Graphics Standards and Usage Guide

U.S. EPA SmartWay | EPA420-B*11-014 | www.epa.gov/smartway

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Graphic Standards and Usage Guidelines

Core Identity Elements
SmartWay Brand Positioning Statement

The U.S. Environmental Protection Agency's (EPA) SmartWay® brand represents cleaner and more efficient transportation options that reduce greenhouse gases and improve air quality.

The SmartWay brand is represented by the SmartWay logo.

The logo is defined by the road, cloud and leaf and the word SmartWay. There are several variations of the logo called SmartWay Marks that define individual programs, partners and products within SmartWay.

In its simplest form, the SmartWay logo identifies companies, organizations, services and products that are reducing transportation-related emissions. However, the impact of the logo and the brand is much greater as the SmartWay brand signifies a partnership among government, business and consumers to protect our environment and improve our air
quality for future generations.

All EPA transportation programs bearing the SmartWay logo must have:

- Significant, measurable air quality and/or greenhouse gas improvements while maintaining or improving current levels of other emissions and/or pollutants
- A proven mechanism to qua ntify benefits
- A verifiable reporting mechanism
- A written, partnership-type agreement
- An education requirement that connects the brand with its environmental benefits

EPA believes the quality of the environment is everyone's responsibility; therefore, SmartWay is positioned as a personal choice that can make a difference for the environment. The SmartWay tagline, "Getting There With Cleaner Air," summarizes the goals of the brand.

SmartWay Brand Attributes

Five key attributes define the character of the SmartWay® brand, which are derived from the positioning statement, described on the previous page. These characteristics are the basis of EPA's voluntary transportation partnership brand and are incorporated into each of the voluntary programs that use the SmartWay brand.

Environmental Benefit

EPA's Office of Transportation and Air Quality (OTAQ) protects public health and the environment by controlling air pollution from motor vehicles, engines and the fuels used to operate them, and by encouraging transportation choices that minimize emissions.

Cars, trucks, buses and other mobile sources burn fuel and emit pollutants that contribute to smog, respiratory illnesses and climate change. EPA's SmartWay® brand defines voluntary programs in the transportation sector that reduce harmful emissions of carbon dioxide and criteria pollutants, improve fuel efficiency, and ensure a cleaner environment for all Americans.

Transportation Focus

SmartWay is one of EPA's clean-air programs that uses market driven, rather than regulatory, methods to achieve air quality benefits. SmartWay's focus is in the transportation sector, and encompasses products and services associated with improved fuel-efficiency.

Cleaner and More Efficient Options

The SmartWay brand identifies products and services that are cleaner and more efficient and, therefore, reduce air pollution and consume less fuel. The brand demonstrates personal and rational benefits, including cleaner air, a better environment, improved health, and cost savings.

Excellence

The SmartWay logo is a symbol of excellence for cleaner and more efficient transportation options. SmartWay distinguishes only products and services that meet superior environmental performance characteristics. Whether in the form of more fuel-efficient delivery of goods across the country or cleaner passenger vehicles, SmartWay represents excellence in voluntary initiatives that reduce emissions.

Credibility

As an EPA initiative, SmartWay represents a credible source for information about cleaner and more efficient transportation options.

SmartWay Brand Marks/Logos

The SmartWay brand is owned by EPA. The brand is identified by the SmartWay mark or logo: the SmartWay name and graphic (road, cloud, and leaf image). This logo is associated with various SmartWay programs and/or specific partner designations and is included in several SmartWay marks.

The words mark and logo are used interchangeably throughout this guideline document.

The logo is SmartWay's signature and is included in various marks for use by EPA, SmartWay partners. There are currently three types of marks for SmartWay: 1) the Brand marks; 2) the SmartWay Partner mark; and 3) the Certification mark for passenger cars and the Designated mark heavy duty applications.

See pages 6 - 9 for brief descriptions of and uses for the various SmartWay marks.

Approved logo files are obtained by contacting EPA at smartway_transport@epa.gov.

The SmartWay marks may only be used after obtaining written EPA approval.

SmartWay Marks/Logos

Brand Marks/Logos			
Logo Name	**Primary User**	**Logo Description Of Use**	**Logo Image**
SmartWay Brand Logo Graphic	• U.S. EPA	This is the representative logo graphic of the SmartWay program. This umbrella mark signifies SmartWay's brand message of cleaner and more efficient transportation options that increase fuel efficiency and reduce greenhouse gases and other air pollutants.	SmartWay®
SmartWay Transport Partnership Logo	• U.S. EPA • Media	This mark is for promoting SmartWay Transport Partnership and educating others regarding the program benefits.	SmartWay® Transport Partnership U.S. Environmental Protection Agency
SmartWay Logo for Affiliates	• SmartWay Affiliates	This mark is for promoting SmartWay Transport Partnership and educating others regarding the program benefits.	Proud Supporter of SmartWay®

