

Cradle to Cradle Certified® Products Program Trademark Use Guidelines

cradle to cradle products innovation institute

Updated April 2021



Content

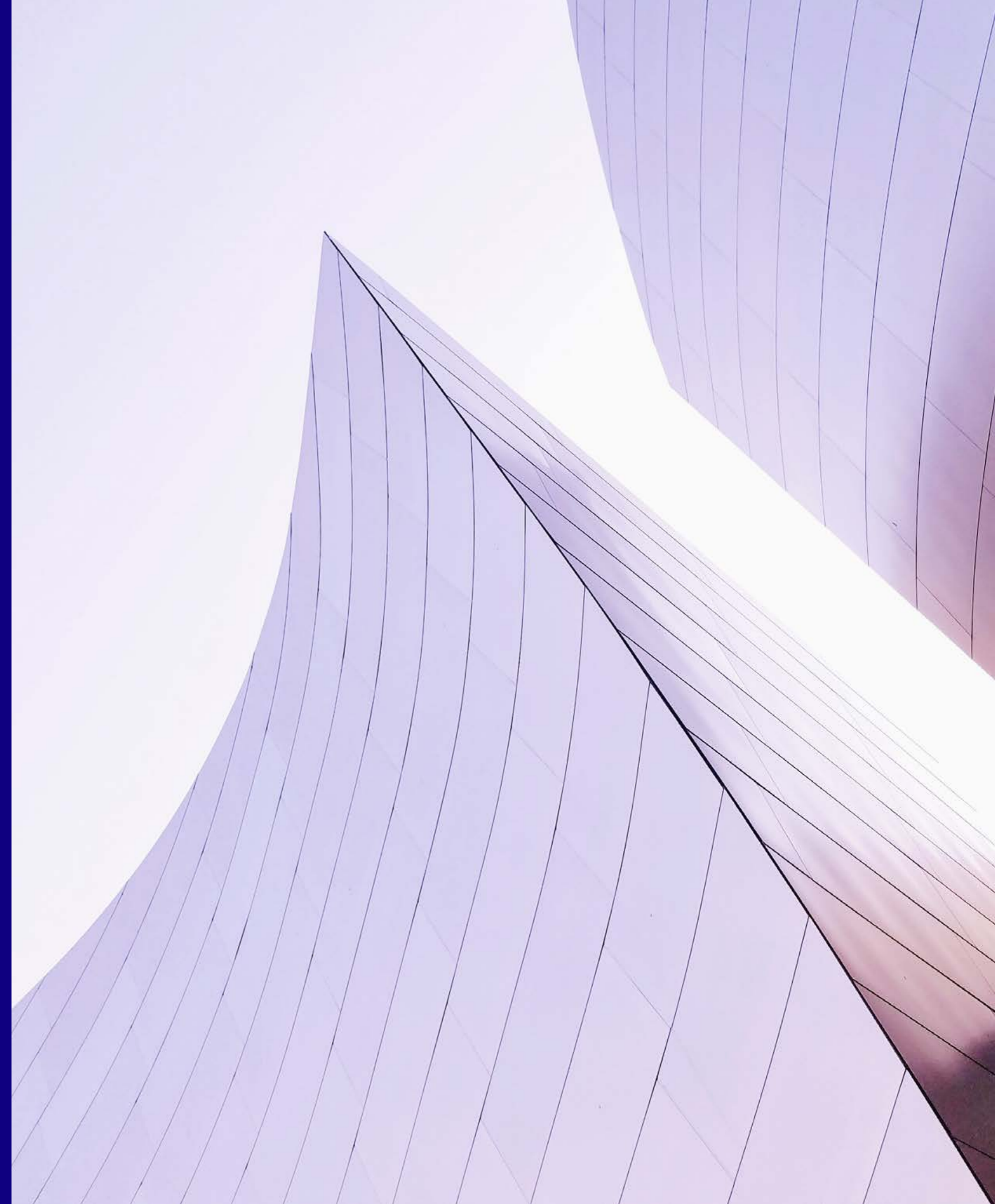
I. Welcome	3
II. About the Cradle to Cradle Certified® Products Program	4
III. Getting Started	5
IV. About the Trademarks	6
V. Who Can Use the Trademarks	7
VI. Using the Trademarks	8
VII. Using the Design Marks (Logos)	11
VIII. Using the Word Marks	15
IX. Claims about Certification Categories	17
X. Claims about Certified Product Components or Parts	19
XI. Claims about Certified Packaging	20
XII. Guidance for Distributors & Retailers	22
XIII. Using the Cradle to Cradle Certified Products Program Logo	23
XIV. Cradle to Cradle Certified vs. the Cradle to Cradle® Design Philosophy	24

I. Welcome

These guidelines are intended to help all members of the Cradle to Cradle community use the Cradle to Cradle Certified® trademarks in labeling, marketing and communications.

