



EPEAT, Inc.

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Guidelines for Using the EPEAT™ Name and Marks and for Referring to EPEAT

The EPEAT Certification Marks

The following marks may be used to identify specific products as EPEAT registered products. It is critical that the correct mark is associated with the correct product.

Preferred EPEAT Gold certification Marks	Optional EPEAT Gold certification Marks
 Or 	<p>EPEAT GOLD™</p> <p>Or</p> <p>EPEAT GOLD™</p>
Preferred EPEAT Silver certification Marks	Optional EPEAT Silver certification Marks
 Or 	<p>EPEAT SILVER™</p> <p>Or</p> <p>EPEAT SILVER™</p>
Preferred EPEAT Bronze certification Marks	Optional EPEAT Bronze certification Marks
 Or 	<p>EPEAT BRONZE™</p> <p>Or</p> <p>EPEAT BRONZE™</p>

Downloadable files of the Marks in several file types are available to Licensees by logging on to your account at epeat.net.

Additional Graphics Specifications

1. The above marks are trademarks owned by EPEAT Inc. Only entities that have signed a License Agreement with EPEAT may use the above marks.
2. The marks must only be used to identify specific EPEAT registered products.
3. The marks may not be distorted from their original appearance in any way except that they may be scaled larger or smaller as long as they are scaled equally in all dimensions. The marks may not be stretched, shaded, cropped, shown in a different color, or otherwise modified.
4. Licensees should use only one form of the applicable certification mark (either the preferred or optional form) in any one publication.
5. Licensees shall maintain a clear space around all sides of the marks of at least one fifth (20%) of the total height of the mark. No other text, images or graphics may appear in this space.
6. The marks should be used in a size large enough that they are identifiable and the designation (Gold, Silver, Bronze) is clearly legible. We recommend no smaller than ½” (0.5”) high for the preferred marks, and 3/16” (0.1875”) high for the optional marks.
7. When only black and white, or black and white and a limited number of other colors, are available the marks may be printed in the black versions shown, or may be reversed out to white on black or white on a third color. In these cases the designation (Gold, Silver, Bronze) shall be clearly legible and not subject to confusion.
8. When color display is available, the preferred colors for the colored parts of the marks are:
 - Gold: Pantone 871; 3c/26m/81y/4k
 - Silver: Pantone 877; 20c/0m/0y/40k
 - Bronze: Pantone 874; 30c/45m/70y/15k

Guidelines for Referring to EPEAT

The word “EPEAT” is owned by EPEAT Inc. and, as such, should carry the TM mark when it is first used in a document.

In the following examples, the fictitious company “Whiz Bang” and fictitious product “Model 1000” are used to provide examples of acceptable and unacceptable ways to refer to EPEAT and an organization’s relationship with EPEAT.

Acceptable	NOT Acceptable
<ul style="list-style-type: none"> • Whiz Bang participates in EPEAT ... • Whiz Bang has products registered in EPEAT ... • Whiz Bang is an EPEAT subscriber ... 	<ul style="list-style-type: none"> • Whiz Bang is EPEAT certified... • Whiz Bang is EPEAT approved ... • Whiz Bang is endorsed by EPEAT ... • Whiz Bang receives a Silver rating from EPEAT ... • Whiz Bang is certified/ endorsed/ approved by the Green Electronics Council ... • Whiz Bang is certified/ endorsed/

Acceptable	NOT Acceptable
	<p>approved by the U.S. Environmental Protection Agency ...</p> <ul style="list-style-type: none"> • Whiz Bang is certified/ endorsed/ approved by the U.S. government ...
<ul style="list-style-type: none"> • The Model 1000 received a Gold rating from EPEAT ... • The Model 1000 is EPEAT registered at the Gold level ... • The Model 1000 is an EPEAT Gold registered product ... • Whiz bang is the only company to have an EPEAT Gold rated product ... 	<ul style="list-style-type: none"> • Whiz Bang received a Gold rating from EPEAT ... • The Model 1000 will be registered as EPEAT Gold
<ul style="list-style-type: none"> • EPEAT is operated by the Green Electronics Council ... • EPEAT is used extensively by the US federal government to identify greener products ... • EPEAT's start-up was partially funded by a grant from the U.S. EPA ... 	<ul style="list-style-type: none"> • ...by the U.S. EPA's EPEAT program ... • EPEAT is the U.S. government program to ...