SmartWay Partner Mark/Logo			
Logo Name	**Primary User**	**Logo Description Of Use**	**Logo Image**
SmartWay Transport Partnership Logo	• SmartWay Partners	This mark represents measured superior environmental performance as indicated in the SmartWay Transport Partnership Agreement.	SmartWay® Transport Partner Getting There With Cleaner Air

SmartWay Marks/Logos

Certification Mark/Logo (passenger cars and light trucks)			
Logo Name	**Primary User**	**Logo Description Of Use**	**Logo Image**

SmartWay Certification Logo	• Entities that manufacture or sell SmartWay certified light-duty vehicles:
	  • vehicle manufacturers
	  • companies
	  • municipalities
	  • nonprofits
	• Media
		• This logo is for promoting light-duty vehicles that meet the SmartWay criteria for air pollutant and greenhouse gas emissions.
		• This logo may also serve as a promotional label for qualified light-duty vehicles.
			US EPA Certified SmartWay®

SmartWay Elite Certification Logo	• Entities that manufacture or sell SmartWay Elite certified light-duty vehicles:
	  • vehicle manufacturers
	  • companies
	  • municipalities
	  • nonprofits
	• Media
		• This logo is for promoting light-duty vehicles that meet the SmartWay Elite criteria for air pollutant and greenhouse gas emissions.
		• The SmartWay Elite criteria are more stringent than the standard certification logo criteria.
		• This logo may also serve as a promotional label for qualified light-duty vehicles.
			US EPA Certified SmartWay® Elite

SmartWay Marks/Logos

Designated Mark/Logo (heavy-duty vehicles and equipment)			
Logo Name	Primary User	Logo Description Of Use	Logo Image
SmartWay Designated Logo	• Manufacturers of heavy-duty long-haul tractors and trailers.	• This logo serves as an interior label for heavy-duty, long haul tractors and trailers that meet the SmartWay technical specifications and requirements.	US EPA Designated SmartWay
SmartWay Tractor Logo	• SmartWay Partners	• This logo is a promotional label for partners' heavy-duty sleeper cab tractors that meet the SmartWay technical specifications and requirements.	US EPA Designated SmartWay Tractor
SmartWay Trailer Logo	• SmartWay Partners	• This logo is a promotional label for partners' trailers that meet the SmartWay technical specifications and requirements.	US EPA Designated SmartWay Trailer

Application of the SmartWay Marks/Logos

The U.S. EPA and other organizations using the SmartWay logos must abide by the following general guidelines:

- The SmartWay® name, logo and marks may never be used in any manner that would imply EPA endorsement of a company, its products or its services. Neither the SmartWay logos nor the SmartWay name may be used in any other company name, product name, service name, domain name or Web site title.
- The logos may not be altered, cut apart, separated or otherwise distorted in perspective or appearance.
- The logos may never be used in a manner that would disparage SmartWay, EPA or any other government body.
- Partners and other authorized organizations are responsible for their own use of the SmartWay logos, as well as use by their representatives, such as ad agencies and public relations firms.
- EPA actively monitors proper use of the SmartWay name and logos. When necessary, SmartWay will initiate a course of action for addressing logo violations, which could eventually result in termination of participation in SmartWay and/or legal action.
- Approved logo files can be obtained by contacting the EPA. Any of the various SmartWay logos may only be used after obtaining EPA approval.

Graphic Standards and Usage Guidelines

SmartWay Brand Mark/Logo

All interested parties are encouraged to promote the goals of SmartWay. This may be accomplished through the use of education and marketing tools that describe technologies, strategies, policies and the program/participation benefits promoted under the SmartWay umbrella. Interested parties include, but are not limited to: EPA, the media, not-for-profit organizations, companies and government.

The SmartWay Brand logo (Affiliate) may be used by eligible SmartWay affiliates in advertising, organization marketing materials and business-to-business promotional materials.

Eligible SmartWay affiliates include:

- **Non Profit Organizations:** Trade and professional associations; membership, nongovernmental organizations; academic institutions, governmental agencies and EPA grant recipients who agree to educate their constituents about the SmartWay program.

- **Leasing Companies:** Lease SmartWay Certified vehicles, tractors or trailers; includes only those organizations that don't actually control any trucks. Their main function is to assist carriers and logistic companies with the fleet/truck spec'ing and selection process. Promotes the sale or lease of SmartWay Certified cars and SmartWay Designated tractors or trailers to dealerships and/or multiple franchises.

- **Tractor/Trailer Dealerships:** Dealerships that promote and sell SmartWay Designated tractors and EPA SmartWay verified Technologies.

