Starting immediately we have new guidelines around use of the words, 'Edmunds Price Promise' and 'Edmunds.com Price Promise' as well as when PP appears with our logo.

When we are writing EPP in text or putting it in logo form, we should have nothing after the word Edmunds (or the car logo of Edmunds) and "circle R" after Promise. Like this:

**Edmunds Price Promise®**

and

**Edmunds.com Price Promise®**

And if we are just saying Price Promise without Edmunds in front of it, we do SM because only EPP is registered, not PP:

**Price PromiseSM**

Please use this moving forward, updating pages as you work on them, and calling out the update to your teams. I will work with Anh to create a story to update across our products in a systematic way.

**Marks Guideline:** All logo marks (e.g. ® © ™ SM), only need to be represented the first time they are used on a page. In the case of Price Promise, if this is used in the copy multiple times on page, only the first instance needs the mark.