EU ECOLABEL LOGO GUIDELINES



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European Commission

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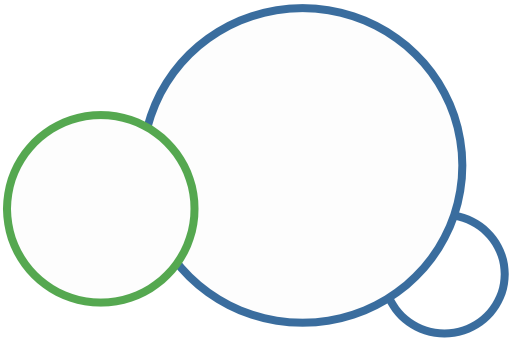
Contact

For additional information on the EU Ecolabel, please visit www.ecolabel.eu.

Contact the EU Ecolabel Helpdesk to obtain any EU Ecolabel logos presented within these guidelines in colour or in monochrome (black and white) modifiable files.

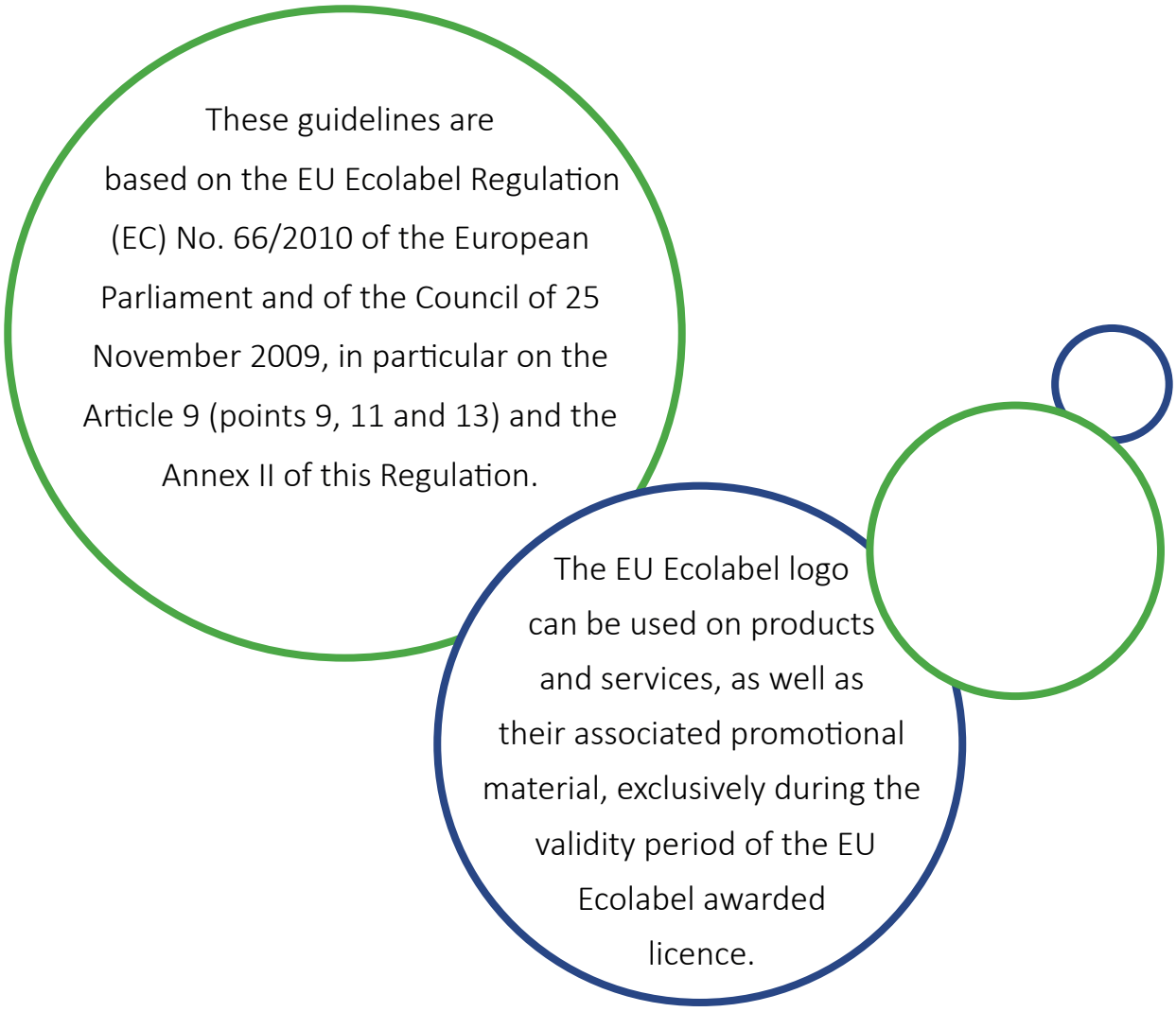
For further guidance on the use of the EU Ecolabel logo, please contact the EU Ecolabel Helpdesk or your Competent Body.

