



INVESTOR CONFIDENCE PROJECT

Investor Confidence Project Trademark Policy and Branding Guidelines

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Using the Trademarks

We created these guidelines to help our members and the larger community use our brand assets consistently and correctly. In the pages ahead, you'll find common uses and misuses of ICP's brand assets, including trademarks and logos. Help reinforce our brand to the market by applying these guidelines carefully, and contacting ICP's team with any questions: lucy.churchill@eepformance.org

When using trademarks owned by the Investor Confidence Project Europe, referenced below as "a mark" or "the mark":

DO:

- Only use artwork files provided by ICP
- Use the mark in connection with the first and most prominent usage, but it's not necessary to continue using the mark after every use within a single publication. On short promotional materials, the symbol should appear at least once. On longer materials, repeat the symbol in each section. On websites, the symbol should be used with the first and most prominent use on each page within the website.
- Accompany the mark with an acknowledgement of ICP ownership, either as a footnote appearing next to the user's copyright notice, at the end of a printed document, or at the bottom of a webpage. For example: *ICP and the related logo are trademarks owned by the Environmental Defence Fund and are used with permission.*
- Use the mark when referring to the ICP program or IREE certification and providers.

DON'T:

- Use the trademark (or any word that is confusingly similar to these trademarks) as part of a company's name, logo, domain name or brand name for a product or service.
- Use marks on products, labels and packaging. This includes intellectual products such as online resources, virtual products, educational offerings, IREE™ certification resources, etc.
- Use the mark to indicate any kind of endorsement by ICP of any product or service or show any kind of relationship with ICP aside from those permitted by the terms and conditions specified for each proprietary mark unless previously agreed with ICP through a written signed agreement.
- Use the mark on official or legal documents except as explicitly allowed with ICP through a written signed agreement.
- Use the mark in email signatures.
- Use the mark in connection with any disparaging statements about ICP or its services, or statements that otherwise reflect poorly on ICP.

Investor Confidence Project

LOGO USE GUIDELINES

The ICP logo must appear in the following colours:



When applying the logo to material please ensure that the size ensures high resolution quality and optimises readability. If the logo is set on a dark background, ensure the logo stands out sufficiently.

IN PRINT:

- The original print size is in the EPS file, which can be found [HERE](#).
- This should not be reduced to less than 20% and enlarged to more than 380% of its original print size.

ON SCREEN /WEB:

- JPG and PNG files can be found [HERE](#).
- This should not be reduced to less than a 50-pixel height or enlarged to more than a 200-pixel height

When designing with our brand assets:

DO:

- Include the following acknowledgement when applying ICP branding: *ICP and the related logo is a trademark owned by the Environmental Defence Fund and is used with permission.*
- When using the logo on websites, link it to <http://europe.eepformance.org/>
- Contact the ICP Team to request permission to use the ICP logo:
lucy.churchill@eepformance.org

DON'T:

- Alter the logo in any way. Do not animate, colour, rotate, skew, or apply any effects to the logo. The height and width of the mark must always be constrained to its original proportions.
- Wrap additional text around the logo.
- Use the logo as the most prominent visual element on materials. The user's name and logo must be significantly larger than the ICP logo.
- Integrate the ICP logo into other logos. The mark is intended to stand-alone.

Using ICP Europe in text

The official organization name is the 'Investor Confidence Project Europe' and 'ICP Europe' is the official acronym. Use the complete name on first references, and acronym on subsequent references.

When using ICP Europe in text:

DO:

- Precede with articles such as “the” or “a” when using ICP Europe as an adjective. For example:
Contact the ICP Europe Marketing Department.
- Omit articles when using ICP Europe as a noun or in the possessive. For example:
 - *ICP Europe is headquartered in London, U.K.*
 - *ICP Europe’s headquarters.*

ICP STAKEHOLDER GROUP LOGOS

Stakeholders’ logos are available for use by stakeholders with active standing to promote their involvement with ICP. If ICP membership is terminated or lapsed, members are no longer permitted to use the logo.

Investor Network



Please click [here](#) to download PNG; JPG and EPS files.
Refer to *Logo Use Guidelines* above for instruction on design application.

DO:

- Use the logo in connection with the member’s business and marketing materials including but not limited to stationery, letterhead, business cards, print ads, brochures, flyers, tradeshow exhibit materials and signage.
- Link to <http://europe.eepformance.org/> when using the ICP Investor Network logo online. Linking to other pages on the ICP website or to any other third party website is prohibited.

DON'T:

- Make the ICP Investor Network logo the most prominent mark on the business and marketing materials.
- Use the mark on official or legal documents (i.e. sales contracts, official disclosure documents, etc.).

