

# World Water Council

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## Logo Usage Policy and Guidelines

The World Water Council and World Water Forum names and joint logo are the properties of the World Water Council. The World Water Council logo has specific policies associated with its use. The policies are further described below.

As a members of the World Water Council, or as an organization in relations with the World Water Council, the World Water Council grants you the right to use its logo, provided that you agree to the following terms and conditions:

### General guidelines

The World Water Council logo may not be used to disparage the World Water Council, its activities or its Member organizations.

The World Water Council logo must stand alone: it cannot be modify nor combined with any other design element such as photography, type, borders, nor can it be incorporated into another logo. The World Water Council logo may not be altered in any way.

- **Do NOT abbreviate World Water Forum (ex. WWF)**
- **Do NOT refer to the 1<sup>st</sup> World Water Forum, 2<sup>nd</sup> World Water Forum, 3<sup>rd</sup> World Water Forum, and following ones as WWF1 or WWFI, etc.**

The World Water Council logo has two distinct elements:

1. The globe symbol along with the drop
2. The names of the two organizations World Water Council and 4<sup>th</sup> World Water Forum (or 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup> and following ones) and their unique typography

These elements appear in a fixed relationship and they should never be recreated, repositioned, redrawn or resized.

The World Water Council logo must be displayed next to the logo of the organization responsible for the communication and should not be used alone.

### Who can/cannot use the logo? Permission and approval

Members of the World Water Council may use the World Water Council logo to show their affiliation with the World Water Council. The World Water Council logo may be used by member organizations without explicit prior permission so long as the aforementioned guidelines are respected. Common forms may include, but are not limited to, projects related to promotional and informational material such as posters, flyers, etc.

Official partners such as the World Water Forum Secretariat may use the logo for their own communications. The logo may be used by the World Water Forum Secretariat partners or organizations implicated in the activities of the Forum, only upon authorization by both the World Water Forum Secretariat or the World Water Council Headquarters.

The World Water Council does not permit the use of the logo by anyone outside the organization unless the World Water Council is the sponsor of an event or program. The logo may then be used in conjunction with the event or program provided that the World Water Forum Secretariat does not object to this case. Permission for use of the logo must be obtained from the World Water Council Communications.

When used on the Web, the logo must be an active link to <http://www.worldwatercouncil.org>

Links to the World Water Council website:

The World Water Council permits, by default, any use of links to the World Water Council website. The World Water Council reserves the right to request that any link not be used at any time.

## **Who to request authorization from?**

Please e-mail all questions regarding logo approval to Stephanie Porro: [communication@worldwatercouncil.org](mailto:communication@worldwatercouncil.org), at the World Water Council Secretariat. In the context of the World Water Forum, you may also send your requests to the Secretariat of the World Water Forum.