Licence holders, journalists, publication houses, and relevant stakeholders are encouraged to send any draft promotional material that contains or mentions the EU Ecolabel logo to the Helpdesk or any Competent Body. While these two entities cannot provide legal advice on the use of the EU Ecolabel logo, they can provide general feedback on logo use in relation to the document's format.



Introduction

These guidelines, which are intended for EU Ecolabel licence holders, Competent Bodies, journalists, publishing houses, or other relevant stakeholders, provide instructions on how to properly use the EU Ecolabel logo via any type of packaging, marketing material, or publication.



This EU Ecolabel Guideline document is subject to be periodically updated, based on the discretion of the European Commission. Upon the publication of subsequent versions, the information presented in the latest shall be considered.

The EU Ecolabel Logo

The EU Ecolabel logo is protected in primary EU law. The following format applies to correctly reproduce the EU Ecolabel logo in colour or in monochrome (black and white):

Style:

- The logo's style shall not be modified.
- Other pictures or logos are not allowed to be part of the EU Ecolabel logo.
- Text written over the EU Ecolabel logo is prohibited.

Location on packaging/ marketing material:

- Both the EU Ecolabel logo and the licence number text box shall appear on the product or service's packaging/marketing material.

Size:

- The logo should be visible and legible.
- The logo should be no smaller than 10.6 x 10.6 mm.

Minimum real size

General Restrictions and Specifications:

- The right to use the EU Ecolabel logo shall not infringe the European Commission's trademark rights.



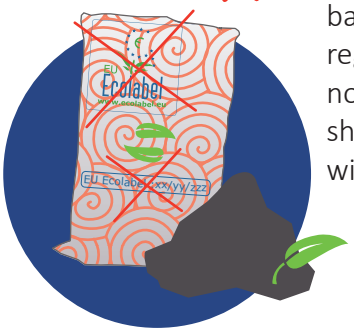
- The previous version of the EU Ecolabel logo shall no longer be used to market the EU Ecolabel.
- The logo and licence number shall only be used during the validity period of the EU Ecolabel licence.
  - The logo must only be used with its corresponding licence number in relation to the specific product/service for which it has been awarded and/or on its associated promotional material.
  - It is prohibited to associate the logo with non-EU Ecolabel awarded products/services or used as part of a licence holding company's general profile.
  - If a licence holder has more than one product registered under a licence, it suffices to indicate the licence number only once next to the logo on any associated promotional material.
- Only the European Commission, Competent Bodies, and the EU Ecolabel Helpdesk are authorised to use the EU Ecolabel logo (without a licence number) to promote the EU Ecolabel.
- The logo background must not be transparent if the background on which it is placed is patterned.

Correct ✓



The EU Ecolabel logo and registration number shall be clearly visible, regardless of the type of packaging.

Incorrect ✗



The EU Ecolabel logo background and registration number shall not be transparent, and shall not be presented without its frame.

a) The EU Ecolabel Logo (colour)

The following information particularly applies to reproducing the **colour** EU Ecolabel logo:

Colour codes:

- EU ECOLABEL GREEN:

Use for the '€' symbol, the leaves and stem of the flower, the web address, the "EU" text, and the green background colour.

- Pantone 347
- RGB colour codes: R 81 / G 166 / B 51
- CMYK colour codes: C 71% / M 6% / Y 100% / K 0%.

