturers must include the WaterSense label on product packaging for all products certified to meet a WaterSense specification, unless the packaging is too small, and should display the WaterSense label in association with any labeled product listed on the organization's website.</p>
Promotional Label 	<p>Advertises the availability of WaterSense labeled products and encourages consumers to "look for" or "ask about" products with the WaterSense label. A "we sell" version is also available.</p> <p>A house-shaped version has the same uses as above, but for WaterSense labeled new homes.</p> <p>See Section 4 for more details.</p>	<ul style="list-style-type: none"> All WaterSense partners Non-WaterSense partners who are promoting the availability of WaterSense labeled products or new homes Media of any kind who are telling audiences to look for the label 	<p>This promotional label does not designate a product, new home, or program as labeled by the WaterSense program. The label itself must be used for that purpose.</p>
Builder Promotional Label 	<p>Advertises that a builder is constructing homes that meet the WaterSense specification for single-family new homes.</p> <p>See Section 4 for more details.</p>	<ul style="list-style-type: none"> WaterSense builder partners 	<p>Only WaterSense builder partners can use this label to promote the fact that they construct homes to earn the WaterSense label.</p>
Program Logo 	<p>Promotes the WaterSense program in general, but is not meant to promote labeled products, homes, or services.</p> <p>See Section 5 for more details.</p>	<ul style="list-style-type: none"> Promotional partners EPA Media 	<p>This mark should be used sparingly to talk about the program as a whole.</p>
Partner Logo 	<p>Signifies an organization's commitment to promoting water efficiency and formal partnership with the WaterSense program.</p> <p>See Section 5 for more details.</p>	<ul style="list-style-type: none"> All WaterSense partners 	<p>Use of this logo requires a signed partnership agreement with EPA. The partner logo should never be used to infer that an organization or product is labeled or endorsed by EPA.</p>

Section 2: Guidelines for All WaterSense Program Marks

Please review these general guidelines for use of all WaterSense program marks. For more guidance specific to each mark, refer to Section 3, 4, and 5.

What are the general graphic requirements of the WaterSense program marks?

All WaterSense program marks use Pantone Process DS 219-2/Pantone Spot Ink 641 (blue) and Pantone Process DS 289-2/Pantone Spot Ink 364 (green), and the fonts are Rotis Semi Serif - 65 and Helvetica Roman. All WaterSense program marks must be reproduced so that all components are legible; see guidelines for individual marks in Sections 3 through 5 for specific graphic components.

How should the WaterSense program marks be used?

The WaterSense program marks should not be distorted or altered in any way. They should be printed only in the colors listed above; however, program marks can be used in black or grayscale as needed for reproduction requirements.

WaterSense program marks may not be used in any way to imply that products, homes, or certification programs that have not met WaterSense certification criteria are labeled. WaterSense program marks may not be used to indicate that the U.S. Environmental Protection Agency (EPA) endorses the labeled product(s), manufacturer, builder, organization, or, in the case of certification programs, the program itself or any certified professional.

How are WaterSense program mark violations handled?

Maintaining the credibility of the WaterSense program marks depends on enforcing the use of these guidelines. As the program's sponsor, EPA will determine whether uses of the program marks are appropriate. EPA will contact anyone who misuses the program marks 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.

How can we be sure we are using the WaterSense program marks properly?

EPA is happy to review your pre-press promotional items, draft websites, packaging, or other materials that use any of the WaterSense program marks. To help us maintain the integrity of the program and its identity, we also ask that you alert the Agency to any concerns you might have or possible misuse of the program marks. For more information about how to use the WaterSense program marks correctly or for pre-publication review of their use, please contact the WaterSense Helpline at watersense@epa.gov or (866) WTR-SENS (987-7367).

Section 3: WaterSense Label Use Guidelines

What is the WaterSense label?

The WaterSense label is a certification mark, backed by the credibility of EPA, identifying a water-efficient product, new home, or program that meets EPA criteria for water efficiency and performance. It is registered with the U.S. Patent and Trademark Office.



What does the WaterSense label look like?

The words "WaterSense" and "Meets EPA Criteria" are arranged in a circular pattern around the WaterSense image. The colors used to make the label are Pantone Process DS 219-2/Pantone Spot Ink 641 (blue) and Pantone Process DS 289-2/Pantone Spot Ink 364 (green), and the fonts are Rotis Semi Serif - 65 and Helvetica Roman. The WaterSense label must be reproduced so that all of its components are legible. The label should not be distorted or altered in any way. In the case of printing on packaging or application directly to a product, the label can be used in black or one color. In cases where products have been certified by a licensed certifying body, the certifying body's name will appear directly under the label with the words "Certified by" in Helvetica Light Standard Condensed. In the case of a WaterSense labeled new home, the certification documentation includes the WaterSense label but does not require the name of the licensed certification provider directly underneath it.

Are there any prerequisites for using the WaterSense label?

