

Tractor and Trailer Logo Usage Instructions



ABOUT SMARTWAY

- Launched in 2004, the SmartWay® Program is a public-private initiative between the EPA, large and small trucking companies, rail carriers, logistics companies, commercial manufacturers, retailers, and other federal and state agencies.
- Its purpose is to improve fuel efficiency and the environmental performance (reduction of both greenhouse gas emissions and air pollution) of the goods movement supply chains.
- Currently there are over 3,000 SmartWay Partners.



ELIGIBILITY FOR LOGOS?

<u>**Recent EPA Policy Changes:**</u> Now any owner or operator of a tractor or trailer which meets the U.S. EPA SmartWay Designated specifications can request and receive tractor and/or trailer logos.

(See slide 15 for Specifications of SmartWay Designated Tractors and Trailers.)

SMARTWAY TRACTOR AND TRAILER LOGOS



The Tractor and Trailer Logos are available as a digital file.

WHY OBTAIN THE LOGOS?

- To be recognized as an environmental leader.
- To attract potential new customers.
- To demonstrate to customers, clients, and investors that you are taking responsibility for the emissions associated with moving goods.

DEPICTIONS OF U.S. EPA SMARTWAY DESIGNATED TRACTORS









DEPICTIONS OF U.S. EPA SMARTWAY DESIGNATED TRAILERS







LOGO PLACEMENT ON TRACTORS AND TRAILERS



EXAMPLES OF CORRECT LOGO PLACEMENT



HOW TO OBTAIN THE LOGO

Goto

*(Hyperlinks to SmartWay webpages are blue and underlined in blue.)

www.epa.gov/smartway

Click on the link "Tools,

Guidance, & Logo Use"



LEARN THE ISSUES SCIENCE & TECHNOLOGY LAWS & REGULATIONS ABOUT EPA

SmartWay

You are here: EPA Home » Transportation and Air Quality » SmartWay

Learn More about The SmartWay Program

Advanced Search

- Watch EPA's SmartWay: Any Way You Ship It video.
- Get the facts about SmartWay
- > Learn What You Can Do

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FOR PARTNERS

Tools, Guidance & Logo Use

Data Quality Resources

Technology Resources

Performance Data for Partners

A-Z Inde

Contact Us Share

SEARCH

ANY WAY YOU SHIP IT. Move it the SmartWay.



ABOUT

- Basic Information about SmartWay
- Outreach and Education Resources
- List of SmartWay Partners & Affiliates
- Trends, Indicators & Partner Statistics (TIPS)
- Certified Cars, Trucks, & SUVs
- What You Can Do



JOIN

- For Freight Shippers
- For Truck, Rail, Air, Barge, and Multimodal Carriers
- For Logistics Companies
- For Countries
- For Supporters & Affiliates

Manufacturer Resources SmartWay Excellence Awards

Information

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Click on the "Logo Use" tab.



BASIC INFORMATION FOR ALL SMARTWAY PARTNERS

The SmartWay program invites shippers, truck carriers (including dray trucks), logistics companies, multimodal carriers, and rail carriers to join the program as SmartWay Partners.

To become a SmartWay Partner, you must submit a completed tool for your company type.

IF YOU ARE NOT CURRENTLY A PARTNER: If you are new to SmartWay, you must submit a completed SmartWay tool to EPA for approval. Each type of company has its own tool. To determine which tool you should use, see the section below labeled "Partner Categories and Eligibility" before selecting and completing a tool.

IMPORTANT! Click the tab for your partner type to access your partner tool, example tools, users guides and other resources. Click on <u>SmartWay</u> <u>Graphics</u> <u>Standards and</u> <u>Usage Guide</u>"

Go to page 33, and complete and sign the "Logo Use Signature form"

About	2015 Tool Schedule	Shippers	Truck Carriers	Logistics Companies	Multimodal Carriers	Rail Carriers	Barge Carriers	Air Carriers	**Logo Use**
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LOGO USE GUIDELINES FOR SMARTWAY PARTNERS

All SmartWay Partners "in good standing" may promote their participation and status in the SmartWay Transport Partnership by using the SmartWay Partner logo. A Partner in good standing has an EPA-approved Partner tool on file that was submitted by the designated annual deadline. Companies that are just joining or that recently registered with SmartWay are considered new to the Partnership. Newly registered SmartWay Partners are not bound by the tool submission deadlines. The "Partner in good standing" definition applies only at the time of a SmartWay company's second annual Partner tool submission.

