



## Guidelines for Using GreenPro Logo







The broad guidelines for use of GreenPro logo are as follows:

- The registered trademark symbol <sup>TM</sup> must always be visible on top right corner of GreenPro logo and should be readable
- Do not redesign, redraw, animate, modify, distort or alter the proportions
- Do not add words, images, or any other new elements
- Do not replace the approved typeface with any other typeface
- Do not change the colours
- Do not tilt or rotate
- Design, size and colour palette of GreenPro / Logos
  - The GreenPro logo cannot be printed, published or used in a smaller dimension than mentioned. Larger logos can be created by proportionately increasing the size of the logo i.e. the height-width ratio must always be a constant.


The GreenPro logo communicates a strong association with the green features of the product. It signifies an enhancement in corporate and personal image. It also leads to a positive differentiation of a product. Finally, it leads to an enhanced awareness about the environmental initiatives amongst all stakeholders.

### Detailed Guidelines for Using GreenPro Logo:

<u>S.No</u>	<u>GreenPro Logo</u>	<u>Usage</u>
1		The company will be entitled to use the Green Product Certification logo in all their promotional activities including advertising, packaging, media, brochures, pamphlets, diaries and website. The logo shall be used only after award of GreenPro.

2	<b>Colours</b>			<p>If the logo is printed in multicolour, the same colours as provided by CII shall be used.</p> <p>Only for printing on packaging, the monocolour of company choice may be used.</p>
	 <b>A8CE43</b>	 <b>0C4731</b>	 <b>C01818</b>	
	 <b>4A0301</b>	 <b>2F9330</b>	 <b>FEFEFE</b>	

**Size**



0.5"  
(12.5mm)

The width of the logo must always be at least 70 pixels for on-screen or 0.5" (12.5mm) for print.

**Report violation:**

Any violation of the above guidelines regarding the GreenPro logos shall be treated as an offence and appropriate action shall be initiated.

**Note:** CII – Green Products and Services Council reserves the right in its sole discretion to terminate or modify permission to display the logos which do not comply with the above guidelines. The council reserves the right to object to unfair uses or misuses of its logos or other violations.

Any violations can be reported to

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