

# Guidelines for using the Nordic Swan Ecolabel on printed matter



# Welcome

As a licensee or brand owner you have gone through great efforts to obtain a Nordic Swan licence.

By using the Nordic Swan Ecolabel actively on ecolabelled printed matter, you not only get an official proof of your environmental efforts, you also get an effective marketing tool which enjoys high credibility and recognition, and helps you position your product to consumers and professional buyers.

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We are always happy to help you, if you have questions. Please contact your local Nordic Ecolabelling office. See the contact information on page 3.

To make it very clear to the consumers, that it is the printed matter or packaging alone, and not the product(s) inside, that is ecolabelled, a specific mark for printed matter must be used.

The mark must be used for all types of printed matters produced according to the latest criteria generation (Generation 6) which also includes Nordic Swan Ecolabel transport/postal and e-commerce packaging.

These guidelines have been created to illustrate the basic rules on how to use the Nordic Swan Ecolabel on ecolabelled printed matter and packaging.

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Need help?

If you have questions or need help, please contact your local ecolabelling organisation or visit their website:

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# Important steps to correct use of the Nordic Swan Ecolabel on printed matter

## 1 Get the Nordic Swan Ecolabel artwork files for printed matter

As a licensee with an active licence for the Nordic Swan Ecolabel you will get access to download the Nordic Swan Ecolabel mark for printed matter in various file formats. If you are in doubt whether you have the most recent version of the mark, please contact your local ecolabelling organisation by email – or go to their website. See the contact information on page 3.

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### Do you have a licence to use the mark?

Only companies with a valid licence for the Nordic Swan Ecolabel can use the mark – and only on their ecolabelled printed matter.

## 2 Add your eight-digit licence number

Each Nordic Swan Ecolabel licence is assigned an eight-digit licence number. The licence number must be shown together with the Nordic Swan Ecolabel when used on printed matter.

Please note that your licence number must replace "1234 5678" under the Nordic Swan logo in the printed matter mark shown on page 6-9.

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### Share this guideline!

Share these guidelines with your design agency to ensure correct use.

## 3 Place mark including licence number on your product

Follow the rules in this guideline when you place the Nordic Swan Ecolabel mark on your printed matter.

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### Do not use the mark if your licence has expired!

The right to use the Nordic Swan Ecolabel ceases at the end of the licence period, unless a renewal is approved. This is also the case if the licence is

## 4 Check that use of the mark is in compliance with the guidelines

Use the checklist on page 10 to ensure that the artwork for your printed matter complies with guidelines.

### If in doubt:

Send the final artwork for the printed matter to your local ecolabelling officer who is responsible for managing your licence or application.

invalid or the relationship between the licensee and the ecolabelling organisation is terminated in any other way.

# Disclaimer, responsibilities and misuse

## Disclaimer

These guidelines have been developed by:

Nordic Ecolabelling,  
Box 38114, SE-100 64 Stockholm, Sweden  
Tel.: +46 8 55 55 24 00  
www.nordicswanecolabel.org

Nordic Ecolabelling or the local ecolabelling organisation grants permission to use the Nordic Swan Ecolabel on printed matter for licensees that have a valid licence.

The right to use the Nordic Swan Ecolabel for printed matter is only granted for the products listed in your licence certificate.

Nordic Ecolabelling reserves the right to change the guideline. All licensees will be informed of such a change in writing.

## Responsibilities

The licensee is responsible for the product labelling and information. Also, it is the responsibility of the licensee to ensure that the printed matter or labelling comply with national standards and legislation.

The licensee is responsible for ensuring correct use of the Nordic Swan Ecolabel, and for ensuring that the licence number is correct.

Nordic Ecolabelling does not take responsibility for any other marks or claims on the product.

## Misuse of the Nordic Swan Ecolabel

In case of misuse of the Nordic Swan Ecolabel, the following steps will be taken by the local eco-labelling organisation in the country where the misuse has taken place.

- The misuse will be reported and logged into a register.
- The company misusing the Nordic Swan Ecolabel will be contacted – to look into the misuse.
- Corrective actions will be required within a time frame. The time frame will depend on the type of misuse, the media/channel, and the severity of the misuse.
- Follow-up actions will be conducted to ensure that the misuse has stopped or been corrected.

For more information please see section 2.7 in [Regulations for the Nordic Ecolabelling of products](#).