In this document, you will find guidance and examples for properly using all Cradle to Cradle Certified trademarks, logos and other brand assets in a way that promotes and protects the Cradle to Cradle Certified brand — ensuring companies, customers and consumers around the world recognize the value of Cradle to Cradle Certified.

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



II. ABOUT THE CRADLE TO CRADLE CERTIFIED® PRODUCTS PROGRAM

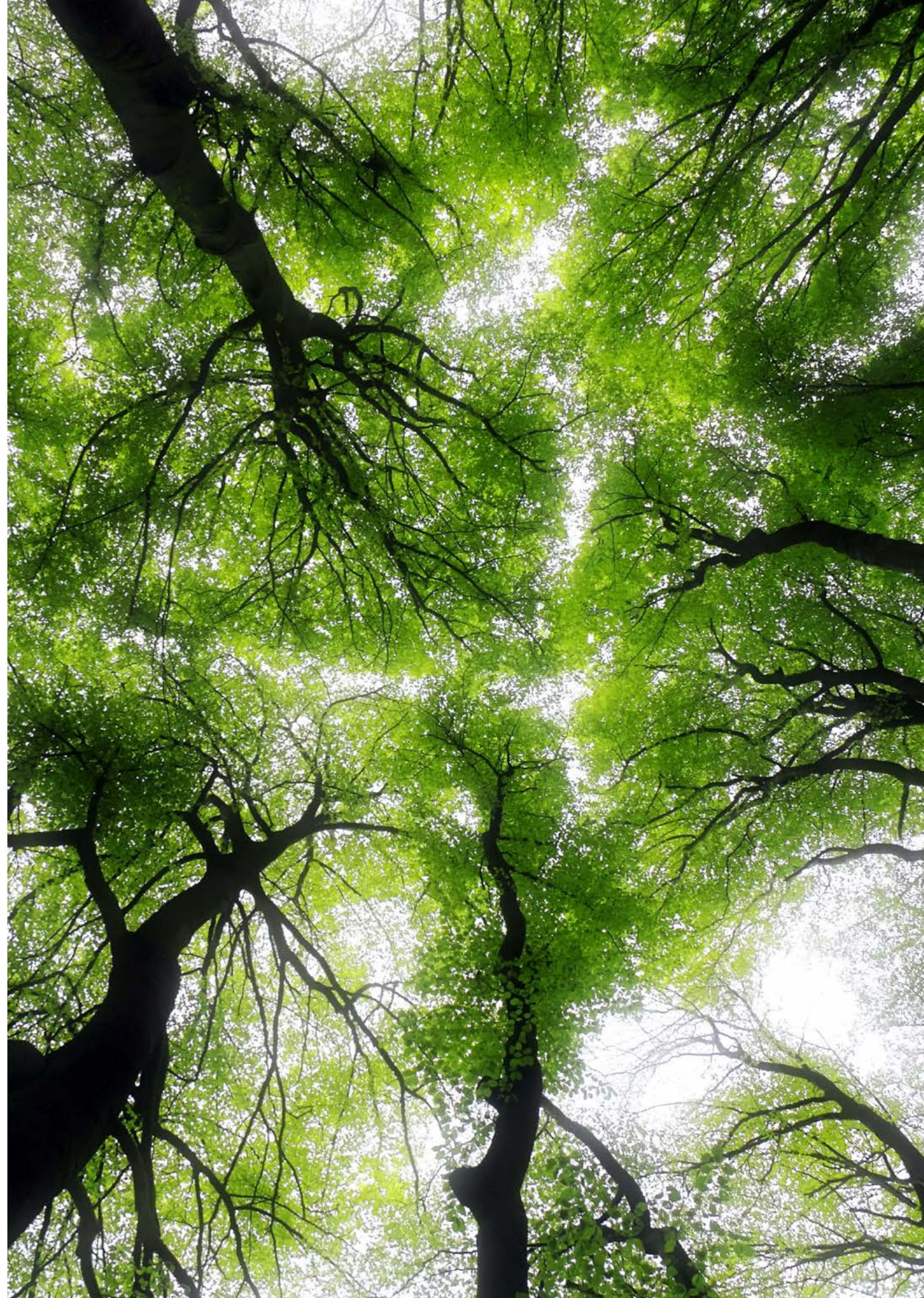
As the world's most advanced standard for safe, circular and responsible materials and products, the Cradle to Cradle Certified Product Standard is the key to transforming the traditional linear economic model of production and consumption into a circular economy driven by products that have a positive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

The Cradle to Cradle Certified Products Program is the world's most advanced multi-stakeholder standard for designing and making products for the circular economy.

By setting forth globally recognized, science-based requirements for material health, product circularity, renewable energy and climate, water and soil stewardship and social fairness, Cradle to Cradle Certified is a turnkey solution for companies working to implement circular business models and address global sustainable development concerns like water and sanitation, energy and carbon and climate action.

