

Green Button Alliance

Green Button Certified Marks Style Guide

Table of Contents

1. Green Button Certified Word Marks
2. Green Button Alliance Logo
3. Green Button Certified Image Marks

Introduction

The Green Button Alliance is an IRC 501(c)(3), nonprofit corporation created to further the Green Button initiatives created by the U.S. Department of Energy and the U.S. National Institute of Science and Technology.

This Style Guide was created to help companies with and without certified Green Button implementations understand the usage requirements for trademarks owned by the Green Button Alliance, the UCAIug, the GBITCA, the U.S. Department of Energy, and/or the U.S. Department of Health and Human Services.

Revision Log

Revision 0 April 2015

Revision 1 June 2015

Green Button Word Marks

This section contains instructions for using the “Green Button Certified DMD” and “Green Button Certified CMD” marks for use on products, alongside implementations, on packaging, on promotional instruments, and in literature.

Always use the Green Button and Green Button Certified trademarks in an approved form

These trademarks shall be presented in the styles shown below with the trademark [™] symbol or the registered trademark [®] symbol, as appropriate; noting the spacing or absence of spacing between the terms “GREEN” and “BUTTON” in all cases:

Green Button®

GREEN BUTTON®

Green Button Alliance™

GreenButton Download My Data®

GREENBUTTON DOWNLOAD MY DATA®

GreenButton Connect My Data®

GREENBUTTON CONNECT MY DATA®

Green Button Certified DMD™

GREEN BUTTON CERTIFIED DMD™

Green Button Certified Download My Data™

GREEN BUTTON CERTIFIED DOWNLOAD MY DATA™

Green Button Certified CMD™

GREEN BUTTON CERTIFIED CMD™

Green Button Certified Connect My Data™

GREEN BUTTON CERTIFIED CONNECT MY DATA™

Always provide proper attribution

Use of the registration symbol ® (when applicable) or the unregistered trademark symbol ™ (when applicable) must appear with the first usage of the trademark or logo in a document; subsequent occurrences of the word mark do not require the symbols, but all occurrences of the logo require the appropriate symbol. When used in a printed document, the symbols should be superscripted and half the point size of the word.

A footnote reference to ownership of the trademarks must be used on all implementations, documentation, and advertisements. The following are examples, depending on the trademarks being used:

“GREEN BUTTON and the Green Button Logo are registered trademarks owned by Departments of the U.S. Government.”

“GREENBUTTON CONNECT MY DATA and GREENBUTTON DOWNLOAD MY DATA are registered trademarks owned by the U.S. Department of Energy.”

“The GREEN BUTTON ALLIANCE and the Green Button Alliance Logo are trademarks of Green Button Alliance, Inc.”

“The GREEN BUTTON CERTIFIED DMD mark and the GREEN BUTTON CERTIFIED CMD mark are trademarks or registered trademarks of the U.S. Department of Energy, used with permission.”

Trademarks **may not be joined** with other terms (by a hyphen, for instance) or used with **unapproved** logos, graphics, photos, slogans, numbers, design features or symbols. Trademarks should never be made plural, never be mixed with other trademarks, and a trademark’s spelling should never be altered.

Always use trademarks as adjectives, never nouns, plural, or possessive, and the marks must be followed by the appropriate terminology.

The most common mistake is to use the trademark as a noun instead of as an adjective followed by the generic noun.

CORRECT

“Green Button Certified DMD implementations are available from multiple utilities.”
“The Green Button initiative is growing.”

WRONG

“Many utilities provide Green Button.”
“Green Button is a growing initiative.”

Use of the Green Button Certified DMD mark, Green Button Certified CMD mark, Green Button Certified Download My Data, & Green Button Certified Connect My Data (“Certified Word Marks”) are restricted:

Use of the words “Green Button Certified” and/or the associated marks and/or Certified Word Marks, is restricted to use on advertising for those conforming products and implementations certified by the Green Button Alliance testing program (UCAIug GBITCA program). **No use of language which includes the word, mark, or logo in connection with nonconforming implementations is allowed.**

The use of any term such as “Green Button Certified” (regardless of language, capitalization, and hyphenation) may not be used at any time without the appropriate DMD, CMD, Download My Data, or Connect My Data addition, either to describe conforming or nonconforming implementations.

