

GUIDELINES FOR PROPER USE OF THE ETV NAME AND LOGO

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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, and the following ETV Logo disclaimer:

Disclaimer: The Philippine ETV Program name and Logo does not imply approval or certification of this product, nor does it make any explicit or implied warranties or guarantees as to product performance. Information on the performance characteristic of (product name) can be found at <http://www.etvphilippines.ph> or <http://cptech.dost.gov.ph>

- The ETV Website URL www.etvphilippines.ph must appear attached or adjacent to the ETV Logo (see Figure 2). The maximum space allowed between the ETV Logo and the website URL is ¼ inch.

Figure 2-Example: ETV Logo with Web Site URL

(See Image (NAR) VOL. 22 NO. 1/ JANUARY - MARCH 2011 page 320)

- The disclaimer does not have to appear adjacent to the ETV logo –it may be placed where normal explanatory information is found in the advertising material. For example, if the ETV Logo is placed...
- On single-sided print advertisements or posters, the disclaimer may be placed with standard trademark and registration information at the bottom of the advertisement where other companies' products are recognized (e.g. "product X is registered trade mark of ABC Corp", or
- On multi-page brochures or manuals, the disclaimer must appear with the first use of the ETV Logo (i.e., on the same page) or in the front section with the recognition of trademarks.
- When using the ETV logo on a website or other electronic media, the Logo must be hot-linked to the ETV Web Site at <http://www.cptech.dost.gov.ph> or at www.etvphilippines.ph
- For legibility, ETV recommends that the logo should not be reproduced smaller in width than ½ inch for print. The font used for the attached ETV Website URL must be, at a minimum, 12 point font size. The font used for the ETV Logo disclaimer must be at a minimum, 8 point font size. Legibility of the ETV Logo, attached Web site URL, and disclaimer must be maintained on the web.
- The ETV Logo must be reproduced according to the specifications outlined in section 5 and other specifications as follows:
- Appropriate color: The three-color logo (Blue, red, yellow) must be reproduced faithfully. This may also be reproduced in black and white.

(See Image (NAR) VOL. 22 NO. 1/ JANUARY - MARCH 2011 page 320)

6. PROMOTIONAL OR EDUCATIONAL PURPOSES OF LOGO

The ETV name and Logo maybe used for general promotional or educational purposes by individual (s) or organizations with permission from ETV Program /ITDI, DOST. These may be used in print or electronic materials to provide general descriptions about ETV and convey the benefits of ETV. Common uses of the ETV name and Logo for promotional or educational purposes may include: press releases, websites, brochures, newsletters, annual reports, published general news or scientific articles, or other media that provides details about

ETV's operation, requirements, accomplishments, or progress. When using the ETV name and Logo for promotional and educational purposes, individuals and organizations must comply with the following: Reproduction of Logo must be according to specifications; all must receive approval from ETV Program prior to final production of print or electronic materials.

Recommendations on ETV Language for promotion that will help maintain a strong and distinctive identity for ETV:

The Philippine ETV Program provides credible performance data for innovative commercial ready environmental technologies to help speed their implementation for the benefit of the technology developers, buyers, policy makers, permittees and the public. Additional information is available on the ETV website at www.etvphilippines.ph

7. ETV STANDS AND DISKS

ETV Applicant will be provided with an ETV "participant" stand by the ETV Program for promotional purposes. The ETV "participant" stand will be used to indicate that a specific product is in-process of being performance-verified under ETV. The use of ETV "participant" stand is the only instance in which a developer/vendor may use the ETV Logo prior to completion of verification for a product.

An ETV disk is provided once a verification of the product is complete. The disk can be used by vendors/developers to advertise that a particular product's performance data have been verified by ETV. Both the stand and disk display the ETV name and Logo and the ETV Website. These can be used at conferences and meetings where they are displaying the specific product that had undergone ETV. The ETV disk can be affixed to a booth or table or to the product itself if it is being displayed. Use of both the ETV stand and disk must be in accordance with the guidelines specified in this document.

Figure 3. Example of ETV Stand (Left) and ETV Disk (Right)

(See Image (NAR) VOL. 22 NO. 1/ JANUARY - MARCH 2011 page 321)

8. CHANGES IN COMPANY OR PRODUCT OWNERSHIP, PRODUCT NAME

Vendors with technologies whose performance data have been verified by ETV may be acquired by other companies, change their company name, or change the name of a performance-verified product. As long as the technology remains the same and is not changed, the new company, the company with new name, or the product name change, may continue to use the ETV verification report and statement and, subsequently, the ETV name and logo in accordance with the guidelines specified in this document. To do so requires that ETV change the relevant product ownership and contact information in the box on the first page of the verification statement and in the ETV Report, if applicable. The change will be documented with a footnote specifying the changes. It is the responsibility of the company with the verified product to contact the ETV Program in writing about a name change or change in product ownership, and to provide written confirmation that the product has not been modified from that for which performance was originally verified by ETV.

9. LOGO USE VIOLATIONS

ETV Program oversees the proper use of the ETV name and Logo. This includes monitoring the use of the name and logo in the marketplace and directly contacting those organizations that are using them improperly or without authorization. Those that misuse the ETV name and logo will be contacted in writing to correct the error (s). Failure by a developer or their representative to make the required correction(s) may result in removal of the

developers/vendor's report and statement from the ETV web site and revocation of the verification report and statement. An announcement stating that the verification has been revoked shall be made by the ETV program. The revocation shall also mean that any permission for the use of the ETV name and Logo granted to the developed/ vendor or representative (s) is also revoked. The following are violations and should be strictly noted:

- Do not distort, rotate and alter the ETV Logo
- Do not separate components of the ETV Logo in anyway
- Do not substitute any part of the ETV Logo
- Do not use other typeface to replace part or all of the ETV Logo
- Do not let text, graphics, etc. run into the ETV Logo

Note: These guidelines apply to use of the ETV name and Logo only. These guidelines do not apply to use of ITDI/DOST logo or seal, nor does ETV verification imply any approval for use of the ITDI/DOST logo or seal by performance-verified technology developers/ vendors or others.

10. EFFECTIVITY

This order shall take effect immediately.

Adopted: 02 March 2011

(SGD) MARIO G. MONTEJO
Secretary

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