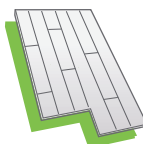


GUIDELINES FOR THE USE OF THE EU ECOLABEL LOGO



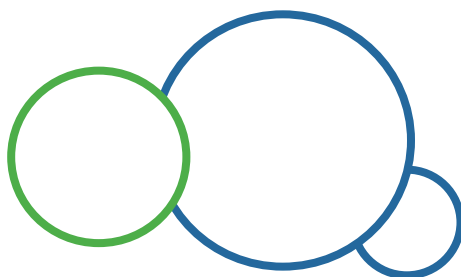
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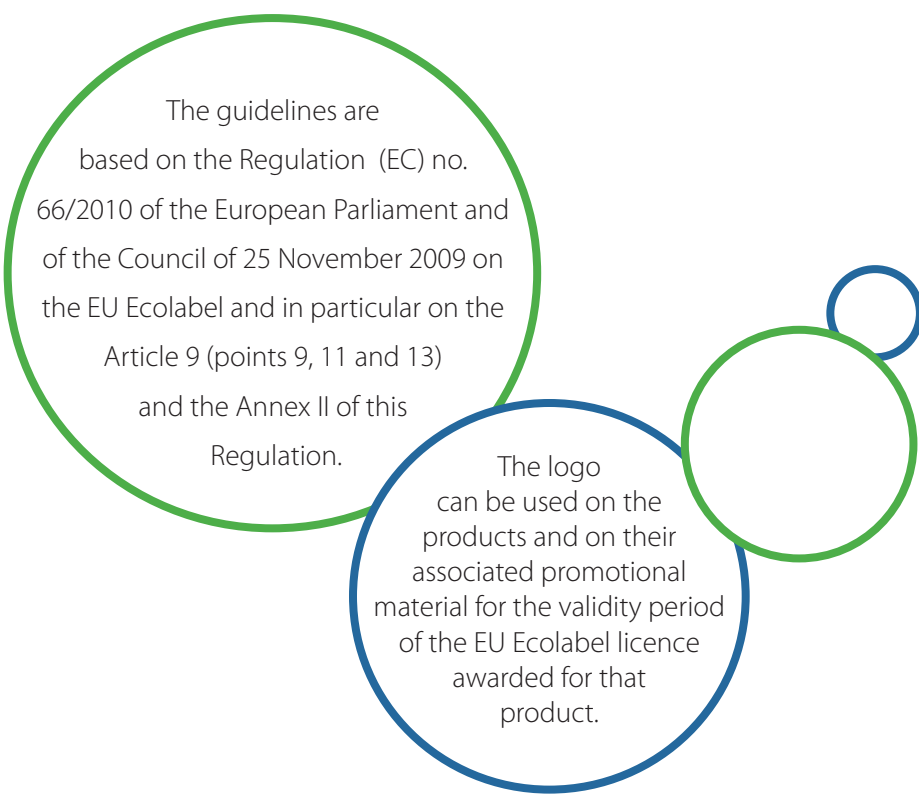
For further information on the EU Ecolabel, please visit www.ecolabel.eu.

For further information about the use of the EU Ecolabel logo, please contact the [EU Ecolabel Helpdesk](#) or your [competent body](#).



Introduction

This document provides rules for the use of the EU Ecolabel logo on products for companies that have been awarded the EU Ecolabel as well as for national competent bodies. The guidelines give instructions on how the logo must be used.

A diagram consisting of four overlapping circles. A large green circle on the left contains text about the guidelines' basis. A medium blue circle at the bottom contains text about logo usage. A medium green circle is to the right of the blue one. A small blue circle is at the top right, overlapping the green one.

The guidelines are based on the Regulation (EC) no. 66/2010 of the European Parliament and of the Council of 25 November 2009 on the EU Ecolabel and in particular on the Article 9 (points 9, 11 and 13) and the Annex II of this Regulation.

The logo can be used on the products and on their associated promotional material for the validity period of the EU Ecolabel licence awarded for that product.

The EU Ecolabel logo

The logo shall take the following form:

The minimum size of the logo should be at least 10.6 x 10.6 mm. The logo should be visible and legible. The use of the EU Ecolabel logo is protected in primary EU law.



Minimum real size



The optional label with the text box shall take the following form:

The text in the box (except 'EU Ecolabel' and the web address) shall meet the following requirements:

- Font: Verdana
- Font size: minimum 7
- Colour - EU Ecolabel blue: Pantone 279



In case the 'optional label with the text box' is used in monochrome, the text in the box will also be in monochrome (black or white, see examples on page 7).

Commission decisions on criteria state that Box 2 (logo text box) must be used. However, the new Regulation on the EU Ecolabel overrules this statement introducing the optional use of the logo text box.

The use of the optional logo is of course optional, not mandatory. If applicants wish so, they can use the regular logo only and omit the accompanying criteria statements.

The logos in different formats can be obtained from the [EU Ecolabel Helpdesk](#) or the [competent bodies](#).

The optional logo text box

If the text has to appear in different languages on the product or packaging, three different layouts of the optional text box can be used:

Option 1:

Include all the different language versions in one box without translating “Better for the environment..., ...better for you.”

