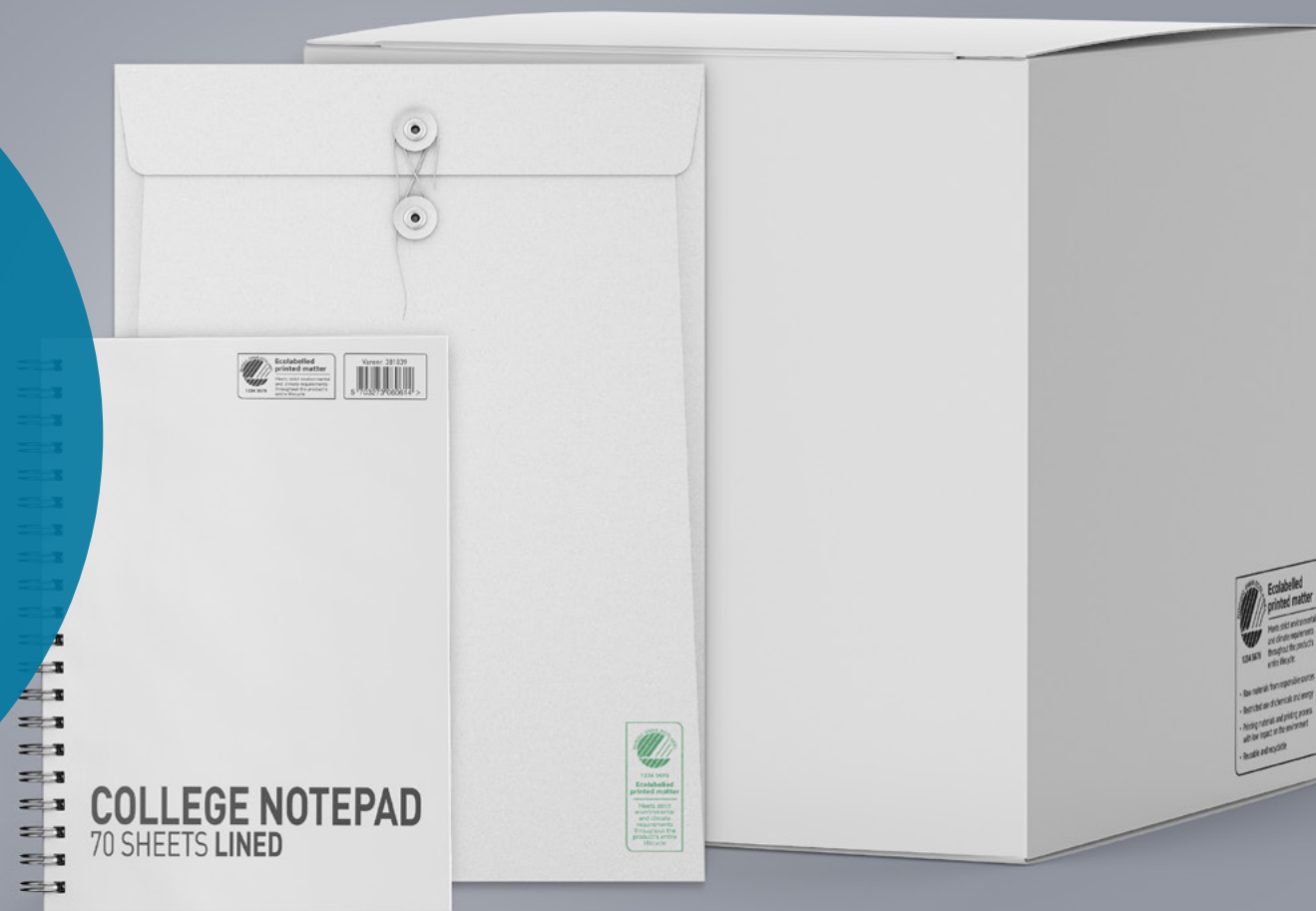


Guidelines for using the Nordic Swan Ecolabel on printed matter



Welcome

As a licensee or brand owner you have gone through great efforts to obtain a Nordic Swan license. By using the Nordic Swan Ecolabel actively on ecolabelled printed matter, you not only get an official proof of your environmental efforts, you also get an effective marketing tool which enjoys high credibility and recognition, and helps you position your product to consumers and professional buyers.

To make it very clear to the consumers, that it is the printed matter alone, and not the product(s) inside, that is ecolabelled, a specific mark for printed matter must be used on ecolabelled printed matter. These guidelines have been created to illustrate the basic rules on how to use the Nordic Swan Ecolabel on ecolabelled printed packaging.

