



2016

# STAKEHOLDER MEETING

## Using DLC Logos to Get the Most Out of Your Qualified Products

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The DLC Brand

Recent Updates

Key Use Guidelines/Common Pitfalls

Compliance

Looking Ahead

Q&A

We envision a world where  
**better lighting leads to  
better living.**





Promote efficient lighting by defining quality, facilitating thought leadership, and delivering tools and resources to the lighting market through open dialogue and collaboration.

# The DLC Brand



- Over the last 18 years, the DLC has evolved to be the premier qualification program for quality and energy efficient lighting and networked lighting controls technologies
- The DLC brand is highly recognizable and wide-spread in the lighting market
- The DLC logos and trademarks allows manufacturers, utilities and end-users to distinguish products that meet strict technical performance requirements
- The DLC brand is a symbol of quality and energy efficiency – it serves as instant credibility for your product.



the room and the companies you work for are motivated by more than that.

## STAKEHOLDER MEETING

August 2-3 • Denver, CO



## DLC Program Logo



## For Use by:

- DLC members
- Laboratories\*
- Other; assessed on case by case basis

## How:

- To indicate DLC membership
- To indicate available product testing services\*

## DLC Product Logo



## For Use by:

- Luminaire Manufacturers
- Distributors

## How:

- To indicate products are listed on the DLC QPL
  - **SSL and NLCs**

## DLC Premium Logo



## For Use by:

- Luminaire Manufacturers
- Distributors

## How:

- To indicate products that are listed on the DLC QPL meet DLC Premium classification requirements.



# DLC Premium Logo



Introduced in June, 2015 to accompany the release of Technical Requirements Table Version 3.0

- The DLC QPL Premium Logo may ONLY be used to refer to those specific products that are qualified and listed on the Qualified Products List and meet the technical requirements of the Premium Classification.

The DesignLights Consortium identity is a valuable asset, and like any asset with appreciable value, it must be properly used and protected. The DesignLights Consortium marks, as well as the phrase “DesignLights Consortium” and “DLC” are registered trademarks with the US Patent and Trademark Office.

# Use of the DLC brand in the market

## **Unauthorized use of the marks causes confusion!**

Misuse results in a tarnishing of the marks and their significance. In turn, this can affect the integrity of the program and it's value to stakeholders and their customers.

## **Misuse of the marks constitutes trademark infringement.**

The DLC marks are legally protected trademarks with the US PTO. Logo infringement and trademark dilution may constitute fraud, false advertising, fraud and/or other violations of law.

## **Proper use of the marks strengthens the value of the DLC brand.**

Using the DLC logos properly perpetuates positive associations with the DLC brand such as trust in the program, recognition of value in the market place. Protecting the DLC brand in this way only has positive effects on you and your products that are DLC listed.

# Recent Updates to Key Guidelines

## **Do Not Display the Logo on Packaging and Products**

Placing the DLC QPL Product Logo directly on packaging or directly on the product is highly discouraged! Should your product be de-listed but continues to exist in the marketplace with the DLC QPL product logo on the packaging or the product, you are in violation of the DLC logo use guidelines and legal action may be taken against you.

## **Use of the DLC QPL Product Logo and/or Reference to the DLC in signature block of e-mails or business cards.**

# Recent Updates to Key Guidelines

## General use

When not advertising *specific* products, the DLC Logos may be used in a general way to indicate products listed on the QPL without reference to the exact model numbers that appear on the QPL.

- Website Home Pages and General Information Pages such as About Us Pages, Covers of Brochures and Catalogs, Tradeshow Booth Displays-not in reference to specific products
- Manufacturers or Distributor **must** have products listed on the DLC QPL under the appropriate classification, or use of the DLC Product and Premium Logos must be ceased immediately.

# Key Guidelines & Common Pitfalls

1. Listed on the QPL.
2. Providing sufficient information.
3. Multiple listing.
4. Are you not the manufacturer?
5. Not *yet* qualified?
6. DLC Premium.
7. Logos directly on products/product packaging.
8. General trademark infringement.

# Key Guidelines

X

DLC “Certified”

DLC “Partner”

“Proven by DLC”

DLC “Tested”

✓

“...listed on the [DLC] QPL”

“DLC Qualified Product”

# Key Guidelines

## 1. QPL Listing

The marks may never be associated with products that have not been verified to meet the technical requirements of the DesignLights Consortium, or which do not appear on the DLC's Qualified Product Lists.



