



# Marketplace

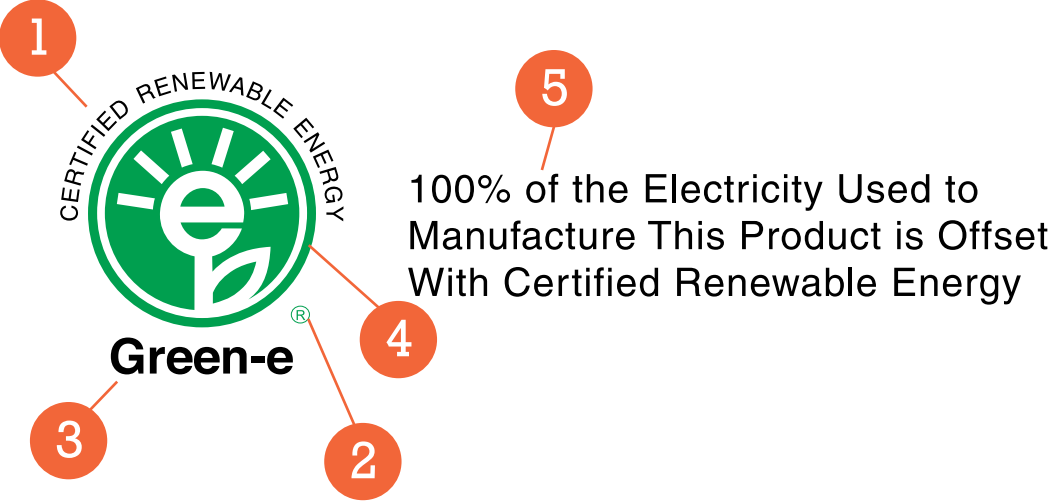
**Putting The Green-e Logo to Work**  
Suggestions for Using The Green-e Logo



The Green-e logo is the nation’s leading symbol of renewable energy excellence. Use it to easily connect your customers, shareholders, and stakeholders to your organization’s renewable energy commitment.

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# Elements of the Green-e Logo



- 1 Certification**  
The arch statement above the Green-e symbol indicates the renewable energy used by the organization is certified through Green-e Energy.
- 2 Registration**  
The Green-e logo is a registered certification mark of Center for Resource Solutions (CRS). Use of the logo is only allowed with expressed written consent by CRS.
- 3 Clarity**  
“Green-e” is always printed with the logo, so if your customers are not familiar with Green-e they can easily remember and find us by name.
- 4 Awareness**  
The Green-e logo is currently recognized by over 1 in 5 Americans, making it the most recognized non-governmental third-party mark.
- 5 Accuracy**  
The commitment statement accurately describes the specific renewable energy commitment made by organizations for their product or operations.

# Website

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When participants join Green-e Marketplace they want their customers to know about it. That is why nearly all participants display the Green-e Certified logo online. Placing the Green-e logo on your company's website is an easy first step, and by displaying the Green-e logo on the homepage or a special environmental-actions page, customers can easily connect with the organization's renewable energy actions and goals.

# Brand Association



TV Commercial



Business Card



Website

iStoreGreen changed its name from Hall Street Storage so customers could easily understand the services they provide: environmentally friendly storage. Now, iStoreGreen associates its brand with the Green-e logo on nearly all of its marketing materials, including business cards, banners, and TV commercials.

# Products

Over 500 products are now made with certified renewable energy in a range of industries, including paper, food and beverage, medical devices, and baby clothes. To qualify, a product must be manufactured with 100% certified renewable energy. Look for the Green-e logo the next time you shop.



# Products (continued)



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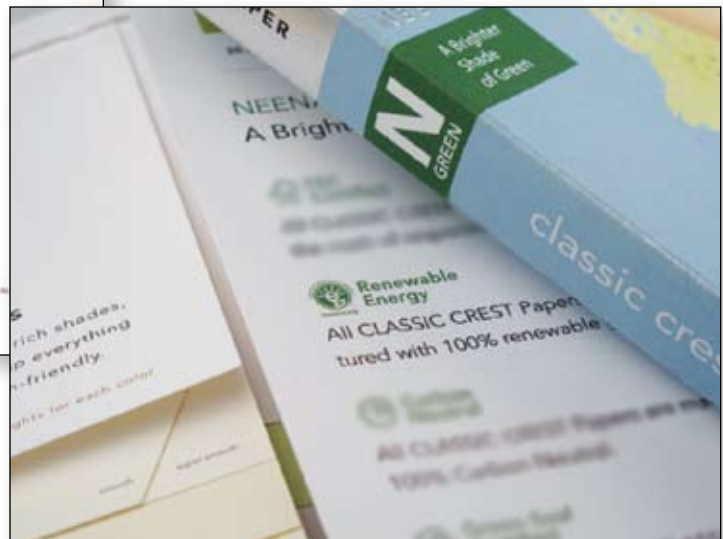
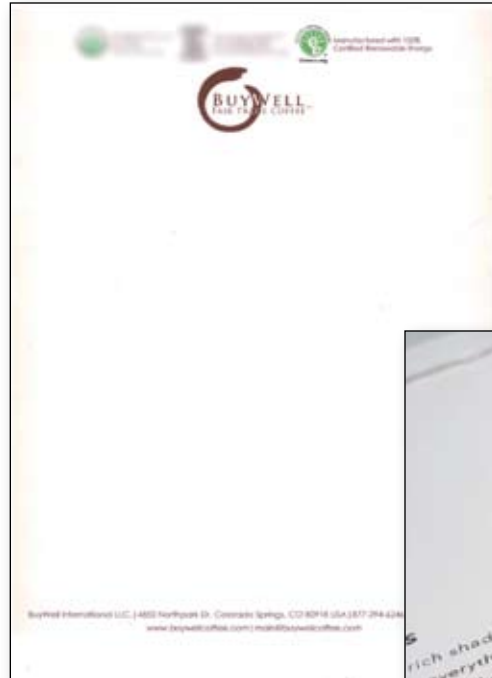
Green-e Logo Use Guide