We are always happy to help you, if you have questions. Please contact your local marketing department. See the contact information on page 3.

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Need help?

If you have questions or need help, please contact your local ecolabelling organisation or visit their website:

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Important steps to correct use of the Nordic Swan Ecolabel on printed matter

1 Get the Nordic Swan Ecolabel artwork files for printed matter

As a licensee with an active license for the Nordic Swan Ecolabel you will get access to download the Nordic Swan Ecolabel mark for printed matter in various file formats. If you are in doubt whether you have the most recent version of the mark, please contact one of our local marketing departments. See the contact information on page 3.

Do you have a licence to use the mark?

Only companies with a valid licence for the Nordic Swan Ecolabel can use the mark – and only on their ecolabelled printed matter.

2 Get your eight-digit licence number

Each Nordic Swan Ecolabel licence is assigned an eight-digit licence number. The licence number shall be shown together with the Nordic Swan Ecolabel when used on printed matter.

Please note that this licence number must replace "1234 5678" under the Nordic Swan logo in the printed matter mark shown on page 6-9.

Share this guideline!

Share these guidelines with your design agency to ensure correct use.

3 Place mark including licence number on your product

Follow the rules in this guideline when you place the Nordic Swan Ecolabel mark on your printed matter.

Do not use the mark if your licence has expired!

The right to use the Nordic Swan Ecolabel ceases at the end of the licence period, unless a renewal is approved. This is also the case if the licence is

4 Check that use of the mark is in compliance with the guidelines

Use the checklist to ensure that the artwork for your printed matter complies with guidelines.

If in doubt:

Send the final artwork for the printed matter to your local ecolabelling officer who is responsible for managing your licence or application.

invalid or the relationship between the licensee and the ecolabelling organization ends in any other way.

Disclaimer, responsibilities and misuse information

Disclaimer

These guidelines have been developed by:

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Box 38114, SE-100 64 Stockholm, Sweden
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fnm@nordic-ecolabel.org
www.nordic-ecolabel.org

Nordic Ecolabelling or the local ecolabelling organisation grants permission to use the Nordic Swan Ecolabel on printed matter for licensees that have a valid licence.

The right to use the Nordic Swan Ecolabel for printed matter is only granted for the products listed in your licence certificate.

Nordic Ecolabelling reserves the right to change the guideline. All licensees will be informed of such a change in writing.

Responsibilities

The licensee is responsible for the product labelling and information. Also, it is the responsibility of the licensee to ensure that the printed matter or labelling comply with national standards and legislation.

The licensee is responsible for ensuring correct use of the Nordic Swan Ecolabel, and for ensuring that the licence number is correct.

Nordic Ecolabelling does not take responsibility for any other marks or claims on the product.

Misuse of the Nordic Swan Ecolabel

In case of misuse of the Nordic Swan Ecolabel, the following steps will be taken by the local ecolabelling organisation in the country where the misuse has taken place.

- The misuse will be reported and logged into a register.
- The company misusing the Nordic Swan Ecolabel will be contacted – to investigate the misuse.
- Corrective actions will be required within a time frame. The time frame will depend on the type of misuse, the media/channel, and the severity of the misuse.
- Follow-up actions will be conducted to ensure that the misuse has stopped or been corrected.

For more information please see section 2.7 in Regulations for the Nordic Ecolabelling of products.

Intellectual property rights:

The Nordic Swan Ecolabel name and mark is intellectual property belonging to the Nordic Ecolabelling organisations.

Only organisations that have obtained a licence for the Nordic Swan Ecolabel are allowed to display the Nordic Swan Ecolabel on their products.

Unauthorised use of the mark is prohibited and will be treated as an infringement of intellectual property rights.

The different versions of the mark

The mark is available in 4 versions:

- Full version
- Statement version
- Short version
- Mini version for special use only
(approval needed – see blue text)

Only use a version of the mark provided by your national ecolabelling organisation. The mark must never be changed or distorted. The mark must never be smaller than the min. sizes listed here.

