Federal Ministry
for Economic Cooperation
and Development

GRÜNER KNOPF
SOZIAL. ÖKOLOGISCH. STAATLICH.
UNABHÄNGIG ZERTIFIZIERT.

GREEN BUTTON
GOOD FOR PEOPLE.
GOOD FOR NATURE.

LOGO MANUAL

Green Button – logo usage and communication 3 // Using the logo correctly 3 //
Using the logo for specific products 4 // Using the logo abroad 8 //
Additional information concerning use of the Green Button logo 8 //
Colours 8 // Using the logo in black and white 9 // Displaying the underlying
certification labels 9 // Prohibited logo modifications 10 //
Using the logo without direct reference to specific products 11 //
Use of the logo by third parties 12 //
Regular and special cases for logo usage 13 //

Contact

Green Button Secretariat
Reichpietschufer 20
10785 Berlin

info@gruener-knopf.de

Green Button – logo usage and communication

The Green Button enables consumers as well as private and public customers to make informed product choices by showcasing sustainable textiles. As specified in this Logo Manual, licence holders can affix the Green Button logo to certified products and inform consumers about any Green Button items in their product range. We encourage licence holders to provide their customers with this product guidance and to not only label their certified textiles but also heighten the Green Button's visibility through their own social media and marketing platforms, provided that they are in line with the logo usages set out in the logo manual and in the annex "UWG recommendations". On conclusion of a licensing agreement, the Green Button Secretariat makes the following files available for download:

- The Green Button logos (in German and English) for printing and online use
- A company-specific short link
- The company's QR code

Furthermore, the Green Button Secretariat gives licence holders access to an online portal featuring materials such as hangtags and flyers. The rules governing licence holders' correct use of the Green Button are given below. The issuing body is available to answer any questions that licence holders have regarding logo use.

The Green Button Secretariat, will be happy to answer your queries concerning logo usage and material in the online portal at **info@gruener-knopf.de**

Using the logo correctly

The Green Button logos provided by the Green Button Secretariat can be used as follows:

1. For labelling and advertising specific textile products in combination with a QR code or short link
2. For general advertising purposes, of your entire product range of Green Button-certified textile products. When used for general advertising of your product range, the impression must not be given that a) the company, b) the entire product range (if this is not the case) or c) a product not covered by this certification, are certified.

Using the logo for specific products

Intended to help consumers make informed product choices, the Green Button logo should be legible and quick to spot. On any given product, the minimum size of the main 'Green Button' element is 30%. When placing the logo, ensure it cannot be mistaken for a product brand label.

Logo full size at 100%

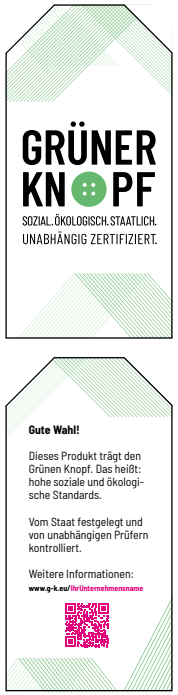
Minimum size : 30% (14.22 x 12.69 mm)
Protected zone: ½ button

The following applies to logo usage in **online media:**
Minimum size: **134 x 120 px**
Optimum size: **200 x 179 px**

Justified deviations from the minimum size are permissible online if compliance would be optically detrimental or technically impossible. However, even if it is smaller than the minimum size, the logo must still be legible or enlargeable online using a mouseover function or a pop-up window.

If textiles cannot be labelled, the Green Button is to be shown on the packaging or on a hangtag. The logo can of course be attached both to the product and on or to its packaging. In the communication materials provided by the Secretariat, licence holders will find hangtag templates that comply with the specifications in this Logo Manual. The hangtags can be printed out and used to label certified textile products.

Hangtag



When advertising one or several certified products, the logo must be placed in such a way that it is clear which products are certified. If the spatial arrangement or colouring makes it difficult to tell which products are certified, it is imperative to clearly indicate which products are meant. Below are two permissible examples of product-related advertising.

The Green Button logo is used several times: once for each certified product. The colours also make it clear which products the logo refers to.

The Green Button logo is used once with a written reference to the certified products.

