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# HVI<sup>®</sup> LABELS AND LOGOS REQUIREMENTS

This publication describes requirements for using the HVI<sup>®</sup> Certification Label and other logos and marks owned by HVI.



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# HOME VENTILATING INSTITUTE® LABELS AND LOGOS REQUIREMENTS

## The History of HVI®

The Home Ventilating Institute® (HVI®) was incorporated as a trade association in 1955. From the first, it has provided residential ventilating products information for members and consumers.

## The History of HVI's Certification Labels

HVI began authorizing the use of its Certification Labels in the 1960's when the HVI product certification program was implemented. The first labels were foil-based, with a different color and size for each product category. HVI standardized the specifications in the 1970's, using a single-size light blue foil label for all categories. The sound refinement program added "2100" to the label in 2000, and shortly thereafter a new label with reversed printing in a darker blue color was adopted. In 2001, HVI approved an alternate label, using the same darker blue, with updated graphics, no longer reverse printed.

## Disclaimer

Final recourse for consumers, competitors, Members, and any other entity seeking any remedy for product certification and/or performance disputes is with the involved parties, not with HVI.

## Related HVI Publications

- *HVI Publication 911: Certified Home Ventilating Products Directory ©*
- *HVI Publication 915: HVI Loudness Testing and Rating Procedure ©*
- *HVI Publication 916: HVI Airflow Test Procedure ©*
- *HVI Publication 920: HVI Product Performance Certification Procedure Including Verification and Challenge ©*

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# HOME VENTILATING INSTITUTE®

## LABELS AND LOGOS REQUIREMENTS

### 1. Purpose of this HVI Publication

- 1.1. This publication describes requirements controlling the distinctive marks owned by HVI in order to promote HVI, protect the value of HVI and its marks in the marketplace, and to protect those members who invest resources in HVI.

### 2. Scope of this HVI Publication

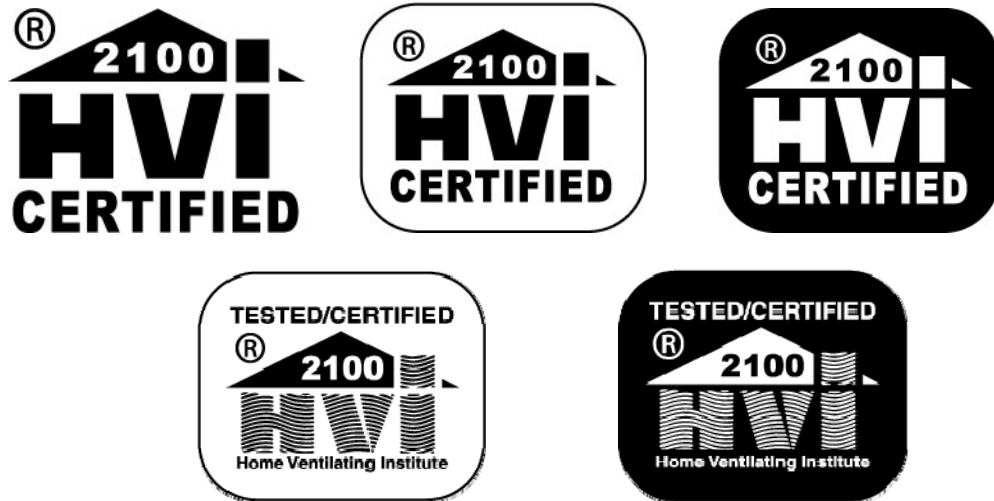
- 2.1. This publication describes intended, permitted, and prohibited uses of HVI's distinctive marks.
- 2.2. This publication specifies the size, design and color of the marks.