- EU ECOLABEL BLUE:

Use for the "Ecolabel" text, stars and borders

- Pantone 279
- RGB colour codes: R 42 / G 99 / B 155
- CMYK colour codes: C 87% / M 58% / Y 16% / K 2%

Examples of proper and improper use of the colour EU Ecolabel logo

Correct: ✓

Example 1: Colours compliant with guidelines



Incorrect: ✗

Example 2: Colours non-compliant with guidelines



b) The EU Ecolabel Logo (monochrome black and white)

The following information particularly applies to reproducing the **monochrome (black and white)** EU Ecolabel logo:

Examples of proper and improper use of the monochrome EU Ecolabel logo

Correct: ✓

Example 1: Black and white

(There shall be a black frame around the logo)



In black on white background

Correct: ✓

Example 2: White and black

(There shall be a white frame around the logo)

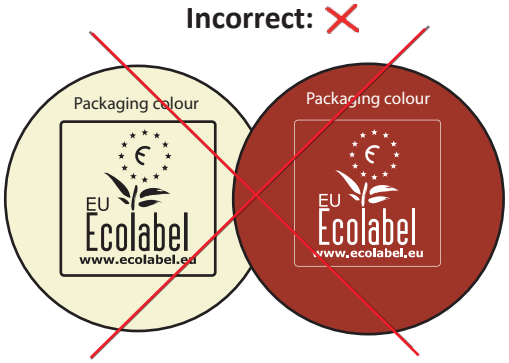


In white on black background

Example 3 & Example 4: The logo colour is the same as the packaging colour

(Although these logo examples are monochrome, it is not acceptable because they are not in black and white)

Incorrect: ✗



The Licence Number

The EU Ecolabel licence number shall be presented as indicated in the EU Ecolabel Regulation (EC No. 66/2010: Annex 2 "Form of the EU Ecolabel"):

EU Ecolabel: XXXX/YYY/ZZZZZ

Country code: *Indicates the Member State in which licence holder registered* product/service

Product/service group code: *Code found in its respective Commission Decision*

Application code: *Assigned by the Competent Body*

*In regards to the Product/Service Group Code "YYY", regardless of how this code is formulated (how many digits) within respective Commission Decisions, Competent Bodies shall always assign **three digits** to this code within the licence number in order to respect the EU Ecolabel Regulation.*

Example of a licence number for an EU Ecolabel imaging equipment product:

EU Ecolabel: XXXX/043/ZZZZZ

The "0" is added to the imaging equipment product group code, even though it is displayed as "43" in its Commission Decision.

The following format applies to correctly reproduce the EU Ecolabel licence number:

- Font: Verdana
- Font size: Minimum 7
- Colours for the licence number text and frame: *See specifications for "colours"/"monochrome" on page 4.* The textbox frame shall have rounded corners; the text cannot be used without the textbox frame.
- The licence number can be presented on one or two lines:

EU Ecolabel : XXXX/YYY/ZZZZZ

EU Ecolabel : XXXX/YYY/ZZZZZ

Whenever the EU Ecolabel logo is presented, the relevant licence number must **appear** (preferably nearby where the logo is placed). The following examples illustrate acceptable placement of the licence number in relation to the EU Ecolabel logo:

Correct: ✓
Example 1
Licence number directly above or below logo (most common)



Correct: ✓
Example 2
Licence number and logo on the same side of packaging, spread apart

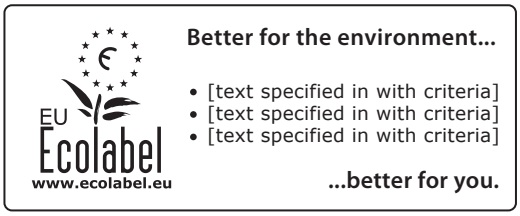


Correct: ✓
Example 3
Licence number on the opposite side of packaging



The Optional Logo

Within the optional logo, colour or monochrome (black and white), all text (with the exception of the logo and the EU Ecolabel web address) shall meet the following format:





- Font: Verdana
- Font size: Minimum 7
- Colours: *See specifications for "colours"/"monochrome" on page 4.*

While the optional logo is not mandatory[1], it can be an advantageous communication device to inform consumers on the product or service's minimised environmental impact. This optional logo can be displayed in addition to the EU Ecolabel logo, or without it. In both cases, the licence number must be present.