From fragrances to flooring, t-shirts and jeans to water bottles and window treatments, thousands of products are Cradle to Cradle Certified. In addition, a growing number of global brands, organizations and standards recognize Cradle to Cradle Certified as a preferred product standard for responsible purchasing.

The Cradle to Cradle Certified Product Standard is rooted in the Cradle to Cradle® design principles established by William McDonough and Dr. Michael Braungart. Cradle to Cradle certification requirements are developed through a multi-industry, multi-stakeholder engagement process with input from technical experts, market leaders and the public.



III. GETTING STARTED

The Cradle to Cradle Certified Products Program is the world’s most advanced science-based standard for designing and making products that are safe, circular and responsibly made.

The Cradle to Cradle Certified trademarks, including logos and word marks (collectively referred to as marks), are the single most recognizable and important means of identifying Cradle to Cradle Certified materials and products for companies, customers and consumers seeking products that meet this world-class standard.

To help you get started, here are some simple dos and don’ts to guide your use of any trademark owned by the Institute:



DO use the trademark when referring to the Cradle to Cradle Certified® Products Program and Cradle to Cradle Certified® products.

DO use the appropriate ® symbol in association with the first and most prominent use of the mark. (For short materials, the symbol should be used at least once. For longer 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).

DO acknowledge the Institute’s ownership of the mark via a trademark attribution statement, footnote or page footer. For example: “Cradle to Cradle Certified® is a registered 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 marks 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 Cradle to Cradle Products Innovation 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 Cradle to Cradle Certified Product Standard, or associated products or services.

IV. ABOUT THE TRADEMARKS

The Cradle to Cradle Certified trademarks signify that a product meets the requirements for a given certification level within the Cradle to Cradle Certified Product Standard, and that the product is certified in accordance with the Cradle to Cradle Certified Products Program. The trademarks include both word marks and design marks (logos).

WORD MARKS

Cradle to Cradle Certified®
C2C Certified®

DESIGN MARKS (LOGOS)

The Cradle to Cradle Certified logo marks are comprised of two graphic elements that are treated as a whole: the Cradle to Cradle certification design mark (the interlocking C image mark), and an accompanying information bar that references the Cradle to Cradle Certified Products Program or denotes a product's overall certification level. *Note that the interlocking C image mark cannot be used alone: it must always be used in conjunction with an accompanying information bar. A border must also be used around the logo, as indicated.*



Correct use of certification mark and information bar.



Incorrect use of certification mark.

USING EARLIER VERSIONS OF THE CRADLE TO CRADLE CERTIFIED MARK

The Cradle to Cradle Products Innovation Institute introduced new Cradle to Cradle Certified logo marks in 2021 and the previous marks were retired. All new uses of the certification mark on products, packaging, labels and all other marketing and communications materials must be updated to the new logo (pictured to the left) by 31 December 2021. Existing product inventory featuring the retired marks may be sold through normal flow of commerce.

V. WHO CAN USE THE TRADEMARKS

All Cradle to Cradle Certified trademarks are owned by the Cradle to Cradle Certified 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.

Entities advertising or offering a certified product for sale under their own trade name must have written permission to use the Cradle to Cradle Certified marks associated with that product. The rights and obligations governing the use of certification marks for this purpose are included in the Institute's certification agreement, which all certification holders must complete. *Non-certification holders, such as retailers or distributors, who wish to advertise or offer a certified product or products for sale and who wish to use the certification mark broadly in their own marketing materials or make prominent displays of the certification marks must obtain a simple license agreement from the Cradle to Cradle Certified Products Institute.* Simply selling certified products does not require any special license.

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

Note: If a certification is terminated or suspended from the program for any reason, use of the certification mark is no longer permitted, and any and all use of the mark must cease. Inventory with the certification mark already affixed may be sold off as described in the certification agreement.

When planning for the production of printed sales and marketing materials, it is advisable to take into consideration that certification of a product or certification at a given level cannot be guaranteed.

VI. USING THE TRADEMARKS

1. Choose and use the appropriate mark.



Use the Cradle to Cradle Certified Products Program logo when referring to the Cradle to Cradle Certified Products Program as a whole. *It should not be used to refer to an individual certified product.* For example, this mark may be used in educational content or in marketing materials to represent the Cradle to Cradle Certified Product Standard, or to refer to a group of products certified at different levels.



Use the Cradle to Cradle Certified badge with a certification level indicated in the information bar when referring to an individual certified product. For example, this logo may be used in labels, sales and marketing materials that promote a specific product that has achieved certification at the indicated level.

Use the Cradle to Cradle Certified® word marks when a visual mark is not appropriate (i.e. in written copy for communications, marketing or sales materials).