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### Intellectual property rights:

The Nordic Swan Ecolabel name and mark is intellectual property belonging to the Nordic Ecolabelling organisations.

Only companies that have obtained a licence for the Nordic Swan Ecolabel are allowed to display the Nordic Swan Ecolabel on their products.

Unauthorised use of the mark is prohibited and will be treated as an infringement of intellectual property rights.

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## The different versions of the mark

The mark is available in 4 versions:

- Full version
- Standard version
- Short version
- Mini version for special use only  
(approval needed – see blue text)

Only use a version of the mark provided by your  
national ecolabelling organisation.

The mark must never be changed or distorted.  
However, the "1234 5678" under the  
Nordic Swan Ecolabel logo must be replaced  
with your licence own number.

The mark must never be smaller than the  
minimum sizes listed here.

### Full version

**Minimum Size: 37 x 33 mm**

Licence number font:

Core Sans 65 bold p.t. 4.4



### Standard version

**Minimum Size: 37 x 17 mm**

Licence number font:

Core Sans 65 bold p.t. 4.4



**Minimum Size: 16 x 37 mm**

Licence number font:

Core Sans 65 bold p.t. 4.4



### Short version

**Minimum Size: 27 x 10 mm**

Licence number font:

Core San 65 bold p.t. 5.0



**Minimum Size: 10 x 16 mm**

Licence number font:

Cores Sans 65 bold p.t. 4.0

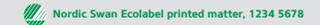


### Mini version

**Height of Nordic Swan symbol:  
min. 3 mm**

Licence number font:

Core Sans 65 bold p.t. 4.0



**Height of Nordic Swan symbol:  
min. 3 mm**

Licence number font:

