

REQUIREMENTS FOR USE

THE ATTACHMENTS ENERGY RATING COUNCIL (AERC) ENERGY IMPROVEMENT PROGRAM

www.AERCEnergyRating.org

ABOUT AERC AND THE ENERGY IMPROVEMENT PROGRAM

AERC is an independent, public interest, non-profit organization whose mission is to rate, certify and label the energy performance of window attachments. Partially funded by the U.S. Department of Energy (DOE), AERC serves the public interest by providing accurate and credible information about the energy performance of window attachments to help homeowners, architects and builders make informed decisions when purchasing window attachment products.

To use the AERC Energy Improvement label and logo, manufacturers must sign the AERC Acceptance Agreement. To obtain a copy of the agreement, please contact AERC at info@aercnet.org

This document outlines the requirements for use of the AERC label and logo.

STATEMENT OF USE

You can take advantage of the many opportunities to promote your AERC certification most effectively by following these requirements.

SECURING YOUR PRODUCT LABEL

Once a product has been tested or simulated to its specific AERC standard and all procedures outlined in the AERC Acceptance Agreement have been completed, the product is ready to be listed in the AERC Certified Products Database. Upon listing, AERC will issue the AERC Energy Improvement label artwork for the specific certified product to the manufacturer for use on packaging or in marketing promotions per the requirements included in this document. Manufacturers will receive the AERC Energy Improvement logo, as well, for use in educational and promotional materials.

PRODUCTS THAT QUALIFY

The AERC Energy Improvement program is open to all manufacturers who sell window attachment products—such as blinds, shades, shutters and storm windows.

Manufacturers who wish to qualify their products for the program must submit their products for third party testing. ONLY products that have been certified by an approved third party according to the standards set forth by AERC can display the AERC Energy Improvement label. Once a product has been granted certification, the AERC Energy Improvement label must be placed on the product or product packaging to demonstrate that it meets the requirements of the AERC Energy Improvement program. In some cases, the label may instead be placed on a handout within the product packaging. For clarification on this, please contact info@aercnet.org

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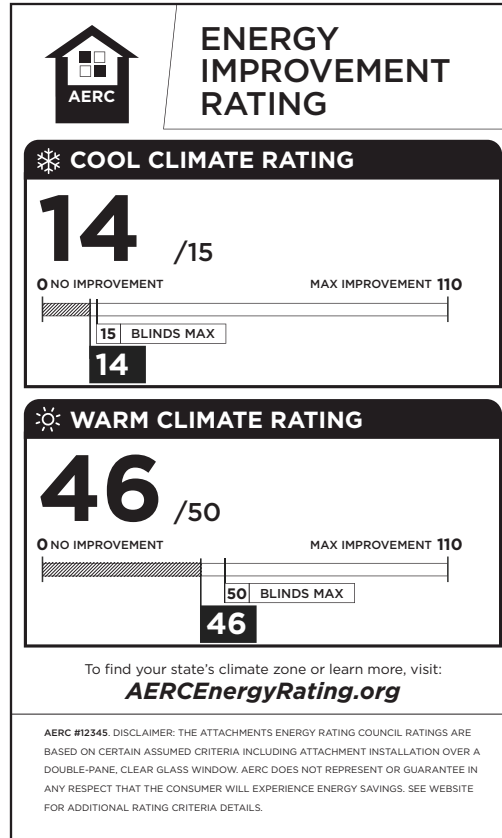
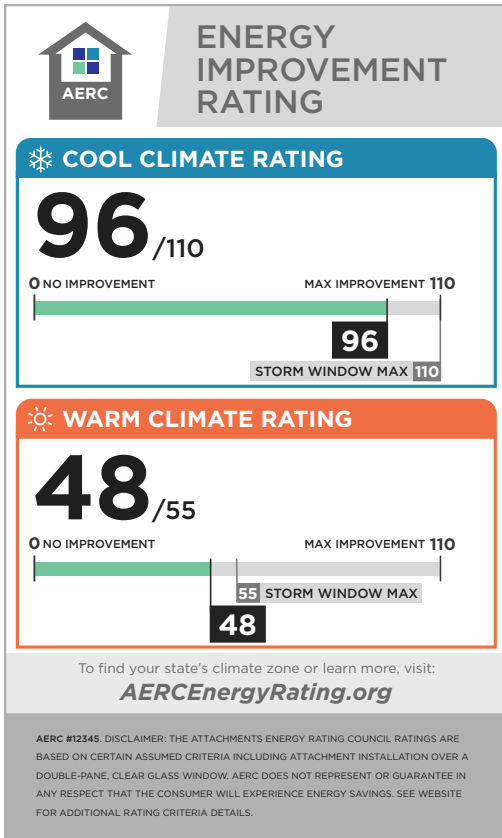
Size specifications of the label and logo can vary depending on their use, but must adhere to the requirements set forth in this document. The shape, font and color of the AERC Energy Improvement label and corresponding logo must remain consistent when using the label on, but not limited to, the following:

