

Requirements and guidelines

for use of the Greenhealth Approved trademarks



Greenhealth
APPROVED™

greenhealthapproved.org

INTRODUCTION

This document contains comprehensive rules and guidelines that govern the use of the Greenhealth Approved trademarks (marks and language). It describes all current permissions and limitations related to the use of the Greenhealth Approved seal, Greenhealth Approved wordmark, and language.

The purpose of this guide is to protect the value and integrity of the Greenhealth Approved seal and Practice Greenhealth, and to assist businesses and individuals in developing packaging, labels, or marketing materials that promote the sustainability aspects of their product.

We believe inclusion of the Greenhealth Approved seal is an important component of differentiating the sustainability features of a product. We are happy to provide this service to help promote sustainably produced products.

The Greenhealth Approved seal was developed to signal health care providers, making product decisions around sustainability goals easier while reducing the impact on existing supply chain priorities and strategies, as well as product cost.

The seal represents a successfully completed review of sustainability features.

To learn more about the Greenhealth Approved seal, visit greenhealthapproved.org.

To learn more about Practice Greenhealth, visit practicegreenhealth.org.



SECTION 1: OVERVIEW

The Greenhealth Approved seal represents products that have been reviewed against a set of sustainability attributes aligned with a certain product category. The seal was developed to help health care providers make better product decisions that further sustainability goals while reducing the impact on existing supply chain priorities and strategies. The seal also eases the resource burden on health care providers and purchasers.

Products carrying the Greenhealth Approved seal have been reviewed against a set of sustainability criteria appropriate for the category. The seal allows providers to purchase these products using their existing supply chain procurement strategies.

This document provides guidelines for use of the Greenhealth Approved seal artwork and language by authorized licensees in connection with Greenhealth Approved products. The Greenhealth Approved seal may not be used on products that are not Greenhealth Approved.

Please read through the guide to review seal options, understand the requirements for packaging, and select optional impact statements about Greenhealth Approved.

Any company using the Greenhealth Approved seal or language on a product(s) must have fully executed vetting and licensing agreements in place with Greenhealth Exchange, confirmation that products have been vetted and met the established standard, and must use the Greenhealth Approved seal or language in compliance with the requirements set forth in this document.

All use of the Greenhealth Approved trademarks (marks and language) require preapproval by Greenhealth Exchange. This section explains the scope and objective of this document, and the legal restrictions related to use of the Greenhealth Approved trademarks.

1.1 SCOPE

This document applies to any business or organization wishing to use the Greenhealth Approved seal. In most cases, the use of this trademark is bound by a signed written agreement with Greenhealth Exchange, as only authorized licensees may use the trademarks on products and marketing materials. This document also applies to any potential non-authorized users of Greenhealth Approved trademarks, such as journalists, academics, and media professionals.

1.2 OBJECTIVE

This document is designed to protect the value and integrity of Greenhealth Approved trademarks by ensuring accuracy, clarity, credibility, and consistency in how the marks are used. Questions about and challenges to these rules and guidelines will generally be decided in favor of transparency, as determined by Greenhealth Exchange.

1.3 TRADEMARK AND INTELLECTUAL PROPERTY PROTECTION

The Greenhealth Approved name, logo, and wordmark are registered trademarks of Practice Greenhealth and administered by Greenhealth Exchange. Unauthorized use of these marks is strictly prohibited.

Greenhealth Exchange and Practice Greenhealth reserve the right to take legal action against any party that reproduces or copies the Greenhealth Approved marks without prior authorization.

SECTION 2: GREENHEALTH APPROVED SEAL OPTIONS

There are several Greenhealth Approved seal options available for use in association with a product. Currently, the seal is only available in English.

Once your product has been approved, Greenhealth Exchange will provide you with access to the seal for your product.



SECTION 3: SEAL AND LANGUAGE GUIDANCE

3.1 WRITTEN USAGE: GREENHEALTH APPROVED™

The first instance of the term Greenhealth Approved™ is accompanied by the trademark indicator “™”. (Secondary references do not require the trademark.) It should never be referred to as “GHA” or abbreviated in any way.