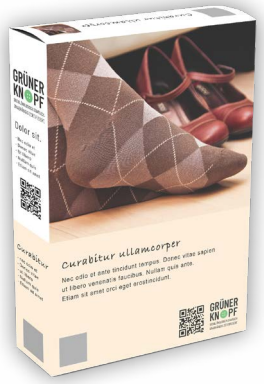
QR code or short link

- When labelling and advertising one or more certified products, always combine the logo with a QR code or a short link.
- The minimum font size for the short link is 6 pt., Font: Bold/Regular.
- Text must be legible.
- There is one short link/QR code for GK 1.0 products and GK 2.0 products, respectively. The version corresponding to the certification (both, if applicable) is made available to the licence holder in the online portal.
  - Short link for GK 1.0 products: **www.g-k.eu/company**
  - Short link for GK 2.0 products: **www.gk-info.eu/company**

The short link and QR code direct anyone that is interested to a website containing information about the licence holder's certification. Being able to access information in this way generates transparency and underscores the Green Button's reliability as a sustainable textile label, which ultimately creates trust.

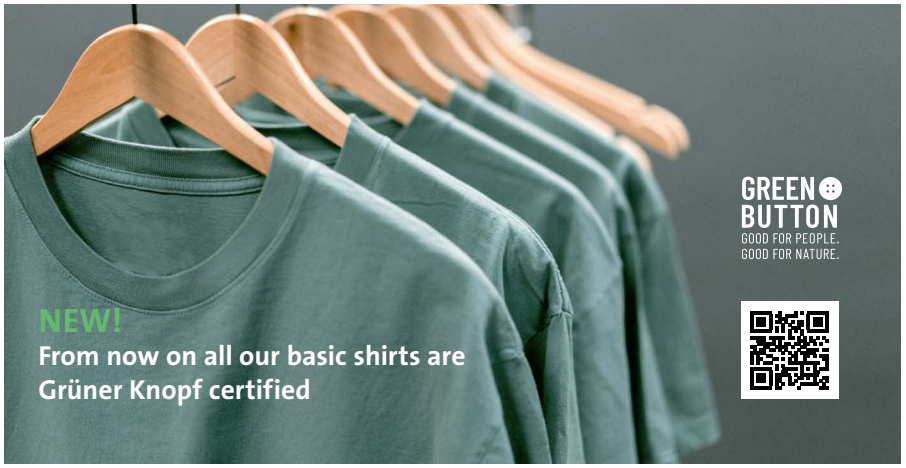
When labelling or advertising Green Button products using the logo, it is imperative to either place a short link or QR code in or on the product, at the point of sale, in advertising and also online. Short links or QR codes must be placed in direct proximity to the logo (e.g. directly underneath or on the reverse side of the product label) in a way that makes it clear that they apply to the Green Button certification. It must be possible to freely use the short link or QR code before making a purchasing decision.

In an online environment, we recommend using a short link. In television advertising, the logo may be combined with the short link or the URLs www.gruener-knopf.de or www.green-button.de and must be displayed and easy to read for at least three seconds.



Application

Examples of using the Green Button with a short link or QR code



Ad examples

If the product itself bears several Green Button logos (e.g. at the point of sale or through a label or hangtag), the short link or QR code only needs to be provided once. If used just once, we recommend attaching the QR code or short link directly to the product (e.g. garment label or care label), provided that it is still possible to access the short link or QR code freely prior to making a purchasing decision.

The Green Button Secretariat provides the short link and QR code as a download following conclusion of the licensing agreement.

Using the logo abroad

When using the Green Button logo abroad, make sure its usage complies with pertinent national regulations, especially labelling and transparency requirements, which can be stricter than Germany's statutory provisions. Licence holders who want to affix the Green Button logo to multi-language packaging can find German and English templates in the online portal. They can be placed next to the logo by way of explanation. These templates can also be used as a basis for translations into other official EU languages. Please note that it is the licence holder's duty to ensure legal compliance with the respective national regulations.

Additional information concerning use of the Green Button logo

For the use of the English Green Button logo, the same rules (colour values, size, protected zone, combination with QR code or short link) apply as for the German Green Button logo. In German-speaking areas, the German version (Grüner Knopf) should be used primarily. In principle, license holders are free to use the German or English version of the logo. The use of both versions next to each other is permitted.

GREEN BUTTON
GOOD FOR PEOPLE.
GOOD FOR NATURE.

WE CARRY PRODUCTS CERTIFIED WITH THE

GREEN BUTTON
GOOD FOR PEOPLE.
GOOD FOR NATURE.

For use of the logo with add-ons, see page 11.

