

CRADLE TO CRADLE PRODUCTS INNOVATION INSTITUTE

Ambassador Badge Usage Guidelines - 2026

1. Purpose of the badge

The C2CPPII Ambassador badge identifies you as a **trusted consultant officially recognized by C2CPPII** to raise awareness of the Cradle to Cradle Certified® Products Program in your region and/or sector.

- An **approved expert** supporting companies in understanding and preparing for C2C Certified® certification.
- A **bridge between companies and Conformity Assessment Bodies (CABs)**.
- Committed to C2CPPII's [Trademark Use Requirements](#).

It does **not** signal that you are a CAB, certification body, or authorized representative of C2CPPII.



2 & 3. What you can and cannot do with the badge

✓ What you CAN do

- Use the badge on your website, LinkedIn profile/banner, email signature, proposal decks, and event materials.
- Include it in pitch decks or capability statements when introducing your C2C Certified® advisory services.
- Display it next to: "Officially recognized C2CPPII Ambassador supporting companies with awareness, messaging, and preparation for Cradle to Cradle Certified®".
- Refer to yourself as a "C2CPPII Ambassador".

✗ What you MUST NOT do

- Claim to be a certifier, assessor, auditor, or CAB.
- Use "certified by C2CPPII", "endorsed by C2CPPII" to imply certification authority.
- Place the badge on products, packaging, labels, or product marketing: those are reserved for the certification logos.
- Modify the badge (color, proportions, typography, ratio, or the ® symbol).
- Use the badge after termination or expiry of your Agreement, or to imply exclusivity.

4. Design & technical specifications

Element	Specification
Primary colour (blue)	#100180
Accent colour (green)	#04C16E
Typography	Segoe UI (all wordmarks)
Distortion	Do not stretch, rotate, recolor, or crop the badge.

5. Claims & messaging guardrails

✓ Compliant phrasings

- "As a C2CPPII Ambassador, I support companies in navigating the Cradle to Cradle Certified® Product Standard."
- "Officially recognized by the Cradle to Cradle Products Innovation Institute to raise awareness of C2C Certified® in [sector/region]."
- "I help clients prepare for third-party verification by a Conformity Assessment Body."

✗ Avoid

- "C2C Certified® consultant" or "C2C Certified® Ambassador" (you are not a certified product). Good to know: C2C Certified® refers to the product certification, more information can be found in the [Trademark Use Requirements](#).
- "Accredited by C2CPPII to certify products."
- "Approved to issue C2C Certified® certifications."

6 & 7. Approvals, contact, review & renewal

Approvals & contact

- For any press release, article, campaign, or co-branded material featuring the badge, submit for approval to marketing@c2ccertified.org.
- For questions on your Agreement or badge use: info@c2ccertified.org.

Review & renewal

- The right to use the badge is tied to your Agreement.
- The badge is valid for 2 years. Upon termination or expiry of the Agreement, you must remove the badge and any claims related to the badge from all channels (e.g., website, social media, email signatures) within 30 days.