Use of the SmartWay designated logo on vehicles/equipment requires permission via a separate process, as defined by the SmartWay technology program. Learn more about using the SmartWay designated logo on your tractors or trailers.

"You will need Adobe Reader to view some of the files on this page. See EPA's PDF page to learn more."

USING THE SMARTWAY PARTNER LOGO

The SmartWay Partner logo graphic may:

- be used after obtaining written EPA approval. See instructions in the next paragraph.
- be featured on the marketing materials (e.g. brochures, posters EtRrend EtR. advertising and corporate annual or sustainability reports, as well as on websites of SmartWay Partners.
- NOT be used as an exterior label on tractors and trailers. (Tractors and trailers do not use the Partner logo because they have their own specific logos.)

Review the SmartWay Graphics Standards and Usage Guide (PDF) (33pp, 412K, EPA-420-B-11-014, April 2011), then complete and sign the logo use signature form (page 32). The signature of your organization's designated official means that your organization understands and agrees to adhere to the SmartWay brand/logo use guidelines.

Alternatively, the "Logo Qualification" section of the applicable Partner tool also has a check box that indicates agreement to adhere and abide by the SmartWay brand guidelines. Upon receipt of your signed and completed logo use signature form or check box in your Partner tool and following a brief review, the official SmartWay brand logo files will be sent to you for promotional purposes.

For quick access of the Logo Use Signature Form (page 33) go to <u>http://goo.gl/mlUKW1</u>

US EPA Designi	area	Mark Signature Page		
Smartw	ay	Tractors & Trailers		
EPA's SmartWay Transport® Partne greenhouse gas (GHG) reduction go	ership is an innovative program pals in freight transport.	that recognizes Partners for setting and achieving		
By signing this agreement,	COMPANY OR ORGANIZATION NAME	signifies that it has read and will comply with		
the SmartWay [®] Graphic Standard a	nd Usage Guide. I further certify	y that my organization has or plans to purchase:		
number(s) of U.S. E number(s) of U.S. E	PA Designated SmartWay Trac PA Designated SmartWay Trail	tors ers		
as part of my fleet. I also commit to mendations or replace them as nece	maintain the SmartWay Tracto essary.	rs and SmartWay Trailers per the manufacturer's recon		
Indicate needed logo:	SmartWay Tractor	SmartWay Trailer		
Briefly state the SmartWay logo	SmartWay Tractor Logo Dimensions:			
dimensions and placement on fleet vehicles.	SmartWay Tractor Logo Placement:			
SmartWay Trailer Logo Dimensions:				
	SmartWay Trailer Logo Place	ment:		
Authorized Partner Officia	d:	understands and across to the terms		
the U.S. EPA SmartWay Graphic Sta	ndards and Usage Guide for us	e of the applicable SmartWay logo(s).		
Signature:		Title:		
Print name:		Date:		
Key Partner/Organization	Contact for SmartWay:	may be different from above individual)		
Name:	A416.4			
Title:				
Address:				
City:	State:	Zip:		
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LOGO USE GUIDELINES FOR SMARTWAY PARTNERS

All SmartWay Partners "in good standing" may promote their participation and status in the SmartWay Transport Partnership by using the SmartWay Partner logo. A Partner in good standing has an EPA-approved Partner tool on file that was submitted by the designated annual deadline. Companies that are just joining or that recently registered with SmartWay are considered new to the Partnership. Newly registered SmartWay Partners are not bound by the tool submission deadlines. The "Partner in good standing" definition applies only at the time of a SmartWay company's second annual Partner tool submission.