Colours

	C	M	Y	K	R	G	B	Hex	Pantone
	63	0	70	0	102	183	111	#66b76f	2256 C
	0	0	0	100	0	0	0	#000000	Process Black C
	0	0	0	45	168	168	168	#A8A8A8	Cool Gray C6

Using the logo in black and white

As a rule, the Green Button logo is to be used as shown with the corresponding colour value scale. In certain cases, it is permitted to use the logo in black and white, for on-product advertising, printed publications or other printed products. Black-and-white logos constitute an exception that can be used in digital media and for TV or film, if this is optically more expedient or a technical necessity. Occasionally a negative image is also feasible, where optically expedient (e.g. on a dark background).

Displaying the underlying certification labels

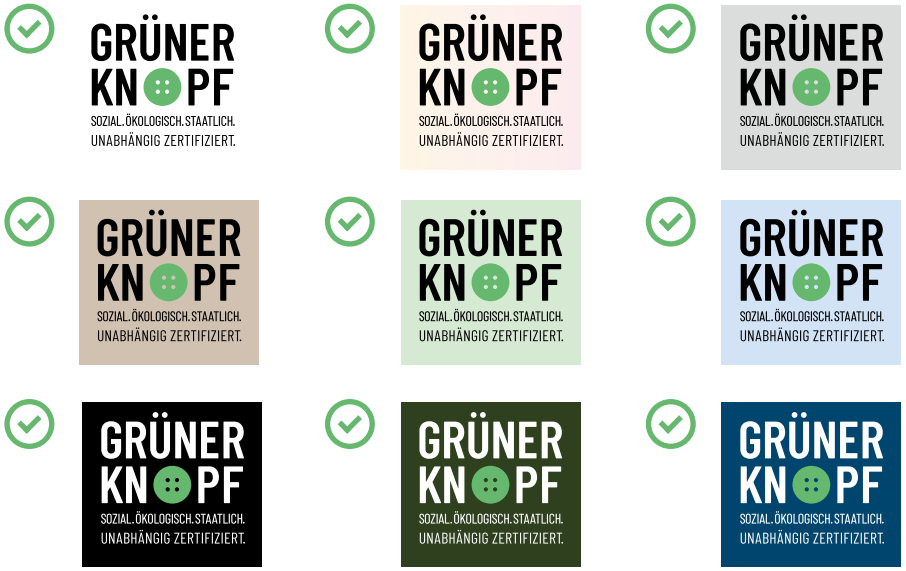
To ensure the greatest possible transparency, it is best to display the underlying certification labels next to the Green Button logo on the product if possible. When displaying the Green Button alongside other certification labels, it must be treated equally in terms of size and prominence. The minimum space between the Green Button and adjacent characters and fields is the width of the protected zone (½ button).

If other logos are to be displayed next to the Green Button, the company itself ensures compliance with the requisite licensing regulations. This means that if an underlying certification label requires labelling with its own logo and only then is there an entitlement to use the logo, this requirement must also be complied with in connection with Green Button labelling, and only products with the corresponding underlying label can bear the Green Button logo. The Green Button provisions do not affect the labelling obligations and licensing agreements governing the recognised labels that qualified the product for Green Button certification.

Make sure the logo is not too small in comparison.

Prohibited logo modifications

Always show the logo in full. It is not permitted to modify its character. Measures that alter the character of the logo include, for example, partially truncated, distorted and oblique placements or use of a colour background that renders the edges of the logo indistinct. Use the negative image of the logo if the background is dark. The logo can be displayed in a sequence with other logos, but it is not permitted to add any graphic components, images, lettering or other elements to the actual logo itself. Always retain the logo's original proportions.