2. Identify the certification level every time.

When using the marks to promote certified products, each use of the certification mark must include the certification level the product has attained (Bronze, Silver, Gold or Platinum). This helps customers and consumers understand the product's achievement level — and is a valuable differentiator in the market.

When using the word marks, Cradle to Cradle Certified® must be written in full followed by the certification level:



CORRECT:

These jeans are Cradle to Cradle Certified® Platinum
These jeans are Cradle to Cradle Certified® at the Platinum level.



INCORRECT:

These jeans are Cradle to Cradle Certified®.
These jeans are Cradle to Cradle Platinum.
These jeans are platinum Cradle to Cradle.

Note that only licensees with a certification level of BRONZE or above may use the marks directly on the certified product, its labels or packaging, and in general marketing materials. Licensees with a BASIC certification level under Cradle to Cradle Certified Version 3.1 may use the visual and word marks on a product's marketing materials (e.g. website, brochures) but not directly on the product or its packaging.

VI. USING THE TRADEMARKS, continued

3. Identify the version of the standard used to certify the product.

Identifying the version of the Cradle to Cradle Certified Product Standard the product is certified to is encouraged in marketing and communications materials about a certified product. For instance, “The product is certified at the Gold level according to Cradle to Cradle Certified Version 3.1.”

4. Make sure the certification marks are clearly tied to the certified product.

Consumers must not be led to believe that the certification applies to the whole company or to a broader set of materials or products than what is actually certified. Be as specific as possible about what the certification refers to.



CORRECT:

Widget Inc.’s new Model X chair is Cradle to Cradle Certified® Gold.

Our Model X chair is Cradle to Cradle Certified® Gold.

Our company has achieved Cradle to Cradle Certified® Gold for all Model X chairs.



INCORRECT:

Widget Inc. is Cradle to Cradle Certified®.

We have Cradle to Cradle certification.

The use of the certification mark is not permitted:

- on a website page without reference to a specific certified product or products
- on a page footer for the entire company website
- on email signatures or company letterhead
- on company-wide marketing materials
- in any other place where the certification mark is not clearly tied to a specific certified product.

5. Always include the trademark ® symbol.

The registered 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 Cradle to Cradle Certified® word marks and image marks must include the ® symbol in superscript after the word Certified to indicate a registered trademark. If using the ® symbol is not possible, (R) must be used in parenthesis with a font of similar or slightly smaller size, for example:

Cradle to Cradle Certified®

The Cradle to Cradle Certified® Product Standard

The Cradle to Cradle Certified® Products Program

Remember **the ® symbol should be used in association with the first and most prominent use of the mark.** For short materials, the symbol should be used at least once. For longer 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 or image marks unless otherwise specified by the Cradle to Cradle Products Innovation Institute. In some instances, the Institute may request the use of ™ or (TM) to indicate a pending trademark.

VI. USING THE TRADEMARKS, continued

6. 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 Cradle to Cradle Certified® word or design mark:

Cradle to Cradle Certified® is a registered 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.

7. Always give context for your certification claim.

Provide as much context as possible regarding what requirements have been achieved through Cradle to Cradle certification to help customers and consumers understand the significance of achieving Cradle to Cradle Certified. This also ensures clarity around the claims you are making.

Cradle to Cradle Certified® is the world's most advanced science-based, multi-attribute certification program for designing, making and verifying materials and products that are safe, circular and responsibly made.

Cradle to Cradle Certified® products are awarded certification based upon their performance across five critical areas of sustainability: Material Health, Product Circularity, Clean Air & Climate Protection, Water & Soil Stewardship, and Social Fairness.

Detailed descriptions of the requirements of each level of certification can be found [HERE ▶](#)