- **Truck Stop/Plazas:** SmartWay Truck Stop/Plaza Affiliates provide places for truck drivers to rest comfortably without idling, thereby saving fuel and money, protecting their health, and supporting the environment and the energy security goals of our country. The following types of companies are eligible to be a SmartWay Truck Stop Plaza Affiliate: private truck stops and plazas; private truck company terminals; port authorities with truck parking spaces; public rest areas and distribution centers with truck parking spaces.

Any organization not meeting the criteria for Affiliate status may participate in the SmartWay program as a member of the SmartWay Community. SmartWay Community organizations have access to marketing and informational materials, but are not authorized to use any of the SmartWay logos.

Use of the SmartWay Brand Logos by Eligible Affiliates

	Type Of Organization	Approved	Not Approved	
Not-For-Profit	State trucking associations	✓		
	Professional associations	✓		
	Trade Associations	✓		
	Membership organizations	✓		
	Not-for-profit credit unions	✓		
	Government agencies	✓		
	Non-Government organizations	✓		
	Environmental organizations	✓		
	Public rest areas	✓		
For-Profit	Academic institutions	✓		
	Fleet management organizations	✓		
	"SmartWay" Dealerships* (described below)	✓		
	Private truck stops/plazas	✓		
	Private truck company terminals	✓		
	Port authorities with truck parking spaces	✓		
	Distribution centers with truck parking spaces	✓		
	Tractor equipment dealers/vendors		✓	Technology Manufacturers
	Trailer equipment dealers/vendors		✓	
	Idling equipment dealers/ vendors		✓	
	Tire dealers/vendors		✓	
	Tractor aerodynamic add-on manufacturers		✓	
	Trailer aerodynamic add-on manufacturers		✓	
	Idling equipment add-on manufacturers		✓	
	Tire manufacturers		✓	
	Tire retread companies		✓	

* Dealerships that promote and sell SmartWay Designated tractors and EPA SmartWay verified Technologies.

Application of SmartWay Brand Logo

Organizations must obtain EPA approval to use the logos. The SmartWay Brand logos may be used only by eligible affiliates in consumer advertising, company and organization marketing materials and business-to-business promotional materials.

SmartWay affiliates are responsible for their own use of the SmartWay logos, as well as use by their representatives, such as ad agencies and public relations firms.

Examples of correct and incorrect applications of the SmartWay logos are identified in the tables below.

SmartWay Brand Logos

Graphic

Correct Placement	Incorrect Placement
Letterhead and stationery	Heavy-duty Trailer interior
Business cards	Heavy-duty Trailer exterior
Organization web site	Heavy-duty Tractor interior
Organization e-mail signatures	Heavy-duty Tractor exterior
Advertising	Light-duty vehicle interior
Promotional items	Light-duty vehicle exterior
Posters, internal signage	Any individual technology that is part of, or attached to a tractor, trailer or other vehicle.
Apparel (hats, t-shirts, uniforms)	
Brochures	
Briefings and presentations	
Educational materials	

Logo Use Policy for Manufacturers of SmartWay Verified Technologies

Manufacturers of SmartWay Verified Technologies (formerly classified as SmartWay Affiliate Technology Vendors) **are prohibited from using the SmartWay logo**, in any of its various forms. Technology manufacturers or vendors are defined as: for-profit companies that manufacture or sell energy-saving or pollution control technologies for which EPA has demonstrated test results and data.

Manufacturers of SmartWay Verified Technologies provide fuel efficient and emissions reduction equipment that assist our Partners with meeting their goals and thus indirectly contribute to SmartWay program goals. However, use of the SmartWay marks (logo) could potentially confuse the public about the SmartWay brand, and could confer an improper endorsement by EPA of the product. Consequently, Manufacturers of SmartWay Verified Technologies are prohibited from placing the SmartWay name or logo on any products or materials.

These companies which are critical to the SmartWay Transport Partnership community, are referred to the SmartWay Verified Technologies Communication Guidelines located at: www.epa.gov/smartway/transport/documents/faqs/technology-vendor-communication-guidelines7.pdf for direction regarding promoting their participation in SmartWay.

Graphic Standards and Usage Guidelines

SmartWay Partner Logo

The SmartWay Transport Partner logo is owned by EPA. The mark features the SmartWay logo graphic and specific designations for eligible SmartWay partners.

The SmartWay tagline, "Getting There with Cleaner Air," is an integral element of the brand. Based on the positioning statement, it embodies the brand attributes and is a key component in establishing the SmartWay identity in the minds of the audience. The tagline connects the SmartWay name and logo graphic to the "clean air through improved transportation" message and it fully complements these two elements of the logo. The tagline should never be removed from the logo graphic.

The only approved and high resolution logo graphic files may be obtained by contacting EPA at smartway_transport@epa.gov.

