

Guidelines for using the Nordic Swan Ecolabel on product and services

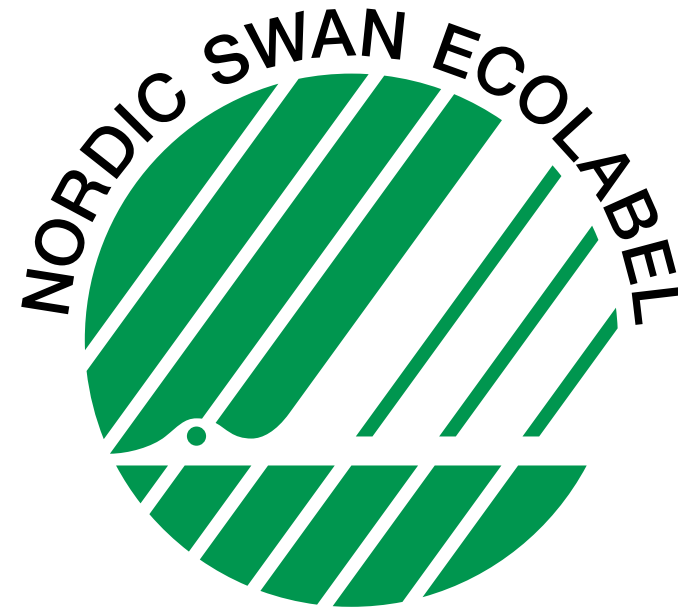


Welcome

As a licence holder or brand owner, you have gone to great lengths to become certified with the Nordic Swan Ecolabel. Well done!

By actively using the Nordic Swan Ecolabel on your product or service, you not only get official proof of your environmental work, you also get an effective and credible marketing tool that helps you position your product or service to consumers, buyers and procurers.

We have developed these guidelines to show the basic rules for using the Nordic Swan Ecolabel on product packaging, for services and on printed matter. If you need information or inspiration on how to use the Nordic Swan Ecolabel in different types of marketing, you can read our Nordic marketing guidelines. These can be found at nordic-swan-ecolabel.org



We are always happy to help you, if you have questions.
Please contact the marketing department at your local ecolabelling organisation.
See the contact information on page 4.

These guidelines are updated on a regular basis and replace earlier versions.
The current version of the guidelines can be found at <https://www.nordic-swan-ecolabel.org/regulations>.
Materials that have been approved under previous versions can be used
and distributed as long as stock is available.

Show consideration for the environment if you print this guide

Copyright © Nordic Ecolabelling 2025

Have you seen our other guidelines?

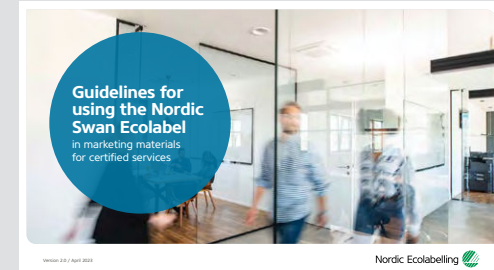
In addition to these guidelines, which apply to the use of the Nordic Swan Ecolabel on physical products/packages and in relation to certified services, you can also find help in these guidelines:

- Guidelines for the use of the Nordic Swan Ecolabel in marketing materials for certified products
- Guidelines for the use of the Nordic Swan Ecolabel in marketing materials for certified services
- Guidelines for the use of the Nordic Swan Ecolabel in printed matter and transport packaging
- Guidelines for the use of the Nordic Swan Ecolabel on packaging for liquid food

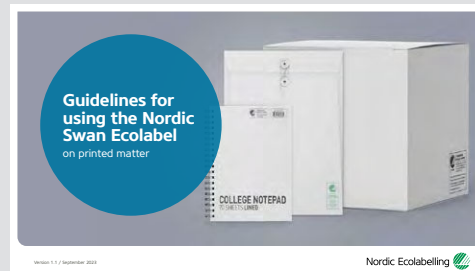
Guidelines for the use of the Nordic Swan Ecolabel in marketing materials for certified products



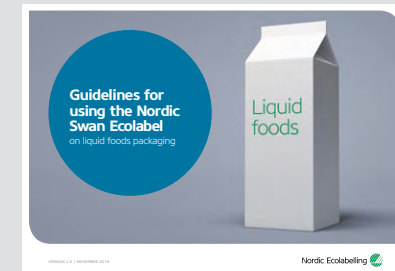
Guidelines for the use of the Nordic Swan Ecolabel in marketing materials for certified services

