



The Compressed Air Challenge® Guidelines for Use of Name, Logo and Other Identifying Materials

These guidelines present the parameters to be applied for use of the Compressed Air Challenge® (CAC) logo and other identifying materials. In addition, they address the procedures for other CAC communications tools.

The name, logo and abbreviation for the Compressed Air Challenge® are available for use by CAC sponsors, affiliates, participants, instructors and CAC seminar hosts to highlight their participation in the program and their commitment to program goals. The logo and other protected identifying materials of the CAC may only be used by sponsors, affiliates, participants, instructors and CAC seminar hosts as outlined herein. If a violation of these guidelines has taken place, the matter will be referred to the Board of Directors and/or Officers for appropriate action.

Applicability

These guidelines are applicable to the use of logo and other protected identifying materials by sponsors, affiliates, participants, instructors and CAC seminar hosts of the Compressed Air Challenge®, and do not in any way alter or restrict the capability of the Board of Directors of the Compressed Air Challenge® from causing them to be used in any manner sanctioned by the Compressed Air Challenge® within its corporate purpose and operating objectives.

Definitions:

Sponsor	The company or organization to which each CAC Board Member belongs, including dues paying members of those organizations.
Advisory Committee	Member of the Compressed Air Challenge's Advisory Committees.
Instructor	One of the persons screened and approved by the Compressed Air Challenge® to teach CAC-sanctioned training events.
Host.	An organization approved by the Compressed Air Challenge® to host CAC-sanctioned training events.
Logo Materials.	Those legally protected identifying materials, registered with the U.S Patent & Trademark Office under the name of the Compressed Air Challenge®, including: Name, logo, abbreviation [CAC] and the capitalized short term: Challenge.

Policy:

The name, [Compressed Air Challenge®], abbreviation [CAC or Challenge], and logo [as shown herein] are legally protected identifying materials of the Compressed Air Challenge®, and as such are to be used only in conjunction with those activities and materials sanctioned by the Compressed Air Challenge®. Since the

underlying intent of the CAC is to increase public awareness and interest in the proper design and use of compressed air systems, sponsors, affiliates, participants, instructors, CAC seminar hosts and the public are encouraged to promote the existence of the Compressed Air Challenge[®], its mission, objectives and major deliverables using publicly available information. Distribution of the Improving Compressed Air System Performance: A Sourcebook for Industry, fact sheets, tip sheets or any other such materials in the public domain which pertain to and are sanctioned by the Compressed Air Challenge[®], is encouraged. Information on the Compressed Air Challenge[®] that is not in the public domain may not be shared without the prior approval of the Compressed Air Challenge[®].

Hosts are permitted use of the Compressed Air Challenge[®] logo only in conjunction with their hosting a CAC-sanctioned training event. Use of the logo and other protected identifying materials for training events will be in accordance with these guidelines. Any use of the name, logo or other protected indicia in promotional or marketing materials that refer to the Compressed Air Challenge[®] is prohibited by non-sponsors and strategic partners.

The Compressed Air Challenge[®] Logo

The Compressed Air Challenge[®] logo is a legally protected mark that serves as a unifying element for all Compressed Air Challenge[®] activities and materials. The logo is approved for use in only the five formats which appear below. Use of the logo by Sponsors and participants must include the appropriate subscript [e.g., “Sponsor,” “Affiliate,” “Instructor,” or “Committee Member”] for each positioned as shown below the logo.

These logos should never be displayed in any context smaller than ½ inch vertically. The logo must not be altered, embellished or used out of context. Logos should always be printed or reproduced from original, camera-ready artwork, to preserve the professional appearance and quality of the logo. [Note: The logo may be obtained in either EPS or JPG format, by contacting: info@compressedairchallenge.org.]

The approved logo formats are:

- A. When used by a Compressed Air Challenge[®] Sponsor. This applies to virtually any materials produced by the Sponsor, as it is intended to elicit inquiry into the Compressed Air Challenge[®] and what it represents.



- B. When used by a Compressed Air Challenge[®] Instructor. This applies exclusively to those individuals who have been selected and approved by the Compressed Air Challenge[®] to present the training materials developed by the Compressed Air Challenge[®], and may be used only in relation to those training activities associated with the Compressed Air Challenge[®].