- Product packaging
- Marketing materials
- Internal and external correspondence
- Advertising
- Social media platforms
- Digital applications (website)
- Product brochures or catalogs
- News releases regarding the certified product
- Signage regarding the certified product

Additional specifications for use of the AERC Energy Improvement label and logo in promotional materials are outlined in this document.

To help avoid inadvertent misuse of the AERC Energy Improvement label and logo, AERC actively monitors for proper use of the label and logo, and requests that manufacturers help police the AERC brand by reporting any potential violations of the AERC Energy Improvement label or logo as outlined in these requirements. Any manufacturer misusing the AERC Energy Improvement label or logo to misrepresent a product as being certified to AERC standards will be asked to cease and desist. Further action will be pursued, as required.

For any questions regarding proper use of the AERC Energy Improvement label and logo, or to report a potential violation, please contact info@aernet.org












AERC ENERGY IMPROVEMENT LABEL SPECIFICATIONS

The AERC Energy Improvement label can only be reproduced from the electronic files provided by AERC. Manufacturers may ONLY modify the label to reflect the specific energy performance rating for their product and the product's unique AERC #. The remaining elements of the label cannot be altered: it must be used in its entirety and with the colors and typefaces shown here. Colors and typefaces may not be approximated.

Colors should be specified using the Pantone Matching System (PMS) or CMYK process colors. When color is not an option, the black and white version of the label may be used. While use of the colored or black and white version of the AERC Energy Improvement label is up to the discretion of the manufacturer, the label must be clearly legible in all mediums.

When using the AERC Energy Improvement label to identify AERC Certified products within product catalogs and/or on product websites, the label may only be displayed in close proximity to products that have been AERC Certified. Any manufacturer using the label in a fashion that implies AERC Certification of products that have not been certified will be asked to cease and desist.

	PANTONE 7689 CMYK 082 / 036 / 019 / 000 #1587AF		PANTONE NEUTRAL BLACK CMYK 070 / 067 / 064 / 074 #231F20		PROCESS BLACK CMYK 000 / 000 / 000 / 100 #231F20
	PANTONE 346 CMYK 055 / 000 / 050 / 000 #6DCD9E		PANTONE 424 CMYK 058 / 050 / 049 / 017 #6B6B6B		
	PANTONE 287 CMYK 099 / 095 / 004 / 000 #2E3592		PANTONE COOL GRAY 4 CMYK 053 / 045 / 045 / 010 #BABABA		
	PANTONE 7578 CMYK 002 / 070 / 079 / 000 #ED7045		PANTONE 663 CMYK 099 / 095 / 004 / 000 #D8D8D8		

