



VeraSolSM

Communications and Branding Guidelines

Version 1.1

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This document describes how companies with VeraSol-certified or tested appliances, partner organizations, and others can present and refer to their participation in the VeraSol program in their communications tools and marketing materials. These tools and materials include, but are not limited to, sales sheets, product packaging, websites, brochures, flyers, reports, posters, banners, and other digital and print media.

Companies are encouraged to consult with VeraSol on their marketing and other communications materials to ensure they fully comply with the specifications defined in this policy. To have your materials reviewed by a member of the VeraSol team, please contact info@verasol.org.

Reference to VeraSol

VeraSol is a registered service mark of CLASP. When describing the VeraSol program, capitalize the letters “v” and “s” in VeraSol. Variants without correct capitalization (e.g. Verasol, verasol) are not permitted.

When describing VeraSol in publications and communications materials such as media releases, please use the following approved language:

Long Boilerplate Language

VeraSol supports high-performing, durable off-grid products that expand access to modern energy services. VeraSol is the leading independent quality assurance program for distributed solar solutions, appliances, and equipment. VeraSol is managed by CLASP in collaboration with the Schatz Energy Research Center at California State Polytechnic University, Humboldt. Foundational support is provided by the World Bank Group, UK aid, IKEA Foundation, Good Energies Foundation, and others. For more, visit VeraSol.org.

Short Boilerplate Language

VeraSol is the leading independent quality assurance program for distributed solar solutions, appliances, and equipment. VeraSol is managed by CLASP and Schatz Energy Research Center with foundational support from the World Bank Group, UK aid, IKEA Foundation, Good Energies Foundation, and others. For more, visit VeraSol.org.

References to Lighting Global Quality Assurance, Lighting Global, and the World Bank Group

Prior to February 2020, VeraSol operated under the name Lighting Global Quality Assurance. While VeraSol continues to work closely with Lighting Global, it is no longer a component of the Lighting Global program or an affiliate of the World Bank Group.

Companies and partners may not refer to VeraSol as a program of Lighting Global or the World Bank Group.

Companies and partners are not permitted to use the Lighting Global or World Bank Group logo and branding in any communications and marketing materials for VeraSol-certified or VeraSol-tested solar products.

Use of the VeraSol Brand

The VeraSol logo and visual brand may not be used without explicit prior permission from VeraSol. Please submit all special requests in writing to info@verasol.org.

Communicating Product Test Results

VeraSol-Certified Products

These Communications and Branding Guidelines apply to solar energy systems up to 350 Wp that have been issued a valid verification letter or VeraSol certificate.

You may use one or more of the following statements to describe a VeraSol-certified product in advertising, marketing, and sales materials. Other statements may also be permitted on a case-by-case basis. Please contact info@verasol.org for permission prior to using any other statement about testing or certification not listed below.

i. For products certified to the quality standards in IEC TS 62257-9-8

- a. [Brand & Model Name] is VeraSol-certified.*
- b. This product is VeraSol-certified.*
- c. This product has been certified to the IEC TS 62257-9-8 quality standards.*
- d. This VeraSol-certified product meets all quality requirements in IEC TS 62257-9-8.*
- e. This VeraSol-certified product has been tested to IEC TS 62257-9-5 and certified to the quality standards in IEC TS 62257-9-8.*

ii. Directing visitors to a listing on the VeraSol Product Database

- a. Please visit data.verasol.org to verify test results for this product.*
- b. Confirm this product's certification status at data.verasol.org.*

No wording shall be used to suggest that VeraSol endorses a specific product or brand. Prohibited language includes “endorsed by”, “approved by”, “supported by”, “recommended by”, etc.

Manufacturers shall not mention VeraSol certification in relation to similar products or any other solar energy system that does not have a VeraSol certificate.

VeraSol-Tested Solar Appliances and Equipment

These Communications and Branding Guidelines apply to solar appliances and equipment tested independently from a solar energy system. VeraSol tests all solar appliances and equipment to the Global LEAP Awards Test Methods for fans, televisions, refrigerators, or solar water pumps. VeraSol-tested solar appliances and equipment receive a detailed test report and a product performance benchmarking summary that highlights key results. It is important to differentiate VeraSol-certified products and VeraSol-tested products. VeraSol-tested products have not been evaluated against any quality standards. Currently, there are no VeraSol-certified solar appliances and productive use equipment.

You may use one or more of the following statements to describe a VeraSol-tested product in advertising, marketing, and sales materials. Other statements may also be permitted on a case-by-case basis. Please contact info@verasol.org for permission prior to using any other statement about testing or certification not stated below.

For products tested by VeraSol to the Global LEAP Awards test methods

- a) [Brand & Model Name] is VeraSol-tested.*
- b) This product is VeraSol-tested.*
- c) This product has been tested by VeraSol to Global LEAP Awards test methods.*
- d) This product has been tested according to the Global LEAP Awards test methods.*

Directing visitors to a listing on the VeraSol Product Database

- a) Please visit data.verasol.org to verify test results for this product.*
- b) To view this product’s detailed test results, please visit data.verasol.org.*

No wording shall be used to suggest that VeraSol endorses a specific product or brand or to imply that VeraSol-tested products meet quality standards. Prohibited language includes “certified by”, “endorsed by”, “approved by”, “supported by”, “recommended by”, etc.

Manufacturers shall not mention VeraSol in relation to similar products or any other solar appliances and equipment that VeraSol has not tested and shall not indicate that VeraSol-tested appliances and equipment are “VeraSol-certified”.