

# BEST

## Workplaces for Commuters<sup>SM</sup>



## Graphic Standards and Usage Guide

June 2004

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# 1.0

## Best Workplaces for Commuters<sup>SM</sup> Core Identity Elements

### 1.1 Brand Overview



The purpose of this graphic standards guide is to impart a consistent identity for the U.S. Environmental Protection Agency's (EPA) Best Workplaces for Commuters<sup>SM</sup> brand, thus preserving the value of this elite designation for employers. To this end, it is important that all communications are clear, consistent, and compelling. With the following graphic standards, we attempt to promote Best Workplaces for Commuters<sup>SM</sup> and provide a system that will allow all communications materials to reflect a common, mutually reinforcing image. Understanding the core identity elements of the Best Workplaces for Commuters<sup>SM</sup> logo will help you create professional and attractive marketing materials that will convey your organization's commitment to reduced traffic congestion, improved air quality, and improved quality of life for employees.

All employers appearing on the list of Best Workplaces for Commuters<sup>SM</sup> and bearing its logo meet the National Standard of Excellence, which is the EPA designation that signifies the employer provides outstanding commuter benefits, such as transit/vanpool pass, telecommuting, shuttles, onsite amenities, and preferred parking for carpoolers. The specific criteria to achieve this designation are located at <[www.bwc.gov](http://www.bwc.gov)>.

For more information regarding the information contained in this guide, e-mail <[bwc@epa.gov](mailto:bwc@epa.gov)> or call (888) 856-3131.

## 1.2 Introduction to the Logo

The logo is the signature for Best Workplaces for Commuters<sup>SM</sup> and is for use by EPA and Best Workplaces for Commuters<sup>SM</sup> employers and campaign coalition members. There are currently several variations of the Best Workplaces for Commuters<sup>SM</sup> logo—the national logo, selected campaign logos, and approved districts logos—available for use in outreach and communication materials.

Logo	User
	<ul style="list-style-type: none"> <li>• EPA-approved Best Workplaces for Commuters<sup>SM</sup> employers.</li> <li>• Best Workplaces for Commuters<sup>SM</sup> Network (BWC Network) members that do not meet the National Standard of Excellence* but are interested in promoting the program to their membership and local employers.</li> </ul>
	<ul style="list-style-type: none"> <li>• Selected campaign coordinators, coalition members, and other campaign supporters.</li> <li>• EPA-approved Best Workplaces for Commuters<sup>SM</sup> employers.</li> </ul>
	<ul style="list-style-type: none"> <li>• EPA-approved Best Workplaces for Commuters<sup>SM</sup> districts.</li> </ul>

\* Unqualified BWC Network members should not misrepresent themselves as approved Best Workplaces for Commuters<sup>SM</sup>.

## General Logo Guidelines

Organizations should follow the general and specific logo guidelines. The following are the general guidelines:

- The Best Workplaces for Commuters<sup>SM</sup> name and logo may only be used by approved employers who have earned the designation and supporting organizations such as campaign coordinators and BWC Network members.
- The Best Workplaces for Commuters<sup>SM</sup> name and logos may never be used in any manner that would imply EPA endorsement of a company, its products, or its services. Neither the Best Workplaces for Commuters<sup>SM</sup> logos nor the Best Workplaces for Commuters<sup>SM</sup> name may be used as part of any other company name, product name, service name, domain name, or Web site title.
- Only use the original logo files provided by EPA. The logos may not be altered, cut apart, separated, or otherwise distorted in perspective or appearance.
- The logos may never be used in a manner that would disparage Best Workplaces for Commuters<sup>SM</sup>, EPA, or any other government body.
- Supporters and other authorized organizations are responsible for their own use of the Best Workplaces for Commuters<sup>SM</sup> logos, as well as for use by their representatives, such as ad agencies and public relations firms.