# Common Pitfalls

- Use of the DLC QPL Product Logo and/or Reference to DLC qualification in connection with model nos. that are not listed on the QPL.

# Common Pitfalls

- Reference to DLC qualification in connection with products not eligible for qualification (i.e., 8' Tubes, U Bend lamps, Components instead of Complete Luminaires).

# Technical Requirements V4.0

- Products not meeting V4.0 requirements will remain qualified through March 31, 2017.
- Identification of products meeting V4.0 requirements will start in January 2017
- Any V3.1 Premium products that do not meet the current Premium requirements will revert to Standard.
- “Transition to Technical Requirements Table v4.0” TOMORROW from 1-2pm here in Ballroom A.

# Key Guidelines

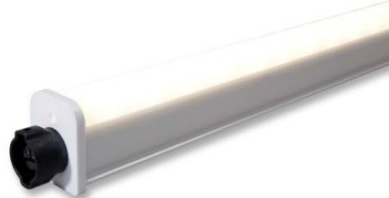
## 2. Provide sufficient information.

Sufficient information about the product must be provided to the reader to allow the reader, without aid, to locate the product on the most current version of the DesignLights Consortium Qualified Products List. The DesignLights Consortium mark may not be displayed without directly referencing DesignLights Consortium listed products.

# Common Pitfalls

## Product Specific Marketing

Use of the DLC QPL Product Logo and/or Reference to DLC qualification without reference to the exact Model Numbers as they appear on the QPL.



## CLEAR LED LUMINAIRE SERIES

### Utility Lighting and More.

New CLEAR LED LUMINAIRE SERIES gives you more performance in tight, demanding situations where low ceilings, cold conditions and outdoor elements come into play. It brings the money-saving benefits



### More Lighting Performance

- Maximizes coverage through wide, uniform light distribution
- Extruded plastic design protects against moisture, dust and damage
- No decrease of light output in cold settings—as can happen with fluorescent
- Can be used in -40°C to 60°C (-40°F to 140°F)
- Lumen Output: 300 lumens/foot
- 50,000-hour rated life
- Color Temperatures: 7100K, 5000K, 4100K, 3200K
- Sizes: 2ft, 4ft, 8ft

### More Savings on Installation and Operation

- Installation is fast and easy with plastic mounting brackets
- Integrated power supply eliminates separate drivers
- Plug-in or hard wired option
- Easily daisy chain (jumper wire & end-to-end) up to 40 feet of product
- Energy Consumption: 4.5 System watts/ft
- Input Voltage: 120-277 VAC



comes in 3 sizes 2ft, 4ft & 8ft

*Note: All spec sheets have been created for demonstration purposes only. It does not represent actual manufacturer or products.*



# Common Pitfalls

- Model nos. listed on the QPL, however, not in the format that they appear in the QPL, therefore they do not show up in a search of the QPL

✓Date Qualified: 08/02/2016 Compare

Model No.: **ABC-20W-4000K-A**  
Brand Name: DLC Lighting  
Manufacturer: DLC Lighting Inc.

[VIEW DETAILS](#) [VIEW FAMILY \(4\)](#)

Linear Replacement Lamp | Four-Foot  
**Replacement Lamps ("plug and play") (UL Type A)**  
Classification: DLC Standard  
DLC Product Code: P1234567  
DLC Family Code: ABCABC

TEST DATA		RATED DATA	
Light Output	2,108.8 lm	Efficacy	101.58 lm/w
Wattage	20.76 w	CRI	81.1
CCT	4153 K		

[Expand details](#)

# Key Guidelines

## 3. Multiple Listing.

Products must be listed on the DesignLights Consortium Qualified Products List under any and all brand names under which they are marketed and sold.