The use of any terms such as, “Green Button Alliance compliant”, “Green Button Alliance compatible”, or “Green Button Alliance conforming” (regardless of language, capitalization, and hyphenation) may not be used at any time, either to describe conforming or nonconforming implementations. These prohibitions apply to all online presence,

packaging, or collateral and advertising material related to conforming and nonconforming implementations.

Certification alone dictates whether or not the Certified Word Marks, may be used; and only in the following forms:

“Green Button Certified Download My Data”

“Green Button Certified DMD”



“Green Button Certified Connect My Data”

“Green Button Certified CMD”



Likewise, the use is limited to specific products/implementations that are conforming and does not apply to other products/implementations made by the company that are not conforming.

Never use the trademarks as part of your name or mark

Licensees may not incorporate the term “Green Button Alliance” in their implementation name, company name, or marks. Licensees are prohibited from creating or using any confusingly similar word marks.

Likewise, the Certified Word Marks may not be incorporated into the logo of another entity and use of a confusingly similar logo is prohibited; notwithstanding that the term “Green Button” may be used in implementation names as an attribution (*e.g.*, the “XYZ App for Green Button Data”) and the Green Button Logo (as defined by USPTO Serial Number 85208187) may be used only in the color of green and only for energy-related applications/services, otherwise unaltered, within an implementation or description unless prohibited by the mark owner: the U.S. Department of Health and Human Services.

Green Button Image Marks

This section contains instructions for using the Green Button Certified DMD and Green Button Certified CMD as image-marks (“Certified Image Marks”) for use on products, alongside implementations, on packaging, on promotional instruments, and in literature.

Always use the Certified Image Marks properly in accordance with this style guide

The following set of Guidelines must be closely adhered-to in order to protect the logos and marks. Electronic versions of Certified Image Marks are provided upon receipt

and approval of the appropriate “Green Button Certified Marks License Agreement” after certification.

Green Button Certified Image Marks and accompanying words

The Green Button Certified marks are composed of two main components:

- (i) The graphic element: The trademark character [™] or the registered trademark character ® may be a part of the graphic element and shall not be moved nor removed if either character is present as part of the graphic element given by the Green Button Alliance to the licensee.
- (ii) The integrated words: These are the approved words that appear as part of the graphic element.



No Use as Indicator of Affiliation or Endorsement.

The Certified Image Marks or any combination of the Certified Image Marks with any other word, design or other element may not be used in a manner that would imply that the Green Button Alliance endorses a specific company, its products, or its services.

No Disparagement.

The Certified Image Marks or any combination of the Certified Image Marks with any other word, design or other element may not be used in a manner that would disparage the Green Button Alliance.

Accurate Application.

No Interchangeability With Descriptive Terms.

The Certified Image Marks that relate to a specific set of certified capabilities should be used only in relation to the certification process and certified implementations. Neither the Certified Image Marks nor the Certified Word Marks are interchangeable with the general descriptive terms for the capabilities, such as but not exclusive to, “ESPI” or “EnergyEI.”

Use With Implementation.

The Certified Image Marks are available to denote certified capabilities. There is no mandatory requirement to use the Certified Image Marks. If they are used, however, they shall be used on or in connection with the implementation.

Green Button Certified Image Marks implementation as follows:

The Certified Image Marks may be used in electronic and print advertisements and other promotional materials pertaining to the certified features as long as they are placed on or directly adjacent to the certified implementation.

If multiple implementations are featured in an advertisement or other promotional materials and all implementations have the certified features, the Certified Image Marks may be placed anywhere in close proximity to the implementations; however, the appropriate mark must be used for the appropriate certification (*i.e.*, the DMD Marks for a DMD implementation and the CMD Marks for a CMD implementation, as defined herein and in the Green Button Certified Marks License Agreement).

If multiple implementations are featured in an advertisement or other promotional materials and some of them do not have the certified features, Certified Image Marks must be placed on or directly adjacent to the implementation or implementations with the certified features.

License Agreement Required.

The Green Button Certified Marks License Agreement governing the use of the Certified Image Marks also governs the use of the Certified Word Marks: the Certified Marks. Neither the Certified Image Marks nor the Certified Word Marks shall be used unless the member has executed the Green Button Certified Marks License Agreement.

The Certified Marks may not be used on letterhead, business cards, or other stationery.

The Certified Marks may not be used on promotional items, except in advertisements for certified implementations.