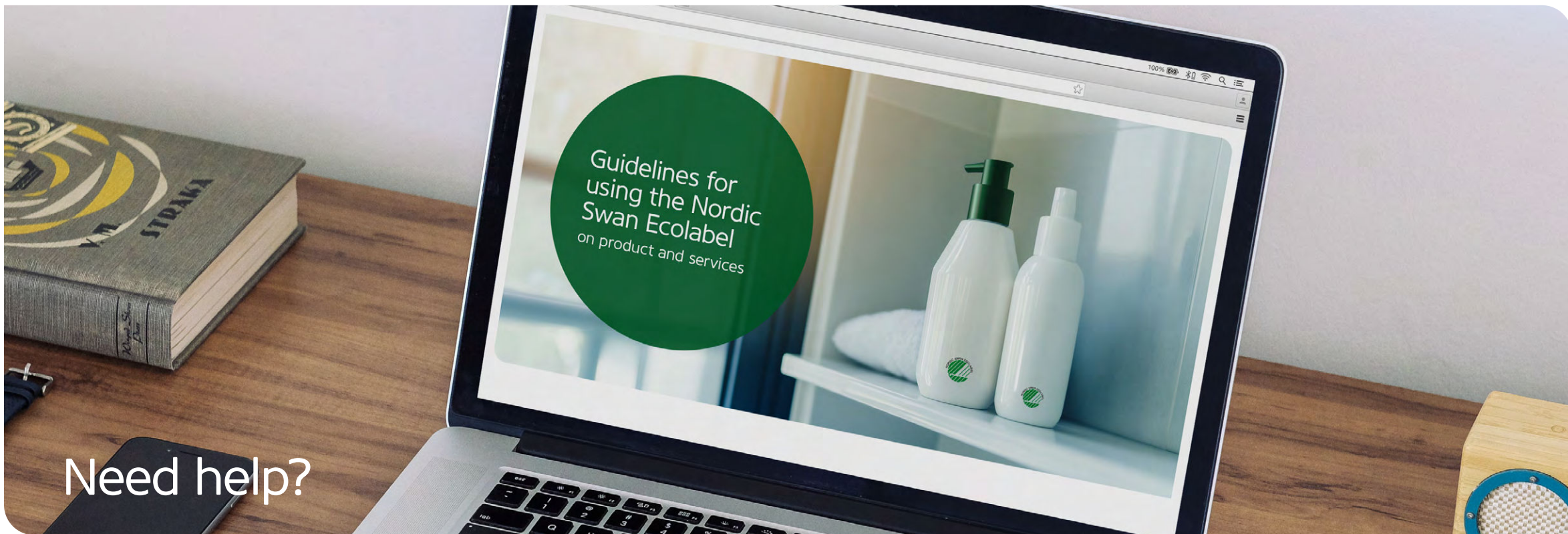


Guidelines for the use of the Nordic Swan Ecolabel in printed matter and transport packaging



Guidelines for the use of the Nordic Swan Ecolabel on packaging for liquid food





Need help?

If you have questions or need help, please contact your local ecolabelling organisation or visit their homepage:

Ecolabelling Denmark,
Danish Standards Foundation
DK-2150 Nordhavn
DK-9670 Loegstoer
Tel.: +45 72 300 450
marketing@ecolabel.dk
www.nordicswanecolabel.dk

Ecolabelling Finland
FI-00100 Helsinki
Tel.: +358 9 6122 5000
joutsen@ecolabel.fi
www.joutsenmerkki.fi

Ecolabelling Iceland
Umhverfis- og orkustofnun
IS-108 Reykjavik
Tel.: +354 591 2000
svanurinn@uos.is
www.svanurinn.is

Ecolabelling Norway
NO-0255 Oslo
Tel.: +47 24 14 46 00
marketing@svanemarket.no
www.svanemarket.no

Ecolabelling Sweden AB
SE-100 64 Stockholm
Tel.: +46 8 55 55 24 00
marketing@svanen.se
www.svanen.se

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1.0

Introduction

This chapter explains the most important things you need to know before using the Nordic Swan Ecolabel.

- Important steps to get started
- Disclaimer, responsibilities and misuse

1.1 Important steps to correct use of the Nordic Swan Ecolabel

1

Get the Nordic Swan Ecolabel mark artwork files

As a licensee with an active license for the Nordic Swan Ecolabel you will get access to download the Nordic Swan Ecolabel in various file formats.

If you are in doubt whether you have the most recent version, please contact the marketing department at your local ecolabelling organisation by email – or go to their website. See the contact information on page 3.

Do you have a licence to use the mark?

Only companies with a valid licence can use the Nordic Swan Ecolabel – and only on their ecolabelled products or services.

