

EPA/600/R-08/029
March 2008

**U.S. EPA Environmental Technology Verification
Program (ETV) Guidelines for Proper Use of the ETV
Name and Logo**

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Disclaimer

The U.S. Environmental Protection Agency (EPA) does not endorse the purchase or sale of any products or services from companies mentioned in this document. This guidance has been subjected to the Agency's peer and administrative reviews and has been approved for release as an EPA document.

Abstract

The goal of the U.S. EPA Environmental Technology Verification Program (ETV) is to provide objective, third-party data to the environmental marketplace about the performance of new environmental technologies. Easy identification of technologies for which performance data have been tested and verified through ETV will facilitate the use of such data in the marketplace. A key benefit of the program to technology vendors, purchasers, permittees, and the public is the objectivity and credibility of ETV-generated verification data. The ETV Name and Logo are valuable program assets that must be properly used and protected. Consistently presenting the meaning and benefits of ETV maintains and strengthens the Program's value in the marketplace. These guidelines are designed to ensure a strong identity for ETV, and should be distributed to any individual(s) or organization responsible for preparing materials that will contain the ETV Name or Logo.

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1. PURPOSE

The goal of the U.S. EPA Environmental Technology Verification Program (ETV) is to provide objective, third-party data to the environmental marketplace about the performance of new environmental technologies. The increased availability of such information will assist decision-makers in selecting more effective and economically feasible technologies. Easy identification of technologies for which performance data have been verified through ETV will facilitate the use of such data in the marketplace. A key benefit of ETV to technology vendors, purchasers, permittees, and the public is the objectivity and credibility of ETV-generated verification data. The purpose of these guidelines is to help maintain this credibility and to help ensure the implementation of a strong and distinctive identity for ETV.

2. ETV PROGRAM NAME AND LOGO

ETV verifies the performance of commercial-ready environmental technologies under specific, pre-determined criteria, testing conditions, and quality assurance. ETV does not certify, approve, guarantee, or warrant technologies or technology developers/vendors. Use of the ETV Name or Logo in association with a product indicates that the product has been subjected to the ETV verification testing process and that performance verification data have been published and are publically available on the ETV Web Site (www.epa.gov/etv). The ETV Name and Logo are valuable program assets that must be properly used and protected. Consistently presenting the meaning and benefits of ETV maintains and strengthens the program's value in the marketplace. **These guidelines are designed to ensure a strong identity for ETV—they should be distributed to any individual(s) or organization responsible for preparing materials that will contain the ETV Name or Logo.**

These guidelines specify how the program Name ["U.S. EPA Environmental Technology Verification Program (ETV)"] and Logo (see **Figure 1**) may be used for specific activities and applications. General guidelines are provided first, followed by more specific guidelines for different uses of the ETV Name and Logo. In addition, these guidelines provide recommendations for language to use when writing or talking about ETV.



Figure 1 - ETV Logo

3. USING THE ETV NAME AND LOGO: GENERAL GUIDELINES

ETV is a public-private partnership operated through cooperative agreements between EPA and nonprofit research institutes—called ETV verification organizations. A wide array of ETV stakeholders help to prioritize technology areas for verification and to disseminate verification information to the sectors they represent. Additionally, ETV and its verification organizations collaborate with other organizations, such as state and local agencies, other Federal agencies, private industry, etc., to support verification of important environmental technologies. Finally, technology developers work with ETV to have the performance of their products verified and

supply high-quality performance data to end-users of their technologies. These various groups may use the ETV Name and Logo to describe their interactions with ETV.

Any organization using the ETV Name or Logo must abide by the following general guidelines:

- Under no circumstances shall the ETV Name or Logo be used in a manner that would imply EPA endorsement, approval, certification, guarantee, or warrantee of the company, its products, its technologies, or its services.
- The ETV Name and Logo may not be used in any company name, product name, service name, domain name, or Web site title.
- The ETV Logo must be reproduced according to the specifications outlined in Section 6 of these guidelines.
- The ETV Name and Logo may not be associated with technologies for which performance data have not been verified under EPA ETV.
- ETV verification organizations, collaborators, and technology developers are responsible for their own use of the ETV Name and Logo, as well as use by their representatives, e.g., licensed distributors, foreign subsidiaries, contractors, advertisement agencies, etc.

