

Using the DLC Logos Quick Guide



Understand how to properly use the DLC logos and trademarks to maintain and build value.

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ABOUT THE DLC

The DesignLights Consortium® (DLC) is a non-profit organization whose mission is to achieve energy optimization by enabling controllability with a focus on quality, people, and the environment. We collaborate with utilities, energy efficiency programs, manufacturers, lighting designers, building owners, and government entities to create rigorous criteria for lighting performance that keeps up with the pace of technology. Together, we're creating solutions for a better future with better lighting.

THE VALUE OF THE DLC LOGOS

The DLC's logos and trademarks are not only a valuable asset to the DLC, but are equally valuable to all DLC Members and product manufacturers who have products listed on the DLC Qualified Products Lists (QPLs). In order to retain that value, all stakeholders must use the DLC logos and trademarks consistently and in compliance with these guidelines in all communication and marketing materials. Ensuring that the DLC logos and trademarks are properly used protects every DLC stakeholder's investment in the program—and consumer confidence in the DLC brand.

The DLC Logos



QPL Product Logo
May be used by manufacturers and distributors (including private labelers) to indicate that certain products have been listed on the SSL or NLC QPL. The QPL Product Logo may not be used for horticultural products.



QPL Premium Logo
May be used by manufacturers and distributors (including private labelers) to indicate that certain products have been listed as DLC Premium ONLY on the SSL QPL. This logo may not be used for lighting controls systems or horticultural products.



Horticultural QPL Logo
May be used by manufacturers and distributors (including private labelers) to indicate that certain products have been listed on the DLC Horticultural QPL. This logo is not applicable to products listed on the SSL or NLC QPLs.



LUNA Logo
May be used by manufacturers and distributors (including private labelers) to indicate that certain products have been listed on the SSL QPL AND have achieved LUNA qualification. The LUNA logo may be used in conjunction with the QPL Product Logo and QPL Premium Logo.



The DLC Program Logo should NEVER be used by manufacturers or distributors to indicate that a product or system has been DLC qualified.

“DESIGNLIGHTS CONSORTIUM”

“DLC”

The above DLC trademarks may be used by manufacturers, distributors, energy efficiency program Members, and other third parties to reference the DLC on company websites and marketing materials.

COMMON MISTAKES:

 Design Lights Consortium

- Never include a space in the word “DesignLights.”

 Designlights Consortium

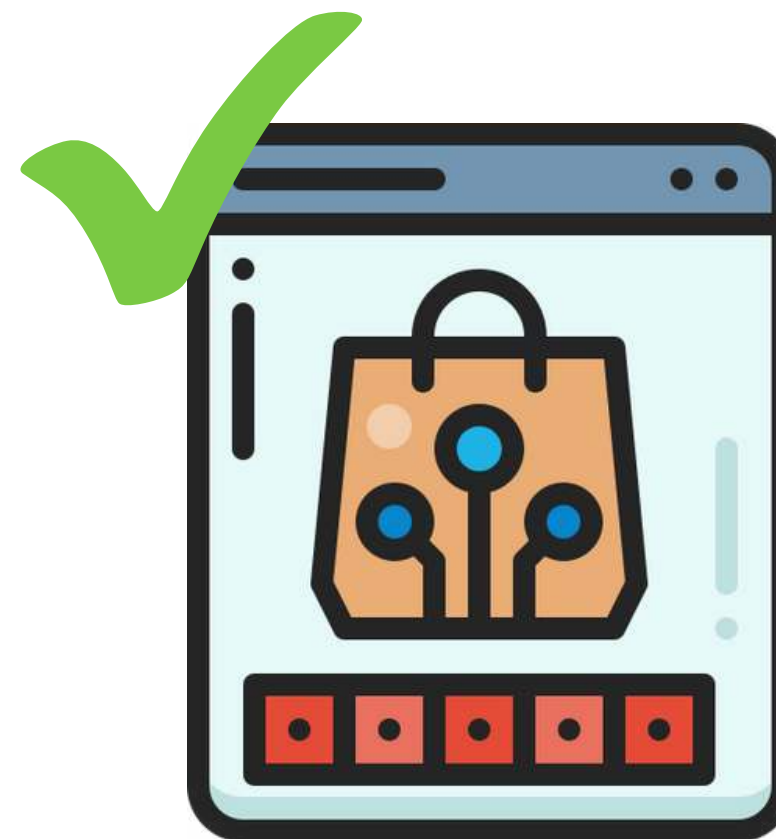
- The “L” in “DesignLights” must always be capitalized.