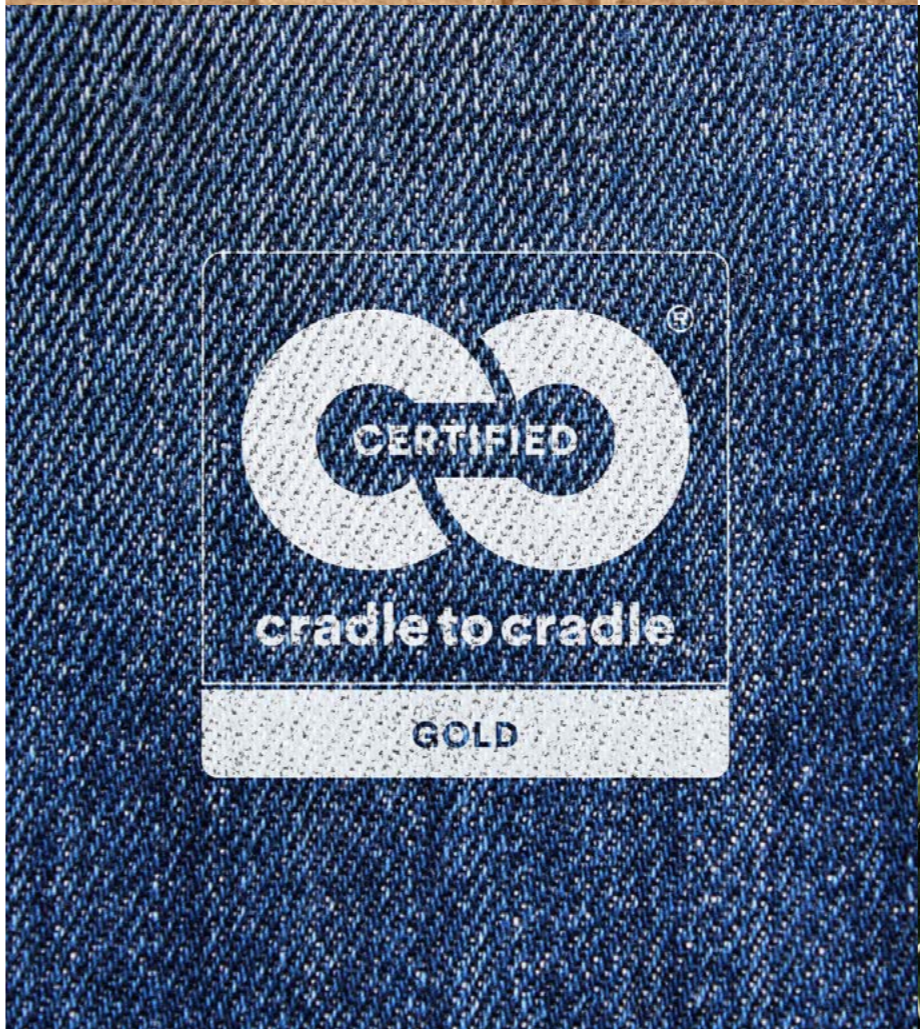
You may also wish to share a link to C2CCertified.org for more information on the Cradle to Cradle Certified Products Program and its requirements.

Alternate descriptions of the achievements represented by meeting the Cradle to Cradle Certified requirements must be reviewed and approved by the Institute prior to use.

8. Do not use the certification trademarks as the subject of promotional merchandise (for example, as an image on a t-shirt or other clothing item) without the written consent of the Cradle to Cradle Products Innovation Institute and unless the product is Cradle to Cradle Certified.

VII. USING THE DESIGN MARKS (LOGOS)

Adhering to the following specifications for use of the image marks is not only required — it also helps protect the Cradle to Cradle Certified® brand identity — ensuring its value for companies, customers and consumers worldwide. Note: Any alterations to the design marks or specifications beyond those described in this section require prior review and written authorization from the Institute.



VII. USING THE DESIGN MARKS (LOGOS), continued

Only use the specific design marks for which a product is licensed.

The following design marks are approved for use:



VII. USING THE DESIGN MARKS (LOGOS), continued

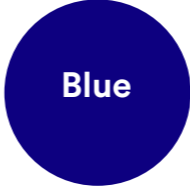


1. Black and white design marks (or logos) may be printed in other single colors to match surrounding design elements with prior permission from the Institute. Alternative two-color designs are not permitted.
2. When using a single color design mark (or logo), the mark may be applied to a solid or other highly contrasted background image, subject to approval.
3. The design marks must only be used to identify a specific product at a specific level of certification. Only the design mark for the overall level at which the product is currently certified may be used.
4. The design marks may be resized as long as the exact size proportions are maintained and the mark is not smaller than 40 pixels wide on screen and 14 mm wide on print.



Our logo is suitable to scale to small sizes on print and screen.

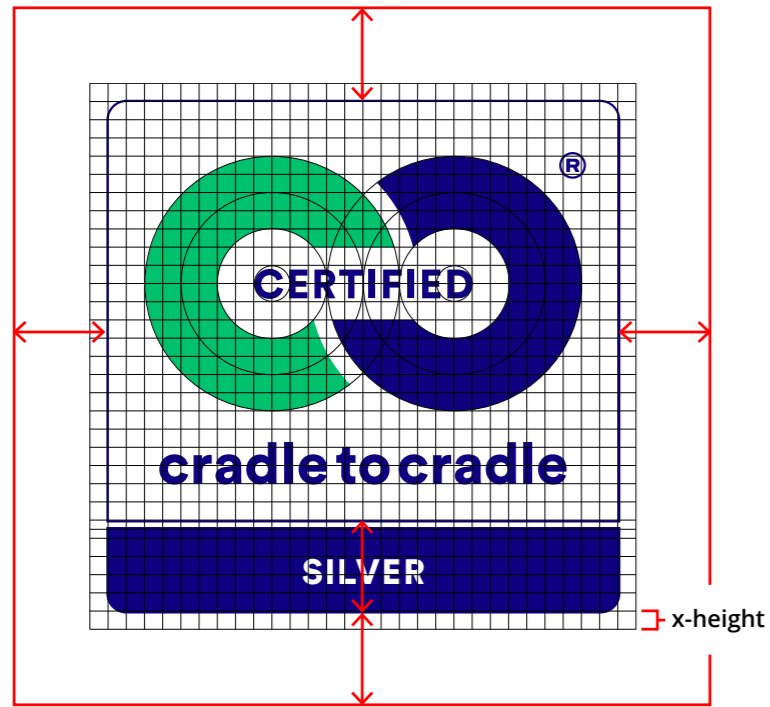
Smallest size: 40 pixels wide on screen or 14 millimeter wide on print.

