



**G**reenCO has developed a new “identity” for our water initiative. It’s Easy Being Green™ is the cornerstone of our conservation and efficiency messages. To give this identity the best possible presence and impact, it’s important that member associations and member firms/individuals apply the elements appropriately and consistently.

The It’s Easy Being Green™ program was developed as the centerpiece of a consumer education campaign that will teach effective watering and landscape preservation strategies. Use of the Campaign materials must **1) promote water efficiency, 2) promote equity for all water users, and 3) train our internal membership and the public.**

Any use of the logo or other campaign materials must be consistent with the guidelines and any stated brand integrity standards. Green Industries of Colorado owns the trademark and all rights to the It’s Easy Being Green™ logo. The logo is originally crafted, proprietary artwork; reproductions must not be altered in any way.

The artwork may be used on company clothing, vehicles, letterhead, marketing material, proposals and sales material, portfolios, and advertising.

**Name:** \_\_\_\_\_

**Company:** \_\_\_\_\_

**Address:** \_\_\_\_\_

\_\_\_\_\_

**Phone:** \_\_\_\_\_

\_\_\_\_\_

**Signature:** \_\_\_\_\_

*By signing above, I hereby acknowledge and will adhere to the use statements for the GreenCO water campaign.*

*Mail or fax this agreement to:* **It’s Easy Being Green™ Campaign**  
**6740 E. Hampden Ave, Suite 306**  
**Denver, CO 80224**  
**Fax: 303-756-5699**

*For additional copies of this form, call or fax your association:*

<b>ALCC</b> ..... <b>303-757-5611</b> ..... 303-757-5636 fax	<b>CALCP/ASLA/GCC</b> ..... <b>303-850-7587</b> ..... 303-220-5833 fax
<b>CGGA/CNA</b> ..... <b>303-758-6672</b> ..... 303-758-6805 fax	<b>ISA/RMC</b> ..... <b>303-756-1815</b> ..... 303-756-5699 fax
<b>RMSGa</b> ..... <b>970-493-8311</b> ..... 970-224-3547 fax	<b>WFC</b> ..... <b>303-427-8132</b> ..... 303-427-8139 fax

Or

Visit our website at [www.greenco.org](http://www.greenco.org) for a downloadable version.