



European
Commission



EU Ecolabel

Logo Guidelines

Last update by EU Ecolabel Helpdesk: **February 2022**



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Contact



Do you need further guidance on the use of the EU Ecolabel? Or perhaps you would like to obtain EU Ecolabel logos featured in these guidelines, either colour or monochrome, as modifiable files?

Please choose one of the below options:

→ **Are you a license holder or are you applying for an EU Ecolabel license?**

Then please contact your responsible national [Competent Body](#).

→ **Are you a journalist, a publication house or other relevant stakeholder (other than license holder or applicant)?**

Then, if your material is developed in English, please contact the [EU Ecolabel Helpdesk](#).

If your material is developed in a language other than English, contact the responsible national [Competent Body](#).

In either case, don't forget to provide the following information:

- Enquirer details (if you are a license holder: please always quote the relevant license number(s)).
- A justification for the need to use the EU Ecolabel logo.
- For enquiries regarding promotional material: a sample draft showing how the EU Ecolabel is to be displayed on the promotional material (with accompanying text, if applicable).

For additional information on the EU Ecolabel, please visit <http://www.ecolabel.eu>.



While neither the Competent Bodies nor the EU Ecolabel Helpdesk can provide advice of legal nature on the use of the EU Ecolabel logo, they can provide general feedback on logo use in relation to the document's format.

Introduction

These guidelines are intended for EU Ecolabel license holders, Competent Bodies, applicants, journalists, publishing houses and other relevant stakeholders. They provide instructions on how to properly use the EU Ecolabel logo on any type of packaging, marketing material or publication¹.

These guidelines are based on the EU Ecolabel Regulation (EC) No. 66/2010 of the European Parliament and of the Council of 25 November 2009, in particular on the Article 9 (points 9, 11 and 13) and the Annex II of this Regulation.

The EU Ecolabel logo can be used on goods and services, as well as their associated promotional material, exclusively during the validity period of the EU Ecolabel awarded license.

This EU Ecolabel Guideline document may be periodically updated, at the discretion of the European Commission. Upon the publication of subsequent versions, the information presented in the latest will take precedence.



¹ Information and guidance provided within the Logo Guidelines for offline/print promotional material, publications etc. also apply to online promotional material, such as online catalogues, online product flyers etc.

The EU Ecolabel Logo



The EU Ecolabel logo is protected in primary EU law. The following format must be applied to correctly reproduce the EU Ecolabel logo in colour or in monochrome (black and white):

Style:

- The logo's style shall not be modified.
- Other pictures or logos are not allowed to be part of the EU Ecolabel logo.
- Text written over the EU Ecolabel logo is prohibited.

Location on packaging/marketing material:

- Both the EU Ecolabel logo and the license number text box shall appear on the good or service's packaging/marketing material.


Size:

- The logo should be visible and legible.
- The logo should be no smaller than 10.6 x 10.6 mm.



Minimum real size

General Restrictions and Specifications:

- The right to use the EU Ecolabel logo shall not infringe the European Commission's trademark rights.
- The previous version of the EU Ecolabel logo shall no longer be used to market the EU Ecolabel. 
- The logo and license number shall only be used during the validity period of the EU Ecolabel license.
- The logo must only be used with its corresponding license number in relation to the specific good/service for which it has been awarded and/or on its associated promotional material.
- It is prohibited to associate the logo with non-EU Ecolabel awarded goods/services or to use it as part of a license holding company's general profile.
- If a license holder has more than one product registered under a license, it suffices to indicate the license number only once next to the logo on any associated promotional material.
- Displaying the EU Ecolabel license number is fundamental for traceability reasons and to convey clear information to the consumer. Only the European Commission, Competent Bodies, and the EU Ecolabel Helpdesk are authorised to use the EU Ecolabel logo without a license number to promote the EU Ecolabel. Therefore, organisations (who are not license holders) wishing to use the logo need to ask prior authorisation from them.
- The logo background must not be transparent if the background on which it is placed is patterned.

Correct

The EU Ecolabel logo and license number shall be clearly visible, regardless of the type of packaging.



Incorrect

The EU Ecolabel logo background and license number shall not be transparent, and shall not be presented without its frame.

The EU Ecolabel Logo (colour)

The following information particularly applies to reproducing the colour EU Ecolabel logo:



EU Ecolabel Green

Use for the '€' symbol, the leaves and stem of the flower, the web address, the "EU" text, and the green background colour.

