## Contents

1. Introduction .................................................................................................................. 3

2. Green Seal Trademarks and Graphics ............................................................................ 4

3. Corporate Logo ............................................................................................................ 6

   - Rules for Use
   - Approval of Use
   - Reproduction and Design

4. Certification Mark ....................................................................................................... 7

   - Examples of Permitted Uses
   - Rules for Use
     - Use in Advertising and Marketing
     - Use on Packaging
     - Use by Retailers and Distributors
   - Approval of Use
   - Certification Levels
   - Impact Statements
   - Compliance with Consumer Protection Laws
   - Link to Green Seal Website
   - Reproduction and Design

5. Innovation Certification Mark ........................................................................................ 11

   - Rules for Use
   - Reproduction and Design

6. Hotel Certification Marks and Graphics ......................................................................... 12

   - Examples of Permitted Uses
   - Rules for Use
   - Reproduction and Design

7. Promotional Graphics ................................................................................................... 14

   - Examples of Permitted Uses
   - Rules for Use
   - Approval of Use
   - Reproduction and Design

8. Verification Graphics .................................................................................................... 18

   - Rules for Use
   - Approval of Use
   - Reproduction and Design

9. Instructions for Graphic Designers .................................................................................... 20

   - Digital Files
   - Colors and Backgrounds
   - White Space Requirements
   - Size Requirements
   - Design Alterations
   - Link to Green Seal Website

10. Green Seal Copyrights ................................................................................................... 25

    - Rules for Use

11. Annex A ....................................................................................................................... 26
Introduction

Green Seal® is a global nonprofit organization with a mission to transform the economy for a healthier, greener world. Since 1989, Green Seal has applied rigorous standards for health, environmental sustainability, and product performance to its certification programs to empower better purchasing decisions. Green Seal has certified thousands of products, services, and spaces from hundreds of leading brands and is specified by countless schools, government agencies, businesses, and institutions.

Today, Green Seal is recognized as a global authority in safer and more sustainable cleaning and facilities care, and the Green Seal certification mark is a universal symbol indicating that a product or service meets the highest benchmark of health and environmental leadership. We strictly protect the use of the Green Seal trademarks to protect the value and integrity of Green Seal certification.

This document contains the requirements and guidelines for the use of Green Seal trademarks by licensees, retailers, and third-party distributors of Green Seal–certified products and services. Labeling products and promoting them with Green Seal trademarks helps consumers make safer, green choices with confidence. It is essential that Green Seal trademarks are used correctly, do not mislead customers or the public about certification claims, and are not associated with quality aspects beyond those covered by Green Seal certification.

The Green Seal trademarks are the primary communications tool for Green Seal licensees to demonstrate that their products or services meet our standards. Our trademarks are designed to enhance your brand and highlight your sustainability leadership. Ensuring that our trademarks are used appropriately maintains their credibility and allows businesses to leverage the trust we have built with purchasers and consumers. This guide will help you use our globally recognized trademarks for the promotion of Green Seal and Green Seal–certified products, spaces, and services.

Section 1 introduces the Green Seal trademarks and graphics. Sections 2–7 present specifics on their purposes, conditions for use, and permitted applications. Section 8 gives graphic designers information on downloading digital files of the images and specifications for their use in print and online communications. Section 9 provides guidance on use of Green Seal’s copyrighted material, including Green Seal standards.

For general questions about using the Green Seal marks or graphics, please contact your Green Seal project manager or e-mail marketing@greenseal.org.
Green Seal Trademarks and Graphics

CORPORATE

This registered logo represents our nonprofit organization, Green Seal. We encourage its use when referring to our programs or activities in general. See Section 2.

CERTIFICATION MARK

This registered mark can be used only on products and services that are currently Green Seal–certified. Its use is strictly limited. See Section 3.

INNOVATION CERTIFICATION MARK

Manufacturers earn Green Seal Innovation Certification by complying with the GS-20 Standard for Environmental Innovation. See Section 4.
Hotels earn Gold, Silver, or Bronze certification by complying with the GS-33 Standard for Hotels and Lodging Properties. Certified establishments can use additional Green Seal promotional images and signage for guests. See Section 5.

This and similar graphics may be used by companies or facilities that sell, produce, provide, or use Green Seal–certified products or services. See Section 6.

Manufacturers of materials, ingredients, or packaging that can be used in Green Seal–certified products may use such graphics on websites or in generic marketing materials. See Section 7.
This logo is used on Green Seal corporate materials and signage, as well as in references to the organization, Green Seal.

