

## Austin Energy® Green Building Participant Identifier Licensing Agreement and Guidelines



Austin Energy® Green Building (AEGB), (“we”), have created a Participant Identifier (“Identifier”) which we agree to license to the undersigned (“you”) under the following limited terms. The Participant Identifier is shown above and includes a circle around the Austin Energy® Green Building logo and the words “Proud Participant” encircling the top of the symbol. Your use of the new Identifier under this Licensing Agreement promotes your commitment to green building as part of the Austin Energy® Green Building Program and provides an opportunity to strengthen the message of green building in and around our local community. We want to work cooperatively with you to deliver a consistent message using a common language. Because the Identifier conveys the message of your commitment to green building, it is important that it be used in a consistent manner by you.

### **Ownership of Austin Energy Service Mark**

You agree that the Identifier is a service mark owned by Austin Energy® Green Building (AEGB) and that your use of the Identifier shall be only in accord with the terms and conditions of this Licensing Agreement and that you have no other rights therein, or any ownership or other usage rights in the Identifier or any other trademark of Austin Energy. You agree that your rights under this Licensing Agreement may be revoked by Austin Energy at Austin Energy’s sole discretion. Reasons for such revocation may include, but are not limited to, your non-compliance with the terms or Austin Energy’s discontinuance of the program.

### **Discontinue Use of Older Identifiers**

As of January 2020, use of any older version of the AEGB Proud Participant Identifier by you should be discontinued for current or future projects. If signage for a project underway prior to January 2020 includes the old Identifier, you may use the old version until construction is complete.

### **Eligibility**

The Participant Identifier is available for use by companies and individuals who are actively participating with AEGB. Use of the Identifier is solely authorized by AEGB staff to you under the terms of this Licensing Agreement. AEGB staff has sole authority to determine if you are eligible to use the Identifier. Misuse of the Identifier may result in your loss of the right to display or otherwise use the Identifier in the future.

### **Eligibility for Single Family, Multifamily and Commercial Use of the Identifier**

You are eligible to use the Identifier for qualifying projects once you receive eligibility notification from Austin Energy® Green Building’s Online Rating System (ORS).

### **Approved Uses of The Identifier**

The Identifier may be used on promotional media for your rated projects (or projects actively seeking a rating) through marketing and other print collateral materials including, but not limited to, websites, stationary, letterhead, business cards, print ads, brochures, flyers and signage. The Participant Identifier may not be used on articles of clothing or giveaways/promotional items such as bags, hats, pens, etc. The Identifier may be used on a website as a link to the Austin Energy or AEGB homepage, your case study page or your Directory page. It may not be used to link to any other pages on the Austin Energy/AEGB web site, your web site or any third party website.

## **Unacceptable Uses of The Identifier**

The Identifier may not be the most prominent visual element on any of the materials. Your own name and identifier must be significantly larger than the AEGB Participant Identifier. The Identifier may not be used in any way that creates the perception that an individual or organization is an official builder, contractor, designer, etc. of AEGB. The Identifier may not be used by you so as to indicate any kind of endorsement by AEGB of any of your products or services, or to indicate that any official status for any product or service has been conferred by AEGB.

## **Using Austin Energy® Green Building in Text**

Our official program name is Austin Energy® Green Building. AEGB is the official acronym. Use the complete name on any first reference. Subsequent references in copy may use AEGB. Depending on the type of project, you may use Austin Energy® Green Building Multifamily Rating, Austin Energy® Green Building Single Family Rating, or Austin Energy® Green Building Commercial Rating. After the first use, the rating systems may be referenced as AEGB Single Family Rating, or AEGB Multifamily Rating, or AEGB Commercial Rating.

## **Unacceptable Uses of Austin Energy® Green Building in Text**

No other variations of the name or acronym are acceptable uses.

## **Describing Austin Energy® Green Building**

You may use the following text to describe Austin Energy® Green Building: Austin Energy® Green Building's mission is to cultivate innovation in building and transportation for the enrichment of the community's environmental, economic and human well-being. In 1991, AEGB developed the first rating system in the U.S. for evaluating the sustainability of buildings, creating a model for many other cities as well as the U.S. Green Building Council's LEED certification system. Today, AEGB continues to positively influence city policies and energy codes while raising public awareness and creating demand for sustainable building practices.

## **Artwork Files**

AEGB will provide you Identifier artwork files. Only files from AEGB may be used by you. Images captured from websites, scanned from publications or other sources may not be used. The Identifier may be printed in black and white or color. The one-color black and white Identifier is used in all materials that are intended for faxing or use in black and white copying. It may also be used for printing one- or two-color projects.

## **Use of the Identifier in Full-Color**

The Identifier is provided to you in a CMYK (EPS format) to be used in full color printing. A Web safe RGB format color identifier is to be used in Microsoft Products digital and video applications.

### **CMYK**

C 84.23 M 38.33 Y 87.84 K 34.08

C 75.63 M 3.74 Y 100 K .13

C 28.84 M 0 Y 54.26 K 0

### **Web Safe Colors**

00552A dark green

00AA00 medium green

BADA92 light green

## **Minimum Size Requirements**

The Identifier may not be used at smaller than 3/4" height and 3/4" width. On web pages the Identifier may not be reduced to less than a 72 pixel height x 72 pixel width at 72 dpi. The height and width of the Identifier must be constrained to its original proportions.

## **Minimum Space Requirements**

The Identifier requires at least 1/4" of empty space surrounding the identifier. Exceptions to the space requirement must be approved by AEGB staff.

## Identifier Scaling

The Identifier should always be scaled proportionally. This can be done by holding down the shift key in most design, Word and spread sheet programs.

For printing, a provided EPS or high resolution JPG (300 dpi) file should be used. In instances where the Identifier is printed at a larger size, an EPS file must be used to ensure the image retains clarity. Lower resolution, web-optimized JPG or GIF files should be used for websites.

The Identifier may not be altered in any way including proportion, color, element, type, etc. It may not be animated, morphed or distorted in any way. It should be used as stand-alone and should not be integrated into other identifiers, nor should additional text be added to or wrapped around it.

Austin Energy reserves the right to approve or disapprove the use of any AEGB identifier. Any unauthorized use of an AEGB identifier may result in legal action.

## Questions Regarding Identifier Use

[greenbuilding@austinenergy.com](mailto:greenbuilding@austinenergy.com)

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