2

Get your eight-digit product or marketing licence number

Each Swan Ecolabel licence is assigned an eight-digit licence number. The licence number shall be shown together with the Nordic Swan Ecolabel when used on a product or on a website of a service provider.

Share this guideline!

Share these guidelines with your design agency to ensure correct use.

3

Place mark and licence number on your product or website

Follow the rules in this guideline when you place the Nordic Swan Ecolabel on your product packaging – or when you place the Nordic Swan Ecolabel on your website as a service provider.

Note!

Remember to check the criteria document for your specific product group to see if there are special requirements on the subtext and use of the Nordic Swan Ecolabel.

Do not use the Nordic Swan Ecolabel if your licence has expired!

The right to use the Nordic Swan Ecolabel ceases at the end of the licence period, when the licence becomes invalid or when the relationship between the licensee and the ecolabelling organization ends in any other way.

4

Check that artwork is in compliance with the guidelines

Use the checklist in chapter 2 to ensure that the artwork complies with guidelines.

If in doubt:

Send the final artwork for the product packaging (label, primary packaging, secondary packaging) or link to your website to your local ecolabelling officer who is responsible for managing your licence or application.

1.2 Disclaimer, responsibilities and misuse information

Disclaimer

These guidelines have been developed by:

Nordic Ecolabelling,
Box 38114, SE-100 64 Stockholm, Sweden
Tel.: +46 8 55 55 24 00
fnm@nordic-ecolabel.org
www.nordic-ecolabel.org

Nordic Ecolabelling or the local ecolabelling organisation grants permission to use the Nordic Swan Ecolabel on products and services for licensees that have a valid licence.

The right to use the Nordic Swan Ecolabel on products and services is only granted for the products and services listed in the licence certificate. Use of the Nordic Swan Ecolabel on products and services not listed in the licence certificate is not allowed.

Nordic Ecolabelling reserves the right to change the guideline. All licensees and holders of registrations will be informed of such a change in writing.

Responsibilities

The Licensee is solely responsible for the product labelling, packaging and information. Also, it is the responsibility of the licensee to ensure that the product packaging or labelling comply with national standards and legislation.

The Licensee is responsible for ensuring correct use of the Nordic Swan Ecolabel, and for ensuring that subtext and licence number is accurate.

Nordic Ecolabelling does not take responsibility for any other marks or claims on the product or service.

Misuse of the Nordic Swan Ecolabel

In case of misuse of the Nordic Swan Ecolabel, the following steps will be taken by the local ecolabelling organisation in the country where the misuse has taken place.

- The misuse will be reported and logged into a register.
- The company misusing the Nordic Swan Ecolabel will be contacted – to investigate the misuse.
- Corrective actions will be required within a time frame. The time frame will depend on the type of misuse, the media/channel, and on the severity of the misuse.
- Follow-up actions will be conducted to ensure that the misuse has stopped or been corrected.

For more information please see section 2.7 in Regulations for the Nordic Ecolabelling of products.

Intellectual property rights:

The Nordic Swan Ecolabel name and mark is intellectual property belonging to the Nordic Ecolabelling organisations.

Only organisations that have obtained a licence for the Nordic Swan Ecolabel are allowed to display the Nordic Swan Ecolabel on their products and services.

Organisations without a license can only use the mark on printed matter – if the printed matter is Nordic Swan ecolabelled.

Products inspected by Nordic Ecolabelling to be included as a raw material in a Nordic Swan ecolabelled product, but which are not in themselves Nordic Swan ecolabelled, are not entitled to carry the Nordic Swan ecolabel.

Unauthorised use of the mark is prohibited and will be treated as an infringement of intellectual property rights.



2.0

Use of the Nordic Swan Ecolabel

This chapter and its sections explain the basic rules and guidelines for using the Nordic Swan Ecolabel on products and services – and on printed matters.

- Basic rules
- Use on products and packaging
- Use on services
- Use on printed matter

2.1

Basic rules

This section explains the basic rules when using the Nordic Swan Ecolabel.

