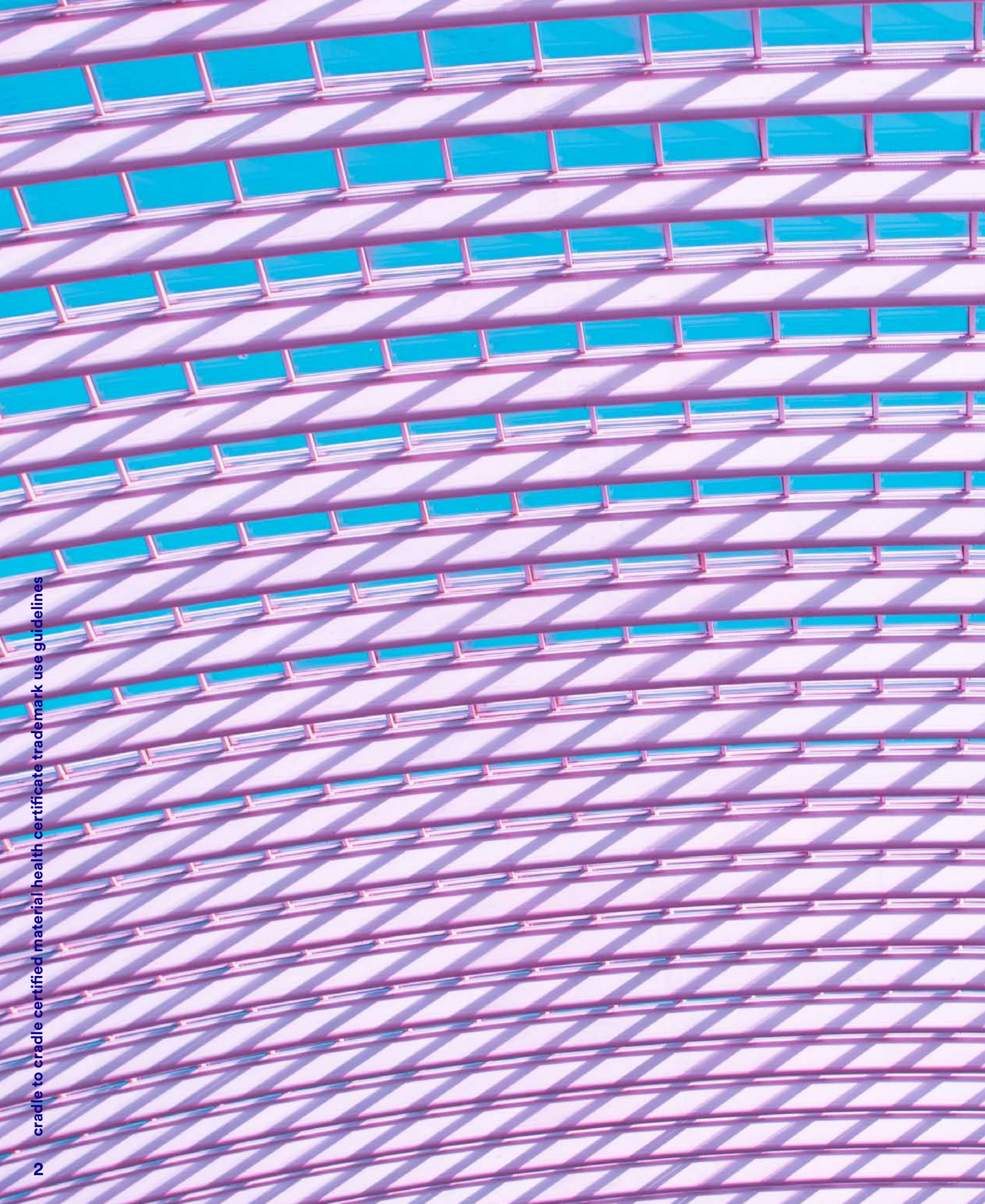


C2C Certified Material Health Certificate™ Trademark Use Guidelines

cradle to cradle products innovation institute

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I. Welcome

This document is intended to guide the Cradle to Cradle community in the use of the C2C Certified Material Health Certificate™ trademark for labeling, marketing and communications purposes.

In this document, you will find guidance and examples for properly using the C2C Certified Material Health Certificate trademark in a way that promotes and protects the C2C Certified Material Health Certificate identity.

It is important to note that the guidance provided in this document is supplemental to the **Cradle to Cradle Certified® Trademark Use Guidelines** document, which provides guidance on using the Cradle to Cradle Certified Products Program logos and wordmarks in association with the identification, promotion and marketing of products that have achieved full Cradle to Cradle certification.

If you have questions about how to properly conform to any of the guidelines, please contact marketing@c2ccertified.org for assistance.



