



**Green-e**

Center for Resource Solutions

**Green-e Logo Use Guidelines**

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**Climate**



**Energy**



# 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.

### Green-e Energy



.3" high



Energy

### Green-e Climate



.3" high



Climate

### 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.



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 "Green-e" type underneath it.



Do not use color screen tints of the logo.



## Questions about logo use?

Contact Jeff Swenerton  
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The Center for Resource Solutions (CRS) is a national nonprofit with global impact. CRS brings forth expert responses to climate change issues with the speed and effectiveness necessary to provide real-time solutions. Our 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.



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