Use of the SmartWay designated logo on vehicles/equipment requires permission via a separate process, as defined by the SmartWay technology program. Learn more about using the SmartWay designated logo on your tractors or trailers.

"You will need Adobe Reader to view some of the files on this page. See EPA's PDF page to learn more."

USING THE SMARTWAY PARTNER LOGO

The SmartWay Partner logo graphic may:

- be used after obtaining written EPA approval. See instructions in the next paragraph.
- be featured on the marketing materials (e.g. brochures, posters, letterhead, etc.), in advertising and corporate annual or sustainability reports, as well as on websites of SmartWay Partners.
- NOT be used as an exterior label on tractors and trailers. (Tractors and trailers do not use the Partner logo because they have their own specific logos.)

Review the SmartWay Graphics Standards and Usage Guide (PDF) (33pp, 412K, EPA-420-B-11-014, April 2011), then complete and sign the logo use signature form (page 32). The signature of your organization's designated official means that your organization understands and agrees to adhere to the SmartWay brand/logo use guidelines.

Alternatively, the "Logo Qualification" section of the applicable Partner tool also has a check box that indicates agreement to adhere and abide by the SmartWay brand guidelines. Upon receipt of your signed and completed logo use signature form or check box in your Partner tool and following a brief review, the official SmartWay brand logo files will be sent to you for promotional purposes.

Next click the "<u>tractors</u> <u>or trailers</u>" link.

Click the link "<u>What are the</u> technical specifications and requirements for the EPA-Designated SmartWay Tractor" to see if your tractors and/or trailers meet these standards.

Frequently Asked Questions about EPA-designated SmartWay Tractors

Click on the questions below to see detailed answers.

Who manufactures EPA-designated SmartWay Tractors? Who can use the SmartWay Tractor mark? How can I get the SmartWay Tractor decal or digital logo files for labeling the exterior of my SmartWay Tractor? What are the technical specifications and requirements for the EPA-designated SmartWay Tractor?

	SmartWay Tractor Equipment List	Maintenance or Operational
Engine Specifications	A 2007 or later model year engine designated to meet U.S. EPA NOX/PM emission requirements	Maintain per manufacturers service recommendations.
Aerodynamic Features	A SmartWay-designated base aerodynamic tractor model is equipped with: • Integrated sleeper cab roof fairing • Aerodynamic mirrors • Aerodynamic bumper • Cab side extenders • Fuel tank fairings	• Maintain per manufacturers service recommendations. Poplace if necessary. HERE
Tractor Tire Specifications	Low-rolling resistance steer and drive tires (duals or singles aluminum wheels optional) that provide a 3 percent vehicle fuel economy benefit, relative to mid-range rolling resistance tires as defined by EPA. Approximately half the fuel savings, or about 1 percent, is contributed by the tractor steer and drive tires. See current qualifying trailer tire models on the verified tire technologies tabt: Additional tire models may be added in the future.	 Commitment to replace the tires with currently qualifying low rolling resistance tractor tire models or retreads Maintain tires at manufacturer- recommended load and inflation pressures Tires that qualify for verification in the steer position also qualify for drive tire verification.
Tractor Wheels	EPA encourages (but does not require) the use of lighter-weight aluminum wheels rather than steel wheels, on the SmartWay tractor. • Alcoa aluminum wheels • Accuride aluminum wheels	Maintain per manufacturers service recommendations. Replace if necessary.
Idling Control	SmartWay truck carriers must employ at least one no-idle option capable of providing at least eight hours of idle-free auxiliary power, heat, and/or air conditioning. To ensure that the truck does not idle overnight on a year- round basis, a combination of idle reduction options may be needed. Each system must have at least eight hours of operating capacity. • An auxiliary power unit or generator set • Fuel operated heater • Battery operated heating and/or cooling system • Thermal Storage System See current qualifying idle reduction equipment on the verified idling technologies tab.:	 Carriers (or SmartWay Partners) can either: Select tractor models equipped with idle reduction control technologies available from the truck manufacturer; Purchase and install a qualified after -market on-board idle reduction technology; or Opt to employ a documented, on- going and consistent (year-round) no-idling policy of: Using double drivers or providing overnight hotel stays for drivers Using truck stop