Full version

Minimum Size: 37 x 33 mm

Licence number font:

Core Sans 65 bold p.t. 4.4



Statement version

Minimum Size: 37 x 17 mm

Licence number font:

Core Sans 65 bold p.t. 4.4



Minimum Size: 16 x 37 mm

Licence number font:

Core Sans 65 bold p.t. 4.4



Short version

Minimum Size: 27 x 10 mm

Licence number font:

Core San 65 bold p.t. 5.0



Minimum Size: 10 x 16 mm

Licence number font:

Cores Sans 65 bold p.t. 4.0



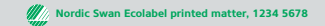
Mini version

Height of Nordic Swan

symbol: min. 3 mm

Licence number font:

Core Sans 65 bold p.t. 4.0



Height of Nordic Swan

symbol: min. 3 mm

Licence number font:

Core Sans 65 bold p.t. 4.0

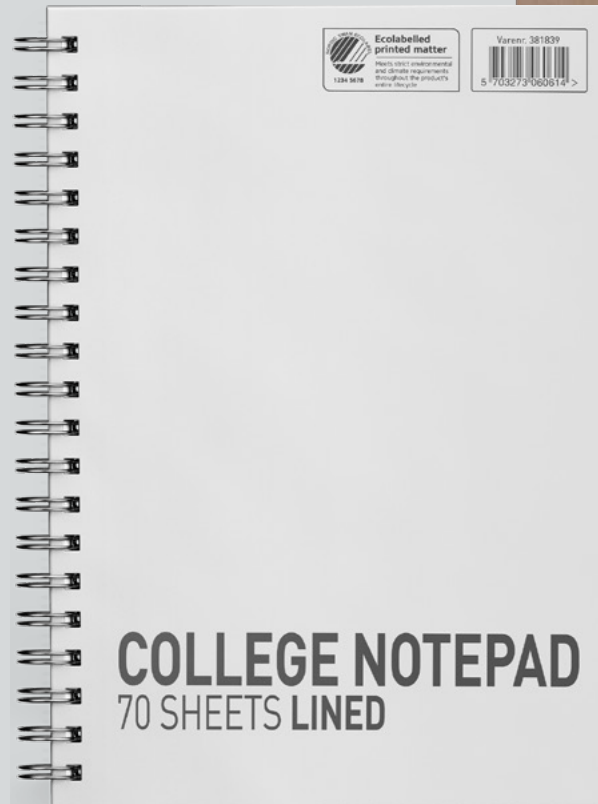


**For very small printed matter only
– approval needed.**

The mini version is for very small printed matter or if very limited available unprinted space. Use of the mini version must be specifically approved by your national ecolabelling organisation.

Placement options

- Always balance the prominence of the Nordic Swan Ecolabel mark and your own logo, identity and communication.
- Are there other labels/ symbols/pictograms that relate to the quality and recyclability of the printed matter? Place the Nordic Swan Ecolabel together with them.
- The mark must be placed with respectful 'safe-space' distance to other messaging and items on the printed matter.



If the item has only one printed surface, the mark should be placed away from the main communication on the item.



If the item has more than one printed surface, place the mark on a 'non-front' side.

Use of the Nordic Swan Ecolabel on printed matter

Colour versions


Green, black and white are the brand colours of the Nordic Swan Ecolabel and the mark for printed matter is available in two colour versions, green/white and black/white. Green is the recommended version.


If you have problems complying with the rules for use of colours, please contact your local ecolabelling organisation.



Note!

Any deviation from the standard colours must be approved by your local ecolabelling organisation.

 Pantone: 347
 CMYK: 100 / 000 / 090 / 000
 RGB: 000 / 154 / 068
 HTML: #009a44

 Pantone: Black
 CMYK: 000 / 000 / 000 / 100
 RGB: 000 / 000 / 000
 HTML: #000000

Green



Ecolabelled printed matter
 1234 5678

Meets strict environmental and climate requirements throughout the product's entire lifecycle:

- Raw materials from responsible sources
- Restricted use of chemicals and energy
- Printing materials and printing process with low impact on the environment
- Reusable and recyclable



Ecolabelled printed matter
 1234 5678

Meets strict environmental and climate requirements throughout the product's entire lifecycle



Ecolabelled printed matter
 1234 5678

Meets strict environmental and climate requirements throughout the product's entire lifecycle



Ecolabelled printed matter
 1234 5678



Ecolabelled printed matter
 1234 5678

 Nordic Swan Ecolabel printed matter, 1234 5678

 Nordic Swan Ecolabel printed matter 1234 5678

Black



Ecolabelled printed matter
 1234 5678


Meets strict environmental and climate requirements throughout the product's entire lifecycle:

- Raw materials from responsible sources
- Restricted use of chemicals and energy
- Printing materials and printing process with low impact on the environment
- Reusable and recyclable



Ecolabelled printed matter
 1234 5678

Meets strict environmental and climate requirements throughout the product's entire lifecycle



