

FWQA MEMBER LOGO POLICY

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

Carefully read this policy for using the FWQA 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 FWQA logo.

What the FWQA Member Logo Means and Does Not Mean:

It means:

- As a FWQA Member, you have agreed to adhere to the FWQA 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 FWQA Member logo means only that the user is a FWQA 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 FWQA approves any sales, advertising, or other promotional materials or representations
- That any particular level of quality or performance is guaranteed or assured by FWQA
- 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 FWQA
- **Who CAN Use the FWQA Member Logo?**
 - All regular dues-paying members in good standing
 - Executives and employees of regular members in good standing
- **Who CANNOT Use the FWQA Member Logo?**
 - Nonmembers
 - FWQA members whose membership has lapsed or expired
 - FWQA members whose membership privileges have been terminated for nonpayment of dues or other reason

What Happens if You Violate This Policy?

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

Use the Correct FWQA Member Logo on:

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

CORRECT LOGO



Correct Phrase that Can be used on product labels and packaging

Member, Florida Water Quality Association

LOGO GUIDELINES

Logo Placement and Size

FWQA Members can use any variation of the WQA Member logo. If you have a FWQA Member logo you did not receive from FWQA Headquarters, then it is not the correct FWQA Member logo.

- Do not alter the appearance of the FWQA Member logo in any way.
- Do not place the FWQA Member logo on a product, on the label of that product, or on point-of-sale packaging of a product. •
- A FWQA member may include, on the product label, the following words in letters no larger than those used for the member's company name: Member, Florida Water Quality Association
- Make sure the word "Member" appears as shown.
- Place the FWQA 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 FWQA Member logo square to the surface on which it is used. Do not tilt the logo in any way.