



Environment

GREENGUARD Certification Mark Guidelines

April 2016



GREENGUARD Certification Mark

UL Marks

Our mission of working for a safer world since 1894 has led us to be the most influential presence in home safety. After over 100 years of being the leading voice, the UL portfolio of services is expanding to include other services, such as GREENGUARD Certification, and leveraging the power of those two brands in a single mark. The following pages provide guidance on how to use the GREENGUARD Certification mark to promote your certification on your product packaging and marketing materials.

22 BILLION UL MARKS APPEAR ON PRODUCTS ANNUALLY

3 BILLION CONSUMERS WERE REACHED BY UL IN ASIA, EUROPE AND NORTH AMERICA



MORE THAN 560K FOLLOW-UP INSPECTION VISITS WERE CONDUCTED BY UL

86,972 PRODUCT EVALUATIONS CONDUCTED BY UL

67,798 MANUFACTURERS PRODUCING UL

19,909 TYPES OF PRODUCTS EVALUATED BY UL

1,464 CURRENT STANDARDS FOR SAFETY PUBLISHED BY UL

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GREENGUARD Certification Mark

Who can use the mark?

The GREENGUARD Certification mark may be used by customers who have entered into a License Agreement, Certification Program Agreement or General Services Agreement, have attained GREENGUARD Certification through UL Environment, and whose products are currently certified. The mark may not be used in an unclear or general manner that suggests or implies certain products are certified, when in fact they are not. Products are subject to reevaluation to maintain certified status and eligibility to use the mark.

Companies that distribute certified products, or produce products that feature certified components, but have not signed a License Agreement, Certification Program Agreement or General Services Agreement may not use the marks and may only use verbiage. For example, “We proudly use [Certified Manufacturer’s name] GREENGUARD Certified textiles.”

Please contact a UL marketing manager for more information.

Sample mark



GREENGUARD Certification Mark

General Guidelines

The GREENGUARD Certification mark can be proudly displayed on the product, product packaging and in promotional materials to communicate that a manufacturer's product(s) has achieved certification.

To be clear to the marketplace, the mark may be used ONLY next to certified products in your promotional materials. The mark may not be used in an unclear or general manner that suggests or implies certain product(s), process(es), or packaging are certified, when in fact they are not.

All materials must be reviewed and approved by your UL Environment marketing manager. Materials may be submitted directly to your marketing manager, or to ULEmarketing@ul.com. Please allow 3 business days for general material review and 5 business days for press releases.

Encouraged forms of use include, but are not limited to:

1. Advertising
2. Tradeshow booth and materials
3. Marketing collateral
4. Company website
5. Educational pieces
6. Catalogs
7. Outside of product package
8. Product manual or guide
9. On the product

Be sure to only use the GREENGUARD Certification mark with the correct UL standard number for your certified products. The GREENGUARD Certification standards are:

UL 2818 - GREENGUARD Certification Program For Chemical Emissions For Building Materials, Finishes And Furnishings

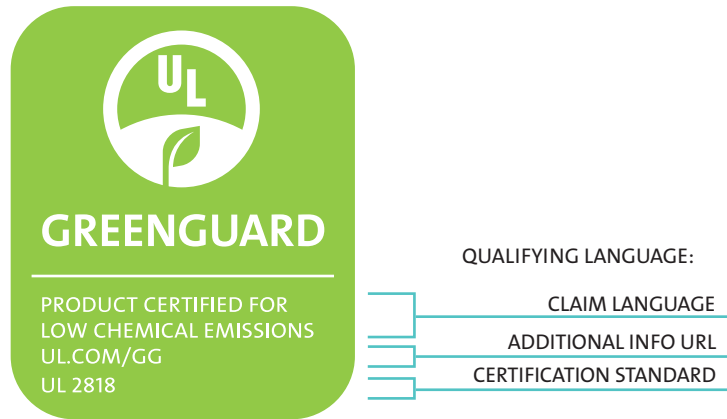
UL 2819 - GREENGUARD Certification Program for Chemical and Particle Emissions for Electronic Equipment

