

# GUIDELINES FOR USE OF VALUE OF WATER CREATIVE

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Each “What’s the Value of Water” piece is provided in PDF file format. Certain elements of each piece of content may be adjusted for local preference using Adobe Acrobat, InDesign, Illustrator, Photoshop or other design software. The cost of public placement of this content is the responsibility of the user.

Following are guidelines governing the use of “What’s the Value of Water” content, posted on TheValueofWater.org:

1. Creative may be placed in full color, with spot color or in black and white.
2. All hi-res creative has an open, white space for members to place their logo/website/mark next to the Value of Water’s. Any resizing may be requested by contacting the design agency, SKDKnickerbocker, contact: Greg Minoff at GMinoff@skdknick.com. SKDK’s day rate for revisions is \$500.
3. The following elements may **NOT** be altered or eliminated:
  - a. The Value of Water logo.
  - b. The photos or artwork associated with each piece.
  - c. The body text of the piece.
  - d. The colors in the piece.
  - e. The line stating “Presented in cooperation with the Value of Water Coalition.”
4. Utilities that place the ads are asked to provide tear sheets or PDFs of final ads to AGardner@thevalueofwater.org

For more information about the toolkit or the Value of Water Coalition, contact [info@valueofwater.com](mailto:info@valueofwater.com)

Thank you for sharing the Value of Water message.

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