



ADVANCING THE SCIENCE OF WATER®

(posted on the web at:

<http://waterrf.org/Research/Administration/ProjectReportGuidelines/Guidelines/SupportingResourceGuidelines.pdf>)

Guidelines for Supporting Resources

Water Research Foundation appreciates you providing to us materials that support your research and further inform Foundation subscribers and the water community. The guidelines below are offered as a way to help make all Foundation supporting resources consistent, easily understood, and legally sound. Please consider them as you prepare the materials that support your project.

Prior to making your supporting material available to subscribers, the Foundation will ask you to sign a "[Copyright License & Permission to Reprint](#)" form that, among other things, verifies that you have read the guidelines below.

Style Guidelines

- For matters of editorial style, the Foundation's "[Format-Style Guide](#)" is your best reference. (It is derived from the *Chicago Manual of Style*.)

Using Water Research Foundation Name and Logo (Branding) Guidelines

Elements of the “brand” of the Foundation are explained below. It is important that our brand be used correctly and consistently. Uniformity promotes the Foundation's identity as an organization and assists readers/user in distinguishing it from other organizations. Your compliance with these guidelines is appreciated.

- Ideally, all supporting resources that refer to Foundation projects will feature the Water Research Foundation name and logo somewhere in the material. Artwork for the Foundation logo is available to principal investigators upon request; please contact your project manager.
- The logo should be used with the name of the Foundation, not as a stand-alone element. The logo art can appear in all black, all process blue, or in black and process blue.
- The Foundation should be referenced in relationship to the project(s) featured in the supporting resource. Use of specific project titles and numbers is recommended.
- The full and complete name of the organization is **Water Research Foundation**. The full name should be used in the first reference to the Foundation and “the Foundation” thereafter.

Continued on page 2

Copyright Guidelines

Here are a few general pitfalls to avoid regarding the use of material that is copyrighted by someone other than your organization or the Foundation:

- Do not use materials, such as cartoons or photographs, created by another without permission. This could be a violation of copyright belonging to a third party.
- Do not use another's trademark or other proprietary information without permission.
- Do not include defamatory (libelous) statements in your materials.
- Make sure all statements which may injure another person or entity are true and supportable by evidence.