Pantone 362 C

CMYK C 71% / M 6% / Y 100% / K 0%.

RGB R 82 / G 167 / B 51

HTML #51a733



EU Ecolabel Blue

Use for the "Ecolabel" text, stars and borders.

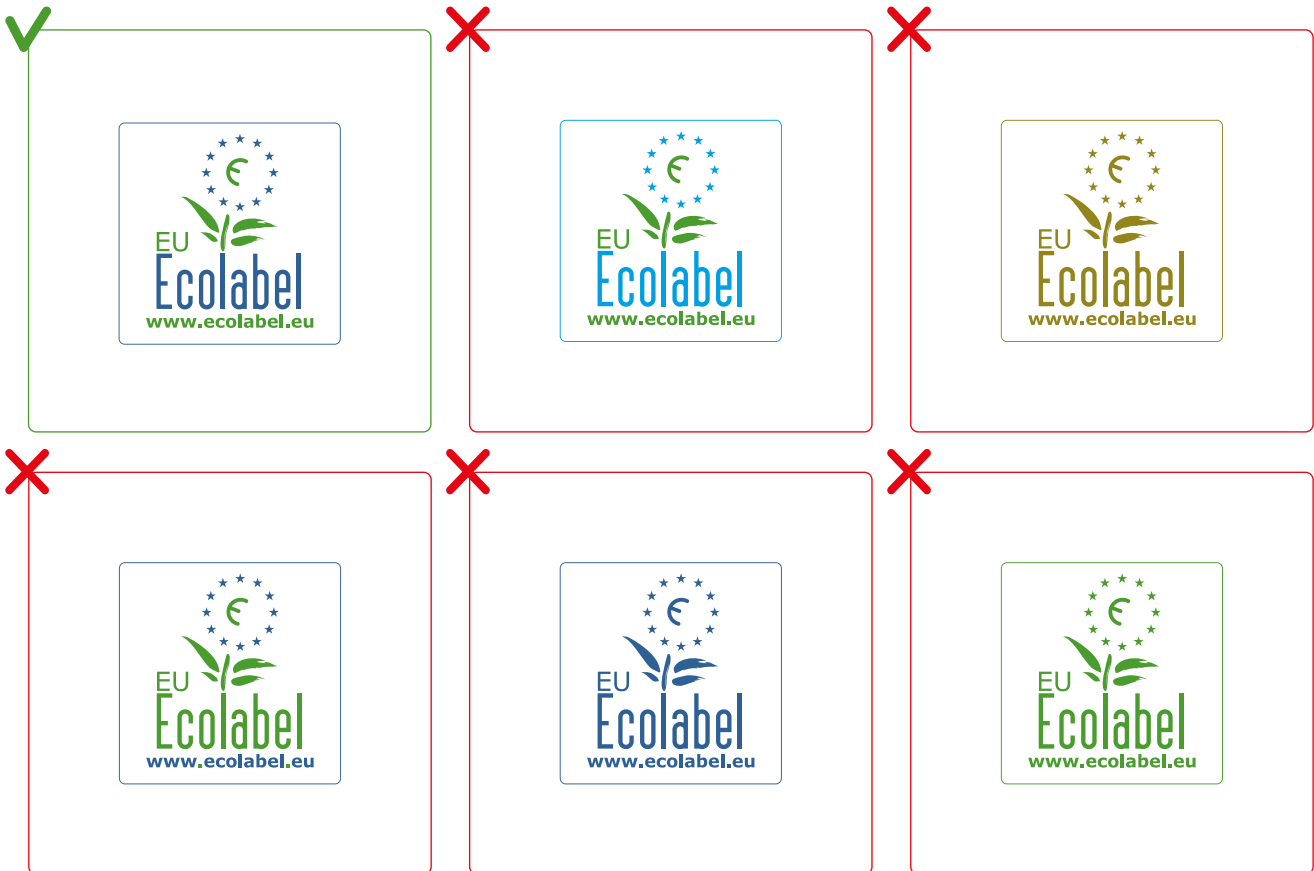
Pantone 653 C

CMYK C 89% / M 62% / Y 15% / K 2%

RGB R 42 / G 93 / B 152

HTML #2a5d98

Examples of **proper** and **improper** use of the colour EU Ecolabel logo



The EU Ecolabel logo(monochrome)

The following information applies to reproducing the monochrome EU Ecolabel logo:



✓ **Correct:**

Example 1: Black and white

There shall be a black border around the logo.

