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Brands Style Guide

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# Global GreenTag<sup>Cert</sup>™

## 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<sup>Cert</sup>™ 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:

- 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;
- Use the Service Name, Mark or Designs provided:
  - only in the exact form of the image files provided and expressed below and in accordance with the final Licence and Certification;
  - only in accordance with this document and the GreenTag Style Guide/s, sizes, context and Pantone Colours therein;
  - not in conjunction or close proximity to any image or message that is counterproductive to the aims and intents of the Program;
  - The Global GreenTag<sup>Cert</sup>™ (Certification Mark) claim shall be included;
  - A Mark License registration number shall be included;
  - The GreenTag GreenRate™ Tier of Approval where relevant shall be included;
  - The GreenTag LCARate™ level of Assessment shall be included;
  - The EcoPOINT rating number shall be included (with LCARate™ Assessments);
  - The GreenTag HealthRATE level of Assessment shall be included;
  - The GreenTag CarbonRATE level of Assessment shall be included;
  - When reproducing the GreenTag Label all information in the artwork provided shall be included;
  - Do not place the Mark/s on busy or low contrast backgrounds;
  - Do not use low quality reproductions of the Mark/s;
  - Do not modify or distort the Mark/s or Designs in any way;
  - 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<sup>Cert™</sup>.
- 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.

Displayed below is the Global GreenTag certified device broken into GreenRate™ Tier Levels. These devices start from the base level certification, followed by examples of GreenRate™ Tier Levels C, B and A.

The GreenRate™ device comes in two versions:

1. Global GreenTag Cert TM version for use in Australia, NZ, South Africa, USA and Canada.
2. Global GreenTag International ® version displays the registered trademark symbol ® instead on Cert TM for other all jurisdictions where Global GreenTag don't have Cert TM registration.

Global GreenTag - GreenRate™ Cert TM | Level C, B and A



Global GreenTag International - GreenRate™ ® | Level C, B and A



The colours specified can be used for full colour, black and reverse signatures.

Full Colour Variations →

Brand Logo Colours

	CMYK VALUES C 100%, M 0%, Y 90%, K 42% RGB VALUES R 0, G 112, B 61
	CMYK VALUES C 100%, M 0%, Y 85%, K 25% RGB VALUES R 0, G 134, B 81



One - Colour Black



One - Colour Reverse



Displayed below is the Global GreenTag Certified device broken into LCARate™ Tier Ratings. These devices start from the base level certification, followed by example of LCARate™ Metallic tier bronze, silver, gold and platinum.

The GreenRate™ device comes in two versions:

1. Global GreenTag Cert TM version for use in Australia, NZ, South Africa, USA and Canada.
2. Global GreenTag International ® version displays the registered trademark symbol ® instead on Cert TM for other all jurisdictions where Global GreenTag don't have Cert TM registration.

Global GreenTag - LCARate™ Cert TM | Metallic Ratings



Global GreenTag International - LCARate™ ® | Metallic Ratings



The colours specified can be used for full colour, black and reverse signatures.

Full Colour Variations →

**Brand Logo Colours**

	<p>CMYK VALUES C 100%, M 0%, Y 90%, K 42%</p> <p>RGB VALUES R 0, G 112, B 61</p>
	<p>CMYK VALUES C 100%, M 0%, Y 85%, K 25%</p> <p>RGB VALUES R 0, G 134, B 81</p>



			
<p><b>BRONZE</b></p> <p>CMYK C 43% M 56% Y 100% K 32%</p> <p>RGB R 117 G 88 B 35</p>	<p><b>SILVER</b></p> <p>CMYK C 45% M 36% Y 35% K 1%</p> <p>RGB R 148 G 149 B 152</p>	<p><b>GOLD</b></p> <p>CMYK C 22.78% M 25.45% Y 62.45% K 0.15%</p> <p>RGB R 201 G 179 B 119</p>	<p><b>PLATINUM</b></p> <p>CMYK C 0% M 0% Y 0% K 18%</p> <p>RGB R 213 G 215 B 216</p>

One - Colour Black



One - Colour Reverse



Displayed below is the Global GreenTag Certified device broken into LCARate™ & GreenRate™ Combinations. These devices start from the base level certification, followed by example of PLUS or STREAMLINED LCARate™ Metallic tier bronze, silver, gold, platinum and GreenRate™ tier level A - C.

The GreenRate™ device comes in two versions: (Refer to pages 5 and 7 for examples)

1. Global GreenTag Cert TM version for use in Australia, NZ, South Africa, USA and Canada.
2. Global GreenTag International ® version displays the registered trademark symbol ® instead on Cert TM for other all jurisdictions where Global GreenTag dont have Cert TM registration.

## Global GreenTag - LCARate™ PLUS GreenRate™ | Level A - C



## Global GreenTag - LCARate™ STREAMLINED GreenRate™ | Level A - C



The colours specified can be used for full colour, black and reverse signatures.

Full Colour Variations →

**Brand Logo Colours**

	<p>CMYK VALUES C 100%, M 0%, Y 90%, K 42%</p> <p>RGB VALUES R 0, G 112, B 61</p>
	<p>CMYK VALUES C 100%, M 0%, Y 85%, K 25%</p> <p>RGB VALUES R 0, G 134, B 81</p>

			
<p><b>BRONZE</b> CMYK C 43% M 56% Y 100% K 32%</p> <p>RGB R 117 G 88 B 35</p>	<p><b>SILVER</b> CMYK C 45% M 36% Y 35% K 1%</p> <p>RGB R 148 G 149 B 152</p>	<p><b>GOLD</b> CMYK C 22.78% M 25.45% Y 62.45% K 0.15%</p> <p>RGB R 201 G 179 B 119</p>	<p><b>PLATINUM</b> CMYK C 0% M 0% Y 0% K 18%</p> <p>RGB R 213 G 215 B 216</p>

One - Colour Black



One - Colour Reverse



Displayed below is the Global GreenTag Certified device BEP PVC.  
The BEP PVC device comes in two versions:

1. Global GreenTag Cert TM version for use in Australia, NZ, South Africa, USA and Canada.
2. Global GreenTag International ® version displays the registered trademark symbol ® instead on Cert TM for other all jurisdictions where Global GreenTag don't have Cert TM registration.