The SmartWay logo graphic and marks may only be used after obtaining EPA approval.

The partner logo is for use only by qualifying SmartWay partners – those carrier, truck stop, shipper and logistic company partners that demonstrate superior environmental performance for freight operations. Such SmartWay partners may promote their participation and status in the Partnership using the SmartWay partner mark or logo. The partner mark may be used in consumer advertising, company marketing materials and business-to-business promotional materials.

In addition, SmartWay Transport partners commit to describe and promote the SmartWay Transport Partnership as a transportation-related strategy for improving air quality and reducing greenhouse gases in their outreach, promotional and educational efforts. Partners are also encouraged to describe and promote their achievement with the SmartWay Transport Partnership and to identify the SmartWay Transport Partnership as an initiative of EPA.

SmartWay Partner Logos

Application of SmartWay Transport Partner Logo

Organizations must obtain written EPA approval to use the logos. The SmartWay Transport logos may be used only by eligible SmartWay Partners and affiliates in consumer advertising, company and organization marketing materials and business-to-business promotional materials.

SmartWay Partners are responsible for their own use of the SmartWay logos, as well as use by their representatives, such as ad agencies and public relations firms.

Examples of correct and incorrect applications of the SmartWay logos are identified in the tables below.

SmartWay Transport Partner Logos

Graphic

Correct Placement	Incorrect Placement
Spec sheets	Heavy-duty Trailer interior
Letterhead and stationery	Heavy-duty Trailer exterior
Business cards	Heavy-duty Tractor interior
Company web site	Heavy-duty Tractor exterior
Company e-mail signatures	Light-duty vehicle interior
Advertising	Light-duty vehicle exterior
Promotional items	Any individual technology that is part of, or attached to a tractor, trailer or other vehicle.
Packaging (only per EPA -approval)	
Posters, internal signage	
Apparel (hats, t-shirts, uniforms)	
Brochures	
Briefings and presentations	
Educational materials	
Truck Stop external signage	
Truck Stop internal signage	
Truck Stop web site	
Truck Stop e-mail signatures	
Truck Stop Advertising	
Truck Stop Promotional items	

SmartWay Partner Logos

Package Labeling with the SmartWay Transport Partner Logo

Only partners qualified to use the SmartWay partner logo and approved to participate in the pilot may label packages.

The SmartWay partner logo must always represent the brand promise and meaning of cleaner and more efficient transportation options. This is essential when the SmartWay Transport partner logo appears on a medium of public interface. The consumer must never be confused by the appearance of the SmartWay partner logo on a medium that might in any way violate the SmartWay brand promise.

Therefore:

- When the SmartWay Transport partner logo appears on a package, it means that it was delivered by a company that is achieving greenhouse gas and air quality benefits by meeting specific environmental criteria set in the SmartWay Transport Partnership Agreement.

- The partner logo must not appear on packaging that cannot guarantee that these standards are met. EPA will review pilot proposals submitted by Partners on a company-by-company basis for package labeling that is consistent with the brand promise.

- The use of a clarifying statement directly adjacent to the SmartWay partner logo for package labeling is required. This statement should enhance consumer understanding regarding the meaning of the SmartWay brand. Partners should feel free to use one of the following (or similar appropriate) options in their proposal:

    - "This product was delivered by a cleaner and more efficient truck fleet operated by <<INSERT PARTNER NAME>>, a SmartWay Transport Partner."

    - "This product was delivered by a cleaner, more efficient truck fleet operated by a SmartWay Transport Partner."

    - "This product was made and delivered by a SmartWay Transport Partner, committed to clean, more efficient transportation."

Packages are defined as delivery parcels (envelopes or boxes) of carriers or product containers (boxes, cases, or pallets) of shippers.

SmartWay Partner Logo

Conditions for Logo Use

All entities must comply with the following conditions for SmartWay mark use:

Logo Requirements	• All entities must adhere to the logo use guidelines, and sign the logo signature page.
Logo Composition	• In order for the SmartWay Brand and Partners logo to accurately represent the Partnership, it must be displayed in a prominent uninterrupted manner. The logo must never be cluttered by other elements such as text, photographs, illustrations or background textures and should be displayed using the preferred colors whenever possible. • The graphic of the SmartWay logos are formed by the cloud, road and leaf elements. This logo must always be used together with the SmartWay name, including the ® registration symbol. • The space between each line is preset and should never be altered. In addition, the elements of this logo must never appear separately. • Clear space must always surround the SmartWay logo into which no copy, illustrated material, or other graphic elements may intrude. The clear space around the logo is proportional to the size of the logo as it is enlarged or reduced. The minimum amount of clear space required around the logo can be defined as ".5X" as shown here, in proportion to the size of the logo used. "X" is measured as the total height of all the text lines.
Logo Quality	• SmartWay logos must be used in their entirety and as shown. The graphic may not be altered, cut apart, separated, or otherwise distorted in perspective or appearance. • The only approved SmartWay logo files to be used can be obtained by contacting EPA. • No other graphical representation of the SmartWay Transport logos may be used.
Logo Legibility	• SmartWay logos must be legible at all times; i.e. no missing letters or graphics as indicated here " artWay".
Logo Placement	• SmartWay logos must be applied on a white background. A transparent background for SmartWay logos is allowable on light colored surfaces (e.g. off-white, pastels). • All-white SmartWay logos may be placed on black or dark background. • SmartWay logos must not be displayed adjacent to material that might be offensive to some people (e.g. nudity artwork, suggestive artwork, profanity, racial remarks or symbols, or otherwise offensive graphics).
Logo Size	• The aspect ratio (length and width dimensions) must remain proportional. • The logo must never be reproduced smaller than 1.25" wide to ensure legibility.

Graphic Standards and Usage Guidelines

SmartWay Tractor and Trailer Marks/Logos

The SmartWay Tractor and SmartWay Trailer logos are owned by EPA. The logos feature the SmartWay logo graphic, which includes the word "SmartWay," the words "U.S. EPA Designated," and the words "Tractor" and "Trailer". Once the trademark application for this logo is processed and approved, the registration symbol will be added to the SmartWay tractor and trailer logos.

The SmartWay Tractor and SmartWay Trailer logos are for use by SmartWay Partners only – those for-hire carriers, owner operators, manufacturers and retailers with private fleets -- that own and operate designated trucks and equipment that meet the SmartWay technical specifications and requirements. EPA plans to update these technical specifications periodically so that SmartWay certified tractors and trailers are always the cleanest, most fuel-efficient freight vehicles on the road. Accordingly, the SmartWay Tractor and SmartWay Trailer logos will likely be updated to reflect that increased stringency and made available to partners with qualifying vehicles and equipment. For example, an updated SmartWay tractor or trailer logo might include the calendar year that the more stringent technical specifications and requirements go into effect.

SmartWay partners have installed fuel efficient and pollution control technologies on fleet trucks and have incorporated fuel efficient and pollution control practices into fleet operations. Their efforts are contributing to public health, reducing fuel consumption and greenhouse gases, and creating a cleaner environment for all Americans.

To confirm that a tractor or trailer is an EPA designated SmartWay model, SmartWay Partners should consult the company's assigned U.S. EPA SmartWay Partner Account Manager. Qualifying manufacturer tractors and trailers may also be identified by the US EPA Designated SmartWay logo adhered to the interior of the equipment.

SmartWay Tractor and Trailer Marks/Logos

Application of SmartWay Tractor and Trailer Logos

The SmartWay Tractor and SmartWay Trailer logos may be used only by SmartWay partners primarily as an exterior label of qualifying tractors and trailers, as well as in consumer advertising and business-to-business promotional materials. Examples of correct and incorrect applications of the SmartWay logos are identified in the tables below.

SmartWay Tractor Logo

Graphic

Correct Placement	Incorrect Placement
Cab exterior	Exhaust system
Aerodynamic fairings	Mud flaps
Aerodynamic bumpers	Chassis
Other aerodynamic equipment	Deck
Consumer advertising	Fifth wheel
Business-to-business materials	Wheels or tires

SmartWay Trailer Logo

Graphic

Correct Placement	Incorrect Placement
Box trailer sides	Box trailer front
Box trailer top	Box trailer top
Box trailer back	Wheels or tires
Aerodynamic skirts, etc.	Mud-flaps
Aerodynamic gap reducers	
Other aerodynamic equipment	
Consumer advertising	
Business-to-business materials	

Only the SmartWay tractor and trailer logos may be placed on the exterior of a tractor or trailer. All other SmartWay logos are prohibited from appearing on the exterior of tractors and trailers.

SmartWay Tractor and Trailer Marks/Logos

Conditions for Use of the SmartWay Tractor and Trailer Logos by Partners

SmartWay partners must comply with the following conditions for SmartWay logo use:

