



(Design Mark)

WATER IQ®

(Word Mark)



Know your water.<sup>SM</sup>

## 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. The Marks may be used only with permission from the Texas Water Development Board, and only if you adhere to the following guidelines for proper use of the Marks.

### 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, or capitalization). Do not italicize any of the Marks. Electronic graphics of the Marks will be provided upon request.

### Service Mark and Registration Symbols

Unless otherwise directed in writing by the Texas Water Development Board, use a registration symbol (®) with the Design Mark and Word Mark, and use a service mark symbol (SM) for the “WATER IQ: Know your water” Mark to indicate that each Mark is protected. 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.

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

Unless otherwise directed in writing by the Texas Water Development Board, the Marks should be accompanied by the byline “Licensed Service Mark of the Texas Water Development Board” whenever practicable. 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 in the absence of a written agreement. If such an affiliation exists, you may so state on the material containing the Mark.

## 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.

## International Uses

The Texas Water Development Board authorizes use of the Marks in the United States only. Do not use any of the Marks in materials directed to foreign countries without first obtaining authorization and direction on authorized use from the Texas Water Development Board.

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 Mark.
- Don't make 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