To: Ed Russo[edru@us.water-gen.com]
Cc: Morgan, Ardra[Morgan.Ardra@epa.gov]
From: Garland, Jay
Sent: Fri 2/9/2018 5:31:57 PM
Subject: re: Earth Day Truck

Ed,

As a follow up to the picture you sent, I wanted to make sure you realize that this needs to be vetted through our Office of Public Affairs before moving forward. As I recall, the use of the agency logo in connection with the promotion or sale of non-Government produced goods or services is strictly prohibited. Even though EPA and WaterGen have a CRADA in place, you would need to at a minimum, work through OPA to use the logo and, if deemed permissible, may require the approval of the Administrator. I dug-up this document on the internet that includes a point of contract and phone number. It sounded like you may have already been made aware of these issues, but hope this helps.

Permission to Reprint the Agency Logo or Seal

If another agency, research group, think-tank, university, partnership or company wants to reproduce the EPA logo or seal for purposes acceptable to the Agency, permission must be granted by OPA, which will provide a copy of the logo or seal. Conditions of permission:

- Neither the logo nor seal may be altered in its proportions.
- No element may be removed or added to the seal or logo.
- Neither the seal nor the logo may be merged into another illustration or modified in any other way.
- The applicant may not suggest that use of the logo or seal implies endorsement of any organization, idea, product or service.
- OPA may require that the logo and/or seal be accompanied by an appropriate disclaimer.

Names derived from the EPA initials, such as EPAlog or EPAlert, are discouraged. They distort the Agency's correct name both visually and aurally, and compete with the Agency logo. OPA approval is required to use EPA's initials in combination with other letters or words.

Please contact Belinda Blackman (202-564-7848; **blackman.belinda@epa.gov**) to ask about using the EPA seal or logo.