# Sales Collateral



## Green-e Logo Use Guide



Use the Green-e logo on sales collateral, marketing brochures, product promotions, and other places you put your brand to communicate your commitment to renewable energy.



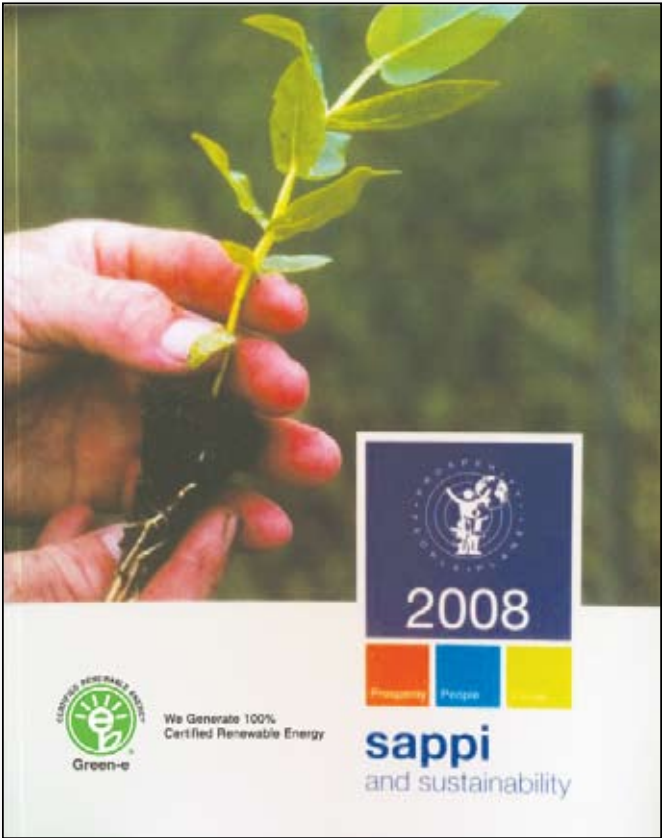
# Event Display



Trade shows and events are busy places and not everyone can stop to ask questions. Using the Green-e logo on displays, banners, and product stands will help customers quickly identify the sustainable processes behind your products or services.

# Reports

Show your stakeholders that you're committed to clean energy. Many Green-e Marketplace participants talk about their renewable energy commitment in their annual reports and sustainability reports.



# National Recognition Level



In national consumer surveys, Green-e consistently ranks as having one of the highest levels of recognition among consumers. In fact, a 2009 survey by the brand-marketing company BBMG\* found that Green-e had the highest recognition level in the marketplace among non-governmental brands. This result shows not only the increasing awareness among consumers of the value of clean energy, but that Green-e clearly communicates what it certifies: companies that are taking charge of their environmental footprint by buying clean, renewable energy from domestic sources.

**CERTIFICATION SEALS: FAMILIARITY**

Now you are going to see some seals or labels that could appear on the packaging of products you buy. Please indicate if you have seen that label or seal before. Note: Respondents are only shown visual representations of certification seals. (% Responding "yes, have seen")

	All	18-29	30-44	45-64	65+
(Recyclable)	89%	97%	91%	86%	78%
(Energy Star)	87%	91%	89%	87%	83%
(USDA Organic)	62%	71%	63%	59%	56%
(Smart Choice)	45%	74%	50%	34%	22%
(Green-e)	21%	26%	21%	20%	17%
(Whole Trade Guarantee)	19%	32%	21%	13%	9%
(Fair Trade Certified)	18%	21%	17%	17%	19%
(Rainforest Alliance Certified)	17%	18%	16%	16%	17%
(Certified Humane Raised and Handled)	14%	18%	15%	13%	8%
(LEED or Green Building Certified)	12%	12%	11%	13%	9%
(Cruelty Free/Leaping Bunny Certified)	11%	16%	10%	10%	10%
(Marine Stewardship Council Certified)	11%	17%	11%	9%	6%
(Forest Stewardship Council Certified)	6%	9%	7%	6%	2%

© 2009 BBMG Conscious Consumer Report

\* 2009 BBMG Conscious Consumer Report, from a national survey of 2,000 adults.

# Interested in using the Green-e logo in your organization?

Contact a Green-e Marketplace staff member at (415) 561-2100 or email [marketplace@green-e.org](mailto:marketplace@green-e.org).



**Center for Resource Solutions**  
creates policy and market solutions  
to advance sustainable energy.