Global GreenTag - BEP PVC CERT TM



Global GreenTag International - BEP PVC ®



The colours specified can be used for full colour, black and reverse signatures.

Full Colour Variations →

Brand Logo Colours

 CMYK VALUES  
C 100%, M 0%, Y 90%, K 42%  
RGB VALUES  
R 0, G 112, B 61

 CMYK VALUES  
C 100%, M 0%, Y 85%, K 25%  
RGB VALUES  
R 0, G 134, B 81



One - Colour Black



One - Colour Reverse

Stacked

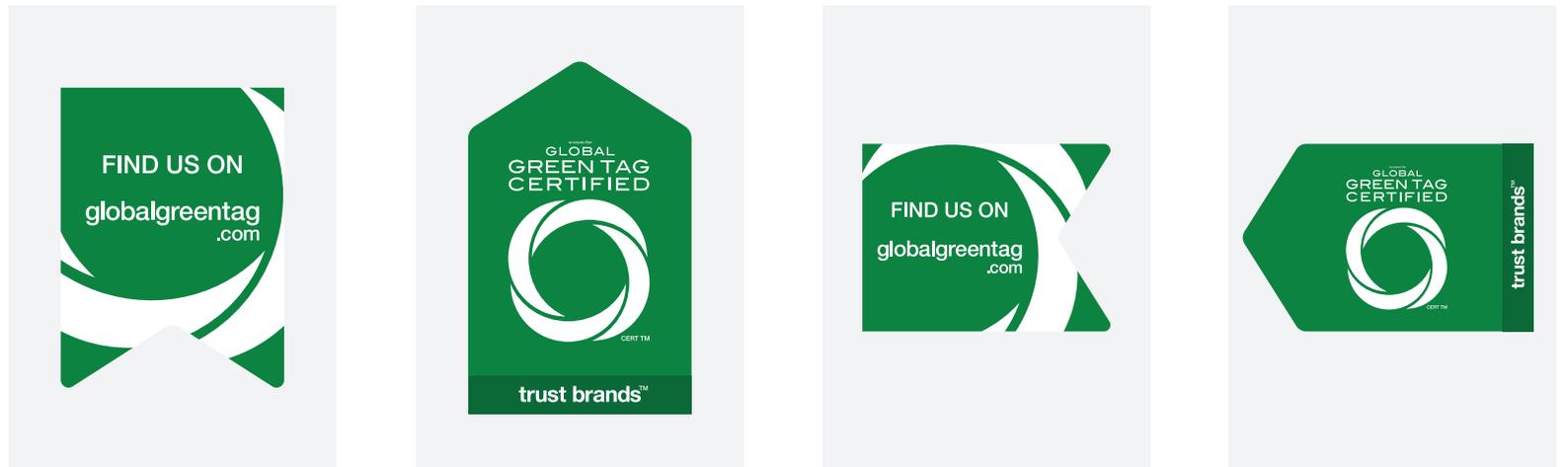


In-line



Splitting

Please note that while the devices are displayed and supplied as whole units they can be split and used as individual elements as shown below.



The font used throughout the Global GreenTag Certified device is Helvetica Neue 65 Medium and Helvetica Neue 75 Bold.  
The Helvetica Neue Font Family is to be used on all Global GreenTag Certified marketing material. For documents produced in-house, if the Helvetica Neue Font Family is not available, please use Helvetica.

