

Global
GreenTag[®]
International

Brands Style Guide V1.1

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Global GreenTag^{Cert}™

Rules for the Use of the Marks & Services Names

What is the purpose of this document?

To establish the agreement between Applicant, Licence holder and Global GreenTag International Pty Ltd relating to the use of the company name, the Global GreenTag^{Cert}™ certification program Marks, Certificates, Declarations and other related GreenTag Program Designs:

1.0 Scope

- This document establishes the rules and guidelines:
- that specify who the owner and governor of the logo is
- who has the right to use the GreenTag Certification Mark/s and Designs
- what kind of claims are included in the GreenTag Certification Mark/s and Designs
- in what kind of on- and off-product communication the logo can be used
- what the specifications are as regards the reproduction of the GreenTag Certification Mark/s and Designs in printed and published form.

2.0 Referenced Documents

GreenTag Standard, Terms and Conditions, Declaration/Renewal Declaration, Licence Document and Style Guide/s.

3.0 Use of the Mark and Designs;

The GreenTag Marks are copyrighted material and registered Certification Mark/s owned by Dual Harmony Pty Ltd and Licensed to Global GreenTag International Pty Ltd. Unauthorised use of this copyrighted material is prohibited and may lead to legal action. The use of the Marks and Designs is regulated and governed by the Program Director. A fee for logo usage shall be levied in accordance with the GreenTag standard operations procedures and a proposal will be issue on request.

4.0 Use of the Mark and Designs;

The Applicant agrees to:

- Apply the Mark or Designs only to packing, advertising, websites and other digital communication, or other marketing collateral directly related to the specific, Certified Product/s;
- Use the Service Name, Mark or Designs provided:
 - only in the exact form of the image files provided and expressed below and in accordance with the final Licence and Certification;
 - only in accordance with this document and the GreenTag Style Guide/s, sizes, context and Pantone Colours therein;
 - not in conjunction or close proximity to any image or message that is counterproductive to the aims and intents of the Program;
 - The Global GreenTag^{Cert}™ (Certification Mark) claim shall be included;
 - A Mark License registration number shall be included;
 - The GreenTag GreenRate™ Tier of Approval where relevant shall be included;
 - The GreenTag LCARate™ level of Assessment shall be included;
 - The EcoPOINT rating number shall be included (with LCARate™ Assessments);
 - The GreenTag HealthRATE level of Assessment shall be included;
 - The GreenTag CarbonRATE level of Assessment shall be included;
 - When reproducing the GreenTag Label all information in the artwork provided shall be included;
 - Do not place the Mark/s on busy or low contrast backgrounds;
 - Do not use low quality reproductions of the Mark/s;
 - Do not modify or distort the Mark/s or Designs in any way;
 - Do not place the Mark too close to other logos or designs such that the proximity of the other logo/s is less than 0.25 of the width of the GreenTag Mark lettering across its entire width -all around;

5.0 Prior Approval of all copy including any reference to GreenTag or its Mark/s;

All written clauses in marketing collateral relating to GreenTag, shall be approved by the GreenTag Program Director in writing in advance of publishing.

6.0 Conditions for Use of the Mark/s, Rights Approval;

Any applicant including but not limited to a company, organisation or individual has to obtain an official License from the GreenTag Program before printing, publishing or otherwise using the GreenTag Marks or Designs regardless of whether the usage is off or on product.

The GreenTag Program must first confirm that the applicant has delivered all the required documents for scrutiny and that all the predetermined GreenTag Standard and Program requirements have been met including on the usage and reproduction of Marks and Design have been fulfilled and all outstanding payments made.

Global GreenTag International Pty Ltd retains (via its License) full rights to authorizing use of the Mark/s and Designs, and reserves the right to review and prohibit any usage of the Mark or Designs in any media should any of the above criteria not be met.

Global GreenTag Pty Ltd also reserves the right to withdraw the Licence for use of the Mark/s and Designs (and possible other actions contained in the Licence) should we find that:

- usage is contrary to accepted local, national, or international legislative requirements or codes;
- the company changes ownership, enters into voluntary or forced liquidation, or an individual files for, or is declared bankrupt;
- the Applicant is in breach of the published Terms and Conditions current at the time of the breach.

7.0 Conditions for Use of the Company, Certification Program and Services Names;

When referring to the company name use the full and proper name initially, i.e.:

- i. Global GreenTag International Pty Ltd (Pty Ltd can be omitted if in consumer copy), for Australia, NZ and China (or proper country specific company name where one exists i.e. Africa, Malaysia, USA/North America). Subsequently when referring to the company itself this can be abbreviated to: 'Global GreenTag'.
NOTE: GreenTag is one word with a capital 'T' for '...Tag';

- ii. When referring to the certification scheme it is always referred to in its registered trademark form relevant to the country. In Australia, NZ, South Africa, USA and Canada this form is: Global GreenTag^{Cert™}.
- iii. Where the locality of the publication is not in one of the Certification Mark registered countries e.g. EU or UK, a simple ® is to be used;
- iv. The form of the written versions of the various services shall be as follows:
 - a) GreenRate™: Tiers are Level A, Level B, Level C;
 - b) LCARate™: Tiers are Bronze, Silver, Gold and Platinum;
 - c) HealthRATE™: Tiers are BronzeHEALTH, SilverHEALTH, GoldHEALTH, PlatinumHEALTH;
 - d) CarbonRATE™
 - e) McV™
 - f) Asthma and Allergy Sensitive™
 - g) MSD™: Modern Slavery Declaration
 - h) GreenTag PHD™: Product Health Declaration.
- v. When using logos always comply with the relevant Logo Style Guide and preferably use the relevant logo in association with the word mark description.

Welcome to the Global GreenTag™ International brand.

These guidelines have been carefully prepared to ensure the brand is consistently applied wherever it appears. Consistent application will also ensure that our brand shines on the global stage.

Let's  GO

Global GreenTag™ International offers a global certification passport for ethical and healthy products that are assessed through Global GreenTag^{Cert™} its advanced, scientifically based, product certification system and where relevant how they are recognized and or compliant with all of the world's major green building rating tools.

It is registered as a Certification Mark and multi-award winning third party, multi-criteria, consensus based and externally verified Type 1 Ecolabelling Program in Australia, the USA and Canada.

Our Vision

A Nature Positive Future

– to advance a vision for quality of life on Earth

Our Mission

Building a material world in balance and harmony with Nature by creating world leading product standards with meaningful metrics using the best scientific process and data.



Nature
Positive+

Global GreenTag certified device tag

Displayed below is the Global GreenTag TAGs produced in accordance with the Global GreenTag International NaturePositive+ Standard™ . The global certified device is broken into Nature Positive+™ Tier Ratings, starting from a base level certification, followed by example of Nature Positive+™ Metallic tier bronze, silver, gold and platinum.

Global GreenTag - Nature Positive+™ | Metallic Ratings



The colours specified can be used for full colour, black and reverse signatures.

Full Colour Variations →

Brand Logo Colours	
	PANTONE 7459 C CMYK VALUES C=72 M=9 Y=9 K=13 RGB VALUES R=72 G=156 B=184
	PANTONE 7691 C CMYK VALUES C=100 M=43 Y=0 K=30 RGB VALUES R=5 G=94 B=158
	PANTONE 541 C CMYK VALUES C=100 M=58 Y=9 K=46 RGB VALUES R=3 G=65 B=110
	PANTONE 289 C CMYK VALUES C=100 M=76 Y=12 K=70 RGB VALUES R=0 G=36 B=61
	Bronze CMYK VALUES C=29 M=56 Y=82 K=12 RGB VALUES R=169 G=113 B=66
	Silver CMYK VALUES C=45 M=36 Y=35 K=1 RGB VALUES R=148 G=149 B=152
	Gold CMYK VALUES C=23 M=25 Y=61 K=0 RGB VALUES R=201 G=180 B=120
	Platinum CMYK VALUES C=15 M=11 Y=11 K=0 RGB VALUES R=199 G=202 B=203



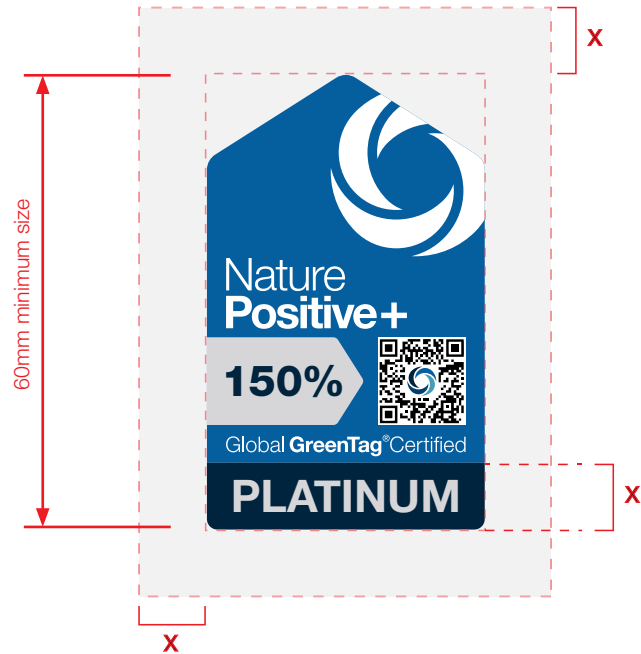
One - Colour Black



One - Colour Reverse

Clear Space

It is critical to maintain an area of clear space when using the tag and devices. The clear space is equal to the height of **X** in Logotype area. The surrounding clear space ensures the visual integrity of the tag devices while helping it command attention. No other design element or typography may fall within this area.



Components

Tag Device Elements

MARK

The mark represents the Global GreenTag brand and symbolizes the advanced features and dependability of the Global GreenTag Company.

INDICATOR

The indicator gives instant recognition of the tier colour and percentage based from the certification type.

TIER

The tier represents the device level of certification.

QR Code

The QR code may link directly to the certification page or to Nature Positive+ on the Global GreenTag website.



