

Using European Cool Roofs Council's Labels

WRITING AND TALKING ABOUT ECRC

Guide

Latest Update January 2018



The purpose of this document is to provide clarification about how the ECRC logos, label and ECRC name should be used in all mediums. These include, but are not limited to, print advertisements, websites, product catalogs and specification sheets, etc.

The ECRC identity is a valuable asset, and like any asset with appreciable value, it must be properly used and protected. Users should be mindful of how they use the ECRC logos and label and ECRC name in all communication and outreach materials. Ensuring that the ECRC logos and label and ECRC name are properly used must ensure every ECRC partner's and consumer's confidence in the ECRC brand.

Key Guidelines

- Neither the ECRC logos or label nor the ECRC name may be used in combination with any other name, such as company name, product name, service name, domain name, or website title.
- The ECRC logos or label may never be associated with products that are not explicitly rated and qualified by ECRC.
- They may not be altered, cut apart, separated, or otherwise distorted in perspective or appearance. This includes removing any words or changing the colour of the ECRC logos or label.
- If the user's company is not an ECRC member but offers ECRC qualified products, the user must include the name of the manufacturer next to the ECRC logo and/or label.

THE ECRC IDENTITY

The ECRC identity is a valuable asset, and like any asset with appreciable value, it must be properly used and protected.

These guidelines will help all the users understand and properly use the key elements of the ECRC identity. Consistently presenting the meaning and benefits of ECRC maintains and builds its value and immeasurably benefits all.

Several refinements have been made to enhance the value of the ECRC identity. The ECRC logos or label have been drawn to have greater clarity, consistency and consumer recognition.

USING THE ECRC LOGO AND LABELS AND NAME GENERAL GUIDELINES

The "European Cool Roofs Council", abbreviated to "ECRC" has the status of an international European non-profit association under Belgian law. ECRC is a partnership between businesses and organizations / as part of the user's duly executed partnership and its active partner status it can use the ECRC name and logo, registered logo and labels in accordance with these guidelines subject to a prior written license agreement with the ECRC in this respect.

Each of the ECRC logo and label, each designed for specific purposes, are shown on the following pages and fall under the following three categories:

1. Partnership Logo
2. Product Rating Label
3. Lab & Testing Site Labels

ECRC members are allowed to use the ECRC logo and labels as provided in this document. Non ECRC members must enter into a written agreement with the ECRC prior to use the ECRC logo, labels and name in accordance with these additional guidelines.

Allowing alterations to these ECRC logo, labels and name, would confuse businesses and consumers about the source of the ECRC association and reduce its value for all.

Organizations using these ECRC logo, labels and name must abide by the following general guidelines:

1. The ECRC name, logo and labels may never be used in any manner that would imply ECRC endorsement of a company, its products, or its services. Neither the logo nor the ECRC name may be used in combination with any other company name, product name, service name, domain name or web site title.
2. The ECRC logo, labels and name may not be altered, cut apart, separated, or otherwise distorted in perspective or appearance.

- The ECRC logo, labels and name may never be used in a manner that would disparage ECRC.
- The ECRC logo, labels and name may never be associated with products that are not qualified from the ECRC.
- The users are solely responsible for their own use of the ECRC logo, labels and name, as well as use by their representatives, such as ad agencies and implementation contractors.

ECRC REVIEW POLICY

- Advertisements where the Product Rating Label is placed next to ECRC qualified products do not need to be approved.
- ECRC may approve any major educational or promotional campaigns that feature the ECRC logo, labels and name, prior to final production or printing.

MARK VIOLATIONS

ECRC actively monitors proper use of the ECRC logo, labels and name. The following explains the general course of action for addressing label violations:

- Anyone who misuses the ECRC logo, labels and name or infringes the license agreement or these guidelines will be contacted in writing, by a person authorized by ECRC board of directors.
- A reasonable amount of time will be given to correct the error(s) per ECRC's discretion. The time frame will a.o. be dependent upon the medium in which the violation appeared and the severity of the violation. The time frame will be decided by the board of directors and will be communicated to the infringer.
- Follow-up will be conducted by a person assigned by the board of directors to ensure that the error(s) has been corrected. Failure to make the required changes may result in termination of a member's participation in ECRC. Legal action will also be considered if the Board of Directors decides so.

