

ECO Platform Logo & ECO Platform EPD Logo



The logos of ECO Platform AISBL can be requested from the ECO Platform Head Office in all common formats.

Rules for the use of the ECO Platform logo

The ECO Platform logo is owned by ECO Platform AISBL.

The ECO Platform logo may be used

- by all members of ECO Platform AISBL to communicate their membership
- to communicate about ECO Platform AISBL, when confirmed by ECO Platform Head Office

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 (ECO EPD) logo represents the compliance of the EPD with the ECO Platform Standards. It is to be used by ECO EPD Programme Operators on each published EPD in accordance with the ECO Platform Standards. The right to use the ECO EPD logo is exclusive to ECO EPD Programme Operators. The ECO Platform EPD logo must be presented in combination with the ECO EPD Programme Operator logo.

The ECO EPD logo shall be used always in combination with the logo or mark of the ECO Platform member **on the ECO EPD document and the digital ECO EPD dataset.**

According to the following rules:

- both logos (ECO EPD logo and Programme Operator logo) shall appear together
- both logos (ECO EPD logo and Programme Operator logo) shall have a similar size
- with the name of the ECO Platform member (if not included in the logo)
- with the validity period of the ECO EPD

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- with a clear link to the specific product covered to enable traceability between the product and the ECO EPD
 - without any changes
 - fulfilling the rules of use of the ECO Platform Programme 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 EPD logo may **not be used**:

- when linked to products for which the ECO EPD doesn't apply

In exceptional cases, the ECO EPD logo may be used in connection with the specific product for which the EPD has been issued (e.g. on product packaging or marketing materials). In such cases, it must be made unambiguously clear to which product the EPD and the ECO EPD logo refer. Any generalised or product-independent use of the ECO EPD logo is strictly prohibited.

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 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 EPD logo is misused alone or in combination with a logo of a Programme Operator not belonging to ECO Platform, ECO Platform will take actions against the third party causing the difficulties.

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.