Green Button Alliance Logo

Always use the Green Button Alliance Logo as provided electronically and do not attempt to change the configuration or proportion of any artwork.

Green Button Certified Marks

Prerequisites for Use of Green Button Certified Marks

In order for a company to use the Certified Marks, (a) the implementation must successfully pass certification testing, and (b) the company must complete and comply with the post-testing administrative requirements.

Authorized Users

The Certified Marks may only be used by the company that had the implementation certified or by a contracted representative company or individual for the company in the course of business to promote the company.

Obtaining the Certified Image Marks

A company will obtain the appropriate Certified Image Marks after the company agrees to the terms of the Green Button Certified Marks License Agreement, at which time the file or files will be emailed to the responsible party.

Print version:

Electronic versions of the Certified Image Marks will be provided upon receipt of a signed Green Button Certified Marks License Agreement only after successful certification of the implementation. The Certified Image Marks artwork should not be altered in any way, or words replaced with any others.

A variety of sizes of the Certified Image Marks can be provided. Please contact the Green Button Alliance if you require special sizing of the Certified Image Marks.

The Certified Image Marks must each stand-alone. A minimum amount of empty space must be left between the Certified Image Marks and any other object such as type, photography, borders, edges, *etc.* The required area must be $1/2x$ where x = the height of the Certified Image Marks, as measured from the highest point on the Certified Image Marks to the baseline of mark.

You may not combine the Certified Image Marks with any other feature including, but not limited to, other logos, words, graphics, photos, slogans, numbers, design features, or symbols.

Electronic version: You may only use the Certified Image Marks on your website. The following example shows how to use versions of the Certified Image Marks in HTML code that will be displayed in your source code:


```
<a href="http://cert.greenbuttonalliance.org/987654321" target="_blank"></a>
```

...where “987654321” is replaced with the unique certification identifier that had been given at the time of application for certification. The href link will allow verification of certification by interested parties. Where images/gbc-dmd.png will be the locally stored appropriate Certified Image Marks file.

The Certified Image Marks must be displayed adjacent to the reference or at the bottom of the page that contains the reference. Your website page title and other trademarks and logos must appear at-least as-prominently as the Certified Image Marks. You may not display the Certified Image Marks in any manner that implies sponsorship, endorsement, or license by the Green Button Alliance.

The Certified Image Marks must each appear by themselves, with a minimum spacing (30 pixels) between each side of the marks and other graphic or textual elements on your web page. The Certified Image Marks may not be used as a feature or design element of any other logo. However, other company and certification logos may appear on the same web page.

You may not alter the Certified Image Marks in any manner, proportions, colors, elements, and so on; or animate, morph, or otherwise distort its perspective or three-dimensional appearance. You may alter the size of the marks retaining perspective and legibility of the text therein.

Color Treatment.

The Certified Image Marks shall retain their original RGBA colors or be translated into equivalent CMYK print colors; notwithstanding that a Green Button mark may be represented in grayscale or simulated grayscale (*e.g.*, sepia tone) only when specifically containing the typed word “Green” or “GREEN” in the image-mark and shall not ever be represented in any blue tone, which is strictly reserved for the U.S. Department of Health and Human Services’ Blue Button program.



Quality Control.

The Green Button Alliance will review use of the Certified Marks by Licensee. Upon signing the appropriate Green Button Certified Marks License Agreement, Marks Licensee is required to provide the Green Button Alliance with a copy of the trademark and logo treatment selected for use in general company literature or link or screenshot of the logo placement on a website.

The Green Button Alliance reserves the right to review all general company literature for the Certified Marks and the company website and may periodically send-out requests for samples. Refusal to submit samples or non-compliance with your Green Button Certified Marks License Agreement and with these Guidelines could result in termination of the license to use the Certified Marks.

Marks Licensee must correct any deficiencies in its use of the Certified Marks in its general company literature or website and cease and desist from further publication, distribution, or use of the materials upon reasonable notice from the Green Button Alliance. Refusal to correct such deficiencies or to cease publication, distribution, or use could result in termination of the license to use the Green Button Certified marks.

Please submit all samples to:
 Green Button Alliance
 Attention: Logo Department
 275 Tennant Avenue, Suite 202
 Morgan Hill, CA 95037 USA
 or
logos@greenbuttonalliance.org