GOTHAM BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

GOTHAM BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

GOTHAM MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

GOTHAM MEDIUM ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

GOTHAM BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

GOTHAM BOOK ITALIC

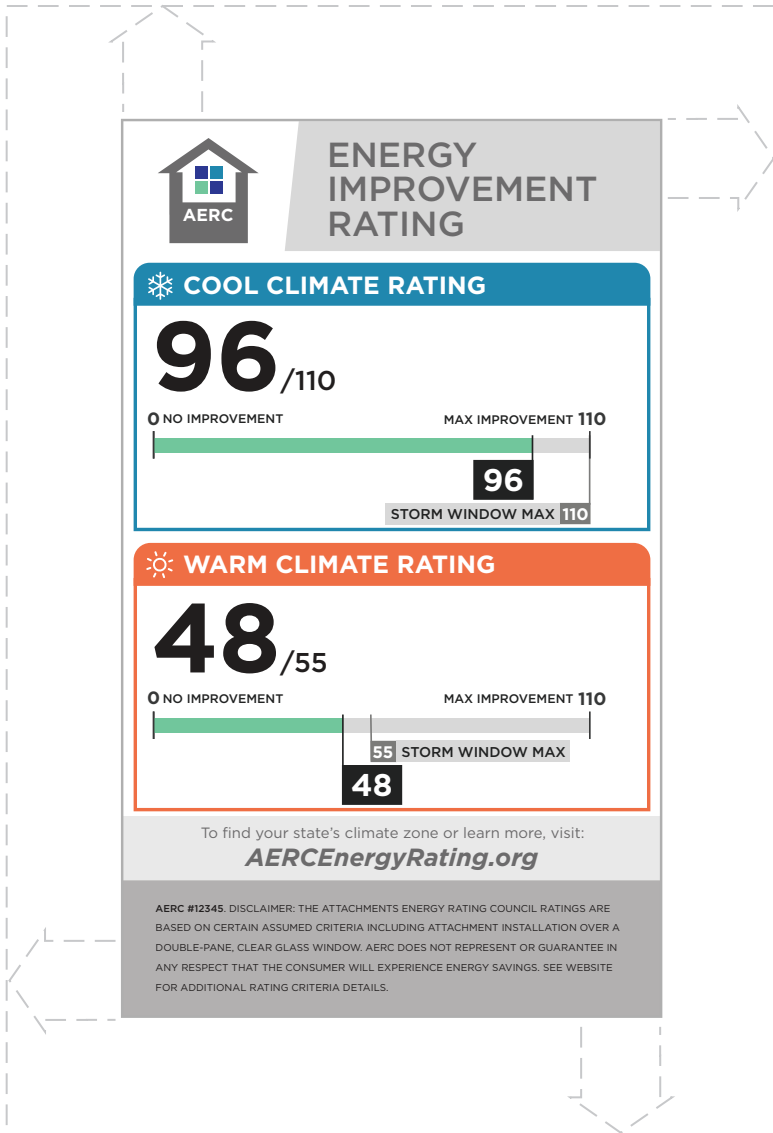
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

TYPE SPECIFICATIONS

The typeface used within the label must always be Gotham:

- **Gotham Bold** for the “Cool Climate Rating,” “Warm Climate Rating,” energy improvement number, “Max Improvement” numbers and AERCenergyRating.org;
- **Gotham Book** for the disclaimer text and copy above the AERC website URL;
- **Gotham Medium** for all other copy that has not been listed above.

Font size will vary based on the size of the label, but must always remain consistent with the label dimensions (3" W x 5" H). The label may not be used in any size smaller than 2.25" wide.



CLEAR AREA

AERC requires that a clear space surround the AERC Energy Improvement label at all times; the label may not be combined with any other elements such as graphics, text, photos, slogans etc. The AERC Energy Improvement label may only be used in product promotional materials in association with and in close proximity to the certified product or the certified product description.

AERC

ENERGY IMPROVEMENT RATING

COOL CLIMATE RATING

XX / **XXX**

0 NO IMPROVEMENT MAX IMPROVEMENT **XXX**

XX **XXX**

CATEGORY MAX **XXX**

WARM CLIMATE RATING

XX / **XX**

0 NO IMPROVEMENT MAX IMPROVEMENT **XXX**

XX **XX** **XXX**

CATEGORY MAX

To find your state's climate zone or learn more, visit:
AERCEnergyRating.org

AERC #12345. DISCLAIMER: THE ATTACHMENTS ENERGY RATING COUNCIL RATINGS ARE BASED ON CERTAIN ASSUMED CRITERIA INCLUDING ATTACHMENT INSTALLATION OVER A DOUBLE-PANE, CLEAR GLASS WINDOW. AERC DOES NOT REPRESENT OR GUARANTEE IN ANY RESPECT THAT THE CONSUMER WILL EXPERIENCE ENERGY SAVINGS. SEE WEBSITE FOR ADDITIONAL RATING CRITERIA DETAILS.

