



Promote Your Green Products and Services with Green Seal™

Graphics are Available for Providers of certified Products and Services

You've put a lot of time and effort into greening your product lines, adding more green merchandise to your shelves, or offering a green service. Now Green Seal™ is making it easier to promote your good work. These bright blue and green graphics communicate a message specific to how your company supports sustainability and feature the trademarked Green Seal logo.

How to Use the Green Seal-certified Product & Service Providers' Graphics

Display these attractive graphics anywhere your customers are likely to see them.

For Distributors and Retailers:

Promote your green lines with graphics that tell your customers you carry Green Seal-certified products in your warehouse, on your truck and in your store aisles

- Promote the sales of certified products on distributor uniforms and vehicles
- Drive traffic down the aisle with attention-grabbing point-of-sale materials

For Service Providers:

Let visitors and customers know that you use green products or offer a green cleaning service

- Promote your green-cleaning service if you offer both kinds of cleaning
- Promote the use of Green Seal-certified products by cleaning providers

For Manufacturers:

Highlight your certified products when promoting your full line with the "Proud Producers of Green Seal-certified Products" graphic on materials

See the back of this sheet for rules regarding the use of the graphics and how to download them from the Green Seal website





Downloading the Graphics

- Just click on the [Logos & Graphics](#) link under Publications and Resources on the Green Seal homepage [www.greenseal.org]
- Click [How To Use The Graphics](#) for examples and ideas for promoting your green line of products or service
- Then click [Download Logos](#). This will open the Registration Form.
- Fill in the Registration Form and click [Submit](#).
- You will receive a user name and a password with a link to the [Graphics for Downloading](#) page by return e-mail.
- Fill in your user name and password, click on the graphics you need (you may want to check with your printer or web host first to verify which format they require), then click [Download](#).
- You can then save the graphics to your desktop.
- You can also download the [Rules and Reproduction Requirements](#) to provide to your printer or web host.

Rules and Reproduction Requirements Governing the Use of the Green Seal Provider's Graphics

1. Company must currently be selling or using Green Seal-certified products/services to legally display the Green Seal Providers' Graphics.
2. Use of the Green Seal Providers' Graphics does not imply an endorsement by or partnership with Green Seal.
3. Right of Advance Approval of Use of Mark and Green Seal Name: Green Seal may request review and approval in advance the use of its name, the graphics, or any representations concerning its program. Green Seal may request name and contact information of product distributor or sales representative, data certification and last monitoring for services, or a print sample or photo of graphic usage.
4. Reproduction: When reproducing the graphic, please use only as supplied. Do not make the graphic and outline or change the colors of the graphic. Do not rotate the graphic or distort it in any way. Do not separate any of the graphic elements, replace the approved wording or substitute any part of the graphic.
5. Color: It is recommended that the logo or graphic be printed in the recognized blue and green combination. The preferred colors for Green Seal Provider's logo are PMS 349 Green and PMS 284 Blue or reasonable facsimiles of these colors. If printing in one color then the logos may appear in 1-color, preferably black as shown.
6. Minimum Size: The graphic may be resized, but the proportions must be maintained. For legibility, we recommend that the graphic not be reproduced smaller than 3/4" in diameter. Lettering legibility inside the graphic must be maintained on the web