UL 2820 - GREENGUARD Certification Program for Chemical Emissions for Cleaners and Cleaning Maintenance Systems

GREENGUARD Certification Mark

Anatomy/Construction

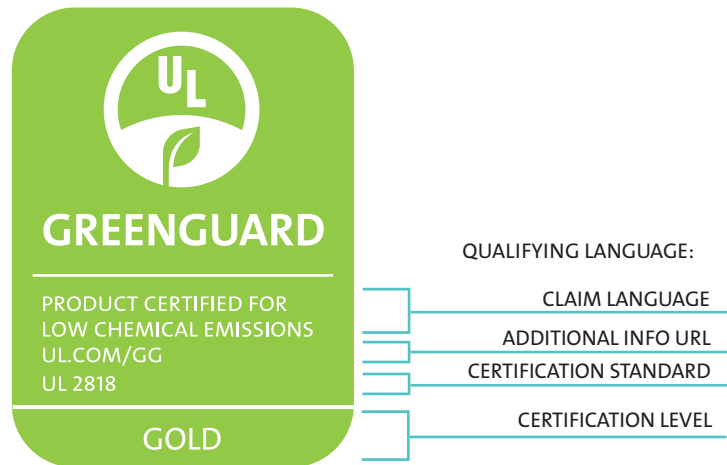
Preferred GREENGUARD mark



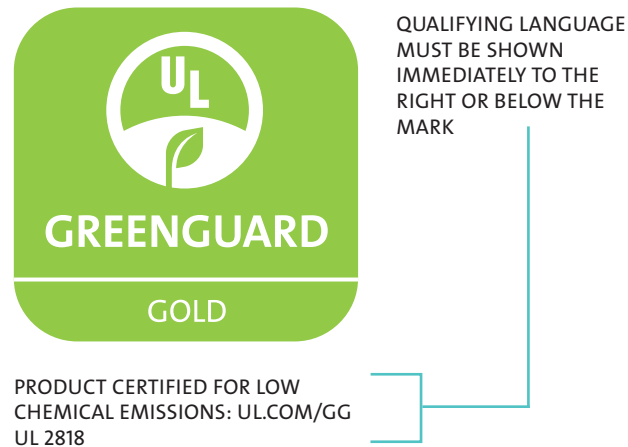
Alternate GREENGUARD mark



Preferred GREENGUARD Gold mark



Alternate GREENGUARD Gold mark



The GREENGUARD Certification mark options display the scope of a product's certification, and includes a URL for more information about the certification program.

Color options and specifications:

PANTONE® 375	PROCESS BLACK
CMYK: 47/0/94/0	CMYK: 0/0/0/50
RGB: 143/212/0	RGB: 0/0/0
HEX: 8FD400	HEX: 000000

GREENGUARD Certification Mark

Clear Space and Minimum Size - Preferred

Minimum Clear Space Requirements



Minimum Size



When placing the GREENGUARD Certification mark on the product, product packaging, and marketing materials, it is important to balance maximizing size with maintaining adequate clear space around the mark.

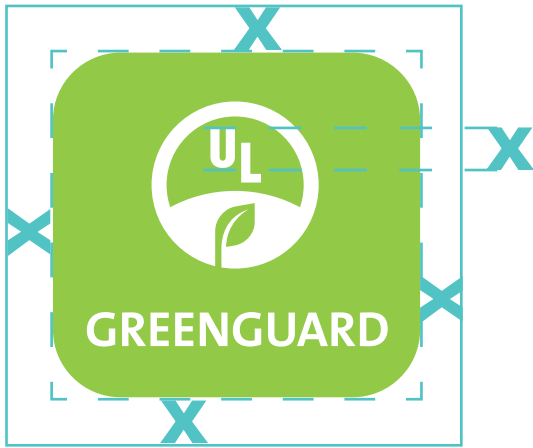
The minimum clear space requirements shown to the left should be observed in all situations. More clear space is preferred whenever possible, especially in situations when the GREENGUARD Certification mark is placed near third-party marks.

To ensure visibility and legibility on print applications, the mark should never be presented in a size smaller than 0.8" wide.

