

**[ DOST ADMINISTRATIVE ORDER NO. 001, S.  
2011, March 02, 2011 ]**

**GUIDELINES FOR PROPER USE OF THE ETV NAME AND LOGO**

**1. PURPOSE**

The goal of the Philippine ETV program is to provide objective, third-party data to the environmental marketplace about the performance of environmental technologies. The availability of such information will assist the public, technology vendors, purchasers and decision makers in selecting more effective and economically feasible technologies. Easy identification of technologies for which performance data have been verified through ETV will facilitate the use of data in the commercialization of the technologies. The purpose of these guidelines is to help maintain the credibility of the ETV generated verification data and help ensure the implementation of a distinctive identity for ETV.

**2. ETV PROGRAM NAME AND LOGO**

ETV verifies the performance of commercial-ready technologies under specific criteria, testing conditions and quality assurance. It is a voluntary process that does not certify, approve, guarantee, or warranty technologies of technology vendors or developers. The ETV Logo and Name are important assets of the ETV program that must properly be used and protected. The use of these in association with a product indicates that the product has been subjected to the verification testing process and those ETV statements and reports have been published and are readily available to the general public. These guidelines are designed to ensure a strong identity of ETV and shall be disseminated to any individual or organization responsible for preparing materials that will contain the ETV Name or Logo.

These guidelines specify how the Philippine Environmental Technology Verification Program (ETV) name and Logo (see Figure 1) may be used for specific activities and applications. General guidelines and specific guidelines for the different uses of the ETV Name and Logo are provided also recommendations for language to use when talking or writing about ETV.

(See Image (NAR) VOL. 22 NO. 1/ JANUARY - MARCH 2011 page 318)

**3. USING THE ETV NAME AND LOGO: GENERAL GUIDELINES**

The ETV Philippines Program has been institutionalized through the Department of Environment and Natural Resources (DENR) and Department of Science and Technology (DOST) Joint Administrative Order (AO) Number 1 series of 2006 on adopting ETV Protocol. ETV is a public-private partnership with a wide array of stakeholders helping to prioritize technology areas for verification and disseminate verification information to the sectors they represent. Technology developers and suppliers work with ETV to have the performance of their products verified and supply high-quality performance data to end users of their technologies. These various groups may use the ETV name and Logo to describe their interactions with ETV.

Any organization or group may use the ETV Name or Logo to describe their interactions with ETV implemented by ITDI/DOST subject to the following general guidelines:

- Under no circumstances shall the ETV name or Logo be used in a manner that would imply DOST's endorsement, approval, certification, guarantee, or warrantee of the company its products, its technologies, or its services.
- The ETV Name and Logo may not be used in any company name, product name, service name, domain name, or web site title.
- The ETV Logo must be reproduced according to specifications outlined in another section of these guidelines.
- The ETV Name and Logo may only be associated with technologies for which performance data have been verified under Philippine ETV program.

#### **4. ETV NAME AND LOGO USE REVIEW POLICY**

Vendors that have completed the ETV Verification process may use the name and logo to advertise the availability of performance data verified by ETV. The logo may be used only after the vendor has received the completed verification report and statement from ITDI/DOST.

Vendors/developers of products that have completed the verification process under the Philippine ETV may use the ETV Name and Logo in print or electronic advertising, promotional , and sales materials, including brochures/fliers and fact sheets, posters, exhibits, web sites, product labels and other materials. Vendors may state publicly that a specific product is in process of being performance-verified by ETV at any point after a vendor agreement has been signed between the technology vendor and ITDI, DOST. However, the ETV Logo may not be used until verification is completed and issued.

When using the ETV name and Logo, the following specific guidelines must be strictly complied with:

- The ETV name and logo in print or electronic advertising, promotional, sales materials and accompanying data must be consistent with and accurate based on the verified data contained in the ETV report and statement of the specific product
- The ETV name and logo must not be used with or alongside of performance data that have not been verified and reported on by ETV. Performance data from other sources may be reported on by same print or electronic materials as the ETV-verified testing data, however, it must be clearly shown which data are ETV-verified test data, and which are from an alternate source.
- When preparing print or electronic advertising, promotional, and sales materials, such as web sites, brochures, or other outreach or marketing documents, the ETV Name or Logo must be placed directly adjacent to the performance-verified product name, model number, or other identification, so that the reader is clearly made aware of which product's performance data have been verified.
- The ETV name or Logo may not be placed along the bottom or side of an advertisement or next to other general icons unless every product pictured or listed in the advertisement has had the performance data verified by ETV.
- Press releases that highlight a product that has completed the ETV verification process may include the ETV name or logo anywhere on the document. However, no other products can be featured in the same release unless these products have also completed the ETV verification process.
- If the ETV Name and Logo are used in general advertisements for a product line in which only certain models have completed the ETV verification process, the developer/vendor must include language that clarifies this fact (e.g. "performance data for Product Model 123 have been verified by ETV) or list down in the product attributes (e.g. ETV performance verified)

## **5. LOGO SPECIFICATIONS**

To maximize the recognition of the ETV Logo with ITDI-DOST ETV Program, and to inform the end-user/audiences where they can find more information, the following specifications apply to use and reproduction of Logo, including the product's labeling and advertising materials:

- The ETV Logo must be accompanied by the ETV website internet address, or uniform resource locator (URL), [www.etvphilippines.ph](http://www.etvphilippines.ph), and the following ETV Logo disclaimer: