

# THE WATER COUNCIL MEMBER LOGO USAGE GUIDELINES

## 01. PRIMARY LOGO



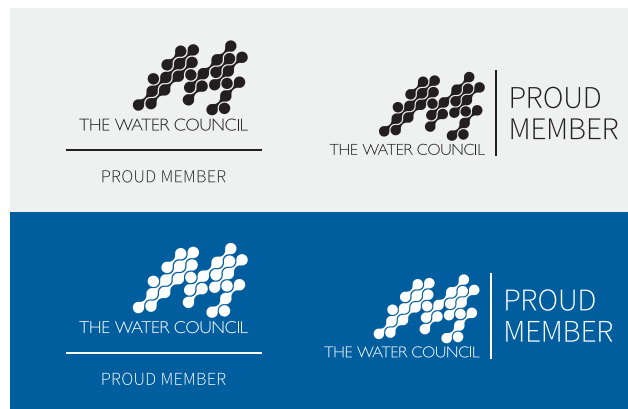
Primary version of The Water Council's Member-use logo  
(to be used in all cases unless dimensions or available space limits legibility/readability)

## 02. ALTERNATE LOGO



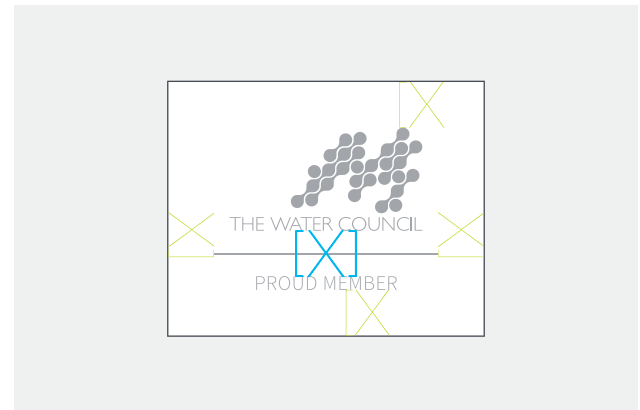
Secondary version of The Water Council's Member-use logo  
(only to be used in the event of restrictions limiting the use of the primary logo)

## 03. SUPPLEMENTAL VARIATIONS

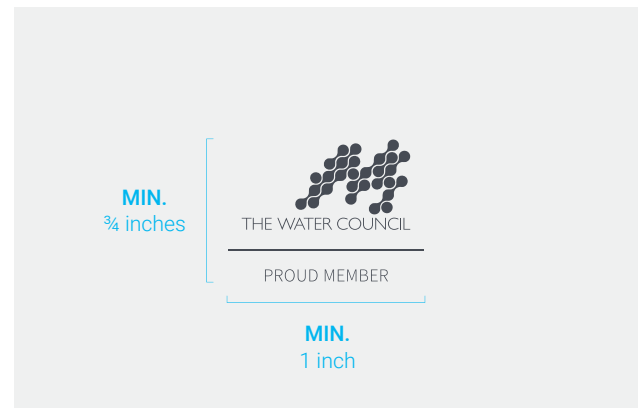


Monochromatic versions of the primary and alternate logos  
(for use only when on top of a colored background or photo, or for a one-color ink/imprint)

## 04. SPACING & SIZING



At all times, keep all other elements, logos, etc. the distance from the bottom of "The Water Council" text to the top of the "Proud Member" text away from the TWC-Member logo



Primary logo not intended for sizes less than 3/4 inches by 1 inch

## 05. DOS & DON'TS

- Please use** these logos freely to promote your membership with The Water Council on your website, business cards, marketing materials, etc.
- Please use** these logos with appropriate space/padding around them and at the sizes seen above in line 04 of this document
- Please use** these logos at a smaller size than your own company/organization's logo when using them in correlation with each other
- Please use** the appropriate color mode for the appropriate web vs. print usages by using the RGB versions of the logos for on-screen and web/online uses and the CMYK versions for in-print and physical uses
- Do not** use these logos if you are not an official member of The Water Council
- Do not** rotate or turn any these logos—please keep them upright at all times
- Do not** change the color of these logos (or any aspect of it)
- Do not** make any changes or amendments to the shape or text of these logos
- Do not** increase the size of these logos to a point where they appear pixelated or blurred
- Do not** stretch, push, pull, or squish these logos to other ratios/dimensions—please scale these logos relative to their original aspect ratio

Please follow these guidelines for every usage of these logos  
(questions concerning these guides can be directed to [marketing@thewatercouncil.com](mailto:marketing@thewatercouncil.com))