Any organization that wishes to use the WaterSense label must be a program partner in good standing. The partner must have in place a signed, current partnership agreement with EPA. The label may only be used in conjunction with a product, new home, or program for which EPA has issued a final specification. Any manufacturer partner wishing to use the label must have received the appropriate notification of third-party certification from a licensed certifying body of the relevant product(s). Any certifying organization partner must have received appropriate notification of WaterSense program acceptance. Likewise, any licensed certification provider must confirm that a home meets EPA criteria before issuing certification documentation containing the label. When EPA specifications require third-party certification for a product to earn the label, the name of the licensed certifying body will be included as text under the label.

The WaterSense label may not be used in conjunction with any product that has not been certified, nor with any product, builder, or program that has been disqualified from the WaterSense program.

Where should we use the WaterSense label?

The WaterSense label **must** be included on product packaging for all products certified to meet a WaterSense specification unless the packaging is too small. It should also be displayed in association with any labeled product listed on the organization's website. In the case of separately packaged and sold components that make up a labeled product, the manufacturer should clearly indicate which items and/or model numbers are necessary to complete a WaterSense labeled product.

The WaterSense label should only be used in conjunction with and directly adjacent to a specific WaterSense labeled product, in conjunction with a professional program, or in the certification documentation for a new home that has been inspected and verified by a licensed certification provider.

Partners can use the WaterSense label on various materials, such as:

- For professional certification programs: In program materials, brochures, or websites promoting certification program(s) that meet EPA's WaterSense criteria, in direct association with the qualified program(s).
- For products: On product packaging, labels, or, at the manufacturer's discretion, directly imprinted on or adhered to the product, in direct association with the certified product(s), as long as the product maintains its certification to the WaterSense criteria for efficiency and performance. (Upon notification of a disqualification, manufacturers must immediately cease using the label on a product.)
- Manufacturer, distributor, or retailer brochures, advertisements, trade show displays, or point-of-purchase materials, where clearly associated with a specific certified product or professional program to indicate that the product or professional program meets the WaterSense criteria for efficiency and performance.
- Manufacturer, distributor, or retailer websites, to clearly distinguish products that meet WaterSense criteria for efficiency and performance, and in direct association with those products.
- For new homes: On certification documentation (e.g., WaterSense label certificate).

Is there anywhere we may NOT use the WaterSense label?

The WaterSense label may not be used in any way to imply that other products produced by a manufacturer or homes constructed by a builder that have not met WaterSense certification criteria are labeled. Also, the label may not be used to indicate that EPA endorses the labeled product(s), manufacturer, builder, or, in the case of certification programs, the program itself or any certified professional.

The WaterSense label should not be used on promotional materials that promote water efficiency in general. The label should only be used in association with and directly adjacent to a specific WaterSense labeled product or certification program or on certification documentation for new homes that meet the WaterSense specification. For general water efficiency promotional materials, the WaterSense program logo or partner logo might be appropriate.

How can we be sure we are using the WaterSense label properly?

EPA is happy to review your pre-press promotional items, draft websites, packaging, or other materials that use the WaterSense label. To help us maintain the integrity of the program and its identity, we also ask that you alert the Agency to any concerns you might have or possible misuse of the WaterSense label in your industry.

How are WaterSense label use violations handled?

WaterSense is a partnership among businesses, organizations, and the federal government. As part of the partnership, business and organizational partners may use the WaterSense name and label. To protect the integrity of the WaterSense label, EPA will enforce these label use guidelines and determine whether uses of the label are appropriate. EPA (or the appropriate certifying body) will contact anyone who misuses the label 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.

Section 4: WaterSense Promotional Label Use Guidelines

What is the WaterSense promotional label and how is it different from the WaterSense label?

The WaterSense promotional label is designed to help advertise, educate, and inform consumers and purchasers about the availability of WaterSense labeled products, new homes, and certification programs—but not to “label” them directly. EPA created the promotional label as a way to incorporate the WaterSense label into marketing and advertising materials and increase brand visibility without compromising the integrity of the label.

The promotional label may be used on promotional materials such as brochures, websites, and advertisements for places that sell WaterSense labeled products or neighborhoods with WaterSense labeled homes, but it should not be used directly with specific WaterSense labeled products or new homes to imply independent certification, nor on certification documentation for a WaterSense labeled new home.

What does the WaterSense promotional label look like?

The promotional label includes the WaterSense label in color, black, or grayscale in either a rectangular or house-shaped box. The colors used are Pantone Process DS 219-2/Pantone Spot Ink 641 (blue) and Pantone Process DS 289-2/Pantone Spot Ink 364 (green), and the fonts are Rotis Semi Serif - 65 and Helvetica Roman. The box or house shape can either be Pantone Process DS 219-2/Pantone Spot Ink 641 (blue) or black and must include one of the following phrases in white:

- “look for”
- “ask about”
- “we sell”
- “we build” (for WaterSense builder partner use only)

The WaterSense promotional label must be reproduced so that all of its components are legible. The promotional label should not be distorted or altered in any way. Pictured below are various versions of the promotional label. French versions of the promotional labels for products are also available for use in Canada.



How and where can we use the WaterSense promotional label?