- Components and hierarchy
- Language versions
- Placement of licence number and subtext
- Mark colours
- Don'ts

2.1 Basic rules

The components & hierarchy of the Nordic Swan Ecolabel

The Nordic Swan Ecolabel consists of three components:

1. The Nordic Swan symbol with uppercase text
2. The descriptive subtext *)
3. The product's licence number

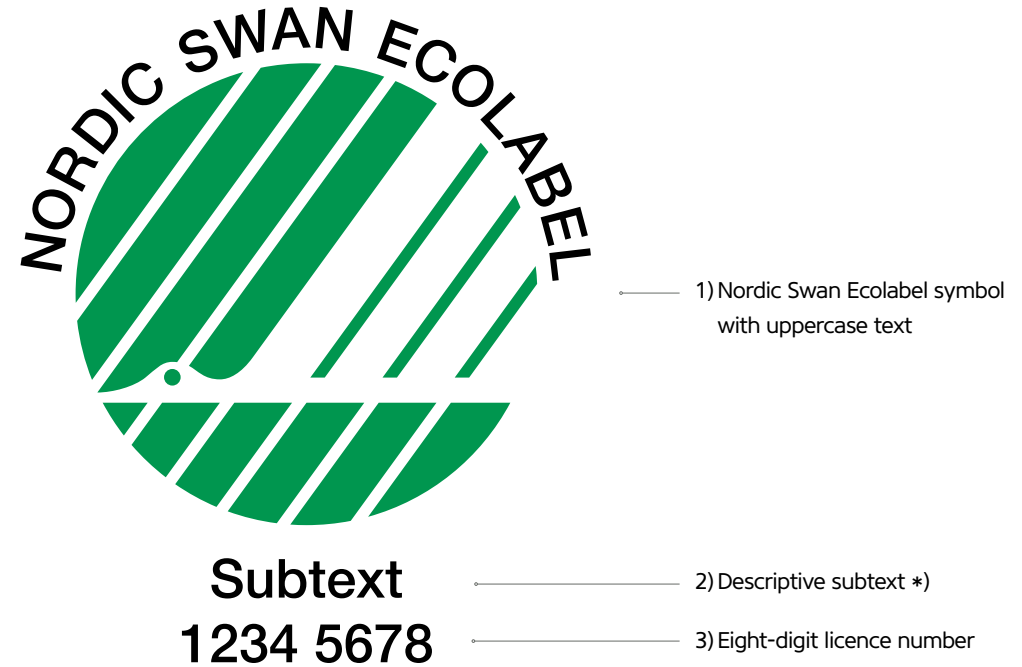
The uppercase text NORDIC SWAN ECOLABEL follows the curved outline on top of the Nordic Swan symbol.

The licence number is placed below the Nordic Swan Ecolabel.

If a product's packaging has a front and back, we recommend moving the license number to the back of the product to enhance the visibility of the Nordic Swan Ecolabel on the front.

Both subtext and licence number shall use the **Helvetica Neue Medium** typeface. (Helvetica Neue Ltd Std). The font type is available upon request to your local ecolabelling organisation.

*) Descriptive subtext is only obligatory for services and a few product groups. Rules are stipulated in the relevant criteria document.



2. Use of the Nordic Swan Ecolabel

2.1 Basic rules

Language versions of the Nordic Swan Ecolabel

The Nordic Swan Ecolabel can be used in six different language versions:

International version:

The English version of the mark can be used across all Nordic markets or in countries outside the Nordic.

It replaces previous versions in other languages.

National versions:

Swedish
Norwegian
Icelandic
Danish
Finnish

International



Sweden



Norway



Iceland



Denmark



Finland



2. Use of the Nordic Swan Ecolabel

2.1 Basic rules

Placement of licence number and subtext

1. The Nordic Swan Ecolabel and the eight-digit licence number

are obligatory elements and must be present on all products and services.

2. The descriptive subtext

is obligatory for all ecolabelled services and for a few product categories (see rules in the criteria document for your specific product group).

Detailed information about the placement of the mark, licence number and subtext on the pack, can be found in section 2.2.

To increase visibility on products, you can place the Nordic Swan Ecolabel on front of the pack - and move licence number to the back of the pack.

Mark with
Nordic Swan Ecolabel



Mark and
licence number



1234 5678

Mark, subtext and
licence number



Subtext
1234 5678



1234 5678



Subtext
1234 5678

2. Use of the Nordic Swan Ecolabel

2.1 Basic rules

Small size mark – back of pack

A small size, horizontal version of the Nordic Swan Ecolabel is available for use as secondary mark on the back of the pack.

In this version, the Swan symbol is accompanied by a short text and the eight-digit licence number.

Alternatively, if space on the back is limited, you can use the plain text version without the swan symbol.



Note!

The small size version of the mark should only be used for secondary placement.

If the small size version is used as primary mark on small products, this must be the small version with the swan symbol - and the use must be approved by your local ecolabelling organisation. See the contact information on page 4.

