



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.

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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 **only on the ECO Platform EPD document.**

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 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 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
- ★ on products
- ★ on packaging of the products
- ★ when linked to products for which the ECO EPD doesn't apply

The current list of ECO Platform members 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.

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.