### 1.3 How to Use the Logo

EPA owns the term “Best Workplaces for Commuters<sup>SM</sup>” and is in the process of registering the term with the U.S. Patent and Trademark Office. EPA is registering “Best Workplaces for Commuters<sup>SM</sup>” to protect all parties planning to use the name and logo, including qualified employers. The small capped, superscript “<sup>SM</sup>” after “Commuters” stands for Service Mark, which means that the mark applies to a service rather than a product—which would use the more common “TM” for trademark.

The logo consists of the Best Workplaces for Commuters<sup>SM</sup> graphic, which includes the words “Best Workplaces for Commuters<sup>SM</sup>.” Please pay special attention to other core identity elements including color variations, display rules, typography, incorrect usage, and file formats, which are identified in the following sections of this guide.

# 2.0

## National Logo Guidelines



### 2.1 Using the National Logo: Introduction

The Best Workplaces for Commuters<sup>SM</sup> national logo may be used by:

- Qualified and approved employers for internal and external promotion of their participation in Best Workplaces for Commuters<sup>SM</sup>. Employers may download the logo from the Members-Only Toolkit found at [www.bwc.gov/employ/index.htm](http://www.bwc.gov/employ/index.htm).
- BWC Network members that do not qualify as Best Workplaces for Commuters<sup>SM</sup> to promote the program to their members and other employers. Network members may not misrepresent themselves as one of the Best Workplaces for Commuters<sup>SM</sup>. Network members can download logo files from [bwc@epa.gov/support/index.htm](mailto:bwc@epa.gov/support/index.htm).

The Best Workplaces for Commuters<sup>SM</sup> logo may not be used in any way that could be perceived as an endorsement by EPA or the Best Workplaces for Commuters<sup>SM</sup> program of a company's product(s) or service(s).

## Logo Use by Multiple Work Sites

Only work sites qualified as Best Workplaces for Commuters<sup>SM</sup> may use the logo. If EPA has designated your entire company or organization as one of the Best Workplaces for Commuters<sup>SM</sup>, you may use the logo in any materials associated with the entire company or organization.

If, however, EPA designates only select work sites (e.g., certain offices or departments) as Best Workplaces for Commuters<sup>SM</sup>, only those work sites may use the logo. For example, ABC Corporation has a Sacramento office that houses the company's research department, and that work site qualifies as one of the Best Workplaces for Commuters<sup>SM</sup>. ABC's research department may use the logo as described above.

For employers with only select work sites designated as Best Workplaces for Commuters<sup>SM</sup>, the headquarters office may not use the logo except in references to the qualifying work sites. For example, ABC can mention that its Sacramento office has been designated as one of the Best Workplaces for Commuters<sup>SM</sup>—“We're proud that our Sacramento office recently qualified as one of the Best Workplaces for Commuters<sup>SM</sup>.” ABC's headquarters office, however, may not use the logo to imply that the entire company is designated as one of the Best Workplaces for Commuters<sup>SM</sup>.

## 2.2 Using the National Logo: Applications

EPA encourages **employers** to use the Best Workplaces for Commuters<sup>SM</sup> name and logo. Here are some products and activities you can use the name and logo on and for:

- Web sites, Intranet
- Job postings (Web and newspaper)
- Employee benefit summaries
- New employee handbooks
- Decal on store fronts, shuttle buses, or vanpools
- Annual and environmental reports
- Letterhead
- Media outreach
- Promotional materials (e.g., mugs, magnets, pens)

**BWC Network members** might want to use the Best Workplaces for Commuters<sup>SM</sup> name and logo on and for the following products and activities:

- Web site link to <www.bwc.gov>
- Media outreach
- Bulletin boards
- Promotional materials (e.g., mugs, magnets, pens)
- Newsletters and mailings

## 2.3 Logo: Color

The preferred color configuration—the prescribed purple and green defined on this page—should be used whenever possible. The Best Workplaces for Commuters<sup>SM</sup> employer logo can be produced in either its color version or in varying shades of black. For legibility, it is important to ensure that the background is light enough when using the preferred color or black versions.

