

# WQA MEMBER LOGO POLICY

Using the Water Quality Association (WQA) Member Logo is one of the benefits of your WQA membership. The logo distinguishes you from others in the marketplace, and assures customers of your adherence to high industry standards and the WQA's Code of Ethics. Use the WQA Member logo with pride, and continue the long-standing tradition of promoting your company and WQA.

**Carefully read this policy for using the WQA Member logo. It contains vital information that protects you and the association from the dangers of logo misuse. By following these simple guidelines, you will help us preserve the integrity and prestige of the WQA logo.**

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## What the WQA Member Logo Means and Does Not Mean:

### It means:

- As a WQA Member, you have agreed to adhere to the WQA Code of Ethics and have access to up to-date industry information, including: professional certification and training, product testing and technical expertise, industry trends and statistical information, government and regulatory affairs, and marketing and communications.
- The WQA Member logo means **only** that the user is a WQA Member. It should not be misrepresented to others in the industry or to the general public.

### It does not mean:

- Certification, accreditation, or approval of a company, an individual, a process, or a product
  - That WQA approves any sales, advertising, or other promotional materials or representations
  - That any particular level of quality or performance is guaranteed or assured by WQA
  - That any statements made to customers or the general public are truthful and accurate
  - Anything else beyond identifying that the user is a member of WQA
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## Who CAN Use the WQA Member Logo?

- All regular dues-paying members in good standing
- Executives and employees of regular members in good standing

## Who CANNOT Use the WQA Member Logo?

- Nonmembers
- WQA members whose membership has lapsed or expired
- WQA members whose membership privileges have been terminated for nonpayment of dues or other reasons

# What Happens if You Violate This Policy?

In the event that these guidelines are violated, WQA retains the right to direct the member to cease use of the mark, and may sue to enjoin misuse by members and/or nonmembers and to recover actual and punitive damages. WQA will also place members and non-members who misuse the WQA logo on the on-line "[Unapproved Use of the Member Logo](#)" list, which is available to the public. It is the right of WQA to determine whether these guidelines have been violated or whether the WQA Member Logo has been misused.

## Use the WQA Member Logo on:

- Letterhead
- Business cards
- Other business documents (*invoices, purchase orders, etc.*)
- Company signs
- Company vehicles
- Product advertising (this does not include: product, label of a product, or point-of-sale packaging of a product)

### Correct Logo

With registered mark **May not** be used on the product, label of a product, or point-of-sale packaging of a product.



### Correct Phrase

**Can** be used on product labels and packaging

*Member, Water Quality Association*

## LOGO GUIDELINES

### Logo Placement and Size

The WQA Member logo is available in a variety of styles and sizes (*see attached logo sheet*). WQA Members can use any variation of the WQA Member logo, provided it is a registered logo received through WQA. If you have a WQA Member logo you did not receive from WQA Headquarters, then it is not the correct WQA Member logo.

- Do not alter the appearance of the WQA Member logo in any way.
- Do not place the WQA Member logo on a product, on the label of that product, or on point-of-sale packaging of a product.
- A WQA member *may* include, on the product label, the following words in letters no larger than those used for the member's company name: *Member, Water Quality Association*
- Make sure the word "Member" and the ® symbol appear as shown.
- Place the WQA Member logo in secondary importance to your company name and/or logo, either by selecting a smaller overall size or by placing it in an area well removed from your company name and/or logo.
- Print the WQA Member logo square to the surface on which it is used. Do not tilt the logo in any way.
- Do not vary the placement of the WQA waves and other components of the logo.
- Do not use any variation in proportion, typeface, or orientation, except in overall size.