GREENGUARD Certification Mark

Clear Space and Minimum Size – Alternate

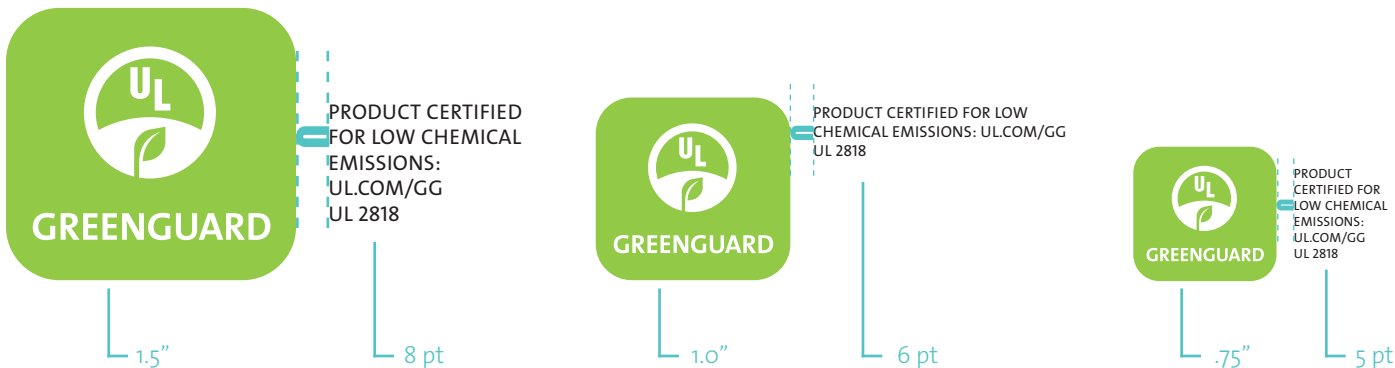
Minimum Clear Space Requirements



Minimum Mark and Font Sizes



Suggested Marks and Qualifying Language Sizes



An alternate version of the mark is available for space-constrained areas. Customers may use the version of the mark to the left, which features qualifying language that appears to the right of or below the mark, not in the mark itself.

When placing the alternate GREENGUARD Certification mark on a product, product packaging, or marketing materials, it is required to place the claim language, additional info URL and certification standard immediately to the right of or below the mark, and maintain adequate clear space around the mark.

Qualifying language is added by the customer (standard numbers provided on pg 4).

Qualifying language must adhere to the following criteria:

- Qualifying language may only appear in TheSans font or Arial
- Qualifying language must appear to the right of the mark, or just below the mark
- The distance between the mark and the qualifying language must be a distance equivalent to the height of the U
- Criteria language must be left justified in all capital letters
- The overall size of the text should be in proportion to the size of the mark, and the standard should appear on its own line
- Text may appear in black or green on light backgrounds, or reverse (white) on dark backgrounds

GREENGUARD Certification Mark

Treatment Options

Green GREENGUARD Certification mark



PRODUCT CERTIFIED FOR
LOW CHEMICAL EMISSIONS:
UL.COM/GG
UL 2818

Black GREENGUARD Certification mark



PRODUCT CERTIFIED FOR
LOW CHEMICAL EMISSIONS:
UL.COM/GG
UL 2818

Green GREENGUARD Certification mark reversed



PRODUCT CERTIFIED FOR
LOW CHEMICAL EMISSIONS:
UL.COM/GG
UL 2818

Black GREENGUARD Certification mark reversed



PRODUCT CERTIFIED FOR
LOW CHEMICAL EMISSIONS:
UL.COM/GG
UL 2818

GREENGUARD Certification marks appear on a wide variety of materials and substrates. The approved treatment options to the left provide the flexibility necessary to accommodate a variety of production requirements.

The mark should only be used with a solid color behind it and not contain any patterns, gradients, or multiple colors within the outline of the mark.

Always use the approved electronic artwork and criteria statements for each treatment option.

