



EUROPEAN COMMISSION  
DIRECTORATE-GENERAL JRC  
JOINT RESEARCH CENTRE  
Institute for the Energy  
Renewable Energy Unit

## European Code of Conduct for Data Centres Logo Usage Guidelines

The European Code of Conduct for Data Centres Logo identifies data centres and/or organisations that are engaged in the Code of Conduct as a Participant or Endorser.

There are three Code of Conduct logos, available both in colour or black and white (see Annex)

### 1.1. General usage

Upon acceptance of Participant and/or Endorser status, organisations are permitted to use the Code of Conduct logos as provided in this document.

The general logo for promotional purposes may be used for promotional/educational purposes by other organisations, providing it does not imply participant or endorser status. Any use must be authorised by the European Commission, JRC (contact person Paolo Bertoldi), e.g. could be used in the material associated with a conference about energy efficiency in data centres

The logo can be used in promotional materials, stationery and web sites to signify that an organisation, or data centre is an approved Participant or Endorser in the Code of Conduct, or that the organisation is promoting energy efficiency in data centres and has been authorised to use the logo.

The usage should show respect towards the logo. This implies that the logo must not be distorted, that other pictures or logos must not be part of the logo, that text written over the logo is not allowed as well as changes in the logo is not allowed.

For electronic reproductions, the promotional mark should link to the Code of Conduct homepage.

The mark cannot be used to promote or imply that it endorses specific services or products by Participants or Endorsers or other organisations. The logo cannot be used in any product nor next to any product in printed and electronic material to imply it is endorsed by the Code of Conduct or the European Commission.

Any utilisation of the logo in violation of the above rules may result in the withdrawal of the Participant or Endorser status.

### 1.2. For Participants

Carrying the logo demonstrates that a specific data centre, listed among the accepted data centre in the Code of Conduct website, is being operated to a recognised level of energy efficiency, in line with the Code of Conduct best practice. This demonstrates to customers a

commitment to energy and cost savings in operation. The logo could be exhibited in the data centre building or in material referring to the specific data centre.

For electronic reproductions, the logo should link to Code of Conduct website page listing the registrant.

The logo can only be used for the duration of the Participation.

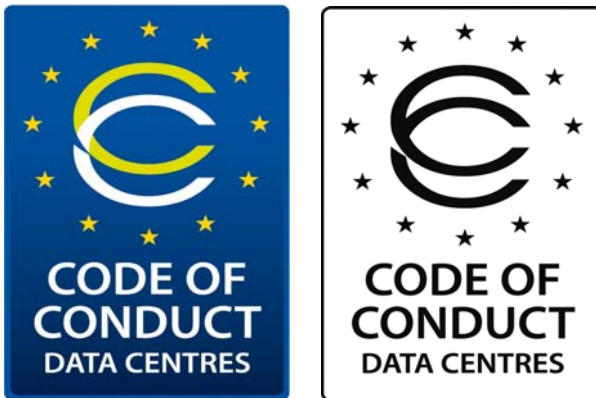
### **1.3. For Endorsers**

Carrying the logo demonstrates the organisation is supporting the aims of the Code of Conduct to improve the efficiency of data centres.

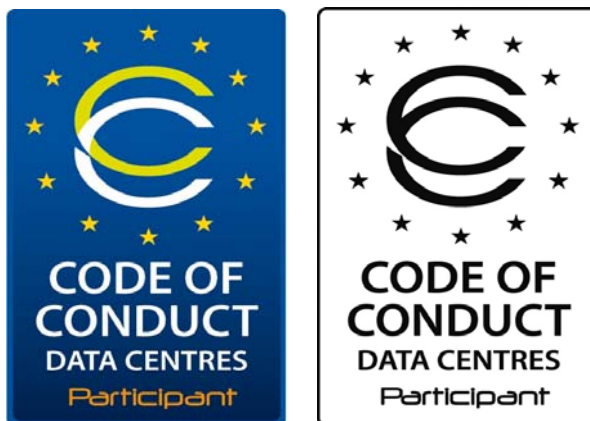
For electronic reproductions, the mark should link to Code of Conduct website page listing the registrant.

**Annex**

- General Logo for promotional purposes



- Participant logo



- Endorser logo

