



# GreenCircle Mark Usage Guidelines

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# Table of Contents

- Using the Guidelines..... 1
- Product Labeling Guidelines ..... 1
- GreenCircle Review Prior to Use ..... 1
- Format of GreenCircle Certified, LLC Marks ..... 2
- Registered Trademark (®) Designation ..... 2
- General Conditions .....2-3
- Color Reproduction ..... 3
- Color Profiles .....3-4
- Clear Space..... 5
- Minimum Size..... 6
- Compliant Uses..... 7
- Non-Compliant Uses ..... 8
- Infringements .....9-10
- GreenCircle Certificates..... 11
- Appendix A: Full Color Marks ..... 12
- Appendix B: One Color Marks..... 13
- Appendix C: Black and White Marks ..... 14
- Appendix D: White Transparent .....15
- Appendix E: Full Color - No Gradient for Embroidery..... 16
- Appendix F: Biodegradable – Qualified Mark .....17
- Appendix G: Recyclable Material – Qualified Mark ..... 18
- Appendix H: Marks with Percentages .....19-20
- Appendix I: Marks without Percentages ..... 21
- Amendment History ..... 22



## 1.0 Using the Guidelines

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The guidelines below outline the appropriate use of the GreenCircle Certified, LLC (GreenCircle) marks and associated promotional language when communicating your organization's environmental claims validation. The certification marks may only be used in conjunction with products that have received a signed GreenCircle Certificate, stating the environmental claim is valid. This document should be distributed to all marketing, communications or other staff or contractors who are responsible for providing information about GreenCircle for packaging, product labels, printed collateral, product brochures, product presentation material, published reports or any other printed communications, as well as advertising, press releases or website content about the product.

## 2.0 Product Labeling Guidelines

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This specifies the requirements for use of the GreenCircle marks to ensure consistent and accurate use of the marks on products. When reproducing the marks, it is essential that the appropriate digital format is used.

The certification marks should be prominently placed on the front or back of the product or packaging. The marks are meant to be used in their entirety at all times, unless otherwise specified. The preferred application of the GreenCircle Mark is full color, as shown below. It illustrates how simple, effective and powerful the mark is.

GreenCircle recommends that the marks be used in the exact format provided, but recognizes that minor modifications may be required in specific instances due to space or printing constraints. Any proposed modification to the mark must be submitted to GreenCircle for prior review and approval, and should retain each of the information elements contained in the original mark.

The GreenCircle Certified, LLC Mark captured from websites, publications and other unauthorized sources may not be used.

## 3.0 GreenCircle Review Prior to Use

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Any intended use of the GreenCircle marks must be provided to GreenCircle for review prior to publication, printing and other uses, including but not limited to, the GreenCircle name or references to certification, validation or verification work conducted by GreenCircle. Generally, GreenCircle can respond to authorization requests within three business days, depending on the complexity of review required. GreenCircle provides this review service at no charge as part of our Client services.



## 4.0 Format of GreenCircle Certified, LLC Marks

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Clients/organizations will receive an approved GreenCircle mark upon achieving certification. In general, the mark incorporates the following elements: top arrow and subtext, bottom arrow and subtext, and middle circle and logo (GreenCircle Certified, LLC). The bottom arrow contains the specific certification claim.

## 5.0 Registered Trademark (®) Designation

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The GreenCircle Certified, LLC Mark is trademarked property of Green Circle Certified, LLC all rights reserved in the following territories: US, Canada and Europe. The ® symbol should be applied to the lower-right of the marks (outside of the “circle”) to indicate that they are owned by GreenCircle Certified, LLC.

## 6.0 General Conditions

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(As stated in GreenCircle’s Terms and Conditions)

### Product Compliance

- 6.1 Adequate supervision and control shall be exercised at all stages of manufacture to ensure that the finished product, together with related marking and information, meets all the relevant requirements of the GreenCircle Certification Scheme (GCCS).
- 6.2 The Client shall take caution to ensure that the GCCS Certification mark is not associated with products and operations which do not comply with the GCCS. If a non-conforming GCCS marked product is found in the field, the approval may be suspended pending results of investigation. The full cost of such investigation shall be borne by the Client.
- 6.3 The Client shall not allow the GCCS Certification mark to remain on non-conforming products offered for sale. Such action could invite prosecution under U.S. Trademark statutes or attract other penalty provisions in other U.S. or State law.
- 6.4 If the client provides copies of the certification documents to others, the documents shall be reproduced in their entirety or as specified in the certification scheme.

### Change to the GreenCircle Certification System

If the GCCS is amended or re-issued, a transition period for conformance to the revised GCCS will be assigned by GreenCircle, in consultation with relevant stakeholders. Following the transition period, the Client shall not apply the GCCS Certification mark to any product covered by the GCCS until compliance of the product with the revised program has been verified by GreenCircle.