Option 2:

Include all the language versions in one box and translate “Better for the environment..., ...better for you.” in the different languages.

Option 3:

Use different boxes for the different language versions.

Option 1:



Option 2:



Option 3:



Example option 1:



Example option 2:



Example option 3:



The registration number

The EU Ecolabel registration/licence number must appear on the product, it must be legible and clearly visible. It should take the following form:

EU Ecolabel : XX/YY/ZZZ

If possible, the registration number should appear close to the logo. If it is used close to the logo it is not necessary to use the term “EU Ecolabel” as shown in **example 1**.

If the registration number and the logo are apart, the term “EU Ecolabel” must be mentioned as shown in **example 2**.

Here **XX** refers to the country of registration, **YY** refers to the product group and **ZZZ** refers to the licence number. The registration number is given by the competent body.

The digits should follow this format: **XX/YY/ZZZ** (e.g. IT/20/012). If needed, the first digits **XX** for the country code can become **XXXXXX** (e.g. ES-CAT/20/011).

Specific requirements for the box are:

- Font: Verdana
- Font size: minimum 7
- Colours - EU Ecolabel blue: Pantone 279 or black or white
- The frame of the box shall have rounded corners
- The text cannot be used without the box

Example 1



Example 2



Rules for use of the logo

The contract holder must follow the rules mentioned but also respect the integrity of the logo. This implies that:

- the logo must not be distorted
- other pictures or logos must not be part of the logo
- text written over the logo is not allowed
- changes to the logo are not allowed
- for changes to the optional text box, only the three options specified can be used (please refer to page 3)
- the registration number must appear at least once, visible and legible, on the product
- the right to use the EU Ecolabel shall not extend to the use of the EU Ecolabel as a component of a trademark
- the logo must only be used in relation to the specific product for which it has been awarded and on their associated promotional material – and must therefore not be used as a part of the company's general profile or on the company's other non-ecolabelled products
- only specific colours and colour combinations shall be used (please refer to the next two pages)



a) Two colour logo

The label and the optional label with text box should be printed either in two colours (blue and green) or in monochrome (black or white). Colours are not for discussion.

For correct reproduction of the two colour logo, the following specifications apply:

- EU Ecolabel green: Pantone 347 (for the '€' symbol, the leaves and stem of the flower, the web address and the EU acronym)
- EU Ecolabel blue: Pantone 279 (for all other elements, text and borders)

Cf. to the colours of the .eps or illustrator file that as been provided to you.

This logo must not be transparent if the background is patterned.

Correct ✓



The two colour logo is used on patterned packaging.

Wrong ✗



The two colour logo is used without the white squared frame on patterned packaging.

b) Single colour logo

The logo can be reproduced in black and white (examples 1 and 2).

Where the packaging itself is coloured and printed in monochrome, this may form the background of the logo, too.

This also applies to the registration number box, see page 4.

Example 1



In black and white

Example 2

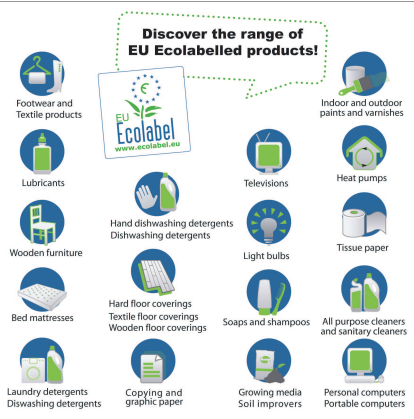


In white and black


Use of the logo for promotional material

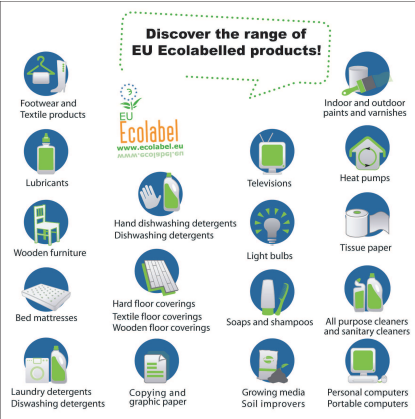
See the examples below regarding the rules for the use of the logo for promotional material. Before using the logo in a brochure, article, or publication, you must contact the [EU Ecolabel Helpdesk](#) or national [competent body](#) with a draft of the text accompanying the logo.

Correct 

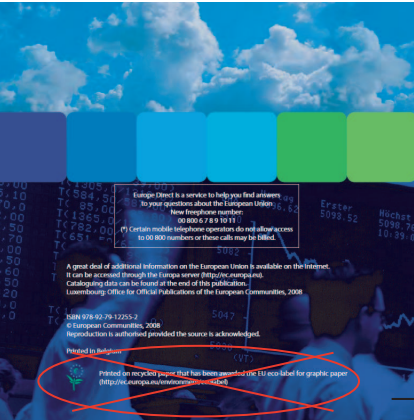


The logo is clearly visible, legible and has not been modified.

Wrong 



The colours, the proportions and the visual elements of the logo were modified.



Replace by



Logo on printed paper

The logo should not be used on printed matter. Instead, the transitional statement "Printed on paper awarded the EU Ecolabel" can be used. The licence registration number must accompany the statement.