When referencing the Green Seal organization in text, the first or most predominant appearance of Green Seal must be followed by the registration mark, ®, as in this example:

Green Seal® was founded in 1989.

Rules for Use
No person shall use the Green Seal Corporate Logo or any portion thereof in connection with any product or service, or represent or imply in any way that a product or service has been certified by Green Seal, without express permission by Green Seal in writing.

The Green Seal Corporate Logo may be used in product advertising, promotional materials, or product literature provided the items do not represent or imply that any uncertified products or services have been certified.

Approval of Use
Unless preapproved templates are used, Green Seal must review and approve, in advance, the use of the Green Seal name, the Green Seal Corporate Logo, or any representations concerning the Green Seal program. Contact marketing@greenseal.org for approval.

Reproduction and Design
For access to digital files and information on sizing and color, see Instructions for Graphic Designers (Section 8).
Rules Regarding the Use of the Green Seal Certification Mark
Manufacturers and service providers that have received certification from Green Seal are issued a written license to use the Green Seal Certification Mark as part of product literature and marketing materials directly related to the certified product or service. Any use of the mark requires approval by Green Seal.

The mark must be accompanied by the Green Seal website address. See Instructions for Graphic Designers (Section 8).

Examples of Permitted Uses

On the label or packaging of Green Seal-certified product:

The mark must be accompanied by the Green Seal website address. See Instructions for Graphic Designers (Section 8).
On a manufacturer’s website, directly referring to a Green Seal–certified product:

In a manufacturer’s literature, next to certified products:

In a catalog listing, describing specific certified products:

<table>
<thead>
<tr>
<th>TISSUE &amp; TOWELS</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>#P1248</td>
<td></td>
<td></td>
</tr>
<tr>
<td>#P1367</td>
<td></td>
<td></td>
</tr>
<tr>
<td>#P2456</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Rules for Use

The Green Seal Certification Mark is a legally protected trademark of Green Seal. No person shall use a Green Seal trademark or any portion thereof in connection with any product or service, or represent or imply in any way that a product or service has been certified by Green Seal, unless Green Seal has confirmed, in writing, that the product or service is certified.

Use of the Green Seal Certification Mark in connection with a product or service constitutes a representation that the product or service is in full compliance with the relevant published Green Seal standard, and that the product or service is subject to a valid Certification Agreement with Green Seal. The licensee assumes full and complete responsibility for its use of the mark and agrees that it will, through proper inspection or otherwise, determine that any products or services bearing the mark are in compliance with the requirements of Green Seal.

Use in Advertising and Marketing

The Green Seal Certification Mark may be used in advertising or promotional materials for certified products and services provided the label or materials do not represent or imply that the company, other products or services, associated equipment, dispensers, or dispensing systems have been certified.

The Green Seal Certification Mark cannot be used in conjunction with any modifying terms, phrases, or graphic images that might mislead consumers as to the extent or nature of the certification.

Use of the Certification Mark must be directly tied to a specific certified product or service. For example, use of the mark is **not** permitted in these cases:

- on a website page that does not include the certified product or service
- on a footer for the entire company website
- in an e-mail signature or company letterhead
- on company-wide marketing materials
- in any other manner where the mark is not directly tied to a specific certified product or service

Exceptions may be made for Green Seal–certified cleaning services in certain cases with prior written approval.

If only part of a product is certified, the certified element must be specifically identified in conjunction with the Certification Mark. For example, if a certified product is sold as part of a package along with an uncertified product, the marketing materials must clarify which product is certified.

See Promotional Graphics (Section 6) for images that may be used more generally by companies or organizations that sell or use Green Seal–certified products or services.
**Use on Packaging**
The primary package containing the certified product should be clearly marked with the Green Seal Certification Mark.

**Use by Retailers and Distributors**
Retailers, third-party distributors of Green Seal–certified products, and other parties that are not licensed partners of Green Seal may use the Green Seal Certification Mark only with express written approval and in direct reference to a specific product that is currently certified by Green Seal. Currently certified products are listed in the Green Seal Certified Directory, at www.greenseal.org.

All such uses of the Certification Mark must be approved in writing by the company that obtained certification for its product or service (the licensee) and by Green Seal. Contact marketing@greenseal.org for approval, or if you need assistance obtaining approval from the licensee.

