💧 How to Use the Quality On Tap!® Logo

A Guide for Small Water Systems & Utilities

The **Quality On Tap!®** logo helps communicate your system's commitment to delivering safe, reliable drinking water. Using it consistently and confidently across your platforms strengthens public trust and reinforces the professionalism of your service.

✅ Why Use the Logo?

- Demonstrates your commitment to **transparency** and **quality service**
- Builds **community trust** in local water systems
- Shows your connection to a **nationwide network** of responsible providers
- Supports your **public relations and customer outreach** efforts

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🛠️ How to Use the Logo

1. Website

- Add it to your **homepage**, "About Us," or "Customer Service" sections
- Link it to more info about your water system or the Quality On Tap!® initiative
- Include a brief blurb like:
  "We're proud to deliver Quality On Tap!® — safe, clean drinking water from a source you trust."

2. Social Media

- Use it as part of your **profile banner or post graphics**
- Incorporate it into **public education posts** about water safety, conservation, or FAQs
- Pair it with hashtags like **#QualityOnTap #RuralWaterStrong**

3. Customer Materials

- Feature the logo on:
    - **Utility bills** (printed or digital)
    - **Newsletters or bill inserts**
    - **Consumer Confidence Reports**

- o **Mailers or flyers**

4. Branded Merchandise

- Add it to **T-shirts, hats, water bottles, mugs, pens, etc.**
- Great for giveaways, outreach events, and field staff uniforms

5. Vehicles & Signage

- Display the logo on **utility truck doors, trailers, or service vans**
- Use on signage at **offices, treatment plants, or events**

6. Community Engagement

- Use it in presentations to **schools, local governments, or community groups**
- Include in **event materials** (booths, banners, slideshows)

📏 Logo Use Tips

- **Keep it clear and legible** — never stretch, crop, or alter colors
- **Use official logo files** provided by NCRWA or NRWA
- Maintain **ample white space** around the logo to ensure visibility
- For digital use, ensure **high resolution** for clear display

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📩 How to Get the Logo

Fill out this quick request form: [Insert Link]
You'll receive access to digital files, usage guidelines, and support.