### 3. The Marks of HVI

- 3.1. The several separate and distinct marks owned by HVI include those listed below and described on the following pages. HVI considers any attempt to represent HVI by similar-appearing marks to be a misuse of its marks.
  - 3.1.1. The HVI Certification Labels.
  - 3.1.2. The HVI Membership Logo.
  - 3.1.3. The HVI Corporate Logo.
  - 3.1.4. The name: "Home Ventilating Institute".
  - 3.1.5. The abbreviation or acronym: "HVI".
  - 3.1.6. The tagline: "Advancing the Value of Residential Ventilation for Healthier Living".
  - 3.1.7. Other marks that may be added from time to time, such as "I'm a Certified HVI Fan".

#### 4. The HVI Certification Labels

(Artwork for reproduction of all versions is available from HVI. See Appendix I for specifications.)



4.1. The Certification Labels, shown above, have equal significance and are governed by the same rules. The versions on the top row are referred to as the **modern labels** and those on the bottom row are the **traditional labels**. The modern labels usually reproduce better.

4.2. The purpose of the HVI Certification Label is to indicate and promote HVI product performance certification. HVI requires that it be used in conjunction with all HVI-Certified products and only with HVI-Certified products.

4.3. Permitted and required uses of the HVI Certification Label follow.

4.3.1. The HVI Certification Label shall only be used in connection with those products that have HVI certification for performance, in good standing, in accordance with *HVI Publication 920*© and other requirements.

4.3.1.1. The HVI Certification Label shall be applied to all HVI-Certified products along with their HVI-Certified ratings. (See *HVI Publication 920*© for detailed requirements.)

4.3.2. Only those companies that meet HVI's requirements for using the Certification Label shall use it. Included are certifying member companies and certifying non-member companies, in good standing, that meet the HVI product certification requirements described in *HVI Publication 920*©.

4.3.3. The HVI Certification Label may be used on materials that unmistakably relate only to products that have current HVI certification in good standing, i.e. data sheets, publications, catalogs, displays, exhibits, and web sites.

4.3.3.1. Exception: The materials may also describe, on other pages, products for which HVI has no program, but the HVI Certification Label shall not appear on those pages. HVI certification shall not be implied.

4.3.4. The HVI Certification Label may be reproduced on (or applied to) printed cartons containing certified products.

4.3.5. Using the HVI Label on cartons, literature and web sites is encouraged. Presentation of the HVI-Certified ratings in conjunction with the HVI Label is encouraged, but not required.

4.3.6. Where the HVI Certification Label is used in an authorized manner, the user may add HVI contact information, such as the HVI phone number or web site, below the label. When uncertain about adding contact information, the user shall contact HVI. See also Appendix I, Specifications.

4.4. Prohibited uses of the HVI Certification Label include the following.

4.4.1. The HVI Certification Label shall not be used to imply that products are certified, and in good standing, when they are not.

4.4.2. The HVI Certification Label shall not appear on any page of a publication containing products and performance ratings that are not HVI-Certified.

4.4.2.1. Exception: If HVI has no certification program for the other products, and they appear on a page with HVI-Certified products, the above limitation does not apply. (E.g., a control switch, for which HVI has no program, may appear on the same page with HVI-Certified fans and a reproduction of the HVI Certification Label.)

4.4.3. The HVI Certification Label shall not appear in photographs or illustrations of products not currently certified by HVI.

4.4.4. When the HVI Certification Label is used on literature, cartons and other applications where HVI-Certified ratings are not required to be shown, misleading partial ratings shall not be shown.

4.4.5. The HVI Certification Label shall not be used to imply certification of any other attributes of the product, including manufacturing quality.

4.4.6. The HVI Certification Label shall not be represented on a certified ventilating device by die stamping in the metal or other similar manner unless the appropriate specified label is also affixed to the product. (Exceptions: See *HVI Publication 920*© regarding static ventilating products.)

#### 4.5. Reproduction of the HVI Certification Label

4.5.1. The HVI Certification Label may be reproduced only by or for companies licensed by the Home Ventilating Institute in strict accordance with the requirements of this and other HVI publications.