## Helvetica Neue 65 Medium

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTU  
WXYZ 0123456789

## *Helvetica Neue 66 Medium Italic*

*abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTU  
WXYZ 0123456789*

## Helvetica Neue 75 Bold

**abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTU  
WXYZ 0123456789**

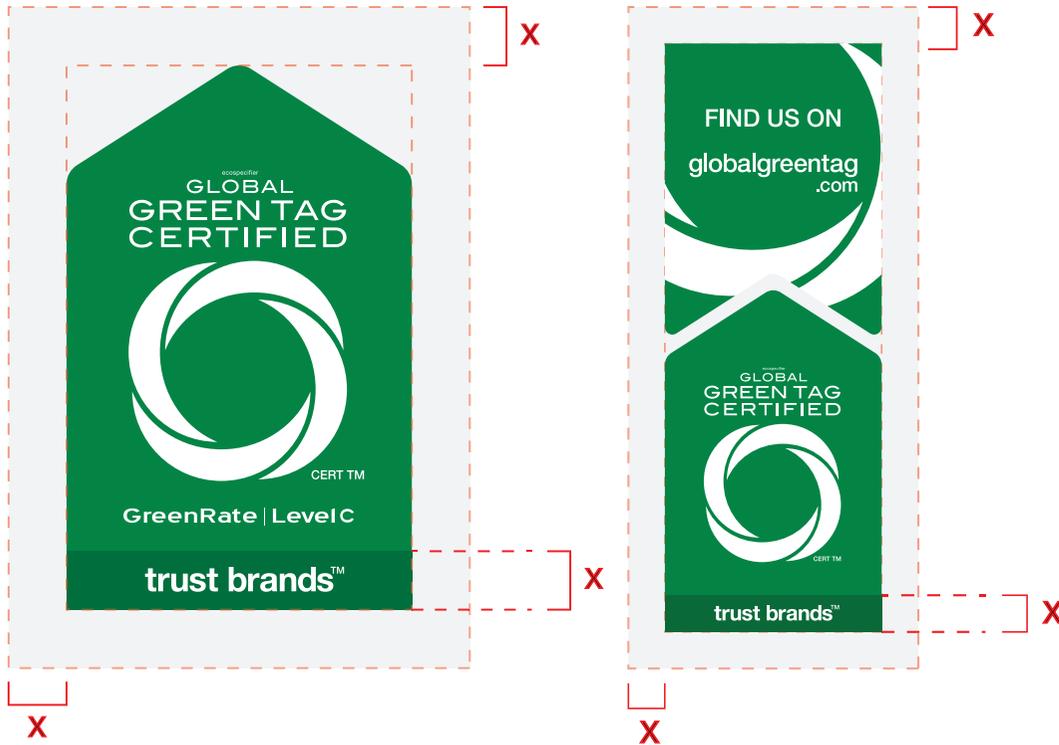
## *Helvetica Neue 76 Bold Italic*

***abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTU  
WXYZ 0123456789***



## Clear Space

It is critical to maintain an area of clear space when using the tag and devices. The clear space is equal to the height of **X** in trust brands™ bar. The surrounding clear space ensures the visual integrity of the tag devices while helping it command attention. No other design element or typography may fall within this area.



## Components

### Tag Device Elements

#### LOGOTYPE

The Global GreenTag logotype is the standard representation of the company brand and is followed by its unique RATE type.

#### MARK

The mark represents the Global GreenTag brand and symbolizes the advanced features and dependability of the Global GreenTag Company.

#### TIER

The tier represents the device level of certification.

#### INDICATOR

The indicator gives instant recognition of the tier colour based from the certification type.



EPD™ Client Logo

Logo Usage:  
EN 15804 COMPLIANT



Logo Usage:  
ISO 14025 COMPLIANT



Brand Colours

	<p>CMYK VALUES C 97%, M 22%, Y 100%, K 9%</p> <p>RGB VALUES R 0, G 131, B 69</p>
	<p>CMYK VALUES C 70%, M 0%, Y 100%, K 0%</p> <p>RGB VALUES R 80, G 184, B 72</p>



Logo Usage:

EPD EN 15804 is used globally for sustainable, building envelope and infrastructure projects and compliant with leading, green building rating tools like LEED®, BREEAM International® and Green Star®.

Logo Usage:

EPD ISO 14025 is used globally for products that are not building materials related, such as blinds, furniture, bedding etc.

Logo Usage: **COLOUR VERSION**



The COLOUR VERSION of the Logo is ONLY to be used on a white or light grey background.

Logo Usage: **BLACK VERSION**



Logo Usage: **WHITE VERSION**



The BLACK VERSION of the Logo is ONLY to be used if necessary due to a black/white application. (i.e., black/white ad)  
The BLACK VERSION of the Logo should never be used on a coloured background, ONLY on white.

The WHITE VERSION of the Logo can be used on most colour schemes as long as the Logo is visible. The Logo should ONLY be used on black if necessary due to a black/white application. (i.e., black/white ad)

Clearance Area: EPD™ Client Logo



Logo Usage: DON'TS



DO NOT stretch/squash/distort



DO NOT rearrange elements



DO NOT alter the typeface



DO NOT extrude or bevel

LOGO

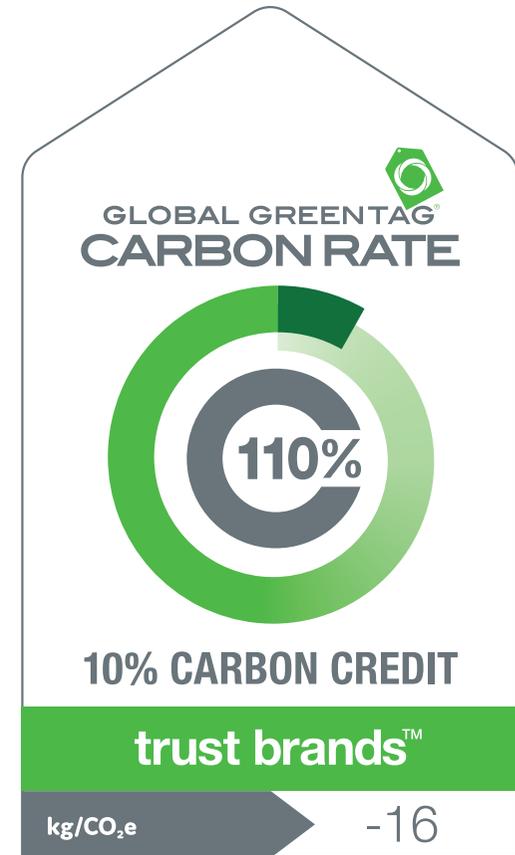
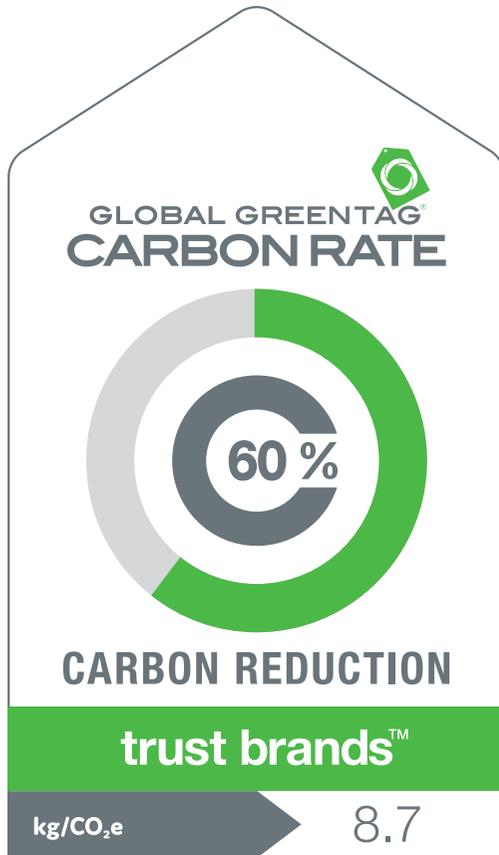
CLEARANCE AREA around the Logo should allow for breathing room all around the Logo, as indicated approx the high (square) 'GLOBAL GREENTAG' text area.

