



Graphic Standards & 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) 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, 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 SmartWay® brand, which are derived from the positioning statement, described on the previous page. These characteristics are the basis of EPA's voluntary Transport 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 for 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.

Partners in Good Standing may download the digital files for the Partner logo from the SmartWay Partner Portal.



The SmartWay Designated Tractor and Trailer 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	<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 Logo	<ul style="list-style-type: none"> • U.S. EPA • Media 	This mark is for promoting the SmartWay Transport Partnership and educating others regarding the program benefits.	
SmartWay Logo for Affiliates	<ul style="list-style-type: none"> • SmartWay Affiliates 	This mark is for use by SmartWay Affiliates to promote the SmartWay Transport Partnership and educate their members regarding the program benefits.	

SmartWay Partner Mark/Logo			
Logo Name	Primary User	Logo Description Of Use	Logo Image
SmartWay Transport Partner Logo	<ul style="list-style-type: none"> • SmartWay Partners 	This mark symbolizes membership in the SmartWay Transport Partnership for the following company types: shippers (retailers and manufacturers), transportation logistics providers and freight carriers.	

SmartWay Marks/Logos

Certification Mark/Logo (passenger cars and light trucks)			
Logo Name	Primary User	Logo Description Of Use	Logo Image
SmartWay Certification Logo	<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 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. 	
SmartWay Elite Certification Logo	<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 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. 	

SmartWay Marks/Logos

Designated Mark/Logo (heavy-duty vehicles and equipment)			
Logo Name	Primary User	Logo Description Of Use	Logo Image
SmartWay Designated Logo	<ul style="list-style-type: none"> Manufacturers of heavy-duty, long-haul tractors and trailers 	<ul style="list-style-type: none"> This logo serves as an interior label for heavy-duty, long-haul tractors and trailers that meet the SmartWay technical specifications and requirements. 	
SmartWay Tractor Logo	<ul style="list-style-type: none"> SmartWay Partners Other companies/ fleet which own/ operate eligible tractors which meet the SmartWay specifications 	<ul style="list-style-type: none"> This logo is a promotional label for Partners' heavy-duty sleeper cab tractors that meet the SmartWay technical specifications and requirements. 	
SmartWay Trailer Logo	<ul style="list-style-type: none"> SmartWay Partners Other companies/ fleet which own/ operate eligible trailers which meet the SmartWay specifications 	<ul style="list-style-type: none"> This logo is a promotional label for Partners' trailers that meet the SmartWay technical specifications and requirements. 	
SmartWay Designated Elite Logo	<ul style="list-style-type: none"> Manufacturers of heavy-duty trailers SmartWay Partners 	<ul style="list-style-type: none"> This logo serves as both an interior label (for manufacturers) and promotional label for heavy-duty trailers (fleet owners and operators) that meet the SmartWay Designated Elite technical specifications and requirements. The SmartWay Elite criteria are more stringent than the standard Designated trailer logo criteria. 	



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 (Partner logo, Affiliate logo) can be obtained by contacting EPA SmartWay.
- SmartWay Tractor and Trailer logo files may be used after review and approval from EPA 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 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.

Partners in Good Standing may obtain the SmartWay Partner logo files via the SmartWay Partner Portal at: <https://app4.erg.com/smartwayweb/portal/login.cfm?language=ENG>.

The Partner logo is for use by SmartWay Partners in Good Standing – those carrier, shipper and logistic company Partners that submit their annual SmartWay Tools by the due date. 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 Logo

Application of the SmartWay Transport Partner Logo

The SmartWay Partner logo may be used by SmartWay Partners 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	
Social media	

SmartWay Partner Logo

Package Labeling with the SmartWay Transport Partner Logo

Only Partners that are approved to do so may use the SmartWay Partner logo as a label on packages. These Partner companies must be participants in the SmartWay package labeling pilot.

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 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 as established by EPA in the package labeling pilot.
- 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 cleaner, more efficient transportation.”

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

Graphic Standards and Usage Guidelines

SmartWay Affiliate 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:

- **Nonprofit 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 specification 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.

Any organization not meeting criteria for Affiliate status may use the marketing resources found on the SmartWay website, but are not authorized to use any of the SmartWay logos or graphic identifiers.

