



## CRRC Logo Use Guidelines and Requirements

### Introduction

The purpose of this document is to supply readers with an illustration and further explanation of the restrictions regarding use of the CRRC Logo as set forth in the CRRC Logo License Agreements. Nothing in this document shall be construed to supersede the governance of the respective Logo License Agreements. **Use of the CRRC Logos, which includes the registered trademark symbol, without the appropriate modifier(s) as shown below and in the respective Logo License Agreements is strictly prohibited.**

### ***Section 1: Guidelines for Use of the CRRC Member Logos***

#### **What is a CRRC Member Logo and Who Can Use It?**

The CRRC Member Logo consists of the CRRC Logo with the text “Member” or “Charter Member” appended underneath (see Figures A and B respectively). Only Charter Members may use the Charter Member version of the logo. Use of the Member Logos is limited to CRRC Members that are in good standing. Members in good standing are those entities that have (1) submitted a Membership Application; (2) submitted a Member Logo License Agreement; (3) are approved by the CRRC Board of Directors; and (4) have paid the current membership dues in full.

**Figure A**  
*Member Logo*



**Figure B**  
*Charter Member Logo*



#### **How Can the CRRC Member Logo Be Used?**

Members may use the applicable CRRC Member Logo on company letterheads, correspondence and promotional materials, as specified below in the *frequently asked questions* section, to indicate Membership with the CRRC. Members shall not use the Member Logo on any product or product packaging. The Member Logo may not be used in any manner that suggests or implies that the CRRC has rated a product. See section 4 below for answers to common logo use questions.

## ***Section 2: Guidelines for Use of the CRRC Rated Product Logo***

### **What Is the CRRC Rated Product Logo and Who Can Use It?**

The CRRC Rated Product Logo consists of the CRRC Logo as a negative image with the text “Rated Product” appended underneath (see Figure C). Only Licensees with Rated Products may use this logo. Use of the Rated Product Logo is limited to CRRC Licensees with Rated Products that are in good standing. Licensees that are in good standing are those entities that have: (1) submitted a Licensee Application; (2) submitted a Licensee Agreement; (3) submitted a Licensee Logo License Agreement; (3) are approved by the CRRC Board of Directors; and (4) have paid the current Licensee fees in full. Licensees with Rated Products that are in good standing are those entities that have submitted the following for each Rated Product: (1) Product Rating Application via the Online Rating Portal; and current Rated Product fees, paid in full.

**Figure C**  
*Rated Product Logo*  
EXHIBIT A



### **How Can the CRRC Rated Product Logo Be Used?**

Licensees with Rated Products may use the CRRC Rated Product Logo on product marketing materials, on the product page of a company website, or on product specification sheets only with respect to products that are rated by the CRRC, as specified below in the *frequently asked questions* section. Licensees can use the CRRC Rated Product Logo on any product or product packaging, as long as the product has an active CRRC product rating. *Please note the California Energy Commission will not accept the Rated Product Logo in lieu of the CRRC Product Label for Title 24 compliance.*

When using the CRRC Rated Product Logo in marketing brochures and technical or specification documents, the CRRC Rated Product Logo must be placed adjacent to the roofing product specification or illustration of the roofing product that has received the CRRC product rating authorization.

### **Section 3: Guidelines for Use of the CRRC Accredited Independent Testing Laboratory (AITL) Logo**

#### **What is the CRRC AITL Logo and Who Can Use It?**

The CRRC AITL Logo consists of the CRRC Logo appended with the text “Accredited Laboratory” underneath (see Figure D). Use of the AITL Logo is limited to CRRC AITLs in good standing. AITLs in good standing are those entities that have (1) submitted an AITL application, (2) and all other required documentation listed in the CRRC-1 Product Rating Program Manual; (3) submitted an AITL Logo License Agreement; (4) have been approved by the CRRC Board of Directors; and (4) paid current laboratory fees in full.

**Figure D**

*AITL Logo*



#### **How Can the CRRC AITL Logo Be Used?**

An AITL is permitted use the AITL Logo on its letterhead, correspondence, and promotional materials to indicate that it is a CRRC AITL. An AITL shall not use the AITL Logo on any product, product packaging, or any test report or research report. The AITL Logo may not be used in any manner that suggests or implies that the CRRC has rated any product, service or practice other than qualification as a CRRC AITL.

### ***Section 4: Frequently Asked Questions***

#### **Q1: Can I use the Member Logo on general company promotional materials, including the company website?**

A1: Yes, but only when it has the correct modifier appended beneath it and it is placed in such a way that the viewer is able to recognize that the logo only signifies your company’s CRRC *Member* status. The logo must not be placed in a manner that can be misconstrued as an endorsement of any product or practice of the company.

#### **Q2: Can I use the Rated Product Logo on company promotional materials, including the company website?**

A2: Yes, as long as the Rated Product Logo is placed in such a way that the viewer is able to recognize that the logo signifies a product that has been rated with the CRRC and does not imply

that all the companies' products are CRRC rated. The Rated Product Logo should not be placed on general company brochures if the CRRC rated product(s) cannot be differentiated from products that are not rated by the CRRC. The Rated Product Logo should only be used on brochures that promote the rated product itself.

**Q3: Can I use the Member Logo on product promotional materials if I am also a CRRC Licensee?**

A3: Yes, but the CRRC encourages Licensees to use the CRRC Rated Product Logo rather than the Member Logo on product promotional materials for CRRC rated products. If a member would prefer to use the Member Logo, the logo shall be applied to meet the following criteria:

1. It must be placed in one of the document's surrounding margins and be clearly separate from any reference to the promoted product(s) (see illustration below).
2. It must be placed on the page in such a way that it cannot be misconstrued as an endorsement or as a CRRC product rating.
3. It may not be placed directly adjacent to any product logos, product images, product names or product descriptive language, including language that indicates that the product has been rated by the CRRC or by another entity.