Technical Features	• SmartWay Partners must purchase and equip their tractor(s) and trailer(s) with SmartWay-specified features as outlined in EPA fact sheet entitled "Technical Specifications and Requirements: SmartWay Tractors and SmartWay Trailers". • SmartWay carriers must also agree to, and sign, the logo use guidelines. • All SmartWay Tractor and Trailer equipment must be either maintained to manufacturer specifications and service recommendations or be replaced.
Logo Quality	• SmartWay Tractor and Trailer logos must be used in their entirety and as shown. The graphic may not be altered, cut apart, separated, or otherwise distorted in perspective or appearance. • The only approved SmartWay logo files to be used can be obtained by contacting EPA. • No other graphical representation of the SmartWay Tractor and Trailer logos may be used.
Logo Legibility	• SmartWay logos must be legible at all times; i.e. no missing letters or graphics as indicated here " artWay".
Logo Placement	• The SmartWay Tractor and Trailer logos are primarily for affixing to the exterior of a heavy-duty vehicle or trailer of a SmartWay Carrier Partner in good standing. • SmartWay Tractor and Trailer logos must be applied to the tractor or trailer on a white background. A transparent background for SmartWay logos is allowable on light colored surfaces (e.g. off-white, pastels). • All-white logos may be placed on black or dark background. • SmartWay logos must not be displayed adjacent to material that might be offensive to some people (e.g. nudity artwork, suggestive artwork, profanity, racial remarks or symbols, or otherwise offensive graphics.)
Logo Size	• The aspect ratio (length and width dimensions) must remain proportional. • The logo must never be reproduced smaller than 10" wide to ensure legibility for use on tractor and trailer exteriors.

SmartWay partners are responsible for their own use of the SmartWay Tractor and Trailer logos, as well as use by their representatives, such as ad agencies and public relations firms.

Graphic Standards and Usage Guidelines

Color Specifications for All SmartWay Marks/Logos

The preferred color configuration, the prescribed blue and green defined on this page, should be used whenever possible.

1. Spot Color - For spot color usage (often referred to as PMS or Pantone Matching System):
   - Prescribed green = 347
   - Prescribed blue = 3005

2. Four-Color Process - For four-color process printing, the build formulas detailed here for the prescribed green and blue must be used.

Prescribed Green	Prescribed Blue
Four-Color Process	Four-Color Process
C 100%	C 100%
M 0%	M 40%
Y 85%	Y 0%
K 5%	K 0%

3. Black and White Version - The graphics in their entirety may also be reproduced in 100% black or in 100% white. It is important that when using the preferred or black versions, the background is light enough for legibility.

Written Communication Guidelines

Promotion of All SmartWay Marks/Logos

General Promotion of SmartWay

EPA, the media and other interested parties (that will not benefit economically from use of the logo) may use appropriate SmartWay logos to write articles, to promote SmartWay or for other educational purposes.

Some general guidelines include:

- The word SmartWay is one word, with no space between Smart and Way, and it is always written with the "S" and the "W" capitalized.

- The symbol ®, identifying SmartWay as a registered trademark, should be used the first time the word SmartWay appears in material and:

    - The symbol ® should always be in superscript
    - There should be no space between the word "SmartWay" and the symbol ®
    - The symbol ® shall be repeated in a document or Web site for each chapter title, and in the first sentence of usage in the text of each chapter or Web page

In general, text used in advertising, articles, brochures, publications, annual reports, web sites, or any other promotional material must never imply EPA endorsement of either the SmartWay partner company, SmartWay Affiliate, vehicle or truck manufacturer.

The following (or similar) statement must accompany the SmartWay logos when used by partners, affiliates, the media and other entities:

"SmartWay® is an innovative partnership of the U.S. Environmental Protection Agency that reduces greenhouse gases and other air pollutants and improves fuel efficiency."

Promotion of the SmartWay Brand Logos

EPA, SmartWay affiliates, the media and other interested parties may use the Brand logos for promotional or educational purposes. Some examples for use of the Partnership logo include:

- published articles
- broadcast news stories
- videos
- web applications
- textbooks
- presentations
- briefings

Some general guidelines include:

- The term "SmartWay Transport Partnership" is always written with the first letter of each word capitalized.

The following communication guidelines will prevent misrepresentation and consumer confusion.

Correct	Incorrect
"SmartWay brand" "SmartWay" "SmartWay Transport Partnership" "The Partnership" "SmartWay Transport"	"SmartWay Transport program"

EPA recommends using words in the "correct" column to describe the SmartWay brand and the SmartWay Transport Partnership by program participants or the media.

Promotion of SmartWay Affiliates

Some general guidelines for discussing SmartWay affiliates include:

- The word "Affiliate" is always capitalized when referring to an Affiliate of the SmartWay Transport Partnership.

Correct	Incorrect
"A SmartWay Affiliate"	"A SmartWay Organization"
"SmartWay Transport Affiliate"	"Organization X, an EPA endorsed organization"
"Organization X, A SmartWay Affiliate"	"Endorsed by EPA"
"An agency participating in the SmartWay Transport Partnership"	

EPA recommends using words in the "correct" column to describe SmartWay partners and affiliates by program participants or the media.

Promotion of SmartWay Partner Logo

Partners and the media may also use the SmartWay Transport Partner logo for articles or other educational purposes. However, this logo may only be used when referencing eligible SmartWay partners. The SmartWay web site has a list of partners that may be consulted for confirming eligible Partners: www.epa.gov/smartway/partners.