5. The design marks may not be featured larger than the manufacturer's own logos and trademarks.
6. Use the correct brand colors for all design marks:

	CMYK	HEX/HTML	RGB
 Blue	100 / 95 / 25 / 13	#0f0080	13 / 0 / 128
 Green	72 / 0 / 73 / 0	#00c16d	0 / 193 / 109
 Gray	0 / 0 / 0 / 85	#4b4b4b	75 / 75 / 75

VII. USING THE DESIGN MARKS (LOGOS), continued

7. Leave ample horizontal and vertical clear spacing around the design mark to offset it from other graphic elements.



Clearspace around the logo should always be at least the same as the height of the information bar (5 times the x-height). We also do not allow the logo to be larger than the product brand logo.



✓ Ample horizontal and vertical clear space around logo. Logo is offset from other elements.



✗ Logo is not clearly offset from other elements. Logo is hard to read. Not enough clear space around the design mark.

8. Always use the Cradle to Cradle Certified image mark (interlocking C image mark) and the information bar together. Always maintain a visible gap between the Cradle to Cradle Certified image mark and the information bar, and maintain a 20% height ratio of the information bar to the certification image mark.



✗ This example is missing the white gap between the image mark and the certification bar



✗ This example is missing the border around the logo making it float.



✗ This example has distorted box ratio and the text is not aligned accordingly.

VIII. USING THE WORD MARKS

Correctly using the Cradle to Cradle Certified® word marks protects and reinforces the Cradle to Cradle Certified brand in written sales, marketing and communications materials. Adhere to the following guidelines for using the word marks:

1. The word mark should be used as an adjective or modifier for a term such as product, products program, or product standard. For example:

Cradle to Cradle Certified® Products Program

Cradle to Cradle Certified® Product Standard

Cradle to Cradle Certified® products

The product is **Cradle to Cradle Certified®** Silver

Note: Cradle to Cradle Certified should always be capitalized. However, when referencing Cradle to Cradle certification, the word certification should be lower case.

2. When using the Cradle to Cradle Certified® 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, except for when referring directly to the trademarks themselves (i.e. when talking about the Cradle to Cradle Certified® trademarks). Subsequent references may also refer more naturally to Cradle to Cradle certification.

CORRECT examples of first or most prominent use:

Cradle to Cradle Certified® Silver

CRADLE TO CRADLE CERTIFIED® Silver

Cradle to Cradle Certified® Silver

C2C CERTIFIED® Silver

CORRECT examples of subsequent uses of the certification mark in the same document:

Cradle to Cradle Certified Silver

Awarded a Silver level Cradle to Cradle certification

3. The Cradle to Cradle Certified® word mark must never be altered.



Cradle to Cradle Certified® Products Program

This product is Cradle to Cradle Certified® Gold.

This product is Cradle to Cradle Certified® at the Gold level.



Cradle to Cradle® Certification Program

Cradle to Cradle® Certified

Cradle to Cradle Product

Cradle to Cradle Certification®

Certified Cradle to Cradle®

VIII. USING THE WORD MARKS, continued

4. The Cradle to Cradle Certified® word mark may be abbreviated as C2C Certified®. The abbreviation should always be preceded by the full word mark (Cradle to Cradle Certified®). For example:

The Cradle to Cradle Certified® (C2C Certified®) program evaluates products across five categories.

The C2C Certified® mark may also be used when there are space constraints on a product or packaging. All other requirements relating to the word marks apply to the use of C2C Certified.

5. Non-English Translation: No part of the Cradle to Cradle Certified® word mark may be translated into another language but the certification level may be translated, as may any other information about the certification.

6. Standalone Claims: A 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.
- Use black or white text or a color that has been approved by the Institute



IX. CLAIMS ABOUT CERTIFICATION CATEGORIES

The Cradle to Cradle Certified® word and design marks pertain only to the certified product's overall certification level and may not be used to highlight an individual category achievement level.

1. Statements about a product's achievement level in any one certification category may not appear without reference to the product's overall certification level.

 **This Cradle to Cradle Certified® Silver product has achieved Gold in the Material Health category.**

The Cradle to Cradle Certified® Silver Toastmatic Toaster achieved the Platinum level in the Cradle to Cradle Certified Material Health category.