Any WaterSense partner with a signed partnership agreement in place can use any WaterSense promotional label, except for the “we build” version, which is only for builder partners. The promotional label can also be used by other entities upon request, with permission granted by EPA, to promote the availability of WaterSense labeled products, programs, or new homes.

Examples of appropriate partner and non-partner uses of the promotional label include:

- Brochures, articles, posters, or point-of-purchase items that tell consumers how to find WaterSense labeled products and/or new homes.
- Websites, advertisements, circulars, catalogs, or other materials promoting a variety of labeled products and/or new homes.
- Model homes or trade show displays promoting WaterSense labeled products.
- Water-efficiency inspectors, real estate agents, accrediting bodies, and new homes program administrators promoting their support for WaterSense.

Is there anywhere we may NOT use the WaterSense promotional label?

The promotional label should never be used to imply that any product, new home, or program is labeled. In addition, the promotional label, like the WaterSense label, may not be used in any way to imply that products, new homes, or programs that have not met WaterSense certification criteria are labeled, nor that EPA endorses the labeled product(s), manufacturers, retailers, distributors, builders, organizations, accrediting bodies, new homes program administrators, licensed certification providers, other partners, or, in the case of certification programs, the program itself or any certified professional.

How can we be sure we are using the WaterSense promotional label properly?

EPA is happy to review your pre-press promotional items, draft websites, retail point-of-purchase promotions, model home materials, or other marketing items that use any of the WaterSense promotional labels. To help EPA maintain the integrity of the program and its identity, WaterSense requests that you alert EPA to any concerns you may have or possible misuse of the WaterSense promotional label in your industry.

How are WaterSense promotional label use violations handled?

To protect the integrity of the promotional label, EPA will enforce these promotional label use guidelines and determine whether uses of the promotional label are appropriate. EPA will contact anyone who misuses the promotional label in writing or by phone. WaterSense partners in violation 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 by a WaterSense partner to EPA's satisfaction. For more information about how to use the WaterSense promotional label correctly or for pre-publication review of its use, please contact the WaterSense Helpline at watersense@epa.gov or (866) WTR-SENS (987-7367).

For Builder Partners Only

The WaterSense “we build” promotional label in the house shape should only be used by WaterSense builder partners who are in the process of constructing homes to the *WaterSense Single-Family New Home Specification*. It can be used by builders on the following:

- Websites
- Construction site signage
- Yard signs
- Model home materials
- Trade show displays
- Truck magnets
- Business cards
- Real estate listings for developments where WaterSense labeled new homes are available.



Section 5: Other WaterSense Program Mark Use Guidelines

WaterSense Program Logo



What is the WaterSense program logo?

The WaterSense program logo is used by 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, new homes, and services. Use of the program logo is restricted to current partners in good standing, who must adhere to the guidelines set forth in this document. The program logo is registered with the U.S. Patent and Trademark Office. A French version of the program logo is also available for Canadian promotional partners.

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 guidelines on the uses of the program logo. Promotional partners must have in place a current, signed partnership agreement with EPA in order to use the program logo. All uses of the WaterSense program logo in educational and promotional campaigns should be consistent with the WaterSense brand.

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, new homes, and/or services, in accordance with WaterSense goals and objectives.
- In program brochures, fact sheets, and other printed materials and promotional items containing messages about the WaterSense program or messages consistent with the WaterSense brand.
- On websites of partners that promote WaterSense labeled products and water-efficient practices.
- In public service announcements and advertisements that promote WaterSense approved messages.
- In press materials and other items that support WaterSense campaigns.

WaterSense Partner Logo



What is the WaterSense partner logo?

The WaterSense partner logo signifies an organization's or individual's commitment to promoting water efficiency, demonstrated by a signed partnership agreement between that organization and EPA. The partner logo in no way signifies that an organization's product, new home, or program is WaterSense labeled; rather, it signifies an organization's (or an irrigation professional's) partnership with WaterSense and commitment to work with EPA to advance the goals of the program. A French version of the partner logo is available for Canadian partners.

Are there any prerequisites for using the WaterSense partner logo?

Any organization or irrigation professional who wishes to use the WaterSense partner logo must be a WaterSense program partner in good standing. The partner must have in place a signed, current WaterSense partnership agreement. The partner must adhere to each of the conditions of that agreement, including actively promoting water efficiency and/or producing products or building new homes that are independently tested to meet the WaterSense efficiency and performance criteria.

Where can I use the WaterSense partner logo?

The WaterSense partner logo can be used on many different documents, such as:

- Partner websites, promotional materials, and exhibit booths.
- Letterhead, business cards, and external correspondence.
- Internal communications, posters, flyers, and brochures to educate/update employees, consumers, home buyers, and customers about the WaterSense program and water efficiency.
- Advertisements (e.g., trade press, consumer magazines, yellow pages, real estate publications, television spots) to promote the partner's commitment to the program.

Note: Irrigation professional partners must associate the partner logo with the individual's name, not the company.

WaterSense Program Logo for Certifying Bodies

What is the WaterSense program logo for certifying bodies?

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. 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.



Where can we 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 body's 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]."