4.5.2. The HVI Certification Label shall be reproduced only in accordance with the specifications found in Appendix I.

4.5.2.1. Exception: When the HVI Certification Label is reproduced on the printed carton of a certified product, but the carton printing does not include the specified label color, it may be printed in a color used on the carton, and the size may be appropriately adjusted.

### 5. The HVI Membership Logo

(Artwork as illustrated below is available from HVI.)



5.1. The purpose of the HVI Membership Logo is to indicate that a company is an HVI member in good standing, not to imply HVI product certification.

5.2. Permitted uses of the HVI membership logo include the following.

5.2.1. Member companies may use the HVI Membership Logo on their letterhead and other similar printed material to indicate HVI membership.

5.2.2. Member companies may use the HVI Membership Logo on their catalogs and other commercial publications, including web sites, to indicate HVI membership.

5.2.3. Member companies may use the HVI Membership Logo in association with trade show exhibits to indicate HVI membership.

5.3. Prohibited uses of the HVI Membership Logo include the following.

5.3.1. The HVI Membership Logo shall not be used for any form of misrepresentation nor to create false impressions about HVI membership or any other HVI activity or relationship.

5.3.2. The HVI Membership Logo shall not be used on products or in literature to imply HVI certification of products that are not certified.

5.3.3. The HVI Membership Logo shall not be used in place of the HVI Certification Label.

5.4. Reproduction of the HVI Membership Logo

5.4.1. The HVI Membership Logo shall be reproduced only with the specification artwork available from HVI, in **blue** (PMS # 2746).

5.4.1.1. Exception: When the printed material does not include the specified color, such as a company's letterhead, it may be reproduced in all black or a dark color used on the publication.

## 6. The HVI Corporate Logo



6.1. The HVI Corporate Logo is for the Home Ventilating Institute to use on its letterheads, envelopes, official documents, trade show booths, publications, etc.

6.2. Only the Home Ventilating Institute is authorized to use the HVI Corporate Logo. Neither HVI members nor anyone else shall use it.

6.3. Reproduction: the HVI Corporate Logo shall be printed in **blue** (PMS # 2746).

## 7. The HVI Names

### **HVI<sup>®</sup>** **Home Ventilating Institute<sup>®</sup>**

- 7.1. The names of HVI are represented in ordinary type fonts. Stylized type fonts are not to be used. In printed matter, the names shall be accompanied by the “circle-R” registration mark. See also, Registration of HVI Marks, following.
- 7.2. “HVI” and “Home Ventilating Institute”, the written names of the association, are the property of the association and are included in HVI’s protected marks.
- 7.3. HVI members and others may use the names of the association in writings when describing matters related to HVI. When the names are used, registration shall be indicated as described below under Registration.
- 7.4. The names of the association shall not be used in any manner to imply certification for any product unless the product has HVI Certification in good standing.
  - 7.4.1. Statements such as “tested in accordance with HVI Procedures” are not permitted. “HVI-Certified” is permitted if it accurately represents a product’s status.

## 8. HVI’s Other Marks and Intellectual Property

- 8.1. HVI retains ownership of its other intellectual property. HVI regularly produces a variety of slogans, marks, writings and art for various purposes.
- 8.2. HVI makes available artwork and printed copies of a variety of these products, many of which are intended for publicity.
  - 8.2.1. HVI shall produce guidelines for the proper and permitted usage of each item as it is made available. Guidelines shall help define where and how the item is to be used and shall include specifications for color, style and format.
  - 8.2.2. HVI shall also describe prohibited usage in the guidelines.
  - 8.2.3. Generally, HVI shall make it easy for its members to publicize HVI in the marketplace, while continuing to maintain an image of dependability and authority.

8.3. As a regular policy, HVI shall consider promptly providing protection for its intellectual property. The authority for decisions related to such protection shall normally reside with the Board, who may delegate it.