II. ABOUT THE C2C CERTIFIED MATERIAL HEALTH CERTIFICATE™

As the world's most advanced measure for safe, circular and responsibly made materials and products, the Cradle to Cradle Certified Product Standard is the key to transforming the traditional linear economic model of production and consumption into a circular economy driven by products that have a positive impact on people and planet.

The C2C Certified Material Health Certificate is a stand-alone certificate issued to applicant companies for products that meet the rigorous, science-based requirements of the Cradle to Cradle Certified Product Standard Material Health category. These requirements provide companies with a means of assessing, optimizing and verifying the safety and circularity of the chemicals and materials in a product or product group.

The C2C Certified Material Health Certificate does not replace full Cradle to Cradle certification. Instead, it delivers independent assurance of material health and transparency for both supply chain and consumer purposes. In this manner, the C2C Certified Material Health Certificate can also serve as an important first step towards full Cradle to Cradle certification.

To receive a C2C Certified Material Health Certificate, companies must follow the same process as for Cradle to Cradle Certified. This includes applying for a certificate and working with an independent assessment body to meet the material health requirements.

Complete details regarding the C2C Certified Material Health Certificate and its requirements are available [HERE ▶](#)

III. GETTING STARTED

The C2C Certified Material Health Certificate trademarks are the single most important means of identifying products that meet world class requirements for safe chemistry and healthy materials. To help you get started, here are some simple dos and don'ts to guide your use of the C2C Certified Material Health Certificate, and any other trademark owned by the Institute:



DO DO use the trademarks when referring to the C2C Certified Material Health Certificate™.

DO use the appropriate ™ symbol in association with the first and most prominent use of the C2C Certified Material Health Certificate™ mark.

DO acknowledge the Institute's ownership of the mark via a trademark attribution statement, footnote or page footer. For example: "C2C Certified Material Health Certificate™ is a trademark of the Cradle to Cradle Products Innovation Institute."



DO NOT use marks, words or phrases that are similar to these trademarks as part of your organization's name, logo, domain name, brand name, product name or name for a service, or incorporate the trademarks as a verb or part of another word.

DO NOT use any of the Cradle to Cradle Products Innovation Institute trademarks in a manner that suggests the endorsement or certification of services or materials not related to the promotion or marketing of a certified product or products, and not approved by the Institute. Examples include online educational resources, certification and consulting services, and official or legal documents except as explicitly permitted under the trademark licensing agreement.

DO NOT use the mark in connection with any disparaging statements about or statements that reflect poorly upon the Cradle to Cradle Products Innovation Institute or the C2C Certified Material Health Certificate, or associated products or services.





IV. ABOUT THE TRADEMARKS

The C2C Certified Material Health Certificate™ trademark signifies that a product meets the requirements for a C2C Certified Material Health Certificate at a given level, and that the product has received a C2C Certified Material Health Certificate in accordance with the Cradle to Cradle Certified Material Health standard category requirements. This trademark is a word mark only.

WORD MARKS

C2C Certified Material Health Certificate™

Note: The use of a visual trademark or logo for C2C Certified Material Health Certificate is not permitted.

V. WHO CAN USE THE TRADEMARKS

All Cradle to Cradle Certified trademarks, including the C2C Certified Material Health Certificate marks, are owned by the Cradle to Cradle Products Innovation Institute. Any entity may use the trademarks for general education, marketing and promotion of the Cradle to Cradle Certified Product Standard, including news and media organizations, providing these guidelines are adhered to.

An active C2C Certified Material Health Certificate is required for any product advertised, offered for sale or otherwise promoted as having been awarded a C2C Certified Material Health Certificate. The use of any C2C Certified Material Health Certificate mark for the advertising, promotion or sale of a certified product may not commence until the certificate has been issued by the Cradle to Cradle Products Innovation Institute. Labeling, sales, marketing and other communications materials featuring the certificate may be developed and submitted to the Institute in advance of certification for a review of compliance with trademark guidelines.

Note: If a certificate is terminated or suspended from the program for any reason, use of the C2C Certified Material Health Certificate wordmark is no longer permitted, and any and all use of the wordmark must cease. Inventory with the certificate wordmark already affixed may still be sold as described in the certification agreement.

When planning for the production of printed sales and marketing materials, it is advisable to take into consideration the fact that certification cannot be guaranteed.



VI. USING THE C2C CERTIFIED MATERIAL HEALTH CERTIFICATE™ TRADEMARKS

1. C2C Certified Material Health Certificate must be written in full. The phrase “Material Health Certificate” may not be abbreviated.



CORRECT:

This dye formulation has received a C2C Certified Material Health Certificate™ at the Platinum level.



INCORRECT:

This dye formulation has received a C2C MHC™ at the Platinum level.

