

# 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

### 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

#### 3. Customer Materials

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

### **How to Get the Logo?**

Fill out the quick request form on our website: [www.ncrwa.org/quality-on-tap](http://www.ncrwa.org/quality-on-tap)

You'll receive access to digital files, usage guidelines, and support.