ON GENERAL MARKETING MATERIALS

The appropriate DLC logo(s) or trademarks may be used on a company's general marketing materials if the company either has products listed on a DLC QPL or sells products listed on a DLC QPL.

General marketing materials are defined as:

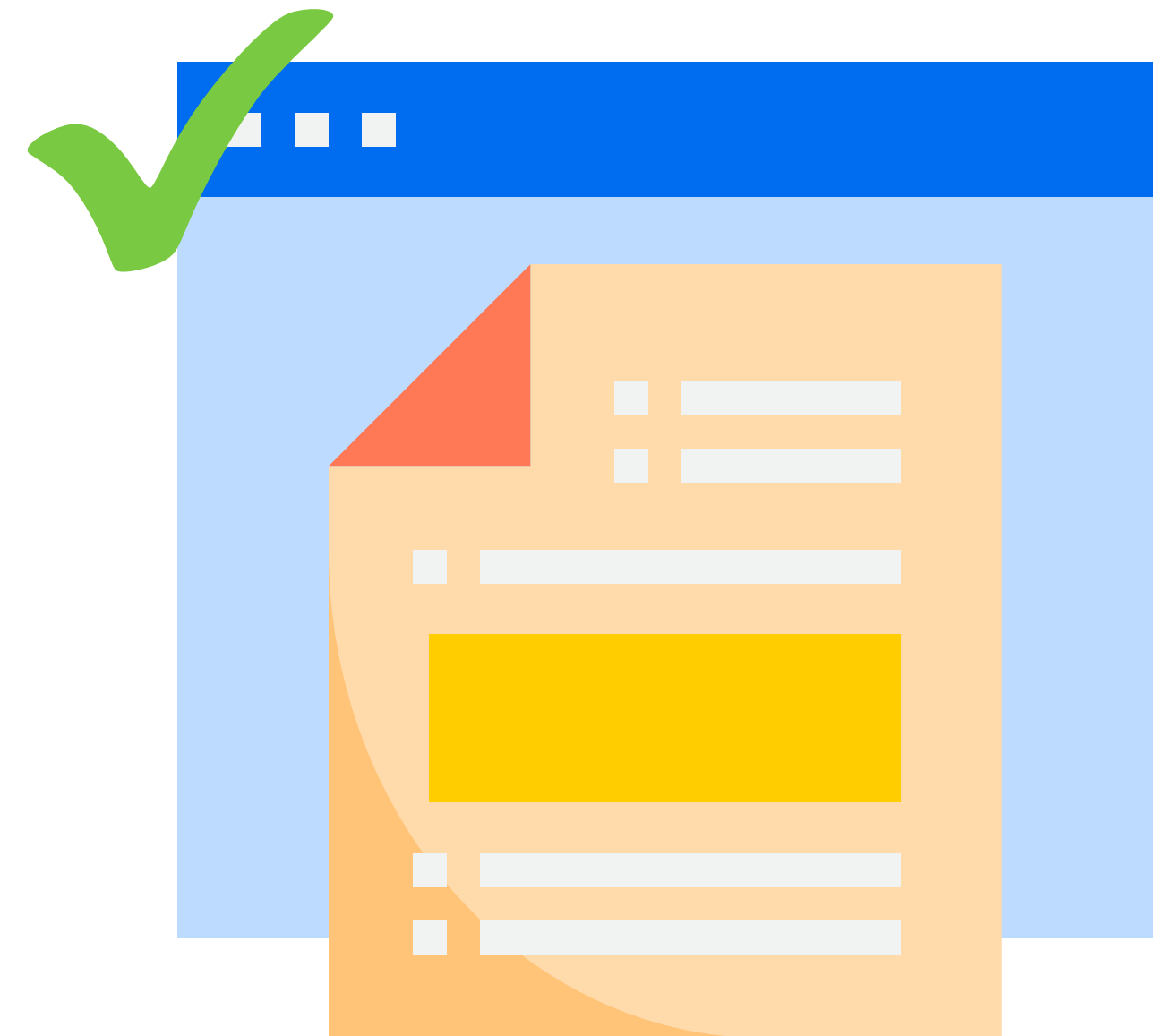
- Website home pages and general information pages (About Us, Company Information, etc.)
- Covers of product catalogs
- Company tradeshow booth displays (not in reference to specific products)



