

# WATER QUALITY ASSOCIATION MEMBER LOGO POLICY

Membership

### Purpose

Using the Water Quality Association (WQA) Member Logo or the Mark of Excellence 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 or Mark of Excellence logos. 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.

### Scope

This policy applies only to dues-paying members in good standing for the use of the WQA Member Logo, as well as to members who demonstrate a commitment to quality at the highest level – through WQA membership, product certification, and WQA professional certification – with its Mark of Excellence recognition program.

### What the WQA Member Logo and Mark of Excellence 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 and technical expertise, industry trends and statistical information, government and regulatory affairs reporting, and marketing and communications.
- The WQA Member logo indicates only that the user is a WQA member and should not be presented to others in the industry or the general public as implying anything more.

#### 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 of products, services, or anything else is guaranteed or assured by WQA.
- That any statements made to customers, consumers, or the general public are truthful and accurate.
- Anything else beyond identifying that the user is a member of WQA.

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## WATER QUALITY ASSOCIATION MEMBER LOGO POLICY

Who CAN Use the WQA Member or Mark of Excellence <sup>1</sup> Logo?	Who CANNOT Use the WQA Member or Mark of Excellence <sup>1</sup> Logo?
All regular dues-paying members in good standing.	Nonmembers, including previous WQA members whose membership has lapsed or expired.
Executives and employees of regular members in good standing.	WQA members whose membership privileges have been terminated for nonpayment of dues or other reasons.

**The Mark of Excellence is reserved for companies that:**

- Are WQA members in good standing.
- Sell or manufacture certified water treatment products
- Have WQA certified professionals on staff

The WQA Member or Mark of Excellence Logo **MUST** always be accompanied by the member's company name, identification [address, location], and company logo. These logos, in combination with member company information, are strictly limited to use on:

- Letterhead
- Business cards
- Other business documents (invoices, purchase orders, etc.)
- Company signs
- Company vehicles
- Company print, media, or other nonproduct-specific advertising
  - The registered trademark logo can **NOT** be used on products, product-specific advertising, product labels, or any point-of-sale packaging of a product.
  - The registered trademark logo can **NOT** be used on clothing, hats, swag, promotional items, merchandise, or other giveaways or sales items.

### Correct WQA Member Logos

To ensure maximum legibility and brand impact, apply the following color rules:

**Light Backgrounds:** Use the Deep Teal or Black logo.



**Dark Backgrounds:** Use the Atlantic Blue or Sand logo.



**Both variations are designed to create a strong contrast with their respective backgrounds.**

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### Correct Phrase for WQA Members

The phrase *"Member, Water Quality Association"* may appear on product-specific advertising, labels, and packaging, provided it is accompanied by the member's company name, identifying details (such as address or location), and company logo.

### Correct Mark of Excellence Logo



### Logo Placement and Size

These logos are available in a variety of styles and sizes. WQA Members can use any variation of the WQA Member or Mark of Excellence logo, provided it is a registered logo that must be received through WQA.

- Do not alter the appearance of the WQA Member or Mark of Excellence logo in any way.
- Make sure the word "Member" and the ® symbol appear as shown.
- Place the logo of 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 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.

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### What Happens If You Violate This Policy?

If 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 list both members and non-members who misuse these logos on its online Public Notice List, which is available on the WQA website.

It is the right of WQA to determine whether these guidelines have been violated or whether the WQA Member or Business Excellence Logos have been misused. Logo misuse puts the member's WQA membership directly at risk.

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