



Proper Use of the SEAD Global Efficiency Medal Name and Logo

The purpose of this document is to explain how the [Super-efficient Equipment and Appliance Deployment \(SEAD\) Initiative](#) Global Efficiency Medal logo and associated phrases¹ should be used to promote winning products. These guidelines apply to print advertisements, websites, product catalogs, specification sheets, point-of-sale advertisements, product labels, and other promotional materials. Example phrases that may be used to describe award-winning products include “Winner of the SEAD Global Efficiency Medal Competition,” and “SEAD Global Efficiency Medal Winner.” Similar phrases are also acceptable.

Please note that this document is intended to supplement, rather than replace, the SEAD Guidelines for Use of Intellectual Property, as found in the Official Competition Rules at <http://superefficient.org/DisplayAwards>.

This document also presents examples of proper use of the SEAD Global Efficiency Medal and potential misuses. For assistance or to report improper use of the SEAD Global Efficiency Medal logo or name, please email awards@superefficient.org.

Requests for image files of the SEAD Global Efficiency Medal logo are to be made via email to awards@superefficient.org.

Usage Guidelines

The SEAD Global Efficiency Medal logo and associated phrases:

- Shall be associated with winning product models, including both SEAD Global Efficiency Medal global and regional award-winning product models.
- Shall be used in any region of the world for SEAD Global Efficiency Medal global-award-winning product models, except for those competition regions in which the global winning product model either did not compete or competed but did not win.
- Shall not be generally associated with the product manufacturer without explicit reference to the winning product model.
- Shall not be associated with non-award-winning products or models that may be considered upgrades or derivatives of the winning product.
- Shall be reproduced in either yellow², black-white or black-grey.
- Shall not be altered, cut apart, separated, or otherwise distorted in perspective or appearance.

¹ Example phrases that may be used to describe award winning products include “Winner of the 2012 SEAD Global Efficiency Medal Competition,” and “SEAD Global Efficiency Medal Award Winner.” Similar phrases are also acceptable.

² Using the following Hex codes: FFE14F (wreath) and EEB111 (lettering)

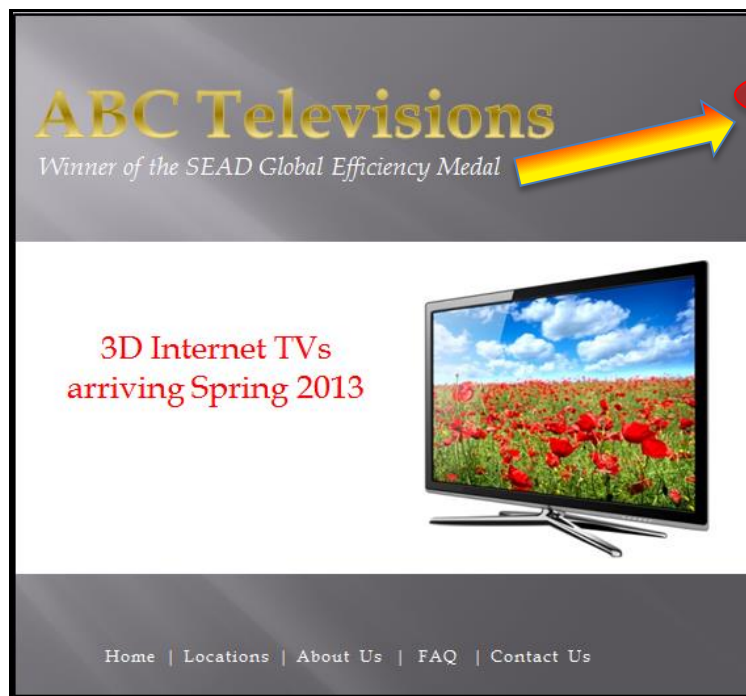
Example 1: Appropriate Use of the SEAD Global Efficiency Medal Logo

All elements of logo – wreath, lettering and the SEAD name – make up the entire design of the SEAD Global Efficiency Medal logo and must always be used together.



Example 2: Improper Use of the SEAD Global Efficiency Medal Name

The SEAD Global Efficiency Medal is used without explicit reference to the winning product model.



Example 3: Improper Use of the SEAD Global Efficiency Medal Logo

Logo position implies that the SEAD Global Efficiency Medal was awarded to more than one product.



Additional Improper Uses of the SEAD Global Efficiency Medal Logo:

1. Individual elements of the logo shall not be omitted (Example: the dot and "SEAD" have been deleted)



2. The logo shall not be distorted – any reduction or enlargement should be equal so that the logo is always in proportion and has a minimum size of 139 pixels (72 dpi) (Example: the logos have been stretched)



3. The wreath shall not be used independently of the lettering (Example: Do not remove text or use the wreath alone)



4. The logo shall not be reproduced at an angle



5. The lettering is part of the design and the fonts shall not be changed in any way
(Example: The fonts have been changed)



6. The logo shall not be enclosed in a box or shape (Example: A border has been placed around the logo)



7. Additional text shall not be added to the logo (Example: A slogan has been added to the logo)



8. To ensure the quality of image reproduction, the logo shall not be reproduced/scanned from previously printed material (Example: The logo has been reproduced at a lower resolution)



9. The logo shall be reproduced only in yellow using the following Hex codes: FFE14F (wreath) and EEB111 (lettering) (Example: The logo is reproduced in other colors)



10. The logo shall not be placed on a busy image. (Example: The logo is used on an image with several products)

