



**International Carwash Association™**  
*Your Partner for Success*

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## **LOGO USAGE PARAMETERS**

The International Carwash Association has established the following official Graphic Standards for using the **WaterSavers™** logos.

### **WaterSavers Logo Usage and Standards**

The International Carwash Association has developed graphic guidelines to establish consistency in the way the WaterSavers logos are used and protect the Association's intellectual property. Use of the WaterSavers name and the Association's marks are contingent upon maintenance of the participation requirements of the WaterSavers program, including membership in the International Carwash Association. Further, any use of the WaterSavers name or the Association's marks that are inconsistent with these parameters or the program's requirements, determined at the sole discretion of International Carwash Association, may result in expulsion from the WaterSavers program or further action, including monetary damages, to protect the Association's intellectual property. No WaterSavers identifier can appear in any advertisement or literature containing discriminatory or misleading statements.

### **The WaterSavers Logo**

The WaterSavers logo (shown below) is intended solely for the use of the organization's website, publications, brochures and other marketing collateral.



The WaterSavers logo is the main element of the WaterSavers brand identity, and as the main element must be reproduced consistently. It should not be redrawn, re-proportioned or altered in any shape or form. The WaterSavers logo should also be in a prominent location on all communications.

## **Size Requirements**

The WaterSavers logo can be used at various sizes depending on the type of collateral being produced. In all uses, the logo size must not be compromised proportionally to the original dimensions. The logo should not be reduced to less than 100 pixels x 138 pixels. Any smaller and the logo becomes unreadable.

There is no maximum size for production of the WaterSavers logo; however, the high resolution files must be used for the artwork to remain in tact. There is no flexibility in the minimum size requirement.

The International Carwash Association reserves the right to immediately restrict display of the WaterSavers logo as a result of failure to comply with these terms.

## **Displaying the WaterSavers Logos**

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- Commitment and professionalism make WaterSavers members stand out in the legal and car washing community. Individuals who want to further promote this standard are encouraged to use the WaterSavers logo. Use of the WaterSavers logo can elevate your business profile, increase your car wash recognition and emphasize that you are a part of a program promoting environmental stewardship.

## **Additional Information**

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Alternative formats of these logos are available upon request. Please direct all questions regarding the WaterSavers graphic standards and logo usage parameters to the International Carwash Association Headquarters Staff at 888-ICA-1842 or [info@carwash.org](mailto:info@carwash.org).