DON'TS

These examples of Logo treatments are not permitted.

### Global GreenTag certified device tag

Displayed below is the Global GreenTag certified device broken into CarbonRate™ categories. These devices vary depending on the category of certification, Carbon Reduced, Carbon Zero and Carbon Credit.



The colours specified can be used for full colour, grey scale, black and reverse signatures.

Full Colour Variations →

**Brand Logo Colours**

**Dark Grey**  
 CMYK VALUES  
 C 61.62%, M 46.85%, Y 42.69%, K 11.41%  
 RGB VALUES  
 R 105, G 116, B 123

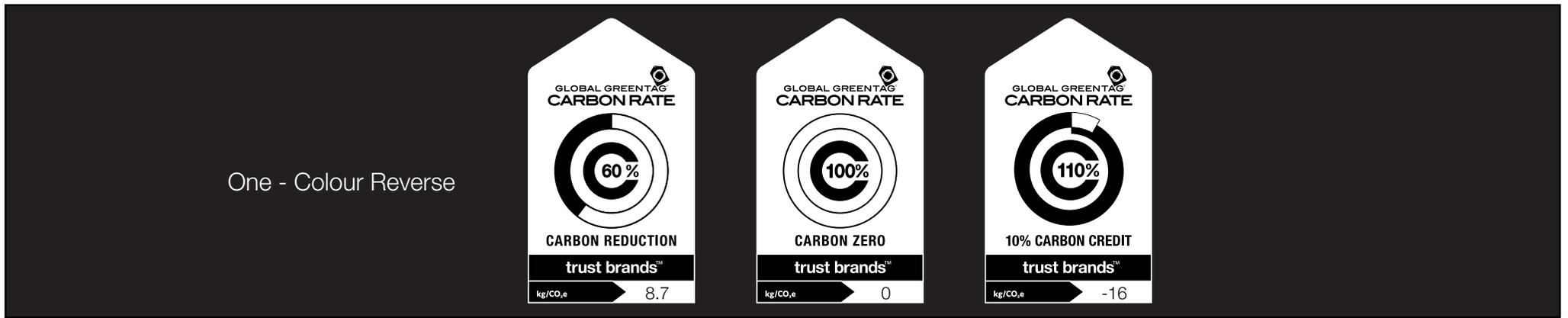
**Light Grey**  
 CMYK VALUES  
 C 15.13%, M 10.93%, Y 10.8%, K 0%  
 RGB VALUES  
 R 214, G 215, B 216

**Dark Green**  
 CMYK VALUES  
 C 89.42%, M 31.09%, Y 96.2%, K 21.2%  
 RGB VALUES  
 R 4, G 112, B 61

**Light Green**  
 CMYK VALUES  
 C 70.04%, M 0%, Y 99.87%, K 0%  
 RGB VALUES  
 R 80, G 184, B 72



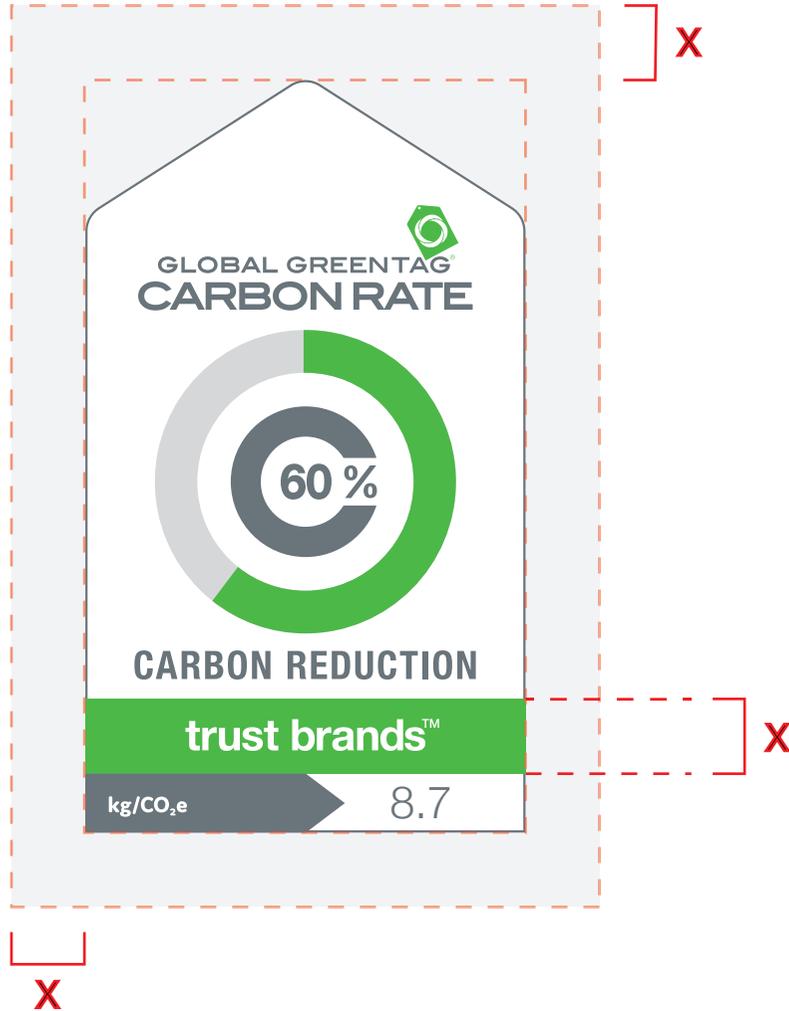
One - Colour Black



One - Colour Reverse

## Clear Space

It is critical to maintain an area of clear space when using the tag devices. The clear space is equal to the height of **X** in trust brands™ bar. The surrounding clear space ensures the visual integrity of the tag devices while helping it command attention. No other design element or typography may fall within this area.