ON PRODUCT SPECIFIC MARKETING MATERIALS

The appropriate DLC logo(s), trademarks, or approved terminology may be used on product specific marketing materials to promote products and systems that are currently listed on a DLC QPL. The product information on the marketing materials **MUST** match the information listed on the DLC QPL, including: manufacturer, model number, classification (Standard or Premium), and particular QPL (SSL, NLC, or Hort). Approved product specific marketing materials are defined as:

- Product specific webpages or product catalog pages
- Specification sheets
- Marketing/promotional materials (mailings, emails, website banners, etc.)



Manufacturers

Only product variations (wattage, beam angles, lens types, etc.) that were submitted and approved during the application process may be marketed as DLC listed.

On product specific marketing materials, clearly indicate which product variations are DLC listed to easily determine DLC qualification status without further aid. Additionally, general language may be added to indicate not all variations are DLC qualified.

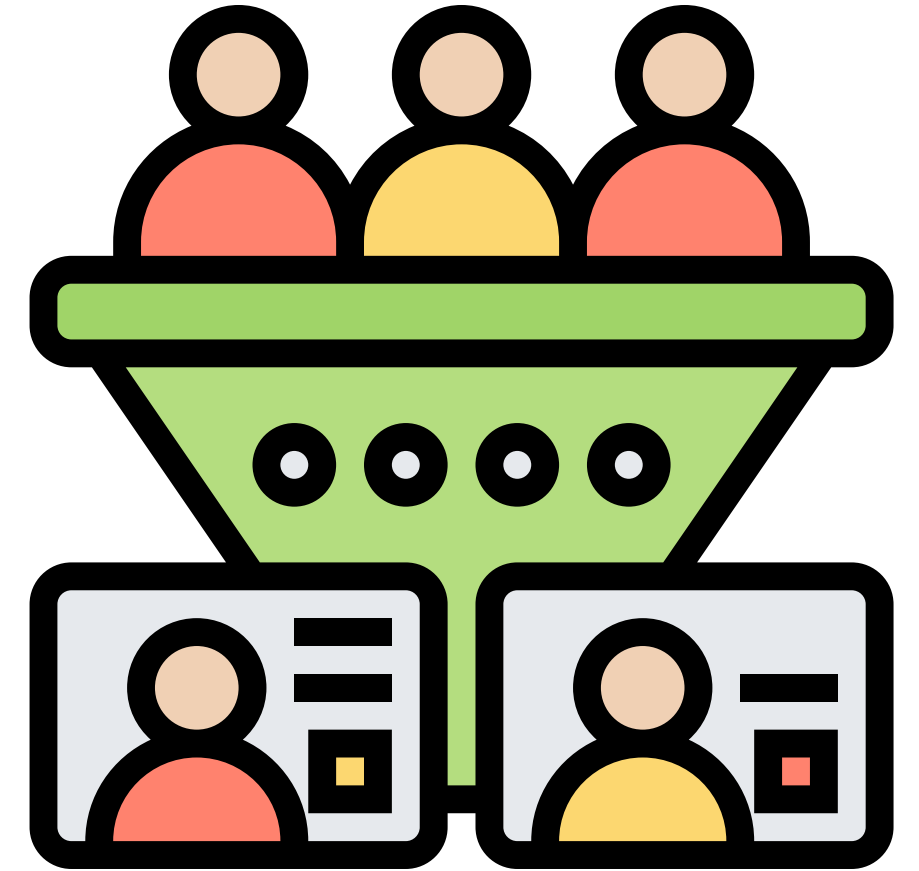
“Not all product variations listed on this page are DLC qualified.”