The only approved logo files that BWC employers and Network members may use are those downloaded from EPA’s Web site at <www.bwc.gov> or those obtained by emailing EPA at <bwc@epa.gov>.

### Spot Color

For spot color usage (often referred to as PMS or Pantone Matching System), the prescribed colors are PMS 248 purple and PMS 625 green.



Pantone 248



Pantone 625

### Four-Color Process

For four-color process printing, the build formulas detailed here for the prescribed purple and green must be used.

Prescribed Purple		Prescribed Green	
Four-Color Process		Four-Color Process	
C	50%	C	50%
M	100%	M	00%
Y	00%	Y	30%
K	00%	K	30%



## Black Version

The entire Best Workplaces for Commuters<sup>SM</sup> national logo can also be reproduced in 100 percent black as presented here.



## White Logo on Dark Background

It is preferred that the logo only be used on a white or light-colored background. When this is not possible, the Best Workplaces for Commuters<sup>SM</sup> national logo may be reversed to white on a dark background or printed in white atop a dark background. The logo may be reversed onto any dark background.



## 2.4 Logo: Display Rules

For the Best Workplaces for Commuters<sup>SM</sup> national logo to accurately represent the program, it must be displayed in a prominent, uninterrupted manner. The logo must never be cluttered by other elements such as text, photographs, illustrations, or background textures and should be displayed using the preferred colors whenever possible.

### Clear Space Rule

Clear space—into which no copy, illustrated material, or other graphic elements may intrude—must always surround the logo. The clear space around the logo is proportional to the size of the logo as it is enlarged or reduced. The desired minimum amount of clear space required around the logo can be defined as “0.5x” as

shown here, in proportion to the size of the logo used. “X” is measured as the total height of all the text lines.



## Minimum Display Requirements

The logo must never be reproduced smaller than 0.75 inches wide to ensure legibility.



Minimum size 0.75"

## 2.5 Logo: Incorrect Usage

Examples of unacceptable logo configurations for the Best Workplaces for Commuters<sup>SM</sup> national logo are listed below.

It is impossible to show all incorrect variations. The most probable versions are illustrated here.

Samples of Incorrect Use:

- **DO NOT** alter any of the signature colors from those prescribed in Section 2.3.
- **DO NOT** change the type size or placement.
- **DO NOT** rotate the signature.
- **DO NOT** outline the type or the Best Workplaces for Commuters<sup>SM</sup> graphic.
- **DO NOT** alter the size ratio between the Best Workplaces for Commuters<sup>SM</sup> graphic and type.
- **DO NOT** add elements to the signature such as a division name.
- **DO NOT** alter the positioning of the Best Workplaces for Commuters<sup>SM</sup> graphic or type.
- **DO NOT** remove the Best Workplaces for Commuters<sup>SM</sup> graphic from the type when used as the signature.

Samples of Incorrect Use	

## 2.6 Logo: File Formats

Electronic versions of the national logo can be downloaded from the Best Workplaces for Commuters<sup>SM</sup> Web site in EPS, TIFF, JPEG, and GIF formats. These formats are named with the following three-character extensions: .eps, .tif, .jpg, .gif.

**EPS is the preferred format for all printed projects.** EPS files can be used in Quark Xpress, PageMaker, and most paint and photo imaging software. An EPS image is scalable; it can be resized without any change in resolution. This is the best format to use when you are making the logo larger. EPS is an encapsulated postscript file; you must have a postscript printer to output it.

**TIFF files are high resolution files that can be used in place of EPS if you do not have a postscript output device.** TIFF files can be used in WordPerfect, MS Word, PowerPoint, Quark Xpress, PageMaker, and most paint and photo imaging software. The resolution of a TIFF file will change when you resize it, and if you enlarge the image, it might become jagged.

**JPEG files can be used in WordPerfect, MS Word, and PowerPoint.** Low resolution JPEG files can also be used for Web sites.