Core Sans 65 bold p.t. 4.0

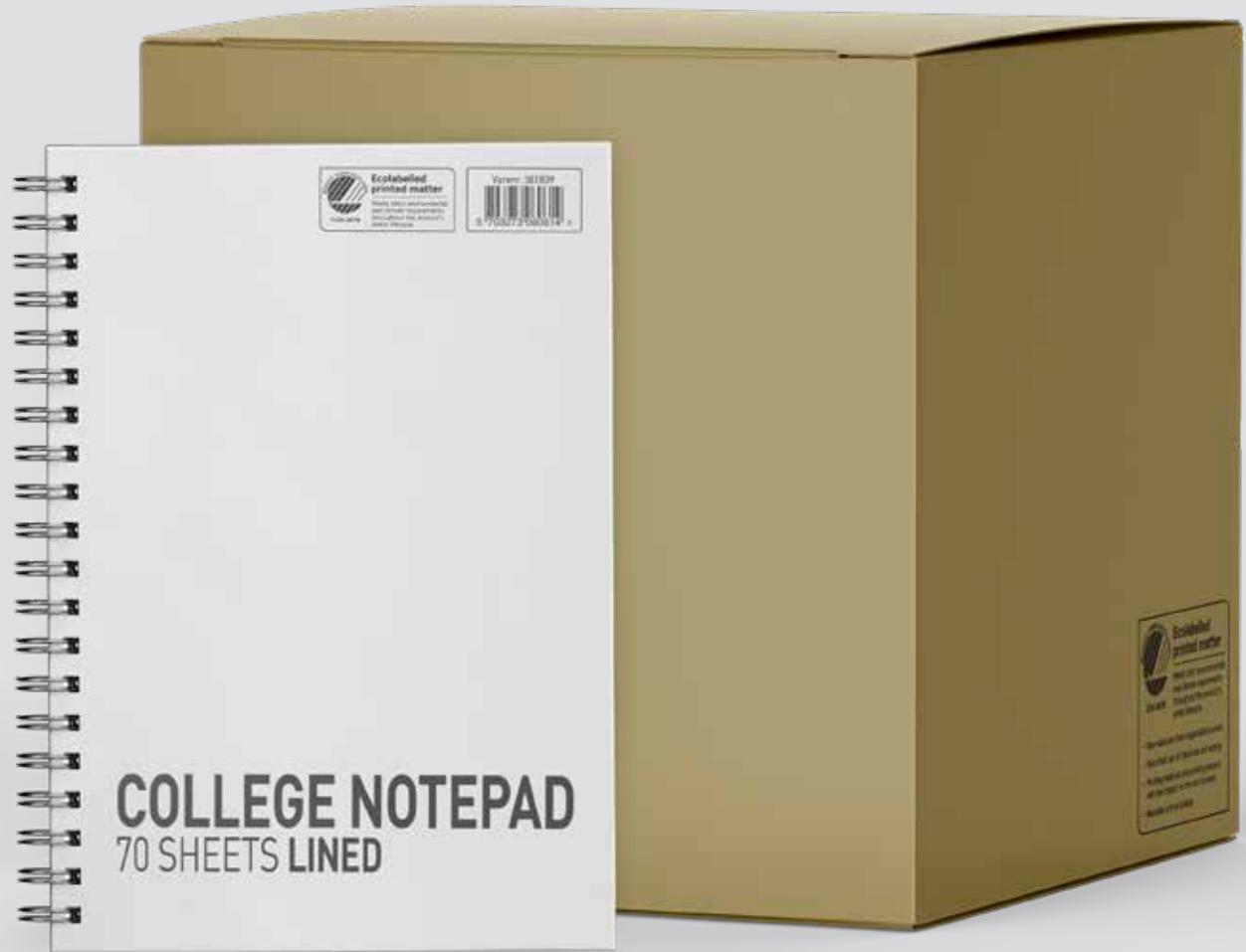


**For very small printed matter only  
– approval needed.**

The mini version is for very small printed  
matter or if very limited available  
unprinted space. Use of the mini version  
must be specifically approved by your  
national ecolabelling organisation.

## Placement options

- The size and placement of the Nordic Swan Ecolabel must be used in a size that is proportional with the printed matter and at the same time balanced with your own logo, identity and communication.
- Place the mark together with, if feasible, other labels/symbols/pictograms that relate to the quality and recyclability of the printed matter.
- The mark must be placed with respectful 'safe-space' distance to other labels/symbols and/or items on the printed matter.



*If the item has only one printed surface, the mark should be placed away from the main communication on the item.*

*If the item has more than one printed surface, place the mark on a 'non-front' side.*

Use of the Nordic Swan Ecolabel for printed matter

Colour versions

Green, black and white are the brand colours of the Nordic Swan Ecolabel and the mark for printed matter is available in two colour versions, green/white and black/white. Green is the recommended version.

If you have problems complying with the rules for use of colours, please contact your local ecolabelling organisation.



**Please note!**

Any deviation from the standard colours must be approved by your local ecolabelling organisation.

 Pantone: 347  
 CMYK: 100 / 000 / 090 / 000  
 RGB: 000 / 154 / 068  
 HTML: #009a44

 Pantone: Black  
 CMYK: 000 / 000 / 000 / 100  
 RGB: 000 / 000 / 000  
 HTML: #000000

Green



**Ecolabelled printed matter**  
 1234 5678

Meets strict environmental and climate requirements throughout the product's entire lifecycle:

- Raw materials from responsible sources
- Restricted use of chemicals and energy
- Printing materials and printing process with low impact on the environment
- Reusable and recyclable



**Ecolabelled printed matter**  
 1234 5678

Meets strict environmental and climate requirements throughout the product's entire lifecycle



**Ecolabelled printed matter**  
 1234 5678

Meets strict environmental and climate requirements throughout the product's entire lifecycle



**Ecolabelled printed matter**  
 1234 5678



**Ecolabelled printed matter**  
 1234 5678

 Nordic Swan Ecolabel printed matter, 1234 5678

 Nordic Swan Ecolabel printed matter 1234 5678

Black



**Ecolabelled printed matter**  
 1234 5678

Meets strict environmental and climate requirements throughout the product's entire lifecycle:

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**Ecolabelled printed matter**  
 1234 5678



**Ecolabelled printed matter**  
 1234 5678

 Nordic Swan Ecolabel printed matter, 1234 5678

 Nordic Swan Ecolabel printed matter 1234 5678

Black



**Ecolabelled printed matter**  
 1234 5678

Meets strict environmental and climate requirements throughout the product's entire lifecycle:

- Raw materials from responsible sources
- Restricted use of chemicals and energy
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**Ecolabelled printed matter**  
 1234 5678

Meets strict environmental and climate requirements throughout the product's entire lifecycle



**Ecolabelled printed matter**  
 1234 5678

Meets strict environmental and climate requirements throughout the product's entire lifecycle



**Ecolabelled printed matter**  
 1234 5678



**Ecolabelled printed matter**  
 1234 5678

 Nordic Swan Ecolabel printed matter, 1234 5678

 Nordic Swan Ecolabel printed matter 1234 5678

## Language versions

All versions of the mark are available in  
six different languages:

### International version:

The English versions can be used across all Nordic  
markets or in countries outside the Nordics.