## Authorized Use of the GreenCircle Certified Mark

Client agrees to promptly cease display and use of the GreenCircle Certified mark: (1) Upon expiration of the certification period; (2) If Client is no longer in compliance with one or more of GreenCircle's Terms and Conditions.

## Licensing of the GreenCircle Certified Mark

Client will advise any private label customers, or downstream re-sellers to enter into a separate Agreement with GreenCircle regarding the use of the GreenCircle Mark on private label product and promotional materials.

For further information and approval of marks application, please contact GreenCircle. Current contact details are available at [www.GreenCircleCertified.com](http://www.GreenCircleCertified.com).

## Proximity of GreenCircle Certified Mark to Sustainability Claims

Client agrees that irrespective of the audit contract, the client will not make any independent claims in its material of the same type and nature as provided by GreenCircle that is out of scope with the audits conducted by GreenCircle. Any sustainability statements that GCC had not certified must maintain an appropriate distance from the GreenCircle mark to avoid confusion.

## 7.0 Color Reproduction

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The GreenCircle marks are generated in color, but may be reproduced in one color or in black and white. In general, the full color positive mark is the preferred version, although other versions are available for a variety of uses. There are five versions of the certificate mark. See in Appendix A, B, C, D, E, F, & G the allowed uses of the mark in full color, one color, black and white, white transparent, full color - no gradient, and the color options for qualified marks.

## 8.0 Color Profiles

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The following color profiles can be used:

### RGB

RGB (Red Green Blue) is the color space utilized by monitors and televisions. All photos/images/logos used in web or on-screen supplications should be set up in the RGB color space.

### CMYK

CMYK (Cyan Magenta Yellow Black) are the four printing inks used by the printing press when printing any color photo/graphic/logo. A request may be made for a CMYK TIF (printing press), or a RGB JPG (web, TV, video).



**PMS**

PMS (Pantone Matching System) is a standardized series of thousands of colors, each with specific color formulations and identification number. PMS colors are duplicated in swatch books and in computer-graphics programs to allow exact duplication of colors in printing and other marking processes.



Pantone 364

C 76  
M 32  
Y 100  
K 19

R 68  
G 118  
B 56



Pantone 375

C 48  
M 0  
Y 100  
K 0

R 146  
G 200  
B 62



Pantone 299

C 100  
M 0  
Y 0  
K 0

R 0  
G 174  
B 239



Pantone 288

C 100  
M 87  
Y 26  
K 20

R 0  
G 43  
B 118



Pantone 288

Pantone 299

Pantone 288

## 9.0 Clear Space

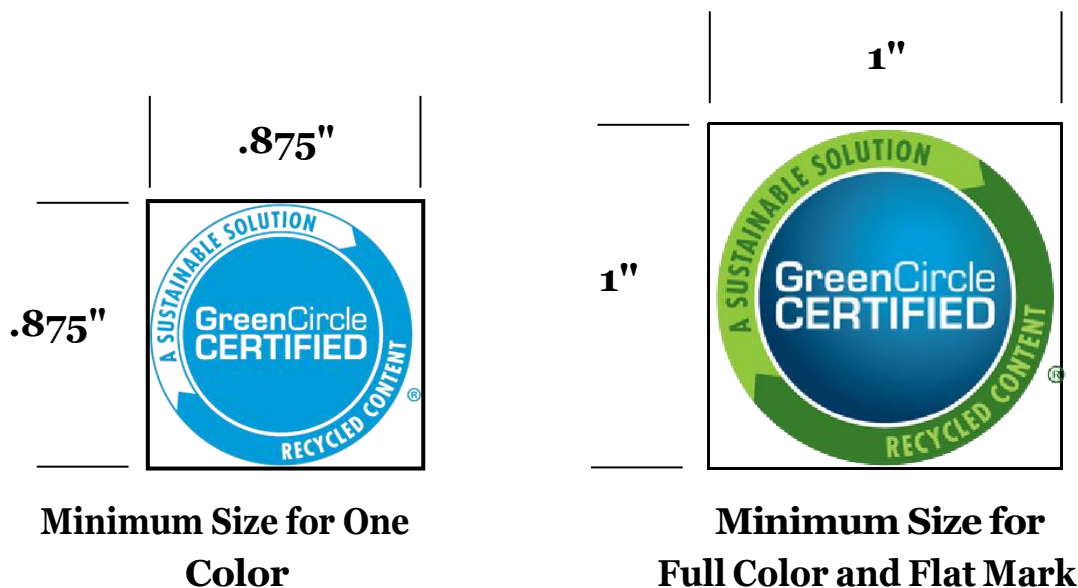
To maintain the integrity and clarity of the marks, a “clear space” has been developed. This clear space will separate the mark from the surrounding elements. The mark must not be crowded with other graphical elements or type; otherwise, it will dilute the impact of the mark. Below is the clear space rule that should be followed by all companies and organizations. It is imperative that the appropriate amount of clear space always surrounds each mark variation.