QUESTIONS ABOUT USING THE ECRC LOGO, LABELS AND NAME

If you have questions regarding the use of the ECRC logo, labels and name, please contact: ECRC's secretariat using the following email address: ecrc@coolroofcouncil.eu

THE ECRC LOGO & LABELS

1. ECRC Logo

Use the ECRC Logo to promote an organization's commitment to and membership in the ECRC association. This ECRC Logo is available only to any organization that has signed a membership and license agreement and is currently an active member with the ECRC. (NOT A PRODUCT LABEL)

COLOURED VERSION



GREY VERSION



2. Product Rating Label

Use the ECRC Product Rating Label as a label on products qualified by ECRC. The label should be used only on or near an ECRC rated product. This label may only be used by active ECRC members in accordance with the license agreement and these guidelines.

COLOURED VERSION

RATED PRODUCT		Rated Product ID Number _____	
ECRC		Initial	Aged
Solar Reflectance			
Infrared Emittance			
Solar Reflectance Index			
Climate type	Date of measurement	Manufacturers name	

European Cool Roofs Council Ratings are determined for a fixed set of conditions which may not be appropriate for determining differing seasonal performance. The actual effect of solar reflectance and thermal emittance on building performance may vary with differing conditions. The manufacturer of this product stipulates that these ratings were determined in accordance with the applicable European Cool Roofs Council procedures.

GREY VERSION

RATED PRODUCT		Rated Product ID Number _____	
ECRC		Initial	Aged
Solar Reflectance			
Infrared Emittance			
Solar Reflectance Index			
Climate type	Date of measurement	Manufacturers name	

European Cool Roofs Council Ratings are determined for a fixed set of conditions which may not be appropriate for determining differing seasonal performance. The actual effect of solar reflectance and thermal emittance on building performance may vary with differing conditions. The manufacturer of this product stipulates that these ratings were determined in accordance with the applicable European Cool Roofs Council procedures.

ECRC DECLARATION ON RATING PRODUCT LABEL

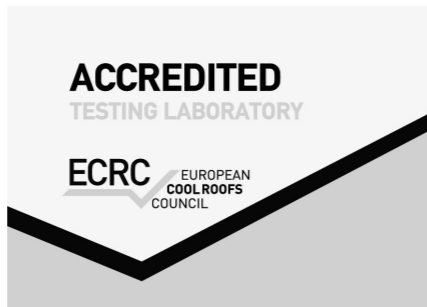
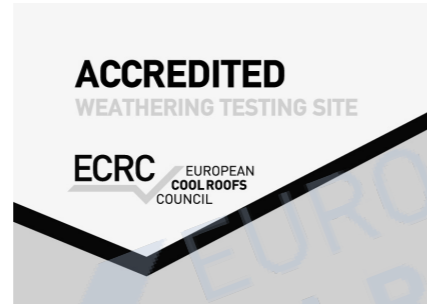
European Cool Roofs Council Ratings are determined for a fixed set of conditions which may not be appropriate for determining differing seasonal performance. The actual effect of solar reflectance and thermal emittance on building performance may vary with differing conditions. The manufacturer of this product stipulates that these ratings were determined in accordance with the applicable European Cool Roofs Council procedures.

3. Lab & Testing Site Labels

Use the ECRC Lab & Testing Site Labels qualified by ECRC. These labels should be used only by ECRC approved or accredited labs & weathering test sites. This ECRC label may only be used by active ECRC members in accordance with the license agreement and these guidelines.

COLOURED VERSION

GREY VERSION



USING THE ECRC LOGO & LABELS

1. Using the ECRC Partnership Logo

Only ECRC members are allowed to use the ECRC Partnership Logo as provided in these guidelines to communicate their commitment.

