



ECO Platform EPD EN 15804 VERIFIED™ is a trade mark registered by ECO Platform. The ECO Platform EPD logo will only be displayed in ECO Platform EPD documents together with the logo of the program operator and the ECO Platform EPD reference number.

Introduction

The ECO Platform EPD logo must be presented with the program operator logo. ECO Platform does not intend to specify how this is achieved because Programme Operators have existing graphic layouts and branding guidelines to follow (see rules for the use of the logo).

The logo represents the level of agreement within ECO Platform, for the moment it is the only logo which can be used. In the future the Board will decide if the change requires also an update of the logo.

ECO Platform EPD EN 15804 VERIFIED™ is a registered trademark of ECO Platform AISBL with registration number 013013222.

Reference number

Each EPD carrying the ECO Platform logo will be issued a unique reference number.

- ★ The reference number will be provided by ECO Platform (automatic assignation)
- ★ This number will encourage the proper use of the logo by program operators
- ★ The number will **not be included in the logo**, but must be provided in the EPD
- ★ This number is in addition to any reference numbers used by the program operator for its own purposes.

Rules for the use of the ECO Platform EPD logo

The ECO Platform EPD logo is owned by ECO Platform AISBL.

The ECO Platform EPD logo shall be used always in combination with the logo or mark of the ECO Platform member:

- ★ on the ECO Platform EPD document;
- ★ on commercial documentation (brochures) of the manufacturer related to the product.

According to the following rules:

- ★ both logos (ECO Platform EPD logo and Program operator logo) shall appear together in the same page;
- ★ both logos (ECO Platform EPD logo and Program operator logo) shall have a similar size;
- ★ with the name of the ECO Platform member (if not included in the logo);
- ★ with the ECO Platform EPD reference number provided by ECO Platform;
- ★ with the validity period of the ECO Platform EPD;
- ★ with a clear link to the specific product covered to enable traceability between the product and the ECO Platform EPD;
- ★ without any changes;
- ★ fulfilling the rules of use of the ECO Platform Program operator;

- ★ in colours as specified by ECO Platform (colour, or black and white), enlarging or reducing is allowed while keeping the ratio length / width and a legible size of the text included in the logo.

The ECO Platform EPD logo may **not be used**:

- ★ on other documents (see note below);
- ★ on other online communications;
- ★ on products;
- ★ on packaging of the products;
- ★ with the ECO Platform logo;
- ★ when linked to products for which a reference number was not provided by ECO Platform.

NOTE: Members of ECO Platform issuing documents with the purpose of disseminate information about ECO Platform and the services provided can include the logo only if a short explanation of the rules to use the logo in the language(s) of the document is shown next to it or in a footnote. The suggested text is the following:

“ECO Platform EPD EN 15804 VERIFIED™ is a trade mark registered by ECO Platform. The ECO Platform EPD logo will only be displayed in ECO Platform EPD documents together with the logo of the program operator and the ECO Platform EPD reference number.”

The current list of ECO Platform members and the detailed list of products for which an ECO Platform EPD was issued may be found through the following link

www.eco-platform.org/

Misuse of the logo

Any member violating these logo usage statutes may be excluded from ECO Platform. Notwithstanding the right of the member excluded to use the logos lapses as from the exclusion taking effect.

ECO Platform members are obliged to take action of an out-of-court and/or in-court nature against any third parties causing association members difficulties by way of their usage of association logos.

- ★ In case the ECO Platform EPD logo is misused in combination with one of the logos of the ECO Platform members, the member will be obliged to take actions against the third party causing the difficulties.
- ★ In case the ECO Platform EPD logo is misused alone or in combination with a logo of a program operator not belonging to ECO Platform, ECO Platform will take actions against third party causing the difficulties.

2

Each member of ECO Platform is obliged to immediately notify the association's management board of any violation of the logo usage statutes of which it becomes aware.

Mockup ECO Platform EPD cover