**Approval of Use**
Unless preapproved templates are used, Green Seal must review and approve in advance, prior to printing or publishing, the use of its name, the Certification Mark, or any representations concerning its program. Submit proposed uses to certification@greenseal.org.

To assist Green Seal’s oversight of the use of its trademarks, the licensee shall provide Green Seal with copies of all uses of the Certification Mark upon request.

**Impact Statements**
Impact statements help consumers understand why their Green Seal–certified purchases matter. Brands may use one or more of the approved impact statements listed in Annex A in conjunction with the mark to describe the benefits of Green Seal certification. Any other customized statements or claims related to Green Seal or Green Seal certification must be reviewed and approved in writing by Green Seal.

**Compliance with Consumer Protection Laws**
License holders are responsible for their own compliance with the consumer protection laws in the countries in which their products are promoted and their promotional materials are distributed.

**Link to Green Seal Website**
All uses of the Green Seal Certification Mark must be accompanied by the greenseal.org website address. See Instructions for Graphic Designers (Section 8).

**Reproduction and Design**
For access to digital files and information on sizing and color, see Instructions for Graphic Designers (Section 8).
Innovation Certification Mark

Products can earn Green Seal Innovation Certification as described in the Standard for Environmental Innovation (GS-20). Innovation–certified products may use the Green Seal Certification Mark, but only products certified under Green Seal’s Environmental Innovation Standard (GS-20) may use the Green Seal Innovation Certification Mark.

Rules for Use
Rules regarding the use of the Innovation Certification Mark and advance approval are the same as for the Green Seal Certification Mark (Section 3).

Reproduction and Design
For access to digital files and information on sizing and color, see Instructions for Graphic Designers (Section 8).
5 Hotel Certification Marks and Graphics

Hotels can earn the Green Seal at the Gold, Silver, and Bronze levels if they comply with the GS-33 Standard for Hotels and Lodging Properties.

Examples of Permitted Uses

Business card with “Ask Me About Our Certified Hotel” promotional graphic:

Certification level mark on the door of a certified property:
Rules for Use
Rules regarding the use of the Hotel Certification Marks and advance approval are the same as for the Green Seal Certification Mark (Section 3).

Certification Levels
The use of the Green Seal Certification Mark must include the level of certification (Gold, Silver, or Bronze). Promotional materials for certified products or services must likewise include the level of certification.

Reproduction and Design
For access to digital files and information on sizing and color, see Instructions for Graphic Designers (Section 8).
Promotional Graphics

Green Seal promotional graphics are appropriate for catalogs, brochures, general websites, e-mail signatures, business cards, window films, T-shirts, and other promotional materials. They are available for several kinds of users:

**FOR MANUFACTURERS OF CERTIFIED PRODUCTS**

![Promotional graphic for manufacturers]

**FOR DEVICES USED TO CREATE CERTIFIED PRODUCTS**

![Promotional graphic for devices]

**FOR RETAILERS OR DISTRIBUTORS OF CERTIFIED PRODUCTS**

![Promotional graphic for retailers/distributors]

FOR USERS OF CERTIFIED PRODUCTS AND SERVICES

FOR CERTIFIED SERVICES, HOTELS, AND RESTAURANTS

Examples of Permitted Uses

To promote your company’s Green Seal–certified products:
To promote the sale of Green Seal–certified products by retailers:

To promote the sale of Green Seal–certified products by distributors:
Rule for Use
Green Seal promotional graphics may be used by manufacturers of certified products, for devices that create a certified product, by retailers or distributors of certified products, and by certified hotels, restaurants, and services, such as custodial services. Use does not constitute or imply an endorsement by or partnership with Green Seal. The company or organization must currently be selling or using Green Seal–certified products or services.

Approval of Use
Green Seal may request review and approval in advance the use of its name, the graphics, or any representations concerning its program.

Green Seal reserves the right to withdraw permission for the use of the promotional graphics.

Reproduction and Design
For access to digital files and information on sizing and color, see Instructions for Graphic Designers (Section 8).
Verification, as distinct from certification, is the confirmation that a precursor to a finished product, if finished, packaged, and labeled according to a Green Seal standard, would meet that standard. The Green Seal verification graphics are for manufacturers of materials and ingredients that can be used in Green Seal–certified products.

