



Green Seal

Identity & Graphics Guidelines



Introduction

Green Seal is an independent, non-profit organization that uses science-based standards and the power of the marketplace to create a more sustainable world. The Green Seal image, consisting of a globe and check mark, reflects our mission of working with the environment and human health in mind. Products and services bearing the Certification Mark display a dedication to fulfilling this mission.









The Green Seal Certification and Corporate Mark are the heart of our organization; without strictly protecting its usage, the integrity of Green Seal Certification is jeopardized. As a licensee who has worked hard to earn the Green Seal, we ask you to help us in protecting its use.

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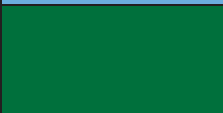
1

Green Seal Marks and Graphics

	Two-Color For use on a light background	Two-Color Outlined For use on dark background	One-Color For use on a light background	One-Color Reversed For use on a dark background
Green Seal Corporate Mark				
Green Seal Certification Mark				

2

Green Seal Colors

COLOR	SWATCH	PANTONE	4 COLOR PROCESS (CMYK)	RGB
Green Seal Blue		PMS 284	C:55 M:19 Y:0 K:0	R:108 G:174 B:223
Green Seal Green		PMS 349	C:100 M:0 Y:91 K:42	R:0 G:112 B:0

3

Clear Space Requirements

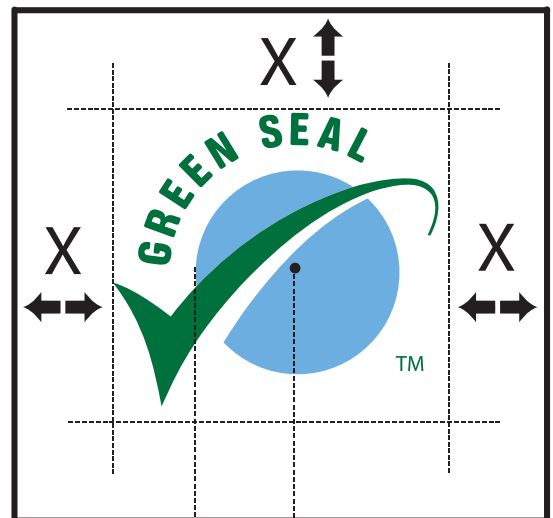
Clear space must be maintained on all sides of the Mark of Graphic equal to half the diameter, or radius, of the globe, as represented by the X in the diagram below. This space ensures that no other distracting elements interfere with the image and is to be maintained with all versions of the Certification Mark, Corporate Mark or Providers' Graphics.

Certification Mark



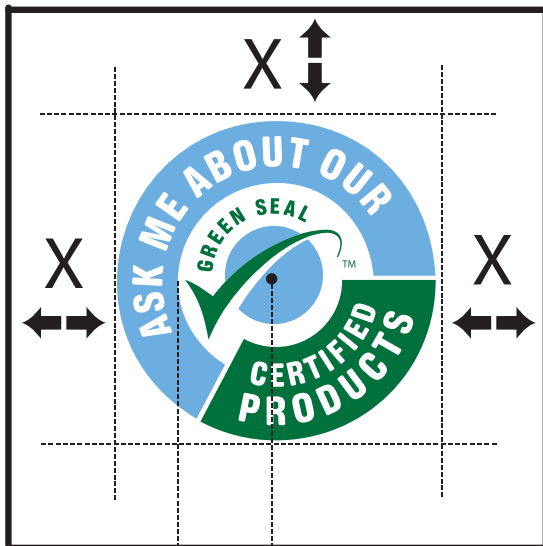
X = 1/2
of Globe
(radius)

Corporate Mark



X = 1/2
of Globe
(radius)

Providers' Graphics



X =
center
of globe
to inner
circle

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Size and Use Requirements for the Green Seal Corporate Mark

Two-Color Corporate Mark

Download Corporate Mark Sheet (EPS file)



Use this Mark for reproduction larger than 1" diameter.



Use this Mark for reproduction ½" to 1" diameter.
Do not reproduce the Mark smaller than ½" diameter.



One-Color Corporate Mark

Download Corporate Mark Sheet (EPS file)



Use this Mark for reproduction larger than 1" diameter.

Outlined--background box is removable.



Use this Mark for reproduction ½" to 1" diameter.
Do not reproduce the Mark smaller than ½" diameter.



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Rules Regarding the Use of the Green Seal Corporate Mark



This Mark is used on Green Seal corporate materials and signage as well as references to the organization, Green Seal, Inc. When referencing the organization, Green Seal, in type, the first or most predominant appearance of Green Seal must be followed by a TM.

Example: Green Seal™ was founded in 1989.