The informational bullet points presented within the optional logo shall coincide with the information indicated on every product's or service's corresponding Commission Decision criterion titled "Information Appearing on the EU Ecolabel".

Other product-specific mandatory text, for example *"Please collect used paper for recycling"*. (Criterion 9, Commission Decision 2012/481/EU establishing the ecological criteria for the award of the EU Ecolabel for printed paper) shall not be included within the textbox.

Regarding translations of the optional logo or product-specific mandatory text:

- The translation of the text "Better for the environment....better for you", along with all optional and mandatory text translations shall be taken from the EU Ecolabel Regulation EC. No. 66/2010, available in all official EU languages.
- The optional logo is available in all EU languages. Contact the EU Ecolabel Helpdesk for the colour and monochrome (black and white) modifiable template files.

[1] As referred in the EU Ecolabel Regulation, the logo text box is optional, but whenever decided to be used by an EU Ecolabel licence holder, it shall comply with the criterion on "Information Appearing on the EU Ecolabel" of the applicable Commission Decision.

Only the three below options can be used to communicate the product's minimised environmental impact via the optional logo.

Option	Optional logo example	Optional logo example on product

Option 1:
Include all desired EU language bullet point translations in one box without translations of:

"Better for the environment...,
...better for you."





Option 2:
Include all desired EU language bullet point translations in one box with the translation of:

"Better for the environment...,
...better for you."

in all corresponding EU languages.





Option 3:
Create different boxes for each different EU language translation.





Specifications for EU Ecolabel Flags and Plates (for Services)

As of November 2012, the European Commission is no longer responsible for producing and providing flags and plates to licence holders or Competent Bodies.
Each Competent Body has different methods in allocating resources to provide flags and plates to their licence holders. Some Competent Bodies may finance the production of these flags and plates and supply them to licence holders upon request, while others provide the templates to licence holders, who then are responsible to finance and produce flags and plates by themselves. Contact your Competent Body to see how it addresses flag and plate requests.

The specifications of EU Ecolabel plates are:

- Glass plate: 20 cm x 20 cm
- Picture on the glass: 14,5 cm x 14,5 cm
- Thickness: 0,8 cm
- Size of the screws: S8
- Distance from the edge: 1 cm



The specifications of EU Ecolabel flags are:

- 100 cm x 150 cm



Colour indications for plate and flag templates:

- **EU Ecolabel Green** and **EU Ecolabel Blue**:
  See specifications for "colours"/"monochrome" on page 4.

- **EU Ecolabel Light Green**:
  Use for the shading behind the EU Ecolabel logo only in the plates template
  - o Pantone 375
  - o RGB: R 0 / G 255 / B 0
  - o C 41% / M 0% / Y 78% / K 0%

Communicating the EU Ecolabel via Promotional Material

The following information can be used to generally communicate the EU Ecolabel:

> *"The EU Ecolabel is a label of environmental excellence that is awarded to products and services meeting high environmental standards throughout their life-cycle: from raw material extraction, to production, distribution and disposal".*

All indications on EU Ecolabel logo use outlined throughout this document shall be equally considered for advertising and free promotional sample purposes, in addition to the following specifications:

a) EU Ecolabel logo use in promotional material

1. Promotional material created by the licence holder:

- The licence holder shall ensure that the logo, clearly accompanied by its corresponding licence number(s) is exclusively associated with the product/service awarded with the EU Ecolabel. This is especially important if certified products and non-certified products are advertised together.

✓ If more than one product with the same registration number is shown, it is sufficient to present the registration number only once on any promotional material.

2. Promotional/informational material created by journalists, reporters, publishing houses, etc.

The informational material presented in any publication from non-EU Ecolabel licence holders should be submitted to the EU Ecolabel Helpdesk or Competent Bodies for advice.