electrification.*

VARIOUS EPA DESIGNATED TRACTOR AND TRAILER SPECIFICATIONS/STRATEGIES



To help determine if you have an EPA-designated SmartWay Tractor, click the "Who manufactures EPA-designated SmartWay Tractors" link to bring up the list the manufacturers.

Frequently Asked Questions about EPA-designated SmartWay Tractors

Click on the questions below to see detailed answers.

Who manufactures EPA-designated SmartWay Tractors?

Carriers know they are getting a qualified tractor by the special perk affixed in the cab. Equipment manufacturers have developed unique specification sheets detailing equipment requirements and options for participan order to an EA-M signated SmartWay Tractor.

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Specific EPA-designated SmartWay Tractor models can be ordered through the following manufacturers

Manufacturer	Tractor Model	Model Year
Navistar	Prostar	2007, or newer
Navistar	9200i	2007, 2008 & 2009
Navistar	LoneStar	2008, or newer
Mack	Pinnacle	2008, or newer
Daimler	Columbia	2008, or newer
Daimler	Century Class S/T	2008, or newer
Daimler	Cascadia	2008, or newer
Volvo	VN 630	2007, or newer
Volvo	VN 670	2007, or newer
Volvo	VN 780	2007, or newer
Kenworth	T2000	2008, 2009, 2010 & 2011
Kenworth	Т660	2008, or newer
Kenworth	Т680	2012, or newer
Kenworth	Т700	2011, or newer
Peterbilt	387	2008, 2009, 2010 & 2011
Peterbilt	386	2008, or newer
Peterbilt	384	2010, or newer
Peterbilt	587	2011, or newer
Peterbilt	579	2012, or newer

To help determine if you have an EPAdesignated SmartWay Trailer, click the "Who manufactures EPAdesignated SmartWay Trailers?" link to bring up the list of manufacturers.

Frequently Asked Questions about EPA-designated SmartWay Tractors

Click on the questions below to see detailed answers.

Who manufactures EPA-designated SmartWay Tractors? Who can use the SmartWay Tractor mark? How can I get the SmartWay Tractor decal or digital logo files for labeling the exterior of my SmartWay Tractor? What are the technical specifications and requirements for the EPA-designated SmartWay Tractor?

Please note: EPA may not endorse the products or services of commercial companies. Any reference to a specific commercial product or service by trade name, trademark, manufacturer, company, or otherwise does not constitute or imply the endorsement or recommendation of EPA.

CLICK

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Frequently Asked Questions about EPA-designated SmartWay Trailers

Click on the questions below to see detailed answers.

Who manufactures EPA-designated SmartWay Trailers?

Carriers know they are getting a qualified trailer by the special logo affixed in the trailer. Equipment manufacturers have developed unique specification sheets detailing equipment requirements and options for placing an order for an EPA-designated SmartWay Trailer.

EPA-designated SmartWay Trailers can be ordered directly from the following manufacturers and their dealers:

Trailer Dealer	
Great Dane Trailers	
Hyundai Translead	
Manac Inc.	
Stoughton Trailers, LLC	
Strick Trailers, LLC	
Utility Trailer Manufacturing Company	
Vanguard National Trailer Corporation	
Wabash National Corporation	
Wilson Trailer Co.	_

Many trailer dealers will sell upgraded trailers that meet EPA-designated SmartWay criteria. Contact your local trailer dealer to see if it offers new and retrofit equipment that meets SmartWay specifications.

Click the "<u>How can I get the</u> <u>SmartWay Tractor decal or</u> <u>digital logo files for labeling</u> <u>the exterior of my SmartWay</u> <u>Tractor</u>" link.