3.1 ETV Name and Logo Use Review Policy

- Vendors of technologies that have completed the ETV verification process may use the Name and Logo to advertise the availability of performance data verified by ETV. The ETV Logo may be used only after the vendor has received the completed verification report and statement from the ETV verification organization. See Section 4 for more information. Print or electronic materials in which the ETV Name or Logo are used next to performance-verified products must comply with these guidelines, but do not require prior approval by EPA.
- For uses other than by vendors of performance-verified products, EPA must approve all general promotional or educational use of the ETV Name or Logo prior to final production of print or electronic materials. See Section 5 for more information. EPA will use its best efforts to review the submitted materials for consistency with these guidelines within 10 business days of receipt of the materials. Materials should be submitted to waits.abby@epa.gov.

3.2 Logo Use Violations

ETV, in cooperation with its verification organizations, oversees the proper use of the ETV Name and Logo. This includes monitoring the use of the Name and Logo in the marketplace and directly contacting those organizations that are using them improperly or without authorization. Organizations that misuse the ETV Name or Logo will be contacted in writing or by telephone to correct the error(s).

Failure by a developer/vendor or their representative(s) (e.g., licensed distributor, foreign subsidiary, contractor, advertisement agency, etc.) to make the required correction(s) may result in removal of the developer's/vendor's verification report and statement from the ETV Web Site

and revocation of the verification report and statement. In the event of revocation of a verification report and statement, ETV verification organizations may also send out an announcement stating that the verification has been revoked. If a developer's/vendor's verification report and statement are revoked by EPA, any and all permission for use of the ETV Name and Logo by that developer/vendor and their representative(s) is also revoked.

3.3 Questions About Using the ETV Name and Logo

Questions regarding use of the ETV Name and Logo should be directed to the appropriate ETV verification organization (see <http://www.epa.gov/etv/contacts.html> for a list of contacts for ETV centers and projects), or contact Abby Waits, EPA, at waits.abby@epa.gov or (513) 569-7884.

4. USE OF ETV NAME AND LOGO BY VENDORS OF TECHNOLOGIES WITH PERFORMANCE VERIFICATION

Developers/vendors of products that have completed the verification process under EPA ETV may use the ETV Name and Logo in print or electronic advertising, promotional, and sales materials, including brochures/fliers, fact sheets, posters, exhibits, Web sites, product labels, and other materials. Vendors may state publicly that a specific product is in-process of being performance-verified by ETV at any point after a vendor agreement has been signed between the technology developer/vendor and the ETV verification organization. However, the ETV Logo may not be used until verification is completed (i.e., a signed report and statement have been approved by EPA and the verification organization) and issued.

When using the ETV Name and Logo, developers/vendors of performance-verified technologies must comply with the following guidelines:

- When using the ETV Name and Logo in print or electronic advertising, promotional, and sales materials, any accompanying performance data must be consistent with and accurate based on the verified testing data as reported in the ETV verification report and statement for a specific product. The ETV Name and Logo must not be used with or along side of technology performance data that have not been verified and reported on by ETV. Performance test data from sources other than EPA ETV may be reported in the same print or electronic materials as the ETV-verified testing data, however, it must be clearly shown which data are ETV-verified, and which are from an alternate source (e.g., a text box surrounding the ETV-verified test data and any use of the ETV Name or Logo). [Note: All issued verification reports and statements are available on the ETV Web Site at <http://www.epa.gov/etv/verifiedtechnologies.html>.]
- When preparing print or electronic advertising, promotional, and sales materials, such as Web sites, brochures, or other outreach or marketing documents, the ETV Name or Logo must be placed directly adjacent to the performance-verified product name, model number, or other identification, so that the reader is clearly made aware of which product's performance data have been verified.
- The ETV Name or Logo may not be placed along the bottom or side of an advertisement or next to other general icons unless every product pictured or listed in the advertisement has had performance data verified by ETV.