## Components Tag Device Elements

### LOGOTYPE

The Global GreenTag logotype is the standard representation of the company brand and is followed by its unique RATE type.

### PERCENTAGE RING

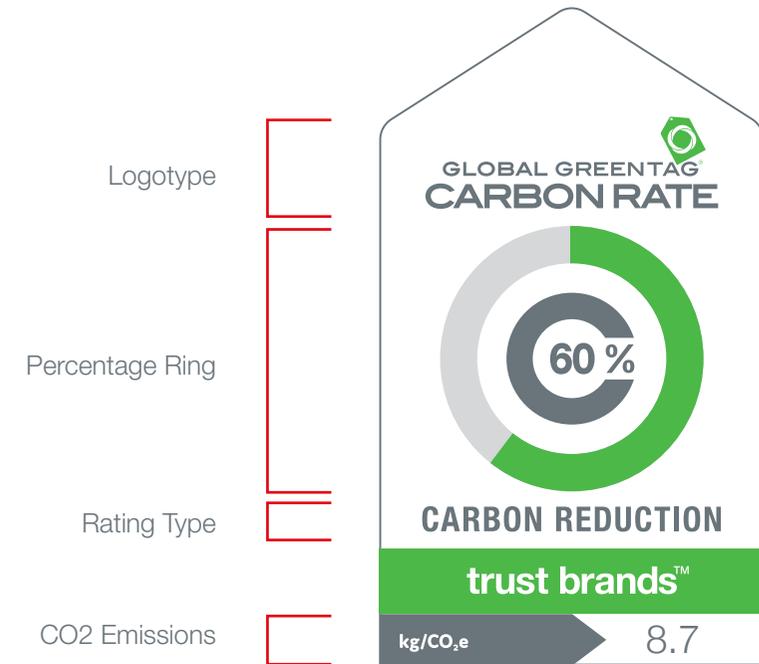
Indicates the percentage amount based from the category of certification.

### RATING TYPE

Represents the device certification category type.

### CO<sub>2</sub> EMISSIONS

Indicates the amount of Carbon Dioxide Equivalents as a + or - amount in kilograms





Do not place colour backgrounds that show through the device. The device should always appear as a solid white tag.



Do not skew or stretch the device.



Do not alter the colour of the device.



Do not tilt, flip or turn the device upside down.



Do not crop or trim the device.



Do not place any other logo within the device.



Do not alter or change the device.



Do not change the shape of the device.

PHD™ Client Logo



Mark Usage:  
Logo is used within AU and globally.

Brand Colours



CMYK VALUES  
C 97%, M 22%, Y 100%, K 9%  
RGB VALUES  
R 0, G 131, B 69



CMYK VALUES  
C 70%, M 0%, Y 100%, K 0%  
RGB VALUES  
R 80, G 184, B 72



Logo Usage: **COLOUR VERSION**



The COLOUR VERSION of the Logo is ONLY to be used on a white or light grey background.

Logo Usage: **BLACK VERSION**



Logo Usage: **WHITE VERSION**



The BLACK VERSION of the Logo is ONLY to be used if necessary due to a black/white application. (i.e., black/white ad)  
The BLACK VERSION of the Logo should never be used on a coloured background, ONLY on white.

The WHITE VERSION of the Logo can be used on most colour schemes as long as the Logo is visible. The Logo should ONLY be used on black if necessary due to a black/white application. (i.e., black/white ad)

Clearance Area: PHD™ Client Logo



Logo Usage: DON'TS



DO NOT stretch/squash/distort



DO NOT rearrange elements



DO NOT alter the typeface



DO NOT extrude or bevel

LOGO

CLEARANCE AREA around the Logo should allow for breathing room all around the Logo, as indicated approx the height (square) 'GLOBAL GREENTAG' text area.

DON'TS

These examples of Logo treatments are not permitted.

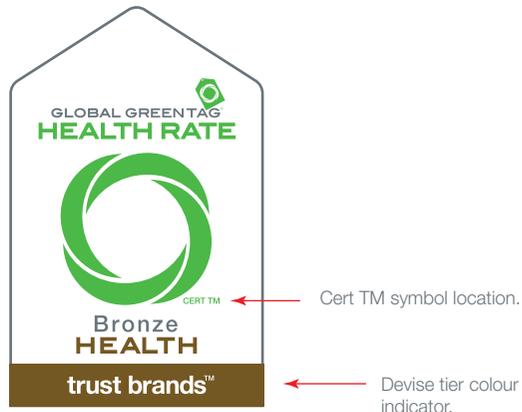
## Global GreenTag certified device tag

Displayed below is the Global GreenTag certified device broken into HealthRATE™ Levels. These devices start from the base level certification, followed by examples of HealthRATE™ Levels in BronzeHEALTH™, SilverHEALTH™, GoldHEALTH™ and PlatinumHEALTH™. The HealthRATE™ device comes in two versions:

- Global GreenTag Cert TM version for use in Australia, NZ, South Africa, USA and Canada.
- Global GreenTag International ® version displays the registered trademark symbol ® instead on Cert TM for other all jurisdictions where Global GreenTag don't have Cert TM registration.

