

Guidelines for Use of the WaterReuse Member Logo

The WaterReuse Member Logo is for use exclusively by current WaterReuse members. The Logo may be used to publicize an organization's membership in WaterReuse and highlight its commitment to water recycling.

Please carefully read the terms and conditions below.



Members agree to the following terms and conditions for use of the WaterReuse Member Logo:

- The Logo may not be used by non-members, including former members whose membership has lapsed due to nonpayment of dues. To check whether your organization is a current member, please email membership@watereuse.org.
- The Logo may be used to identify your organization as a WaterReuse member. It may be used on websites, signage, reports, brochures, and other publicity or display materials.
- The Logo may link only to the WaterReuse home page (www.watereuse.org). You may not use it to link to other pages on your website or any other websites.
- The Logo must be used in accordance with the WaterReuse Identity Standards.
- **The logo must always be at least 1" in height when displaying in print or on screen.**
- The Logo must be used in its entirety and may not be altered in any way, including proportion, color, element, type, etc. You may not animate, morph or in any other way distort the appearance of the Logo.
- There are three color variations of the logo. The **grayscale** Logo can be printed in black ink. The **color** Logo may only be printed or displayed only using its original colors and must be printed or displayed on a white or light colored background. The **reverse/white** logo is for use on dark backgrounds.
- The Logo may not be used to indicate any kind of endorsement by WaterReuse of a company's product or service; or that any official status for any product or service has been conferred by or is otherwise associated with WaterReuse; or to show any kind of relationship with WaterReuse aside from those permitted above.
- The Logo may not be used on official documents such as sales contracts, or official disclosure documents provided to potential or actual clients or purchasers of a member company's services or products.
- The Logo may not be used in connection with any disparaging statements about WaterReuse or its products, or statements that otherwise reflect poorly on WaterReuse.
- The Logo may not be used on any web site that is in violation of any applicable laws or governmental regulations.
- WaterReuse reserves the right to disallow any use of the Logo.
- Any unauthorized use of the Logo may result in legal action.

If you have questions about any of the conditions above, write to: info@watereuse.org.