3. Promotional material created by raw material suppliers

Raw material suppliers for EU Ecolabel products are prohibited from marketing or associating themselves with the EU Ecolabel in any form (e.g. using the EU Ecolabel logo, licence number, or written text associated with the EU Ecolabel to promote their raw materials).

b) EU Ecolabel licence information presented in print or online databases

1. Print or online databases interested in promoting EU Ecolabel licences for marketing or communication purposes shall contact the EU Ecolabel Helpdesk for more information on how to obtain extractions, etc. All rules that apply to the logo and licence number usage apply to this type of marketing initiative.

Specific Logo Use for Product/ Service Groups

The following non-exhaustive list of examples outlines product/service group-specific indications regarding logo use.

Printed paper:

Example 1: EU Ecolabel printed paper + advertisement on EU Ecolabel product/service
The EU Ecolabel logo, licence number, and text "EU Ecolabel awarded printed paper" can be used on EU Ecolabel printed paper products (e.g. newspapers, journals, magazines, books, brochures, etc.) If this same paper advertises an EU Ecolabel product or service, the logo, licence number and advertising text on the printed paper shall follow the rules for using the logo under the section "Communicate the EU Ecolabel via Promotional Materials".

Example 2: EU Ecolabel printed paper + advertisement on non-EU Ecolabel product/service
If an EU Ecolabel printed paper product (e.g. newspapers, journals, magazines, books, brochures, etc.), advertises a product or service that is not awarded the EU Ecolabel, the publisher/editor shall clearly indicate that the EU Ecolabel logo and licence number refer solely to the EU Ecolabel printed paper product.

EU Ecolabel
www.ecolabel.eu

EU Ecolabel : XXXX/YYY/ZZZZZ

Example 3: Non-EU Ecolabel printed paper + advertisement on EU Ecolabel product/service
If a printed paper product (e.g. newspapers, journals, magazines, books, brochures, etc.), which is not awarded the EU Ecolabel advertises an EU Ecolabel product or service, the EU Ecolabel licence holder shall insure that the logo solely refers to the EU Ecolabel product or service advertised on the non-EU Ecolabel printed paper product.

Example 4: Digital version of EU Ecolabel printed paper products
This example is applicable to and can be used in conjunction with all abovementioned examples.
If an EU Ecolabel licence is awarded to a printed paper product (e.g. newspapers, journals, magazines, books, brochures, etc.), which also has an equivalent digital version, the following phrase on the electronic version shall be indicated with the licence number (or licence number and logo if the licence holder is the one advertising): The print version of this newspaper/journal/magazine/book is awarded the EU Ecolabel licence number: XXXX/YYY/ZZZZZ.

Copying and graphic paper/newsprint paper/tissue paper:

Example 1: Logo use
Licence holders for the aforementioned product groups can place the EU Ecolabel logo solely on the product's packaging, or on associated promotional material, not on every individual sheet or on a final product like a book or a newspaper.

Textiles:

Example 1: Sewn EU Ecolabel logo + licence number
The EU Ecolabel logo may be sewn on the textile product as a tag or directly on the product. It may be visible on the inside or outside of the product. Please note that the EU Ecolabel licence number must be displayed, preferably near the EU Ecolabel logo.

Services:

Example 1:
Services are uniquely authorised to use the EU Ecolabel logo, accompanied with the corresponding licence number in email signatures, on company general letterhead paper, and on company cars as a means to advertise the service as awarded with the EU Ecolabel.

It should be noted that services, which use the same brand name for EU Ecolabel awarded services and non-EU Ecolabel awarded services, **are not authorised** to use the EU Ecolabel logo on company letterhead paper, in signatures, or on company cars.

Services that fall within this latter category are exceptionally allowed to use the EU Ecolabel in letterhead paper, signatures, and company cars if the address of the EU Ecolabel awarded service is clearly mentioned near the EU Ecolabel logo and licence number.

Rinse-Off Cosmetics:

Example 2: Sticker use
It is not permitted to place a sticker with the EU Ecolabel logo on permanent soap dispensers to communicate that the soap is awarded the EU Ecolabel. Since EU Ecolabel soap pouches display the logo and licence number, it is possible to communicate that the soap is awarded the EU Ecolabel by installing clear soap dispensers.