# Common Pitfalls

- Use of the DLC QPL Product Logo and/or Reference to DLC qualification sold by Company A but Manufactured by Company B

**Features**

- Environmentally friendly with no mercury
- High lumen efficiency and high CRI
- Aluminum die casting with powder coating
- Glass shade or polycarbonate diffuser
- Rated 61,000 hours Nichia 757 LED
- UL / cUL Listed
- 5 years limited warranty



WP3



WP3A

**Specifications**

Model	Input	Frequency	Wattage	CCT	CRI	Lumen*	Shade	PF	THD
WP3	120-277V	50-60 Hz	50W	5000K	> 80	4200	Glass	0.98 typ	< 10%
WP3A	120-277V	50-60 Hz	50W	5000K	> 80	3800	PC	0.98 typ	< 10%

\*nominal lumen output

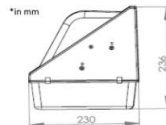
**Dimensions**



L: 18.2"

W: 9.0"

H: 9.4"



\*in mm



**GreenEE LED**  
IN COLLABORATION  
WITH MERET LIGHTING



*Note: All spec sheets have been created for demonstration purposes only. It does not represent actual manufacturer or products.*

# Key Guidelines

## 4. Are you not the manufacturer?

If your company does not manufacture products listed on the DesignLights Consortium Solid State Lighting Qualified Product List but offers DesignLights Consortium qualified products, you must include the name of the manufacturer near the DesignLights Consortium mark.

# Key Guidelines

## 5. Not yet qualified?

Products which have not yet been qualified should, under no circumstances, display the DesignLights Consortium Marks.

# Common Pitfalls

- Use of “DLC Pending”

# Key Guidelines

## 6. DLC Premium.

The DLC QPL Premium Logo or Approved Terminology may **ONLY** be used to refer to those specific products that are qualified and listed on the Qualified Products List and meet the technical requirements of the Premium Classification.

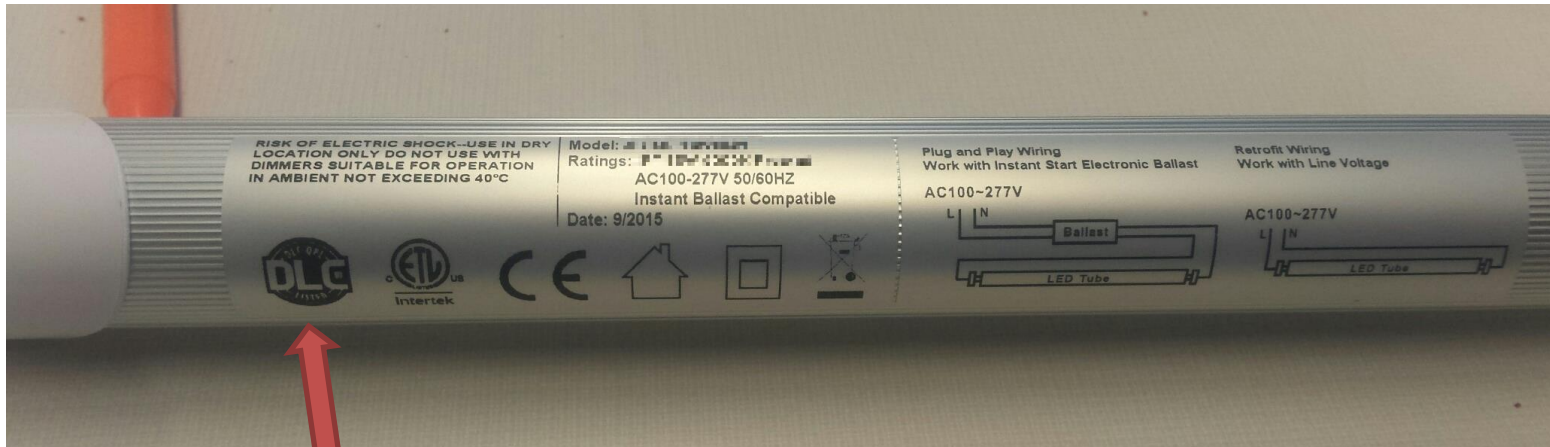
# Key Guidelines

## 7. Logos directly on products/product packaging

Do NOT place the DLC QPL Product logo directly on your product or product packaging. No matter what your status of qualification. The logos are intended for use on websites and marketing materials only.

