



# Use of the Collaborative for High Performance Schools Name and Logos

## CHPS Trademarks

The Collaborative for High Performance Schools (CHPS) strives to maintain the highest levels of credibility, integrity and objectivity in all of its endeavors. It is the intent of CHPS that its name and logo will be recognized as highly credible, and as an indicator of commitment to excellence in high performance school design, construction, maintenance and operation. Accordingly, the CHPS name and logos are important assets of the organization, and will be protected to the greatest extent possible. Any use of these trademarks may be revoked by CHPS at any time.

The Collaborative for High Performance Schools<sup>®</sup>, CHPS<sup>®</sup>, the CHPS logo – including the CHPS Product Logo – are registered trademarks with the United States Patent and

Trademark Office. The Operations Report Card<sup>™</sup>, ORC<sup>™</sup>, CHPS Criteria<sup>™</sup>, CHPS National Core Criteria<sup>™</sup>, CHPS Verified<sup>™</sup>, CHPS Verified Leader<sup>™</sup>, CHPS Designed<sup>™</sup>, CHPS PreFAB<sup>™</sup> are trademarked by CHPS, Inc.

Use of CHPS name and Organizational, Product and member logos are restricted as follows in this guidance document.

# CHPS Name and Organizational Logo



The words “Collaborative for High Performance Schools,” CHPS, and the CHPS logo may be used only as permitted by law, or as specifically approved in advance and in writing by CHPS. Any use of these trademarks may be revoked by CHPS at any time.

To request CHPS approval to use CHPS name and logo trademarks, the applicant must request such approval in writing. No specific form of proposal is required, but the proposal should include a detailed explanation of the proposed use, and include relevant contact information and website URL. Once approved, CHPS shall issue a name and/or logo usage approval letter setting forth the

detailed terms and conditions of the authorization. Once approved, a use may be republished or redistributed without further approval, provided all of the provisions of this policy are met.

Proposed uses of the CHPS name and/or logo are subject to the approval of CHPS, in its sole discretion. Decisions of CHPS concerning name and logo usage are final.

## Standard of Use for the CHPS Organizational Logo

Approvals of use of the CHPS name and/or logo shall conform to the following standards:

- A. The CHPS name and/or logo shall not be modified, distorted or altered in any way.
- B. The contents of any publication or advertisement bearing the CHPS name or logo must be clear, accurate and not misleading or likely to be misleading. All publications or advertisements including the CHPS name or logo must include the following disclosure: “This [design, product, proposal, etc.] is not endorsed by or a division or affiliate of CHPS. These products [or services] are provided by [name

of firm], not CHPS.”

- C. CHPS name and logo usage must be in conservative proportion to the endorsed firm’s name and logo. Usage deemed too large, repetitive or misleading in the reasonable discretion of the CHPS CEO or designate may be rejected.
- D. Questions regarding the appropriateness of the use of the CHPS name or CHPS Organizational Logo in a prospective or draft advertisement or announcement should be submitted to CHPS for review.

# CHPS Product Logo



The CHPS Product Logo is distinguished from the CHPS Organizational Logo by the word “Product” under the logo. The CHPS Product Logo is available for use by manufacturers on products that currently have earned CHPS Pre-Approval (based on lab testing results, third-party certification, or CHPS self-certification forms for Low Emitting Materials or other attributes). Pre-Approved Products may be listed in the CHPS Pre-Approved Product Database on Zerodocs.com, in the Sustainable Minds Transparency Catalog, or on other listing services.

The CHPS Product Logo may only be used in reference to the specific product listed on the CHPS Pre-Approval Certificate, not to the manufacturing company (or broker or distributing company) in general. If a product family is listed, each product from that family may use the CHPS Product Logo.

In print materials and on product packaging, the CHPS Product Logo may be used to indicate product compliance with the CHPS Criteria.

In online materials, the CHPS Product Logo may be used only while the product has a valid CHPS Pre-Approval Certificate. The CHPS Product Logo may be placed on the member’s website as an unlinked label or as a link to the CHPS listings on Zerodocs.com, on Sustainable Minds Transparency Catalog, on another listing service where the CHPS Pre-Approved Product Certificate is posted, to the PDF of the Pre-Approved Product Certificate. It may not be linked to any pages on <https://chps.net> or any website controlled by another entity where the CHPS Pre-Approved Product Certificate is not posted.