Small size version with Swan symbol





Nordic Swan Ecolabel
1234 5678

Text version without Swan symbol

Nordic Swan Ecolabel
1234 5678

2. Use of the Nordic Swan Ecolabel

2.1 Basic rules

	Pantone:	347 C
	CMYK:	100 / 000 / 090 / 000
	RGB:	000 / 154 / 068
	HTML:	#009a44
	Pantone:	Black
	CMYK:	000 / 000 / 000 / 100
	RGB:	000 / 000 / 000
	HTML:	#000000

Colours

Green, black and white are the brand colours of the Nordic Swan Ecolabel which is available in three colour versions. The two-colour is the recommended version.

! Note! The swan symbol must never be used in negative or in grey-tones. Use the version with a white background circle instead.

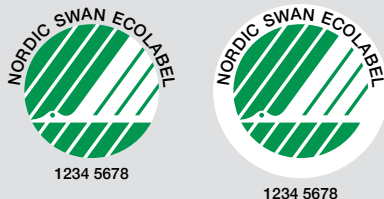
! Attention! The swan and stripes in the symbol must always be white - regardless of whether the mark is used with a background circle or not. The white colour is part of the mark and must not be changed to e.g. transparent.

Always use the green and black colours specified above. If you have problems complying with the rules for use of colours or only have a limited number of available colours in your artwork (e.g. limited number of Pantone colours), please contact your local ecolabelling organisation to discuss the options. See the contact information on page 4.

Never use a negative version of the Nordic Swan Ecolabel, where the swan symbol is turned black and the surrounding stripes are white.

On white and light-coloured backgrounds

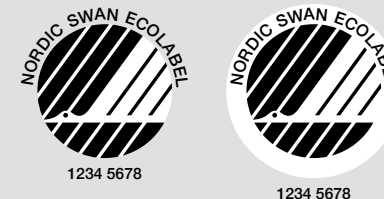
Recommended two-colour version



Optional one-colour version



Optional one-colour black



On dark or patterned backgrounds

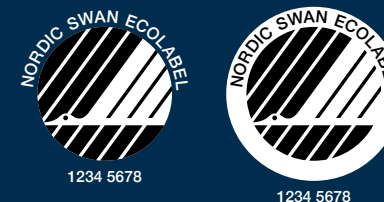
Recommended two-colour version



Optional one-colour version



Optional one-colour black



2. Use of the Nordic Swan Ecolabel

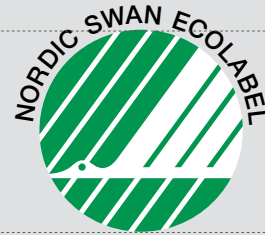
2.1 Basic rules

Placement next to other labels

When the Nordic Swan Ecolabel is displayed together with other labels, each label must be placed independently and there should be clear and equal space between all labels.

The green swan symbol must keep an upper and lower edge with the basic outline of the other labels, so that the proportions are optically balanced with each other and the best possible legibility of the Nordic Swan Ecolabel toptext is ensured.

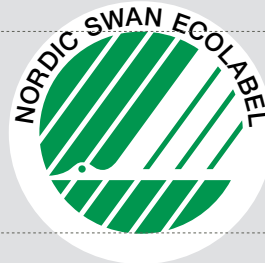
Version 1



1234 5678



Version 2



1234 5678



2. Use of the Nordic Swan Ecolabel

2.1 Basic rules

Incorrect use of the Nordic Swan Ecolabel

The Nordic Swan Ecolabel enjoys high recognition amongst Nordic consumers and it is important that it always appear the same way.

The Nordic Swan Ecolabel must never be altered, distorted or recreated in a way that will violate the design of the mark.

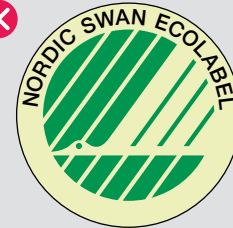
The Nordic Swan Ecolabel provided to you by your local ecolabelling organisation is the only version of the mark you are allowed to use.

Please make sure to use the latest version of the Nordic Swan Ecolabel.

Always check if the mark is the latest version when you update your artwork on product packaging or visibility material.

You will find the current version of the mark on the website of your local ecolabelling organisation. See the contact information on page 3.

As a minimum the mark should be checked and replaced if necessary, when your licence is renewed.



2.2

Use of the Nordic Swan Ecolabel on products and packaging

This section provides a guideline for using the Nordic Swan Ecolabel on products.

- Placement options
- Guideline for use on small size packaging
- Guideline for use on secondary packing (displays, shelf trays)
- Artwork checklist

2. Use of the Nordic Swan Ecolabel

2.2 On products and packaging

Placement options

The Nordic Swan Ecolabel should be clear and visible when placed on a product's packaging – to make it easy for consumers to spot the ecolabel.

The key components of the Nordic Swan Ecolabel can be placed in two different ways:

Option A - recommended

Mark on the front of the pack.

