



Massachusetts Water Works Association, Inc.
Logo Use Policy
(Adopted December 3, 2008)

Mission: The Massachusetts Water Works Association, Inc. (MWWA) is a membership organization dedicated to the advancement of the drinking water profession. Through education and advocacy, MWWA is committed to protecting public health and providing a safe and sufficient supply of drinking water to Massachusetts consumers.

Policy: Active, Affiliate or Utility members in good standing may display the MWWA member logo as a means of exhibiting their affiliation with MWWA. Only utility members may display the “Member of MWWA” logo on their publications, all other memberships are individual in nature and therefore only the individual member may use the logo on items that have their name attached to them. Association Sponsors participating at the Presidential, Vice Presidential or Directors level may use the “Sponsor of MWWA” logo. Use of the MWWA logo without a member or sponsor designation is prohibited. The logo (used only with the term Member or Sponsor) may appear on current member or sponsor's literature, signage, business and electronic correspondence, and website provided it takes secondary status in appearance to member or sponsor's name and credentials. Use of the logo or MWWA's name or acronym by non-members or members that have allowed their membership to lapse due to non-payment is strictly prohibited.

Without the express written permission of MWWA, you may NOT use MWWA's logo, MWWA's name, MWWA's acronym, or MWWA's member icons:

1. To imply endorsement by MWWA of any product, event, position, action, or idea;
or
2. To make statements on behalf of the organization or to address political issues;
3. Commercial uses (placement of the logo on product packaging);
4. An individual's use of the logo for purposes other than acknowledging membership or participation in our activities;

No use of a MWWA logo may suggest or imply that any individual is an MWWA employee or agent.

Use of the MWWA logo shall be only with prior written permission (e-mail or hard copy) from MWWA. MWWA may withhold approval at its sole discretion. MWWA reserves the right, in its sole discretion, to terminate or modify permission to display the MWWA logo at any time.

The MWWA logo must be used only for the purpose requested; additional uses require separate permissions. Requests for use of the name or logos which fall outside the scope of the policy are to be brought to the attention of the MWWA Executive Director.

You may use the logo only as provided by MWWA. Except as provided in these guidelines, you may not alter the MWWA logo in any manner, including proportions, colors, and elements; or animate, morph or otherwise distort its perspective or appearance. The MWWA logo may be resized to accommodate a specific use, but the text ("Massachusetts Water Works Association") must remain legible. MWWA reserves the right to require that an instance of its logo be re-sized if, in its opinion, the name is difficult or impossible to read.

You may not alter the MWWA logo to incorporate any other object, including, but not limited to other logos, icons, words, graphics, photos, slogans, numbers, design features, symbols, audio files or video files.

The MWWA logo graphic, when used in a Web or other Internet application, must be linked to www.masswaterworks.org or packaged with a separate text link to the MWWA URL.

An initial proof for printed use should be provided to the MWWA Executive Director for review prior to printing.

Failure to Adhere to Logo Use Policy: Individuals or Sponsors found to be in violation of the MWWA Logo Use Policy will be given 30 days to rectify and/or remove any unauthorized use of the MWWA logo or misleading text from any and all advertising. The MWWA office will notify the individual or sponsor via email or mail stating what must be done to rectify the situation. Failure to comply with the MWWA Logo Use Policy and directives from the MWWA office or Board of Directors within 30 days of receiving notification will result in the individual or sponsor losing its MWWA Membership for 12 months.

Acknowledgment and Acceptance

I _____, acknowledge that I have reviewed and agree to abide by the Logo Use Policy as established and approved by the MWWA Board of Directors on December 3, 2008.

Signature

Date