



Center for Resource Solutions

Annex A:
Green-e Marketplace Logo Use Guidelines

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Marketplace

Logo Usage for Green-e Marketplace Participants

Contact us with questions about logo use

Green-e Marketplace
415-561-2100
marketplace@green-e.org

I. Logo Usage for Green-e Marketplace Participants



Green-e Marketplace logo vs. “Green-e Marketplace Certified” logos

The Green-e Marketplace logo is shown here. It is used to represent Green-e Marketplace. Participants in the program are licensed to use Green-e Marketplace Certified logos (with commitment statements where required) on their materials. They are shown below and on the following pages.

Logo colors

When using a color version of the logo, the specified CMYK values must be used. Green: 100C 5M 100Y 0K. The black elements are 100K. When using the logo in black and white, please maintain 100% screen values of black.

Green-e Marketplace Certified logos (General)

Logos for specific resource types (biomass, geothermal, etc.) are also available.



Green-e Marketplace Certified logos (General, with Commitment Statements)
Logos for other resource types (biomass, geothermal, etc.) are also available.



We Buy 100% Certified
Renewable Electricity



We Offset 100% of Our Electricity
Use With Certified Renewable Energy



We Offset 100% of Our Electricity
Use With Certified Wind Energy



We Offset 100% of Our Electricity
Use With Certified Solar Energy



We Buy 100% Renewable Electricity
For Our Headquarters

Green-e Marketplace Certified On-Product logos



100% of the Electricity Used to
Manufacture This Product is Offset
With Certified Renewable Energy

Green-e Marketplace Certified On-Site Generation Logos



We Generate 100%
Certified Renewable Electricity



Powered by 100%
Certified Renewable Electricity

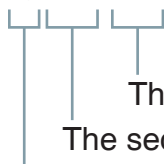
Logo Usage for Participants in the Green-e Marketplace re:print Program

II. Logo Usage for Participants in the Green-e Marketplace re:print Program

Green-e Marketplace re:print Logo



Paper Manufactured and Printed Using
100% Certified Renewable Electricity
TN #:10-xxxx-xxxx



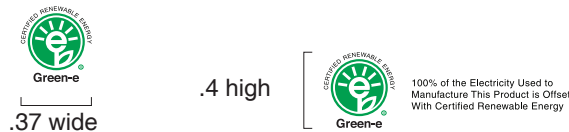
The third number set corresponds to a unique paper line.
The second number set corresponds to a unique printer.
The first number set corresponds to the year of certification.

Each use of the Green-e Marketplace re:print Logo must also contain a unique tracking number. The number will be represented in the format above. A complete list of printer and paper identification numbers is available on the Green-e Marketplace website at www.green-e.org/reprint.

III. General Logo Usage Guidelines

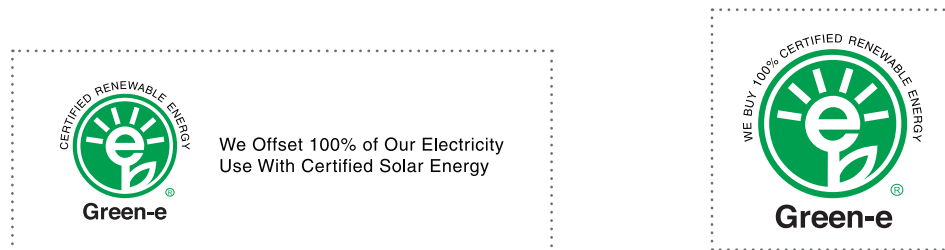
Minimum logo size

The logo should always be in the appropriate proportion to the piece in which it is applied. Please note the minimum size for the logo. Maximum size depends upon the application, such as signage, billboards, posters, etc. Please use your discretion and contact Green-e Marketplace with any questions.



Clear space around the logo

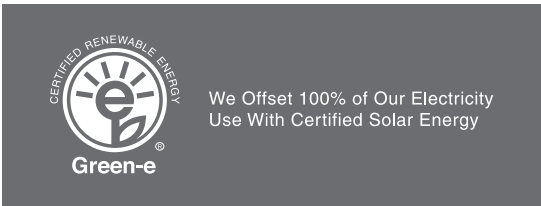
With very few exceptions, the logo should be surrounded by at least 1/4. To maintain its visual integrity, the logo must never be crowded by text, photographs, or graphic elements.



General Logo Usage Guidelines (cont.)

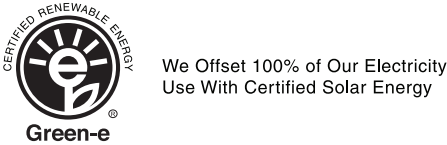
Correct usage of reversed logo

Occasionally the logo will need to be placed on a dark background where the elements can be most easily read if they are reversed. In this case, the logo colored elements will become 100% white as shown, with the background of the Green-e Logo transparent:



Greyscale version

When a single-color use is necessary, a black and white or greyscale version of the logo includes 100% black throughout (no greyscale/halftones).



Logo usage to avoid

The logo is not to be altered in any way (other than scaling or reversing, as shown). It may not be skewed or placed on a patterned background. The colors may not be changed, and the logo itself is not to be embellished or “decorated.” Following are examples of ways **not** to use the logo.

Do not change the colors or shading of the logo.



Do not place the logo on a patterned background.



Do not decorate, embellish, or alter the logo in any way.



Do not alter the proportions of the logotype, or skew any of the logo's elements.



Maintain the relative sizes of the elements.



Do not substitute any typeface in place of the tagline.



Do not separate logo elements from one another in any way. This includes using the circular Green-e Logo without the typeset words "Green-e" underneath it and appropriate commitment statements in both the "arch" and off to the side or underneath, as they were provided to you.



Do not use color screen tints of the logo.





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Center for Resource Solutions (CRS) creates policy and market solutions to advance sustainable energy.

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Learn more about Green-e Marketplace at www.green-e.org/marketplace