Licence number on the back.

If space is limited on the back and a logo is placed on the front, a simple text line without the small Swan symbol can be used – see page 14.

Option B

All on the front of the pack.

The mark and licence number is placed together on the front of the pack.

See next page for examples.

Option A
Mark on the front of the pack – text on the back.



Option B
All on the front of the pack.



**Make your
Nordic Swan
Ecolabel
stand out**

77%

**of Nordic consumers say the Nordic Swan Ecolabel helps them
make good environmental choices.***

By placing the Nordic Swan Ecolabel prominently on your packaging, you make it easier for retailers to showcase the best environmental choices in-store and for consumers to quickly identify your ecolabelled products.

*Source: Nordic Consumer Sustainability Index 2024 (Opinion on behalf of Nordic Swan Ecolabel, May 2024)

2. Use of the Nordic Swan Ecolabel

2.2 On products and packaging

Examples

For maximum visibility of the Nordic Swan Ecolabel we recommend placing the mark alone on the front of the pack, and move the licence number to the back side of the packaging.

A. The mark on the front of the pack

must be in a size proportional to the packaging and positioned so that is clear and visible and the top text is legible.

B. The licence number and subtext

on the back of the pack must be placed together with a small version of the Nordic Swan Ecolabel for easy recognition. If space on the back is limited, a plain text version can be used. See page 14.

C. All on the front of the pack

When the mark is placed on the front of the pack together with the licence number and possible subtext, make sure to use it in a size where the text is legible.

D. Several marks on the pack

On large packagings it is recommended to place additional marks on e.g. side panels. The licence number only needs to be shown on one side.



Front



Back



Note:

- Consider the position of the Nordic Swan Ecolabel if the product is placed in a tray or on a shelf to avoid the shelf covering the mark.
- The Nordic Swan Ecolabel must be in a size proportional to the packaging and licence number and descriptor must be clear and legible.
- On small size packs the small size version (page 13) can be used as primary mark - if approved by your local ecolabelling organisation.



2. Use of the Nordic Swan Ecolabel

2.2 On products and packaging

Products with no outer packaging

On products with no outer packaging, for example clothing, building boards, toys or durable wood products, the Nordic Swan Ecolabel mark can be displayed either on a sticker, a neck label or a hang tag to make it easy for the consumer to see that the product is certified with the Nordic Swan Ecolabel.



Note!

- Remember to include the licence number below the mark.
- If the Nordic Swan Ecolabel mark is displayed on multiple facings, the licence number only needs to be displayed once.
- Use of small size mark on stickers, hang-tags etc. is only for limited spaces and always subject to approval by your local ecolabelling organisation. Make sure to get this approval before you finalise your design.

See the contact information on page 4.



2. Use of the Nordic Swan Ecolabel

2.2 On products and packaging

Secondary packaging

To increase visibility to consumers the Nordic Swan Ecolabel mark can be included on a secondary packaging with certified products.

The Nordic Swan Ecolabel mark can be placed in two different ways:

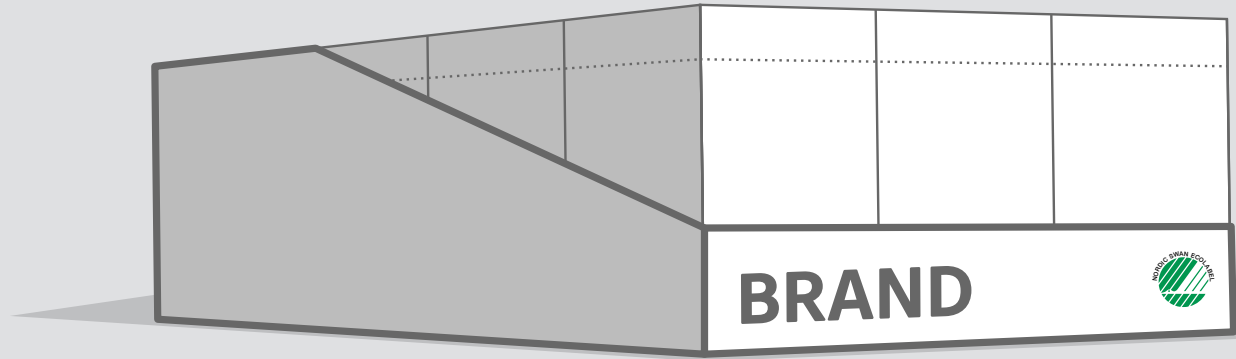
- A.** If the tray/display covers the mark on the products, the Nordic Swan Ecolabel can be displayed on the front of the tray or display.
- B.** If the Nordic Swan Ecolabel is visible on the products, it is not necessary to place a mark on the tray or display.



