

# BRAND HANDBOOK



GREEN SHAPE Association for the Promotion of Environmentally Friendly Clothing and Textile Products e.V.  
(Green Shape e.V.)

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Registered association Ulm, VR 722901. Board of Directors: Hilke Patzwall (Chairwoman), Anna Rodewald, Matthias Kimmerle. Bank details: GLS Bank, BIC GENODEM1GLS, IBAN DE07 4306 0967 1359 1612 00

## 1. USE OF THE GREEN SHAPE TRADEMARK

GREEN SHAPE is a standard for certifying environmentally friendly clothing and textile outdoor products.

The word and image mark GREEN SHAPE is protected. Its use is subject to binding regulations according to the trademark statutes.

This brand manual is part of the brand statutes and the GREEN SHAPE certification program.

GREEN SHAPE is registered as an EU certification mark.

The use of the GREEN SHAPE brand requires a legally valid license agreement with Green Shape e.V.

The use of the GREEN SHAPE trademark is permitted exclusively by companies and for products that are certified according to the Green Shape Standard by an independent certification body.

The GREEN SHAPE trademark may only be used on products that are permanently and clearly identifiable to end consumers as having been manufactured by a Green Shape-certified company with a valid license agreement, for example, by a sewn-in label naming the certified company and/or by the certified company's logo being printed on the product. This also applies to OEM (Original Equipment Manufacturer) products that a certified company manufactures for other, non-certified companies.

The GREEN SHAPE trademark may be used on removable labels (such as hangtags, etc.); however, this alone is not sufficient for OEM products. Furthermore, certified companies, distributors, and non-certified companies that have OEM products manufactured by certified companies in accordance with the aforementioned regulation may use the GREEN SHAPE trademark in connection with the distribution of certified Green Shape products.

Details are described in this document.

## 2. APPLICATION AREAS OF THE GREEN SHAPE BRAND

When using the GREEN SHAPE trademark on a product label, in advertising or on a website, it must always be clear which company is certified and for which product or product area the certification applies.

Areas of application:

### Permitted uses:

- Directly on products and packaging
- In official certificates and documents
- On company websites and digital platforms
- In marketing materials (flyers, brochures, presentations)

### Inadmissible uses:

- on non-certified products
- Presentation in a misleading context
- Different or modified versions of the brand
- without valid certification or after expiry of validity
- in a misleading context, e.g. in connection with statements that are not covered by the certification program

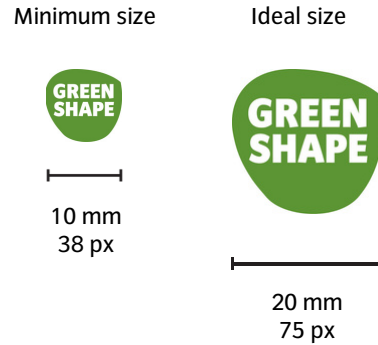
### 3. USE OF THE BRAND

The GREEN SHAPE trademark may be used on the product itself, on the accompanying packaging, and in all advertising materials and sales documents. It must always be clearly recognizable that it is not a trademark of the product, and the certified company must be clearly named.

#### Brand size:

The brand will be displayed in such a way that it is fully visible and legible. The minimum image size is 10 mm wide.

The GREEN SHAPE logo can be enlarged as desired. However, the placement must not lead to confusion with the company logo. In such cases, coordination with the head office is required before implementing the planned design.



#### Shelter:



Minimum letter height 1

1x **GREEN** I Height



#### Colors:

The GREEN SHAPE mark should generally be used with the corresponding color value scale:

| Color values  | CMYK        | RGB         | HEX     | Pantone |
|---|-------------|-------------|---------|---------|
|  | 70 20 100 5 | 89 147 49   | #599331 | 369 C   |
|  | 0 0 0 0     | 255 255 255 | #ffffff | 000C    |

The manual includes original files in the various color spaces.