USING THE AERC ENERGY IMPROVEMENT LABEL IN EDUCATIONAL MATERIALS

AERC members, partners and certified product/materials manufacturers who are interested in raising awareness about the AERC Energy Improvement program may use a generic label, provided here, for such purposes upon signing the AERC Acceptance Agreement.

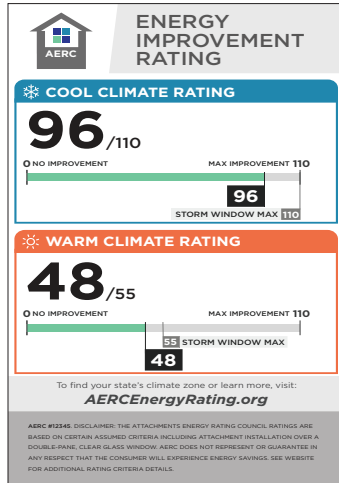
This generic label does not identify a specific product type, product category max, energy rating number or max improvement number, which allows you to educate consumers about the AERC Energy Improvement label across product categories.

Under these requirements, uses of the AERC Energy Improvement label include:

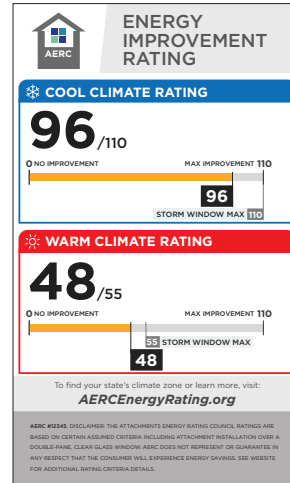
- Educational campaign materials designed to convey the benefits of the AERC Energy Improvement program;
- Advertisements, point-of-purchase materials and other educational materials that do not identify a particular product as being certified to AERC standards;
- Educational web pages that provide general company information, such as the "About Us" page.

NOTE: Product manufacturers may also use their individual certified product label(s) for educational purposes, as outlined in this document.

DO NOT
STRETCH THE LABEL



DO NOT
USE OTHER COLORS



INCORRECT USE OF THE LABEL

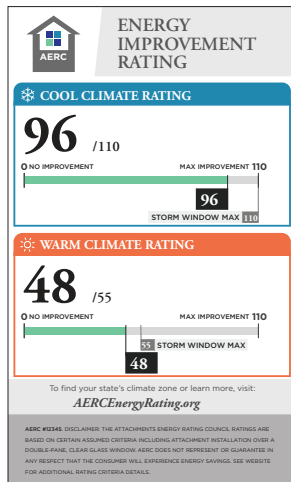
Always use approved artwork provided by AERC. Whenever possible, use vector artwork for best results.

For your guidance, some typical examples of incorrect use of the label are illustrated here. They contain errors in the letterforms, colors and formats.

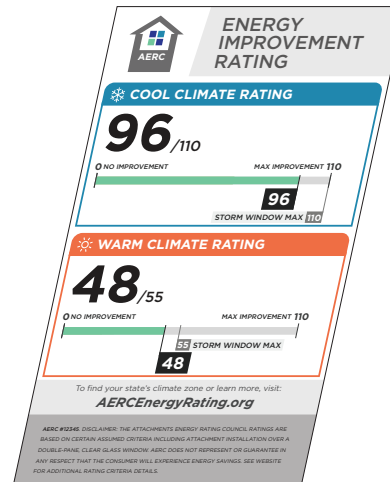
For the specific intention of protecting the AERC Energy Improvement label, no party may use the label:

- In any context that implies AERC endorsement of a product or entity;
- In any context that implies association with AERC, unless an AERC member, partner or a manufacturer who has product(s) certified to AERC standards;
- In any manner—including advertisements, point-of-purchase materials and other educational materials—that implies a product has been certified to AERC standards, unless that specific product is listed as “active” in the AERC Certified Products Database.