National versions:

- Swedish
- Norwegian
- Icelandic
- Danish
- Finnish

## English



**Ecolabelled  
printed matter**

Meets strict environmental  
and climate requirements  
throughout the product's  
entire lifecycle:

1234 5678

- Raw materials from responsible sources
- Restricted use of chemicals and energy
- Printing materials and printing process with low impact on the environment
- Reusable and recyclable

## Swedish



**Miljömärkt  
trycksak**

Lever upp till tuffa miljö-  
och klimatkrav under  
produktens hela livscykel:

1234 5678

- Råvaror från ansvarsfulla källor
- Begränsad användning av kemikalier och energi
- Tryckmaterial och tryckprocess med låg miljöpåverkan
- Kan återanvändas och återvinnas

## Danish



**Miljømærket  
tryksag**

Lever op til skrappe  
miljø- og klimakrav i hele  
produktets livscyklus:

1234 5678

- Råvarer fra ansvarlige kilder
- Begrænset brug af kemikalier og energi
- Trykmaterialer og trykproces med lav miljøpåtryk
- Kan genbruges og genanvendes

## Norwegian



**Miljømerket  
trykksak**

Tilfredsstiller strenge miljø-  
og klimakrav gjennom hele  
produktets livssyklus:

1234 5678

- Råvarer fra ansvarlige kilder
- Begrensninger for bruk av kjemikalier og energi
- Trykkmaterialer og trykkeprosess med lav miljøbelastning
- Kan gjenbrukes og gjenvinnes

## Finnish



**Joutsenmerkitty  
painotuote**

Täyttää tiukat ympäristö- ja  
ilmastovaatimukset tuotteen  
koko elinkaaren ajalta:

1234 5678

- Vastuullisesti tuotetut raaka-aineet
- Kemikaalien ja energian rajoitettu käyttö
- Painomateriaalit ja painoprosessit, joilla on vähäinen ympäristövaikutus
- Uudelleen käytettävä ja kierrätettävä

## Icelandic



**Umhverfisvottaður  
prentgripur**

Uppfyllir strangar umhverfis-  
og loftslagskröfur á öllum  
lífsferli vörunnar:

1234 5678

- Hráefni af ábyrgum uppruna
- Lágmarksnotkun efna og orku
- Prentaðferðir og efni með lítil umhverfisáhrif
- Endurnotanlegt og endurvinnanlegt

## Artwork checklist

Use this checklist to ensure that your design and final artwork is in compliance with this guideline.

### If in doubt

If you are in doubt whether your printed matter meets this guideline, you can send a pdf of the artwork to the marketing department in your local ecolabelling organisation.

Contact information can be found on page 3.

# 1

## Place the mark on a 'non-front' side of the printed matter

The Nordic Swan Ecolabel mark for printed matter must always be placed on a 'non-front' side of the item. If one printed surface only, place the mark away from the main communication on the item. The mark must be legible to the consumer and must be used in a version proportional to the size of the item.



# 3

## Include licence number

Remember to enter your eight-digit licence number in the mark instead of 1234 5678, using the specified type font and pt. size.



# 2

## Make sure to use correct colours (see page 8)

The green colour version of the Nordic Swan Ecolabel is the recommended version.



# 4

## Never alter the Nordic Swan Ecolabel

Never alter the Nordic Swan Ecolabel or attempt to make your own mark.





## Appendix: Fictional examples for inspiration

This section provides a few examples of how to use the Nordic Swan Ecolabel on printed matter.

## Envelopes

Here you can see examples of the "standard version" of the logotype (white and brown envelope), as well as the "mini version" (white envelope).



## Magazines

Here you can see examples of the logotype in the "standard version" in a book and an example of the "full version" (standard and bullet points) in a magazine.



## Cardboard boxes

Here you can see examples of the logo on cardboard boxes, one with the "full version" of the logotype and one with the "standard version".





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For local contact information see page 3

These guidelines are updated on a regular basis and replace earlier versions. The current version of the guidelines can be found at [www.nordic-ecolabel.org/regulations](http://www.nordic-ecolabel.org/regulations).  
Marketing materials that have been approved under previous versions can be used and distributed as long as stock is available.

Show consideration for the environment if you print this guide.

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