- 1. Use of the Green Seal Corporate Mark.** No person shall use the Green Seal Corporate Mark or any portion thereof in connection with any product, service, or company or represent or imply in any way that a product, service or company has been certified by Green Seal, unless Green Seal has granted permission, in writing, that the Green Seal Corporate Mark may be reproduced.
- 2. Reproduction of the Green Seal Corporate Mark.** When reproducing the Green Seal Corporate Mark, it shall be used only as supplied. Do not make the Green Seal Corporate Mark an outline or change the colors of the graphic. Do not rotate the Green Seal Corporate Mark or distort it in any way. Do not separate any of the Green Seal Corporate Mark elements, replace the approved wording or substitute any part of the Green Seal Corporate Mark.
- 3. Color.** The Green Seal Corporate Mark may appear in one color if the copy of which it is a part is produced in fewer than four colors. In such cases, the symbol should be all black, blue or green. The Green Seal symbol shall appear in two colors if the copy of which it is a part is produced in four or more colors. In such cases, the check mark and the “Green Seal” text shall be green and the globe shall be blue. The shade of green used shall be PMS-349 or a reasonable facsimile thereof. The shade of blue used shall be PMS-284 or a reasonable facsimile thereof.
- 4. Use of the Green Seal Corporate Mark in Advertising.** The Green Seal Corporate Mark may be used in product advertising or promotion or product literature provided that: (a) the advertising or literature does not represent or imply that any non-certified products, services or companies have been certified; and (b) unless otherwise approved in writing by Green Seal, the advertising or literature does not contain any uncertified environmental claims for the certified product, service or company.
- 5. Right of Advance Approval of Use of Green Seal Corporate Mark and Green Seal Name.** Green Seal must review and approve in advance the use of its name, the Green Seal Corporate Mark, or any representations concerning its program.

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Size and Use Requirements for the Green Seal-Certification Mark

Two-Color Certification Mark

Download Certification Mark Sheet (EPS file)



Outlined--background box is removable.



Use this Mark for reproduction larger than 1" diameter.



Use this Mark for reproduction 1/2" to 1" diameter.
Do not reproduce the Mark smaller than 1/2" diameter.

One-Color Certification Mark

Download Certification Mark Sheet (EPS file)



Outlined--background box is removable.



Use this Mark for reproduction larger than 1" diameter.



Use this Mark for reproduction 1/2" to 1" diameter.
Do not reproduce the Mark smaller than 1/2" diameter.

7

Rules Regarding the Use of the Green Seal Certification Mark



Manufacturers, service providers and companies that have received certification from Green Seal are issued a written license to use the Certification Mark as part of product literature and marketing materials directly related to the certified product, service or company. Any use of the Mark requires approval by Green Seal. This Mark must be accompanied by the proper Basis of Certification Sentence (see Appendix _ for details)

- 1. Use of the Green Seal Certification Mark.** Use of the Green Seal Certification Mark or any portion thereof, 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 must assume full and complete responsibility for its use of the Mark and agree that they will, through proper inspection or otherwise, determine that any products or services bearing the Mark are in compliance with the requirements of Green Seal.
- 2. Need for Written Authorization Prior to Use.** The Mark is a legally protected Certification Mark of Green Seal, Inc. No person shall use a Mark or any portion thereof in connection with any product, service or company, or represent or imply in any way that a product, service or company has been certified by Green Seal, unless Green Seal has confirmed, in writing, that the product, service or company is certified.
- 3. Composition and Elements.** Unless otherwise provided in a Green Seal Standard or unless authorized in writing by Green Seal, the Certification Mark on primary packaging shall be used as follows: (a) the Green Seal Certification Mark; (b) in close association therewith, or at a location specified by “see [other location on package],” a verbatim rendering of all language required to be used in connection with the product, service or company by the relevant Green Seal Standard. For any Standard with multiple tiers, the use of the Certification Mark shall include the level of certification. Promotional materials for certified products, services and companies must adhere to similar requirements.
- 4. Color.** The Green Seal symbol portion of the Certification Mark may appear in one color if the copy of which it is a part is produced in fewer than four colors. In such cases, the symbol shall be all black or all green. The Green Seal symbol shall appear in two colors if the copy of which it is a part is produced in four or more colors. In such cases, the check mark and the “Green Seal” text shall be green and the globe shall be blue. The shade of green used shall be PMS-349 or a reasonable facsimile thereof. The shade of blue used shall be PMS-284 or a reasonable facsimile thereof.
- 5. Use With Other Claims.** Unless approved in writing by Green Seal, the Mark shall not appear in conjunction with any product, service or company using unverified environmental claims.
- 6. Use of the Mark in Advertising.** The Mark may be used in product advertising or promotion or product literature provided that: (a) the advertising or literature does not represent or imply that any non-certified products, services or companies have been certified; and (b) unless otherwise approved in writing by Green Seal, the advertising or literature does not contain any unverified environmental claims for the certified product, service or company.
- 7. Right of Advance Approval of Use of Mark and Green Seal Name.** Green Seal must review and approve in advance the use of its name, the Mark, or any representations concerning its program. To assist Green Seal’s oversight of the use of the Mark, the licensee shall provide Green Seal with copies of all uses of the Mark upon request.

