



(Design Mark)

**WATER IQ<sup>®</sup>**

(Word Mark)



## **Texas Water Development Board Service Mark Usage Guidelines**

These guidelines are intended to provide a general understanding of appropriate usage of the WATER IQ Service Marks and any similar or related marks owned by the Texas Water Development Board (the “Marks”). The Marks have been used for a number of years in connection with water conservation public awareness efforts of the Texas Water Development Board. The proper use of these Marks is essential in order to preserve and enhance their value.

### **Use Complete, Unaltered Marks**

Do not alter a Mark in any way. For example, it is not permissible to change the words in a Mark (including modified fonts, colors, italics, or capitalization) or to remove the registration symbol (®) or service mark symbol (SM). The symbols should be used with the Marks in document headings but are not needed when used in a textual context in the body of a document. Electronic graphics of the Marks are available at [www.wateriq.org](http://www.wateriq.org).

### **Do Not Misrepresent Your Affiliation with the Texas Water Development Board**

You should avoid the appearance or implication that the Marks belong to you or your entity, or that any affiliation, sponsorship, endorsement, or other relationship exists between your entity and the Texas Water Development Board. If such an affiliation exists, you may so state on the material containing the Mark.

Revised March 2020

## Set the WATER IQ Marks Apart from Your Other Marks

Your name, logo, and/or trademark should appear more prominently than the Marks when both are displayed on the same page, Web page, or other material. The Marks should not be displayed in close proximity to marks not owned by the Texas Water Development Board or otherwise in a manner that might imply the two marks are a single mark or somehow related, or that your entity owns any of the Marks. For example, your trademark should not immediately precede the Mark, or vice versa. No Texas Water Development Board Mark should be used as part of your company name, trademark, logo, or product or service name.

## Use of Texas Water Development Board Marks in Domain Names is Prohibited

You may NOT register a domain name that includes any Texas Water Development Board Mark or name.

The official WATER IQ Word Mark is shown to the right. No official colors or fonts are designated for the Word Mark.

### Official Colors, Fonts, and Configurations

The official Design Mark and “WATER IQ: Know your water” Marks are shown to the right in color. They may also be used in black and white.

The official print colors for the Design Mark and “WATER IQ: Know your water” Mark are blue PMS 2925C and black PMS 5463C. The font for the mark is Myriad Bold; the tagline font is Sabon Roman. To the right are the CMYK values for accurate four-color printing and RGB values for accurate broadcast colors.

### Unacceptable Graphic Treatments

- Don't scale elements of the Mark independently or vertically or horizontally.
- Use colors indicated at 100 percent.
- Don't alter or recreate the Mark.
- Don't make the Mark smaller than 1 inch tall to maintain readability.

**WATER IQ®**



PANTONE® 2925c  
C:80 M:25  
Y:0 K:0  
R:39 G:134 B:188



PANTONE® 5463c  
C:30 M:0  
Y:0 K:80  
R:36 G:45 B:48