 This product has achieved Cradle to Cradle Gold for material health.


We are proud to be Cradle to Cradle Certified® Platinum for Material Health.

We are proud to have earned the Platinum level Clean Air and Climate Protection score according to the Cradle to Cradle Certified Products Program.

2. Aspects of a certification category may not be singled out.


For example, if a product is certified and has achieved the Gold level in Clean Air & Climate Protection, a company may not pick out only renewable energy in a claim on its own.

 **This Cradle to Cradle Certified® Gold product has achieved Platinum in the Clean Air & Climate Protection category.**

 This Cradle to Cradle Certified® Gold product has achieved Platinum in the Clean Air and Climate Protection category which means it is powered by 75% renewable energy.

3. Achievement in a certification category may not be singled out instead of full certification. For example, if a product is certified and has achieved the Gold level in Material Health, a company may not promote Material Health achievement more prominently than full certification achievement.

 **This product is Cradle to Cradle Certified at the Silver level. As part of achieving certification, it received a Gold rating for Material Health.**

 This product is Cradle to Cradle Certified Gold for Material Health.

IX. CLAIMS ABOUT CERTIFICATION CATEGORIES, continued

4. If the product’s scorecard or level of achievement in an individual standard category is used in marketing materials, it must be clear which product the scorecard or category level pertains to and what the overall certification level for the product is.

The product scorecard shows the product’s achievement level in each of the standard’s five categories:

	BRONZE	SILVER	GOLD	PLATINUM
MATERIAL HEALTH				●
PRODUCT CIRCULARITY			●	
CLEAN AIR & CLIMATE PROTECTION		●		
WATER & SOIL STEWARDSHIP		●		
SOCIAL FAIRNESS			●	

Though it is highly encouraged, publication of the product scorecard in the online products registry is not required in Version 3.1 of the Cradle to Cradle Certified Product Standard. (Note: Publication of the product scorecard may allow products to be eligible for additional options under the LEED BD+C v4 Building product disclosure and optimization credit.)

Where possible, the requirements that have been achieved to earn a performance level in a particular category should be explicitly stated in the text. When such context is not possible, a link to more information on the product or manufacturer’s website, a link to c2ccertified.org, or a direct link to the requirements for the relevant level of certification (Bronze, Silver, Gold, Platinum) should be provided.

5. Category level icons may be used on websites and other marketing materials to describe the five categories of the certification program.

Category icons may not be used on products or packaging, or as certification marks in their own right.

When using the category icons, include the copyright attribution statement “Cradle to Cradle Certified category icons ©2021 Cradle to Cradle Products Innovation Institute”



X. CLAIMS ABOUT CERTIFIED PRODUCT COMPONENTS OR PARTS

Cradle to Cradle Certified® is often used to verify the safety, circularity and responsibility of materials for use in or as a component of end-products that may or may not be certified. Labelling, sales, marketing, informational or promotional materials about these certified components must be clearly, accurately and transparently communicated to the customer or consumer. For guidance on claims for certified packaging, see section XI.

1. Accurately identify what is certified and the certification level.

If a product includes a Cradle to Cradle Certified component, it is permissible to identify that material as a certified product as long as the claim makes it clear that only a component of the product is certified, not the whole product.

For example, if the fabric of a chair is certified but the other elements of the chair are not, then the chair's product collateral must include a statement along with the certification claim clarifying that only the fabric is Cradle to Cradle Certified and stating the specific certification level:



These jeans are made with Cradle to Cradle Certified® Gold Blue Jean Company denim fabric.

These jeans are made with Blue Jean Company denim fabric that is Cradle to Cradle Certified® at the Gold level.



These jeans are Cradle to Cradle Certified® Gold.

These jeans are made with Cradle to Cradle Certified® fabric.

2. The certified material identified as a component or part must be clearly identifiable on the Cradle to Cradle Certified Products Registry.

If a component or part is labeled as a certified product, it must be possible for a customer to find that material on the [Cradle to Cradle Certified Products Registry](#).

3. Only use the word mark or text references to refer to the certified component.

When referring to the use of a certified ingredient or component, the certification design mark (logo) may not be used on the product itself, its packaging, or advertising materials. The certification design mark (logo) may be used in supplementary marketing materials that describe the component specifically.

XI. CLAIMS ABOUT CERTIFIED PACKAGING

Cradle to Cradle Certified® is often used to verify the safety, circularity and responsibility of packaging for products that may or may not be certified.

1. When the packaging is not certified but meets the packaging requirements that apply to all certified products, the standard certification mark may be used on the packaging and product.
2. When only the packaging of a product is certified, the packaging certification design mark (logo) may be used to identify the packaging as certified.



To be eligible to use the certified packaging logo:

All components of the packaging (including all adhesives, labels, ink, etc.) must be included in the scope of the certification. This applies to all packaging materials within the packaging to which the logo is affixed.