- Press releases that highlight a product that has completed the ETV verification process may include the ETV Name or Logo anywhere on the document. However, no other products can be featured in the same release unless these products have also completed the ETV verification process.
- If the ETV Name and Logo are used in general advertisements for a product line in which only certain models have completed the ETV verification process, the developer/vendor must include language that clarifies this fact (e.g., “Performance data for the Widget Model 35B have been verified by the Environmental Technology Verification Program”), or the developer/vendor may include specific language under each of the performance-verified models (e.g., include as a bullet point, “Environmental Technology Verification Program performance-verified” in a list of product attributes).
- The ETV Name and Logo must not be used as any part of a company name, product name, service name, domain name, or Web site title.
- **The ETV Name and Logo must not be used in a manner that would imply EPA endorsement, approval, certification, guarantee, or warrantee of the company, its products, its technologies, or its services.**

4.1 Logo Specifications for Vendors of Technologies with Performance Verification

To maximize the recognition and identification of the ETV Logo with EPA ETV, and to inform end-use audiences of where they can find more information, the following specifications apply to use and reproduction of the ETV Logo by a developer/vendor in connection with a product for which performance data have been verified by ETV, including the product’s labeling and advertising materials.

- The ETV Logo must be accompanied by the ETV Web Site Internet address, or uniform resource locator (URL), “www.epa.gov/etv”, and the following ETV Logo disclaimer:

Disclaimer: The EPA Environmental Technology Verification Program (ETV) Name and/or Logo does not imply approval or certification of this product, nor does it make any explicit or implied warranties or guarantees as to product performance. Information on the performance characteristics of [insert verified product name] can be found at www.epa.gov/etv, or call [insert vendor contact] at (xxx) yyy-zzzz to obtain a copy of the ETV verification report.

- The ETV Web Site URL “www.epa.gov/etv” must appear attached or adjacent to the ETV Logo (see **Figure 2**). The maximum space allowed between the ETV Logo and the Web site URL is 1/4 inch.



Figure 2 - Example: ETV Logo with Web Site URL

- The disclaimer does not have to appear adjacent to the ETV Logo—it may be placed where normal explanatory information is found in the advertising material. For example, if the ETV Logo is placed...
 - on single-sided print advertisements or posters, the disclaimer may be placed with standard trademark and registration information at the bottom of the advertisement where other companies' products are recognized (e.g., "Product X is a registered trademark of XYZ Corp."); or
 - on multi-page brochures or manuals, the disclaimer must appear with the first use of the ETV Logo (i.e., on the same page) or in the front section with the recognition of trademarks.
- When using the ETV Logo on a Web site or other electronic media, the Logo must be hot-linked to the ETV Web Site at <http://www.epa.gov/etv>.
- For legibility, ETV recommends that the Logo should not be reproduced smaller in width than 1/2 inch for print. The font used for the attached ETV Web Site URL must be, at a minimum, 12 point font size. The font used for the ETV Logo disclaimer must be, at a minimum, 8 point font size.
- Legibility of the ETV Logo, attached Web site URL, and disclaimer must be maintained on the Web.
- The ETV Logo disclaimer should be translated into all languages appropriate for the intended end-use market of the verified product.
- Approved electronic versions of the ETV Logo (see **Figure 4**) will be provided to the developer/vendor by the relevant ETV verification organization once the verification of the product is complete and upon receiving full payment for testing. Multiple electronic formats may be provided: *.bmp (Bitmap), *.ESP (Encapsulated Postscript), *.jpg (color image compression), and *.tif (tagged image file).
- The ETV Logo must be reproduced according to the specifications outlined in Section 6 of these guidelines.