These graphics are available for several kinds of users:

- For raw material providers:
- For formula providers:
- For concentrate providers:
- For paper providers:
Rules for Use
Raw material providers, formula providers, concentrate providers, and paper providers that earn Green Seal Verification may use the images on websites or in generic marketing materials. These graphics may not be used on manufacturers’ products or product packaging.

The provider must have verification from Green Seal that its materials or ingredients meet the requirements of the given standard. Use of the Verification graphics does not and must not imply that the verified product is Green Seal–certified.

Approval of Use
Green Seal may request review and approval in advance of the use of its name, the graphics, or any representations concerning its program. Green Seal may request the name and contact information of any product distributor or sales representative(s), date of verification, and most recent monitoring for services, or a print sample or photo of the use of verification graphics.

Reproduction and Design
For access to digital files and information on sizing and color, see Instructions for Graphic Designers (Section 8).
Instructions for Graphic Designers

Digital Files
The Green Seal trademarks and graphics are available for download as follows:

**CORPORATE LOGO**

Email marketing@greenseal.org

**CERTIFICATION MARK AND INNOVATION CERTIFICATION MARK**

Email certification@greenseal.org, or contact your company’s Green Seal Project Manager

**PROMOTIONAL GRAPHICS**

Email marketing@greenseal.org

**VERIFICATION GRAPHICS**

Email certification@greenseal.org, or contact your company’s Green Seal Project Manager
Colors and Backgrounds
The Green Seal trademarks and graphics can be used in one-, two-, and four-color printing and are designed for either light or dark backgrounds, as shown here:

<table>
<thead>
<tr>
<th></th>
<th>FULL COLOR</th>
<th>BLACK</th>
<th>REVERSE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corporate Mark</td>
<td><img src="image" alt="Green Seal Corporate Mark Full Color" /></td>
<td><img src="image" alt="Green Seal Corporate Mark Black" /></td>
<td><img src="image" alt="Green Seal Corporate Mark Reverse" /></td>
</tr>
<tr>
<td>Certification Mark</td>
<td><img src="image" alt="Green Seal Certification Mark Full Color" /></td>
<td><img src="image" alt="Green Seal Certification Mark Black" /></td>
<td><img src="image" alt="Green Seal Certification Mark Reverse" /></td>
</tr>
<tr>
<td>Innovation Mark</td>
<td><img src="image" alt="Green Seal Innovation Mark Full Color" /></td>
<td><img src="image" alt="Green Seal Innovation Mark Black" /></td>
<td><img src="image" alt="Green Seal Innovation Mark Reverse" /></td>
</tr>
<tr>
<td>Hotel Certification</td>
<td><img src="image" alt="Green Seal Hotel Certification Mark Full Color" /></td>
<td><img src="image" alt="Green Seal Hotel Certification Mark Black" /></td>
<td><img src="image" alt="Green Seal Hotel Certification Mark Reverse" /></td>
</tr>
<tr>
<td>Promotional Graphics</td>
<td><img src="image" alt="Green Seal Promotional Graphics Full Color" /></td>
<td><img src="image" alt="Green Seal Promotional Graphics Black" /></td>
<td><img src="image" alt="Green Seal Promotional Graphics Reverse" /></td>
</tr>
<tr>
<td>Verification Graphics</td>
<td><img src="image" alt="Green Seal Verification Graphics Full Color" /></td>
<td><img src="image" alt="Green Seal Verification Graphics Black" /></td>
<td><img src="image" alt="Green Seal Verification Graphics Reverse" /></td>
</tr>
</tbody>
</table>
The image may appear in one color if the piece is being printed in fewer than four colors, but it must be reproduced with enough contrast for easy readability, preferably in black, blue, or green.

The image must appear in two colors (three colors for Gold, Silver, or Bronze hotel certification) if the piece is being printed in four or more process colors. The checkmark and “Green Seal” shall be green and the globe shall be blue. Color specifications are as follows:

<table>
<thead>
<tr>
<th>COLOR</th>
<th>SWATCH</th>
<th>PANTONE</th>
<th>4 COLOR PROCESS (CMYK)</th>
<th>RGB</th>
</tr>
</thead>
<tbody>
<tr>
<td>Green Seal Green</td>
<td></td>
<td>PMS 349</td>
<td>C: 100 M: 0 Y: 91 K: 42</td>
<td>R: 0  G: 112 B: 60</td>
</tr>
<tr>
<td>Green Seal Gold</td>
<td></td>
<td>PMS 110U</td>
<td>C: 20 M: 24 Y: 100 K: 0</td>
<td>R: 211 G: 182 B: 42</td>
</tr>
</tbody>
</table>

Reasonable facsimiles of the above colors may be used.

