



## *How Do I Use the CRRC Logo?*

### **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 Logo, 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 Are the CRRC Member Logos and Who Can Use Them?**

The CRRC Member Logos consist 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 submitted a Membership Application, signed a Member Logo License Agreement, been approved by the CRRC, and paid in full current membership dues.

**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 in the Council. 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 Council has certified any product or practice. 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 Licensed Seller (LS) and/or Other Manufacturer (OM) Application; (2) signed a LS and/or OM Agreement; (3) signed a LS/OM Logo License Agreement; (3) been approved by the CRRC; and (4) paid in full current Licensee dues. Licensees with Rated Products that are in good standing are those entities that have submitted the following for each Rated Product: (1) a Product Rating Application; (2) a Test Results Report Form; (3) a Test Farm Notification; (4) current Rated Product dues, paid in full. In addition, Licensees with LS products must have submitted a Contractor/Distributor Form and Sample Collection Instructions Form.

**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 with the CRRC, as specified below in the *frequently asked questions* section, to indicate that products are rated by the CRRC Product Rating Program. Licensees can use the CRRC Rated Product Logo on any product or product packaging, as long as the product is rated with the CRRC. *Please note the California Energy Commission will not accept the Rated Product Logo in lieu of the CRRC Product Label.*

When using the CRRC Rated Product Logo in marketing brochures and technical or specification information, the CRRC Rated Product Logo must be placed adjacent to the Roofing Product specification or illustration of the Roofing Product that has received the 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 AITLs in good standing. AITLs in good standing are those entities that have submitted an AITL Application (and all other required documentation as outlined in *How Do I Become an Accredited Independent Testing Laboratory?*), signed an AITL Logo License Agreement, been approved by the CRRC, and paid in full current laboratory dues.

**Figure D**  
*AITL Logo*



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

An AITL is permitted use the AITL Logo on its letterheads, correspondence and promotional materials to indicate that it is an AITL under the CRRC Program. An AITL shall not use the AITL Logo on any product, product packaging, or any test or research report. The AITL Logo may not be used in any manner that suggests or implies that the Council has certified 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 able to 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 products cannot be differentiated from the non-CRRC rated products. 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?**

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, it can only be applied when it is positioned in such a way that it meets 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 suggested CRRC rating of the product.
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 any other 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 Product Rating Program Manual (CRRC-1).

**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 (CEC) as an acceptable verification format to meet their cool roof prescriptive requirements. The CRRC Product Label is required by the CEC.

**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 stand-alone image and does not appear to be connected to any other logo.
2. The other logos may not be performance or certification marks. 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 cannot be misconstrued as a product certification mark.

For example, grouping the CRRC Member Logo with an Energy Star *Partner* Logo is acceptable, but not with an Energy Star *Certification* Logo (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 stand-alone image that does not appear connected to any other logo.
2. The other logos may not be performance or certification marks (like LEED or EnergyStar). 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 cannot be misconstrued as a product certification mark.

**Q8: How can I indicate that my product has been CRRC Rated?**

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

**Note: The illustration on the next page is one example of an appropriate use of the member logo on a product promotional piece (e.g. appropriate positioning and separation of the member logo). If there is any uncertainty regarding the appropriateness of another particular usage please contact the CRRC.**

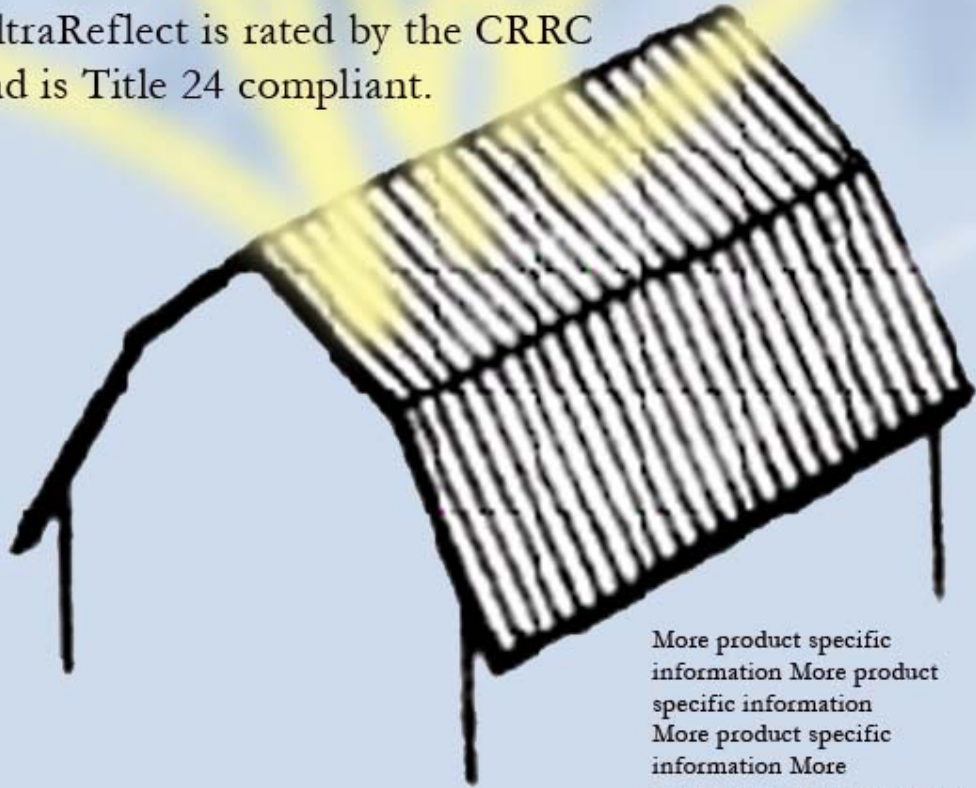
For more information or to obtain electronic files containing the correct version of the CRRC Logo please contact the CRRC at 866-465-2523 (toll free in the U.S.), or 510-485-7175; or email at [info@coolroofs.org](mailto:info@coolroofs.org).

# 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)