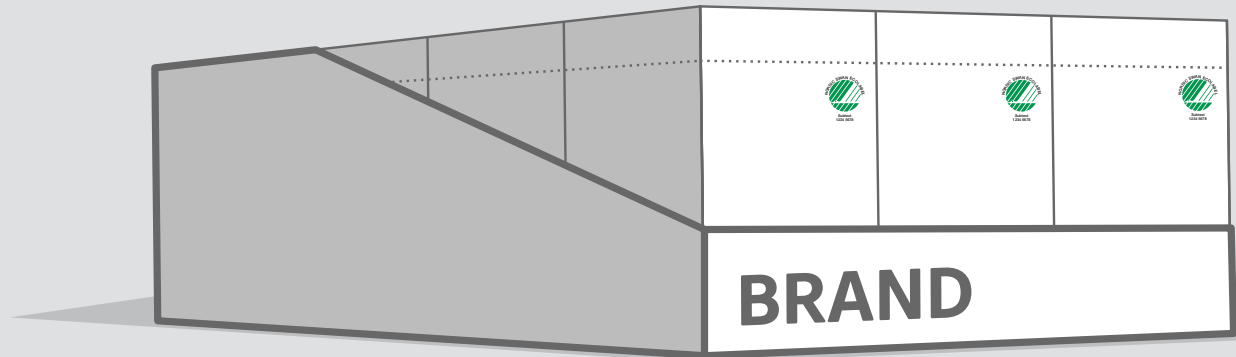
Note!

The Nordic Swan Ecolabel can only be used on a secondary packaging if **all items** in the tray or display are Nordic Swan ecolabelled.

A



B



2.2 On products and packaging

Artwork checklist

Use this checklist to ensure that your packaging design and final artwork is in compliance with this guideline.

If in doubt

If you are in doubt whether your packaging meets this guideline, you can send the artwork (label, primary packaging, secondary packaging) to your local ecolabelling officer who is responsible for managing your licence or application.

- 1 Check requirements for use of the Nordic Swan Ecolabel in the criteria document.**
Check the criteria document for your specific product group to see if there are special requirements to the descriptive subtext and use of the mark.
- 2 Place the mark on the front of the pack.**
The Nordic Swan Ecolabel must be placed on the front face of the packaging product and be visible and legible to the consumer. The front mark must be used in a size proportional to the size of the packaging.
- 3 Make sure to use correct colours.**
The green/black colour version of the Nordic Swan Ecolabel is the recommended version. Use the mark with white background on darker or busy/patterned backgrounds.

If you have problems complying with the rules for use of colours or only have a limited number of available colours in your artwork, please contact your local ecolabelling organisation to discuss the options.
- 4 Include licence number and descriptive subtext.**
Licence number – and in certain cases a descriptive subtext - must be visible and legible on the packaging/product. It can be placed either below the mark on the front of the pack, or placed as a secondary small size mark or text line on the back.
- 5 Never alter the Nordic Swan Ecolabel.**
Never alter the Nordic Swan Ecolabel or attempt to make your own mark.

Use of the Nordic Swan Ecolabel mark on ecolabelled services

This section provides a guideline for using the Nordic Swan Ecolabel to identify a service.

- Rules to observe
- Guideline for service providers where all services are ecolabelled
- Guideline for service providers where only some services are ecolabelled
- Examples
- Checklist

2. Use of the Nordic Swan Ecolabel

2.3 On services

Clear communication

When the Nordic Swan Ecolabel is used on services it must be clearly communicated exactly what is ecolabelled – to avoid confusing or misleading customers:

- A.** If the service provider offers only one service and this service is certified with the Nordic Swan Ecolabel. The service provider can use the Nordic Swan Ecolabel in all relevant aspects.
- B.** If the service provider offers several services, and not all services are (or can be) certified with the Nordic Swan Ecolabel. It must be clear that only the specific service is ecolabelled, not the entire company or the entire service portfolio.

When the Nordic Swan Ecolabel is used in connection with services, it must be displayed with the mandatory descriptive subtext and licence number on the website of the service provider – and only in relation to the certified service (see page 26). You will find the obligatory service subtext in the criteria document.