Permissions around use of Nature Positive+ Corporate Logos & Marks



CORPORATE LOGO



CORPORATE MARKETING LOGO

Use of the Nature Positive+ Corporate Marketing Logos

Clients and external users of Global GreenTag's Nature Positive+™ (specifically clients with products currently licenced, certified, declared or verified with Global GreenTag's Nature Positive+) have permission to use the **Nature Positive+ Corporate Marketing Logos**, where clients may wish to use these provided marks on their websites and other marketing collateral.





Rules Against Use of the Nature Positive+ Corporate Logos


The Nature Positive+™ Corporate Logo, however cannot be used. Permission is only given for use of this Corporate Mark to external parties like partners, public and industry events when Global GreenTag International Corporate issues them as a marketing tool for Nature Positive+™. These Marks are strictly for Global GreenTag International Corporate use only and cannot be used by any organisation for any purpose apart from Global GreenTag International.

CORPORATE MARKETING LOGO



BRAND COLOURS

	PANTONE 7459 C CMYK VALUES C=72 M=9 Y=9 K=13 RGB VALUES R=72 G=156 B=184
	PANTONE 7691 C CMYK VALUES C=100 M=43 Y=0 K=30 RGB VALUES R=5 G=94 B=158
	PANTONE 541 C CMYK VALUES C=100 M=58 Y=9 K=46 RGB VALUES R=3 G=65 B=110
	PANTONE 289 C CMYK VALUES C=100 M=76 Y=12 K=70 RGB VALUES R=0 G=36 B=61

The NaturePositive+ logo is shown again, but the plus sign icon is rendered in the four brand colors defined in the table above, demonstrating how the logo can be adapted.

Logo Usage: **COLOUR VERSION**



The **COLOUR VERSION** of the Logo is **ONLY** to be used on a white or light grey background.

Logo Usage: **BLACK VERSION**



Logo Usage: **WHITE VERSION**



The **BLACK VERSION** of the Logo is **ONLY** to be used if necessary due to a black/white application. (i.e., black/white ad)
The **BLACK VERSION** of the Logo should never be used on a coloured background, **ONLY** on white.

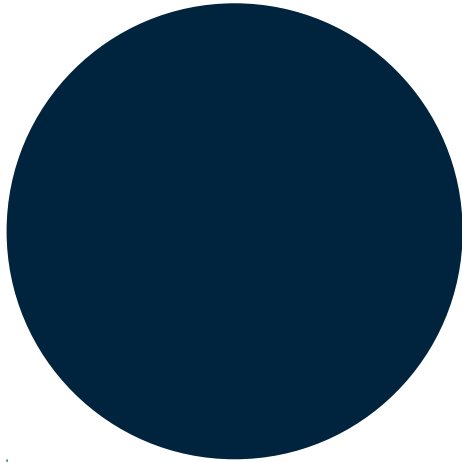
The **WHITE VERSION** of the Logo can be used on most colour schemes as long as the Logo is visible. The Logo should **ONLY** be used on black if necessary due to a black/white application. (i.e., black/white ad)

Clear Space

It is critical to maintain an area of clear space when using the tag and devices. The clear space is equal to the height of **X**. This is equal the height of the '+' in NaturePositive+. The surrounding clear space ensures the visual integrity of the logo while helping it command attention. No other design element or typography may fall within this area.



White and blue are our main colours, along with black the should take the lead across brand applications.



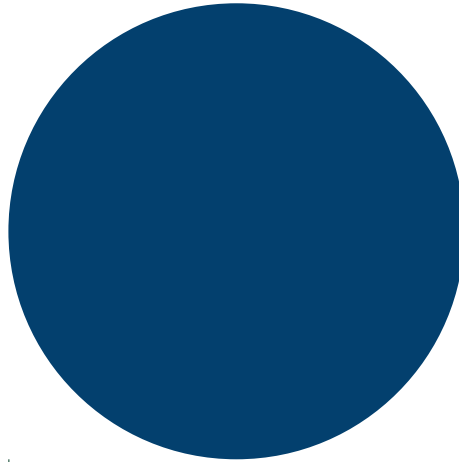
Midnight

00243d

PANTONE 289 C

CMYK VALUES C=100 M=76 Y=12 K=70

RGB VALUES R=0 G=36 B=61



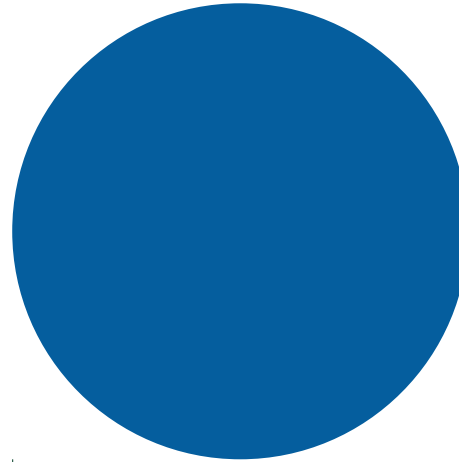
Aegean

03416e

PANTONE 541 C

CMYK VALUES C=100 M=58 Y=9 K=46

RGB VALUES R=3 G=65 B=110



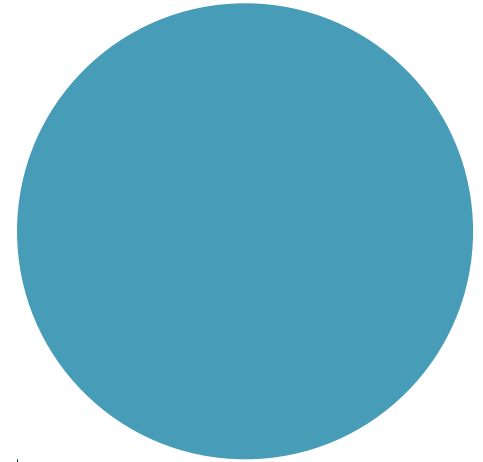
Baltic

055e9e

PANTONE 7691 C

CMYK VALUES C=100 M=43 Y=0 K=30

RGB VALUES R=5 G=94 B=158



Cerulean

489cb8

PANTONE 7459 C

CMYK VALUES C=72 M=9 Y=9 K=13

RGB VALUES R=72 G=156 B=184

The font used throughout the NaturePositive+ device is Helvetica Neue Light 45, Helvetica Neue Regular 55 and Helvetica Neue 75 Bold. The Helvetica Neue Font Family is to be used on all Global GreenTag marketing material. For documents produced in-house, if the Helvetica Neue Font Family is not available, please use Helvetica.

Headlines in Helvetica Neue Bold

Sub Headings should be smaller than the headline

Body copy in Helvetica Neue Light or Regular. Body copy should be about 50% of the size of the headline. Headlines should have negative leading in most cases: point size of the type is larger than the leading. Body copy should have adequate leading for legibility.

Neue Helvetica

Helvetica Neue Bold
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#\$%^&*({:}|<?,>./;'

Helvetica Neue Regular
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#\$%^&*({:}|<?,>./;'

Helvetica Neue Light
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#\$%^&*({:}|<?,>./;'



Global
GreenTag
International ^{Pty} Ltd

Displayed below is the Global GreenTag certified device produced in accordance with the Global GreenTag^{Cert™} certification system, broken into GreenRate™ Tier Levels. These devices start from the base level certification, followed by examples of GreenRate™ Tier Levels C, B and A.

The GreenRate™ device comes in two versions:

1. Global GreenTag Cert TM version for use in Australia, NZ, South Africa, USA and Canada.
2. Global GreenTag International ® version displays the registered trademark symbol ® instead on Cert TM for other all jurisdictions where Global GreenTag don't have Cert TM registration.

Global GreenTag - GreenRate™ Cert TM | Level C, B and A



Global GreenTag International - GreenRate™ ® | Level C,B and A



The colours specified can be used for full colour, black and reverse signatures.

Full Colour Variations →

Brand Logo Colours

 PANTONE 360 C
 CMYK VALUES
 C=63 M=0 Y=84 K=0
 RGB VALUES
 R=99 G=191 B=89

 PANTONE 7730 C
 CMYK VALUES
 C=68 M=0 Y=71 K=18
 RGB VALUES
 R=5 G=158 B=97

 PANTONE 349 C
 CMYK VALUES
 C=90 M=12 Y=95 K=40
 RGB VALUES
 R=3 G=110 B=66

 PANTONE 7736 C
 CMYK VALUES
 C=56 M=0 Y=58 K=78
 RGB VALUES
 R=0 G=61 B=36



One - Colour Black



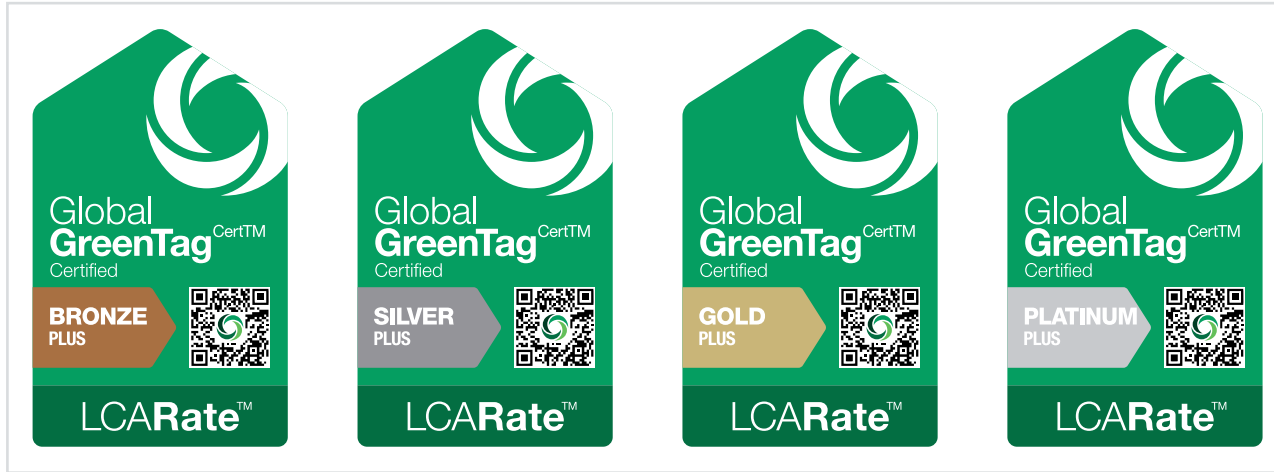
One - Colour Reverse

Displayed below is the Global GreenTag certified device produced in accordance with the Global GreenTag^{Cert™} certification system, broken into LCARate™ Tier Ratings. These devices start from the base level certification, followed by example of LCARate™ Metallic tier bronze, silver, gold and platinum.