Manufacturers are responsible for ensuring other organizations marketing their DLC listed products are properly using the DLC logos in connection to their brand and model number contained on the DLC QPL.

Private Labelers

Private Labelers that have NOT submitted a DLC Private Label Application may only use the DLC logos on product specific marketing materials if they list the OEM name, brand, and model number that are contained on the DLC QPL for that product.

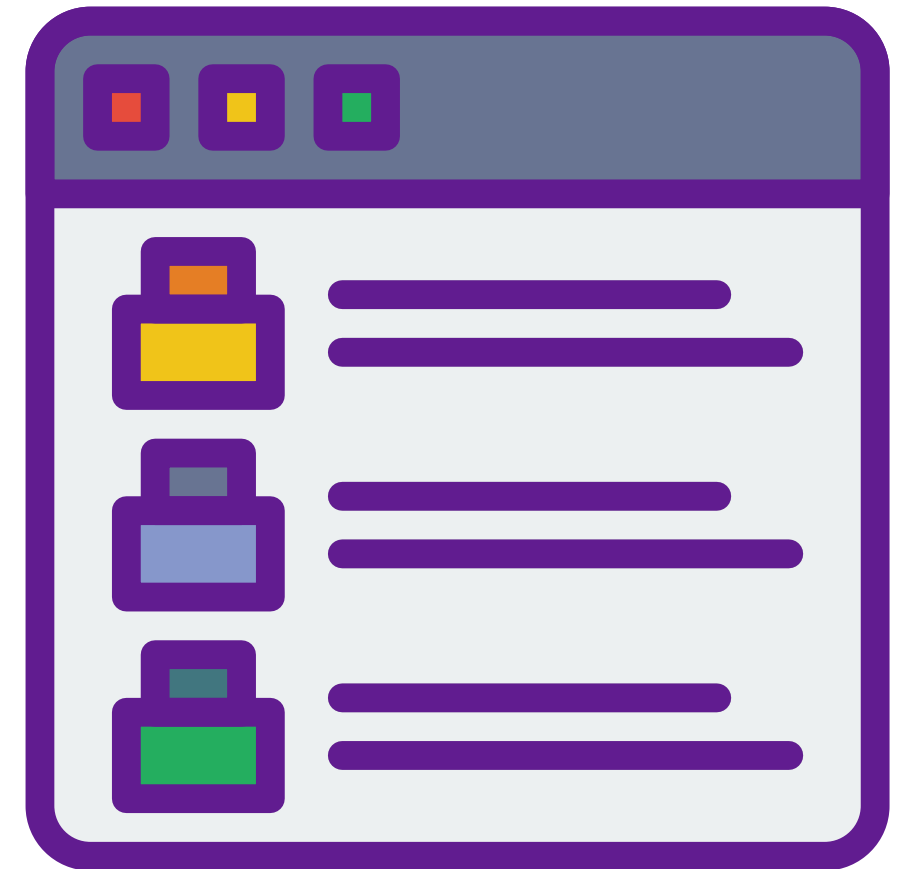


Organizations who use their own name and model number in any form to market products as DLC listed must submit a Private Label Application.

Please visit www.designlights.org for more information.

Distributors

Distributors may use DLC logos on product specific marketing materials (product web or catalog listings, spec sheets, promotional materials, etc.). They must clearly list the manufacturer's brand and model number(s) exactly as they appear on the QPL listing.



