

Logo Guideline for the Nordic Ecolabel

Nordic Ecolabelling
9 March 2016

In November 1989, the Nordic Council of Ministers adopted a measure to implement an official voluntary ecolabelling scheme, the Nordic Ecolabel, also known as the Nordic Swan Ecolabel. The organizations/ companies listed below administer the Nordic Ecolabelling Scheme on assignment of their national governments.

For further information, please visit the following websites:

Nordic Ecolabelling
www.nordic-ecolabel.org

Denmark
Ecolabelling Denmark
Dansk Standards Foundation
Göteborg Plads 1
DK-2150 NORDHAVN
Tel: +45 72 300 450
www.ecolabel.dk
info@ecolabel.dk

Finland
Ecolabelling Finland
Box 489
FI-00101 HELSINKI
Tel: +358 9 6122 5000
www.joutsen.fi
joutsen@ecolabel.fi

Iceland
Ecolabelling Iceland
Umhverfisstofnun
Suðurlandsbraut 24
IS-108 REYKJAVIK
Tel: +354 591 20 00
www.svanurinn.is
ust@ust.is

Norway
Ecolabelling Norway
Henrik Ibsens gate 20
NO-0255 OSLO
Tel: +47 24 14 46 00
www.ecolabel.no
info@ecolabel.no

Sweden
Ecolabelling Sweden
Box 38114
SE-110 64 STOCKHOLM
Tel: +46 8 55 55 24 00
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info@ecolabel.se

This document is a translation of an original in Swedish. In case of dispute, the original document should be taken as authoritative.

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1 Licence number

Each Nordic Ecolabelling licence is assigned an eight digit licence number. The number shall be shown together with the Nordic Ecolabel when used on a product. The licence number need not be given in advertising and marketing material, if the relevant product can be identified by other means.

2 Product group name and information texts

Special rules regulating use of the Nordic Ecolabel may be stipulated in the relevant criteria, such as a requirement that the product group name or other text must always accompany the Nordic Ecolabel. The licensee may always specify the product group below the Nordic Ecolabel in order to clarify the meaning of the Nordic Ecolabel.

3 Position

The Nordic Ecolabel must be positioned so that there is no doubt as to what the label refers. The Nordic Ecolabel should be large enough, and placed visibly enough, to ensure that the customer is able to see that the product is ecolabelled when purchasing.

The Nordic Ecolabel has the following design:



Product group name or text
according to the criteria

The text “NORDIC ECOLABEL”, or equivalent text in other languages, follows the curved outline of the top of the Swan label. If the licensee wishes to use several approved language versions, the text should be placed around the label.

The text “NORDIC ECOLABEL” is printed in upper case using the Helvetica typeface, regular, semibold. Spacing and font size should be adapted to the size of the label.

The licence number is placed below the Nordic Ecolabel using the Helvetica type-face but with smaller digits.

The name of the product group or the voluntary information text, provided for in the relevant criteria, must be adapted in terms of size to the label and placed below the label. Typefaces that should be used: Helvetica or Arial, regular, semibold.

The Nordic Ecolabel must be sufficiently large that the words “NORDIC ECOLABEL”, the licence number and, where applicable, the product group name are easily legible (minimum 6 pt). A smaller ecolabel may also be permitted if the term “NORDIC ECOLABEL”, “name of product group” and the licence number are written in a legible size next to the label, see example below:



Ecolabelled printing company, 1234 5678

The wording “NORDIC ECOABEL” in various languages

Denmark:	NORDISK MILJØMÆRKNING
Finland:	YMPÄRISTÖMERKKI - MILJÖMÄRK
Iceland:	UMHVERFISMERKI
Norway:	MILJØMERKET
Sweden:	MILJÖMÄRK
English:	NORDIC ECOLABEL
French:	ECOLABEL NORDIQUE
Dutch:	HET SCANDINAVISCH MILIEUKEUR
Italian:	ETICHETTA ECOLOGICA NORDICA
Spanish:	MARCADO AMBIENTAL NORDICO
German:	NORDISCHES UMWELTZEICHEN
Polish:	NORDYCKI ZNAK EKOLOGICZNY
Russian:	ZNAK EKOLOGITSHESKOI SERTIFIKATSII SEVERNYX STRAN
Estonian:	POHJAMAADE ÖKOMÄRGIS
Lithuanian:	SIAURES SALIU EKO-ZENKLAS
Latvian:	ZIEMELU EKOZIME

4 Colour

The Nordic Ecolabel is green and white. The green colour is:

- PMS 347C
- CMYK 100 00 90 00
- RGB 0 154 68
- HTML #009a44

When the green colour is not used, the label may be printed in black and white (maximum 50% raster).

The Nordic Ecolabel may be printed in black or green on a light, uncoloured or unbleached background with the Nordic Ecolabelling logotype taking the same colour as the background.

The wording of the label must be black or green, or, against a dark background, white.

Deviations from the stipulated colours may only be made in special cases with the prior permission of a Nordic Ecolabelling organization. Print originals for various media are available free of charge from the national ecolabelling organizations and may be downloaded as well from their websites.

5 Inspected materials in ecolabelled products

A product which has been inspected by Nordic Ecolabelling to be included as a raw material in Nordic Ecolabelled products, but is not in itself ecolabelled, is not entitled to carry the Nordic Ecolabel.

The product is consequently not allowed to be marketed as Nordic Ecolabelled, nor may the logo of the Nordic Ecolabel or the words "Nordic Ecolabel" be used in connection with the product. However, the producer/supplier is entitled to inform its customers that the product has been inspected by Nordic Ecolabelling in e.g. product catalogues and lists.

6 Changes to Logo Guideline for the Nordic Ecolabel

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