Greenhealth Approved™

3.2 CORRECT VERSIONS OF THE SEAL

Using the Greenhealth Approved seal correctly is critical to building visibility and recognition for the brand. Unless printing is restricted to one color, always use the full-color version. The logotype and symbol in the seal must appear in its entirety and cannot be altered in any way. Alternative versions of the seal must be approved by Greenhealth Exchange.



3.3 SEAL SIZE

The Greenhealth Approved seal should not be smaller than 1.025 inches in width. The words “Greenhealth Approved” must be legible. When resizing the seal, all elements must stay proportional and should not be individually increased or decreased.



3.4 CLEAR SPACE

Always maintain a consistent clear area on all sides surrounding the logo. The minimum clear space should be a square, equal to the height of the “G” in the logo.







3.5 COLOR PROFILE

The solid green part of the seal is accurately produced as one color.
 The background area within the border and behind the solid green icon is opaque white and must be reproduced as such and not altered.



3.6 COLOR BREAKDOWN

To help accurately reproduce the seal, we have provided the color profiles below.

	PANTONE (PMS)	CMYK	RGB	HEX
	PANTONE 555 C	80, 17, 76, 51	40, 114, 79	#28724F
	PANTONE 410 C	55, 52, 51, 2	110, 102, 101	#6E6665

3.7 MISUSE OF THE SEAL

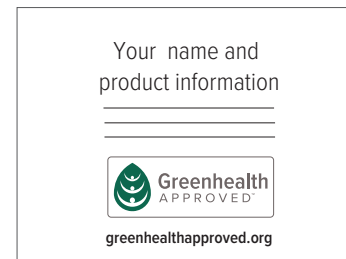
Do not alter the seal.
 Please refer to (section 3.2) for approved alternative versions of the seal and usage.



SECTION 4: REQUIREMENTS ON PRODUCTS

4.1 PERMANENT MARK

The seal may be printed onto a label or printed directly onto a product.

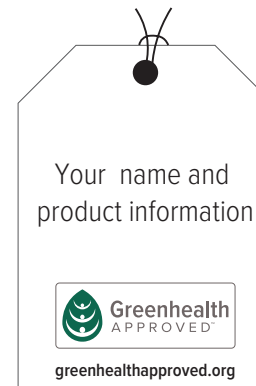


4.2 REMOVABLE (HANG, SWING) TAGS

You may develop your own removable tag that contains the following:

- Greenhealth Approved seal
- Greenhealth Approved website URL (greenhealthapproved.org)

If you develop your own removable tag, you must submit the artwork to Greenhealth Exchange for approval prior to printing.





SECTION 5: REQUIREMENT FOR ALTERNATE PACKAGING (E.G. BOXES, BANDS)

If your product packaging does not include a removable tag, you may include the following on your alternate packaging:

- Greenhealth Approved seal
- Greenhealth Approved website URL (greenhealthapproved.org)

All alternate packaging must be submitted to Greenhealth Exchange for approval prior to printing.



SECTION 6: LABELING EXEMPTIONS

Labeling exemptions of any kind will be given only in very extreme cases that do not harm the integrity of the Greenhealth Approved seal. They require the written approval of Practice Greenhealth. All artwork must be approved by Greenhealth Exchange prior to production.

SECTION 7: SEAL USE AND LANGUAGE FOR PROMOTIONAL MATERIALS AND WEB USE

All promotional materials (digital or printed) that use a Greenhealth Approved seal or make claims about Greenhealth Approved products must be approved by Greenhealth Exchange prior to use.

SECTION 8: GREENHEALTH APPROVED MESSAGING GUIDELINES

When referring generally to a Greenhealth Approved product, the words “Greenhealth Approved seal” or “Greenhealth Approved” may be used. For example:

- “We’re proud to offer the following Greenhealth Approved™ product(s).”
- “Our new line is now Greenhealth Approved™.”
- “Here’s why we support Greenhealth Approved™.”

When a general reference to the Greenhealth Approved seal or Greenhealth Approved is made in a marketing piece, it should always be accompanied by a visual of the Greenhealth Approved seal for customer transparency.

When referring to a specific product, “Greenhealth Approved” must be included in the description, and the seal must be included.