EU logo

ICP Credentialed Project Developer



Please click [here](#) to download PNG;
JPG and EPS files.
Refer to *Logo Use Guidelines* above
for instruction on design application.

DO:

- Use the logo in connection with the member's business and marketing materials including but not limited to stationery, letterhead, business cards, print ads, brochures, flyers, tradeshow exhibit materials and signage.
- Link to <http://europe.eepformance.org/> when using the ICP Investor Network logo online. Linking to other pages on the ICP website or to any other third party website is prohibited.

DON'T:

- Make the ICP Investor Network logo the most prominent mark on the business and marketing materials.
- Use the mark on official or legal documents (i.e. sales contracts, official disclosure documents, etc.).

ICP Credentialed Quality Assurance Provider



Please click [here](#) to download PNG;
JPG and EPS files.
Refer to *Logo Use Guidelines* above
for instruction on design application.

DO:

- Use the logo in connection with the member's business and marketing materials including but not limited to stationery, letterhead, business cards, print ads, brochures, flyers, tradeshow exhibit materials and signage.
- Link to <http://europe.eepformance.org/> when using the ICP Investor Network logo online. Linking to other pages on the ICP website or to any other third party website is prohibited.

DON'T:

- Make the ICP Investor Network logo the most prominent mark on the business and marketing materials.
- Use the mark on official or legal documents (i.e. sales contracts, official disclosure documents, etc.).

ICP Software Provider



Please click [here](#) to download PNG;
JPG and EPS files.
Refer to *Logo Use Guidelines* above
for instruction on design application.

DO:

- Use the logo in connection with the member's business and marketing materials including but not limited to stationery, letterhead, business cards, print ads, brochures, flyers, tradeshow exhibit materials and signage.
- Link to <http://europe.eepperformance.org/> when using the ICP Investor Network logo online. Linking to other pages on the ICP website or to any other third party website is prohibited.

DON'T:

- Make the ICP Investor Network logo the most prominent mark on the business and marketing materials.
- Use the mark on official or legal documents (i.e. sales contracts, official disclosure documents, etc.).

Investor Ready Energy Efficiency



Please click [here](#) to download PNG; JPG and EPS files.
Refer to *Logo Use Guidelines* above for instruction on design application.

IREE™ – an acronym for Investor Ready Energy Efficiency – is a registered trademark of the Environmental Defence Fund.

Using the IREE™ logo

The IREE™ logo must always appear in its original colour.

DO:

- Include the following acknowledgement when using the IREE logo: *IREE™, and its related logo, is a trademark owned by the Environmental Defence Fund and is used with permission.*
- Include descriptive copy about IREE™ when using the logo in editorial and literature. For example: *The Investor Confidence Project's IREE™ certification scheme is the first international certification that insures best practices, the right professionals and third-party validation are used to deliver high-quality building energy efficiency projects that investors can bank on. Learn more at <http://europe.eepformance.org/>*
- Link to <http://europe.eepformance.org/> when using the IREE™ logo online. Linking to other pages on ICP's website or to any other third party website is prohibited.

DON'T:

- Place the IREE™ logo on product packaging, advertisements, or as a visual reference to IREE claims in product literature.

IREE™ CERTIFICATION

Using the IREE™ Certification logo

DO:

- Include the following acknowledgement: *The IREE Certification trademark is owned by the Environmental Defence Fund/the Investor Confidence Project and is used with permission.*
- Contact the Investor Confidence Project Communications Team for additional guidance and permission regarding uses of the logo or trademarks, and to request permission to use the logo

DON'T:

- Use the IREE Certification logo on anything other than promoting an IREE™ certified project

Using IREE™ in text

When referencing IREE in text:

DO:

- Refer to the full title, IREE™ *certification scheme* on first reference
- When describing IREE™, include descriptive text. For example: *The Investor Confidence Project's IREE™ certification scheme is the first international certification that insures best practices, the right professionals and third-party validation are used to deliver high-quality building energy efficiency projects that investors can bank on. Learn more at <http://europe.eepperformance.org/>*

Referencing IREE™ certified projects

- When a project achieves certification it should be referred to as an IREE™ certified project.
- IREE™ certification with a lowercase “c” is used to describe the certification process, and to describe a project that has been certified.
- IREE™ Certification with capital “C” is used to describe the IREE™ Certification trademark.

WHILE THIS POLICY GENERALLY OUTLINES THIRD PARTIES USAGE OF ICP'S MARKS IN PARTICULAR LIMITED WAYS, ICP RETAINS THE RIGHT TO REVOKE SUCH PERMISSION IN ITS SOLE DISCRETION. ANY UNAUTHORIZED USE OF AN ICP PROPRIETARY MARK MAY RESULT IN LEGAL ACTION.