- C. When used by a Compressed Air Challenge[®] Advisory Committee Member. This applies to the CAC Advisory Committees, and may be used by the members of these committees as individuals or by their companies in circumstances rationally related to the Compressed Air Challenge[®] and their activities in support of the CAC.



- E. When used in conjunction with a Compressed Air Challenge[®] event.



Philosophy Governing the Use of CAC Logo and Other Identifying Materials:

1. The logo may be used to identify an organization as a sponsor, affiliate or participant on company letterhead, envelopes, facsimile transmittals, fact sheets and case studies, and marketing materials for events sanctioned by the Compressed Air Challenge[®].
2. The logo may also be used by sponsors, affiliates, participants, and instructors on marketing materials such as company advertisements, general product literature, brochures and catalogs, reference guides, analysis aids, internet websites, and other materials that promote the organization's general products or services, but not to promote any specific product or solution-specific service.
3. The logo and/or other protected identifying materials may not be used to express or imply endorsement of any sponsors, affiliates, participants, instructors and CAC seminar host's products, services, systems, or organization. The logo and/or indicia of the Compressed Air Challenge[®] must never be displayed on a product.
4. The logo and other protected identifying materials may not be used to express or imply endorsement of a sponsors, affiliates, participants, instructors and CAC seminar host's event, except if the event is a Compressed Air Challenge[®] sanctioned event, utilizing CAC sanctioned materials and/or training presented by CAC qualified instructors.
5. The Compressed Air Challenge[®] logo and other protected identifying materials may never be used on individual business cards, with the singular exception of CAC-qualified instructors in good standing.

Logo Placement

Placement is guided by the type of material in which it is being used. The placement varies depending upon whether or not the material makes reference to specific products or services.

The Compressed Air Challenge[®] logo may not be placed in the body of the text or below a photograph or other depiction of the product, service or system being promoted. It should appear in a block separated from the text and

photographs of products, services or systems being promoted, preferably in conjunction with the company name in a bottom corner of the page or advertisement.

Because catalogs and brochures often include specification sheets for particular products, the logo must be applied to a separate section [such as the front or back cover] that is textually and visually removed from product or service specific portions of the literature. Placement of the name and/or abbreviation should follow the same guidelines as outlined above.

Sidebar procedures

A Compressed Air Challenge® sidebar is available to use with published articles in trade journals and general business publications. It provides a very brief explanation of the Compressed Air Challenge® mission and includes the Compressed Air Challenge® name and logo. The Compressed Air Challenge® Project Development Committee must approve the article before the sidebar may be used, and then only for non-commercial purposes. To obtain approval for use of the CAC sidebar, the article, together with a signed copy of the Agreement for Use [attached as the last page of these guidelines] should be sent to: info@compressedairchallenge.org.

Guidelines for Reference to the Compressed Air Challenge® in text

Compressed Air Challenge® sponsors, affiliates, participants, instructors and CAC seminar hosts who use text which makes mention of the Compressed Air Challenge® in their marketing and promotional materials, must conform to the following guidelines.

All statements used in the text must be factual and technically accurate. References to the Compressed Air Challenge® must be consistent with the descriptions presented in current program information as distributed by the Compressed Air Challenge®. Text describing the relationship between the organization and the Compressed Air Challenge® must not claim or imply that the company's association with the program goes beyond the responsibilities and agreements set forth in the Compressed Air Challenge® policies or other formal agreements that may exist.

If any textual reference to the Compressed Air Challenge® is determined by the CAC Board of Directors, in its sole discretion, to be questionable as to depiction or representation made, such reference will be deemed to be in violation of these guidelines, and will be subject to whatever action the Board deems appropriate under the circumstances.

The Compressed Air Challenge® Agreement for Use

I hereby agree to abide by the Compressed Air Challenge® Guidelines for Use of the Name, Logo, and other identifying materials of the Compressed Air Challenge®, as described therein.

Name _____

Company: _____

Title: _____

Signed: _____ Date: _____

Please return this Agreement for Use along with each request to use the Compressed Air Challenge® name and logo as specified in the guidelines to tkohler@compressedairchallenge.org.