



ECOLOGO® and UL Multi-Attribute Certification Mark Guidelines

July 2021



ECOLOGO and UL Multi-Attribute Certification Marks

UL Certification Marks

Our mission of working for a safer world since 1894 has led us to be the most influential presence in home safety. After more than 100 years of being the leading voice, the UL portfolio of services is expanding to include other services, such as ECOLOGO Certification, and leveraging the power of those two brands in a single Mark. The following pages provide guidance on how to use the ECOLOGO Certification and UL multi-attribute certification Marks to promote your certification on your products and packaging.

22 BILLION UL MARKS
APPEAR ON
PRODUCTS
ANNUALLY

3 BILLION
CONSUMERS
WERE REACHED
BY UL IN ASIA,
EUROPE
AND NORTH
AMERICA



MORE THAN
560K
FOLLOW-UP
INSPECTION
VISITS WERE
CONDUCTED
BY UL

86,972
PRODUCT EVALUATIONS
CONDUCTED BY UL

67,798
MANUFACTURERS
PRODUCING UL
CERTIFIED PRODUCTS

19,909
TYPES OF PRODUCTS
EVALUATED BY UL

1,464
CURRENT STANDARDS
FOR SAFETY PUBLISHED
BY UL

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ECOLOGO and UL Multi-Attribute Certification Marks

Who can use the Mark?

The ECOLOGO or UL multi-attribute certification Marks may be used by customers who have entered into an Environmental Services Agreement or General Services Agreement, have attained ECOLOGO or UL multi-attribute certification through UL, and whose product(s), process(es), or packaging are currently certified.

The ECOLOGO or UL multi-attribute certification Marks may be used only in connection with product(s), process(es), or packaging that have achieved ECOLOGO and UL multi-attribute certification, during the period that the product(s), process(es), or packaging is/are certified. The Mark may not be used in an unclear or general manner that suggests or implies certain product(s), process(es), or packaging are certified, when in fact they are not.

Companies that distribute certified products or produce products that feature certified components, but have not signed a UL agreement may not use the Marks and may only use verbiage. For example, “We proudly use [Certified Manufacturer’s name] ECOLOGO® Certified paper.” Or, “We proudly use [Certified Manufacturer’s name] carpet that has received NSF-140 certification..”

Please contact a UL marketing manager for more information.

Sample Mark - ECOLOGO



Sample Mark - CERTIFIED



ECOLOGO and UL Multi-Attribute Certification Marks

General Guidelines

The ECOLOGO or UL multi-attribute certification mark can be used on products, product packaging, and in promotional materials of ONLY certified product(s), process(es), or packaging. To be clear to the marketplace, the Mark should appear ONLY next to certified product(s), process(es), or packaging in your marketing materials. Marks should NOT be used in general locations, such as on company stationery or in vague locations on the website not specific to the certified product.

Encouraged forms of use include, but are not limited to:

1. Advertising
2. Tradeshow booth and materials
3. Marketing collateral
4. Company website
5. Educational pieces
6. Catalogs
7. Outside of product package
8. On the product
9. Product manual or guide

When promoting your ECOLOGO or UL multi-attribute Certification, ensure these main concepts are followed:

- Be Specific and not use misleading words to describe certification.
- Be Accurate by only promoting products that have been certified.
- Be Consistent with language across marketing channels.

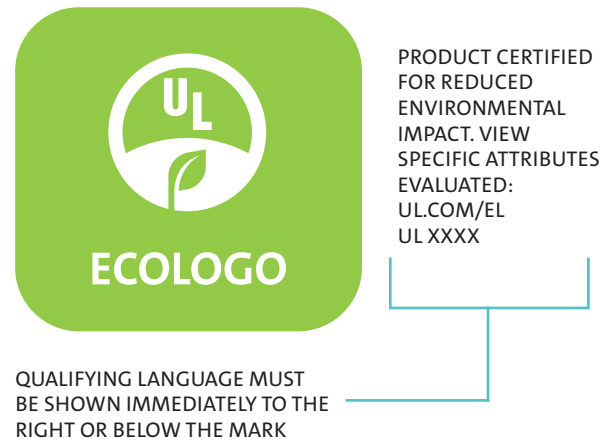
ECOLOGO and UL Multi-Attribute Certification Marks

