

# Seal Use Guidelines



## Who is eligible to use the Seal?

All Green Business Network Members that have earned Green Business Certification at the Certified or Gold Certified level and paid the required membership dues.

## Who is *not* eligible to use the Seal?

- Members who have failed to pay their membership dues and whose membership has expired.
- Previous Green Business Network members who have been removed from Green America's Green Business Network™ because of complaints about unethical business practices (e.g. customer fraud) or violation of social and environmental principles of membership (e.g. sourcing products made with forced child labor, or engaging in unfair hiring practices).
- Green Festival members, past or present, who have not earned the Green Business Certification
- Any business that distributes products produced and/or sold by a business that is a Certified Green Business Network member, but has not earned Green Business Certification for their own business operations.
- Brands, subsidiaries, or divisions of larger companies. **Note:** Any company applying should have its own governing board. Franchises and multi-level marketing companies require additional questions and materials; please contact us for more information on these types of companies.

## Print Materials

The print version of the Seal **may be used** in the following applications:

- On business brochures and other printed business collateral, such as letterhead, business cards, etc.
- On product packaging, including tags for textiles, etc.
- On banners or poster displays, such as a Green Festival booth display.
- In business-specific advertisements.
- In a business member's online newsletter.
- On a business member's social media platforms (Facebook, Twitter, Instagram, Pinterest, etc.)
- For retail locations, Seal images may be placed in the store window, on in-store signage, and on displays.

## Seal Use in Print Materials

To ensure the Seal is consistent and legible in all applications, the print version of the Seal should:

- **Not be reproduced smaller than 1 inch across.** The size of the Seal should also be increased in proportion to the size of the material to ensure visibility.
- **Only be presented in the official colors listed below.** The Seal image is also set on a white background with a thin white outline around the edges to ensure its visibility against any background color.

**Green** = Pantone# 370

**Gold** = 7.81% C; 30.47% M; 74.22% Y; 0% K

**OR in black and white.**



## Incorrect Seal Use

The Seal **may not** be used:

- To represent a different Certification level than the level achieved.
- To denote safety or quality of a specific product.
- Directly on a product – the Seal may only appear on product packaging or tags.
- As an endorsement of an individual or a group of individuals as separate from their incorporated business (i.e. the business Seal is to be used by Bob’s business, Stellar Solar Shoes, not Bob as an individual).
- On the company’s website without the Seal image linking to <http://www.greenbusinessnetwork.org/green-business-certification/green-business-standards/> as provided by Green America. The linked Seal **may not** be altered to link to any other site other than the site specified by Green America.
- In any way that manipulates the image, including changing the graphics, wording, colors, etc. (e.g. use of the Seal or reference to Green America trademarks without the appropriate registered mark or symbol, changes to the color of the Seal, placement of the Seal in a box or with a transparent background, etc.).

**Note:** The following versions of the Seal may no longer be used:



## Statements about the Seal

When writing about the Seal or promoting the Green America Certification, please **use language** such as:

- Green America’s Green Business Certification
- Green America Certified Business
- Green America Certified Green Business Seal
- Green America Gold Certified Business
- The Green Business Network is a vibrant community of over 3,000 environmentally and socially responsible businesses, the oldest and largest of its kind in the US. The network is powered by Green America, a non-profit whose mission is to harness the economic power of consumers and businesses to create a more just and sustainable economy. For more information, please visit [www.greenbusinessnetwork.org](http://www.greenbusinessnetwork.org).

For a sample press release to announce that your business has earned the Green Business Certification, contact us at [gbn@greenamerica.org](mailto:gbn@greenamerica.org).