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	✓	
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 Manufacturers

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

Application of the 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

- Letterhead and stationery
- Business cards
- Organization web site
- Organization e-mail signatures
- Advertising
- Promotional items
- Posters, internal signage
- Apparel (hats, t-shirts, uniforms)
- Brochures
- Briefings and presentations
- Educational materials
- Social media

Incorrect Placement

- Heavy-duty Trailer interior
- Heavy-duty Trailer exterior
- Heavy-duty Tractor interior
- Heavy-duty Tractor exterior
- Light-duty vehicle interior
- Light-duty vehicle exterior
- Any individual technology that is part of or attached to a tractor, trailer or other vehicle

Conditions for Logo Use

SmartWay Partner & Affiliate Logos

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

- Logo Requirements**
- All entities must adhere to the logo use guidelines.
 - All SmartWay Partners must indicate agreement to adherence to the Brand Guidelines via the Partner Portal.
 - All SmartWay Affiliates must indicate agreement to adherence to the Brand Guidelines by signing and submitting the Logo Mark Signature Form (page 32).

- 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” 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.

Logo Use Policy for Manufacturers of SmartWay Verified Technologies

Manufacturers of SmartWay Verified Technologies are **prohibited from using the SmartWay logo**, in any of its various forms. Technology manufacturers or vendors are defined as: for-profit companies that produce 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.

For a list of SmartWay Verified Technologies or equipment, visit:

<https://www.epa.gov/verified-diesel-tech/smartway-technology>.

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:

<https://www.epa.gov/smartway/communications-guidelines-manufacturers-epa-smartway-verified-technologies> for direction regarding promoting their participation in SmartWay.

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 “US EPA Designated,” and the words “Tractor” and “Trailer.” The trademark registration symbol is also included with the SmartWay Designated logos.



The SmartWay Tractor and SmartWay Trailer logos are for use by for-hire carriers, owner operators, manufacturers and retailers with private fleets that own and operate trucks and equipment that meet the SmartWay Designated technical specifications and requirements. EPA plans to update these technical specifications periodically so that SmartWay Designated tractors and trailers are always the cleanest, most fuel-efficient freight vehicles on the road.

SmartWay Partners and other freight companies 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.

The latest SmartWay Designated specifications for tractors and trailers are available on the SmartWay website. To confirm that a tractor or trailer is an EPA Designated SmartWay model, fleets should consult the SmartWay Technology web pages: <https://www.epa.gov/verified-diesel-tech/smartway-designated-tractors-and-trailers>. Please note that there are two tabs on the web page. The first tab addresses SmartWay Designated trailers and Elite Trailers. The second tab addresses SmartWay Designated tractors. Qualifying manufacturer tractors and trailers may also be identified by the U.S. EPA Designated SmartWay logo adhered to the interior of the equipment.

SmartWay Tractor and Trailer Marks/Logos

Application of the 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 back | Box trailer top |
| Aerodynamic skirts, etc. | Wheels or tires |
| Aerodynamic gap reducers | Mud flaps |
| 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. The SmartWay Designated Elite logo may be placed on the exterior of trailers that meet the specified criteria. 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 and fleets or companies with eligible equipment must purchase and equip their tractor(s) and trailer(s) with SmartWay-specified features as outlined on the SmartWay technology web pages:
<https://www.epa.gov/verified-diesel-tech/smartway-designated-tractors-and-trailers>.
 - Companies with eligible fleets must also agree to, and sign, the logo use guidelines (see page 33).
 - All SmartWay Tractor and Trailer equipment must be either maintained to manufacturer specifications and service recommendations or be replaced.
 - 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 be reproduced larger than 10 inches wide to ensure legibility for use on tractor and trailer exteriors.

Companies and fleets 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

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

Prescribed Blue

C 100%
M 40%
Y 0%
K 0%

3. RGB Color - For RGB color usage, the build formulas detailed here for the prescribed green and blue must be used.

Prescribed Green

R 61
G 152
B 77

Prescribed Blue

R 0
G 116
B 97



4. 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, truck manufacturer or trailer 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 |  web applications |
|  broadcast news stories |  textbooks |
|  videos |  presentations |
|  social media |  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

“SmartWay brand”
“SmartWay”
“SmartWay Transport Partnership”
“The Partnership”
“SmartWay Transport”

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 term “SmartWay Transport Affiliate” is always written with the first letter of each word capitalized. The word “Affiliate” is typically capitalized when referring to a specific organization that is an Affiliate of the SmartWay Transport Partnership.

Correct

“A SmartWay Affiliate”
“SmartWay Transport Affiliate”
“Organization X, A SmartWay Affiliate”
“An agency participating in and supporting the mission of the SmartWay Transport Partnership”

Incorrect

“A SmartWay Organization”
“Organization X, an EPA endorsed organization”
“Endorsed by EPA”
“A SmartWay Partner”

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

Promotion of the 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: <https://www.epa.gov/smartway/smartway-partner-list>.