Anatomy/Construction

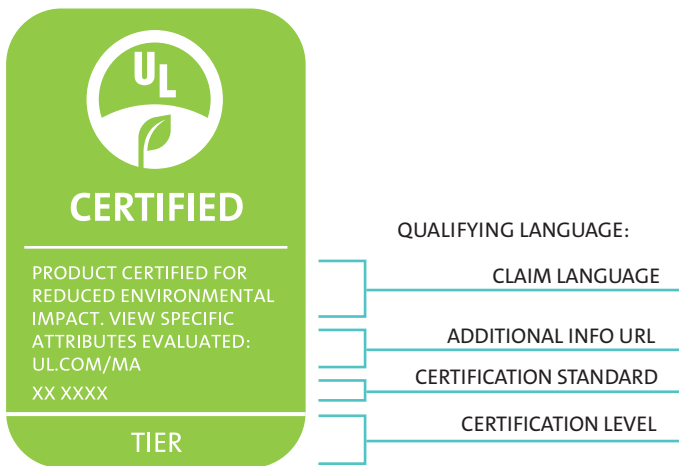
Preferred ECOLOGO certification Mark



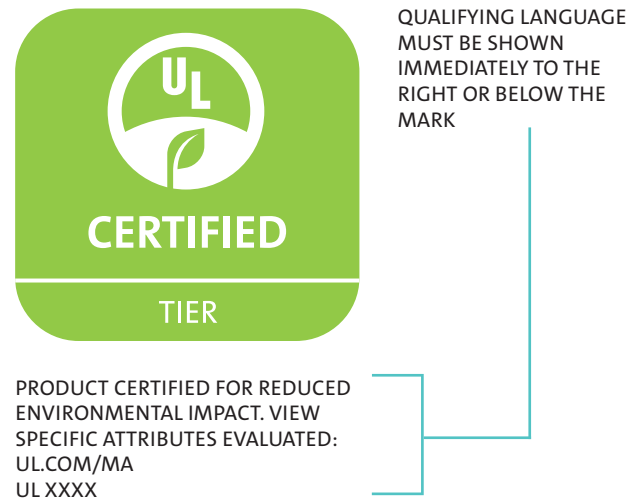
Alternate ECOLOGO certification Mark



Preferred Multi-attribute certification Mark



Alternate Multi-attribute certification Mark



The ECOLOGO and UL multi-attribute Mark options display the standard number, the scope of the certification, and include a URL for more information about the certification program.

Color options and specifications:

| | |
|--------------------|-------------------|
| PANTONE® 375 | PROCESS BLACK |
| CMYK: 47/0/94/0 | CMYK: 0/0/0/50 |
| RGB: 143/212/0 | RGB: 0/0/0 |
| HEX: 8FD400 | HEX: 000000 |

ECOLOGO and UL Multi-Attribute Certification Marks

Clear Space and Minimum Size - Preferred

Minimum Clear Space Requirements



When placing the ECOLOGO and UL multi-attribute certification Marks on product packaging and marketing materials, it is important to balance maximizing size with maintaining adequate clear space around the Mark.

The minimum clear space requirements shown to the left should be observed in all situations. More clear space is preferred whenever possible, especially in situations when the UL Marks are placed near third-party marks.

To ensure visibility and legibility on print applications, the Mark should never be presented in a size smaller than 20.32 mm wide.

Minimum Size



ECOLOGO and UL Multi-Attribute Certification Marks

Clear Space and Minimum Size - Alternate

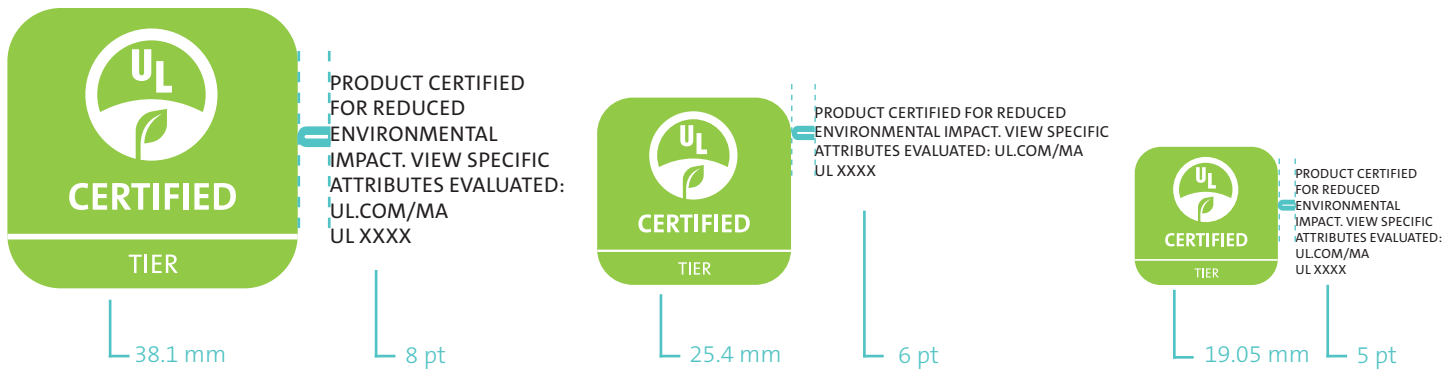
Minimum Clear Space Requirements



Minimum Mark and Font Sizes



Suggested Marks and Qualifying Language Sizes



An alternate version of the Mark is available for space-constrained areas. Customers may use the version of the Mark to the left, which features qualifying language that appears to the right of or below the Mark, not in the Mark itself.