GREENGUARD Certification Mark

Approved Program Language

Qualifying Language (must be used with alternate version of the mark. See page 6 for details)

English

PRODUCT CERTIFIED FOR LOW CHEMICAL EMISSIONS:

UL.COM/GG

STANDARD NUMBER

Canadian French

PRODUIT CERTIFIÉ À FAIBLE ÉMISSION CHIMIQUE:

UL.COM/GG

STANDARD NUMBER

Approved program language for marketing materials:

- [Product name] has achieved GREENGUARD [GOLD] Certification
- [Company XYZ] has achieved GREENGUARD [GOLD] Certification for their [insert product names].
- Look for our GREENGUARD Certified products.

Criteria Statement

GREENGUARD Certified products are certified to GREENGUARD standards for low chemical emissions into indoor air during product usage. For more information, visit ul.com/gg.

GREENGUARD Certification may also be referenced in writing. Please use the applicable examples to the left to ensure consistent messaging in the marketplace.

Companies may want to provide further information about their certifications on the product or promotional materials. To the left you will find a criteria statement you may use on the product, packaging or other marketing materials.

These guidelines are not intended to provide or be interpreted as legal advice. Please consult with your own legal counsel on whether your environmental marketing claims comply with the FTC Green Guides. UL Environment does not represent or warrant that the GREENGUARD certification marks comply with the FTC Green Guides, and in no event shall UL Environment or its affiliated entities be liable in connection therewith.

GREENGUARD Certification Mark

Unacceptable Usage



Do not add shadows or glows to the mark elements



Do not alter the color of the mark, only use approved artwork



Do not remove or alter elements within the UL brandmark



Do not remove the border of the reverse mark



Do not add a gradient to the mark



Do not distort the mark



Do not delete or reposition elements within the mark

To the left are examples of unacceptable usage of the UL Environment mark. Only use approved artwork; it is unacceptable to alter the artwork in any way or method.

GREENGUARD Certification Mark

Unacceptable Usage

X



Do not place a border or box around the qualifying language

X



Do not allow the qualifying language to look disproportionately larger than the mark, nor exceed the width or height of the mark

X



Do not allow the mark to look disproportionately larger than the qualifying language

X

PRODUCT CERTIFIED FOR
LOW CHEMICAL EMISSIONS:
UL.COM/GG
UL 2818



Do not place qualifying language above the mark

X

PRODUCT
CERTIFIED FOR
LOW CHEMICAL
EMISSIONS:
UL.COM/GG
UL 2818



Do not place qualifying language to the left of the mark

X



Do not use unapproved text treatments for the qualifying statement

To the left are examples of unacceptable usage of the UL Environment mark. Only use approved artwork; it is unacceptable to alter the artwork in any way or method.

GREENGUARD Certification Mark

Translated Criteria Statements for use with the Mark

English

PRODUCT CERTIFIED
FOR LOW CHEMICAL
EMISSIONS

French (FR)

PRODUIT CERTIFIÉ
POUR DES ÉMISSIONS
CHIMIQUES FAIBLES

French (CAN)

PRODUIT CERTIFIÉ À FAIBLE
ÉMISSION CHIMIQUE

German

NIEDRIGE CHEMISCHE
EMISSIONEN DES PRODUKTS
ZERTIFIZIERT

Japanese

低化学物質排出認定製品

Korean

화학물질 저배출 제품 인증

Italian

PRODOTTO CERTIFICATO A
BASSE EMISSIONI CHIMICHE

Spanish

PRODUCTO CERTIFICADO PARA
BAJAS EMISIONES QUÍMICAS

Simplified Chinese

经认证低化学物排放产品

Portuguese (BR)

PRODUTO CERTIFICADO
PARA BAIXA EMISSÃO DE
PRODUTOS QUÍMICOS

The translated criteria statements on this page can be used next to the preferred or alternate mark, or in addition to the mark. No alternations to the mark itself may be made and the entire statement must be used. Please adhere to all rules about font size and placement when using translated text.

All materials that incorporate the mark must be sent to UL Environment marketing team for review and approval. Please allow 3-5 business days for approval and direct emails and questions to your UL Environment marketing manager, or ULEmarketing@ul.com.