**IMPORTANT:**

When referring to HealthRATE™ Certification in the form of writing always include the tier level and mark type (CERT TM), for example (product name) received a Global GreenTag PlatinumHEALTH™ HealthRATE™ outcome. Never refer to it as GreenTag Platinum, GreenTag Platinum Health Rating or other combinations that might be confused with other GreenTag Certification Results.



Global GreenTag HealthRATE™ Cert TM



Global GreenTag International HealthRATE™ ®



The colours specified can be used for full colour, grey scale, black and reverse signatures.

Full Colour Variations →

**Brand Logo Colours**

 **CMYK VALUES**  
C 61.62%, M 46.85%, Y 42.69%, K 11.41%  
**RGB VALUES**  
R 105, G 116, B 123

 **CMYK VALUES**  
C 70.04%, M 0%, Y 99.87%, K 0%  
**RGB VALUES**  
R 80, G 184, B 72



			
<b>BRONZE</b>	<b>SILVER</b>	<b>GOLD</b>	<b>PLATINUM</b>
<b>CMYK</b>	<b>CMYK</b>	<b>CMYK</b>	<b>CMYK</b>
C 43%	C 45%	C 22.78%	C 0%
M 56%	M 36%	M 25.45%	M 0%
Y 100%	Y 35%	Y 62.45%	Y 0%
K 32%	K 1%	K 0.15%	K 18%
<b>RGB</b>	<b>RGB</b>	<b>RGB</b>	<b>RGB</b>
R 117	R 148	R 201	R 213
G 88	G 149	G 179	G 215
B 35	B 152	B 119	B 216

One - Colour Black

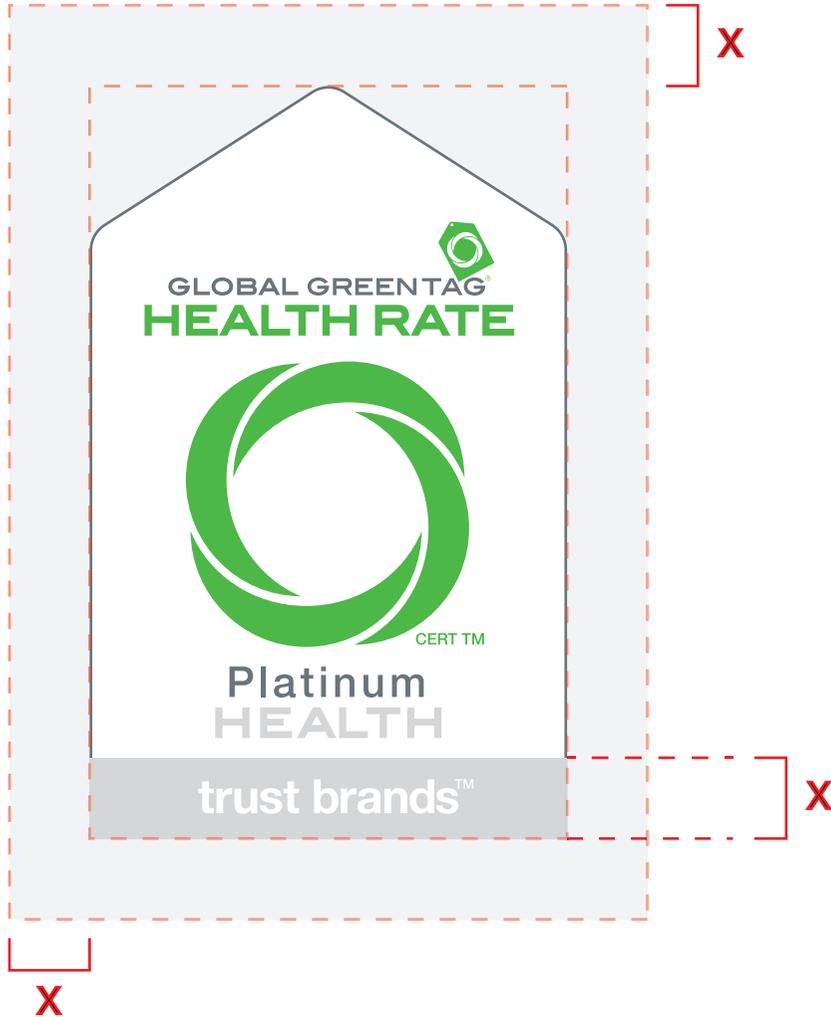


One - Colour Reverse



## Clear Space

It is critical to maintain an area of clear space when using the tag devices. The clear space is equal to the height of **X** in trust brands™ bar. The surrounding clear space ensures the visual integrity of the tag devices while helping it command attention. No other design element or typography may fall within this area.



## Components

### Tag Device Elements

#### LOGOTYPE

The Global GreenTag logotype is the standard representation of the company brand and is followed by its unique RATE type.

