



SmartWay Graphic Standards and Usage Guide



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Graphic Standards and Usage Guidelines

Core Identity Elements SmartWay Brand Positioning Statement

The U.S. Environmental Protection Agency's (EPA) SmartWaySM 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 quantify 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 SmartWaySM 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 SmartWaySM 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

The SmartWay brand is owned by EPA. The brand is identified by the SmartWay 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 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.


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.

The SmartWay Marks

Brand Marks			
Mark name	Primary User	Mark description of use	Mark image
SmartWay Brand Logo Graphic	<ul style="list-style-type: none"> 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 Transport Partnership Mark	<ul style="list-style-type: none"> U.S. EPA Media 	This mark is for promoting SmartWay Transport Partnership and educating others regarding the program benefits.	
SmartWay Mark for Affiliates	<ul style="list-style-type: none"> SmartWay affiliates Other entities committed to promote the SmartWay Partnership. 	This mark is for promoting SmartWay Transport Partnership and educating others regarding the program benefits.	
SmartWay Grow & Go Mark	<ul style="list-style-type: none"> U.S. EPA Media Other entities committed to promote the SmartWay Partnership. 	This mark is for promoting SmartWay Grow & Go and educating others regarding the environmental benefits of renewable fuels.	

SmartWay Partner Mark			
Mark name	Primary User	Mark description of use	Mark image
SmartWay Transport Partner Mark	<ul style="list-style-type: none"> SmartWay Partners 	This mark represents measured superior environmental performance as indicated in the SmartWay Transport Partnership Agreement.	 The logo features a stylized green leaf and a blue road icon on the left. To the right, the text "SmartWay" is in blue with a superscript "SM", and "Transport Partner" is in green. Below this, the tagline "Getting There With Cleaner Air" is written in a smaller blue font.

Certification Mark (light-duty vehicles)			
Mark name	Primary User	Mark description of use	Mark image
SmartWay Certification Mark	<ul style="list-style-type: none"> Entities that manufacture or sell SmartWay certified light-duty vehicles: <ul style="list-style-type: none"> vehicle manufacturers companies municipalities nonprofits Media 	<ul style="list-style-type: none"> This mark is for promoting light-duty vehicles that meet the SmartWay criteria for air pollutant and greenhouse gas emissions. This mark may also serve as a promotional label for qualified light-duty vehicles. 	
SmartWay Elite Certification Mark	<ul style="list-style-type: none"> Entities that manufacture or sell SmartWay Elite certified light-duty vehicles: <ul style="list-style-type: none"> vehicle manufacturers companies municipalities nonprofits Media 	<ul style="list-style-type: none"> This mark 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 mark criteria. This mark may also serve as a promotional label for qualified light-duty vehicles. 	

Certification Mark (heavy-duty vehicles and equipment)			
Mark name	Primary User	Mark description of use	Mark image
SmartWay Certification Mark	<ul style="list-style-type: none"> Manufacturers of heavy-duty long-haul tractors and trailers. 	<ul style="list-style-type: none"> This mark serves as an interior label for heavy-duty, long haul tractors and trailers that meet the SmartWay technical specifications and requirements. 	
SmartWay Certification Mark <i>(Currently under consideration)</i>	<ul style="list-style-type: none"> Manufacturers of pollution control or fuel efficiency equipment. Currently under consideration. 	<ul style="list-style-type: none"> Currently under consideration. If implemented, this mark is also a promotional label for pollution control or fuel efficiency equipment that meets the SmartWay technical specifications and requirements¹. 	
SmartWay Tractor Certification Mark	<ul style="list-style-type: none"> SmartWay Partners 	<ul style="list-style-type: none"> This mark is a promotional label for partners' heavy-duty sleeper cab tractors that meet the SmartWay technical specifications and requirements. 	
SmartWay Trailer Certification Mark	<ul style="list-style-type: none"> SmartWay Partners 	<ul style="list-style-type: none"> This mark is a promotional label for partners' trailers that meet the SmartWay technical specifications and requirements. 	

¹ EPA is currently developing technical specifications and requirements for pollution control and fuel efficiency equipment. The SmartWay certification mark may be available for promotional use in association with pollution control or fuel efficiency equipment at a future date. Check the SmartWay web site at www.epa.gov/smartway to confirm availability of the certification mark for this type of use.

Application of the SmartWay Marks

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

- The SmartWaySM 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 marks nor the SmartWay name may be used in any other company name, product name, service name, domain name or Web site title.
- The marks may not be altered, cut apart, separated or otherwise distorted in perspective or appearance.
- The marks 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 marks, 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 marks. When necessary, SmartWay will initiate a course of action for addressing mark 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 marks may only be used after obtaining EPA approval.

Graphic Standards and Usage Guidelines

SmartWay Brand Marks

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 marks (Partnership Affiliate and Grow & Go) 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 and governmental agencies 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 vehicles, tractors or trailers to dealerships and/or multiple franchises.
- **Tractor/Trailer Dealerships:** Dealerships that promote and sell SmartWay Certified tractors or trailers and four approved categories of energy-saving devices: idle control, wide-based or fuel efficient tires, Automatic Tire Inflation (ATI), and tractor/trailer aerodynamics.