2. Identify the achievement level of the certificate every time.

The C2C Certified Material Health Certificate word mark may be used to indicate that a product has received a C2C Certified Material Health Certificate. The certificate achievement level must be indicated when referring to an individual product. **For trademark purposes, the word mark must always appear together without interruption, i.e. “C2C Certified Material Health Certificate.” The level must come before or after, not in between.**



CORRECT:

This food container coating has received a C2C Certified Material Health Certificate™ at the Platinum level.

This food container coating has achieved a Platinum C2C Certified Material Health Certificate.



INCORRECT:

This food container coating has received a C2C Certified Platinum Material Health Certificate™.

This food container coating has achieved a C2C Platinum Certified Material Health Certificate™.

3. Make sure the wordmark is clearly tied to the product that has received a certificate.

Consumers must not be led to believe that the certificate applies to the whole company or facility, or to a broader set of materials or products beyond those that have actually received a certificate. Be as specific as possible about what the certificate refers to.



CORRECT:

Beauty Inc.’s new WellSpring fragrance has received a Gold C2C Certified Material Health Certificate™.

Our Beauty Inc. WellSpring fragrance has received a C2C Certified Material Health Certificate™ at the Gold level.

Our company has achieved a Gold C2C Certified Material Health Certificate™ for all WellSpring fragrance products.



INCORRECT:

Beauty, Inc. has a C2C Certified Material Health Certificate.

We have a C2C Certified Material Health Certificate.

The use of the certificate wordmark is not permitted in any place where the C2C Certified Material Health Certificate wordmark is not clearly tied to a specific product with a certificate including but not limited to:

- a website page that does not feature the products that have received a C2C Certified Material Health Certificate
- a page footer for the entire company website
- email signatures or company letterhead

VI. USING THE C2C CERTIFIED MATERIAL HEALTH CERTIFICATE™ TRADEMARK, continued

4. Always include the trademark ™ symbol.

The trademark symbol serves to identify words and design marks as protected trademarks used under license. Accurate identification of the trademarks ensures they can be protected for the benefit of all certification holders and licensed users.

The C2C Certified Material Health Certificate word marks must include the ™ symbol in superscript after the word Certificate to indicate a pending trademark. If superscript is not possible (TM) must be used in parenthesis with a font of similar or slightly smaller size, for example:

C2C Certified Material Health Certificate™

The ™ symbol should be used in association with the first and most prominent use of the mark.

For shorter communications materials, the symbol should be used at least once. For longer communications materials, the symbol should be used in association with the first and most prominent use in each section of content. On websites, the symbol should be used in association with the first and most prominent use on each relevant page of the website.

Always use ™ with the word mark unless otherwise specified by the Cradle to Cradle Products Innovation Institute. In some instances, the Institute may request the use of ® or (R) to indicate a registered trademark.

5. Always include a trademark attribution statement.

The attribution statement identifies the Cradle to Cradle Products Innovation Institute as the owner of the certification mark and demonstrates that the mark is being used under license or with permission.

You must make the following attribution statement when using the C2C Certified Material Health Certificate™ word mark:

C2C Certified Material Health Certificate™ is a trademark of the Cradle to Cradle Products Innovation Institute.

The statement only needs to be included once in a document, and may be included on a footer with other legal notices. On a website, this may be included on a web page that contains other legal notices.

Where space limitations make it impossible to include this text on product packaging, the attribution statement above must be included on the product website or other marketing materials.

VI. USING THE C2C CERTIFIED MATERIAL HEALTH CERTIFICATE™ TRADEMARK, continued

6. Always give context for your C2C Certified Material Health Certificate™ claim.

Provide as much context as possible regarding what requirements have been achieved via the C2C Certified Material Health Certificate to help customers and consumers understand the significance of the certificate and to ensure clarity around the claims you are making.

- The C2C Certified Material Health Certificate™ is a verification of the health and safety of a product's composition using the Material Health requirements of the Cradle to Cradle Certified Product Standard.
- Products are awarded a C2C Certified Material Health Certificate based upon their achievement according to the Material Health category requirements of the Cradle to Cradle Certified Product Standard.
- A detailed description of the C2C Certified Material Health Certificate requirements for each level of achievement can be found [HERE ▶](#)

You may also wish to share a link to [C2CCertified.org](https://www.c2ccertified.org) for more information on the Cradle to Cradle Certified Products Program and its requirements.

Note: Alternate descriptions of the achievements represented by meeting the C2C Certified Material Health Certificate requirements must be reviewed and approved by the Institute prior to use.

