



Green-e

Center for Resource Solutions

Green-e® Logo Use Guidelines

- Green-e® Climate
- Green-e® Energy
- Green-e® Renewable Fuels

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Energy



Climate



**Renewable
Fuels**

These Guidelines are incorporated into and referenced by the *Green-e® Energy Certification & Logo Use Agreement*, the *Green-e® Renewable Fuels Certification & Logo Use Agreement*, and the *Green-e® Climate Certification & Logo Use Agreement* (each the “Agreement”).

Compliance with these guidelines is required as part of the Agreement and a condition of the trademark licenses granted thereunder.

“Marks” means the mark comprising the word “Green-e” and the marks identified below under the headings “Green-e® Logo,” “Green-e® Program Logos,” and “Green-e® Certified Logos,” whether registered or not, to which Center for Resource Solutions asserts ownership. Which Mark you are licensed to use will depend on the terms and conditions of your Agreement.

Questions about logo use can be emailed to communications@resource-solutions.org.

Logo Usage

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.

Program name vs. “Certified”

The Green-e® Logo is shown below. Green-e® program logos (shown at bottom, on the left) are used to represent the individual Green-e® programs (Green-e® Energy, Green-e® Climate). Green-e® Certified logos (shown at bottom, on the right) may be used on (or marketing materials promoting) products certified by that Green-e® program.

Green-e® Logo



Green-e® Program Logos






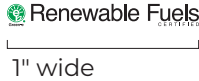


Green-e® Certified Logos



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® with any questions.

	Stacked Version	Standard Version
Green-e Energy	 <p>.5" wide</p>	 <p>.3" high</p>
Green-e Climate	 <p>.5" wide</p>	 <p>.3" high</p>
Green-e Renewable Fuels	 <p>.3" high</p>	 <p>1" wide</p>

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.



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).



Square logo version

There may be instances in which the wide aspect of standard logo would result in the logo being too small for a particular use. For these times, the alternate version of the logo, which is more square in shape, may be used. Contact us for the logo files.



Logo Usage To Avoid

How not to use the logo

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.



Do not alter the original logo file, maintain the 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 “Green-e” type underneath it.



Do not use color screen tints of the logo, or use transparency settings less than 100%



Trademark Use Terms & Conditions

1. Participant must comply with all usage and quality control specifications provided to Participant by Center for Resource Solutions (“Center”) at any time, including updated specifications sent to Participant from time to time. Participant will use the Marks only as permitted hereunder.
2. Center reserves the right to revoke at any time any permission it has granted to Participant in the event Participant’s use of the Marks does not conform with these terms and conditions, including all usage and quality control specifications provided to Participant, or if Participant’s use of the Marks in any way detracts from the goodwill of the Marks, as provided in Appendix A to the Agreement. Use of the Marks in a manner that does not conform with these terms and conditions may also be a ground for revocation, suspension, or termination of the Agreement and the license granted hereunder.
3. Center reserves the right to deny any requests to use any Marks, for any or no reason, subject to applicable law and regulation.
4. Participant agrees and acknowledges that Center owns all right, title, and interest in and to the Marks, and that no title to the Marks or ownership of any related intellectual property rights is transferred from Center to Participant hereunder.
5. Participant agrees and acknowledges that all rights accruing through use by Participant of the Marks will exclusively inure to the benefit of Center. Participant agrees to assist and cooperate with Center in the perfection and/or enforcement of those rights.
6. Any permission granted to Participant pursuant to this form is for the specific Marks identified herein and issued by Center only.
7. Any permission granted to Participant is based on information Participant has provided in the main body of the Agreement, and will be null and void if that information is false, erroneous or incomplete. Such permission will be valid only through the Term of or as otherwise provided in the Agreement, unless terminated earlier as provided in the Agreement (including its incorporated appendices). Participant will cease all copying, display, and other use of the Marks on that end date. Any copying, display, or other use of the Marks after that end date will be considered a violation of Center’s intellectual property rights, these Guidelines,

and the Agreement. Therefore, Participant expressly and irrevocably waives any claim or right to use any prior or former association with the Center and the license of the Marks and the Center’s trademarks to promote its brands and businesses.

8. Participant agrees that any violation of Center’s intellectual property rights or the terms and conditions hereunder will cause great harm to Center and that, in addition to monetary damages and the right to terminate early the Agreement, Center may seek injunctive relief to address such harm.
9. Any permission granted to Participant is subject to all terms and conditions set forth in the Agreement, including all incorporated appendices (such as Appendix A) and this license.

Rules for Proper Use of Center Trademarks

1. Trademarks are adjectives used to modify nouns; the noun is the generic name of a product or service. For example:

Correct: [Company name] participates in Center for Resource Solutions’ Green-e® Renewable Fuels certification program.

