

Using the Florida Water Star StarSM logo

Introduction

The St. Johns River Water Management District (SJRWMD) developed the Florida Water StarSM program as a part of its efforts to promote the efficient use of water. In particular, Florida Water StarSM promotes water efficiency inside and outside in new home construction.

This document outlines the ways in which the logo (also developed by SJRWMD), and any slogans and/or verbiage associated with the program may be used.

Who may use the program name, logo, etc.?

- Other than SJRWMD personnel in their official capacity, only those persons whose projects have been certified through the program may use the logo, name, slogans or other verbiage of Florida Water StarSM and/or Water StarSM. SJRWMD will maintain a database spreadsheet with this information.
- Authorization for use of the logo, name, slogans or other verbiage of Florida Water StarSM will be granted for one year following the initial certification. After that one year, an extension can be requested, and will be granted by SJRWMD so long as the products and/or services meet the existing criteria in place at the time that the extension is requested.

Size, color, verbiage

- The Florida Water StarSM logo is not to be used any smaller than one-half inch in diameter (width and length).
- Alteration of the logo is not sanctioned by SJRWMD.
- Sanctioned colors of the logo are
 - Black on a white background
 - PMS 286C (blue) on a white background
 - White on a PMS 286C background
 - White on a black or gray background (gray to be no less than 50 percent ink coverage)
- No one outside SJRWMD's staff may use language that gives the public the impression that a home or other building, product or service meets Florida Water StarSM standards unless that building/person/product has been certified by an SJRWMD-certified inspector, and that person's name appears in the official database of SJRWMD.
- The service mark (SM) must be shown when using the text version of the program name and must be shown on the logo in all uses.
- Authorized persons may use the logo, name, slogans and other verbiage on business cards, posters, billboards, stickers, brochures, Web site and other such media, as outlined in this document.

Slogans

Slogans that may be used:

- Meets criteria of the Florida Water StarSM program, year (approved person inserts year of certification here)

- Florida Water StarSM certified inspector, year (approved person inserts year of certification here)
- Company name, builder of Florida Water StarSM (with year) certified homes
- Landscape company name, offering native and/or Florida-friendly plants for your Florida Water StarSM landscape

Other language may be submitted to the Florida Water StarSM program managers for consideration and approval.

Other

The names of builders, construction companies, and other groups associated with Florida Water StarSM will be maintained on the SJRWMD website for approximately two years from the date of certification as a way to alert members of the public about these professionals who put Florida Water StarSM criteria into practice. Certification must be kept current to remain on the web listing. As circumstances dictate, such names may be removed from the listing if services and products no longer meet program criteria, at the request of the person or company listed, or due to business changes at SJRWMD.

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