General Communication Guidelines for SmartWay Partners

Some general guidelines include:

The term “SmartWay Transport Partner” is always written with the first letter of each word capitalized. The word “Partner” is typically capitalized when referring to a specific company that is a Partner of the SmartWay Transport Partnership.

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”
“A SmartWay registered company”

Incorrect

“A SmartWay Company”
“Company X, a company endorsed by EPA”
“Endorsed by EPA”
“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. 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. 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 the SmartWay Certification mark and the SmartWay Designated mark are 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

Manufacturers of Light-Duty Passenger Vehicles and Light Trucks

The U.S. 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 as 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 eligible tractors and trailers.

Manufacturers of SmartWay Verified Technologies may not apply either the U.S. EPA Certified SmartWay nor U.S. 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

“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 that 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

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

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/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.



We All Breathe A Lot Easier
Thanks To These Exceptional Companies.

Congratulations to the 2016 SmartWay Excellence Award Recipients

SmartWay partners are leaders in increased supply chain efficiency and environmental stewardship. This award recognizes their excellence and achievements in protecting the environment, incorporating sustainability and reducing carbon pollution.

Learn more at epa.gov/smartway



Since 2004, EPA's SmartWay Transport Partnership has been a market-driven initiative that empowers businesses to move goods in the cleanest, most energy-efficient way possible, while protecting public health and reducing the impacts of climate change.



TO REDUCE THIS ...

AND SAVE THIS ...




Partner with SmartWay®

SmartWay Transport Partnership is the smarter way to ship goods. With enhanced tools and user-friendly reporting systems, the SmartWay program can help your company put its best foot forward to reduce its carbon footprint, improve its bottom line, and better manage its global freight supply chain. This innovative public-private collaboration helps your company increase operational efficiency, incorporate sustainability, and gain a competitive edge. Drive over to epa.gov/smartway to learn more.

Any way you ship it, move it the SmartWay.





Why Is This Car Smiling?



Because it's an EPA SmartWay Certified vehicle. It's fuel-efficient, produces fewer greenhouse gases and can save you money. And that's enough to make anyone smile.

Find more reasons to smile at:
epa.gov/smartwayvehicles

REDUCING MORE THAN YOUR CARBON FOOTPRINT... NOW THAT'S SMART.



As the nation's leading program in freight emissions reduction, EPA's SmartWay® Transport Partnership can help you decrease carbon dioxide plus other greenhouse gases and harmful pollutants from your supply chain. SmartWay now offers more enhanced tools to help shippers reduce their environmental impact while improving freight operations efficiencies. Join the many SmartWay Partners that are winning appreciation for their sustainability efforts with shareholders and the public alike.

To find out how SmartWay is setting the standard for freight sustainability excellence, please call 1-734-214-4767 or visit www.epa.gov/smartway



Check our website to see the new SmartWay advancements
AN INNOVATIVE PROGRAM FROM THE U.S. ENVIRONMENTAL PROTECTION AGENCY

WE'RE SHOWING YOU THE MONEY



INTRODUCING FLEXIBLE LOANS TO BUY FUEL-SAVING TECHNOLOGY

If you're a small trucking business, we can connect you to loan funds. The way you like: rapid approval, minimal paperwork and no collateral.

You can use the money to purchase fuel-saving technology found in the SmartWay® Upgrade Kit. The Upgrade Kit includes **idle reduction devices, low rolling resistance tires and advanced tractor and trailer aerodynamics**. In every case, the fuel savings will pay for the loan and then some.

To find out more about this collaborative program, please call 1-734-214-4767 or visit www.epa.gov/smartway.



An innovative program from the U.S. Environmental Protection Agency

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 standards detailed in the guidelines as appropriate.



Common Communication Guidelines

Promotional Items and Apparel

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 identity.

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 within quality and usage standards detailed in this guideline manual.





Mark Signature Page Partners, Affiliates and Supporters

OMB No: 2060-0663, Expiration Date: 04/30/2021

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

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
- Online 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: _____



Mark Signature Page Tractors and Trailers

OMB No: 2060-0663, Expiration Date: 04/30/2021

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: _____

Burden Statement: Public reporting burden for this collection of information is estimated to take a maximum maximum of 2.75 hours to compile and submit the SmartWay Equipment Checklist and Mark Signature Form. This is a one-time submittal. Send comments on the Agency's need for this information, the accuracy of the provided burden estimates, and any suggested methods for minimizing respondent burden, including through the use of automated collection techniques to the Director, Collection Strategies Division, U.S. Environmental Protection Agency (2822T), 1200 Pennsylvania Ave., NW, Washington, D.C. 20460 and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, DC 20503. Include the OMB control number in any correspondence. Do not send the completed [form or survey] to this address.