When placing the alternate ECOLOGO or Multi-attribute Mark on a product, product packaging, or marketing materials, it is required to place the claim language, additional info URL and certification standard immediately to the right of or below the Mark, and maintain adequate clear space around the Mark.

Qualifying language is added by the customer. Qualifying language must adhere to the following criteria:

- Qualifying language may only appear in TheSans font or Arial
- Qualifying language must appear to the right of the Mark, or just below the Mark
- The distance between the Mark and the qualifying language must be a distance equivalent to the height of the U
- Criteria language must be left justified in all capital letters
- The overall size of the text should be in proportion to the size of the Mark, and the standard should appear on its own line
- Text may appear in black or green on light backgrounds, or reverse (white) on dark backgrounds

ECOLOGO and UL Multi-Attribute Certification Marks

Treatment Options - ECOLOGO

Green ECOLOGO Certification Mark



PRODUCT CERTIFIED FOR REDUCED ENVIRONMENTAL IMPACT. VIEW SPECIFIC ATTRIBUTES EVALUATED: UL.COM/EL UL XXXX

Black ECOLOGO Certification Mark



PRODUCT CERTIFIED FOR REDUCED ENVIRONMENTAL IMPACT. VIEW SPECIFIC ATTRIBUTES EVALUATED: UL.COM/EL UL XXXX

Green ECOLOGO Certification Mark reversed



PRODUCT CERTIFIED FOR REDUCED ENVIRONMENTAL IMPACT. VIEW SPECIFIC ATTRIBUTES EVALUATED: UL.COM/EL UL XXXX

Black ECOLOGO Certification Mark reversed



PRODUCT CERTIFIED FOR REDUCED ENVIRONMENTAL IMPACT. VIEW SPECIFIC ATTRIBUTES EVALUATED: UL.COM/EL UL XXXX

The ECOLOGO certification Marks appear on a wide variety of materials and substrates. The approved treatment options to the left provide the flexibility necessary to accommodate a variety of production requirements.

The Mark should only be used with a solid color behind it and not contain any patterns, gradients, or multiple colors within the outline of the Mark.

Always use the approved electronic artwork provided for each treatment option.

ECOLOGO and UL Multi-Attribute Certification Marks

Treatment Options - Multi-attribute

Green UL Multi-Attribute Certification Mark



Black UL Multi-attribute Certification Mark



Green UL Multi-Attribute Certification Mark reversed



Black UL Multi-Attribute Certification Mark reversed



The UL multi-attribute certification Marks appear on a wide variety of materials and substrates. The approved treatment options to the left provide the flexibility necessary to accommodate a variety of production requirements.

The Mark should only be used with a solid color behind it and not contain any patterns, gradients, or multiple colors within the outline of the Mark.

Always use the approved electronic artwork provided for each treatment option.

ECOLOGO and UL Multi-Attribute Certification Marks

Approved Program Language

Qualifying Language (must be used with alternate version of the Mark. See page 6 for details.)

| | |
|---|---|
| English (PRODUCT, PAPER, PACKAGE, OR PROCESS) CERTIFIED FOR REDUCED ENVIRONMENTAL IMPACT. VIEW SPECIFIC ATTRIBUTES EVALUATED: (UL.COM/MA OR UL.COM/EL) (STANDARD NUMBER) | Canadian French (PRODUIT, PAPIER, EMBALLAGE, PROCESSUS) CERTIFIÉ À IMPACT ENVIRONNEMENTAL RÉDUIT. VEUILLEZ CONSULTER LES ATTRIBUTS SPÉCIFIQUES ÉVALUÉS: (UL.COM/MA OR UL.COM/EL) (STANDARD NUMBER) |
|---|---|

ECOLOGO Certification Criteria Statement:

ECOLOGO® Certified products are certified to ECOLOGO® standards for reduced environmental impact. For more information, visit ul.com/el.

For UL multi-attribute certification:

- [Company XYZ] has achieved a UL multi-attribute certification for its [product X].
- Look for the UL multi-attribute certification Mark.

UL Multi-Attribute Certification Criteria Statement:

UL multi-attribute certification indicates that product(s), process(es), or packaging are certified to a UL standard, and meet stringent, lifecycle based environmental standards for reduced environmental impact.

For more information, visit ul.com/ma.

ECOLOGO and UL multi-attribute certifications may also be referenced in writing. Please use the applicable examples to the left to ensure consistent messaging in the marketplace.

