

# Trademark Use Guidelines

2024 Edition



# Contents

- Introduction ..... 3**
- 1. Green Seal Trademarks and Graphics ..... 4**
- 2. Corporate Logo ..... 6**
  - Rules for Use
  - Approval of Use
  - Reproduction and Design
- 3. Certification Mark ..... 7**
  - Examples of Permitted Uses
  - Rules for Use
    - Use with Other Claims
    - Use in Advertising and Marketing
    - Use on Packaging
    - Use by Retailers and Distributors
  - Approval of Use
  - Compliance with Consumer Protection Laws
  - Reproduction and Design
- 4. Innovation Certification Mark ..... 11**
  - Rules for Use
  - Reproduction and Design
- 5. Hotel Certification Marks and Graphics ..... 12**
  - Examples of Permitted Uses
  - Rules for Use
  - Certification Levels
  - Reproduction and Design
- 6. Promotional Graphics ..... 14**
  - Examples of Permitted Uses
  - Rules for Use
  - Approval of Use
  - Reproduction and Design
- 7. Verification Graphics ..... 18**
  - Rules for Use
  - Approval of Use
  - Reproduction and Design
- 8. Instructions for Graphic Designers ..... 20**
  - Digital Files
  - Colors and Backgrounds
  - White Space Requirements
  - Size Requirements
  - Design Alterations
- 9. Green Seal Copyrights ..... 25**
  - Rules for Use

# Introduction

**Green Seal® is a global nonprofit committed to making sustainability everyone's business. The ecolabelling movement we pioneered decades ago has helped people make informed purchasing decisions and driven the marketplace toward healthier, greener choices.**

Today, hundreds of the world's leading companies carry our certification to quickly signal how they've met a high benchmark of health and environmental leadership. Our trusted certification mark helps shoppers cut through the chaos to find products that meet truly comprehensive health and sustainability standards - from beginning to end. We strictly protect the use of the Green Seal trademarks to protect the value and integrity of our 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](mailto:marketing@greenseal.org).

# 1. 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.

## Hotel Certification



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.

## Promotional Graphic



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.

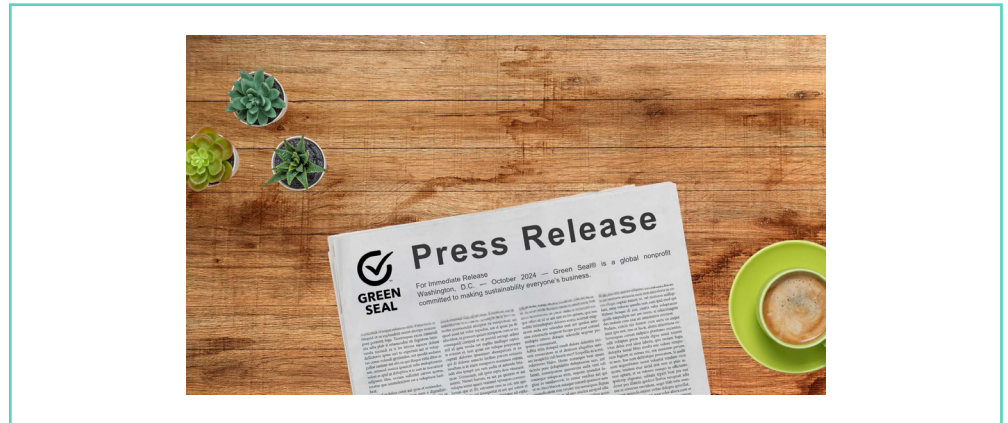
## Verification Graphic



Manufacturers of materials, ingredients, or packaging that can be used in Green Seal-certified products may use these graphics on websites or in generic marketing materials. See Section 7.

## 2. Corporate Logo

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.

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

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](mailto: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).

# 3. Certification Mark

## Rules Regarding the Use of the Green Seal Certification Mark

Green Seal issues manufacturers and service providers that have received certification 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. Several variations of the mark are available; however, we strongly encourage companies to use the version that includes the descriptor (“meets a high standard for protecting people and planet”) whenever possible to promote consumer awareness and understanding of the value of the certification.

