

Global GreenTag^{Cert™} Certification

Rules for the Use of the Marks & Services Names

What is the purpose of this document?

To establish the agreement between Applicant, Licence holder and Global GreenTag International Pty Ltd relating to the use of the company name, the Global GreenTag^{Cert™} certification program Marks, Certificates, Declarations and other related GreenTag Program Designs:

1.0 Scope

This document establishes the rules and guidelines:

- that specify who the owner and governor of the logo is
- who has the right to use the GreenTag Certification Mark/s and Designs
- what kind of claims are included in the GreenTag Certification Mark/s and Designs
- in what kind of on- and off-product communication the logo can be used
- what the specifications are as regards the reproduction of the GreenTag Certification Mark/s and Designs in printed and published form

2.0 Referenced Documents

GreenTag Standard, Terms and Conditions, Declaration/Renewal Declaration, Licence Document and Style Guide/s.

3.0 Use of the Mark and Designs;

The GreenTag Marks are copyrighted material and registered Certification Mark/s owned by Dual Harmony Pty Ltd and Licensed to Global GreenTag International Pty Ltd. Unauthorised use of this copyrighted material is prohibited and may lead to legal action. The use of the Marks and Designs is regulated and governed by the Program Director. A fee for logo usage shall be levied in accordance with the GreenTag standard operations procedures and a proposal will be issue on request.

4.0 Use of the Mark and Designs;

The Applicant agrees to:

- a) Apply the Mark or Designs only to packing, advertising, websites and other digital communication, or other marketing collateral directly related to the specific, Certified Product/s;
- b) Use the Service Name, Mark or Designs provided:
 - i. only in the exact form of the image files provided and expressed below and in accordance with the final Licence and Certification;
 - ii. only in accordance with this document and the GreenTag Style Guide/s, sizes, context and Pantone Colours therein;
 - iii. not in conjunction or close proximity to any image or message that is counterproductive to the aims and intents of the Program;
 - iv. The Global GreenTag^{Cert™} (Certification Mark) claim shall be included;
 - v. A Mark License registration number shall be included;
 - vi. The GreenTag GreenRate Tier of Approval where relevant shall be included;
 - vii. The GreenTag LCARate level of Assessment shall be included;
 - viii. The EcoPOINT rating number shall be included (with LCARate Assessments);
 - ix. The GreenTag HealthRATE level of Assessment shall be included;
 - x. The GreenTag CarbonRATE level of Assessment shall be included;
 - xi. When reproducing the GreenTag Label all information in the artwork provided shall be included;
 - xii. Do not place the Mark/s on busy or low contrast backgrounds;
 - xiii. Do not use low quality reproductions of the Mark/s;
 - xiv. Do not modify or distort the Mark/s or Designs in any way;
 - xv. Do not place the Mark too close to other logos or designs such that the proximity of the other logo/s is less than 0.25 of the width of the GreenTag Mark lettering across its entire width -all around;

5.0 Prior Approval of all copy including any reference to GreenTag or its Mark/s;

All written clauses in marketing collateral relating to GreenTag, shall be approved by the GreenTag Program Director in writing in advance of publishing.

6.0 Conditions for Use of the Mark/s, Rights Approval;

Any applicant including but not limited to a company, organisation or individual has to obtain an official License from the GreenTag Program before printing, publishing or otherwise using the GreenTag Marks or Designs regardless of whether the usage is off or on product.

The GreenTag Program must first confirm that the applicant has delivered all the required documents for scrutiny and that all the predetermined GreenTag Standard and Program requirements have been met including on the usage and reproduction of Marks and Design have been fulfilled and all outstanding payments made.

Global GreenTag International Pty Ltd retains (via its License) full rights to authorizing use of the Mark/s and Designs, and reserves the right to review and prohibit any usage of the Mark or Designs in any media should any of the above criteria not be met.

Global GreenTag Pty Ltd also reserves the right to withdraw the Licence for use of the Mark/s and Designs (and possible other actions contained in the Licence) should we find that:

- usage is contrary to accepted local, national, or international legislative requirements or codes;
- the company changes ownership, enters into voluntary or forced liquidation, or an individual files for, or is declared bankrupt;
- the Applicant is in breach of the published Terms and Conditions current at the time of the breach.

7.0 Conditions for Use of the Company, Certification Program and Services Names;

When referring to the company name use the full and proper name initially, i.e.:

- i. **Global GreenTag International Pty Ltd** (Pty Ltd can be omitted if in consumer copy), for Australia, NZ and China (or proper country specific company name where one exists i.e. Africa, Malaysia, USA/North America).
Subsequently when referring to the company itself this can be abbreviated to:
'Global GreenTag'.
NOTE: GreenTag is one word with a capital 'T' for '...Tag';
- ii. When referring to the certification scheme it is always referred to in its registered trademark form relevant to the country. In Australia, NZ, South Africa, USA and Canada this form is:
Global GreenTag^{Cert™}.
- iii. Where the locality of the publication is not in one of the Certification Mark registered countries e.g. EU or UK, a simple ® is to be used;
- iv. The form of the written versions of the various services shall be as follows:
 - a) **GreenRate™**: Tiers are Level A, Level B, Level C;
 - b) **LCARate™**: Tiers are Bronze, Silver, Gold and Platinum;
 - c) **HealthRATE™**: Tiers are BronzeHEALTH, SilverHEALTH, GoldHEALTH, PlatinumHEALTH;
 - d) **CarbonRATE™**
 - e) **McV™**
 - f) **Asthma and Allergy Sensitive™**
 - g) **MSD™**: Modern Slavery Declaration
 - h) **GreenTag PHD™**: Product Health Declaration.
- v. When using logos always comply with the relevant Logo Style Guide and preferably use the relevant logo in association with the word mark description.