AND either... A. the brand/product manufacturer must hold a certification for the final packaging (i.e., including all components). **OR B.** the final packaging is certified in its entirety by a third party supplier, who is responsible for all printing, labeling and final assembly (e.g. the packaging logo may not be used if only the base bottle is certified, not including the label).



Appropriate logo mark



This example implies that the bottle and the contents are certified when only the bottle is.

XI. CLAIMS ABOUT CERTIFIED PACKAGING, continued

3. When the packaging and product are both certified separately, a dual certification mark may be used to identify the certification level of the packaging and the certification level of the product. Individual certification marks for the packaging and the product may also be used.



XII. GUIDANCE FOR DISTRIBUTORS & RETAILERS

Distributors and retailers do not need a license to sell/distribute certified products. However, distributors and retailers wishing to use the certification marks to promote Cradle to Cradle certification to sell a certified product or products via their own advertising and marketing campaigns may be required to obtain a simple license agreement from the Cradle to Cradle Products Innovation Institute. To request a license, contact marketing@c2ccertified.org. In addition to complying with all trademark use guidelines outlined in this document, distributors and retailers must also abide by the following:

1. Certification claims made by distributors or retailers must be updated if the status of the product certification changes, for instance, when certification is suspended, or when the certification level changes.

For this reason, distributors and retailers as well as product search databases may wish to take advantage of the certified products API offered by the C2CPII.

2. Product databases or distribution sites must include the following information about a certified product:

- Name of the certified product
- Name of the certification holder
- Special parameters limiting the certification
- Overall certification level
- Expiration date of the certification
- A link to the certification page in the certified product registry

XIII. USING THE CRADLE TO CRADLE CERTIFIED® PRODUCTS PROGRAM LOGO

On occasion, a company may be permitted to use the Cradle to Cradle Certified Products Program logo to refer to a group of products that are certified at different levels, or to refer to the Cradle to Cradle Certified Products Program in general.

1. The Cradle to Cradle Certified® Products Program logo may not be used in place of the level-specific certification design mark.
2. The Cradle to Cradle Certified® Products Program logo may not be used directly on a product or its packaging.
3. The Cradle to Cradle Certified® Products Program logo may not be used in such a way that it obscures the product's certification level.

Here are some ways the Cradle to Cradle Certified® Products Program logo could be used correctly:

- In-store signage that refers to a section of the store with certified products. The individual products must be clearly marked with the appropriate certification level.
- On a website promotion advertising a company's selection of Cradle to Cradle Certified products at different levels.
- At a tradeshow booth, if a company has products certified at different levels, and visitors are directed to 'Ask about our certified products' or additional information is presented about the specific certified products.



XIV. CRADLE TO CRADLE CERTIFIED® VS. THE CRADLE TO CRADLE® DESIGN PHILOSOPHY

The terms Cradle to Cradle Certified® and Cradle to Cradle® are different.

The Cradle to Cradle Certified Products Program is a certification program which identifies the extent to which a product is designed according to the Cradle to Cradle® design philosophy as defined by the Cradle to Cradle Certified Product Standard. Products that meet the requirements of the Cradle to Cradle Certified Product Standard can be recognized as Cradle to Cradle Certified.

The Cradle to Cradle Certified Products Program is rooted in the Cradle to Cradle® design philosophy. Cradle to Cradle represents an ideal scenario for product manufacturing and use, while Cradle to Cradle Certified refers to a product that has met defined criteria in the Cradle to Cradle Certified Product Standard which indicate the extent to which that product aligns with Cradle to Cradle principles.

1. The Cradle to Cradle Certified® marks refer to 1.) products that have been certified to the Cradle to Cradle Certified Product Standard, 2.) the Cradle to Cradle Certified Products Program and 3.) the Cradle to Cradle Certified Product Standard.

These marks are licensed for use by the companies selling products that have been certified against the Cradle to Cradle Certified Product Standard.

2. Cradle to Cradle certification holders, assessors, and assessment bodies are not licensed to use any Cradle to Cradle® service marks unless specifically authorized by MBDC (mbdc.com).

Cradle to Cradle® is the registered service mark of McDonough Braungart Design Chemistry (MBDC). It refers to the Cradle to Cradle works and services developed and offered by William McDonough and Dr. Michael Braungart.

3. Certification holders may reference the Cradle to Cradle principles and framework as a way of introducing customers to the concept upon which the Cradle to Cradle Certified Products Program is based.

This is permitted, as long as it is made clear to customers that certain products have been certified as meeting specific requirements of the certification standard.

4. Companies may not, under any circumstances refer to their products as simply ‘Cradle to Cradle products’, use ‘Cradle to Cradle’ in a product or service name, or use ‘Cradle to Cradle’ alone to advertise or offer products for sale.

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