**Clear Area Applies to  
All Versions of the Mark**

## 10.0 Minimum Size

To maintain optimum clarity in reproducing the GreenCircle marks at a small size, a minimum size has been assigned. Exceptions may be granted on a program-specific basis. The marks must always be displayed at a size large enough to read both the mark and the trademark. The smallest size the certificate mark can be applied is shown below.



**This is mainly used for Print Applications.  
Please check with Printer's Specifications to verify at  
Small Scale.**

### Mark Usage for Marketing of Multiple Applicable Products or Plants

For marketing that includes multiple certified GreenCircle products or plants, a general GreenCircle mark (below) can be used to apply to all. Client should contact GreenCircle and state the planned use for the general mark.







## 11.0 Compliant Uses

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It is essential that all GreenCircle marks be reproduced consistently and correctly. The marks must not be altered in any way other than specifically described in this document.

The GreenCircle Certified, LLC Mark captured from websites, publications, and other unauthorized sources may not be used.

In general, the full color positive marks (FCP) or the full color negative (FCN) are the preferred versions, although other versions are available for a variety of uses. The black and white positive (BWP) is available for use in black and white reproductions.

### Enlargements

The marks must be enlarged or reduced in their entirety. All elements of the marks must remain in proportion to one another.

### Allowed Backgrounds

Whenever possible, the certificate marks should be used on a white or neutral background. For the applications that require a background color, pattern, photograph, or design, the guidelines should be followed (See Appendix A, B, C, D, & E). Avoid using the certificate marks on a busy background or backgrounds with a similar color of the certificate marks since this will take away from the impact and clarity.

### Translations

If a mark or certificate is needed to be reproduced in another language, the Client will need to provide the translation to GreenCircle through a native speaker of the requested language at the Client's company. GreenCircle will then provide the Client with translated marks. GreenCircle will not perform translations of copy for any Client.

### Private Labels

GreenCircle has a private label program for companies that purchase GreenCircle Certified products and sell them underneath a separate brand. Private labeling does come at a cost, and anyone with intent to private label a GreenCircle Certified product must enter an agreement with GreenCircle in order to use the GreenCircle mark on packaging or marketing collateral.



## Qualified Marks

Some GreenCircle marks may require a qualifier placed beneath the mark as a footnote and an asterisk next to the certification name inside the mark. The use of qualifiers for any certification mark will be determined by GreenCircle on a per Client and per project basis. If GreenCircle determines the need for a qualified mark, the Client must always use the qualified mark with the accompanying asterisk and footnote in every application of the mark on products, packaging, websites, or marketing collateral. Footnotes must be at least an **8 pt font at final reproduction size** and legible to the consumer. The guidelines should be followed for the use of all qualified marks (See Appendix F and G).

GreenCircle certifications that require qualified marks include, but are not limited to:

- **Biodegradable** is a qualified claim because ideal conditions can often be assumed for certification and may not reflect the conditions in a landfill. The footnote language will be determined by GreenCircle based on relevant testing and necessary conditions for the material to biodegrade. The asterisk and footnote must always accompany the mark.
- **Recyclable Material** is a qualified claim because a capable recycler is required to properly process the material. Some areas may not have access to curbside recycling or to an acceptable recycling center for some materials. Recyclable Material certifications also require a specified webpage hosted on the Client's website that outlines recycling instructions for the GreenCircle Certified product. This URL must be stated in the footnote of the GreenCircle mark and cannot be changed or moved during the effective certification period. GreenCircle must approve the language on the webpage to confirm that the recycling instructions are clear, concise, and correct. The asterisk and footnote must always accompany the mark.

## 12.0 Non-Compliant Uses

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The use of the GreenCircle mark requires full compliance with these guidelines. GreenCircle performs routine check-ins to ensure that correct and up-to-date marks are being used by Clients.

### Downstream Suppliers

Material suppliers of a GreenCircle certified product are not authorized to use the GreenCircle mark. The GreenCircle mark applies only to the product and company certified by GreenCircle.

### Upstream Products

Manufacturers who purchase materials that were certified by GreenCircle and incorporate those materials into a separate product are not authorized to use the GreenCircle mark. The GreenCircle mark applies only to the material and company certified by GreenCircle.