Additional examples of proper use of the ETV Name and Logo by vendors of technologies with performance verification are available in **Appendix A**.

4.2 Changes in Company or Product Ownership, Product Name

Developers/vendors with technologies whose performance data have been verified by ETV may be acquired by other companies, change their company name, or change the name of a performance-verified product. As long as the technology remains the same and is not changed, the new company, the company with a name change, or the company with a product name change may continue to use the ETV verification report and statement and, subsequently, the ETV Name and Logo in accordance with the guidelines specified in this document. To do so requires that ETV change the relevant product ownership and company contact information in the box on the

first page of the verification statement (e.g., new company name, point-of-contact, telephone number, Web site, etc.) and in the verification report, if applicable. The change will be documented with a footnote specifying the change in product ownership or company/product name and the date of the change. It is the responsibility of the company with the performance-verified product to contact the appropriate ETV verification organization in writing about a name change or change in product ownership, and to provide written confirmation that the product has not been modified from that for which performance was originally verified by ETV. (Please refer to the *Environmental Technology Verification Program Policy Compendium*, February 2008, EPA/600/R-08/025, available at <http://www.epa.gov/nrmrl/std/etv/basic.html> for additional guidance.)

4.3 ETV Stands and Disks

An ETV “Participant” stand will be provided to the developer/vendor by the relevant ETV verification organization once a vendor agreement has been signed between the technology developer/vendor and the ETV verification organization, and upon receiving full payment for testing. The ETV “Participant” stand may be used by a developer/vendor to indicate that a specific product is in-process of being or has been performance-verified under ETV. Use of the ETV “Participant” stand is the only instance in which a developer/vendor may use the ETV Logo prior to completion of verification for a product. An ETV disk will be provided to the developer/vendor by the relevant ETV verification organization once verification of the product is complete. The disk can be used by developers/vendors to advertise that a particular product’s performance data have been verified by ETV. Both the stand and disk display the ETV Name and Logo and the ETV Web Site (www.epa.gov/etv) (see **Figure 3**). The ETV stand and disk are to be used by vendors at conferences and other meetings where they are displaying the specific product for which performance data have been verified by ETV, or information about that product. The ETV disk can be affixed to a booth or table or to the product itself if it is being displayed. Use of both the ETV stand and disk must be in accordance with the guidelines specified in this document.



Figure 3 - ETV Stand (left) and Disk (right)

5. USE OF ETV NAME AND LOGO FOR PROMOTIONAL OR EDUCATIONAL PURPOSES

The ETV Name and Logo may be used for general promotional or educational purposes by individual(s) or organizations (e.g., ETV verification organizations, stakeholders, collaborators, verification information end-users, and others) with permission from the EPA ETV Program. The ETV Name and Logo may be used in print or electronic materials to provide general

descriptions about ETV and to convey the benefits of ETV. Common uses of the ETV Name and Logo for promotional or educational purposes may include: press releases, web sites, brochures, newsletters, annual reports, published general news or scientific articles, or other media that provides details about ETV’s operation, requirements, accomplishments, or progress. Examples of proper promotional/educational use of the ETV Name and Logo are available in **Appendix B**.

When using the ETV Name and Logo for promotional or educational purposes, individuals and organizations must comply with the following guidelines:

- The ETV Logo must be reproduced according to the specifications outlined in Section 6 of these guidelines.
- All promotional or educational use of the ETV Name or Logo must receive approval from EPA prior to final production of print or electronic materials. EPA will use its best efforts to review the submitted materials for consistency with these guidelines within 10 business days of receipt of the materials. Materials should be submitted to waits.abby@epa.gov.

5.1 Recommendations on ETV Language for Promotional or Educational Purposes

To help maintain a strong and distinctive identity for ETV, EPA recommends the following as example language to use when writing or talking about ETV:

The U.S. EPA Environmental Technology Verification Program (ETV) provides credible performance data for innovative commercial-ready environmental technologies to help speed their implementation for the benefit of purchasers, permittees, vendors, and the public. Additional information is available on the ETV Web Site at www.epa.gov/etv.