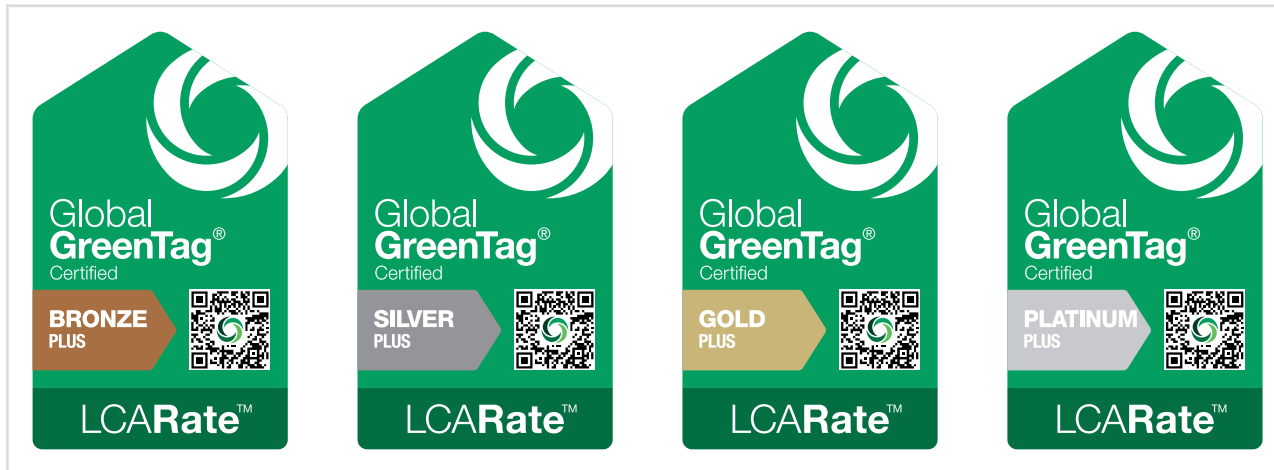
The GreenRate™ device comes in two versions:

1. Global GreenTag Cert TM version for use in Australia, NZ, South Africa, USA and Canada.
2. Global GreenTag International ® version displays the registered trademark symbol ® instead on Cert TM for other all jurisdictions where Global GreenTag don't have Cert TM registration.

Global GreenTag - LCARate™ Cert TM | Metallic Ratings Plus



Global GreenTag International - LCARate™ ® | Metallic Ratings Plus

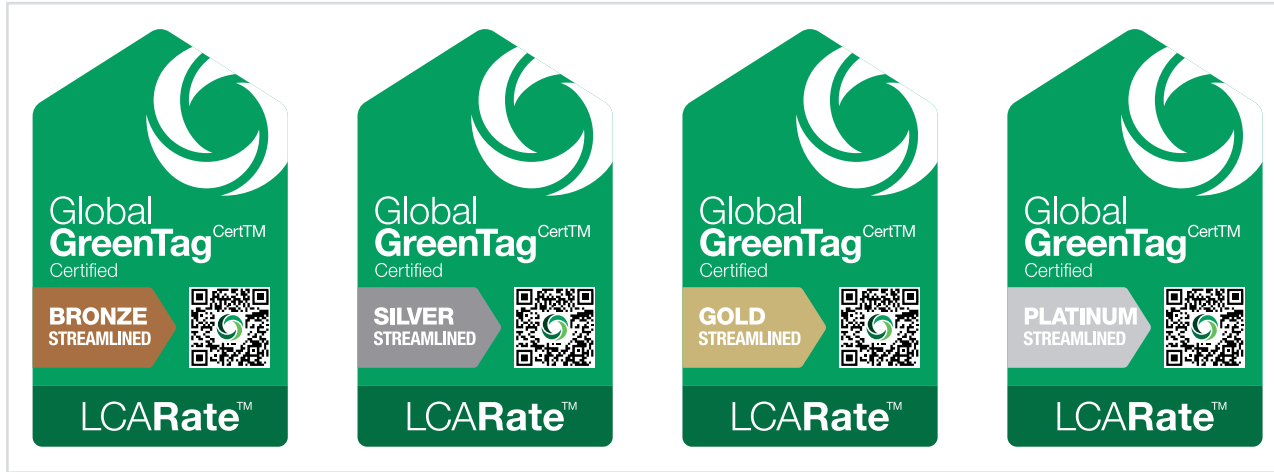


Displayed below is the Global GreenTag Certified device broken into LCARate™ Tier Ratings. These devices start from the base level certification, followed by example of LCARate™ Metallic tier bronze, silver, gold and platinum.

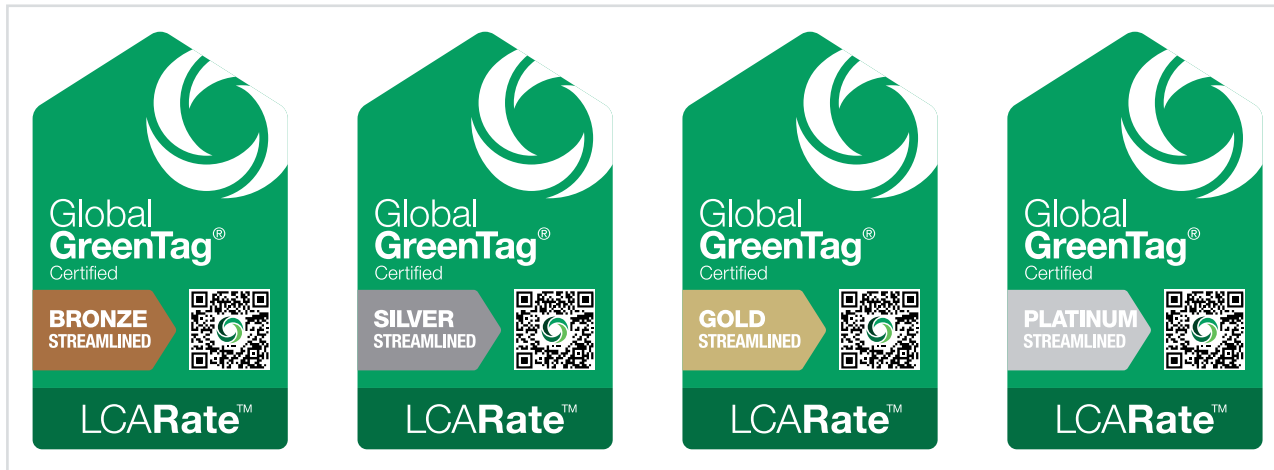
The GreenRate™ device comes in two versions:

1. Global GreenTag Cert TM version for use in Australia, NZ, South Africa, USA and Canada.
2. Global GreenTag International ® version displays the registered trademark symbol ® instead on Cert TM for other all jurisdictions where Global GreenTag don't have Cert TM registration.

Global GreenTag - LCARate™ Cert TM | Metallic Ratings Streamlined



Global GreenTag International - LCARate™ ® | Metallic Ratings Streamlined



The colours specified can be used for full colour, black and reverse signatures.

Full Colour Variations →

Brand Logo Colours	
	PANTONE 360 C CMYK VALUES C=63 M=0 Y=84 K=0 RGB VALUES R=99 G=191 B=89
	PANTONE 7730 C CMYK VALUES C=68 M=0 Y=71 K=18 RGB VALUES R=5 G=158 B=97
	PANTONE 349 C CMYK VALUES C=90 M=12 Y=95 K=40 RGB VALUES R=3 G=110 B=66
	PANTONE 7736 C CMYK VALUES C=56 M=0 Y=58 K=78 RGB VALUES R=0 G=61 B=36
	Bronze CMYK VALUES C=29 M=56 Y=82 K=12 RGB VALUES R=169 G=113 B=66
	Silver CMYK VALUES C=45 M=36 Y=35 K=1 RGB VALUES R=148 G=149 B=152
	Gold CMYK VALUES C=23 M=25 Y=61 K=0 RGB VALUES R=201 G=180 B=120
	Platinum CMYK VALUES C=15 M=11 Y=11 K=0 RGB VALUES R=199 G=202 B=203



One - Colour Black



One - Colour Reverse

Displayed below is the Global GreenTag Certified device broken into LCARate™ & GreenRate™ Combinations. These devices start from the base level certification, followed by example of PLUS or STREAMLINED LCARate™ Metallic tier bronze, silver, gold, platinum and GreenRate™ tier level A - C.

The GreenRate™ device comes in two versions: (Refer to pages 5 and 7 for examples)

1. Global GreenTag Cert TM version for use in Australia, NZ, South Africa, USA and Canada.
2. Global GreenTag International ® version displays the registered trademark symbol ® instead on Cert TM for other all jurisdictions where Global GreenTag dont have Cert TM registration.

Global GreenTag - LCARate™ PLUS GreenRate™ | Level A - C



Global GreenTag - LCARate™ STREAMLINED GreenRate™ | Level A - C



The colours specified can be used for full colour, black and reverse signatures.

