

# Requirements for Use of the WATER'S WORTH IT™ Tagline, Artwork, and Materials

The Water Environment Federation (WEF) is the creator and sponsor of WATER'S WORTH IT, a national messaging campaign that is designed to increase awareness about the value and importance of water, water-related issues and the water profession.

The following requirements have been established for individuals and organizations to work collaboratively with WEF on WATER'S WORTH IT campaign activities. Consistent and correct use of WEF's logos, graphics, and type treatment is important to ensure the success of clear communication and maximize the impact and reach of the campaign.

All logos, type treatment, and graphics should come from WEF's Creative Services team. Graphics for WEF logos and the WATER'S WORTH IT campaign will be available for download by our constituents.

WEF encourages individuals and organizations to use its campaign materials, messages, and artwork and to distribute them to a variety of audiences. Please refer to the following usage requirements when doing so:

## Proper Usage of Trademark Symbols\* and Credit Lines:

- WEF must be acknowledged as the source of the WATER'S WORTH IT tagline, artwork and materials.  
Example:  
WATER'S WORTH IT™ is a trademark of the Water Environment Federation
- When used in writing, the WATER'S WORTH IT tagline must be identified fully spelled out and in all capital letters with the trademark symbol and the same color as the rest of the text. There is no acronym for the campaign.  
Example:  
WATER'S WORTH IT™
- When used in print, please use the following line:  
*WATER'S WORTH IT™ is a trademark of the Water Environment Federation*

*\*Note: WEF has applied for copyright protection so the TM symbol must follow the tagline in its first appearance in text [keyboard shortcut in Windows: ALT + 0153; Mac: Option + 2, or type (TM)]. **Important: Please do not use the ® registration mark until further notice.***

### **Prohibited Uses of the Trademark:**

- WEF, WATER'S WORTH IT, and any other material from WEF may not be used to state or imply any endorsement by WEF or by any WEF employee or volunteer of a commercial product, service, or activity, or used in any manner that might mislead or be counter to WEF's vision of preserving and enhancing the global water environment.
- Do not abbreviate, alter the spelling or replace possessive nouns with other forms of the words.
- Do not use an acronym to describe the campaign.
- It is not acceptable to substitute and use different colors in the logo.
- Do not use the logo in its negative form on anything except a dark background.
- Do not use the logo in its negative form on faxes because the black ink will bleed into the white letters.
- Do not use the logo in its negative form when printing on newsprint or other inexpensive papers.

### **Rules for Proper Usage:**

- When the WATER'S WORTH IT trademark is used in a non-stylized form, such as in the body text or advertisement, it should be set apart and distinguished from the other words in the text by using all capital letters with the appropriate symbol.
- The WATER'S WORTH IT tagline, artwork and related materials cannot be used for commercial purposes without express written permission from WEF.
- Any editing or otherwise altering of WEF materials (including PowerPoint slides, presentations, video footage, and any other medium containing campaign artwork and logos) will require written permission from WEF. The WEF Creative Services team will accept and try to accommodate requests for customized materials on a case-by-case basis.
- WEF shall in no way be liable for any costs, expenses, claims, or demands arising out of the use of the WATER'S WORTH IT tagline, art or material.
- WEF does not indemnify nor hold harmless users of WEF material, nor release such users from copyright infringement, nor grant exclusive use rights with respect to this material.
- WEF may withdraw permission at any time. If permission is withdrawn, parties must immediately cease use of all logos and materials.
- All requests should be submitted to [WatersWorthIt@wef.org](mailto:WatersWorthIt@wef.org).

### **Misuse of the WATER'S WORTH IT Trademark:**

If you learn of any uses that are confusingly similar to the WATER'S WORTH IT trademark, please notify WEF by sending an email to [WatersWorthIt@wef.org](mailto:WatersWorthIt@wef.org). Similarly, if you become aware of any use of a WEF trademark that violates any of the rules described above, including failure to identify WEF trademarks as belonging to WEF, please notify us at: [WatersWorthIt@wef.org](mailto:WatersWorthIt@wef.org). Please provide a copy of the item in which the trademark violation appeared.

### **External E-mail Signature Usage\***

The WATER'S WORTH IT tagline and all related artwork are trademarks of the Water Environment Federation and must be used in conjunction with WEF.

The file "wef\_wwi\_logo.gif" may be inserted after the last line of your e-mail signature block, preceded by a double return. The logo must be placed at 100% and not graphically altered in dimension or color.

*\*WEF has provided instructions for Microsoft Outlook 2010. Please consult your IT department for assistance with other email applications.*