Common uses of the ECRC Partnership logo to feature the organization's partnership with ECRC include:

- Stationery;
- Web sites;
- Brochures and other printed or electronic material;
- Annual reports;

Examples of these applications are provided on these pages and illustrate the recommendations for getting the greatest value from the use of the Partnership Logo.

The screenshot shows the ECRC website header with the logo and navigation menu. Below the header is a large image of a building with a cool roof. A section titled "What is a Cool Roof?" provides a definition and a list of benefits. The benefits listed are:

- Reduce energy required for cooling
- Lower related greenhouse gas emissions
- Improve thermal comfort
- Increase system lifespan
- Reduce maintenance costs
- Mitigate urban heat islands
- Reduced peak electricity demand

Below the list, there is a call to action: "Ask about the benefits of Joining ECRC".

Guidelines for the ECRC Partnership Logo

1. CLEAR SPACE

We require that a clear space of 1/5 of the height of the symbol block should surround the mark at all times. No other graphic elements, such as text and images can appear in this area.

2. MINIMUM SIZE

The ECRC Partnership logo may be resized, but the proportions must be maintained. For legibility in print, we recommend that the mark not be reproduced smaller in width than 30 mm for print.

3. USE OF COLOR

The preferred version for the ECRC Partnership Logo is colored, as shown in these examples.

Multicolor printing CMYK:

ECRC Blue: 60/0/0/0

ECRC Black: 0/0/0/100

ECRC Lightgrey Background: 0/0/0/8

Alternate version in Grey:

ECRC Grey: 0/0/0/45 (replaces ECRC Blue)

ECRC Black: 0/0/0/100

ECRC Lightgrey Background: 0/0/0/8

Web color RGB:

ECRC Blue: 91/197/242

ECRC Black: 0/0/0

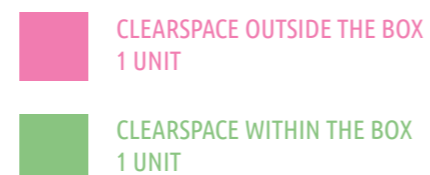
ECRC Lightgrey Background: 240/240/240

If multicolor printing is available for advertising, product literature, etc. the ECRC Partnership Logo should be printed in ECRC blue and grey.

Dimensions and Clear space:



Image minimum size:



2. Using the ECRC Product Rating Label

Use the ECRC Product Rating Label as a label on products that meet ECRC rating procedures. Examples of common uses of the ECRC Product Rating Label are provided below.

Uses of the ECRC PRODUCT RATING Label include:

- Directly on a ECRC rated product.
- On a ECRC rated product's packaging, wrapping or container.
- On the bill of lading or other documentation that accompanies the delivery of a ECRC rated roofing product.
- On product marketing materials, company website and product specification sheets.

Please note: When using the ECRC Product Rating label in marketing brochures and technical or specification information, the ECRC Product Rating Label must be placed adjacent to the roofing product specification or illustration of the roofing product concerned that has received the ECRC qualification.

Questions and Answers: Reproduction of the ECRC Product Rating Label

Q. Do I have to use the ECRC Product Rating Label on my ECRC rated product?

A. No. You do not have to use the ECRC Product Label, if you so choose. As an active rated product, your product listing will remain on the ECRC Product Directory.

Q. Can I use the ECRC Product Rating Label on general company promotional materials, including the company website?

A. Yes. However, you must place the ECRC Product Rating Label adjacent to the roofing product specification or illustration of the roofing product that has received the rating authorization. The ECRC Product Rating Label may only be used to imply product rating for the ECRC Rated Product indicated on the label. Also, use of the ECRC Product Rating Label must comply with these guidelines.

Q. Can I modify the size of the ECRC Product Rating Label?

A. Yes. Box resizing is permitted, but the same proportions must be maintained. In addition, you may not make the box smaller than it already is. The solar reflectance and thermal emittance values must remain visible and legible to the naked eye.

Q. What are the minimum dimensions of the ECRC Product Rating Label?

A. The minimum dimensions of the ECRC Product Rating Label are 9 x 5,75 cm. The label can be used at a larger size, but the same proportions must be maintained.

