



Green Business Seal of Approval use policy UPDATED 1/09



**APPROVED
FOR PEOPLE
AND PLANET**

Members of Green Business Network™ at Green America* have made extraordinary commitments to fair treatment of their employees and workers in their supply chain, promoting healthy communities where they do business, preserving the environment, and delivering quality products to their customers.

To recognize your commitments and accomplishments as a green business, Green America has created our Green Business Seal of Approval. This seal signals that you have passed Green America's screening process and have been admitted as an approved green business to our Green Business Network™.

This seal is designed to:

- **Identify your business in the marketplace as a committed green business** and member of Green America's Green Business Network;
- **Increase your customer base** by making it easier for conscientious, values-driven consumers to identify you as a green business that shares their social and environmental concerns;
- **Grow the marketplace for green businesses.**

The following policy details the use of the seal. Please feel free to contact Desiree Wolford, Green Business Network Member Services Coordinator, at any time if you have questions. Desiree can be reached by e-mail at dwolford@GreenAmericaToday.org.

Use Policy

The Green America Business Seal of Approval is a mark designed for use by members in Green America's Green Business Network™.

All active Green Business Network (GBN) members that have passed all the requirements of our screening process and have paid their annual membership dues are eligible to use the seal, including members of our affiliated organizations such as the Fair Trade Federation and the Social Investment Forum.

Businesses that are **not eligible** to use the seal include:

- Lapsed members or members that have not renewed annual membership dues;
- Businesses that have been removed from Green Business Network because of complaints about unethical business practices (*i.e.*, customer fraud) or violation of social and environmental principles of membership (*i.e.*,

sourcing products made with forced child labor, engaging in unfair hiring practices);

- Applicant members that fail to pass Green America's screening process;
- Green Festival™ exhibitors that have not completed Green Business Network membership application or the screening process.

Placement of the Green Business Seal of Approval

The Green Business Seal of Approval designates that your business has successfully completed Green America's screening process and continues to meet the current screening requirements for Green Business Network membership.

* Co-op America formally became Green America on January 1, 2009.

The Seal may be used:

- On your Web site. The special URL, **www.GreenAmericaToday.org/go/sealofapproval** is the link to be used in conjunction with the seal. This link directs site visitors to a page that explains what a green business is, describes Green America's screening process, and details why it is important to support green businesses like yours (this page is housed on Green America's Web site).
- In your e-mail newsletter.
- On your brochures and other printed business collateral such as letterhead, business cards, etc.
- At your retail locations, the Seal may be placed in the store window, on in-store signage, and on displays.
- On your banners or poster displays—such as a Green Festival™ booth display.
- In your business-specific advertisements.

The Seal may NOT be used:

- On your products or product packaging of any kind, including tags for textiles;
- To denote safety or quality of a specific product.
- To denote third-party certification—such as organic certification, FSC certification, or Fair Trade certification.
- As an endorsement of an individual or group of individuals as separate from their incorporate business. (i.e. The business seal is to be used by Bob's Shoes, but not by Bob as an individual).

Working with the Seal of Approval

The seal is made available to all GBN members as electronic files from the Green America Web site, or by e-mail. Business members are provided with two versions of the seal, both in black and green, for both online and print use. We also provide Business Members with the URL to which the seal should be linked in online applications. We provide vector artwork (EPS files) for professional printing, and bitmap artwork (GIF files) for screen-only use.

1. The smallest recommended presentation of the seal is one square inch (72 pixels square in onscreen applications). However, a modified version of the seal is available for print applications where significant space constraints apply.
2. The seal may only be presented in color as PMS 370 (green) for print (or equivalent CMYK values C=56 M=0 Y=100 K=27), RGB values online (R=93 G=151 B=50), OR as black and white.
3. The seal may not be edited or manipulated in any way including changing the graphics, wording, colors, etc. Additionally, the seal should be reproduced with a white background inside the border area, and with white text in the lower half of the seal; the white background should not be rendered transparent for use on the Web.

Obtaining a Copy of the Seal of Approval

The seal is available upon request. Approved Green Business Network members who would like to have a copy of the seal should contact Desiree Wolford at dwolford@GreenAmericaToday.org

As a courtesy to our members, we are happy to review materials that include the seal. Materials may be sent to robhanson@GreenAmericaToday.org.

Note: Violation of this policy is solely at the discretion of Green America.



Member company TS Designs employing the Green Business Seal of Approval on their Web site.