



## **GUIDELINES FOR USE OF ARIZONA WATER FACTS CREATIVE**

Each “Arizona Water Facts” piece is provided in high-resolution 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 “Arizona Water Facts” content, posted on [ArizonaWaterFacts.com](http://ArizonaWaterFacts.com):**

1. Creative may be placed in full color, with spot color or in black and white.
2. Any resizing may be requested by contacting **Shauna Evans** at **[smevans@azwater.gov](mailto:smevans@azwater.gov)**
3. The following elements may NOT be altered or eliminated:
  - a. The Arizona Water Facts Logo
  - b. The photos or artwork associated with each piece.
  - c. The body text of the piece.
  - d. The colors in the piece.
  - e. Utilities that place the ads are asked to provide tear sheets or PDFs of final ads to **[smevans@azwater.gov](mailto:smevans@azwater.gov)**

For more information about the toolkit or [ArizonaWaterFacts.com](http://ArizonaWaterFacts.com), contact **[smevans@azwater.gov](mailto:smevans@azwater.gov)**

**Thank you for sharing the Arizona Water Facts message.**