

What is the WaterSense promotional label and how is it different from the WaterSense label?

The WaterSense promotional label is designed to help advertise, educate, and inform consumers and purchasers about the availability of WaterSense labeled products, new homes, and certification programs—but not to “label” them directly. The U.S. Environmental Protection Agency (EPA) created the promotional label as a way to incorporate the WaterSense label into marketing and advertising materials and increase brand visibility without compromising the integrity of the label.

The promotional label may be used on promotional materials such as brochures, websites, and advertisements for places that sell WaterSense labeled products or neighborhoods with WaterSense labeled homes, but it should not be used directly with specific WaterSense labeled products or new homes to imply independent certification, nor on certification documentation for a WaterSense labeled new home.

What does the WaterSense promotional label look like?

The promotional label includes the WaterSense label in color, black, or grayscale in either a rectangular or house-shaped box. The colors used are Pantone Process DS 219-2/Pantone Spot Ink 641 (blue) and Pantone Process DS 289-2/Pantone Spot Ink 364 (green), and the fonts are Rotis Semi Serif - 65 and Helvetica Roman. The box or house shape can either be Pantone Process DS 219-2/Pantone Spot Ink 641 (blue) or black and must include one of the following phrases in white:

- “look for”
- “ask about”
- “we sell”
- “we build” (for WaterSense builder partner use only)

The WaterSense promotional label must be reproduced so that all of its components are legible. The promotional label should not be distorted or altered in any way. Pictured below are various versions of the promotional label. French versions of the promotional labels for products are also available for use in Canada.



How and where can we use the WaterSense promotional label?

Any WaterSense partner with a signed partnership agreement in place can use any WaterSense promotional label, except for the “we build” version, which is only for builder partners. The promotional label can also be used by other entities upon request, with permission granted by EPA, to promote the availability of WaterSense labeled products, programs, or new homes.

Examples of appropriate partner and non-partner uses of the promotional label include:

- Brochures, articles, posters, or point-of-purchase items that tell consumers how to find WaterSense labeled products and/or new homes.
- Websites, advertisements, circulars, catalogs, or other materials promoting a variety of labeled products and/or new homes.
- Model homes or trade show displays promoting WaterSense labeled products.
- Water-efficiency inspectors, real estate agents, accrediting bodies, and new homes program administrators promoting their support for WaterSense.

Is there anywhere we may NOT use the WaterSense promotional label?

The promotional label should never be used to imply that any product, new home, or program is labeled. In addition, the promotional label, like the WaterSense label, may not be used in any way to imply that products, new homes, or programs that have not met WaterSense certification criteria are labeled, nor that EPA endorses the labeled product(s), manufacturers, retailers, distributors, builders, organizations, accrediting bodies, new homes program administrators, licensed certification providers, other partners, or, in the case of certification programs, the program itself or any certified professional.

How can we be sure we are using the WaterSense promotional label properly?

EPA is happy to review your pre-press promotional items, draft websites, retail point-of-purchase promotions, model home materials, or other marketing items that use any of the WaterSense promotional labels. To help EPA maintain the integrity of the program and its identity, WaterSense requests that you alert EPA to any concerns you may have or possible misuse of the WaterSense promotional label in your industry.

How are WaterSense promotional label use violations handled?

To protect the integrity of the promotional label, EPA will enforce these promotional label use guidelines and determine whether uses of the promotional label are appropriate. EPA will contact anyone who misuses the promotional label in writing or by phone. WaterSense partners in violation will be given time to correct the error(s), depending on the severity of the violation and the medium in which the violation appeared. Dispute resolution procedures, outlined in the *WaterSense Program Guidelines*, will go into effect if a correction is not made by a WaterSense partner to EPA's satisfaction. For more information about how to use the WaterSense promotional label correctly or for pre-publication review of its use, please contact the WaterSense Helpline at watersense@epa.gov or (866) WTR-SENS (987-7367).

For Builder Partners Only

The WaterSense “we build” promotional label in the house shape should only be used by WaterSense builder partners who are in the process of constructing homes to the *WaterSense Single-Family New Home Specification*. It can be used by builders on the following:

- Websites
- Construction site signage
- Yard signs
- Model home materials
- Trade show displays
- Truck magnets
- Business cards
- Real estate listings for developments where WaterSense labeled new homes are available.