Ecolabelled printed matter
 1234 5678

Meets strict environmental and climate requirements throughout the product's entire lifecycle



Ecolabelled printed matter
 1234 5678




Ecolabelled printed matter
 1234 5678

 Nordic Swan Ecolabel printed matter, 1234 5678

 Nordic Swan Ecolabel printed matter 1234 5678

Black



Ecolabelled printed matter
 1234 5678

Meets strict environmental and climate requirements throughout the product's entire lifecycle:

- Raw materials from responsible sources
- Restricted use of chemicals and energy
- Printing materials and printing process with low impact on the environment
- Reusable and recyclable




Ecolabelled printed matter
 1234 5678

Meets strict environmental and climate requirements throughout the product's entire lifecycle



Ecolabelled printed matter
 1234 5678


Meets strict environmental and climate requirements throughout the product's entire lifecycle



Ecolabelled printed matter
 1234 5678



Ecolabelled printed matter
 1234 5678

 Nordic Swan Ecolabel printed matter, 1234 5678

 Nordic Swan Ecolabel printed matter 1234 5678

Use of the Nordic Swan Ecolabel on printed matter

Language versions

All versions of the mark are available in six different languages, but we recommend you to use your national version.

International version:

The English versions can be used across all Nordic markets or in countries outside the Nordics.

Swedish



Miljömärkt trycksak

Lever upp till tuffa miljö- och klimatkrav under produktens hela livscykel:

1234 5678

- Råvaror från ansvarsfulla källor
- Begränsad användning av kemikalier och energi
- Tryckmaterial och tryckprocess med låg miljöpåverkan
- Kan återanvändas och återvinnas

Danish



Miljømærket tryksak

Lever op til skrappe miljø- og klimakrav i hele produktets livscyklus:

1234 5678

- Råvarer fra ansvarlige kilder
- Begrænset brug af kemikalier og energi
- Trykmateriale og trykproces med lav miljøaftryk
- Kan genbruges og genanvendes

Norwegian



Miljømerket trykksak

Tilfredsstiller strenge miljø- og klimakrav gjennom hele produktets livssyklus:

1234 5678

- Råvarer fra ansvarlige kilder
- Begrensninger for bruk av kjemikalier og energi
- Trykkmaterialer og trykkeprosess med lav miljøbelastning
- Kan gjenbrukes og gjenvinnes

Finnish



Joutsenmerkitty painotuote

Täyttää tiukat ympäristö- ja ilmastovaatimukset tuotteen koko elinkaaren ajalta:

1234 5678

- Vastuullisesti tuotetut raaka-aineet
- Kemikaalien ja energian rajoitettu käyttö
- Painomateriaalit ja painoprosessit, joilla on vähäinen ympäristövaikutus
- Uudelleen käytettävä ja kierrätettävä

Icelandic



Umhverfisvottaður prentgripur

Uppfyllir strangar umhverfis- og loftslagskröfur á öllum lífsferli vörunnar:

1234 5678

- Hráefni af ábyrgum uppruna
- Lágmarksnotkun efna og orku
- Prentaðferðir og efni með lítil umhverfisáhrif
- Endurnotanlegt og endurvinnanlegt

English



Ecolabelled printed matter

Meets strict environmental and climate requirements throughout the product's entire lifecycle:

1234 5678

- Raw materials from responsible sources
- Restricted use of chemicals and energy
- Printing materials and printing process with low impact on the environment
- Reusable and recyclable

Artwork checklist

Use this checklist to ensure that your design and final artwork is in compliance with this guideline.

If in doubt

If you are in doubt whether your printed matter meets this guideline, reach out to one of our national marketing departments, contact information can be found on slide 3.

1

Place the mark on a 'non-front' side of the printed matter

The mark must always be placed on a 'non-front' side of the item. If one printed surface only, place the mark away from the main communication on the item. It has to be clear that the content is not Ecolabelled, just the packaging. The mark must be legible to the consumer and must be used in a version proportional to the size of the item.



3

Include licence number

Remember to enter your eight-digit licence number in the mark instead of 1234 5678, using the specified type font and pt. size.



2

Make sure to use correct colours (see page 7)

The green colour version of the Nordic Swan Ecolabel is the recommended version.



4

Never alter the Nordic Swan Ecolabel

Never alter the Nordic Swan Ecolabel or attempt to make your own mark.





Appendix: Fictional examples for inspiration

This section provides a few examples of how to use the Nordic Swan Ecolabel on printed matter.

