

the overview

The Cradle to CradleSM brand sustainability concept helps eliminate waste in the world and provides a format for the design of ecologically-intelligent product life cycles. This certification mark style guide provides guidance on how companies whose goods have met the applicable certification standards are authorized pursuant to a written license agreement to use the certification mark. Companies whose goods have not been certified as meeting the applicable certification standards are not authorized to use the certification mark.

Our certification rates products by: (1) their incorporation of environmentally safe and healthy materials, (2) their design for material reutilization, including recycling and composting, (3) the manufacturer's use of renewable energy and energy-efficient production, (4) the efficient use of water and maximum water quality associated with production, and (5) the implementation of social-responsibility strategies.

The certification mark shows one of four levels of achievement—basic, silver, gold, or platinum. Companies that are awarded Cradle to Cradle brand certification may use the mark only on certified products or materials.

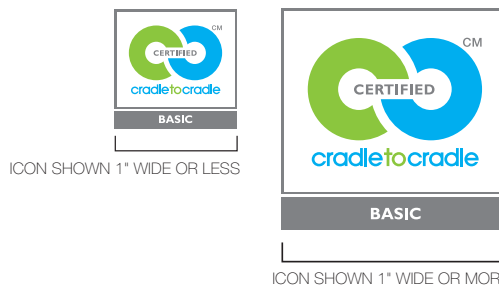
Any use of the mark should be submitted to MBDC for approval via e-mail at info@mbdc.com or fax at 434-295-1500. If you have any questions, please call MBDC at 434-295-1111, or contact Steve Bolton directly at steve@mbdc.com or 434-295-0204, Ext. 228.

the certification marks

The certification mark shows one of the four levels of achievement—basic, silver, gold, or platinum. Only use this mark on certified products or materials.



1. Look at the certification mark as a whole unit. Please don't alter it; it will lose its recognition.



2. The certification mark comes in two sizes. Avoid reducing the smaller mark below 1/2 inch.



3. These are the color options for the marks. Notice, you can either use the CMYK mix or the PMS color.



4. You may print the mark in either all black or in a gray scale (halftone). If you're printing on a color background, feel free to print a reverse white mark.

Contact us if another color option is needed.

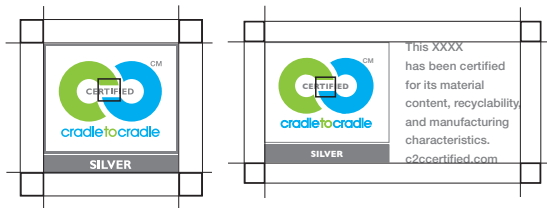
more on the certification marks



This XXXX has been certified for its material content, recyclability, and manufacturing characteristics. c2ccertified.com

5. We recommend a short description that will clarify why your product or material is certified. Fill in XXXX with the certified product as listed in the certification project report. Please make sure that any other statement placed near the mark speaks to specific attributes of your certification.

We will provide a modifiable InDesign file with the preferred text content, size, and color (as shown here). Any use of the mark should be submitted to MBDC for approval. See page 1 for contact information.



6. Give the mark some breathing room by placing a generous amount of free space around it. The spacing should be at least equal to the width of the center white “gap.”

See pages 4–5 for a full listing of all available marks and file names.

listing of certification marks

Here are the marks and their file names. The marks are available as eps, jpeg, gif, and tiff files. They open in most graphic programs.



:: Basic certification marks
 CMYK, large..... c2c_bas_4Clg.eps
 CMYK, small c2c_bas_4Csm.eps
 PMS, large c2c_bas_PMSlg.eps
 PMS, small..... c2c_bas_PMSsm.eps
 Halftone, large c2c_bas_HTIg.eps
 Halftone, small..... c2c_bas_HTsm.eps
 Black, large c2c_bas_BLKlg.eps
 Black, small..... c2c_bas_BLKsm.eps
 White, large c2c_bas_WHTlg.eps
 White, small c2c_bas_WHTsm.eps



:: Silver certification marks
 CMYK, large..... c2c_sil_4Clg.eps
 CMYK, small c2c_sil_4Csm.eps
 PMS, large c2c_sil_PMSlg.eps
 PMS, small..... c2c_sil_PMSsm.eps
 Halftone, large c2c_sil_HTIg.eps
 Halftone, small..... c2c_sil_HTsm.eps
 Black, large c2c_sil_BLKlg.eps
 Black, small..... c2c_sil_BLKsm.eps
 White, large c2c_sil_WHTlg.eps
 White, small c2c_sil_WHTsm.eps



:: Gold certification marks
 CMYK, large..... c2c_gol_4Clg.eps
 CMYK, small c2c_gol_4Csm.eps
 PMS, large c2c_gol_PMSlg.eps
 PMS, small..... c2c_gol_PMSsm.eps
 Halftone, large c2c_gol_HTIg.eps
 Halftone, small..... c2c_gol_HTsm.eps
 Black, large c2c_gol_BLKlg.eps
 Black, small..... c2c_gol_BLKsm.eps
 White, large c2c_gol_WHTlg.eps
 White, small c2c_gol_WHTsm.eps

listing of certification marks



- :: Platinum certification marks
 - CMYK, large.....c2c_pla_4Clg.eps
 - CMYK, smallc2c_pla_4Csm.eps
 - PMS, largec2c_pla_PMSlg.eps
 - PMS, small.....c2c_pla_PMSsm.eps
 - Halftone, largec2c_pla_HTIg.eps
 - Halftone, small.....c2c_pla_HTsm.eps
 - Black, large c2c_pla_BLKlg.eps
 - Black, small..... c2c_pla_BLKsm.eps
 - White, large..... c2c_pla_WHTlg.eps
 - White, small c2c_pla_WHTsm.eps
-

use of the terms in text

The phrase “Cradle to Cradle Certified” is a certification mark of MBDC and, as such, should have the following text in a footnote of at least the first page of a document where it is listed:

Cradle to Cradle Certified^{CM} is a certification mark of MBDC.

The first occurrence of “Cradle to Cradle Certified” within a document or section of a document should have “CM” as a superscript, with a slightly smaller font (reduced in size by 2 points). The phrase should be used as an adjective/modifier in use, as well. For example:

MBDC provides certification services to clients so that their materials and products can be Cradle to Cradle Certified^{CM} for human health, environmental health and recyclability.

If a superscript is not possible, then the phrase should be followed by “CM” in parenthesis, with a font of the same size or slightly smaller. The term should be used as an adjective/modifier in use, as well. For example:

Cradle to Cradle Certified^{CM} products must meet established standards for human health, environmental health and recyclability.

The words Cradle to Cradle Certified^{CM} should be capitalized, as in the following:

Cradle to Cradle Certified^{CM}



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