Policy No. 12: Logo Use Policy

Introduction
The intent of this document is to provide essential policy guidelines for the use and physical characteristics of the official Washington Association of Sewer and Water Districts (WASWD) logo. The official WASWD logo is the visual expression of the WASWD brand - the cornerstone of our identity. It denotes the mission and purpose of the Association, which has built its reputation on excellent service to its members in the areas of legislation, education, and retrospective rating programs.

A clear understanding and correct usage of the official WASWD logo will project a consistent image, while reinforcing the Association’s longstanding commitment to its member districts. The official WASWD logo may only be used in accordance with the WASWD Logo Policy.

WASWD Logo Policy
1. **Official WASWD Logo Design:** The official WASWD logo is available for download on the WASWD website: www.waswd.org. A complete description of the official WASWD logo is provided in Appendix 1 below.

2. **General Principles:** The following General Principles apply to all uses of the official WASWD logo.
   a. The official WASWD logo may not be used without the express written permission of the WASWD Executive Director. A copy of WASWD waiver of liability is available for download on the WASWD website: www.waswd.org. The form is shown in Appendix 2 below;
   b. The official WASWD logo must be used in its complete form. No part of it, including its color scheme and its proportions, may be altered or deleted. As noted above, a complete description of the official WASWD logo can be found in Appendix 1 below;
   c. If used in conjunction with other logos, the official WASWD logo must be reproduced in the same size and proportions as other logos;
   d. The WASWD official logo may only be used if the activities of the user are consistent with the mission of WASWD. WASWD’s mission statement may be found on its website: www.waswd.org;
   e. Use of the official WASWD logo must contribute or provide an opportunity to promote the mission of WASWD; and
   f. The image, reputation, and impartiality of WASWD must be maintained. The official WASWD logo may not be used in any way that may imply WASWD’s endorsement of any product, service, or member and in a manner prejudicial or detrimental to the interest of WASWD.

3. **Commercial Use of the Official WASWD Logo:** The official WASWD logo is not intended for commercial use. Commercial use of the official WASWD logo is defined as that undertaken by or involving commercial for-profit entities, as well as any use intended to lead to commercial profit. However, authorization to use the official WASWD logo may be granted if use of the official WASWD logo by the commercial for-profit entity contributes to the mission of WASWD.

In any case, a WASWD waiver of liability, together with a description of the intended use must be submitted and approved by the WASWD Executive Director prior to use of the official WASWD
logo. The description of the intended use of the official WASWD logo will give precise details of the nature and context of its use, including but not limited to the goal, duration, nature of any association with other logos, proposed display size, etcetera.

4. **Withdrawal and Assignment of Authorization:** Authorization to use the official WASWD Logo is neither assignable nor transferable to a third party without the prior written consent of the WASWD Executive Director. Authorization may be withdrawn at any time at the sole discretion of the WASWD Executive Director without any kind of recourse being available.

5. **Liability:** Any entity authorized to use the official WASWD logo must acknowledge that:
   - The entity is responsible for ensuring that the activities are carried out in accordance with all applicable laws, and that appropriate insurance is maintained to cover risks arising out of such activities;
   - WASWD does not assume any responsibility for the activities of such entity; and
   - The entity will hold harmless and defend WASWD, its officials, staff members, and members against any demand or action that may be brought against them as a result of the use of the official WASWD logo.

If you have any questions about using the official WASWD logo, please direct your questions to:

   Executive Director  
   Washington Association of Sewer & Water Districts  
   12720 Gateway Drive, Suite 204  
   Tukwila, Washington 98168  
   Telephone: 206.246.1299  
   Email: staff@waswd.org