**GIF files are good for onscreen viewing.** Because of their low resolution, GIF files should only be used for documents that will be viewed on a computer screen.

# 3.0

## Campaign Logo Guidelines



### 3.1 Using the Campaign Logo: Introduction

The Best Workplaces for Commuters<sup>SM</sup> campaign logos may be used by:

- Campaign coordinators, coalition members, and other BWC Network members to promote their participation in a Best Workplaces for Commuters<sup>SM</sup> campaign area or promote Best Workplaces for Commuters<sup>SM</sup> to local employers. Campaign logos can be downloaded from the Campaign Coordinator Kit online at <[www.bwc.gov](http://www.bwc.gov)> or obtained by emailing EPA at <[bwc@epa.gov](mailto:bwc@epa.gov)>.
- Employers located in campaign areas for both internal and external promotion. EPA will provide logo files to employers located in campaign areas by email. Employers also may request campaign logo files by sending an email to <[bwc@epa.gov](mailto:bwc@epa.gov)>.

The Best Workplaces for Commuters<sup>SM</sup> logo may not be used in any way that could be perceived as an endorsement by EPA or the Best Workplaces for Commuters<sup>SM</sup> program of a company's product(s) or service(s).

## Logo Use by Select Work Sites

Only work sites qualified as Best Workplaces for Commuters<sup>SM</sup> as part of a campaign may use the campaign logo.

### 3.2 Using the Campaign Logo: Applications

EPA encourages **campaign coordinators, coalition members, and other BWC Network members** to use the Best Workplaces for Commuters<sup>SM</sup> name and program logo. Here are some products and activities you can use the campaign logo on and for:

- Web sites
- Presentations
- Marketing materials (e.g., brochures, flyers, posters)
- Letterhead
- Media outreach
- Event materials
- Newsletters
- Certificates
- Promotional materials (e.g., mugs, magnets, pens)

EPA encourages **employers** to use the Best Workplaces for Commuters<sup>SM</sup> campaign logo. Here are some products and activities you can use the name and logo on and for:

- Web sites, Intranet
- Job postings (Web and newspaper)
- Employee benefit summaries
- New employee handbooks
- Decal on store fronts, shuttle buses, or vanpools
- Annual and environmental reports
- Letterhead
- Media outreach
- Promotional materials (e.g., mugs, magnets, pens)

### 3.3 Logo: Color

The preferred color configuration—the prescribed purple and green defined on this page—should be used whenever possible. The Best Workplaces for Commuters<sup>SM</sup> campaign logo can be produced in either its color version or in varying shades of black. For legibility, it is important to ensure that the background is light enough when using the preferred color or black versions.

The only approved logo files to be used are available to download from the online Campaign Coordinator Kit at <[www.bwc.gov](http://www.bwc.gov)> or those obtained by emailing EPA at <[bwc@epa.gov](mailto:bwc@epa.gov)>.

#### Spot Color

For spot color usage (often referred to as PMS or Pantone Matching System), the prescribed colors are PMS 248 purple and PMS 625 green.



Pantone 248



Pantone 625

#### Four-Color Process

For four-color process printing, the build formulas detailed here for the prescribed purple and green must be used.

Prescribed Purple		Prescribed Green	
Four-Color Process		Four-Color Process	
C	50%	C	50%
M	100%	M	00%
Y	00%	Y	30%
K	00%	K	30%

## Black Version

The entire Best Workplaces for Commuters<sup>SM</sup> campaign logo can also be reproduced in 100 percent black as presented here.



## White Logo on Dark Background

It is preferred that the logo only be used on a white or light-colored background. When this is not possible, the Best Workplaces for Commuters<sup>SM</sup> campaign logo may be reversed to white on a dark background or printed in white atop a dark background. The logo may be reversed onto any dark background.