Full Colour Variations →

Brand Logo Colours	
	PANTONE 360 C CMYK VALUES C=63 M=0 Y=84 K=0 RGB VALUES R=99 G=191 B=89
	Bronze CMYK VALUES C=29 M=56 Y=82 K=12 RGB VALUES R=169 G=113 B=66
	PANTONE 7730 C CMYK VALUES C=68 M=0 Y=71 K=18 RGB VALUES R=5 G=158 B=97
	Silver CMYK VALUES C=45 M=36 Y=35 K=1 RGB VALUES R=148 G=149 B=152
	PANTONE 349 C CMYK VALUES C=90 M=12 Y=95 K=40 RGB VALUES R=3 G=110 B=66
	Gold CMYK VALUES C=23 M=25 Y=61 K=0 RGB VALUES R=201 G=180 B=120
	PANTONE 7736 C CMYK VALUES C=56 M=0 Y=58 K=78 RGB VALUES R=0 G=61 B=36
	Platinum CMYK VALUES C=15 M=11 Y=11 K=0 RGB VALUES R=199 G=202 B=203



One - Colour Black



One - Colour Reverse

Displayed below is the Global GreenTag Certified device BEP PVC.
The BEP PVC device comes in two versions:

1. Global GreenTag Cert TM version for use in Australia, NZ, South Africa, USA and Canada.
2. Global GreenTag International ® version displays the registered trademark symbol ® instead on Cert TM for other all jurisdictions where Global GreenTag don't have Cert TM registration.

Global GreenTag - BEP PVC CERT TM



Global GreenTag International - BEP PVC ®



The colours specified can be used for full colour, black and reverse signatures.

Full Colour Variations →

Brand Logo Colours



PANTONE 360 C
CMYK VALUES
C=63 M=0 Y=84 K=0
RGB VALUES
R=99 G=191 B=89



PANTONE 7730 C
CMYK VALUES
C=68 M=0 Y=71 K=18
RGB VALUES
R=5 G=158 B=97



PANTONE 349 C
CMYK VALUES
C=90 M=12 Y=95 K=40
RGB VALUES
R=3 G=110 B=66



PANTONE 7736 C
CMYK VALUES
C=56 M=0 Y=58 K=78
RGB VALUES
R=0 G=61 B=36



One - Colour Black



One - Colour Reverse

Clear Space

It is critical to maintain an area of clear space when using the tag and devices. The clear space is equal to the height of **X** in Logotype area. The surrounding clear space ensures the visual integrity of the tag devices while helping it command attention. No other design element or typography may fall within this area.



Components

Tag Device Elements

LOGOTYPE

The Global GreenTag logotype is the standard representation of the company brand and is followed by its unique RATE type.

MARK

The mark represents the Global GreenTag brand and symbolizes the advanced features and dependability of the Global GreenTag Company.

INFO PANEL

The info panel displays the certification information.

QR Code

The QR code may link directly to the certification page or to Global GreenTag's website.



EPD™ Client Logo

Logo Usage:
EN 15804 COMPLIANT



Logo Usage:
ISO 14025 COMPLIANT



Brand Colours

	PANTONE 360 C CMYK VALUES C=63 M=0 Y=84 K=0 RGB VALUES R=99 G=191 B=89
	PANTONE 349 C CMYK VALUES C=90 M=12 Y=95 K=40 RGB VALUES R=3 G=110 B=66



Logo Usage:

EPD EN 15804 is used globally for sustainable, building envelope and infrastructure projects and compliant with leading, green building rating tools like LEED®, BREEAM International® and Green Star®.

Logo Usage:

EPD ISO 14025 is used globally for products that are not building materials related, such as blinds, furniture, bedding etc.

Logo Usage: COLOUR VERSION



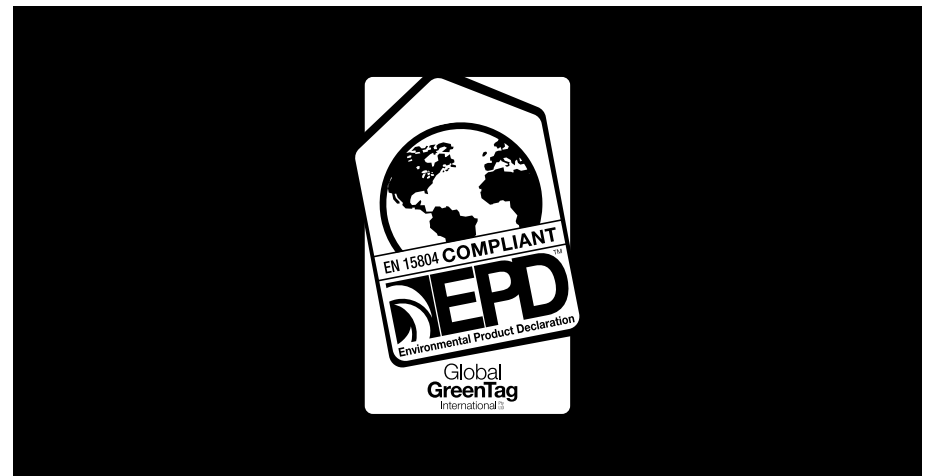
The COLOUR VERSION of the Logo is ONLY to be used on a white or light grey background.

Logo Usage: BLACK VERSION



The BLACK VERSION of the Logo is ONLY to be used if necessary due to a black/white application. (i.e., black/white ad)
The BLACK VERSION of the Logo should never be used on a coloured background, ONLY on white.

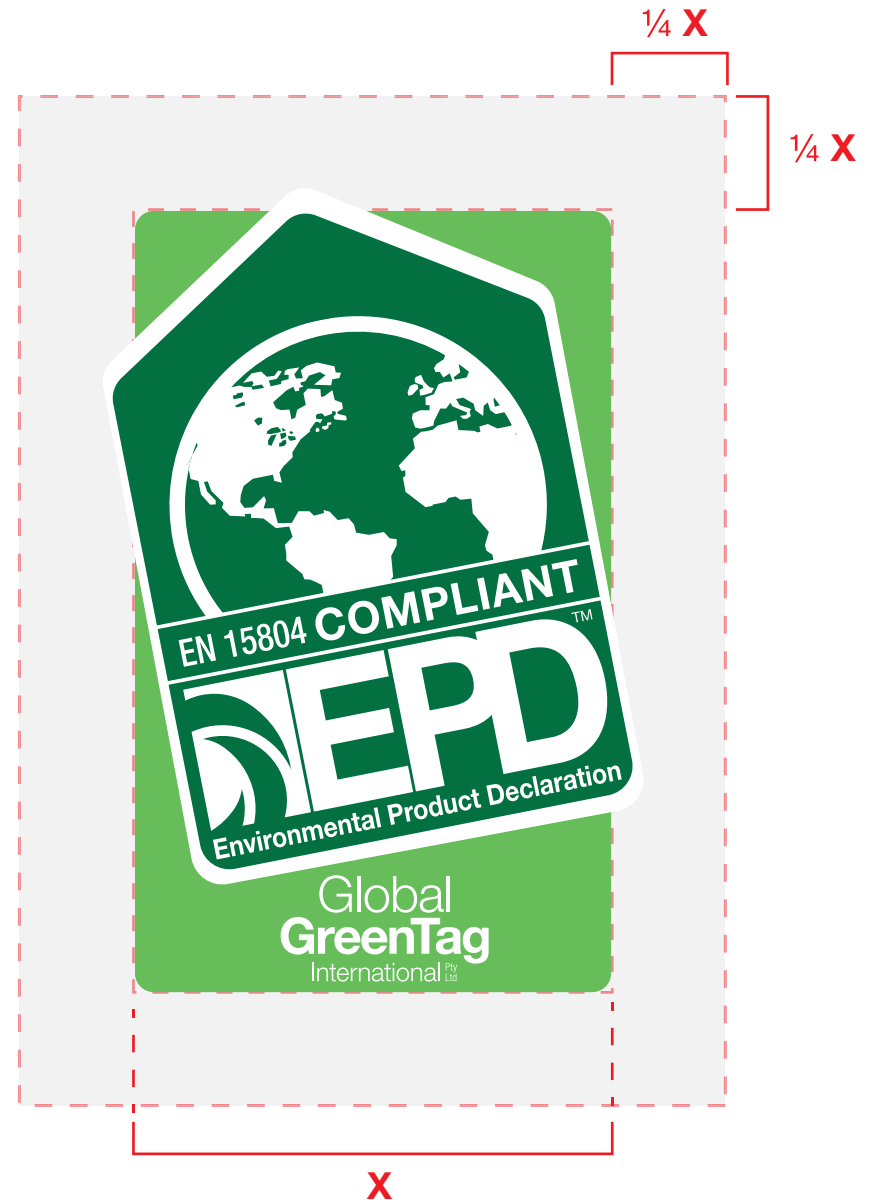
Logo Usage: WHITE VERSION



The WHITE VERSION of the Logo can be used on most colour schemes as long as the Logo is visible. The Logo should ONLY be used on black if necessary due to a black/white application. (i.e., black/white ad)