Do not distort logo

Do not rotate logo

Logo without contrast

Logo as a design element

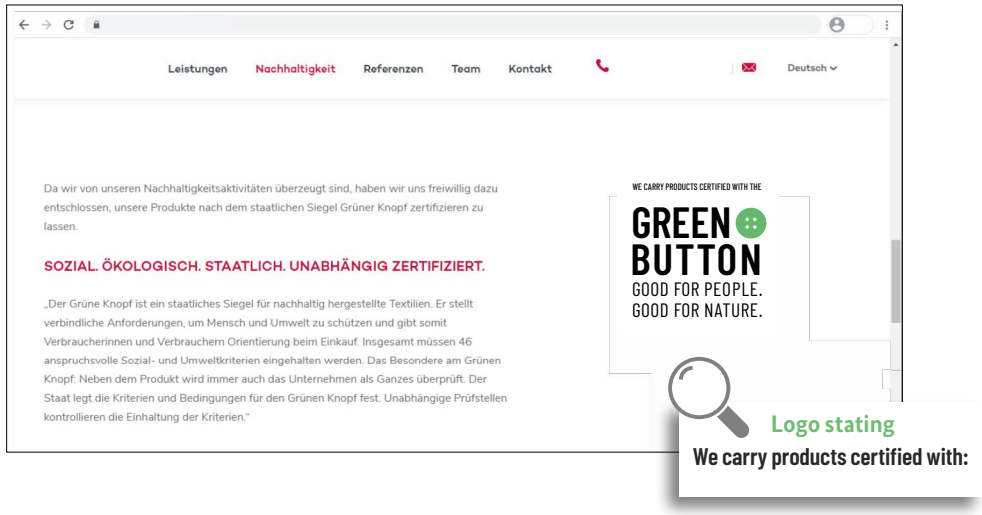
Using the logo without direct reference to specific products

Using the logo without directly referencing an actual product is not permitted if this creates the false impression that the company itself or the licence holder's entire product range is certified. This is because, on the one hand, the Green Button sets requirements for corporate due diligence processes, but on the other hand, individual products are certified. Therefore, the Green Button may only be used for all of a company's Green Button-certified textile products in advertising. Likewise, it is not permitted to use the following texts: 'We are Green Button certified' or 'We have the Green Button'.

To avoid misleading the consumer when the logo is used without a direct reference to specific products, use of the following logo with the add-on: 'We carry products certified with' is in combination with appropriate indications of which specific products are certified, recommended. For further details, please refer to the logo manual annex "UWG Recommendations".

When the logo is used with the add-on, the same rules apply (colour values, size, protected zone) as for when the logo refers to a specific product. In this case, it is not necessary to combine it with the QR code or short link. In general advertising, the care label design is a permitted way of presenting the logo with the add-on.

Example of use: Company website (sub-site: Sustainability)



Use of the logo by third parties (e.g., retailers)

It is permissible for third parties, such as retailers or affiliated companies, to sell and advertise Green Button products without concluding a licensing agreement themselves. To this end, licence holders must oblige companies through which they market their products to only use the logo in accordance with the specifications in their licensing agreement and, in particular, exclusively in compliance with the latest edition of the Logo Manual.

Furthermore, the respective retailers are not permitted to give the impression that they themselves are Green Button licensees. When advertising certified textile products, retailers must ensure that it is clear who the licence holder for the Green Button certified product is. A clearly identifiable, well-placed reference to the licence holder's brand is sufficient.

Regular and special cases for logo usage

1. In the event that

- it is a license holder's certified product,
- it is distributed through a private label of the license holder (or of an affiliated company),
- no third party is named on the product as the manufacturer

the Green Button logo shall be displayed in combination with the license holder's short link or QR code.

GREEN BUTTON
GOOD FOR PEOPLE.
GOOD FOR NATURE.
www.gk-info.eu/*Company*

or

GREEN BUTTON
GOOD FOR PEOPLE.
GOOD FOR NATURE.

If other companies are named on the product in addition to the license holder, care must be taken to ensure that it is clear who is the Green Button licence holder for the respective product.

1. In the event that

- it is a licence holder's certified product,
- it is distributed through a private label of the licence holder (or of an affiliated company),
- a non-licensed third party (such as a white-label manufacturer) is named as the manufacturer on the product,

the Green Button logo shall be displayed in combination with the licence holder's short link or QR code and the words „Licence holder". In addition, the logo and short link / QR code must be placed at a sufficient distance from the manufacturer's details so as not to give the impression that the latter is responsible for the certification.

GREEN BUTTON
GOOD FOR PEOPLE.
GOOD FOR NATURE.

Licence holder:
www.gk-info.eu/Company

distance

Logo
MANUFACTURER
(without
Green Button)

GREEN BUTTON
GOOD FOR PEOPLE.
GOOD FOR NATURE.

Licence holder:

distance

Logo
MANUFACTURER
(without
Green Button)

Even in the opposite case, if the manufacturer is a Green Button licence holder but the retailer is not, the distance to the non-licensed company or its logo must be maintained.

3. In the event that both the manufacturer and the retailer are Green Button licence holders, the short link / QR code of the company responsible for the product must be displayed. The respective product shall have been reported by this company in the Green Button online portal before the item was certified and must therefore be listed in the company's product list. Each product should only be listed in one product list (by one licence holder).