And then click the "Equipment Checklist" link and fill out the form indicating how many eligible tractors and trailers you have for logos.

Designated Tractors and Trailers

Your company can become recognized as a leader in your community, in your industry, and on the road when you purchase U.S. EPA-designated SmartWay tractors and trailers for your fleet. These tractors and trailers are outfitted at point of sale with equipment that significantly reduces fuel use and emissions. And, as a SmartWay partner, when you add additional fuel saving components to your equipment, you may qualify to label the exterior of your tractor or trailer as a SmartWay Tractor or SmartWay Trailer marks of cleaner, more fuel-efficient transportation.

Only the most progressive and committed carriers earn the privilege of labeling their vehicles with the SmartWay brand setting them ahead of the pack and delivering a competitive advantage.

"You will need Adobe Reader to view some of the files on this page. See EPA's PDF page to learn more."

Newly Updated SmartWay Trailer Designations

Historically, EPA SmartWay designated 53-foot dry vans as SmartWay trailers, which achieved 1% or more fuel savings with low rolling resistance tires, and 5% or more fuel savings with aerodynamic technology(s).

In 2015, SmartWay introduces 53-foot refrigerated trailers (PDF) (2 pp, 553K, EPA-420-F-15-010, February 2015) for SmartWay designation in addition to dry vans. Fleet managers can have confidence that fuel saving technologies will perform well for both dry van and refrigerated trailers.

For both refrigerated and dry vans, SmartWay introduces an Elite level of trailer designation (PDF) (2 pp, 633K, EPA-420-F-15-008, February 2015). Similar to the traditional SmartWay designated trailer, an Elite designated trailer will achieve 1% or more fuel savings from low rolling resistance tires. However, in using aerodynamic technologies to reduce wind drag, an Elite trailer may achieve 9% or higher fuel savings.

The 9% aerodynamic technology combinations are explained in more detail in the "Aerodynamics" tab.

How to Get an EPA-designated SmartWay Tractor

Fleet owners who purchase or lease SmartWay Tractors know they are using the cleanest, most fuel-efficient equipment available. SmartWay Transport Partners that purchase or lease SmartWay Tractors, and are in good standing are eligible to label the exterior of their SmartWay Tractors with the SmartWay mark.

Frequently Asked Questions about EPA-designal Commartway Tractors

Click on the questions below to see detailed answers.



Who manufactures EPA-designated SmartWay Tractors? Who can use the SmartWay Tractor mark?

How can I get the SmartWay Tractor de cal or digital logo files for labeling the exterior of my SmartWay Tractor?

Review the following technic pecifications criteria to determine eligibility of your company's tractors. If eligible, complete and submit the Equipment Checklist, along with the Mark Signature Form (page 33) of the SmartWay Graphic Standards & Usage Guide. Signature and submission by a company official on each page means that your company owns/operates a tractor that meets the SmartWay specifications/requirements, and understands and agrees to adhere to SmartWay brand guidelines. Following EPA review, the digital logo files will be sent to eligible SmartWay partner companies.

For quick access of the Equipment Checklist go to http://goo.gl/HKglkb

Conserved Alexand



U.S. Environmental Protection Agency + Office of Transportation & Atr Quality + (734) 214-4052 fax + www.epagoviemartway

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SIGNATURES

Required signatures by company official(s) on both the Logo Use Signature Form and Equipment Checklist, indicate that the company owns/operates tractors and/or trailers that meet the SmartWay specifications/requirements, as well as understands and agrees to adhere to the SmartWay brand/logo guidelines.

SUBMIT

 Submit the signed Logo Use Signature Form and Equipment Checklist directly to:

smartway_transport@epa.gov

 After submitting your forms, once approved you will be sent the digital logo to use on your tractor or trailer.

QUESTIONS?

If you have any specific questions contact SmartWay at smartway_transport@epa.gov Phone: 1-734-214-4767 Fax: 1-734-214-4052



Making a difference for a sustainable world.