

HVIP Badge and Boilerplate Usage Guidelines



About this Guide

Congratulations on your zero-emission vehicle purchase through HVIP! As part of your participation in the program, you receive a digital badge and access to program boilerplate language that you can use across your marketing materials to show your commitment to cleaner air and a more sustainable California. This includes your website, email newsletters, press releases, and any other materials where you'd like to highlight your participation in the HVIP program.

About HVIP

The Clean Truck and Bus Voucher Incentive Project (HVIP) provides point-of-sale discounts to make zero-emission vehicles more affordable and accessible for California fleets and businesses.

Press Release Boilerplate

Fleets issuing press releases about zero-emission vehicle purchases made through HVIP should include the following boilerplate text:

"HVIP is part of California Climate Investments, which uses Cap-and-Invest dollars to fund projects that reduce harmful emissions, protect public health, strengthen local economies, and support natural environments. With a strong focus on communities most impacted by pollution, California Climate Investments helps build a more equitable and sustainable future."

Do's

- Use the badge on your company website to show participation in the HVIP program.
- Include the badge in press releases, newsletters, or other promotional materials.
- Include the HVIP press release boilerplate (above) in any press release announcing a zero-emission vehicle purchase made through HVIP.
- Share the badge on social media alongside posts about your zero-emission fleet.
- When discussing zero-emission trucks funded through HVIP, use the hashtag #HVIP and tag CARB (@AirResources and @CAClimateInvest) on LinkedIn, X, Facebook, and Bluesky.
- Use the badge at its original proportions. You may scale it up or down, but do not stretch or distort it.
- Pair the badge with factual statements about your vehicle purchase, your fleet, and the HVIP program.

Dont's

- Do not alter the badge in any way. Do not change colors, add text, crop it, or overlay graphics on top of it.
- Do not use the badge to imply endorsement of any product, service, or opinion beyond your HVIP participation.
- Do not use the badge in any context that could be misleading or inaccurate about your fleet's zero-emission status.
- Do not reuse the badge if your HVIP voucher is revoked or the vehicle is no longer in service.
- Do not claim that HVIP or California Climate Investments endorses your company or brand specifically.

How to Talk About HVIP

When referencing the program, we encourage you to use clear, factual language. Some suggested language:

"This vehicle was purchased through HVIP, California's Clean Truck and Bus Voucher Incentive Project, which provides point-of-sale discounts on zero-emission vehicles."

"Our fleet is powered by zero-emission vehicles made more affordable through California Climate Investments and HVIP."

Please avoid:

- Making claims about emissions reductions or environmental impact without factual backing.
- Using HVIP or CCI logos or language in any paid advertising without prior approval.



Questions?

Contact info@californiahvip.org