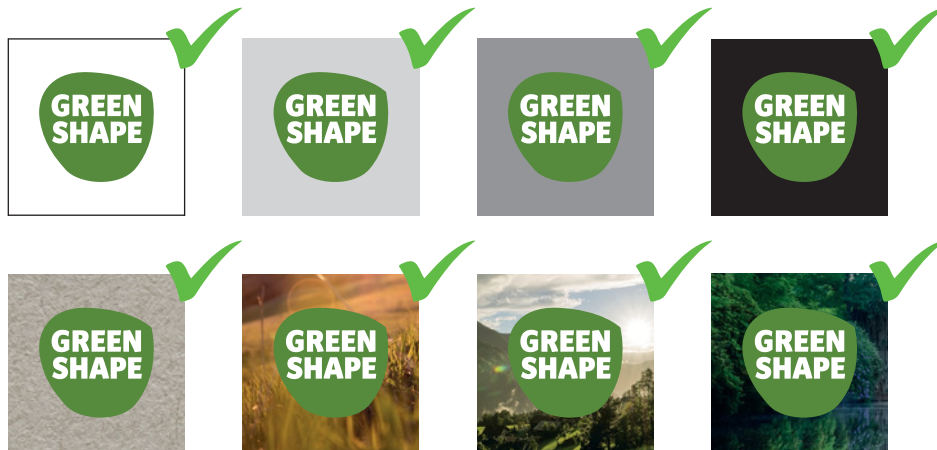
#### Combination with other logos:

The GREEN SHAPE mark can be displayed in a series of other logos if the protected space is respected (see point 3) and the representation is equivalent to the other logos.



## Correct application:

- The brand must always be depicted in its entirety and may not be modified in a way that fundamentally alters its nature.
- The brand's proportions must always be maintained.
- The backgrounds must contrast well with the brand.



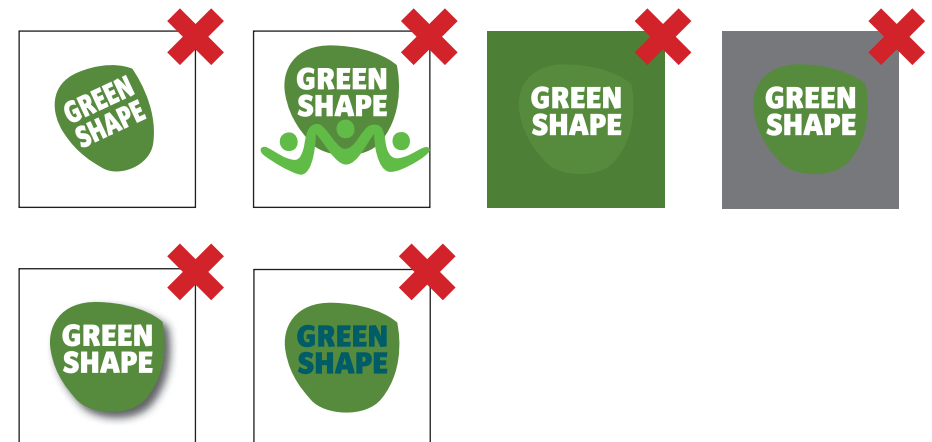
## Exceptions:

In exceptional cases, a black and white representation is permitted. Exceptional cases exist when there is a significant legitimate interest, for example, when a print medium that would otherwise be printed in black and white or monochrome would have to be printed in color because of the GREEN SHAPE trademark. The use of a negative version is possible in exceptional cases when required for visual reasons. In exceptional cases, the negative version may be adapted to the company's own corporate colors. Black and white use in the digital realm, as well as in television or film, is not permitted.



## Prohibited uses:

- Distortion or change in proportions, oblique representations
- Placement on similarly green or equally bright backgrounds
- The trademark itself may not be supplemented by means of graphic elements, images, lettering or other elements.
- Use on non-certified products



#### 4. QR-CODE / LINK

The use of the GREEN SHAPE trademark to identify or promote certified products must be combined with the QR code or short link – this applies to the product itself, at the point of sale, in advertising, and in the digital realm. For web/mobile applications, the QR code is replaced by a link to the website.

The service is provided via the Green Shape website.

Kurzlink: [www.green-shape.org](http://www.green-shape.org)

- The minimum font size for the short link is 5 pt in any font; permitted font styles: Bold or Regular.
- Readability must be guaranteed at all times.

The QR code and short link lead to the website [www.green-shape.org](http://www.green-shape.org). Consumers should be able to obtain further information about the certification there.

The trademark must not stand alone without reference to this origin information. Exception: if the printed area is smaller than 15 cm<sup>2</sup>. Furthermore, it must be clear who is certified and for which products the certification applies.

The QR code or short link must be placed in close proximity to the brand (e.g., directly below or on the back of the same label) so that it is clearly recognizable that it refers to the GREEN SHAPE certification. It must be easily accessible and noticeable before the purchase decision.

For online use, the use of the short link is recommended.

In television advertising, the brand name may be combined with the short link. It must be clearly displayed for at least three seconds.