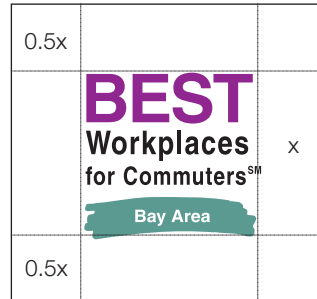
## 3.4 Logo: Display Rules

For the Best Workplaces for Commuters<sup>SM</sup> campaign logo to accurately represent the program, it must be displayed in a prominent, uninterrupted manner. The logo must never be cluttered by other elements such as text, photographs, illustrations, or background textures and should be displayed using the preferred colors whenever possible.

### Clear Space Rule

Clear space—into which no copy, illustrated material, or other graphic elements may intrude—must always surround the logo. The clear space around the logo is proportional to the size of the logo as it is enlarged or reduced. The desired

minimum amount of clear space required around the logo can be defined as “0.5x” as shown here, in proportion to the size of the logo used. “X” is measured as the total height of all the text lines.



### Minimum Display Requirements

The logo must never be reproduced smaller than 0.75 inches wide to ensure legibility.



Minimum size 0.75"

## 3.5 Logo: Incorrect Usage





Examples of unacceptable logo configurations for the Best Workplaces for Commuters<sup>SM</sup> campaign logo are listed below.

It is impossible to show all incorrect variations. The most probable versions are illustrated here.

Samples of Incorrect Use:

- **DO NOT** alter any of the signature colors from those prescribed in Section 3.3.
- **DO NOT** change the type size or placement.
- **DO NOT** rotate the signature.
- **DO NOT** outline the type or the Best Workplaces for Commuters<sup>SM</sup> graphic.
- **DO NOT** alter the size ratio between the Best Workplaces for Commuters<sup>SM</sup> graphic and type.
- **DO NOT** add elements to the signature such as a division name.
- **DO NOT** alter the positioning of the Best Workplaces for Commuters<sup>SM</sup> graphic or type.
- **DO NOT** remove the Best Workplaces for Commuters<sup>SM</sup> graphic from the type when used as the signature.



Samples of Incorrect Use	
	
	

### 3.6 Logo: File Formats

Electronic versions of the campaign logo can be downloaded from the online Campaign Coordinator Kit at <[www.bwc.gov](http://www.bwc.gov)> in EPS, TIFF, JPEG, and GIF formats. These formats are named with the following three-character extensions: .eps, .tif, .jpg, .gif. These versions can also be obtained by emailing EPA at <[bwc@epa.gov](mailto:bwc@epa.gov)>.

**EPS is the preferred format for all printed projects.** EPS files can be used in Quark Xpress, PageMaker, and most paint and photo imaging software. An EPS image is scalable; it can be resized without any change in resolution. This is the best format to use when you are making the logo larger. EPS is an encapsulated postscript file; you must have a postscript printer to output it.

**TIFF files are high resolution files that can be used in place of EPS if you do not have a postscript output device.** TIFF files can be used in WordPerfect, MS Word, PowerPoint, Quark Xpress, PageMaker, and most paint and photo imaging software. The resolution of a TIFF file will change when you resize it, and if you enlarge the image, it might become jagged.

**JPEG files can be used in WordPerfect, MS Word, and PowerPoint.** Low resolution JPEG files can also be used for Web sites.

**GIF files are good for onscreen viewing.** Because of their low resolution, GIF files should only be used for documents that will be viewed on a computer screen.

# 4.0

## District Logo Guidelines



### 4.1 Using the District Logo: Introduction

The Best Workplaces for Commuters<sup>SM</sup> District logo may be used by:

- Qualified and EPA-approved districts for internal and external promotion of their participation in Best Workplaces for Commuters<sup>SM</sup>.
- Employers located within a Best Workplaces for Commuters<sup>SM</sup> District to indicate they are part of a qualified district. District employers must apply and qualify individually to be approved to use the Best Workplaces for Commuters<sup>SM</sup> national logo.