**Q4: Can I use the Member Logo in product specification materials?**

A4: No. The Member Logo may not be used in product specification materials; only the CRRC Rated Product Logo or the CRRC Product Label may be used in product specification materials, and only according to the guidelines set forth in the CRRC-1 Product Rating Program Manual.

**Q5: Can I use the Rated Product Logo in product specification materials?**

A5: Yes, as long as the Rated Product Logo clearly indicates CRRC ratings with respect to CRRC Rated Products in good standing. The Rated Product Logo will not be accepted by the California Energy Commission for Title 24 compliance; the CRRC Product Label is required for compliance.

**Q6: Can I group the Member Logo with other organizations' logos?**

A6: Yes, but only when the following criteria are satisfied:

1. The CRRC Member Logo is a standalone image and does not appear to be connected to any other logo.
2. The other logos may not be performance or certification marks. If a performance or certification mark (including the CRRC Product Label) are located in the same margin as the CRRC Member Logo, then there must be a clear separation between those marks and the CRRC Member Logo so that the CRRC Member Logo is not construed as a product certification mark.

For example, grouping the CRRC Member Logo with an ENERGY STAR® Partner logo is acceptable, but it cannot be grouped with an ENERGY STAR certified product logo or label (see illustration below).

**Q7: Can I group the Rated Product Logo with other organizations' logos?**

A7: Yes, but only when the following criteria are satisfied:

1. The Rated Product Logo is a standalone image that does not appear connected to any other logo.
2. The other logos may not be performance or certification marks (like LEED or ENERGY STAR). If performance or certification marks (including the CRRC Product Label) are located in the same margin as the CRRC Member Logo, then there must be a clear separation between those marks and the CRRC Member Logo so that the CRRC Logo IS not construed as a product certification mark.

**Q8: How can I indicate that my product has been rated by the CRRC?**

A9: The CRRC Rated Product Logo or Product Label may be used on CRRC-rated product packaging, promotional documents, and product specification sheets. For proper use of the CRRC Product Label, please follow the guidelines set forth in the CRRC-1 Product Rating Program Manual.

**Note: The illustration on the next page is one example of an appropriate use of the CRRC Member Logo on a product promotional document. It demonstrates the appropriate positioning and separation of the CRRC Member Logo from other logos.**

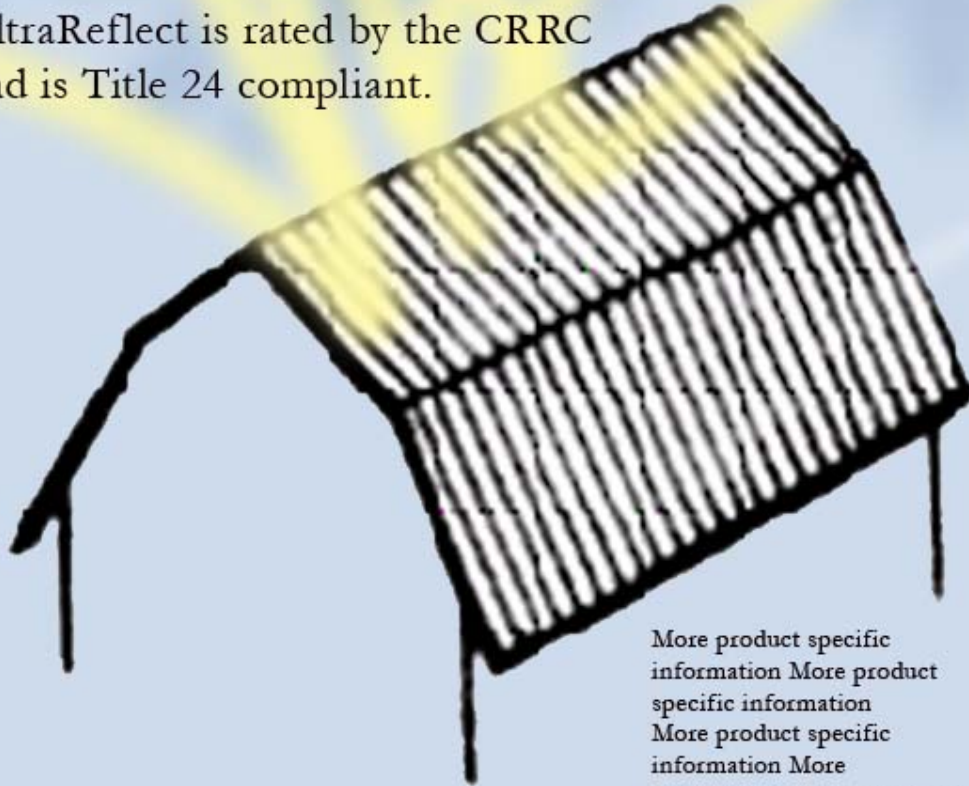
For more information or to obtain electronic files containing the correct version of the CRRC Logo, please call (toll-free) 866-465-2523 or 503-606-8448, or email [info@coolroofs.org](mailto:info@coolroofs.org).

# Our Roof is the Best!

(Or other catchy slogan)

Only with UltraReflect can you achieve this remarkable degree of reflectivity.

UltraReflect is rated by the CRRC and is Title 24 compliant.



More product specific information More product specific information More product specific information More product specific information.



Membership Marks, i.e., ENERGY STAR Partner, company logo (separate from certification marks ►)

Certification marks, i.e., UL, FM, ENERGY STAR (separate from CRRC Logo)