Questions regarding logo use can be answered by the Green Button Secretariat at **info@gruener-knopf.de**

ANNEX

UWG RECOMMENDATIONS FOR USING THE LOGO

Green Button – logo usage and communication 3 //

Using the logo for specific products 3 //

Using the logo without direct reference to specific products 6 //

Colours 6 // Using the logo abroad 7 //

Using the logo in different colour variations 7 //

Displaying the underyling certification labels 8 //

Use of the logo by third parties 8 //

Regular and special cases for logo usage 9 //

GRÜNER KNOPF
SOZIAL. ÖKOLOGISCH. STAATLICH.
UNABHÄNGIG ZERTIFIZIERT.

Gilt für textile Bestandteile

GREEN BUTTON
GOOD FOR PEOPLE.
GOOD FOR NATURE.

Applies for textile components

Contact

Green Button Secretariat
Reichpietschufer 20
10785 Berlin

info@gruener-knopf.de

Green button – logo usage and communication

This annex to the Logo Manual* contains content-related and visual representations of the Green Button logo. These are recommendations on the use of the logo intended to ensure communication that is as legally compliant as possible in accordance with the German Act Against Unfair Competition (UWG) with the Green Button. Please note that these examples do not claim to provide a guarantee of legally compliant representation in the respective individual case. It remains the responsibility of companies to ensure compliance with the legal requirements in individual cases, where necessary, through alternative measures.

Using the logo for specific products

When labelling and promoting certified textile products that consist of both textile and non-textile components, it is recommended to use the add-on 'Applies to textile components' in order to avoid the impression that the claims of the Green Button also relate to non-textile components of the product. For the labelling and promotion of textile products consisting exclusively of textile components, the logo may continue to be used without add-on.

On any given product, the minimum size is 30%.

Logo full size, 100%

Minimum size: 30 % (14,3 x 15 mm)
Protected zone: ½ Buttton (5 mm at 100%)

The following applies to logo usage in **online media:**
Minimum size: **134 x 141 px**
Optimum site: **200 x 211 px**

* Please note that these examples do not claim to provide a guarantee of legally compliant representation in the respective individual case. The legal review of the advertising presentation in the individual case is the sole responsibility of the companies themselves.

If textiles cannot be labelled, the Green Button is to be shown on the packaging or on a hangtag. In the communication materials provided by the Secretariat, license holders will find hangtag templates with the new logo add-on that comply with the specifications in the Logo Manual. The hangtags can be printed out and used to label certified textile products.

Hangtags

QR-Code or short link
For the labelling or promotion of Green Button products using the logo together with a short link or QR code, the same usage guidelines apply as for the standard Green Button logo without add-on (see p. 6 of the logo manual).

When advertising one or several certified products, it is advised that the logo is placed in such a way that 1) it is clear which products are certified and 2) whether the product certification applies to a product consisting exclusively of textile components or to a product consisting of a textile and non-textile components.

In the latter case, the logo must be used with the add-on ‘Applies to textile components’, and a clear attribution must be ensured. If the spatial arrangement or colouring makes it difficult to tell which products are certified, it is imperative to clearly indicate which products are meant. Below are two permissible examples of product-related advertising.

The Green Button logo is used several times: once for each certified product. Depending on the composition of the individual certified products, the appropriate logo, either without or with the add-on ‘Applies to textile components’ must be carefully selected. The colours also make it clear which products the logo refers to.

The Green Button logo with the add-on ‘Applies to textile components’ is used once, together with a textual reference indicating which products it applies to. This applies when depicting at least one certified product consisting of textile and non-textile components. When depicting certified products consisting exclusively of textile components, the Green Button logo may be used without any additional wording.

Using the logo without direct reference to specific products

General advertising without a direct reference to specific Green Button-certified products is not recommended. In particular, it must not be given the impression that a) the company, b) the entire product range (if this is not the case) or c) a product not covered by this certification, are certified. For the promotion of Green Button-certified products and to avoid misleading practices, it is recommended to use the following logo with the add-on ‘We offer products bearing the label’, in combination with appropriate indications of which specific products are certified.

When the logo is used with the add-on, the same rules apply (colour codes, size, protected zone) as for when the logo refers to a specific product.

WE CARRY PRODUCTS CERTIFIED WITH THE

GREEN BUTTON
GOOD FOR PEOPLE.
GOOD FOR NATURE.