#### MARK

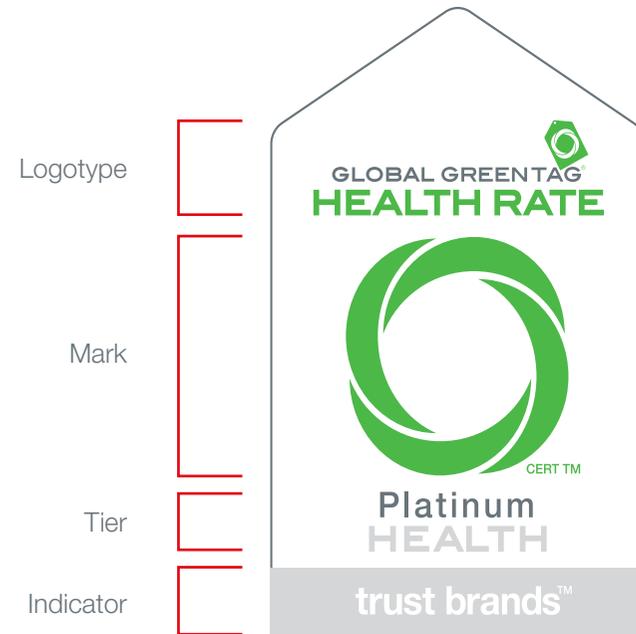
The mark represents the Global GreenTag brand and symbolizes the advanced features and dependability of the Global GreenTag Company.

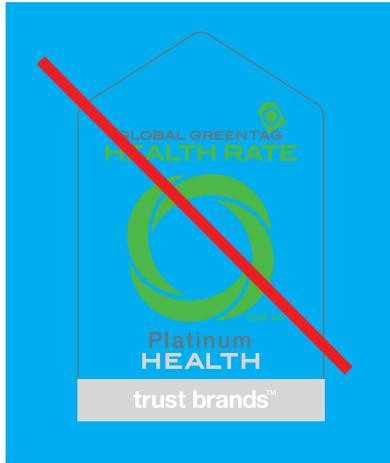
#### TIER

The tier represents the device level of certification.

#### INDICATOR

The indicator gives instant recognition of the tier colour based from the certification type.





Do not place colour backgrounds that show through the device. The device should always appear as a solid white tag.



Do not skew or stretch the device.



Do not alter the colour of the device.



Do not tilt, flip or turn the device upside down.



Do not crop or trim the device.



Do not place any other logo within the device.



Do not alter or change the device.



Do not change the shape of the device.

### Global GreenTag certified device tag

Displayed below is the Global GreenTag certified device broken into HealthRATE™ Asthma & Allergy Sensitive™ Levels. These devices start from the base level certification, followed by examples of HealthRATE™ Levels in BronzeHEALTH™, SilverHEALTH™, GoldHEALTH™ and PlatinumHEALTH™. The HealthRATE™ device comes in two versions:

- a) Global GreenTag HealthRATE Asthma & Allergy Sensitive™ Generic version
- b) Global GreenTag HealthRATE Asthma & Allergy Sensitive™ Brand version

**IMPORTANT:**

When referring to Asthma & Allergy Sensitive™ Certification in the form of writing always include the tier level and mark type (CERT TM), for example: (product name) has achieved a Global GreenTag Asthma & Allergy Sensitive™ PlatinumHEALTH™, HealthRATE™ outcome. Never refer to it as GreenTag Platinum, GreenTag Platinum Health Rating or other combinations that might be confused with other GreenTag Certification Results.

HealthRATE Asthma & Allergy Sensitive™ Generic version



HealthRATE Asthma & Allergy Sensitive™ Brand version



Tag Usage: **COLOUR VERSION**

The colours below specified can **ONLY** be used for Asthma & Allergy Sensitive™ Tags.

HealthRATE Asthma & Allergy Sensitive™ Generic version



HealthRATE Asthma & Allergy Sensitive™ Brand version



Full Colour Variations

Brand Logo Colours

 CMYK VALUES  
C 61.62%, M 46.85%, Y 42.69%, K 11.41%  
RGB VALUES  
R 105, G 116, B 123

 CMYK VALUES  
C 70.04%, M 0%, Y 99.87%, K 0%  
RGB VALUES  
R 80, G 184, B 72



**BRONZE**  
CMYK  
C 43%  
M 56%  
Y 100%  
K 32%

RGB  
R 117  
G 88  
B 35



**SILVER**  
CMYK  
C 45%  
M 36%  
Y 35%  
K 1%

RGB  
R 148  
G 149  
B 152



**GOLD**  
CMYK  
C 22.78%  
M 25.45%  
Y 62.45%  
K 0.15%

RGB  
R 201  
G 179  
B 119



**PLATINUM**  
CMYK  
C 0%  
M 0%  
Y 0%  
K 18%

RGB  
R 213  
G 215  
B 216

The HealthRATE Asthma & Allergy Sensitive™ tags is **ONLY** to be used on a white **ONLY** background.

## Clear Space

It is critical to maintain an area of clear space when using the tag devices. The clear space is equal to the height of **X** in trust brands™ bar. The surrounding clear space ensures the visual integrity of the tag devices while helping it command attention. No other design element or typography may fall within this area.



## Components Tag Device Elements

### LOGOTYPE

The Global GreenTag logotype is the standard representation of the company brand and is followed by its unique RATE type.

### MARK

The mark represents the Global GreenTag brand and symbolizes the advanced features and dependability of the Global GreenTag Company. This tag can use the generic or brand logo in this space.

### TIER

The tier represents the device level of certification.

### INDICATOR

The indicator gives instant recognition of the tier colour based from the certification type.

### RATING TYPE

Represents the device certification category type



Tag Usage: **DON'TS**



Do not place colour backgrounds that show through the device. The device should always appear as a solid white tag.



Do not skew or stretch the device.



Do not alter the colour of the device.



Do not tilt, flip or turn the device upside down.



Do not crop or trim the device.



Do not place your company logo within the device.



Do not alter or change the device.



Do not change the shape of the device.

These examples of tag treatments are not permitted.

MSD™ Client Logo



Mark Usage:  
Logo is used within AU and globally.