Organizations who use their own name and model number in any form to market products as DLC listed must submit a Private Label Application.

Please visit www.designlights.org for more information.

Prohibited Use



- Do not use logos or trademarks in reference to non DLC-qualified products.



- Do not use DLC logos on private labeled products that have not gone through the DLC application process.



- Do not use multiple model numbers for qualified products. Model number must appear exactly as listed on the QPL.



- Do not use logos or trademarks directly on products or on product packaging.



- Do not use the word “certification” in connection with DLC logos and trademarks.

Prohibited Use



- Do not use the DLC QPL Logos, “DLC” or “DesignLights Consortium” to imply a DLC endorsement of a company, product, or service.



- Do not use any of the DLC QPL Logos, “DLC” or “DesignLights Consortium” in any other company name, product name, service name, domain name, or website title.



- Do not place the DLC QPL Logos, “DLC” or “DesignLights Consortium” in email signature blocks or business cards.

REPORTING DLC LOGO AND TRADEMARK VIOLATIONS

Unauthorized and/or improper use of the DLC Logos and Trademarks, namely, not following these guidelines, causes confusion among consumers, which compromises the DLC brand and its reputation. It may also constitute trademark infringement, trademark dilution, false advertising, fraud and/or other violations of law. The DesignLights Consortium actively monitors the use of the DLC Logos and Trademarks, but also requests the assistance of its stakeholders to help police its brand. To report a trademark violation or to ask for a review of materials, please contact info@designlights.org. Upon verification of the reported DLC logo or trademark misuse, the DLC will notify the company in violation of issue(s) and necessary corrections. The DLC does not get involved with trademark disputes between/among manufacturers or distributors.

VIOLATION CONSEQUENCES

In case of DLC Logo and Trademark misuse, the DLC reserves the right to suspend the user's program privileges for up to 18 months across all DLC program areas. This may include a suspension (de-listing) of all currently qualified products, as well as an inability to qualify additional products during the suspension. As a result of misuse, some third parties (e.g. private labelers) may be affected. Any third party that has products de-listed as the result of someone else's misuse will be notified of the de-listing. In addition to suspension and/or de-listing of products, the DLC reserves the right to charge a fee to cover legal expenses of the DLC trademark compliance program. Such a fee may start at \$250 per violation, depending on the severity of the infringement. In the event the violating company does not have any user accounts registered with the DLC, has not listed any products within the last 12 months, or has not responded to previous email notifications or has refused to correct the violation, a logo violation notice will be posted on the DLC website listing the violating company and products. Repeated violation of the DLC Logo and Trademark Use Guidelines will result in a permanent ban and fines.

For the full set of guidelines for using the DLC logos and trademarks, please read the [DLC Logo and Trademark Use Guidelines](#) on the DLC website.

The DLC encourages the use of the logos and trademarks under the appropriate applications as documented in these guidelines. As a general rule, third parties (i.e., anyone other than the DLC and those granted explicit permission by the DLC) are not allowed to use the DLC logos and trademarks without permission. The purpose of the [DLC Logo and Trademark Use Guidelines](#) is to provide clarification about how the DLC logos and trademarks should be used by its stakeholders. Any use that falls outside of these specifications is strictly prohibited.





Participants in the DLC program agree to the DLC Logo and Trademark Use Guidelines and all DLC rules and policies, which may be updated at any time. Participants must acknowledge that the DLC (through Efficiency Forward, Inc.) is the sole owner of the DLC Logos and Trademarks, and agree not to interfere with the DLC's rights in them, and acknowledge that goodwill derived from their use accrues only to the DLC. The DLC will review stakeholder's use of the DLC Logos and Trademarks on a number of materials, including specifications sheets, website, and other marketing materials. The DLC reserves the right to request modification for any non-compliant use as well as terminate participation in the DLC program for continuous violations of the Guidelines.