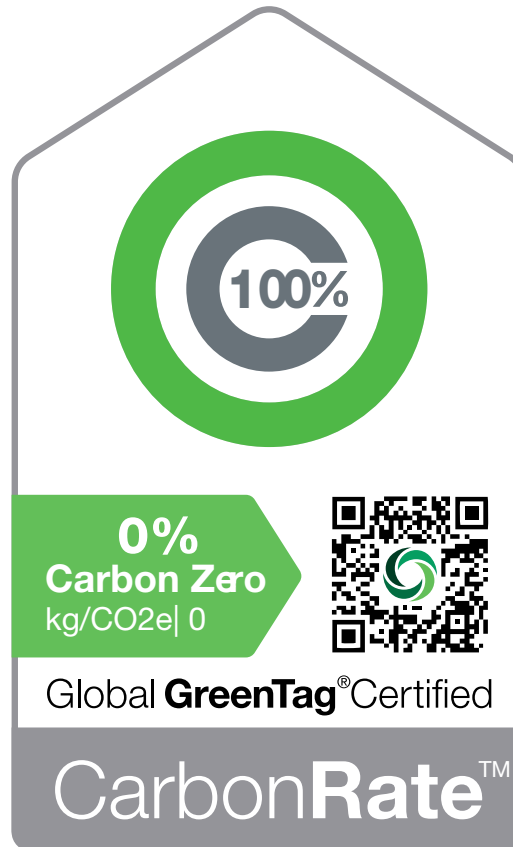
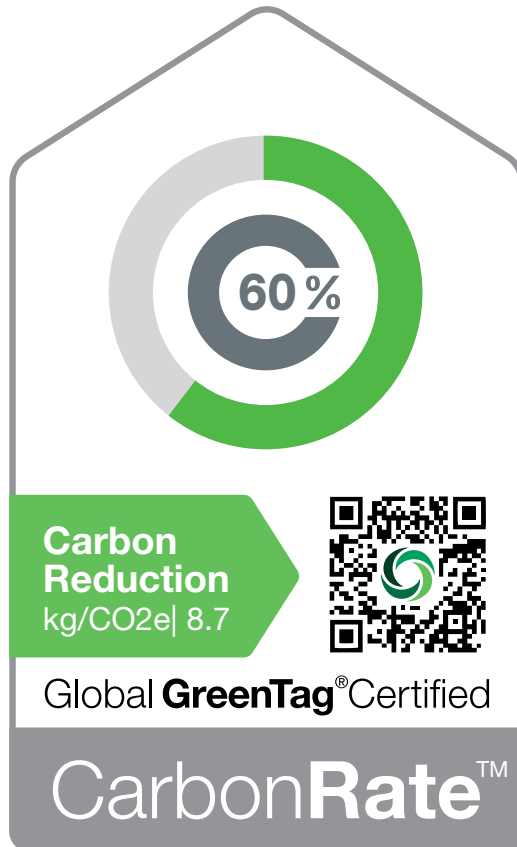
Clear Space

It is critical to maintain an area of clear space when using the tag and devices. The clear space is equal $\frac{1}{4}$ the width of **X**. The surrounding clear space ensures the visual integrity of the tag devices while helping it command attention. No other design element or typography may fall within this area.



Global GreenTag certified device tag

Displayed below is the Global GreenTag certified device broken into CarbonRate™ categories. These devices vary depending on the category of certification, Carbon Reduced, Carbon Zero and Carbon Credit.



The colours specified can be used for full colour, black and reverse signatures.

Full Colour Variations →

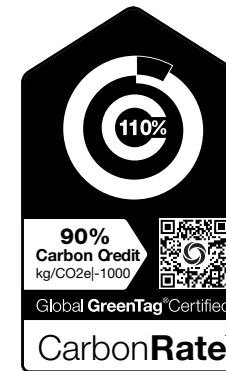
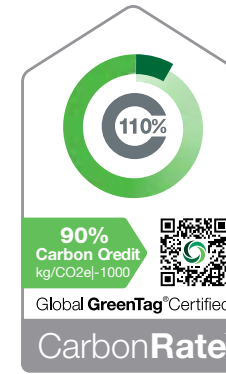
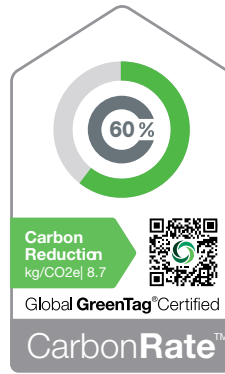
Brand Logo Colours

Green
 CMYK VALUES
 C=63 M=0 Y=84 K=0
 RGB VALUES
 R=99 G=191 B=89

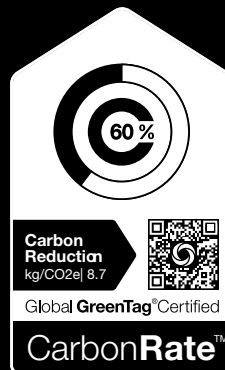
Dark Grey
 CMYK VALUES
 C=45 M=36 Y=35 K=1
 RGB VALUES
 R=148 G=149 B=152

Light Grey
 CMYK VALUES
 C=21 M=15 Y=16 K=0
 RGB VALUES
 R=201 G=203 B=203

100% 50% 100% 20%



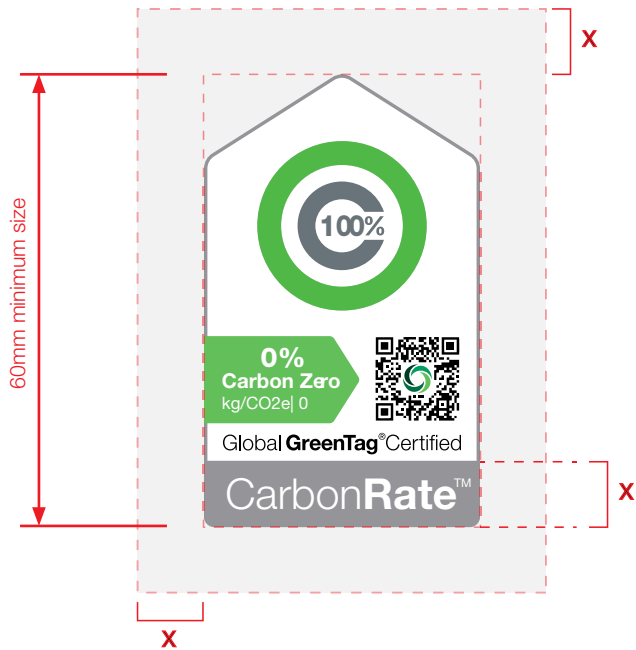
One - Colour Black



One - Colour Reverse

Clear Space

It is critical to maintain an area of clear space when using the tag devices. The clear space is equal to the height of **X** in trust brands™ bar. The surrounding clear space ensures the visual integrity of the tag devices while helping it command attention. No other design element or typography may fall within this area.



Components Tag Device Elements

LOGOTYPE

The Global GreenTag logotype is the standard representation of the company brand and is followed by its unique RATE type.

PERCENTAGE RING

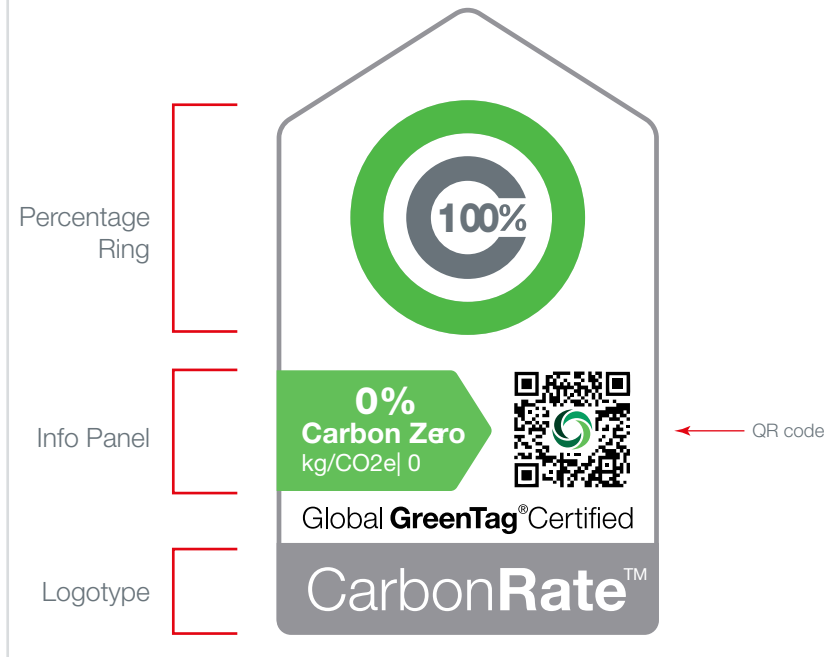
Indicates the percentage amount based from the category of certification.

INFO PANEL

The info panel displays the certification information.

QR Code

The QR code may link directly to the certification page or to Global GreenTag's website.



PHD™ Client Logo



Mark Usage:

Logo is used within AU and globally.

Brand Colours



PANTONE 360 C
CMYK VALUES
C=63 M=0 Y=84 K=0
RGB VALUES
R=99 G=191 B=89



PANTONE 349 C
CMYK VALUES
C=90 M=12 Y=95 K=40
RGB VALUES
R=3 G=110 B=66



Logo Usage: COLOUR VERSION



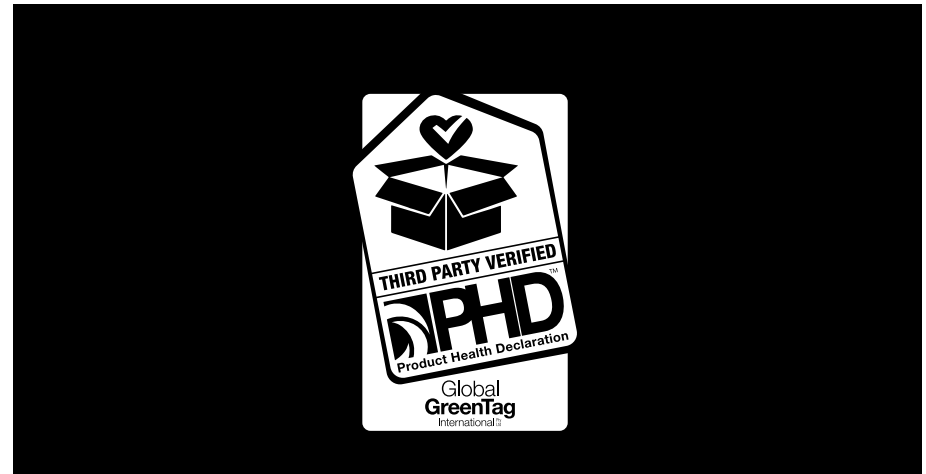
The COLOUR VERSION of the Logo is ONLY to be used on a white or light grey background.

Logo Usage: BLACK VERSION



The BLACK VERSION of the Logo is ONLY to be used if necessary due to a black/white application. (i.e., black/white ad)
The BLACK VERSION of the Logo should never be used on a coloured background, ONLY on white.

