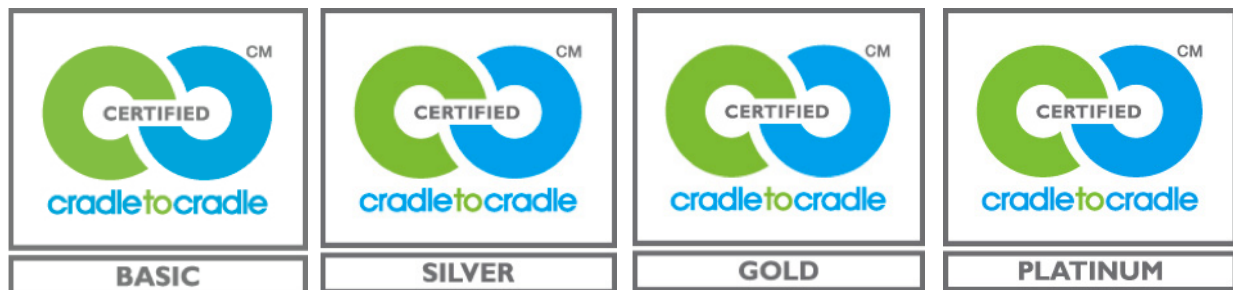


Cradle to Cradle Certified^{CM} Trademark Guidelines

Revised September 2012



Cradle to Cradle Certified^{CM} Trademark Guidelines

General Guidelines

- The certification program is now called the Cradle to Cradle Certified^{CM} program with “CM” for “Certification Mark” superscripted. Any other trademark notations (including SM, or TM, ®) are not applicable to this program. The Cradle to Cradle Products Innovation Institute is the administrator of the program and licenses use of the certification marks for the program.
- Cradle to Cradle® is a separate registered trademark that is owned and licensed by McDonough Braungart Design Chemistry, LLC (MBDC). This trademark is reserved for reference to Cradle to Cradle® brand services, design framework, methodologies, or principles. It should not be used to refer to the Cradle to Cradle Certified^{CM} program for products.
- Only products and materials can be Cradle to Cradle Certified^{CM}. The Cradle to Cradle Certified^{CM} program does NOT apply to people, companies, processes, buildings, etc.
- Any entity with a Cradle to Cradle Certified^{CM} product must be licensed by Cradle to Cradle Products Innovation Institute to use the certification marks, including the image marks and word marks pertaining to the Cradle to Cradle Certified^{CM} program.

EXAMPLES:

✓	Cradle to Cradle Certified ^{CM} program for products
✗	Cradle to Cradle® Certification program, Cradle to Cradle Certified SM , Cradle to Cradle TM , Cradle to Cradle Certified ^{CM} company, Cradle to Cradle® Certified, Cradle to Cradle® product

Cradle to Cradle Certified^{CM} Word Marks

- The word mark is used as an adjective/modifier (e.g. Cradle to Cradle Certified^{CM} program; Cradle to Cradle Certified^{CM} products; The product is Cradle to Cradle Certified^{CM} Silver)
- Any entity must be licensed by Cradle to Cradle Products Innovation Institute to use the following word marks to refer to their Cradle to Cradle Certified^{CM} product(s):

- Cradle to Cradle Certified^{CM} Basic; Cradle to Cradle Certified^{CM} Silver;
- Cradle to Cradle Certified^{CM} Gold; Cradle to Cradle Certified^{CM} Platinum;
- Cradle to Cradle Certified^{CM}
- The certification mark shows one of the four levels of achievement—Basic, Silver, Gold, or Platinum. The level must always be included in the use of the word mark when referring to a certified product or material.
- Any entity may only use the specific word marks for which it is licensed or granted written permission and the word marks must only be used in relation to a *Cradle to Cradle Certified^{CM}* product at that level.

EXAMPLES:

<p>✓ The product is Cradle to Cradle Certified^{CM} Silver The product is Cradle to Cradle Certified^{CM} at the Silver level</p>
<p>✗ The product is Cradle to Cradle Certified^{CM} The product is Silver Certified</p>

- Any use of the word mark *Cradle to Cradle Certified^{CM}* must be accompanied with the following text near the word mark or on the same page:
- “*Cradle to Cradle Certified^{CM}* is a certification mark licensed by the Cradle to Cradle Products Innovation Institute.”
- Correct use of the word mark *Cradle to Cradle Certified^{CM}* includes capitalization of the letter ‘C’ in each word, does not include hyphens, and should be presented distinctly from the surrounding text using either bold, italics, different font.
- Correct use of the word mark *Cradle to Cradle Certified^{CM}* includes the letters ^{CM} (for Certification Mark) in superscript and in a slightly smaller font. 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 (*i.e. Cradle to Cradle Certified(CM)*).

EXAMPLES:

<p>✓ <i>Cradle to Cradle Certified^{CM}</i>, <i>Cradle to Cradle Certified(CM)</i>, <i>Cradle to Cradle Certified(CM)</i></p>
<p>✗ cradle to cradle certified^{CM}, Cradle-to-Cradle certified^{CM}, Cradle to Cradle Certified</p>

- The word marks must be used only to refer to *Cradle to Cradle Certified^{CM}* products, and may not be used in a way that may be unclear as to which product(s) is certified.
 - There must be a description included that specifies which products are *Cradle to Cradle Certified^{CM}* if the word marks are used without a clear relationship to the certified products (*e.g. a website page without the certified products shown, footer for the entire company website, an email signature, company letterhead, company-wide marketing materials*).
 - If only the packaging or part of a product is certified, there must be a description that explains exactly which material is certified. For example, if only the fabric on a chair is certified and the chair is not certified, then the tag on the chair must include a description next to the word mark that only the fabric is *Cradle to Cradle Certified^{CM}*. If only the product packaging is certified and the product is not certified, then the packaging must include a description next to the word mark that only the packaging is *Cradle to Cradle Certified^{CM}*.