For more information about Best Workplaces for Commuters<sup>SM</sup> Districts, visit [www.bwc.gov/about/districts.htm](http://www.bwc.gov/about/districts.htm) or email questions to [bwc@epa.gov](mailto:bwc@epa.gov). EPA will provide the logo to the district, and the district should then disseminate the logo to its employers.

The BWC logo may not be used in any way that could be perceived as an endorsement by EPA or the Best Workplaces for Commuters<sup>SM</sup> program of a company's product(s) or service(s).

## 4.2 Using the District Logo: Applications

EPA encourages approved **districts** to use the Best Workplaces for Commuters<sup>SM</sup> District logo. Here are some of the products and activities you can use the district logo on and for:

- Web sites, Intranet
- Bulletin boards
- Marketing materials/presentations
- Employer handbooks
- Decal on store fronts, shuttle buses, or vanpools
- Letterhead
- Media outreach
- Promotional materials (e.g., mugs, magnets, pens)

**Employers located within approved districts** may use the Best Workplaces for Commuters<sup>SM</sup> District logo on and for the following products and activities:

- Web sites, Intranet
- Job postings (Web and newspaper)
- Employee handbooks
- Decal on store front
- Annual and environmental reports
- Media outreach
- Promotional materials (e.g., mugs, magnets, pens)

## 4.3 Logo: Color

The preferred color configuration—the prescribed purple and green defined on this page—should be used whenever possible. The Best Workplaces for Commuters<sup>SM</sup> District logo can be produced in either its color version or in varying shades of black. For legibility, it is important to ensure that the background is light enough when using the preferred color or black versions.

The only approved logo files that districts may use are those obtained by contacting EPA at <bwc@epa.gov>.

### Spot Color

For spot color usage (often referred to as PMS or Pantone Matching System), the prescribed colors are PMS 248 purple and PMS 625 green.



Pantone 248



Pantone 625

### Four-Color Process

For four-color process printing, the build formulas detailed here for the prescribed purple and green must be used.

Prescribed Purple		Prescribed Green	
Four-Color Process		Four-Color Process	
C	50%	C	50%
M	100%	M	00%
Y	00%	Y	30%
K	00%	K	30%

## Black Version

The entire Best Workplaces for Commuters<sup>SM</sup> district logo can also be reproduced in 100 percent black as presented here.



## White Logo on Dark Background

It is preferred that the logo only be used on a white or light-colored background. When this is not possible, the Best Workplaces for Commuters<sup>SM</sup> district logo may be reversed to white on a dark background or printed in white atop a dark background. The logo may be reversed onto any dark background.



## 4.4 Logo: Display Rules

For the Best Workplaces for Commuters<sup>SM</sup> district logo to accurately represent the program, it must be displayed in a prominent, uninterrupted manner. The logo must never be cluttered by other elements such as text, photographs, illustrations, or background textures and should be displayed using the preferred colors whenever possible.

### Clear Space Rule

Clear space—into which no copy, illustrated material, or other graphic elements may intrude—must always surround the logo. The clear space around the logo is proportional to the size of the logo as it is enlarged or reduced. The desired

minimum amount of clear space required around the logo can be defined as “0.5x” as shown here, in proportion to the size of the logo used. “X” is measured as the total height of all the text lines.



## Minimum Display Requirements

The logo must never be reproduced smaller than 0.75 inches wide to ensure legibility.



Minimum size 0.75”

## 4.5 Logo: Incorrect Usage

Examples of unacceptable logo configurations for the Best Workplaces for Commuters<sup>SM</sup> District logo are demonstrated below.

It is impossible to show all incorrect variations. The most probable versions are illustrated here.