Black on white background.



✓ **Correct:**

Example 2: White and black

There shall be a white border around the logo.

White on black background.

Black or white on a coloured background (not patterned).



Black or white on a coloured background (not patterned).

✓ **Correct:**

Example 3: The monochrome logo background colour is the same as the packaging colour or as the product background colour

As long as the logo's borders remain either black or white, its background colour within the frame can be the same as the background colour outside of the frame (i.e. its packaging). The black version of the logo shall be used on a light-coloured background while the white version of the logo shall be used on a dark coloured background. The logo's background may not be patterned.

The License Number

The EU Ecolabel license number shall be presented as indicated in the EU Ecolabel Regulation ([EC No. 66/2010](#): ANNEX II “Form of the EU Ecolabel”). The correct display of the EU Ecolabel license number is essential for reasons of traceability and to provide clear information to the consumer:

EU Ecolabel: XXXX/YYY/ZZZZ

XXXX Country code:

Indicates the Member State in which the license holder registered a good/service

YYY Product/service group code:

Product group code found in its respective Commission Decision

ZZZZ Application code:

Assigned by the Competent Body

In regards to the product/service group code “YYY”, regardless of how this code is formulated (how many digits) within respective Commission Decisions, Competent Bodies shall always assign three digits to this code within the license number in order to respect the EU Ecolabel Regulation.

Example of a license number for an EU Ecolabel textile product:

EU Ecolabel: XXXX/016/ZZZZ

The “0” is added to the textile product group code to give a three digit code, even though it is displayed as “16” in its Commission Decision.

The following format must be applied to correctly reproduce the EU Ecolabel license number:

- Font: Verdana
- Font size: Minimum 7
- Colours for the license number text and frame: see specifications for “colours”/“monochrome” on page 7 and 8. The textbox frame shall have rounded corners; the text cannot be used without the textbox frame.
- The license number can be presented on one or two lines:

EU Ecolabel: XXXX/YYY/ZZZZ

EU Ecolabel:
XXXX/YYY/ZZZZ

Whenever the EU Ecolabel logo is presented², the relevant license number must appear (preferably near the logo). The following examples illustrate acceptable placement of the license number in relation to the EU Ecolabel logo:



✓ **Correct:**

Example 1:

License number directly above or below logo
(most common)



✓ **Correct:**

Example 2:

License number and logo on the same side of
packaging, set apart



✓ **Correct:**

Example 3:

License number on the
opposite side of packaging

2 This applies to the display of the EU Ecolabel logo on packaging, as shown in the examples above, but also to promotional/marketing material advertising a specific EU Ecolabel product/service. When the logo is displayed, the license number must be clearly indicated to allow traceability and to provide clear information to the consumer.

The Optional Logo

Within the optional logo, colour or monochrome, all text (with the exception of the logo and the EU Ecolabel web address) shall respect the following format:



- Font: Verdana
- Font size: Minimum 7
- Colours: See specifications for “colours”/“monochrome” on page 7 and 8.

While the optional logo is not mandatory³, it could be an attractive tool to inform consumers on the good's or service's minimised environmental impact. This optional logo can be displayed in addition to the EU Ecolabel logo, or without it. In both cases, the license number must be present.

The informational bullet points presented within the optional logo shall coincide with the information indicated on every good's or service's corresponding Commission Decision criterion titled “Information Appearing on the EU Ecolabel”.

Other product-specific mandatory text, for example «Please collect used paper for recycling». (Criterion 9, Commission Decision (EU) 2020/1803 establishing the EU Ecolabel criteria for printed paper, stationery paper, and paper carrier bag products) shall not be included within the textbox.

Regarding translations of the optional logo or product-specific mandatory text:

- The translation of the text “Better for the environment...better for you”, along with all optional and mandatory text translations shall be taken from the EU Ecolabel Regulation EC. No. 66/2010, available in all official EU languages.
- The optional logo is available in all EU languages. Contact the responsible [Competent Body](#) for the colour and monochrome (black and white) modifiable template files.

³ According to in the EU Ecolabel Regulation, the logo text box is optional, but whenever an EU Ecolabel license user decides to use it, it shall comply with the criterion on “Information Appearing on the EU Ecolabel” of the applicable Commission Decision.

Regarding different language versions, only the three below options can be used to communicate the good's/service's minimised environmental impact via the optional logo.