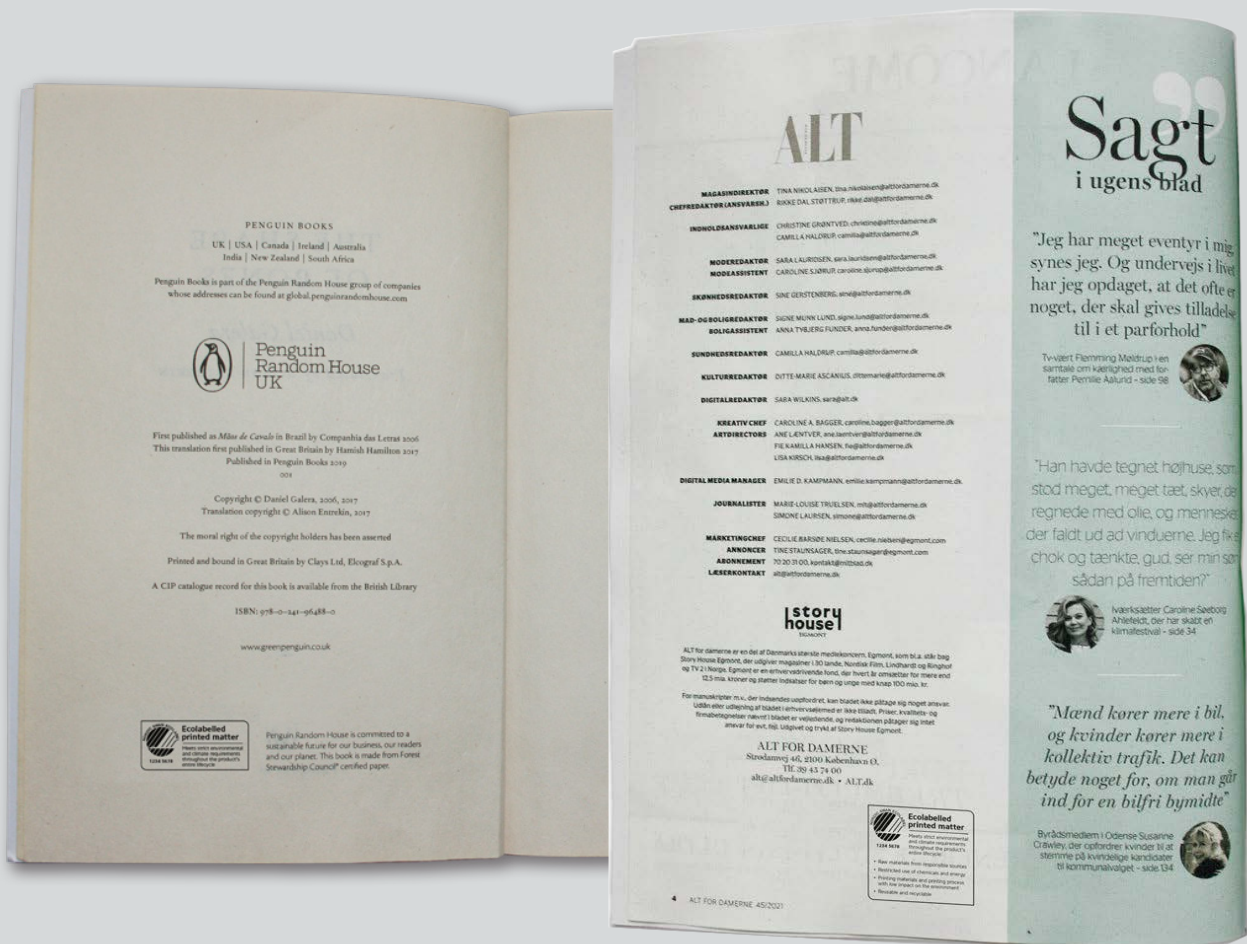
Envelopes

Here you can see examples of the "statement version" of the logotype (white and brown envelope), as well as the "mini version" (white envelope).



Magazines

Here you can see examples of the logotype in the "statement version" in a book and an example of the "full version" (statement and bullet points) in a magazine.



Cardboard boxes

Here you can see examples of the logo on cardboard boxes, one with the "full version" of the logotype and one with the "statement version".





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These guidelines are updated on a regular basis and replace earlier versions. The current version of the guidelines can be found at www.nordic-ecolabel.org/regulations.

Marketing materials that have been approved under previous versions can be used and distributed as long as stock is available.

Show consideration for the environment if you print this guide.

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