Samples of Incorrect Use:

- **DO NOT** alter any of the signature colors from those prescribed in Section 4.3.
- **DO NOT** change the type size or placement.
- **DO NOT** rotate the signature.
- **DO NOT** outline the type or the Best Workplaces for Commuters<sup>SM</sup> graphic.
- **DO NOT** alter the size ratio between the Best Workplaces for Commuters<sup>SM</sup> graphic and type.
- **DO NOT** add elements to the signature such as a division name.
- **DO NOT** alter the positioning of the Best Workplaces for Commuters<sup>SM</sup> graphic or type.
- **DO NOT** remove the Best Workplaces for Commuters<sup>SM</sup> graphic from the type when used as the signature.



## 4.6 Logo: File Formats

Electronic versions of the district logo are available from EPA in EPS, TIFF, JPEG, and GIF formats. These formats are named with the following three-character extensions: .eps, .tif, .jpg, .gif.

**EPS is the preferred format for all printed projects.** EPS files can be used in Quark Xpress, PageMaker, and most paint and photo imaging software. An EPS image is scalable; it can be resized without any change in resolution. This is the best format to use when you are making the logo larger. EPS is an encapsulated postscript file; you must have a postscript printer to output it.

**TIFF files are high resolution files that can be used in place of EPS if you do not have a postscript output device.** TIFF files can be used in WordPerfect, MS Word, PowerPoint, Quark Xpress, PageMaker, and most paint and photo imaging software. The resolution of a TIFF file will change when you resize it, and if you enlarge the image, it might become jagged.

**JPEG files can be used in WordPerfect, MS Word, and PowerPoint.** Low resolution JPEG files can also be used for Web sites.

**GIF files are good for onscreen viewing.** Because of their low resolution, GIF files should only be used for documents that will be viewed on a computer screen.

# 5.0

## Written Communication Guidelines

### 5.1 General Written Communication Guidelines

To maintain and build the value of Best Workplaces for Commuters<sup>SM</sup>, EPA recommends specific terminology to use when writing and talking about elements of the program.

Some general guidelines include:

- The words “Best Workplaces for Commuters<sup>SM</sup>” should be used in full at all times in any written communication.
- The symbol “<sup>SM</sup>”, identifying “Best Workplaces for Commuters<sup>SM</sup>” as a service mark, should be used:
  - Every time the term Best Workplaces for Commuters<sup>SM</sup> appears in written materials and the first time it appears on a Web page.
  - Always in superscript and small caps.
  - With NO space between the word “Commuters” and the superscript symbol <sup>SM</sup>.
- The words “Best Workplaces for Commuters<sup>SM</sup>” are always written with the first letter of “Best”, “Workplaces”, and “Commuters” capitalized.
- The word “Workplaces” is one word and is always plural. For example, an employer may not refer to itself as “The Best Workplace for Commuters.” Proper usage would be:

“ABC Corp. recently qualified as one of the Best Workplaces for Commuters<sup>SM</sup>.”

Best Workplaces for Commuters<sup>SM</sup> employers are encouraged to describe and promote their achievement with Best Workplaces for Commuters<sup>SM</sup> and to identify the program as an EPA initiative.



## 5.2 Written Communications by Multiple Work Sites

Only work sites qualified as Best Workplaces for Commuters<sup>SM</sup> may use the name. If EPA has designated your entire company or organization as one the Best Workplaces for Commuters<sup>SM</sup>, you may use the name in any materials associated with the entire company or organization.

If, however, EPA designates only select work sites (e.g., certain offices or departments) as Best Workplaces for Commuters<sup>SM</sup>, only those work sites may use the name. For example, ABC Corporation has a Sacramento office that houses the company's research department, and that work site qualifies as one of the Best Workplaces for Commuters<sup>SM</sup>. ABC's research department may use the name as described above.

For employers with only select work sites designated as Best Workplaces for Commuters<sup>SM</sup>, the headquarters office may not use the name except in references to the qualifying work sites. For example, ABC can mention that its Sacramento office has been designated—“We're proud that our Sacramento office recently qualified as one of the Best Workplaces for Commuters<sup>SM</sup>.” ABC's headquarters office, however, may not use the name implying the entire company is designated as one of the Best Workplaces for Commuters<sup>SM</sup>.