Option 1:

Include any desired translations of bullet points into EU languages in one box without translations of:

“Better for the environment..., ...better for you”.



Optional logo example.



Optional logo example on product

Option 2:

Include any desired translations of bullet points into EU languages in one box with the translation of:

“Better for the environment..., ...better for you”.

in all corresponding EU languages.



Optional logo example.



Optional logo example on product

Option 3:

Create different boxes for each different EU language translation.



Optional logo example.



Optional logo example on product

Specifications for EU Ecolabel Flags and Plates (for Services)

Each Competent Body has its own methods for allocating resources for providing flags and plates to their license holders. Some Competent Bodies may finance the production of these flags and plates and supply them to license holders upon request, while others producing the templates to license holders, who then are responsible for financing and produce flags and plates themselves. Contact your [Competent Body](#) to see how it addresses flag and plate requests.

The specification of EU Ecolabel plates are:



- Glass plate: 20cm x 20 cm
- Picture on the glass: 14,5 cm x 14,5 cm
- Thickness: 0,8 cm
- Size of the screws: S8
- Distance from the edge: 1 cm
- Please display the license number visibly on the plate

The specifications of EU Ecolabel flags are:



- Up to 150 cm x up to 300 cm

Colour indications for plate and flag templates:

- **EU Ecolabel green** and **EU Ecolabel blue**:

See specifications for “colours”/“monochrome” on pages 7 and 8.

- **EU Ecolabel light green**:

Use for the shading behind the EU Ecolabel logo only in the plates template

- **Pantone** 375
- **CMYK** C 41% / M 0% / Y 78% / K 0%
- **RGB** R 171 / G 204 / B 89
- **HTML** #abcc59

Communicating the EU Ecolabel via Promotional Material

The following information can be used to communicate the EU Ecolabel in general:

“The EU Ecolabel is the European Union’s official label for environmental excellence. EU Ecolabel products have a reduced environmental impact across multiple stages of the product lifecycle.”

For EU Ecolabel Tourist Accommodations:

“The EU Ecolabel identifies eco-friendly and high quality tourist accommodations with excellent environmental performance.”

All indications on EU Ecolabel logo use outlined throughout this document shall be equally considered for (offline and online) advertising and free promotional sample purposes, in addition to the following specifications:

a) EU Ecolabel logo use in promotional material

1. Promotional material created by the license holder:

The license holder shall ensure that the logo, clearly accompanied by its corresponding license number(s), is exclusively associated with the product/service awarded with the EU Ecolabel. This is especially important if awarded products and non-awarded products are advertised together.

✓ If more than one product with the same license number is shown, it is sufficient to present the license number only once on any promotional material.

2. Promotional/informational material created by journalists, reporters, publishing houses, etc.

Information material presented in any publication from non-EU Ecolabel license holders should be submitted to the responsible national Competent Bodies or to the EU Ecolabel Helpdesk for advice. This is particularly the case for materials to be developed in a language other than English. Please refer to page 3 for further instructions on how to receive further guidance regarding the application of the EU Ecolabel Logo Guidelines.

3. Promotional material created by raw material suppliers

Raw material suppliers for EU Ecolabel products are prohibited from marketing or associating themselves with the EU Ecolabel in any way (e.g. using the EU Ecolabel logo, license number, or written text associated with the EU Ecolabel to promote their raw materials).

b) EU Ecolabel license information presented in print or online databases

The public [ECAT](#) (EU Ecolabel Product Catalogue) lists the goods and services currently awarded with the EU Ecolabel. The information within ECAT is regularly uploaded on the [EU Open Data Platform](#) where it is accessible to anyone. The EU Open Data Platform is the central platform for downloading this public data; print or online databases interested in promoting EU Ecolabel licenses for marketing or communication purposes can download the latest data on the EU Ecolabel at any time.

All rules that apply to the logo and license number usage also apply to this type of marketing initiative. For further information and clarification of questions etc., please contact the EU Ecolabel Helpdesk.

c) EU Ecolabel logo use for educational material

Educational quizzes, e-learning courses, textbooks, informational material about ecolabels in general etc.

Stakeholders wishing to use the EU Ecolabel for educational rather than promotional purposes shall contact the EU Ecolabel Helpdesk or their national Competent Body for more information. Please ensure you submit accompanying texts about how the EU Ecolabel is to be displayed within the educational material. All the rules that apply to the style and size of the EU Ecolabel logo as specified in these guidelines shall apply.