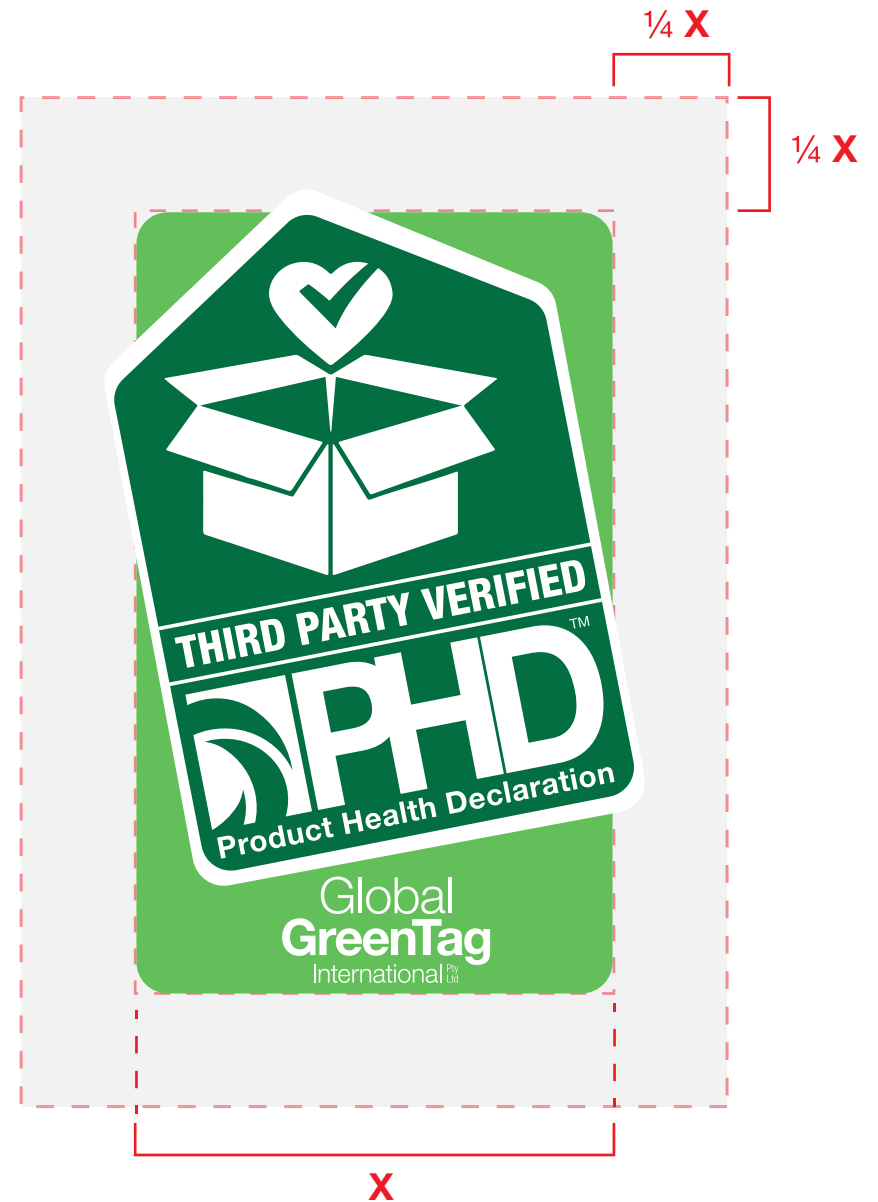
Logo Usage: WHITE VERSION



The WHITE VERSION of the Logo can be used on most colour schemes as long as the Logo is visible. The Logo should ONLY be used on black if necessary due to a black/white application. (i.e., black/white ad)

Clear Space

It is critical to maintain an area of clear space when using the tag and devices. The clear space is equal $\frac{1}{4}$ the width of **X**. The surrounding clear space ensures the visual integrity of the tag devices while helping it command attention. No other design element or typography may fall within this area.



Global GreenTag certified device tag

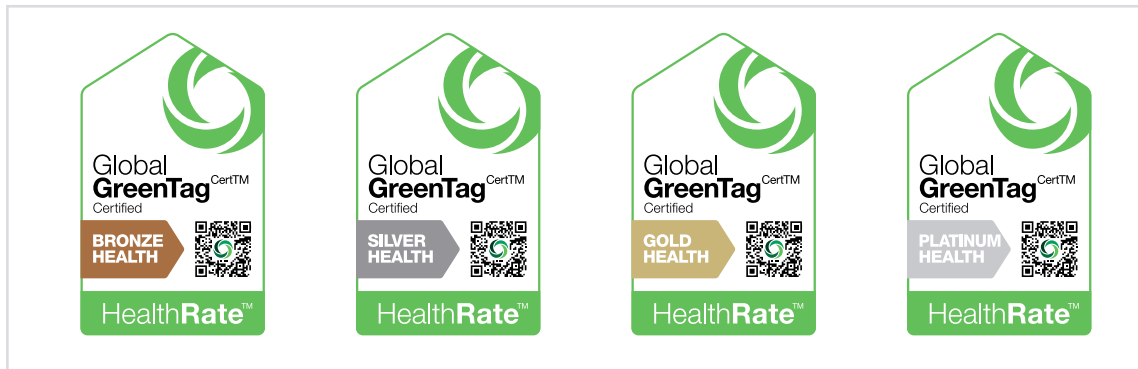
Displayed below is the Global GreenTag certified device produced from a GreenTag PHD assessment, broken into HealthRATE™ Levels. These devices start from the base level certification, followed by examples of HealthRATE™ Levels in BronzeHEALTH™, SilverHEALTH™, GoldHEALTH™ and PlatinumHEALTH™. The HealthRATE™ device comes in two versions:

- a) Global GreenTag Cert TM version for use in Australia, NZ, South Africa, USA and Canada.
- b) Global GreenTag International ® version displays the registered trademark symbol ® instead on Cert TM for other all jurisdictions where Global GreenTag don't have Cert TM registration.

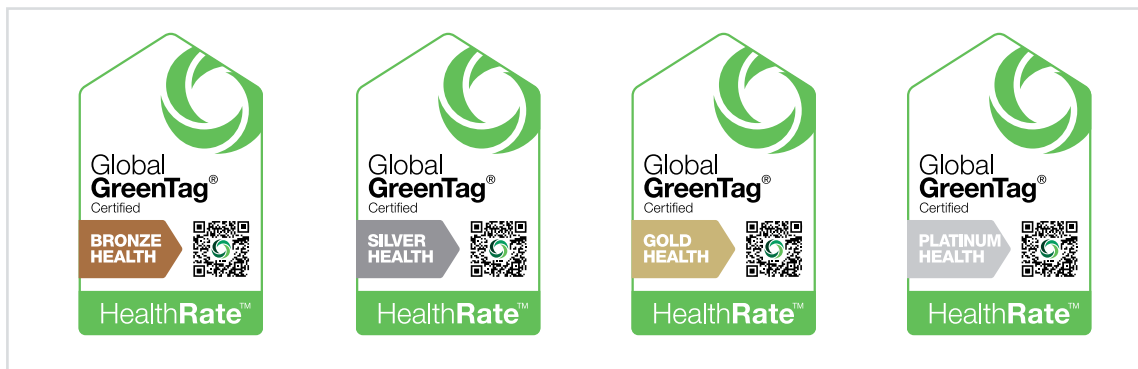
IMPORTANT:

When referring to HealthRATE™ Certification in the form of writing always include the tier level and mark type (CERT TM), for example (product name) received a Global GreenTag PlatinumHEALTH™ HealthRATE™ outcome. Never refer to it as GreenTag Platinum, GreenTag Platinum Health Rating or other combinations that might be confused with other GreenTag Certification Results.

Global GreenTag HealthRATE™ Cert TM



Global GreenTag International HealthRATE™ ®



The colours specified can be used for full colour, black and reverse signatures.

Full Colour Variations →

Brand Logo Colours

	<p>CMYK VALUES C=63 M=0 Y=84 K=0</p> <p>RGB VALUES R=99 G=191 B=89</p>
	<p>Bronze</p> <p>CMYK VALUES C=29 M=56 Y=82 K=12</p> <p>RGB VALUES R=169 G=113 B=66</p>
	<p>Silver</p> <p>CMYK VALUES C=45 M=36 Y=35 K=1</p> <p>RGB VALUES R=148 G=149 B=152</p>
	<p>Gold</p> <p>CMYK VALUES C=23 M=25 Y=61 K=0</p> <p>RGB VALUES R=201 G=180 B=120</p>
	<p>Platinum</p> <p>CMYK VALUES C=15 M=11 Y=11 K=0</p> <p>RGB VALUES R=199 G=202 B=203</p>

One - Colour Black



One - Colour Reverse

Clear Space

It is critical to maintain an area of clear space when using the tag devices. The clear space is equal to the height of **X** in Logotype area. The surrounding clear space ensures the visual integrity of the tag devices while helping it command attention. No other design element or typography may fall within this area.



Components

Tag Device Elements

LOGOTYPE

The Global GreenTag logotype is the standard representation of the company brand and is followed by its unique RATE type.