Not Correct: [Company name] participates in Green-e.

2. As adjectives, trademarks may not be used in the plural or possessive form.
3. An appropriate generic term must appear after the trademark the first time it appears in a printed piece, and as often as is reasonable after that. For example: “Green-e® certification program.”

Proper Trademark Notice and Attribution

1. **Basic Requirement.** Participant will not copy, display, or otherwise use the Marks without identifying it as the exclusive property of Center and, unless Center grants an exception, Participant will place the following sentence, in a type and size reasonably designed to be legible to all viewers, directly next to or below the Marks: “(Trademark) is a trademark of the Center for Resource Solutions.” In addition, Participant will mark the initial use of each Marks in any materials distributed by Participant with an ® (for registered trademarks), ™ (for unregistered trademarks),

or SM (for unregistered service marks), as applicable. Any copying, display, or other use of the Marks without this attribution, or in any way which implies that Participant or any other party is the owner of the Marks, will be considered a breach of these terms and conditions. Upon execution of the Agreement, Center will provide Participant with the files for authorized Marks use, including the appropriate trademark symbols.

- 2. Word Mark.** In every instance the Word Mark (Green-e) is used in text, it must be accompanied with the appropriate trademark symbol. This includes use in the certification program name, e.g., Green-e® Energy, Green-e® Renewable Fuels, and Green-e® Climate.

Center Rules for Making Claims

Center requires Participants using its Marks to adhere to the rules concerning Products, statements, and other representations set forth in the Appendices in the Agreement. Consistent with those Appendices, the following requirements also apply:

- 1. Misleading Marketing Language.** Participant must ensure accuracy in all content addressing its Green-e® status and its environmental claims, whether or not accompanied by the Marks. Center may take enforcement action under the Agreement, including without limitation, suspension, termination, or decertification, if Center in its sole discretion determines that Participant is making statements or claims that violate any provision of these Guidelines or the Agreement, or Center deems otherwise misleading, inaccurate or confusing with respect to its Green-e® status and its environmental claims.
- 2. Compliance with Applicable Law and Regulation.** Participant may also be subject to legal requirements under applicable law and regulation, for instance, with respect to truth in advertising, fair business practices, transparency, and consumer protection. Such requirements are separate from and in addition to Center's rules and guidance.¹ CENTER IS NOT RESPONSIBLE FOR AND EXPRESSLY DISCLAIMS ANY RESPONSIBILITY FOR COMPLIANCE WITH LEGAL REQUIREMENTS THAT MAY APPLY TO PARTICIPANT'S USE OF THE MARKS AND CLAIM STATEMENTS AND CENTER MAKES NO REPRESENTATION OR WARRANTY THAT COMPLIANCE

WITH CENTER'S MARKS USE GUIDELINES WILL RESULT IN COMPLIANCE WITH APPLICABLE LAW AND REGULATION. Center will consider requests for exceptions to the requirements of these Guidelines if such exceptions are believed to be necessary to comply with applicable legal requirements. Participant shall hold Center harmless from any claim, action, lawsuit, audit, mediation request, initiated directly or indirectly against Center for Participant's infringement of applicable law and regulation, especially when initiated by consumer associations in the United States or elsewhere, the U.S. Federal Trade Commission or other governmental authority in any jurisdiction, or any aggrieved third party.

Mandatory Submission of Participant Materials Incorporating Marks

1. For every instance of intended use of the Marks, Participant must submit a specimen for Center approval prior to its distribution and dissemination.
2. Participant must submit materials incorporating the Marks to Center as part of the mandatory marketing compliance review conducted by Center to verify proper Marks use ("Marketing Compliance Review" or "MCR"), which is also addressed in the Agreement and its incorporated Appendices. Failure to complete MCR is a violation of the Agreement and grounds for termination. Center will communicate specific information on what to submit, and how to complete the review at the start of the MCR process.

1. For instance, the U.S. Federal Trade Commission publishes "Guides for the Use of Environmental Marketing Claims," concerning truth in advertising with respect to environmental claims. See 16 CFR Part 260 (available at https://www.ftc.gov/sites/default/files/documents/federal_register_notices/guides-use-environmental-marketing-claims-green-guides/greenguidesfrn.pdf) [last accessed Jan. 12, 2022].



Center for Resource Solutions (CRS) creates policy and market solutions to advance sustainable energy. CRS is a national nonprofit with global impact. It develops expert responses to climate change issues with the speed and effectiveness necessary to provide real-time solutions. Its leadership through collaboration and environmental innovation builds policies and consumer-protection mechanisms in renewable energy, greenhouse gas reductions, and energy efficiency that foster healthy and sustained growth in national and international markets.