Specific Logo Use for Product/Service Groups

The following non-exhaustive list of examples outlines product/service group-specific indications regarding logo use.

Printed paper products (Commission Decision (EU) 2020/1803)⁴:

Example 1: EU Ecolabel printed paper + advertisement on EU Ecolabel product/service

The EU Ecolabel logo, license number, and text “EU Ecolabel awarded printed paper” can be used on EU Ecolabel printed paper products (e.g. newspapers, journals, magazines, books, brochures, etc.). If this same paper advertises an EU Ecolabel product or service, the logo, license number and advertising text on the printed paper shall follow the rules for using the logo presented in section “Communicate the EU Ecolabel via Promotional Materials”.

Example 2: EU Ecolabel printed paper + advertisement on non-EU Ecolabel product/service

If an EU Ecolabel printed paper product (e.g. newspapers, journals, magazines, books, brochures, etc.), advertises a product or service that is not awarded the EU Ecolabel, the publisher/editor shall clearly indicate that the EU Ecolabel logo and license number refer solely to the EU Ecolabel printed paper product.



EU Ecolabel: XXXX/YYY/ZZZZ

Example 3: Non-EU Ecolabel printed paper + advertisement on EU Ecolabel product/service

If a printed paper product (e.g. newspapers, journals, magazines, books, brochures, etc.) which is not awarded the EU Ecolabel advertises an EU Ecolabel good or service, the EU Ecolabel license holder shall insure that the logo solely refers to the EU Ecolabel good or service advertised on the non-EU Ecolabel printed paper product.

⁴ Please note that an EU Ecolabel awarded print product, such as a magazine/book (criteria for printed paper apply), is different from EU Ecolabel awarded paper (criteria for graphic paper apply). The EU Ecolabel logo on printed products can be displayed only if these products have been awarded in accordance with Commission Decision (EU) 2020/1803. No logo display is allowed for a printed paper if just the paper substrate bears the EU Ecolabel for graphic paper in accordance with Commission Decision (EU) 2019/70.

Example 4: Digital version of EU Ecolabel printed paper products

This example is applicable to and can be used in conjunction with all abovementioned examples.

If an EU Ecolabel license is awarded to a printed paper product (e.g. newspapers, journals, magazines, books, brochures, etc.), which also has an equivalent digital version, the following phrase on the electronic version shall be indicated with the license number (or license number and logo if the license holder is the one advertising):
The print version of this newspaper/journal/magazine/book is awarded the EU Ecolabel license number: XXXX/YYYY/ZZZZ.

Graphic paper/tissue paper/tissue products (Commission Decision (EU) 2019/70):⁵

Logo use

License holders for the aforementioned product groups shall place the EU Ecolabel logo solely on the product's packaging, or on associated promotional material, but not on every individual sheet or on a final product like a book or a newspaper.

Textiles (Commission Decision 2014/350/EU):

Sewn EU Ecolabel logo + license number

The EU Ecolabel logo may be sewn on the textile product as a tag or directly on the product. It may be visible on the inside or outside of the product. Please note that the EU Ecolabel license number must also be displayed, preferably near the EU Ecolabel logo.

Cosmetics (Commission Decision (EU) 2021/1870):

Sticker use

It is not permitted to place a sticker with the EU Ecolabel logo on permanent soap dispensers to communicate that the soap is awarded the EU Ecolabel. Since EU Ecolabel soap pouches display the logo and license number, it is possible to communicate that the soap is awarded the EU Ecolabel by installing clear/transparent soap dispensers.

Services:

Services are uniquely authorised to use the EU Ecolabel logo, accompanied with the corresponding license number, in email signatures, on company general letterhead paper and on company cars as a means to advertise the service as awarded with the EU Ecolabel.

Services which use the same brand name for EU Ecolabel awarded services and non-EU Ecolabel awarded services are not authorised to use the EU Ecolabel logo on company letterhead paper, in signatures or on company cars.

Services that fall within this latter category are exceptionally allowed to use the EU Ecolabel logo in letterhead paper, signatures and company cars if the address of the EU Ecolabel awarded service is clearly mentioned near the EU Ecolabel logo and license number.

⁵ Please refer to footnote 4 for the distinction between EU Ecolabel awarded printed paper products and graphic paper/tissue paper/tissue paper products.