8.3.1. The most important marks with expected long usage life shall be registered when possible.

8.3.1.1. The “Circle-R” shall be used as described in Section 9.

8.3.2. Lesser marks and those with shorter expected life, and/or those for which registration is not available, shall be treated as Trade Marks or Service Marks.

8.3.2.1. The “TM” shall be used with all Trade Marks and Service Marks, as described in Section 9.

8.3.3. Published material not appropriate for registration shall be protected by Copyright.

8.3.3.1. Copyright materials shall be marked “Copyright 2000 HVI” or the equivalent.

## **9. Enforcement, Maintenance, and Registration of HVI Marks**

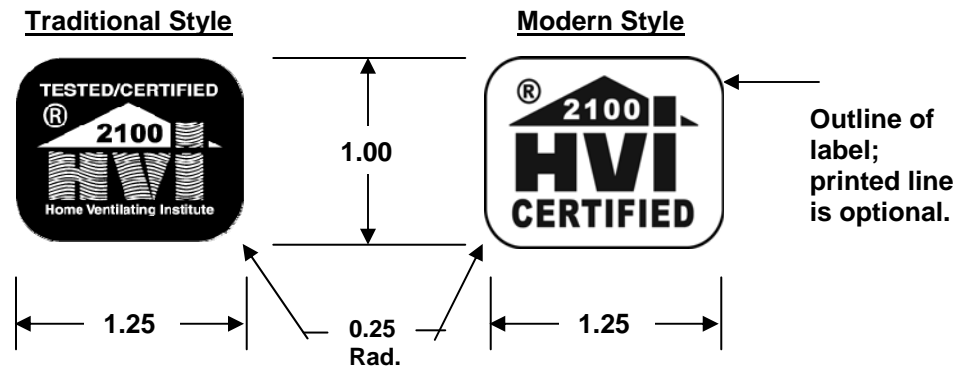
9.1. Enforcement of the use of the registration mark shall be the responsibility of HVI Staff. They may rely upon information gathered by others.

9.2. Each HVI Mark described herein is considered the property of HVI, and shall be recognized as such by displaying with it the appropriate symbol, either the “TM” (™) or the “circle-R” (®). The “circle-R” and “TM” must be used in conjunction with the first use of a mark in a publication, and may be omitted in subsequent uses.

## **10. Penalties for Non-Compliance**

10.1. Failure to abide by the requirements for protection of the HVI marks set forth in this and other HVI publications shall be reported to the HVI Board of Directors for appropriate action including, but not limited to, withdrawal of the privilege of using HVI’s marks, suspension of the right to use the HVI Certification Label, expulsion from membership, and the imposition of any other legal remedies available to HVI.

## APPENDIX I: SPECIFICATIONS FOR THE HVI CERTIFICATION LABEL



### Specifications:

Either style of label is acceptable, at the option of authorized member-users.

For Certification Labels intended to be applied to products:

- Size shall be as indicated.
- Certification label shall be printed on gloss white paper.
- Print color to be **blue** (PMS #2746).
- Label to have permanent adhesive backing.
- Label and printing shall be grease-resistant per UL grease resistance specifications.

For printing a representation of Certification Label on cartons:

- Indicated size is to be minimum.
- Print color to be **blue** (PMS #2746) or a carton printing color.

For printing a representation of Certification Label on literature:

- Size may be reduced from above as long as label is easily read.
- Print color to be **blue** (PMS #2746) for four-color literature, or a literature printing color if not four-color.

Acceptable uses of the Certification label are illustrated in following pages.

Artwork, electronic and/or camera-ready, is available from the HVI office.

All versions of the HVI Certification Label are the property of HVI.

## Acceptable Uses of the HVI Certification Label:

- Modern style Certification Labels may be used with or without the border.
- HVI's contact information may be added below the Certification Label. All or part of the information shown may be used as shown in the examples below.



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**TO OBTAIN ARTWORK FOR AUTHORIZED USES, CONTACT HVI HEADQUARTERS.**