Cradle to Cradle Certified^{CM} Image Marks

- Any entity must be licensed by Cradle to Cradle Products Innovation Institute to use the Cradle to Cradle Certified^{CM} image marks. **See Page 6 for all Cradle to Cradle Certified^{CM} image marks.**
- Any entity may only use the specific image marks for which it is licensed and the image marks must only be used in relation to a Cradle to Cradle Certified^{CM} product at that level.
- The image marks must be accompanied with the following text near the image mark or on the same page: “*Cradle to Cradle Certified^{CM}* is a certification mark licensed by the Cradle to Cradle Products Innovation Institute.”
- The image marks must be used only to refer to *Cradle to Cradle Certified^{CM}* products, and may not be used in a way that may be unclear which specific product(s) is certified.
 - There must be a description included that specifies which products are *Cradle to Cradle Certified^{CM}* if the image marks are used without a clear relationship to the certified products (*e.g. a website page without the certified products shown, footer for the entire company website, an email signature, company letterhead, company-wide marketing materials*).



- If only the packaging or part of a product is certified, there must be a description that explains exactly which material is certified. For example, if only the fabric on a chair is certified and the chair is not certified, then the tag on the chair must include a description next to the image mark that only the fabric is *Cradle to Cradle Certified^{CM}*. If only the product packaging is certified and the product is not certified, then the packaging must include a description next to the image mark that only the packaging is *Cradle to Cradle Certified^{CM}*.
- Users with licensing rights may resize the image marks as long as the exact size proportions are maintained and the mark is not smaller than ½ inch wide. No alterations to the image marks are allowed without advanced permission, including color changes or removing the level of certification.
- The exact colors for the image marks must be maintained. Any other color options or image variations are included in Page 5.
- Green: PMS 376 / C50, M0, Y100, K0
- Blue: PMS process blue / C100, M0, Y8, K13
- The image marks must have spacing around it that is at least equal to the width of the center white space between the green and blue ‘C’s.
- Federal Trade Commission recommends adding a detailed description of what was achieved by receiving this eco-label (See Federal Trade Commission Green Guide for [more information](#)). A list of approved *Cradle to Cradle Certified^{CM}* program descriptions is included below. Any other descriptions need to be approved by the Cradle to Cradle Products Innovation Institute.
 - Cradle to Cradle Certified^{CM} is a multi-attribute program that assesses products for safety to human & environmental health, design for future use cycles, and sustainable manufacturing processes.
 - Cradle to Cradle Certified^{CM} products are evaluated for material health, material reutilization, renewable energy use, water stewardship, and social responsibility.



Cradle to Cradle Certified^{CM} Image Marks



Cradle to Cradle Certified^{CM} Trademark Guidelines

FOR PRESS/MEDIA USE

WITH PRIOR WRITTEN PERMISSION ONLY

For use in reference to *Cradle to Cradle Certified*^{CM} products or companies with *Cradle to Cradle Certified*^{CM} products

Follow all guidelines in this document regarding use of the *Cradle to Cradle Certified*^{CM} image marks and word marks.

Any entity not licensed to use the Cradle to Cradle Certified^{CM} marks must get prior written permission from Cradle to Cradle Products Innovation Institute.

Any entities licensed to use the certification marks must always use the mark with the certification level that they were licensed to use, even if they are describing the entire program.

For use in reference to the *Cradle to Cradle Certified*^{CM} program



This version of the *Cradle to Cradle Certified*^{CM} image mark without the level should be used only when referring to the entire program instead of a certified product or company with certified products.

The image must be accompanied with the following text near the image or on the same page: **“*Cradle to Cradle Certified*^{CM} is a certification mark licensed by the Cradle to Cradle Products**

Innovation Institute.”

This mark should NOT be used to refer to any *Cradle to Cradle Certified*^{CM} products or companies with certified products. A level must always be used in reference to *Cradle to Cradle Certified*^{CM} products. Any entities licensed to use the certification marks must always use the mark with the certification level that they were licensed to use, even if they are describing the entire program.

Any entity not licensed to use the *Cradle to Cradle Certified*^{CM} marks must get prior written permission from Cradle to Cradle Products Innovation Institute.

The use of this image mark or word mark must follow all guidelines established in this document.

For use in reference to Cradle to Cradle® brand services, design framework, methodologies, or principles.



The registered trademark Cradle to Cradle® (image and word mark) should be used only when referring to Cradle to Cradle® services, design framework, methodologies, or principles. This is a separate trademark from the *Cradle to Cradle Certified*^{CM} image marks and word marks.

The trademark Cradle to Cradle® must be accompanied with the following text nearby or on the same page: **“Cradle to Cradle® is a registered trademark of McDonough Braungart Design Chemistry, LLC.”**

The trademark should NOT be used when referring to the *Cradle to Cradle Certified*^{CM} program, *Cradle to Cradle Certified*^{CM} products, or companies with *Cradle to Cradle Certified*^{CM} products.

Any entity not licensed to use the Cradle to Cradle® trademarks must obtain prior written permission from MBDC.

The use of the Cradle to Cradle® trademark must follow the trademark use guidelines provided by MBDC, LLC.