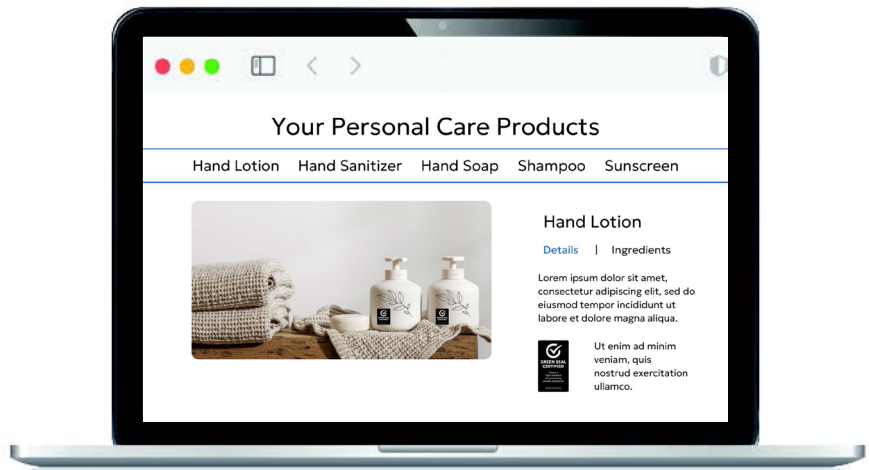


## Examples of Permitted Uses:

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



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:

TISSUE & TOWELS		
	#P1248	
	#P1367	
	#P2456	

## 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 with Other Claims***

Green Seal reviews all claims made in conjunction with Green Seal trademarks. Green Seal trademarks cannot be used in conjunction with any claims that might mislead consumers as to the extent or nature of Green Seal certification.

› “Claims” includes modifying terms, phrases, or graphic images.

“In conjunction with” means “in immediate proximity or direct reference to,” such that the claim can be understood to explain or qualify the Green Seal trademark. Health, environmental, or other claims made as part of a product’s name (e.g., “Brand Name Biodegradable Baby Wipes”) are considered to be made in conjunction with the Green Seal trademark and must be reviewed and approved by Green Seal prior to using the Green Seal mark.

### ***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 [greenseal.org](https://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](mailto:marketing@greenseal.org) for approval, or if you need assistance obtaining approval from the licensee.

### **Approval of Use**

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](mailto: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.

### **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.

### **Reproduction and Design**

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

## 4. Innovation Certification Mark

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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:

Certification level mark on the door of a certified property:



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



## **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).

## 6. 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



### For Devices Used to Create Certified Products



### For Retailers or Distributors of Certified Products



## For Users of Certified Products and Services

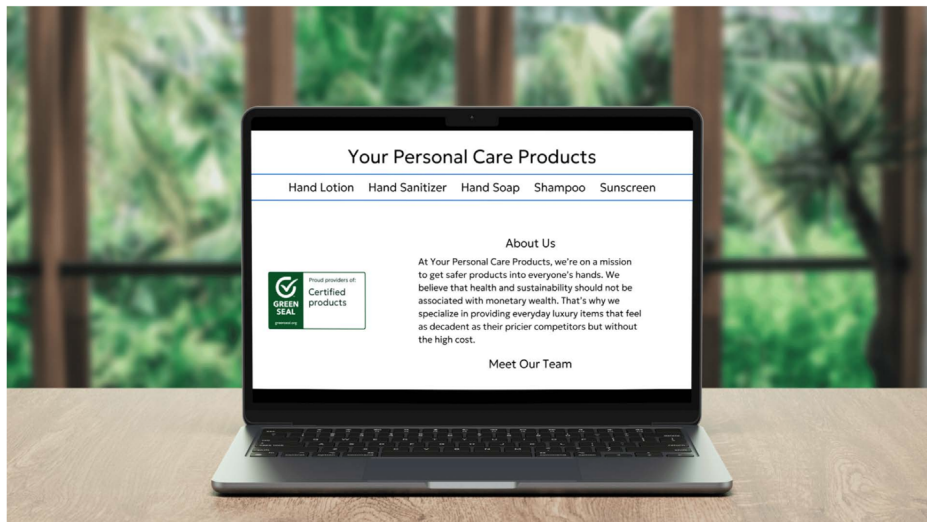


## For Certified Services, Hotels, and Restaurants



## Examples of Permitted Uses

To promote your company's Green Seal-certified products:



