

# ExtraEnergy Testseal

## Application Guidelines

ExtraEnergy has developed a Testseal in conjunction with its tests. This Testseal was developed to both support the electric vehicle market and to help create a market standard.

ExtraEnergy e.V. is a neutral authority whose recommendations and judgements are respected by its consumers. The ExtraEnergy Testseal gives products a distinguishing mark which manufacturers can use to their advantage at markets, conventions and trade shows.

The Testseal contains elements of the Corporate Identity of ExtraEnergy. Therefore, the display of the ExtraEnergy Testseal represents an agreement of standards and claims between the manufacturer and ExtraEnergy.

Consequently, it is important that with the use of the ExtraEnergy Testseal logo, the following application guidelines are adhered to.

A voucher copy of each publication must be sent to:

ExtraEnergy e.V.  
Koskauer Strasse 98  
D- 07922 Tanna

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and an forgery of a document.

## Definition

The ExtraEnergy Testseal logo consists of two graphic symbols, one located inside the other, texts also located inside the larger graphic and an area of clear space surrounding the entire graphic.

To preserve the integrity of the ExtraEnergy Testseal, these elements and their relative size and positioning must not be altered.

The Testseal will be awarded with the published results of the test. The Testseal will mark the products as “good”, “very good” or will recognize products awarded with a special recommendation. The presentation of the Testseal is limited to ONE product and may be used for the advertisement of that specific model only. The Testseal must always be used in reference with model to which it has been awarded, not in reference to the manufacturer of the product in general. With the presentation of the Testseal the Manufacturer will receive the rights to use the Testseal logo in accordance with the printed ExtraEnergy Testseal Application Guidelines.

## Using the Testseal

The ExtraEnergy Testseal may be used on product related internet pages, prospects, flyers, labels, displays, stickers, promotional stands etc.

For reproduction of the Testseal Logo, always use the electronic artwork provided by ExtraEnergy. Scanning or copying is not permitted.

The Testseal may not be changed in any way. It may not be translated or animated. The Testseal may not be turned, rotated, skewed or distorted in any way.

If the Testseal is used on an internetpage it must be a link to the following URL:  
<http://www.ExtraEnergy.org>



Keep the number of the Testseal logos to a minimum – usually no more than one Testseal logo per surface or page. The Testseal must always be subordinate in both size and placement to the primary product or company with which it is used. Do not use any part of the Testseal logo as a decorative illustration, graphic element or background graphic.

## Minimum Size and Clear Space

The size selected for the Testseal logo will depend on the design and medium of the communications piece, the method of reproduction or printing technique and where appropriate the surface. The logo must be clear and legible.



The minimum size (vertical height) is 30mm.

The clear space surrounding the Testseal logo is an integral part of its design. The clear space should measure at least  $x$  on all sides, where  $x$  equals the height of the yellow stripe. Do not place any other trademark, logo, text, photograph or illustration in the minimum clear space area.

## Background

The preferred background color for the Testseal logo is white. Do not place the Testseal on a background darker than 5% black or the equivalent thereof.



Pantone 1797		C 0 M 94 Y 94 K 6
Pantone 123		C 0 M 30 Y 94 K 0



The colors shown in this guide have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE™ Color Standards. For accurate standards, refer to the current edition of the PANTONE™ Color Formula Guide.

PANTONE is a registered trademark of Pantone, Inc.

## Colors

The colors of the ExtraEnergy Testseal logo were chosen to insure easy recognition.

Special attention should be given when printing to insure that the proper colors of the Testseal are used.

For the Year 2006 the Testseal logo will use the colors PAN 1797 and PAN 123.

The best color reproduction will be attained when printed in full color.

In the case that the Testseal will be printed using a four-color process, the compromising CMYK values must be used.

## Single Color Printing

In the case that the Testseal must be printed in single color – for example in newspapers, announcements, etc.– the corresponding shades of gray must be applied.

## Black-and-White

A black-and-white version of the Testseal is available for black-and-white applications. This version of the Testseal may only be used for faxes, stamps, etc. The use of the Black-and-white version of the Testseal may only be used on a white background. A negative print with a black background is not permitted.