6. REPRODUCTION OF THE ETV LOGO

The ETV Logo must be reproduced according to the following specifications:

- Approved electronic versions (multiple formats) of the ETV Logo can be provided by the ETV verification organizations or the EPA ETV Program (see Section 7 for appropriate contacts) in color (blue and green) and in black and white (see **Figure 4**). The preferred colors for the ETV Logo are blue (Pantone 300u) and green (Pantone 390). The colors of the two-color ETV Logo must be reproduced faithfully. The two-color logo may also be reproduced in black and white.



Figure 4 - ETV Logo Versions

- A simplified outline or “line art” ETV Logo may be reproduced in the following manner: 1) black or white ETV Logo displayed on solid background of a different color (i.e., a white Logo may not be displayed on a white background), or 2) one-color ETV Logo in a

color of the user's choice displayed on a solid background of a different color. The ETV Logo may be displayed as a solid or an outlined image.

- EPA recommends that the display of the ETV Logo be consistent throughout a printed or electronic product.
- The ETV Logo should appear as a legible, crisp, clear, and distinguishable image (i.e., not as a second- or third-generation reproduction).
- The ETV Logo may be resized, but the proportions must be maintained.
- For legibility, EPA recommends that the minimum size of the ETV Logo for print applications is 1/2 inch wide.
- Legibility of the ETV Logo must be maintained on the Web.

Please:

- Do not distort the ETV Logo
- Do not rotate the ETV Logo
- Do not alter, disassemble, or separate components of the ETV Logo in any way
- Do not substitute any part of the ETV Logo
- Do not use other typeface to replace part or all of the ETV Logo
- Do not let text, graphics, etc., run into the ETV Logo.

7. CONTACTS

For additional information or questions regarding use of the ETV Name and Logo, please contact the appropriate ETV verification organization (see <http://www.epa.gov/etv/contacts.html> for a list of contacts for ETV centers and projects), or:

U.S. EPA Environmental Technology Verification Program
Contact: Abby Waits
Telephone: (513) 569-7884
Fax: (513) 569-7680
Email: waits.abby@epa.gov

ETV Program Web Site: www.epa.gov/etv.

Note: These guidelines apply to use of the ETV Name and Logo only. These guidelines do not apply to use of the U.S. EPA logo or seal, nor does ETV verification or collaboration imply any approval for use of the U.S. EPA logo or seal by performance-verified technology developers/vendors or others.

APPENDIX A

Examples: Use of ETV Name and Logo by Vendors of Technologies with Performance Verification

Brochure

XYZ Automated Sampler

Your sampling solution!

XYZ Company, Inc.
Street Address
Any Town, ST 12345
(000) 555-1234
www.webaddress.com

The EPA Environmental Technology Verification Program (ETV) Name and/or Logo does not imply approval or certification of this product, nor does it make any explicit or implied warranties or guarantees as to product performance. Information on the performance characteristics of the XYZ Automated Sampler can be found at www.epa.gov/etv, or call John Smith, XYZ Company, at (000) 555-1234 to obtain a copy of the ETV verification report.

Web Site

XYZ COMPANY

HOME ABOUT PRODUCTS CONTACT

Your sampling solution!

XYZ Screening Tool

- Water Screening Device
- U.S. EPA ETV Performance Verified!

Hyperlinked to the ETV Web Site.

The EPA Environmental Technology Verification Program (ETV) Name and/or Logo does not imply approval or certification of this product, nor does it make any explicit or implied warranties or guarantees as to product performance. Information on the performance characteristics of the XYZ Screening Tool can be found at www.epa.gov/etv, or call John Smith, XYZ Company, at (000) 555-1234 to obtain a copy of the ETV verification report.

APPENDIX B

Examples: Promotional/Educational Use of ETV Name and Logo