General Communication Guidelines for SmartWay Partners

Some general guidelines include:

The term "SmartWay Transport partner" is always written with the first letter of the first two words are capitalized, the first letter of the third word is lower-case.

Partners are encouraged to describe and promote their achievements with the SmartWay Transport Partnership and to identify the SmartWay Transport Partnership as an initiative of EPA.

The following communication guidelines will prevent misrepresentation and consumer confusion.

Correct	Incorrect
"A SmartWay Partner"	"A SmartWay Company"
"SmartWay Transport Partner"	"Company X, a company endorsed by EPA"
"Company X, A SmartWay Partner"	"Endorsed by EPA"
"A company participating in the SmartWay Transport Partnership"	"A SmartWay certified partner"
	"A SmartWay certified company"

EPA recommends using words in the "correct" column to describe SmartWay Partners by program participants or the media.

Partners are encouraged to issue press releases promoting their participation in the Partnership regardless of the partner logo-eligibility status. EPA is happy to review Partner press releases. This is not an official "approval" process, but is provided as technical assistance to ensure references to the SmartWay brand are correct. EPA can also help ensure that Partners are accurately describing their partner status and that general or historical references about SmartWay are correct.

Promotion of SmartWay Certification and Designated Logos

The media and other interested parties may also use SmartWay certification and designated logos for articles, promotional or educational purposes. However, the certification mark may only be used when referencing those passenger car models/versions that have met the criteria and are certified SmartWay. However, the designated mark may only be used when referencing those specific tractors and trailers that have met the criteria and are certified SmartWay.

Some general guidelines include:

- The symbol ®, identifying that SmartWay certification mark is trademarked (capital R encircled), should be used the first time the word SmartWay appears in material and:
    - The registered trademark symbol ® should always be in superscript
    - There should be no space between the word "SmartWay" and the trademark symbol ®
    - The symbol ® shall be repeated in a document or Web site for each chapter title, and in the first sentence of usage in the text of each chapter or Web page
- The registered trademark symbol ® should not be used when referring to the SmartWay designated mark, as the trademark registration process is not complete.

Light-Duty Passenger Vehicles and Light Trucks

The US EPA Certified SmartWay mark may be used by manufacturers, companies, municipalities, and not-for-profits interested in promoting light-duty vehicles that meet the SmartWay criteria for air pollutant and greenhouse gas emissions per the SmartWay licensing agreement. It may be used in marketing and outreach materials so long as it refers only to those models/versions that have met the criteria and are certified SmartWay. It may also be used as a promotional label for qualifying light-duty vehicles.

Original Equipment Manufacturers

Original equipment manufacturers (OEM) of SmartWay qualified tractors and trailers may also use the SmartWay designated mark in point-of-sale advertising (for on-site locations and web sites) and promotional material (e.g. advertising) per the SmartWay licensing agreement. The mark may only be used in association with tractors, trailers, pollution control and fuel efficiency equipment that have met the SmartWay technical specifications.

Manufacturers of SmartWay verified technologies may not apply either the US EPA Certified SmartWay nor US EPA Designated SmartWay mark to their products, product packaging, on their sales web sites or in their point-of-sale advertising.

Light-Duty Passenger Vehicles and Light Trucks

The following communication guidelines will prevent misrepresentation and consumer confusion.

Correct	Incorrect
"Earned"	"Endorse"
"Qualified"	"Endorsed"
"Meets SmartWay specifications"	"Rated"
"U.S. EPA Certified SmartWay"	"Rating"
"SmartWay certification mark"	

EPA recommends using words in the "correct" column to describe vehicles, tractors and trailers which meet the voluntary requirements for the SmartWay certification mark by the media or others.

Heavy-Duty Tractors and Trailers

Partners, the media and other interested parties may also use the SmartWay Tractor and Trailer logos for articles or other educational purposes. However, the mark may only be used when referencing SmartWay partners that maintain qualifying SmartWay Tractors and SmartWay Trailers as part of their truck fleet.

The following communication guidelines will prevent misrepresentation and consumer confusion.

Correct	Incorrect
"Earned"	"Endorse"
"Qualified"	"Endorsed"
"Meets SmartWay specifications"	"Rated"
"U.S. EPA Designated SmartWay"	"Rating"
"SmartWay designated mark"	

EPA recommends using words in the "correct" column to describe SmartWay tractors and SmartWay trailers by Partners or the media.

Written Communication Guidelines

Typography for All SmartWay Marks/Logos

Typography is an integral part of a brand and should be consistently used to reinforce the identity of SmartWay®. Eidetic Modern is the primary family of fonts that should be used.