DO NOT
SUBSTITUTE THE TYPEFACE



DO NOT
SHEAR THE LABEL





PANTONE 7689
CMYK 082 / 036 / 019 / 000
#1587AF

PANTONE 346
CMYK 055 / 000 / 050 / 000
#6DCD9E

PANTONE 287
CMYK 099 / 095 / 004 / 000
#2E3592

PANTONE 424
CMYK 058 / 050 / 049 / 017
#6B6B6B



PANTONE BLACK
CMYK 000 / 000 / 000 / 100
#231F20

AERC ENERGY IMPROVEMENT LOGO SPECIFICATIONS

The AERC Energy Improvement logo is also available for use upon request and approval of the Attachments Energy Rating Council. The logo and its elements cannot be altered: it must be used in its entirety and with the colors and typeface shown here. Colors and typeface may not be approximated.

As with the label, colors should be specified using the Pantone Matching System (PMS) or CMYK process colors. When color is not an option, the black and white version of the logo may be used. While use of the colored or black and white version of the AERC Energy Improvement logo is up to the discretion of the manufacturer, the logo must be clearly legible in all mediums.

The typeface used within the logo must always be Gotham Bold. Font size will vary based on the size of the logo, but must always remain consistent with the logo dimensions (3.17" W x 1" H) and must always be legible.

AERC requires that a clear space surround the Energy Improvement logo at all times; the label may not be combined with any other elements such as graphics, text, photos, slogans etc. The AERC Energy Improvement logo, pictured here, may only be used in product promotional materials in association with and in close proximity to the certified product or the certified product description.

When using the AERC Energy Improvement logo to identify AERC Certified products within product catalogs and/or on product websites, the logo may only be displayed in close proximity to products that have been AERC Certified. When using the AERC Energy Improvement logo in close proximity to a group of products or a product line in which only some of the products are certified, the AERC Certified product(s) must clearly be specified by having its AERC product number listed alongside the logo. Any manufacturer using the logo in a fashion that implies AERC Certification of products that have not been certified will be asked to cease and desist.

DO NOT
STRETCH THE LOGO



DO NOT
USE OTHER COLORS



INCORRECT USE OF THE LOGO

Always use approved artwork provided by AERC. Whenever possible, use vector artwork for best results.

For your guidance, some typical examples of incorrect use of the logo are illustrated here. They contain errors in the letterforms, colors and formats.

For the specific intention of protecting the AERC Energy Improvement logo, no party may use the logo:

- In any context that implies endorsement of a product or entity;
- In any context that implies association with AERC, unless an official AERC member, partner, or manufacturer with product(s) certified to AERC standards;
- In any manner—including advertisements, point-of-purchase materials and other promotional and/or educational materials—that implies a product has been certified to AERC standards, unless that specific product is listed as “active” in the AERC Certified Products Database;
- On products or product packaging separate from the AERC Energy Rating label, especially if the product is not certified to AERC standards.

DO NOT
OUTLINE THE LOGO



DO NOT
SHEAR THE LOGO



DO NOT
SUBSTITUTE THE TYPEFACE



DO NOT
USE 3D EFFECTS OR SHADOWS





USING THE AERC ENERGY IMPROVEMENT LOGO IN PROMOTIONAL AND EDUCATIONAL MATERIALS

AERC encourages the use of the Energy Improvement logo for both promotional and educational purposes. Additionally, the following logos will be provided by AERC for promotional and/or educational use:

AERC Member Logo

Product manufacturers who are interested in raising awareness about the AERC Energy Improvement program may use the AERC Member logo, pictured here, for such purposes upon signing the AERC Acceptance Agreement.

AERC Materials Logo

Material manufacturers who are interested in raising awareness about the AERC Energy Improvement program may use the AERC Materials logo, pictured here, for such purposes upon signing the AERC Acceptance Agreement.

AERC Partner Logo

Testing labs, utilities, and other organizations associated and/or in partnership with the AERC Energy Improvement program who are interested in promoting their involvement with the program may use the AERC Partner logo, picture here, for such purposes upon signing the AERC Acceptance Agreement.

Under these requirements, uses of the AERC Energy Improvement label, as well as the AERC Energy Improvement Member, Materials and Partner logos, include:

- Promotional and educational campaign materials designed to convey the benefits of the AERC Energy Improvement program;
- Advertisements, point-of-purchase materials and other promotional and/or educational materials that do not identify a particular product as being certified to AERC standards;
- Promotional items such as pins, hats, etc.;
- Web pages that provide general company information, such as the “About Us” page.