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Use Of The Green Seal-Certification Mark On Packaging

- **Position of logo and sentence:** the primary package containing the certified product shall be clearly marked with the Green Seal Certification Mark



- **Basis of Certification Sentence:** Any use of the Green Seal Certification Mark must be accompanied by the Basis of Certification Sentence. If the Mark is separated from the Basis of Certification Sentence visually with a border, or physically with space, there must be a connection. This statement may take the form of an asterisk, or a written statement (i.e. “see back panel for details” or “see outer carton for details”) or a second Certification Mark should be used next to the Basis of Certification Sentence if moved to the back.
- **Legibility:** To maintain legibility The Basis of Certification Sentence must be written in no smaller than a 6 point font

Green Seal Certified Mark on secondary materials

- The Green Seal Certification Mark may be used on MSDS, ready-to-use labels under GS-37, technical data sheets, shipping boxes, or sales literature that is ONLY for certified product(s).
- The GS Mark can also be used on product flyers, brochures, websites or other advertisements as long as it is clearly designated that only the product is certified and does not imply the company, equipment, dispensers or dispensing systems are certified.

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Promotional Use of the Green Seal Certification Mark



On manufacturer website directly next to Green Seal Certified product(s). Not to be used generically on a homepage grouped with other logos and seals.



In manufacturer literature next to Green Seal Certified product(s)



Certification plaques (see appendix for details)

NOTE:


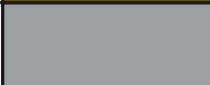
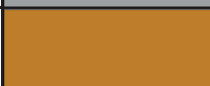
- Green Seal must review ALL uses of the Certification Mark prior to printing or publishing. Send these uses to certification@greenseal.org
- The Green Seal Certification Mark **MUST** be accompanied by the Basis of Certification Sentence (see appendix). In the case of limited space when using the Green Seal Certification Mark online you may hyperlink the Mark to a page displaying the Basis of Certification sentence.

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Green Seal Service Certification Marks



Hotels and Restaurants can earn the Green Seal at the Gold, Silver and Bronze levels. Those certified at the Bronze level are required to achieve the Silver level in an allotted timeframe. See the requirements for hotels (GS-33) and restaurant and food service operations (GS-46). Rules regarding the use of the Gold, Silver and Bronze Marks are the same as the rules regarding the Green Seal-Certification Mark.

COLOR	SWATCH	PANTONE®	4 COLOR PROCESS (CMYK)	RGB
Green Seal Gold		PMS 110U	C:20 M:24 Y:100 K:0	R:211 G:182 B:42
Green Seal Silver		PMS Cool Gray 6U	C:41 M:31 Y:31 K:0	R:158 G:161 B:163
Green Seal Bronze		PMS 471U	C:26 M:48 Y:89 K:6	R:184 G:132 B:61

Green Seal Gold Certification Mark

Two-Color Gold Certification Mark

Download Gold Certification Mark Sheet (EPS file)



Outlined--background box is removable



Use this Mark for reproduction larger than 1" diameter.



Use this Mark for reproduction 1/2" to 1" diameter.
Do not reproduce the Mark smaller than 1/2" diameter

One-Color Gold Certification Mark

Download Gold Certification Mark Sheet (EPS file)



Outlined--background box is removable



Use this Mark for reproduction larger than 1" diameter.



Use this Mark for reproduction 1/2" to 1" diameter.
Do not reproduce the Mark smaller than 1/2" diameter

Green Seal Silver Certification Mark

Two-Color Silver Certification Mark

Download Silver Certification Mark Sheet (EPS file)



Outlined—background box is removable



Use this Mark for reproduction larger than 1" diameter



Use this Mark for reproduction 1/2" to 1" diameter.
Do not reproduce the Mark smaller than 1/2" diameter.

One-Color Silver Certification Mark

Download Silver Certification Mark Sheet (EPS file)



Outlined—background box is removable



Use this Mark for reproduction larger than 1" diameter



Use this Mark for reproduction 1/2" to 1" diameter.
Do not reproduce the Mark smaller than 1/2" diameter.