50 mm

47,4 mm

Colours

	C	M	Y	K	R	G	B	Hex	Pantone
	63	0	70	0	102	183	111	#66b76f	2256 C
	0	0	0	100	0	0	0	#000000	Process Black C
	0	0	0	15	227	227	227	#e2e3e3	5315 C

Using the logo abroad

For the use of the English Green Button logo with the add-on “Applies for textile components”, the same rules (colour codes, size, protected zone, combination with QR code or short link) apply as for the German-language Green Button logo with add-on.

GREEN BUTTON
GOOD FOR PEOPLE.
GOOD FOR NATURE.

Applies for textile components

WE CARRY PRODUCTS CERTIFIED WITH THE

GREEN BUTTON
GOOD FOR PEOPLE.
GOOD FOR NATURE.

Using the logo in different colour variations

The same usage requirements apply for the usage of the Green Button logo with add-on in black and white and measures that do not alter the character of the logo (see p. 9 and 10 of the logo manual) as apply to the standard Green Button logo without an add-on.

Questions regarding logo use and the materials available on the online portal can be answered by the Green Button Secretariat at www.info@gruener-knopf.de

Please note that the Green Button Secretariat cannot provide legal advice and therefore does not make any statements regarding the legal permissibility of logo use in individual cases.

Displaying the underlying certification labels

For the presentation of the underlying certification labels for the Green Button logo with an add-on, the same usage guidelines apply as for the standard Green Button logo without an add-on (see p. 9 of the logo manual).

Use of the logo by third parties (e.g., retailers)

It is permissible for third parties, such as retailers or affiliated companies, to sell and advertise Green Button products without concluding a licensing agreement themselves. To this end, licence holders must oblige companies through which they market their products to only use the logo in accordance with the specifications in their licensing agreement and, in particular, exclusively in compliance with the latest edition of the Logo Manual, and on the basis of this annex.

Furthermore, the respective retailers are not permitted to give the impression that they themselves are Green Button licensees. When advertising certified textile products, retailers shall ensure that it is 1) clear who the licence holder for the Green Button-certified product is and 2) which components of the product are certified. For the former, a clearly identifiable, well-placed reference to the licence holder’s brand is sufficient. For the latter, the retailer shall ensure that the relevant Green Button logo is dispayed either without an add-on or with the add-on ‘Applies to textile components’, depending on the specific constellation.

Regular and special cases for logo usage

1. In the event that

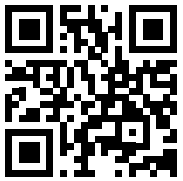
- it is a license holder's certified product,
- it is distributed through a private label of the license holder (or of an affiliated company),
- no third party is named on the product as the manufacturer

the relevant Green Button logo without or with add-on 'Applies to textile components' logo shall be displayed in combination with the license holder's short link or QR code.

GREEN BUTTON
GOOD FOR PEOPLE.
GOOD FOR NATURE.
Applies for textile components

or

GREEN BUTTON
GOOD FOR PEOPLE.
GOOD FOR NATURE.
Applies for textile components



If other companies are named on the product in addition to the license holder, care must be taken to ensure that it is clear who is the Green Button licence holder for the respective product.

2. In the event that

- it is a licence holder's certified product,
- it is distributed through a private label of the licence holder (or of an affiliated company),
- a non-licensed third party (such as a white-label manufacturer) is named as the manufacturer on the product,

the relevant Green Button logo without or with add-on 'Applies to textile components' shall be displayed in combination with the licence holder's short link or QR code and the words „Licence holder". In addition, the logo and short link / QR code must be placed at a sufficient distance from the manufacturer's details so as not to give the impression that the latter is responsible for the certification.

GREEN BUTTON
GOOD FOR PEOPLE.
GOOD FOR NATURE.
Applies for textile components

distance

Logo
MANUFACTURER
(without
Green Button)

Licence holder:
www.gk-info.eu/*Company*

GREEN BUTTON
GOOD FOR PEOPLE.
GOOD FOR NATURE.
Applies for textile components

Licence holder

distance

Logo
MANUFACTURER
(without
Green Button)

Even in the opposite case, if the manufacturer is a Green Button licence holder but the retailer is not, the distance to the non-licensed company or its logo must be maintained.

3. In the event that both the manufacturer and the retailer are Green Button licence holders, the short link / QR code of the company responsible for the product must be displayed. The respective product shall have been reported by this company in the Green Button online portal before the item was certified and must therefore be listed in the company's product list. Each product should only be listed in one product list (by one licence holder).

Questions regarding logo use can be answered by the Green Button Secretariat at **info@gruener-knopf.de**