MARK

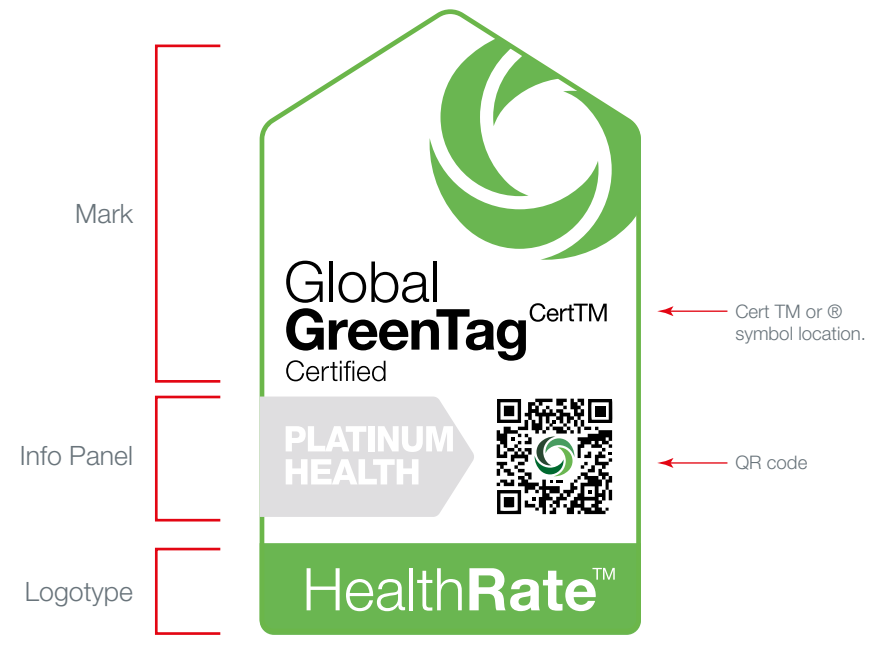
The mark represents the Global GreenTag brand and symbolizes the advanced features and dependability of the Global GreenTag Company.

INFO PANEL

The info panel displays the certification information.

QR Code

The QR code may link directly to the certification page or to Global GreenTag's website.



Global GreenTag certified device tag

Displayed below is the Global GreenTag certified device produced from a GreenTag PHD assessment, broken into HealthRATE™ Asthma & Allergy Sensitive™ Levels. These devices start from the base level certification, followed by examples of HealthRATE™ Levels in BronzeHEALTH™, SilverHEALTH™, GoldHEALTH™ and PlatinumHEALTH™. The HealthRATE™ device comes in two versions:

- a) Global GreenTag HealthRATE Asthma & Allergy Sensitive™ Generic version
- b) Global GreenTag HealthRATE Asthma & Allergy Sensitive™ Brand version

IMPORTANT:

When referring to Asthma & Allergy Sensitive™ Certification in the form of writing always include the tier level and mark type (CERT TM), for example: (product name) has achieved a Global GreenTag Asthma & Allergy Sensitive™ PlatinumHEALTH™, HealthRATE™ outcome. Never refer to it as GreenTag Platinum, GreenTag Platinum Health Rating or other combinations that might be confused with other GreenTag Certification Results.

HealthRATE Asthma & Allergy Sensitive™



The colours specified can be used for full colour, black and reverse signatures.

Full Colour Variations →

Brand Logo Colours



CMYK VALUES
C=63 M=0 Y=84 K=0
RGB VALUES
R=99 G=191 B=89



Bronze
CMYK VALUES
C=29 M=56 Y=82 K=12
RGB VALUES
R=169 G=113 B=66



Silver
CMYK VALUES
C=45 M=36 Y=35 K=1
RGB VALUES
R=148 G=149 B=152



Gold
CMYK VALUES
C=23 M=25 Y=61 K=0
RGB VALUES
R=201 G=180 B=120



Platinum
CMYK VALUES
C=15 M=11 Y=11 K=0
RGB VALUES
R=199 G=202 B=203



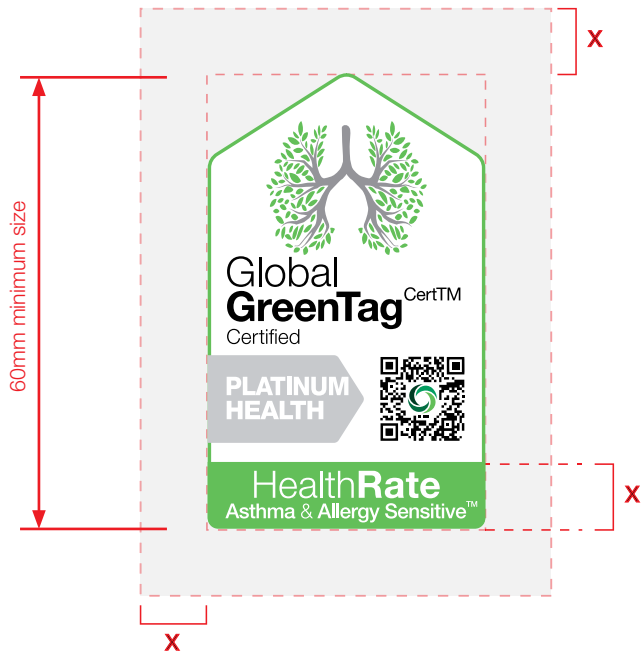
One - Colour Black

One - Colour Reverse



Clear Space

It is critical to maintain an area of clear space when using the tag devices. The clear space is equal to the height of **X** in Logotype area. The surrounding clear space ensures the visual integrity of the tag devices while helping it command attention. No other design element or typography may fall within this area.



Components

Tag Device Elements

LOGOTYPE

The Global GreenTag logotype is the standard representation of the company brand and is followed by its unique RATE type.

MARK

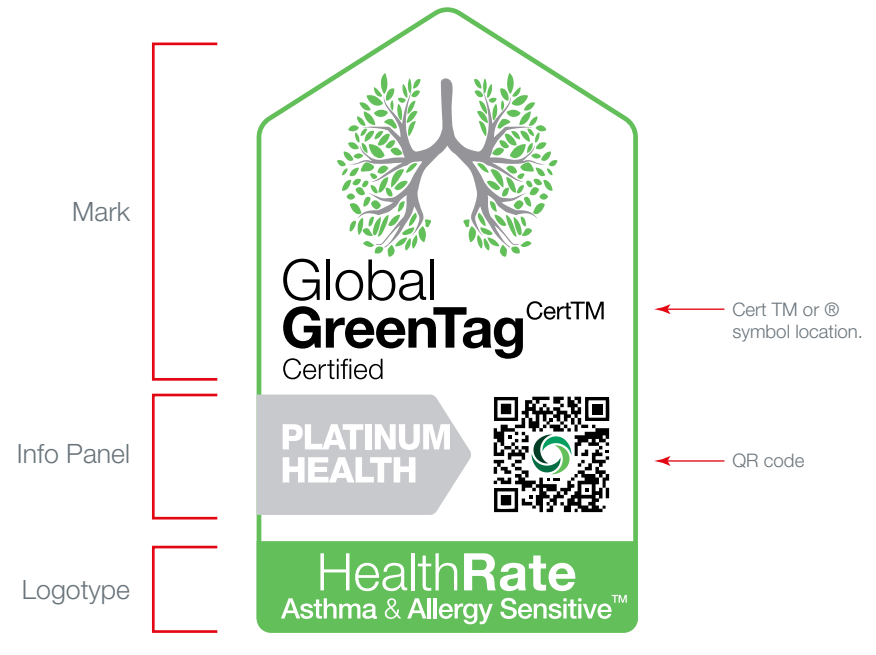
The mark represents the Global GreenTag brand and symbolizes the advanced features and dependability of the Global GreenTag Company.

INFO PANEL

The info panel displays the certification information.

QR Code

The QR code may link directly to the certification page or to Global GreenTag's website.



MSD™ Client Logo



Mark Usage:
Logo is used within AU and globally.

Brand Colours



PANTONE 360 C
CMYK VALUES
C=63 M=0 Y=84 K=0
RGB VALUES
R=99 G=191 B=89



PANTONE 349 C
CMYK VALUES
C=90 M=12 Y=95 K=40
RGB VALUES
R=3 G=110 B=66



Logo Usage: COLOUR VERSION



The COLOUR VERSION of the Logo is ONLY to be used on a white or light grey background.

Logo Usage: BLACK VERSION



The BLACK VERSION of the Logo is ONLY to be used if necessary due to a black/white application. (i.e., black/white ad)
The BLACK VERSION of the Logo should never be used on a coloured background, ONLY on white.

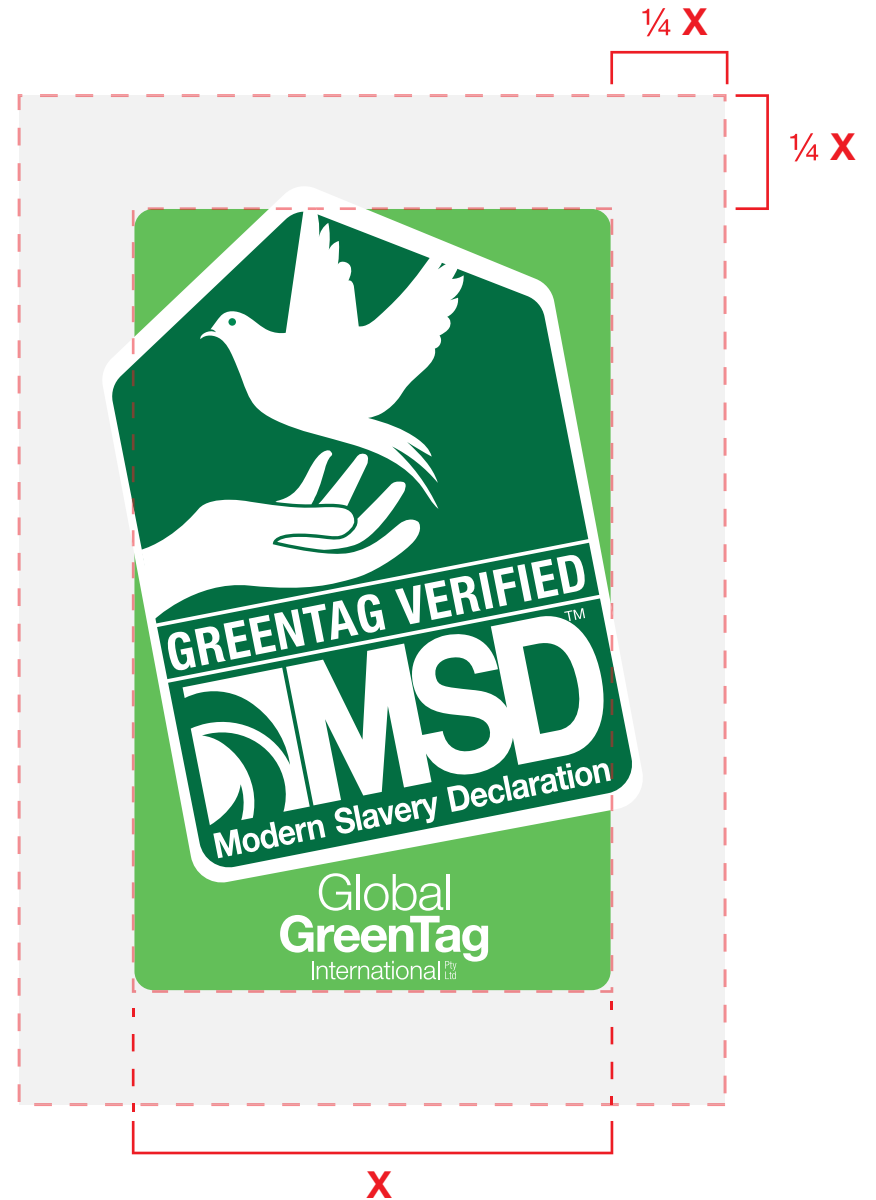
Logo Usage: WHITE VERSION



The WHITE VERSION of the Logo can be used on most colour schemes as long as the Logo is visible. The Logo should ONLY be used on black if necessary due to a black/white application. (i.e., black/white ad)