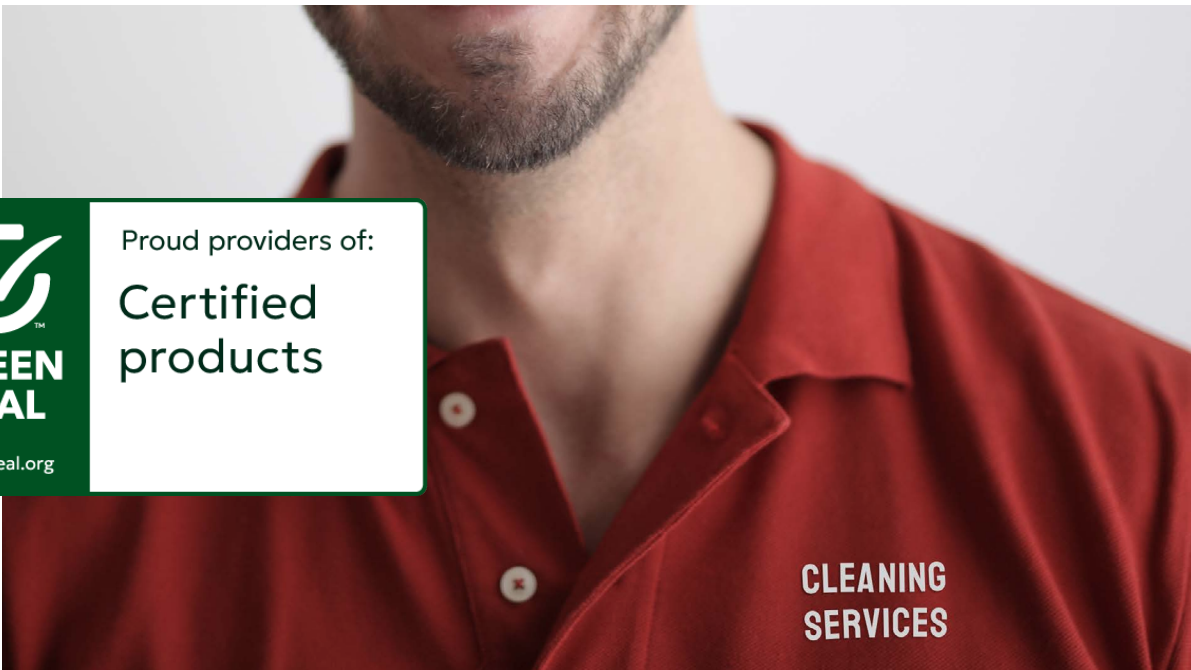
To promote the sale of Green Seal-certified products by retailers:



  
**GREEN SEAL**  
greenseal.org

We proudly carry:  
**Certified products**

To promote the sale of Green Seal-certified products by distributors:



  
**GREEN SEAL**  
greenseal.org

Proud providers of:  
**Certified products**

**CLEANING  
SERVICES**

To promote the sale of Green Seal-certified products used by providers:



### Rules 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 of Design

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

## 7. Verification Graphics

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 of Design

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

# 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](mailto:marketing@greenseal.org)

### Certification Mark

Email [certification@greenseal.org](mailto:certification@greenseal.org), or contact your company's Green Seal Project Manager



### Promotional Graphics

Email [marketing@greenseal.org](mailto:marketing@greenseal.org)



### Verification Graphics

Email [certification@greenseal.org](mailto: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 Primary Green or Black on light backgrounds and Reverse on dark backgrounds, as shown here:

	FULL COLOR	BLACK	REVERSE
Corporate			
Certification Mark			
Innovation Certification Mark			
Hotel Certification			
Promotional Graphics			
Verification Graphics			

The image must appear in two colors. Color specifications are as follows:

COLOR	SWATCH	PANTONE	4 COLOR PROCESS (CMYK)	RGB
Primary Green		2427	81 - 0 - 100 - 54	0 - 81 - 34
White		N/A	0 - 0 - 0 - 0	255 - 255 - 255
Dark Green		3435	93 - 21 - 85 - 77	0 - 42 - 25

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 symbol, as represented by X in the example below. This space ensures that no distracting elements interfere with the image.

### Corporate



### Certification Mark



### Innovation Certification Mark



### Hotel Certification



### Promotional Graphic



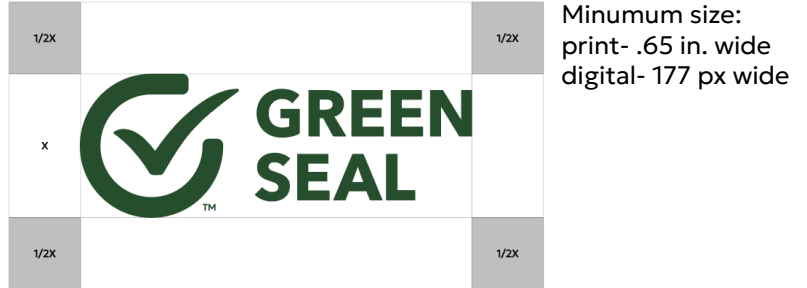
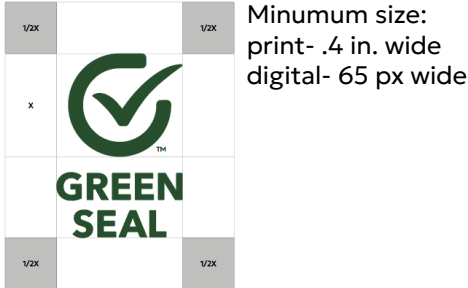
### Verification Graphic



## Size Requirements

The following size requirements apply to print reproduction and are intended to ensure easy readability. For digital uses, maintain legibility.

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.

# 9. Green Seal Copyrights

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## 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](mailto:standards@greenseal.org) for permission and attributes the permission of, authorship and copyright to Green Seal.