

**The Waste Heat to Power Industry Logo
Developed by The Heat is Power Association**



**Policy on the Use of the Logo by Members and Non-Members of
The Heat is Power Association**

Displaying the Waste Heat to Power Industry Logo

The Heat is Power Board of Directors and Communications Committee would like to encourage all companies in the Waste Heat to Power Industry to highlight their affiliation through the prominent use of the Waste Heat to Power Industry Logo.

By displaying the Industry's logo, companies let others know they are part of this exciting, emerging energy sector. **Displaying the logo does not confer or indicate membership in The Heat is Power Association.**

To that end we have developed the following list of suggestions:

- Add the Waste Heat to Power Industry Logo to company letterhead, marketing brochures, fact sheets and presentations
- Include the Waste Heat to Power Industry Logo on the business cards of company executives, marketing and government affairs professionals
- Include the Waste Heat to Power Industry Logo on your trade booth

General Rules of Use

The Waste Heat to Power Industry logo is the sole and exclusive property of the Heat is Power Association (HiP). The logo may be used if such use is made pursuant to the terms and conditions of this limited and revocable license. Any failure by a user to comply with the terms and conditions contained herein may result in the immediate revocation of this license, in addition to any other sanctions imposed by the HiP Board of Directors. The interpretation and enforcement of these terms and conditions, and compliance therewith, shall be made by HiP in its sole discretion.

Who can use the HiP logo?

Companies and individuals who work in the Waste Heat to Power (WHP) Industry, including WHP project developers, technology developers, technology manufacturers, component manufacturers, industrial end users, and other stakeholders including but not limited to engineering firms, law firms, consulting firms, trade associations, NGOs, research institutions, universities, financial firms, and others who do not fall into one of the other categories may use the logo on their printed materials and on their web sites.

How can the Waste Heat to Power Industry logo be used?

The logo may be used in a professional manner on the user's business cards, stationery, literature, advertisements, and web site. Notwithstanding the foregoing, the logo may NOT be used in any of the following ways:

- in any manner that, in the sole discretion of HiP discredits HiP or tarnishes its reputation and goodwill
- is false or misleading
- violates the rights of others
- violates any law, regulations, or other public policy

PMS Colors

The Pantone Matching System (PMS) equivalent colors are:

Gradient from Dark Orange: Pantone Hexachrome Orange to Light Orange: Pantone 124

Gradient from Dark Green: Pantone 357 to Light Green: Pantone 377

Rules for Using the Logo

Please observe all of the following rules when using the logo:

- Use only the approved digital artwork. Never re-typeset the logo.
- Never reproduce the logo in colors other than the approved PMS equivalent colors, which are on a gradient from Dark Orange: Pantone Hexachrome Orange to Light Orange: Pantone 124 and on a gradient from Dark Green: Pantone 357 to Light Green: Pantone 377
- Never place an outline around the logo.
- Never distort the logo. Always scale it proportionately.
- Never place any graphic devices around the logo (such as a holding box) that could be interpreted as part of the logo.
- Never place the logo on a color background without sufficient contrast.
- Never place the positive version of the logo on a dark background.
- Never place the logo on a cluttered background. Make sure that the background ensures good legibility. The preferred background color for the full-color logo is white.
- Never reproduce the signature logo smaller than .75" in width.
- Never allow any distracting graphic elements or type to clutter the clear space of the logo which is equal to the height of "W".

Where to get the logo

Download the Waste Heat to Power Industry logo and this logo use policy from the Resources page on the HiP website.

Compliance

Use of the logo shall create no rights for users in or to the logo or their use beyond the terms and conditions of this limited and revocable license. The logo shall remain at all times the sole and exclusive intellectual property of HiP. HiP shall have the right, from time to time, to request samples of use of the logo from which it may determine compliance with these terms and conditions.

Without further notice, HiP reserves the right to prohibit use of the logo if it determines, in its sole discretion, that a user's logo usage, whether willful or negligent, is not in strict accordance with the terms and conditions of this license, otherwise could discredit HiP or tarnish its reputation and goodwill, or the user is not an HiP member in good standing.

Any questions concerning use of the logo or the terms and conditions of this license should be directed to Susan Brodie at susan@heatispower.org.