Affiliates classified as **technology vendors** may not use the SmartWay Brand Partnership marks at this time. Technology 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. These affiliates, a critical part of the SmartWay Transport Partnership community, are referred to the SmartWay Technology Vendor Communication Guidelines for direction regarding promoting their participation in SmartWay.

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 marks.

Use of the SmartWay Brand Marks 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	✓		
For-Profit	Academic institutions	✓		
	Fleet management organizations	✓		
	"SmartWay" Dealerships* (described below)	✓		
	Tractor equipment dealers/vendors		✓	
	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		✓	
				Technology Vendors

* Dealerships that sell SmartWay tractors **or** trailers **and** all of the following 4 approved categories of energy saving devices:

- Idle control
- Wide-based or fuel-efficient tires
- Automatic tire inflation
- Tractor/ Trailer aerodynamic equipment

Application of SmartWay Brand Marks

Organizations must obtain EPA approval to use the marks. The SmartWay Brand marks 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 marks, as well as use by their representatives, such as ad agencies and public relations firms.

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

SmartWay Brand Marks

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
Apparel (hats, t-shirts, uniforms)	that is part of, or attached
Brochures	to a tractor, trailer or other
Briefings and presentations	vehicle.
Educational materials	

Graphics



Graphic Standards and Usage Guidelines

SmartWay Partner Mark

The SmartWay Transport Partner mark 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 mark 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 Mark

Application of SmartWay Transport Partner Mark

Organizations must obtain written EPA approval to use the marks. The SmartWay Transport marks 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 marks, as well as use by their representatives, such as ad agencies and public relations firms.

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

SmartWay Transport Partner Mark

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
Packaging (only per EPA -approval)	that is part of, or attached
Posters, internal signage	to a tractor, trailer or other
	vehicle.
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 Mark

Package Labeling with the SmartWay Transport Partner Mark

Only partners qualified to use the SmartWay partner mark may label packages.

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

Therefore:

- When the SmartWay Transport partner mark 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 mark 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 mark 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 Brand & Partner Marks

Conditions for Mark Use

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

Mark Requirements

- All entities must adhere to the logo use guidelines, and sign the logo signature page.

Mark Composition

- In order for the SmartWay Brand and Partners mark to accurately represent the Partnership, it must be displayed in a prominent uninterrupted manner. The mark 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 marks are formed by the cloud, road and leaf elements. This mark must always be used together with the SmartWay name, including the SM service mark.
- The space between each line is preset and should never be altered. In addition, the elements of this mark must never appear separately.
- Clear space must always surround the SmartWay mark 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.

Mark Quality

- SmartWay marks 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 mark files to be used can be obtained by contacting EPA.
- No other graphical representation of the SmartWay Transport marks may be used.

Mark Legibility

- SmartWay marks must be legible at all times; i.e. no missing letters or graphics as indicated here " artWay".

Mark Placement

- SmartWay marks must be applied on a white background. A transparent background for SmartWay marks is allowable on light colored surfaces (e.g. off-white, pastels).
- All-white SmartWay marks may be placed on black or dark background.
- SmartWay marks 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).

Mark Size

- The aspect ratio (length and width dimensions) must remain proportional.
- The mark must never be reproduced smaller than 1.25" wide to ensure legibility.

Graphic Standards and Usage Guidelines

SmartWay Tractor and Trailer Marks

The SmartWay Tractor and SmartWay Trailer marks are owned by EPA. The marks feature the SmartWay logo graphic, which includes the word “SmartWay®,” the words “U.S. EPA Certified,” and the words “Tractor” and “Trailer”.



The SmartWay Tractor and SmartWay Trailer marks 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 marks 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 mark 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 certified 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 Certified SmartWay mark adhered to the interior of the equipment.

SmartWay Tractor and Trailer Marks

Application of SmartWay Tractor and Trailer Marks

The SmartWay Tractor and SmartWay Trailer marks 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 marks are identified in the tables below.

SmartWay Tractor Mark

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

Graphics



SmartWay Trailer Mark

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

Graphics



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

SmartWay Tractor and Trailer Marks

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

SmartWay partners must comply with the following conditions for SmartWay mark 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 2007 Tractors and SmartWay 2007 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.

Mark Quality

- SmartWay Tractor and Trailer marks 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 mark files to be used can be obtained by contacting EPA.
- No other graphical representation of the SmartWay Tractor and Trailer marks may be used.

Mark Legibility

- SmartWay marks must be legible at all times; i.e. no missing letters or graphics as indicated here " artWay".

Mark Placement

- The SmartWay Tractor and Trailer marks 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 marks must be applied to the tractor or trailer on a white background. A transparent background for SmartWay marks is allowable on light colored surfaces (e.g. off-white, pastels).
- All-white marks may be placed on black or dark background.
- SmartWay marks 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.)

Mark Size

- The aspect ratio (length and width dimensions) must remain proportional.
- The mark must never be reproduced smaller than 1.25" wide to ensure legibility.