Online materials include, but are not limited to: webpages under the direct control of the

manufacturer; other databases which indicate the product is approved by CHPS in which the manufacturer willingly participates; manufacturer-controlled blog posts; and online advertisements, including email.

In print materials and on product packaging, the CHPS Product Logo may be used and printed only while the product’s Pre-Approval Certificate is valid. If the product Certificate expires or is removed for any reason, including but not limited to reformulation of the product or the expiration of the associated listing, the manufacturer’s right to use the CHPS Product Logo is immediately revoked, and the manufacturer must immediately discontinue the use and printing of the CHPS Product Logo. In addition, if revocation is due to listing expiration, existing product with the CHPS Product Logo on its packaging may continue to be sold and marketed with the CHPS Product Logo. No new products may be produced using the CHPS Product Logo on its packaging until the listing is restored.

In online materials over which the manufacturer has control, if the product listing becomes inactive, or if the use of the CHPS Product Logo is revoked for any reason, the manufacturer shall immediately remove the CHPS Product Logo.

CHPS reserves the right to require that the manufacturer disclose all locations, online and in print, in which the CHPS Product Logo is intentionally used on an annual basis.

Usage of the CHPS Product Logo must be consistent with the enclosed CHPS Brand Guide. The Logo may not be altered in any way.

## Standard of Use for the CHPS Product Logo

Use of the CHPS Product logo shall conform to the following standards:

A. The CHPS Product logo shall not be modified, distorted or altered in any way.

B. The contents of any publication or advertisement bearing the CHPS Product logo must be clear, accurate and not misleading or likely to be misleading. All publications or advertisements including the CHPS Product logo must include the following disclosure: "This [design, product, proposal, etc.] is not endorsed by or a division or affiliate of CHPS.

These/this product(s) are provided by [name of firm], not CHPS."

C. The CHPS Product logo usage must be in conservative proportion to the endorsed firm's name and logo. Usage deemed too large, repetitive or misleading in the reasonable discretion of the Executive Director or his/her designate may be rejected.

D. Questions regarding the appropriateness of the use of the CHPS Product Logo in a prospective or draft advertisement or announcement should be submitted to CHPS for review.

## Accessing the CHPS Product Logo

Manufacturers may request the CHPS Product Logo by contacting CHPS at 415-957-9888 or [info@chps.net](mailto:info@chps.net).

# CHPS Member Logo



The CHPS Member Logo is distinguished from the CHPS Organizational and CHPS Product Logos by the word “Member” under the logo. The Member Logo is available for use by members with current standing to promote their membership with CHPS. New members receive the logo packet with confirmation of their membership. The privilege to use the Member Logo is immediately terminated upon the lapse or termination of an organization’s membership. Companies will be notified if membership has lapsed or been terminated.

The Member Logo may be used in connection with the

member’s business and marketing materials in print and on the web. The logo may be placed on the member’s website as a link to the CHPS homepage (<https://chps.net>) and to identify the company as a CHPS member. It may not be used to link to other pages on CHPS’, the member’s or any other third party website.

Manufacturers may not use the CHPS Member Logo to indicate CHPS endorsement or approval or product compliance. The CHPS Organizational Logo may not be used to indicate membership.

## Standard of Use for the CHPS Member Logo

Use of the CHPS Member logo shall conform to the following standards:

- A. The CHPS Member logo shall not be modified, distorted or altered in any way.
- B. The contents of any publication or advertisement bearing the CHPS Member logo must be clear, accurate and not misleading or likely to be misleading. All publications or advertisements including the CHPS Member logo must include the following disclosure: “This [design, product, proposal, etc.] is not endorsed by or a division or affiliate of CHPS.

These/this product(s) are provided by [name of firm], not CHPS.”

- C. The CHPS Member logo usage must be in conservative proportion to the endorsed firm’s name and logo. Usage deemed too large, repetitive or misleading in the reasonable discretion of the Executive Director or his/her designate may be rejected.
- D. Questions regarding the appropriateness of the use of the CHPS Member Logo in a prospective or draft advertisement or announcement should be submitted to CHPS for review.

## Accessing the CHPS Member Logo

Members may obtain the CHPS Member Logo by contacting CHPS at 415-957-9888 or [info@chps.net](mailto:info@chps.net).