## Infringements

- Do not screen
- Do not colorize
- Do not rotate



**DO NOT SCREEN**



**DO NOT CHANGE  
COLORS**



**DO NOT ROTATE**

## Infringements Cont'd

- Do not distort dimensions
- Do not change font
- Do not change or add copy



**DO NOT STRETCH**



**DO NOT CHANGE  
FONT TYPE OR SIZE**



**DO NOT CHANGE OR  
ADD COPY**



## GreenCircle Certificates

The GreenCircle Certified, LLC certificate shown below is provided to the Client/organization as a printable file. For maximum clarity, please see the suggested printing and paper specs below:

- 8.5” x 11”
- Uncoated Paper
- Bright White Stock
- 60lb Text
- Color Printing

Example: Generic Certificate



# Appendix A



**FULL COLOR**



**FULL COLOR  
Dark Background**



**FULL COLOR  
Pattern Background**

# Appendix B



**ONE COLOR**



**ONE COLOR**  
**Dark Background**



**ONE COLOR**  
**Pattern Background**

# Appendix C



**BLACK AND WHITE**



**BLACK AND WHITE  
Dark Background**



**BLACK AND WHITE  
Pattern Background**



# Appendix D



**WHITE TRANSPARENT**



**WHITE TRANSPARENT  
Dark Background**



**WHITE TRANSPARENT  
Pattern Background**

# Appendix E



**FULL COLOR – No Gradient  
Where Gradient Can't Be Achieved  
(i.e., T-Shirt Embroidery)**



**FULL COLOR – No Gradient  
Dark Background  
Where Gradient Can't Be Achieved  
(i.e., T-Shirt Embroidery)**



**FULL COLOR – No Gradient  
Dark Background  
Where Gradient Can't Be Achieved  
(i.e., T-Shirt Embroidery)**

# Appendix F



\*In a Landfill in X Years

## FULL COLOR

See Appendix A for examples of full color mark use on dark or patterned backgrounds.



\*In a Landfill in X Years

## ONE COLOR

See Appendix B for examples of one color mark use on dark or patterned backgrounds.



\*In a Landfill in X Years

## BLACK AND WHITE

See Appendix C for examples of black and white mark use on dark or patterned backgrounds.

# Appendix G



\*For recycling instructions, visit: [www.example.com](http://www.example.com)

## FULL COLOR

See Appendix A for examples of full color mark use on dark or patterned backgrounds.



\*For recycling instructions, visit: [www.example.com](http://www.example.com)

## ONE COLOR

See Appendix B for examples of one color mark use on dark or patterned backgrounds.



\*For recycling instructions, visit: [www.example.com](http://www.example.com)

## BLACK AND WHITE

See Appendix C for examples of black and white mark use on dark or patterned backgrounds.



# Appendix H

## GreenCircle Marks with Percentages and Footnotes

To be in compliance with the 2012 FTC Green Guides, GreenCircle advises clients to use marks with percentages, when applicable, on **all** marketing materials as well as footnotes directing consumers to certificate(s) to provide absolute transparency.



\*Reference Certificate Number XX-XXXX



\*Reference Certificate Number XX-XXXX



\*Reference Certificate Number XX-XXXX



\*Reference Certificate Number XX-XXXX



\*Reference Certificate Number XX-XXXX



\*Reference Certificate Number XX-XXXX



\*Reference Certificate Number XX-XXXX



\*For recycling instructions, please visit [www.example.com](http://www.example.com)

\*Reference Certificate Number XX-XXXX



\*Reference Certificate Number XX-XXXX

## GreenCircle Marks with Percentages and Footnotes (cont...)



\*Reference Certificate Number XX-XXXX



\*Reference Certificate Number XX-XXXX



\*Reference Certificate Number XX-XXXX

## Appendix I

### GreenCircle Marks without Percentages

The following GreenCircle Marks do not include percentages, however, GreenCircle advises clients to use footnotes on marketing materials directing consumers to certificate(s) to provide absolute transparency.



\*Reference Certificate Number XX-XXXX



\*Reference Certificate Number XX-XXXX



\*Reference Certificate Number XX-XXXX



\*Reference Certificate Number XX-XXXX



\*Reference Certificate Number XX-XXXX



# Amendment History

Date	Issue	Summary of Amendments
7/1/2009	Rev. 0	Official issue date of document.
6/29/2011	Rev. 1	Add black and white and inverted black and white marks to guidelines. Remove certificate numbers from marks.
10/20/2011	Rev. 2	Updated the GreenCircle marks to include the ® symbol.
8/7/2012	Rev. 3	Addition of General Conditions.
10/4/2013	Rev. 4	Clarification regarding mark licensing.
5/1/2016	Rev. 5	General editorial updates.
10/4/2021	Rev. 6	General editorial updates.
5/12/2023	Rev. 7	Addition of language for Qualified Marks.
1/9/2024	Rev.8	Updated GreenCircle marks with percentages and footnotes. Addition of Proximity of GreenCircle Certified Mark to Sustainability Claims.

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