Clear Space

It is critical to maintain an area of clear space when using the tag and devices. The clear space is equal $\frac{1}{4}$ the width of **X**. The surrounding clear space ensures the visual integrity of the tag devices while helping it command attention. No other design element or typography may fall within this area.



Global GreenTag MCV tag

Displayed below is the Global GreenTag Manufacturer Claim Verification (MCV) Tag that can display a custom third party claim.







Third party trust mark examples



The colours specified can be used for full colour, black and reverse signatures.

Full Colour Variations →

Brand Logo Colours	
	PANTONE 360 C CMYK VALUES C=63 M=0 Y=84 K=0 RGB VALUES R=99 G=191 B=89
	PANTONE 7730 C CMYK VALUES C=68 M=0 Y=71 K=18 RGB VALUES R=5 G=158 B=97
	PANTONE 349 C CMYK VALUES C=90 M=12 Y=95 K=40 RGB VALUES R=3 G=110 B=66
	PANTONE 7736 C CMYK VALUES C=56 M=0 Y=58 K=78 RGB VALUES R=0 G=61 B=36



One - Colour Black



One - Colour Reverse

Clear Space

It is critical to maintain an area of clear space when using the tag and devices. The clear space is equal to the height of **X** in Logotype area. The surrounding clear space ensures the visual integrity of the tag devices while helping it command attention. No other design element or typography may fall within this area.



Components

Tag Device Elements

LOGOTYPE

The Global GreenTag logotype is the standard representation of the company brand and is followed by its unique RATE type.

MARK

The mark represents the Global GreenTag brand and symbolizes the advanced features and dependability of the Global GreenTag Company.

INFO PANEL

Verification name is displayed here.

QR Code

The QR code may link directly to the certification page or to Global GreenTag's website.



Permissions around use of Global GreenTag International Corporate Logos & Marks



CORPORATE LOGO



CORPORATE MARKETING LOGO

Use of the Global GreenTag International Corporate Marketing Logos

Clients and external users of Global GreenTag International (specifically clients with products currently licenced, certified, declared or verified with Global GreenTag) have permission to use the **Global GreenTag International Corporate Marketing Logos**, where clients may wish to use these provided marks on their websites and other marketing collateral.

Rules Against Use of the Global GreenTag International Corporate Logos

The Global GreenTag International Corporate Logo, however cannot be used. Permission is only given for use of this Corporate Mark to external parties like partners, public and industry events when Global GreenTag International Corporate issues them as a marketing tool for Global GreenTag International. These Marks are strictly for Global GreenTag International Corporate use only and cannot be used by any organisation for any purpose apart from Global GreenTag International.

CORPORATE MARKETING LOGO



Logo Usage:

Global GreenTag International Corporate Marketing logo to be used within Australian & New Zealand.

BRAND COLOURS

This section shows the brand colors and the logo. It includes a color swatch for green with its corresponding Pantone, CMYK, and RGB values, and a color swatch for black with its corresponding CMYK and RGB values. The logo is also displayed to the right.

GREEN
PANTONE 7730 C
CMYK VALUES
C=68 M=0 Y=71 K=18
RGB VALUES
R=5 G=158 B=97

BLACK
CMYK VALUES
C=0 M=0 Y=0 K=100
RGB VALUES
R=0 G=0 B=0



Logo Usage:
INT
Used within Australia & New Zealand



Logo Usage:
US
Used within United States of America



Logo Usage:
AF
Used within Africa

Logo Usage: **COLOUR VERSION**



The COLOUR VERSION of the Logo is ONLY to be used on a white or light grey background.

Logo Usage: **BLACK VERSION**



Logo Usage: **WHITE VERSION**



The BLACK VERSION of the Logo is ONLY to be used if necessary due to a black/white application. (i.e., black/white ad)
The BLACK VERSION of the Logo should never be used on a coloured background, ONLY on white.

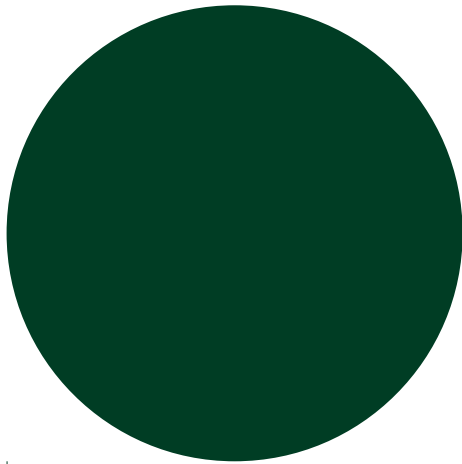
The WHITE VERSION of the Logo can be used on most colour schemes as long as the Logo is visible. The Logo should ONLY be used on black if necessary due to a black/white application. (i.e., black/white ad)

Clear Space

It is critical to maintain an area of clear space when using the tag and devices. The clear space is equal to the height of **X**. This is equal the height of the 'g' in GreenTag . The surrounding clear space ensures the visual integrity of the logo while helping it command attention. No other design element or typography may fall within this area.



White and green are our main colours, along with black the should take the lead across brand applications.



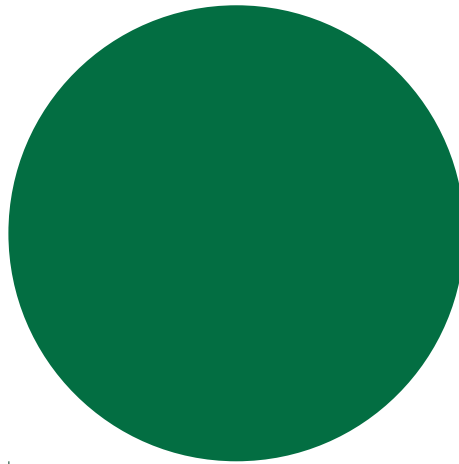
Pine

003d24

PANTONE 7736 C

CMYK VALUES C=56 M=0 Y=58 K=78

RGB VALUES R=0 G=61 B=36



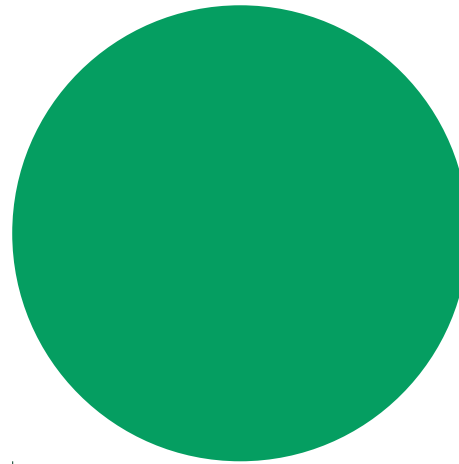
Forest

036e42

PANTONE 349 C

CMYK VALUES C=90 M=12 Y=95 K=40

RGB VALUES R=3 G=110 B=66



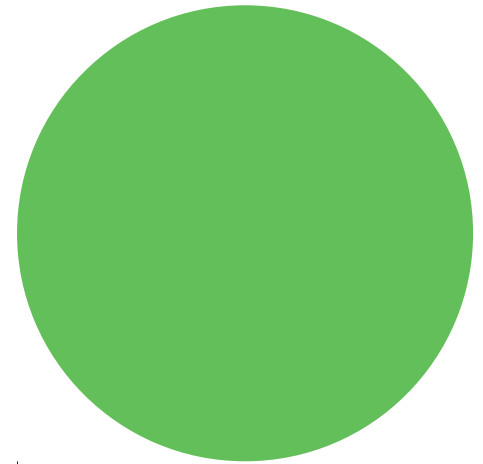
Clover

059e61

PANTONE 7730 C

CMYK VALUES C=68 M=0 Y=71 K=18

RGB VALUES R=5 G=158 B=97



Apple

63bf59

PANTONE 360 C

CMYK VALUES C=63 M=0 Y=84 K=0

RGB VALUES R=99 G=191 B=89

The font used throughout the Global GreenTag Certified device is Helvetica Neue Light 45, Helvetica Neue Regular 55 and Helvetica Neue 75 Bold. The Helvetica Neue Font Family is to be used on all Global GreenTag Certified marketing material. For documents produced in-house, if the Helvetica Neue Font Family is not available, please use Helvetica.

Headlines in Helvetica Neue Bold

Sub Headings should be smaller than the headline

Body copy in Helvetica Neue Light or Regular. Body copy should be about 50% of the size of the headline. Headlines should have negative leading in most cases: point size of the type is larger than the leading. Body copy should have adequate leading for legibility.

Helvetica Neue Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#\$%^&*({:”|<?.,/;’

Helvetica Neue Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#\$%^&*({:”|<?.,/;’

Helvetica Neue Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#\$%^&*({:”|<?.,/;’

Neue Helvetica