

WaterSense® Program Mark Guidelines






May 2020




WaterSense® Program Mark Guidelines



Section 1: The WaterSense Program Marks

The U.S. Environmental Protection Agency’s (EPA’s) WaterSense program 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. For guidelines on using other WaterSense program marks, see Section 5.

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 home that has been inspected and certified to meet WaterSense criteria.</p> <p>See Section 3 for more details.</p>	<ul style="list-style-type: none"> • Manufacturer partners • Retailers, wholesalers, and distributors (if given by a manufacturer partner) • Builder partners • Professional certifying organizations • Media (media label only); this label has separate instructions for use <p>NOTE: Manufacturer partners 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 and homes independently certified to meet a WaterSense specification can bear the label. Only programs 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>When used to identify a labeled home, the label must have the word “Certified by” and the name of the home certification organization underneath and must be used only in association with certified homes.</p> <p>For all products certified to meet a WaterSense specification, manufacturers must include the WaterSense label on product packaging and in online and printed specification sheets. Manufacturers should display the WaterSense label in association with any labeled product on the organization’s website.</p>
Promotional Label 	<p>Advertises the availability of WaterSense labeled products and encourages consumers to “look for” products with the WaterSense label.</p> <p>Identifies a WaterSense labeled product in retail or distributor point-of-purchase, advertising, or Internet sites.</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 homes • Media of any kind who are telling audiences to look for the label • All professionals certified by a WaterSense labeled program 	<p>This promotional mark does not designate a home or program as labeled by the WaterSense program. The label itself must be used for that purpose.</p> <p>Only retailers and distributors can use the promotional label to designate a WaterSense labeled product; manufacturers must use the WaterSense label with the certifying body listed underneath.</p>
Builder Promotional Label 	<p>Advertises that a builder is constructing homes that meet the <i>WaterSense Specification for Homes</i>.</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 mark to promote the fact that they construct homes to earn the WaterSense label.</p>

Mark	Description	Users	Reminders
<p>Verifier Promotional Label</p> 	<p>Advertises that an organization (or individual) verifies homes as meeting the efficiency and performance criteria detailed in the <i>WaterSense Specification for Homes</i>.</p> <p>See Section 4 for more details.</p>	<ul style="list-style-type: none"> • WaterSense home verifiers authorized by a home certification organization 	<p>Only WaterSense home verifiers working with a home certification organization can use this mark to denote that they verify homes to meet the <i>WaterSense Specification for Homes</i>.</p>
<p>Program Logo</p> 	<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>
<p>Partner Logo</p> 	<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 Sections 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 Matching System 641 (blue) and Pantone Process DS 289-2/Pantone Matching System 363 (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 requested 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 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, 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 Matching System 641 (blue) and Pantone Process DS 289-2/Pantone Matching System 363 (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 also 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. For WaterSense labeled homes, the certification documentation includes the WaterSense label with the words “Certified by” and the name of the home certification organization 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, 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 home certification organizations 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 or home to earn the label, the name of the licensed certifying body or the home certification organization, respectively, will be included as text under the label.

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

Where should we use the WaterSense label?

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 that has earned the label, or in conjunction with a home that has been certified by a home certification organization.

The WaterSense label **must** be included on product packaging, unless the packaging is too small, and on a manufacturer’s printed and online specification sheet for all products certified to meet a WaterSense specification. 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.

If packaging contains both labeled and non-labeled products, the packaging must bear the WaterSense label and clearly indicate which items within the package have earned the WaterSense label.

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 homes: On certification documentation (e.g., WaterSense label certificate and sticker); in direct association with WaterSense labeled homes in a brochure; or on a flyer or website.

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, certification program, or home that meets the WaterSense specification. For general water efficiency promotional materials, the promotional label with "look for" should be used, or 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, homes, and certification programs. In retail or distributor point-of-purchase, advertising, or Internet sites, it can also indicate that a product has earned the WaterSense label. 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 WaterSense labeled certification programs, places that sell WaterSense labeled products, or for neighborhoods and buildings with WaterSense labeled homes. Professionals certified by a WaterSense labeled program may also use the WaterSense promotional label to aid in promoting their affiliation with WaterSense. The promotional label should not be used on certification documentation for a WaterSense labeled home or to designate a WaterSense labeled home or program.

What does the WaterSense promotional label look like?

The promotional label includes the WaterSense label in color in a rectangular box. The colors used are Pantone Process DS 219-2/Pantone Matching System 641 (blue) and Pantone Process DS 289-2/ Pantone Matching System 363 (green), and the fonts are Rotis Semi Serif-65 and Helvetica Roman. The box or house shape is Pantone Process DS 219-2/Pantone Matching System 641 (blue) and must include the phrase “look for” in white.

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. French and Spanish versions of the promotional label for products are also available via the WaterSense Helpline at watersense@epa.gov or (866) WTR-SENS (987-7367).



How and where can we use the WaterSense promotional label?

Any WaterSense partner with a signed partnership agreement in place can use the WaterSense promotional label. Professionals certified by a WaterSense labeled program may also use the WaterSense promotional label to aid in promoting their affiliation with WaterSense. 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 homes.

Examples of appropriate partner and non-partner uses of the promotional label are described on the following page:

- Brochures, articles, posters, or point-of-purchase items that tell consumers how to find WaterSense labeled products and/or homes.
- Websites, advertisements, circulars, catalogs, or other materials promoting a variety of labeled products and/or homes.
- Model homes or trade show displays promoting WaterSense labeled products.
- Real estate agents, accrediting bodies, and home certification organizations promoting their support for WaterSense.
- Websites and other materials of certified professionals promoting their affiliation with WaterSense.

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

The promotional label should never be used by a manufacturer to designate that a product is labeled. It should also not be used to designate a WaterSense labeled home or program. In addition, the promotional label, like the WaterSense label, may not be used in any way to imply that products, 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, home certification organizations, verifiers, 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, advertisements, retail point-of-purchase promotions, model home materials, or other marketing items that use the WaterSense promotional label. 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 Homes Program Participants Only

The WaterSense “we build” and “we verify” promotional labels in the house shape should only be used by WaterSense builder partners who are in the process of constructing homes to the *WaterSense Specification for Homes*, or WaterSense home verifiers working with home certification organizations. They can be used by builders or verifiers on the following:

- Websites
- Construction site signage
- Yard signs
- Model home materials
- Trade show displays
- Vehicle magnets
- Business cards
- Real estate listings for developments where WaterSense labeled 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, 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, 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 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, home, or program is WaterSense labeled; rather, it signifies an organization'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 that 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 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.

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]."



WaterSense Program Logo for Home Certification Organizations

What is the WaterSense program logo for Home Certification Organizations (HCOs)?

HCOs that have signed a licensing agreement with EPA are permitted to use a specific WaterSense program logo designed for HCOs to highlight their certification services, training, or oversight for WaterSense labeled homes. The WaterSense program logo for HCOs 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 HCOs?

HCOs may use this version of the WaterSense program logo on informational materials focusing on their organizational capabilities in regards to certifying WaterSense labeled homes. When HCOs use the logo, it should be accompanied by a brief description of the program and an explanation of the organization’s association with the program. For example, “WaterSense is a partnership program sponsored by the U.S. Environmental Protection Agency. [Insert HCO name] offers WaterSense certifications for homes.”