# Common Pitfalls

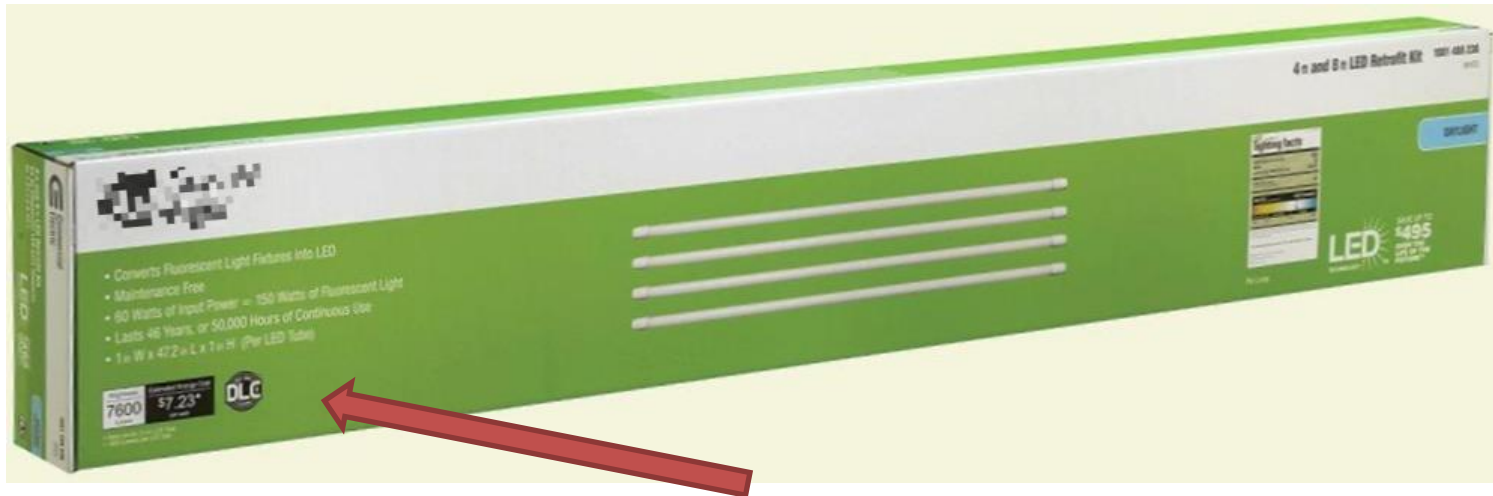
- Directly on the product or product packaging





# Common Pitfalls

- Directly on the product or product packaging



# Common Pitfalls

- Directly on the product or product packaging



# Key Guidelines

## 8. Trademark Infringement

All trademarks and logos are either pending applications or registered with the US Patent and Trademark Office and other international trademark offices.

# Common Pitfalls

- Use of the Wrong Logo

Screen Shot



Watermarked



# Common Pitfalls

- Do NOT include “DLC” or “DesignLights Consortium” in your product model number.

# Guideline Compliance

DLC has a sound process to address misuse of the DLC trademarks and logos.

## Research

- Marketing Materials
- Website
- History of Violations (yes, we keep track!)

## DLC Legal Team

- Notice of violation (incl. findings)
- Guidance
- Suspension from submitting applications to DLC

## No exceptions

- DLC does not make exceptions on consequences of misuse
- Fairness

Note: Depending on the company's history of logo violations and the severity of the violation, DLC reserves the right to suspend the company for up to 18 months and to de-list products from the QPL.

# Guideline Compliance

## Getting back in compliance

- Guidelines compliance statement
- Review all your materials
- Educate your marketing team

# How You Can Help

**Guideline Compliance.** DLC actively monitors proper use of the DesignLights Consortium name and marks.

## Take responsibility.

It is the responsibility of each individual company to be in compliance with the DLC trademark and logo guidelines. **Train your marketing team.**

## If You See Something, Say Something.

DLC appreciates help from Stakeholders who can report misuse of DLC trademarks by emailing [info@designlights.org](mailto:info@designlights.org)



# Looking Ahead

- Sign compliance statement as part of application process
- Access logos through online account

# Access to the Logo files

To access the official DLC logo files please contact [designlights@neep.org](mailto:designlights@neep.org) with a list of model numbers of the qualified products the logo will be used on.

Note: The model numbers you provide must be listed on the QPL in order for DLC to provide you with the logo files.

To access the logo guidelines and style guide, please go to [www.designlights.org](http://www.designlights.org)

# DLC Trademark Logo Guidelines

Complete list of DLC log guidelines can be found on our website:

<http://designlights.org/content/qpl/productssubmit/logoguidelines>

- Download of guidelines and style guides available
- Useful videos on DLC logo use

# Questions

*Please state your name and organization*

# Thank You!

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