7. Do not use the C2C Certified Material Health Certificate trademarks as the subject of promotional merchandise (for example, as the primary message on a t-shirt or other clothing item) without the written consent of the Cradle to Cradle Products Innovation Institute



VII. USING THE WORD MARKS

Correctly using the C2C Certified Material Health Certificate™ word marks protects and reinforces the Cradle to Cradle Certified brand and associated visual and word marks in written sales, marketing and communications materials. Adhere to the following guidelines for using the word marks:

1. When using the C2C Certified Material Health Certificate™ word mark, the first or most prominent use must include the appropriate attribution superscript (™) and should be set off (e.g. in capital letters or in bold font) to clearly identify the phrase as the subject of the trademark symbol.

Subsequent use of the word mark in a page or section of a document does not need to include the ™ symbol or be set off from the surrounding text.

 **CORRECT examples of first or most prominent use:**

C2C CERTIFIED MATERIAL HEALTH CERTIFICATE™ SILVER

C2C Certified Material Health Certificate™ Silver

Silver level C2C Certified Material Health Certificate™


2. The C2C Certified Material Health Certificate word marks must never be altered

Subsequent use of the word mark in a page or section of a document does not need to include the ™ symbol or be set off from the surrounding text.

 **CORRECT**

C2C Certified Material Health Certificate™

This adhesive has received a **C2C Certified Material Health Certificate™** at the Gold level.

 **INCORRECT**

This adhesive has a Cradle to Cradle® Material Health Certificate.

Cradle to Cradle Certified® MHC

Cradle to Cradle Material Health Gold

Cradle to Cradle Certification™ for Material Health

Certified Cradle to Cradle™ for Material Health

3. Non-English Translation: No part of the C2C Certified Material Health Certificate™ word mark may be translated into another language but the certificate level may be translated, as may any other information about the certificate.

VII. USING THE WORD MARKS, continued

4. Stand-Alone Claims: A C2C Certified Material Health Certificate word mark may be used outside of a body of text as a standalone advertising claim.

In such cases, the words must be styled consistently to ensure brand recognition:

- Use an approved typeface, preferably Open Sans or a similar sans serif
- Use type size that is larger than nearby type and make sure that the word mark is set off from surrounding copy via italics, all caps or boldface. (See #2 for examples).
- Use black or white text or a color that has been approved by the Institute



CORRECT:

Appropriate typeface

C2C Certified Material Health Certificate claim is set apart

Level of certificate is specified



INCORRECT:

Inappropriate typeface

C2C Certified Material Health Certificate claim is not clearly set apart from other text or claims

Claim does not specify level of certificate

VII. USING THE WORD MARKS, continued

5. Logos, icons or other visual marks may NOT be used with the C2C Material Health Certificate word mark. In lieu of a visual, certificate holders can display or link to the product's certificate.



VIII. CLAIMS ABOUT PRODUCT COMPONENTS OR PARTS THAT HAVE RECEIVED A C2C CERTIFIED MATERIAL HEALTH CERTIFICATE™

The C2C Certified Material Health Certificate™ is often used to verify the safety of chemicals and materials for use in, or as a component of, end-products that may or may not possess a C2C Certified Material Health Certificate or be fully Cradle to Cradle Certified.

Labelling, sales, marketing, informational or promotional materials about components that have been awarded a C2C Certified Material Health Certificate must be clearly, accurately and transparently communicated to the customer or consumer.

1. Accurately identify what has received a C2C Certified Material Health Certificate.

If a product includes a component that possesses a C2C Certified Material Health Certificate™, it is permissible to identify that material as long as the claim makes it clear that only a component of the product, not the whole product, has received the C2C Certified Material Health Certificate.

For example, if the fabric of a chair has received a C2C Certified Material Health Certificate but the other elements of the chair have not, then the chair's product collateral must include a statement clarifying that only the fabric possesses a C2C Certified Material Health Certificate and at what level the certificate was awarded:



CORRECT

The fabric on this chair has received a C2C Certified Material Health Certificate™ at the Gold level.

This chair fabric has been awarded a Gold C2C Certified Material Health Certificate™.



INCORRECT

This chair has a C2C Certified Material Health Certificate Gold.

This chair is covered with C2C Certified Material Health Certificate Gold fabric.

2. The material identified as a component or part must be clearly identifiable on the C2C Certified Material Health Certificate Registry.

If a component or part is identified as having a C2C Certified Material Health Certificate, it must be possible for a customer to find that component or part on the Cradle to Cradle Certified Material Health Certificate Registry [HERE ▶](#)

IX. GUIDANCE FOR DISTRIBUTORS & RETAILERS

Distributors and retailers wishing to promote a product or products with a C2C Certified Material Health Certificate for sale must follow the requirements for distributors and retailers outlined in in the Cradle to Cradle Certified Product Standard Trademark Use Guidance.

Please contact us if you have any further questions
marketing@c2ccertified.org