Q. Can I modify the text or the colour of the ECRC Product Rating Label?

A. No.

Q. How can I obtain the ECRC Product Rating Label?

A. Whenever your product is rated, ECRC staff will e-mail you the appropriate label files for your explicit use. You may also request label files from ECRC staff at any point. Please email ecrc@coolroofcouncil.eu with your request.

Guidelines for the ECRC Product Rating Label

The preferred version for the ECRC Product Rating Label is colored, as shown below. If multicolor printing is not available the ECRC Product Rating Label can be printed using the grey version. The label's minimum size for printing is 9 × 5,75 cm.

Label minimum size:

RATED PRODUCT		Rated Product ID Number _____	
ECRC		Initial	Aged
Solar Reflectance			
Infrared Emittance			
Solar Reflectance Index			
Climate type	Date of measurement	Manufacturers name	
<small>European Cool Roofs Council Ratings are determined for a fixed set of conditions which may not be appropriate for determining differing seasonal performance. The actual effect of solar reflectance and thermal emittance on building performance may vary with differing conditions. The manufacturer of this product stipulates that these ratings were determined in accordance with the applicable European Cool Roofs Council procedures.</small>			

9 cm

5,75cm

3. Using the ECRC Lab & Testing Site Labels

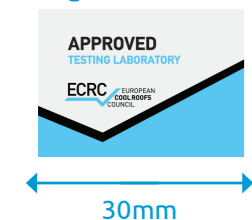
Only ECRC accredited or approved labs and/or weathering testing sites are allowed to use the referred ECRC labels. Common uses of the ECRC lab & testing site labels to feature the organization's partnership with ECRC include:

- Stationery;
- Web sites;
- Brochures and other printed or electronic material;
- Annual reports;

Guidelines for the ECRC Lab & Testing Site Labels

The preferred version for the ECRC lab & testing site labels is colored. If multicolor printing is not available the labels can be printed using the grey version. The minimum size for printing is 30 mm.

Image minimum size:



USING THE ECRC LOGO and LABELS – INCORRECT USE OF THE ECRC LOGO and LABELS

Please:

- Do not use the ECRC logo on any product to signify qualification with ECRC requirements.
- Do not use the ECRC logo to imply that any product, service, or organization has met ECRC criteria.
- Do not use ECRC logo and labels to imply that the government is funding ECRC financing and mortgages.
- Do not use in advertisements featuring non-rated products.
- Do not include on promotional materials on or adjacent to a non-rated product.
- Do not use the ECRC Logo or Labels without the ECRC messaging block.

When reproducing the ECRC logo and/or labels please:

- Do not make the ECRC Logo and Labels an outline.
- Do not use a white mark on a white background.
- Do not change the colors of the ECRC Logo and Labels.
- Do not distort the ECRC Logo and Labels in any way.
- Do not alter the lock up of the ECRC Logo and Labels.
- Do not place the ECRC Logo and Labels on a busy image.
- Do not rotate the ECRC Logo and Labels.
- Do not separate any of the ECRC Logo and Labels elements.
- Do not substitute any part of the ECRC Logo and Labels.
- Do not use any other typeface to replace part of the ECRC Logo and Labels.
- Do not violate the clear space of the ECRC Logo and Labels.
- Do not skew the ECRC Logo and Labels.
- Do not change the size of the ECRC Logo and Labels lock up.
- Do not replace the approved wording.
- Do not apply the ECRC Logo and Labels in an unapproved color.
- Do not let text run into the ECRC Logo and Labels.

