WaterSense® Label Use Guidelines for the Media

Using the WaterSense Label

The WaterSense label was created to identify products, homes, and programs that meet the U.S. Environmental Protection Agency's (EPA's) criteria for water efficiency and performance. To maintain the integrity of this mark, use of the WaterSense label is restricted to the following:

- WaterSense manufacturer partners and their designated advertising/promotional outlets.

- WaterSense home certification organizations when used on certification documentation and by WaterSense builder partners in direct association with WaterSense labeled homes in promotional materials.

- Professional certifying organizations that meet WaterSense specifications for programs.

This mark may also be used by media outlets in order to assist audiences in identifying the WaterSense label. By making the label available to media, WaterSense intends to increase awareness of the label, and the media outlet is responsibile for adhering to these guidelines to ensure the label is displayed properly and is protected from copying, downloading, or reproduction.

What is the WaterSense label?

The WaterSense label is a copyrighted mark used to designate a product or home that meets EPA's criteria for water efficiency and performance, or a professional certification program that meets EPA's program specifications. It is a circular mark that includes the WaterSense leaf/drop image surrounded by the words "WaterSense" and "Meets EPA Criteria." When the label appears in conjunction with a certified product or home, the name of the licensed certifying body or home certification organization is identified underneath the label. However, for media reproduction purposes, the certifying body or home certification organization identifier should not be included.

How can the WaterSense label be used by the media?

Use only the original art files as provided by EPA. The WaterSense label may not be altered, cut, separated, or otherwise distorted in size or appearance. Colors must be reproduced in their entirety. Pure black versions are available by request for one-color applications. The media can use the WaterSense label in the following ways:

- In articles or other printed materials about the WaterSense program that advise readers about how to identify WaterSense labeled products, homes, or programs.

- On websites that describe the WaterSense program and its label. If the website lists or describes specific products that are labeled, the label can be near those products. The web host is responsible for ensuring the labeled products match those on the EPA registry of WaterSense labeled products, and that the label cannot be copied or downloaded for use by anyone other than the approved media outlet.

- In articles, publications, or catalogs focusing on products or homes, the WaterSense label can be used in direct conjunction with labeled products or homes, if designated by a manufacturer or builder. In such cases, the label artwork must include the words "certified by" and the name of the licensed certifying body or home certification organization underneath the label.

Please note: The WaterSense label should only be used on informational materials and should not be disseminated to other entities for their promotional purposes. The WaterSense label may not be used to imply EPA endorsement of a company, organization, product, builder, or service, and should never be associated with products, homes, or programs that do not meet the WaterSense program criteria.

Using the WaterSense Promotional Label

WaterSense has also developed a promotional label to encourage consumers to look for the WaterSense label. The promotional label is a colored box that displays the WaterSense label accompanied by the words "look for." This mark may also be appropriate for use in the media, and can be used more broadly than the label itself. The promotional label, which is also available in Spanish and French, is available from EPA's WaterSense program. Email watersense@epa.gov or call (866) WTR-SENS (987-7367) for a copy.