Brand Colours



CMYK VALUES  
C 87%, M 23%, Y 87%, K 9%  
RGB VALUES  
R 0, G 136, B 82



CMYK VALUES  
C 70%, M 0%, Y 100%, K 0%  
RGB VALUES  
R 80, G 184, B 72

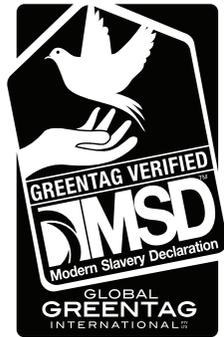


Logo Usage: **COLOUR VERSION**



The COLOUR VERSION of the Logo is ONLY to be used on a white or light grey background.

Logo Usage: **BLACK VERSION**



Logo Usage: **WHITE VERSION**



The BLACK VERSION of the Logo is ONLY to be used if necessary due to a black/white application. (i.e., black/white ad)  
The BLACK VERSION of the Logo should never be used on a coloured background, ONLY on white.

The WHITE VERSION of the Logo can be used on most colour schemes as long as the Logo is visible. The Logo should ONLY be used on black if necessary due to a black/white application. (i.e., black/white ad)

Clearance Area: **MSD™ Client Logo**



Logo Usage: **DON'TS**



DO NOT stretch/squash/distort



DO NOT rearrange elements



DO NOT alter the typeface



DO NOT extrude or bevel

**LOGO**

CLEARANCE AREA around the Logo should allow for breathing room all around the Logo, as indicated approx the high (square) 'GLOBAL GREENTAG' text area.

**DON'TS**

These examples of Logo treatments are not permitted.

### MCV™ Client Logo



Logo Usage:  
Mark is used within AU and globally.

### Brand Colours

CMYK VALUES  
C 89%, M 31%, Y 96%, K 21%  
RGB VALUES  
R 9, G 113, B 61



### Third party trust mark examples



Logo Usage: **COLOUR VERSION**



The COLOUR VERSION of the Logo is ONLY to be used on a white or light grey background.

Logo Usage: **BLACK VERSION**



Logo Usage: **WHITE VERSION**



The BLACK VERSION of the Logo is ONLY to be used if necessary due to a black/white application. (i.e., black/white ad)  
The BLACK VERSION of the Logo should never be used on a coloured background, ONLY on white.

The WHITE VERSION of the Logo can be used on most colour schemes as long as the Logo is visible. The Logo should ONLY be used on black if necessary due to a black/white application. (i.e., black/white ad)

Clearance Area: **MCV™ Client Logo**



Logo Usage: **DON'TS**



DO NOT stretch/squash/distort



DO NOT rearrange elements



DO NOT alter the typeface



DO NOT mix with other colours

**LOGO**

CLEARANCE AREA around the Logo should allow for breathing room all around the Logo, as indicated approx the high (square) 'trust brands' area.

**DON'TS**

These examples of Logo treatments are not permitted.

# Permissions around use of Global GreenTag Corporate Logos & Marks



CORPORATE LOGO



CORPORATE MARKETING LOGO

## Use of the Global GreenTag International Corporate Marketing Logos

Clients and external users of Global GreenTag International (specifically clients with products currently licenced, certified, declared or verified with Global GreenTag) have permission to use the **Global GreenTag International Corporate Marketing Logos**, where clients may wish to use these provided marks on their websites and other marketing collateral.

## Rules Against Use of the Global GreenTag International Corporate Logos

The Global GreenTag International Corporate Logo, however cannot be used. Permission is only given for use of this Corporate Mark to external parties like partners, public and industry events when Global GreenTag International Corporate issues them as a marketing tool for Global GreenTag International. These Marks are strictly for Global GreenTag International Corporate use only and cannot be used by any organisation for any purpose apart from Global GreenTag International.

## CORPORATE MARKETING LOGO



Logo Usage:

Global GreenTag International Corporate Marketing logo to be used within Australian & New Zealand.

## BRAND COLOURS



CMYK VALUES  
C 89%, M 31%, Y 96%, K 21%  
RGB VALUES  
R 8, G 110, B 54



Logo Usage:

**INT**

Used within Australia & New Zealand



Logo Usage:

**US**

Used within United States of America



Logo Usage:

**MYS**

Used within Malaysia



Logo Usage:

**AF**

Used within Africa



Logo Usage:

**CN**

Used within China

Logo Usage: **COLOUR VERSION**



The COLOUR VERSION of the Logo is ONLY to be used on a white or light grey background.

Logo Usage: **BLACK VERSION**



Logo Usage: **WHITE VERSION**



The BLACK VERSION of the Logo is ONLY to be used if necessary due to a black/white application. (i.e., black/white ad)  
The BLACK VERSION of the Logo should never be used on a coloured background, ONLY on white.

The WHITE VERSION of the Logo can be used on most colour schemes as long as the Logo is visible. The Logo should ONLY be used on black if necessary due to a black/white application. (i.e., black/white ad)

Clearance Area: CORPORATE MARKETING LOGO



Logo Usage: DON'TS



DO NOT stretch/squash/distort



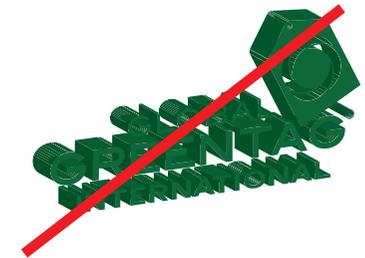
DO NOT rearrange elements



DO NOT alter the typeface



DO NOT mix with other colours



DO NOT extrude or bevel

**LOGO**

CLEARANCE AREA around the Logo should allow for breathing room all around the Logo, as indicated approx the high (square) 'GLOBAL GREENTAG' text area.

**DON'TS**

These examples of Logo treatments are not permitted.

**CORPORATE MARKETING LOGO**

CLEARANCE AREA around the Logo should allow for breathing room all around the logo, as indicated approx the high (square) 'GREEN TAG' line.