WRITING AND TALKING ABOUT ECRC

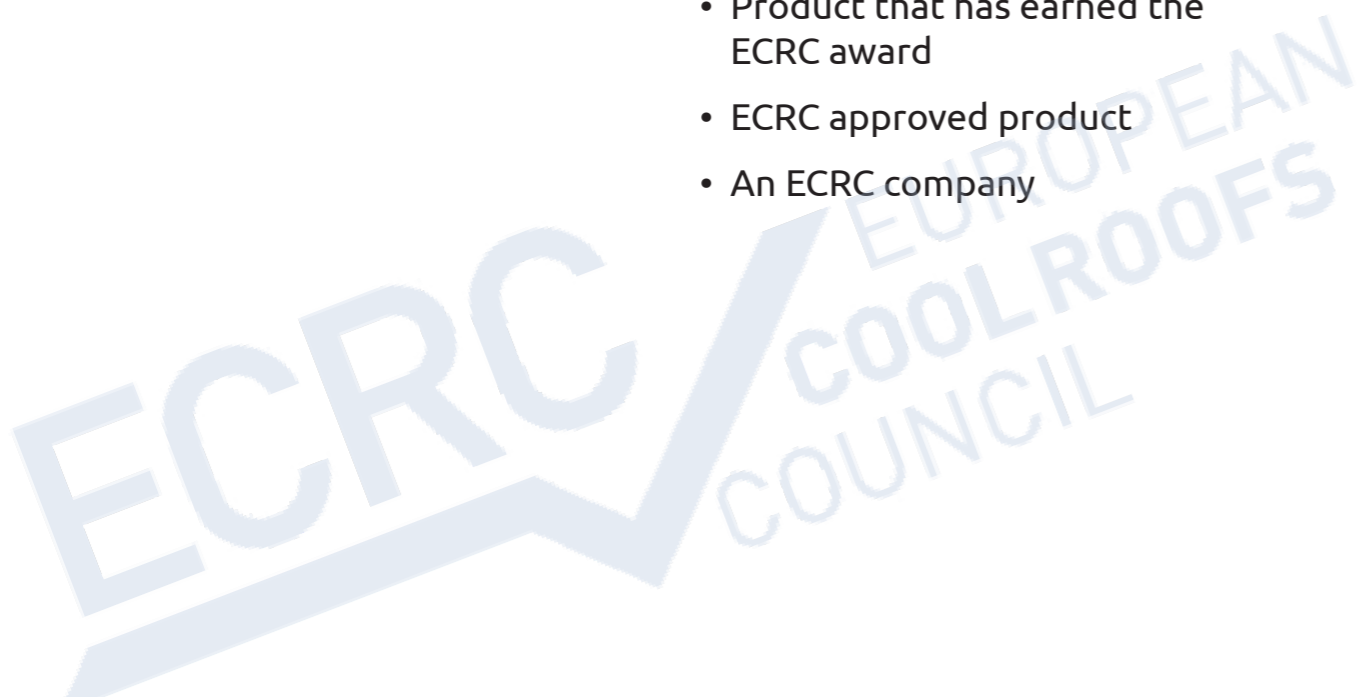
To maintain and build the value of ECRC, ECRC recommends terminology to use when writing and talking about elements of the association.

CORRECT PHRASES

- ECRC rated product
- An ECRC partner
- Company X, an ECRC Partner
- A company participating in ECRC
- A company promoting ECRC
- An ECRC member

INCORRECT PHRASES

- ECRC qualified product
- ECRC certified product
- ECRC approved product
- ECRC compliant product
- ECRC product
- Product that has earned the ECRC Mark or Label
- Product that has earned the ECRC award
- ECRC approved product
- An ECRC company



EXAMPLES: INCORRECT USE OF THE ECRC LOGO & LABELS

WRONG COLOURS



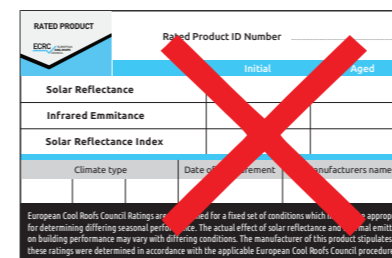
DISTORTED IMAGE



WRONG POSITIONING



TOO SMALL



SEPERATED ELEMENTS



UNAPPROVED WORDING



EXAMPLES: CORRECT USE OF THE ECRC LOGO & LABELS

T-SHIRT PRINT



PRODUCT PALLETTE



WEBSITE PLACEMENT