Green Seal Bronze Certification Mark

Two-Color Bronze Certification Mark

Download Bronze Certification Mark Sheet (EPS file)



Outlined--background box is removable.



Use this Mark for reproduction larger than 1" diameter.



Use this Mark for reproduction 1/2" to 1" diameter.
Do not reproduce the Mark smaller than 1/2" diameter.

One-Color Bronze Certification Mark

Download Bronze Certification Mark Sheet (EPS file)



Outlined--background box is removable.



Use this Mark for reproduction larger than 1" diameter.



Use this Mark for reproduction 1/2" to 1" diameter.
Do not reproduce the Mark smaller than 1/2" diameter.

14

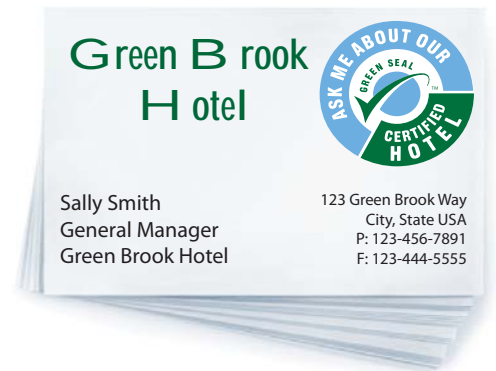
Use of the Green Seal Certification Marks for Services



A.



B.



C.



D.

A. Certification level Mark on a the door of a certified property. Must be accompanied with the basis of Certification sentence or “See inside for details”

B. Business card using the Certification level Mark. Must be accompanied by the basis of Certification sentence

C. Business card using the “Ask Me About Our Certified Hotel” Providers Graphic, no basis of Certification sentence needed

D. Certification Level Mark with disclaimer on Menu “Ask your server for details”

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Variations of the Green Seal Providers' Graphics

For Certified Product Manufacturers



For Certified Service Providers



For Retailers or Distributors of Certified Products



Users of Certified Products



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Rules Regarding the Use of the Green Seal Providers' Graphics

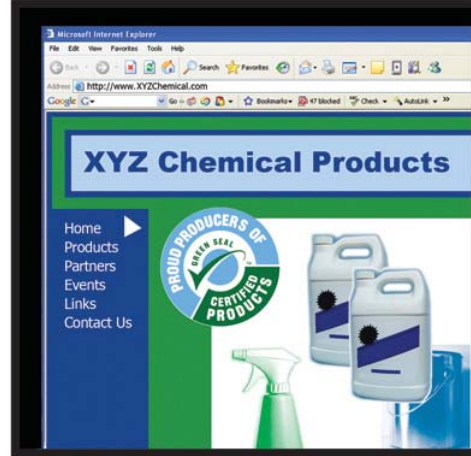
The Providers Graphics were developed to be used in/on catalogs, brochures, general websites, email signatures, business cards, window films, t-shirts and other promotional materials that are general to the company using or selling Green Seal certified products or services.

1. The company must currently be selling or using Green Seal-Certified products or services to use the Green Seal Providers' Graphics.
2. Use of the Green Seal Providers' Graphics does not constitute or 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(s), date of certification and last monitoring for services, or a print sample or photo of graphics usage.
4. **Right of Withdrawal:** Green Seal reserves the right to withdraw permission for the use of the Green Seal Providers' Graphics.
5. **Reproduction:** When reproducing the Graphic, please use only as supplied. Do not make the Graphic an 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 Graphics elements, replace the approved wording or substitute any part of the Graphic.
6. **Color:** It is recommended that the Graphic be printed in the recognized blue and green combination. The preferred colors for Green Seal Providers' Graphics are PMS 349 green and PMS 284 blue or reasonable facsimiles of these colors. If printing in one color, the Graphics should appear as shown.
7. **Minimum Size:** The Graphic may be resized, but the proportions must be maintained. To maintain legibility, the Graphic not be reproduced smaller than $\frac{3}{4}$ " in diameter. Lettering legibility inside the graphic must be maintained in digital usage.

Use of the Green Seal Providers' Graphics



Use to promote the sales of Green Seal-Certified products by distributors.



Use to promote your company's Green Seal-Certified products.



Use to promote a Green Seal-Certified service when provider offers both kinds of cleaning



Use to promote Green Seal-Certified products used by service providers.



Use to promote the sale of Green Seal-Certified products.



Use to promote the sale of Green Seal-Certified products.



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Fax: 202.872.4324

www.greenseal.org

**Please send all reproductions of the Green Seal Certification Mark to:
certification@greenseal.org for approval before use.**

**If you have any general questions about using the Green Seal Mark or
Graphics please contact your project manager or email:
marketing@greenseal.org**