Companies may want to provide further information about their certifications on the product or promotional materials. To the left you will find a criteria statement you may use on the product, packaging or other marketing materials.

These guidelines are not intended to provide or be interpreted as legal advice. Please consult with your own legal counsel on whether your environmental marketing claims comply with the FTC Green Guides. UL does not represent or warrant that the ECOLOGO and UL multi-attribute certification Marks comply with the FTC Green Guides, and in no event shall UL or its affiliated entities be liable in connection therewith.

ECOLOGO and UL Multi-Attribute Certification Marks

Unacceptable Usage



Do not add shadows or glows to the Mark elements



Do not alter the color of the Mark, only use approved artwork



Do not remove or alter elements within the UL brand Mark



Do not remove the border of the reverse Mark



Do not add a gradient to the Mark



Do not distort the Mark



Do not delete or reposition elements within the Mark

To the left are examples of unacceptable usage of the UL Mark. Only use approved artwork; it is unacceptable to alter the artwork in any way or method.

ECOLOGO and UL Multi-Attribute Certification Marks

Unacceptable Usage

X



PRODUCT CERTIFIED FOR REDUCED ENVIRONMENTAL IMPACT. VIEW SPECIFIC ATTRIBUTES EVALUATED: UL.COM/MA UL XXXX

Do not place a border or box around the qualifying language

X



PRODUCT CERTIFIED FOR REDUCED ENVIRONMENTAL IMPACT. VIEW SPECIFIC ATTRIBUTES EVALUATED: UL.COM/MA UL XXXX

Do not allow the qualifying language to look disproportionately larger than the Mark, nor exceed the width or height of the Mark

X



PRODUCT CERTIFIED FOR REDUCED ENVIRONMENTAL IMPACT. VIEW SPECIFIC ATTRIBUTES EVALUATED: UL.COM/MA UL XXXX

Do not allow the Mark to look disproportionately larger than the qualifying language

X

PRODUCT CERTIFIED FOR REDUCED ENVIRONMENTAL IMPACT. VIEW SPECIFIC ATTRIBUTES EVALUATED: UL.COM/EL UL XXXX



Do not place qualifying language above the Mark

X

PRODUCT CERTIFIED FOR REDUCED ENVIRONMENTAL IMPACT. VIEW SPECIFIC ATTRIBUTES EVALUATED: UL.COM/EL UL XXXX



Do not place qualifying language to the left of the Mark

X



Product certified for reduced Environmental Impact. View specific attributes evaluated: **UL.COM/EL** **UL XXXX**

Do not use unapproved text treatments for the qualifying statement

To the left are examples of unacceptable usage of the UL Mark. Only use approved artwork; it is unacceptable to alter the artwork in any way or method.

ECOLOGO and UL Multi-Attribute Certification Marks

Translated Criteria Statements for use with the Mark

English

PRODUCT CERTIFIED FOR REDUCED ENVIRONMENTAL IMPACT. VIEW SPECIFIC ATTRIBUTES EVALUATED:

French (FR)

PRODUIT CERTIFIÉ POUR UN IMPACT RÉDUIT SUR L'ENVIRONNEMENT. VOIR LES CARACTÉRISTIQUES SPÉCIFIQUES ÉVALUÉES:

French (CAN)

PRODUIT CERTIFIÉ À IMPACT ENVIRONNEMENTAL RÉDUIT. VEUILLEZ CONSULTER LES ATTRIBUTS SPÉCIFIQUES ÉVALUÉS:

German

REDUZIERTE UMWELTBELASTUNG DURCH DAS PRODUKT ZERTIFIZIERT. BEWERTETE SPEZIFISCHE EIGENSCHAFTEN EINSEHEN:

Japanese

低環境負荷認定製品。評価対象特性を表示：

Korean

본 제품은 환경 영향 감소에 대해 인증받았습니다. 평가 속성은 다음과 같습니다.

Italian

PRODOTTO CERTIFICATO A RIDOTTO IMPATTO AMBIENTALE. VEDERE GLI SPECIFICI ATTRIBUTI ESAMINATI:

Spanish

PRODUCTO CERTIFICADO PARA UN IMPACTO MEDIOAMBIENTAL REDUCIDO. VER LOS ATRIBUTOS ESPECÍFICOS EVALUADOS:

Simplified Chinese

经认证减低环境影响的产品。查看评估的具体属性：

Portuguese (BR)

PRODUTO CERTIFICADO PARA IMPACTO AMBIENTAL REDUZIDO. VISUALIZAR ATRIBUTOS ESPECÍFICOS AVALIADOS:

The translated criteria statements on this page can be used next to the preferred or alternate Mark, or in addition to the Mark. No alternations to the Mark itself may be made and the entire statement must be used. Please adhere to all rules about font size and placement when using translated text.