SmartWay partners are responsible for their own use of the SmartWay Tractor and Trailer marks, 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

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

Four-Color Process

C	100%
M	0%
Y	85%
K	5%



PRESCRIBED BLUE

Four-Color Process

C	100%
M	40%
Y	0%
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

General Promotion of SmartWay

EPA, the media and other interested parties (that will not benefit economically from use of the mark) may use appropriate SmartWay marks 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 SM, identifying SmartWay as a service mark, should be used the first time the word SmartWay appears in material and:
 - The symbol SM should always be in superscript
 - There should be no space between the word “SmartWay” and the symbol SM
 - The symbol SM 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 marks when used by partners, affiliates, the media and other entities:

“SmartWaySM 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 Marks

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

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

Some general guidelines include:

- The term “SmartWay Transport Partnership” is always written with the first letter of each word capitalized.
- The term “SmartWay Grow & Go” is always written with the first letter of each word capitalized.

The following communication guidelines will prevent misrepresentation and consumer confusion.

Correct

“SmartWay brand”
“SmartWay”
“SmartWay Transport Partnership”
“The Partnership”
“SmartWay Transport”
“SmartWay Grow & Go”

Incorrect

“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

“A SmartWay Affiliate”

“SmartWay Transport Affiliate”

“Organization X, A SmartWay Affiliate”

“An agency participating in the
SmartWay Transport Partnership”

Incorrect

“A SmartWay Organization”

“Organization X, an EPA endorsed organization”

“Endorsed by EPA”

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

Promotion of SmartWay Partner Mark

Partners and the media may also use the SmartWay Transport Partner mark for articles or other educational purposes. However, this mark 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.

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

“A SmartWay Partner”
“SmartWay Transport Partner”
“Company X, A SmartWay Partner”
“A company participating in the
SmartWay Transport Partnership”

Incorrect

“A SmartWay Company”
“Company X, a company endorsed by EPA”
“Endorsed by EPA”

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

Promotion of SmartWay Certification Marks

The media and other interested parties may also use SmartWay certification mark for articles, promotional or educational purposes. However, the mark may only be used when referencing those car models/versions and 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 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

Light-Duty Vehicles

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, trailers and other pollution control or fuel efficiency equipment² may also use the SmartWay certification 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.

SmartWay affiliates that are classified as technology vendors may not apply the US EPA Certified SmartWay mark to their products, product packaging, on their sales web sites or in their point-of-sale advertising.

² EPA is currently developing technical specifications and requirements for pollution control and fuel efficiency equipment. The SmartWay certification mark may be available for promotional use in association with pollution control or fuel efficiency equipment at a future date. Check the SmartWay web site at www.epa.gov/smartway to confirm availability of the certification mark for this type of use.

The following communication guidelines will prevent misrepresentation and consumer confusion.

Correct

“Earned”
“Qualified”
“Meets SmartWay specifications”
“U.S. EPA Certified SmartWay”
“SmartWay certification mark”

Incorrect

“Endorse”
“Endorsed”
“Rated”
“Rating”

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 marks 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

“Earned”
“Qualified”
“Meets SmartWay specifications”
“U.S. EPA Certified SmartWay”

Incorrect

“Endorse”
“Endorsed”
“Rated”
“Rating”

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

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

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

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

Common Communication Guidelines

Collateral Use

For all printed materials, including use in newspaper and magazine advertisements, the SmartWaySM 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.

SmartWaySM mark usage in television, film, or on the web must follow all guidelines detailed in the guidelines as appropriate.



Common Communication Guidelines

Promotional Items

The SmartWaySM mark 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.



Mark Signature Page

Partners & Affiliates

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
COMPANY OR ORGANIZATION NAME

has read and will comply with the SmartWaySM Graphic Standard and Usage Guide.

As a SmartWay Transport Partner,

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

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

As a SmartWay Transport Affiliate or promoter of SmartWay Transport Partnership,

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

- ☐ Trade or Trucking Association
- ☐ Environmental organization
- ☐ Educational institution
- ☐ Media
- ☐ Other _____

Identify the needed graphic format for mark: _____

(MAC) _____ (PC)

Briefly state how your organization will use the mark: _____

Authorized Partner Official:

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

Signature: _____ Title: _____

Print name: _____ Date: _____

Designated Partner Representative:

Name: _____

Title: _____

Address: _____

City: _____ State: _____ Zip: _____

E-mail: _____ Phone: _____ Fax: _____



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
COMPANY OR ORGANIZATION NAME

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

_____ number(s) of U.S. EPA Certified SmartWay Tractors

_____ number(s) of U.S. EPA Certified 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 mark:

☐ SmartWay Tractor

☐ SmartWay Trailer

Identify the needed graphic format for mark:

_____ (MAC) _____ (PC)

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

SmartWay Tractor Mark Dimensions: _____

SmartWay Tractor Mark Placement: _____

SmartWay Trailer Mark Dimensions: _____

SmartWay Trailer Mark 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 mark(s).

Signature: _____ Title: _____

Print name: _____ Date: _____

Designated Partner Representative:

Name: _____

Title: _____

Address: _____

City: _____ State: _____ Zip: _____

E-mail: _____ Phone: _____ Fax: _____