

The Community Energy Wind Logo



Community Energy's Wind Logo helps to raise public awareness of renewable energy and provides an opportunity to visually demonstrate a commitment to the environment. The Wind Logo signifies that the electricity associated with producing a product or delivering a service is directly matched to a wind energy purchase. The Wind Logo can be customized to describe the activity being offset with wind energy.

Strict Usage Guidelines Protect the Integrity of the Wind Logo

The Wind Logo is strongly tied to the Community Energy Corporate Logo and Brand, and supports the vision and partnership of Community Energy and its customers. Use of the Wind Logo must adhere to the Community Energy Logo guidelines in order to ensure that the integrity of the Wind Logo remains intact.

If you are interested in using the Wind Logo please contact Community Energy to speak with the Marketing Manager at 866-946-3123 or Info@CommunityEnergyInc.com.



Wind Logo Usage Examples

EXAMPLE 1

A commercial print company offsets 100% of its electricity with wind-generated RECs from Community Energy. The print company's client, a magazine publisher, wants to promote to their subscribers the decision to use an environmentally responsible printer. They request that the Wind Logo be printed on the back of their magazine cover. The wind logo reads, "Printed with 100% Wind Energy." This communicates that only the printing of the magazine was done at a facility engaged in a wind REC commitment. The logo does not represent any claims about paper production, the work of writing, editing or publishing the magazine, or any other aspects of magazine production outside of the printing.



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EXAMPLE 2

A printing and packaging company buys wind-generated RECs from Community Energy matching 100% of their electricity usage. One of their clients, for which they print and manufacture cardboard boxes, is interested in promoting their partnership with an environmentally responsible packaging company. They would like the wind logo printed on their cardboard boxes. The wind logo reads, "Carton Made with 100% Wind Energy." This communicates that the box itself (or carton) was manufactured at a facility engaged in a wind REC commitment. The logo does not represent any claims about the product within the box.



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EXAMPLE 3

A company that provides computer services to corporate clients buys wind-generated RECs from Community Energy to offset the electricity used at their office. They view this decision as a competitive advantage in their industry, and want to communicate this commitment on their marketing materials. Printed on the back of their company brochure is the wind logo which reads: "Office Powered by 100% Wind Energy." This communicates that the electricity use at the company's office is offset by a commitment to wind power. The logo does not represent any claims about the hardware or software the company uses to perform its work, nor does it make any representations about the electricity used to perform work on-site at a client's facility.



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