**White Space Requirements**

On all sides of any Green Seal trademark or graphic, maintain white space equal to half the diameter (i.e., the radius) of the globe, as represented by X in the example below. This space ensures that no distracting elements interfere with the image.
**Size Requirements**
The following size requirements apply to print reproduction and are intended to ensure easy readability. For digital uses, maintain legibility.

Green Seal trademarks (Corporate Logo, Certification Mark, Innovation Certification Mark, Hotel Certification Mark) must be reproduced no smaller than ½ inch (13 mm) in width. When downloading a trademark, choose the appropriate file for good resolution: ½ to 1 inch (13 to 25 mm) wide in small applications, or wider than 1 inch (25 mm) for larger reproductions.

Green Seal promotional and verification graphics must be reproduced no smaller than ¾ inch (19 mm) in diameter.

Green Seal signage for hotel guest rooms may be resized but must maintain the original proportions and keep the signage large enough for easy readability.

**Design Alterations**
Use Green Seal trademarks and graphics only as supplied in the digital file. Do not convert the image to an outline or change the colors. Do not rotate the image or distort it in any way. Do not separate any of the image's elements, replace the approved wording, or use substitutes for any part of the image.

**Link to Green Seal Website**
All uses of the Green Seal Certification Mark and Innovation Certification Mark must be accompanied by the greenseal.org website address, preferably directly underneath the mark, as shown here:

If the website address is separated from the Certification Mark by a border or space, or if it appears elsewhere on the same package, label, or page, it must be linked to the mark by an asterisk. In this case, the accompanying language should read:

*Visit greenseal.org to learn about Green Seal certification.*

Green Seal may approve alternative statements. Email your Green Seal Project Manager or certification@greenseal.org for approval.
Rules for Use
Any person or entity may use, reproduce, or display all or any portion of any Green Seal standard or other copyrighted material in the form of a limited, royalty-free, nonexclusive, revocable license, so long as the user contacts standards@greenseal.org for permission and attributes the permission of, authorship and copyright to Green Seal.
These are approved impact statements for describing Green Seal and Green Seal-certified products and services.

These statements may appear on labels, websites and promotional materials with the Green Seal certification mark in accordance with Section 3, Certification Mark. Any other statements appearing with the Green Seal certification mark must be expressly approved by Green Seal.

**All Green Seal certified products may use the following impact statements with the mark:**
- Make healthier, greener choices with Green Seal®.
- This product meets Green Seal's globally recognized environmental leadership standard.

**All Green Seal certified services may use the following impact statements with the mark:**
- Make healthier, greener choices with Green Seal®.

**Additional standard-specific statements are available for certain product and service categories:**

<table>
<thead>
<tr>
<th>PRODUCT / SERVICE TYPE</th>
<th>APPROVED STATEMENTS</th>
<th>STANDARD</th>
</tr>
</thead>
</table>
| All Formulated Products (Adhesive, Cleaning, Degreasing, Floor Care, Hand Care, Laundry, Personal Care, Paint and Coating) | • Green Seal-certified products are safer for people and the planet.  
• Certified by Green Seal® as safer for people and the planet. | GS-8, GS-11, GS-34, GS-37, GS-40, GS-41, GS-44, GS-52, GS-53 |
| Paint, Coating and Adhesive Products         | • Green Seal-certified for low VOC content and safer ingredients.                   | GS-11, GS-36                      |
| Sanitary Paper Products                      | • Green Seal-certified for reducing environmental impacts and conserving natural resources.  
• Green Seal-certified for 100% recycled material and chlorine-free bleaching.  
• Green Seal-certified for 100% recycled material and sustainable production practices.  
• Green Seal-certified for reducing carbon emissions, water use and pollution. | GS-1 |
| Cleaning Services                            | • Green Seal-certified for expert use of cleaning practices that protect human and environmental health.  
• Green Seal-certified for expert use of cleaning practices that protect indoor air quality.  
• Green Seal-certified for expertly cleaning for health. | GS-42 |
| Hotel and Lodging Properties                 | • Green Seal-certified for reducing climate and environmental impacts.  
• Green Seal-certified for reducing environmental impacts and conserving natural resources.  
• This property meets Green Seal’s globally recognized environmental leadership standard. | GS-33 |