Headlines and Subheads

Eidetic Modern Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Eidetic Modern Regular Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Body Text

Eidetic Modern Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Eidetic Modern Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial should be used as an alternative when Eidetic Modern is unavailable.

Common Communication Guidelines

Collateral Use

For all printed materials, including use in newspaper and magazine advertisements, the SmartWay® mark may be placed in a horizontal position and enlarged to an appropriate size for the piece. This decision is purely a design and layout judgment. Guidelines for the minimum allowable size must always be followed.

For approval or more information,
contact EPA at smartway_transport@epa.gov

Common Communication Guidelines

Broadcast and Web Use

Whether for use in a television program, public service announcement, or any broadcast purpose, the mark must be used in the manner shown here.

SmartWay® logo usage in television, film, or on the web must follow all guidelines detailed in the guidelines as appropriate.

Common Communication Guidelines

Promotional Items

The SmartWay® logo is approved to be applied to the promotional items shown here. The preferred background for these items is white or a light color. Colors that vary from these may not support the integrity of the program identify.

The samples shown here may be used as a guide for how to use the SmartWay marks on promotional items and apparel.

Promotional items and apparel that display the SmartWay marks may not be distributed for profit or sold for profit.

Guidelines for the minimum allowable size must always be followed. The marks may be produced on other items but must remain with quality and usage standards detailed in this guideline manual.

SmartWay® Transport Partner
Getting There With Cleaner Air

SmartWay® Transport Partnership
U.S. Environmental Protection Agency

Mark Signature Page

Partners, Affiliates & Supporters

SmartWay® symbolizes environmentally cleaner and more efficient transportation that reduces greenhouse gases and improves air quality.

By signing this agreement, _____ signifies that it has read and will comply with
Company or Organization Name

the SmartWay® Graphic Standard and Usage Guide.

As a SmartWay Transport Partner,

you further certify that your organization meets or exceeds the logo use eligibility requirements of the Partner category checked below:

- ❑ Shipper
- ❑ Carrier
- ❑ Shipper/Carrier (Private fleet)
- ❑ Logistics Company
- ❑ Truck Stop

As a SmartWay Affiliate or promoter of SmartWay,

you further certify that your organization will only use the SmartWay Partnership logo for promotional or educational use:

- ❑ Trade Association
- ❑ Environmental organization
- ❑ Leasing company
- ❑ Media
- ❑ Trucking Association
- ❑ Academic institution
- ❑ SmartWay Dealer
- ❑ Other _____

Or you further certify that your organization will only use the SmartWay certification logo for promotional or educational use:

- ❑ Bank or Credit Union
- ❑ On-Line Vehicle Sales
- ❑ Car Rental Leasing
- ❑ Media
- ❑ Municipal or State Government
- ❑ Other _____

Briefly state how your organization will use the logo: _____

Authorized Official:

The undersigned, on behalf of _____, understands and agrees to the terms of the U.S. EPA SmartWay® Graphic Standards and Usage Guide for use of the applicable SmartWay Transport Logo(s).

Signature: _____ Title: _____

Print name: _____ Date: _____

Key Partner/Organization Contact for SmartWay: (may be different from above individual)

Name: _____

Title: _____

Address: _____

City: _____ State: _____ Zip: _____

E-mail: _____ Phone: _____ Fax: _____

US EPA Designated SmartWay

Mark Signature Page

Tractors & Trailers

EPA's SmartWay Transport® Partnership is an innovative program that recognizes Partners for setting and achieving greenhouse gas (GHG) reduction goals in freight transport.

By signing this agreement, _____ signifies that it has read and will comply with
Company or Organization Name

the SmartWay® Graphic Standard and Usage Guide. I further certify that my organization has or plans to purchase:

_____number(s) of U.S. EPA Designated SmartWay Tractors
_____number(s) of U.S. EPA Designated SmartWay Trailers

as part of my fleet. I also commit to maintain the SmartWay Tractors and SmartWay Trailers per the manufacturer's recommendations or replace them as necessary.

Indicate needed logo: ❑ SmartWay Tractor ❑ SmartWay Trailer

Briefly state the SmartWay logo dimensions and placement on fleet vehicles.

SmartWay Tractor Logo Dimensions: _____

SmartWay Tractor Logo Placement: _____

SmartWay Trailer Logo Dimensions: _____

SmartWay Trailer Logo Placement: _____

Authorized Partner Official:

The undersigned, on behalf of _____, understands and agrees to the terms of the U.S. EPA SmartWay Graphic Standards and Usage Guide for use of the applicable SmartWay logo(s).

Signature: _____ Title: _____

Print name: _____ Date: _____

Key Partner/Organization Contact for SmartWay: (may be different from above individual)

Name: _____

Title: _____

Address: _____

City: _____ State: _____ Zip: _____

E-mail: _____ Phone: _____ Fax: _____