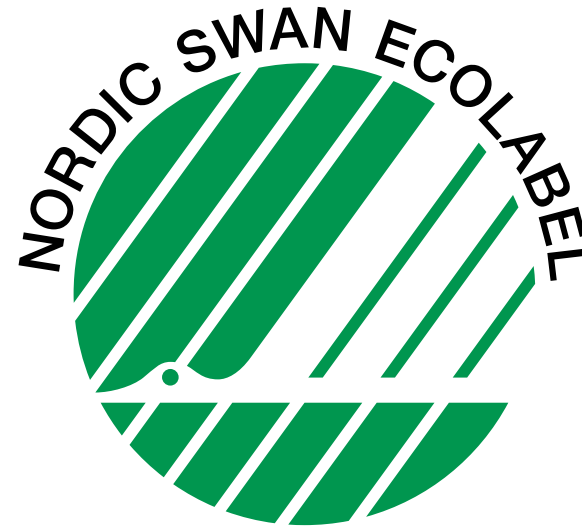
Note!

If the Nordic Swan Ecolabel is used in other marketing materials for the certified service, please follow “Guidelines for Using the Nordic Swan Ecolabel in Marketing Materials for Certified Services.” The guidelines can be found on the website of your local ecolabelling organisation.



Note!

The Nordic Swan Ecolabel must not be integrated or form a part of the logo of the service provider.



1) Nordic Swan Ecolabel symbol with uppercase text

Subtext
1234 5678

2) Descriptive subtext *)

3) Eight-digit licence number

2.3 On services

Examples of Nordic Swan Ecolabel for services

On this page you will find examples on how the service subtext is placed below the Nordic Swan Ecolabel together with the eight-digit licence number.

The subtext is stipulated in the criteria document for your product group.

If in doubt

Contact customer service at your local ecolabelling organisation to get the correct mark and subtext.



Canteen
1234 5678



Cleaning service
1234 5678



Conference centre
1234 5678



Building
1234 5678



Hotel
1234 5678



Printing company
1234 5678



Renovation
1234 5678



Textile services
1234 5678



Vehicle wash installation
1234 5678

2. Use of the Nordic Swan Ecolabel

2.3 On services

Placement of mark on websites

To help consumers and customers identify an ecolabelled service and understand exactly what is certified, the Nordic Swan Ecolabel should be placed on the website of the service provider. Placement on the website depends on whether all services or only some services are certified with the Nordic Swan Ecolabel.

Option A

Service providers with fully certified services may use the Nordic Swan Ecolabel in **all relevant aspects**.

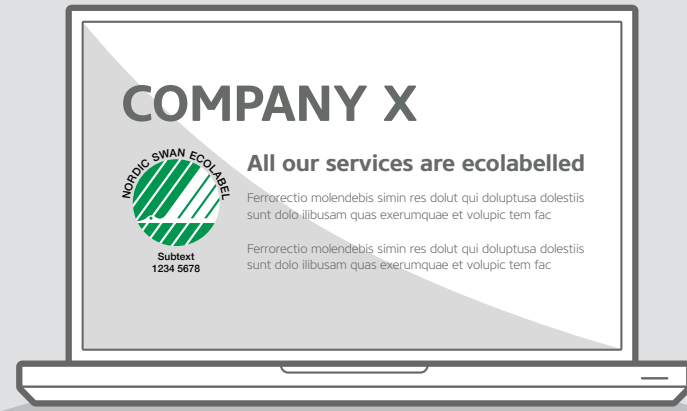
Option B

Service providers with only some certified services can only use the Nordic Swan Ecolabel on their website **in relation to the specific certified service(s)**.

The Nordic Swan Ecolabel shall be placed on the website of the service provider in a place where it is easy for customers to find it. The Nordic Swan Ecolabel mark should always be accompanied by the unique licence number and obligatory subtext.

We recommend to let the Nordic Swan Ecolabel link to the website of your local ecolabelling organisation or to a subpage with more information about your ecolabelled service.

A



B



Note:

- This guideline only provides rules for displaying the Nordic Swan Ecolabel on the website of the service provider. If you have questions about use of the mark in promotion and marketing materials, please follow "Guidelines for using the Nordic Swan Ecolabel in Marketing Materials for Certified Services." The guidelines can be found on the website of your local ecolabelling organisation.

2.3 On services

Checklist

Use this checklist to ensure that the use of the Nordic Swan Ecolabel on your website is in compliance with this guideline.

If in doubt

Send a link to your website to your local ecolabelling officer who is responsible for managing your licence or application.

- 1 Check requirements for mandatory subtext in the criteria document.**
Check the criteria document for your specific service category to see the descriptive subtext that should accompany the Nordic Swan Ecolabel.
- 2 Only use the mark in relation to ecolabelled services.**
The Nordic Swan Ecolabel mark must never be used in a way that is confusing or misleading to customers. If not all services are ecolabelled, it must be clear, which services are ecolabelled.
- 3 Place the Nordic Swan Ecolabel on your website.**
In order for customers and consumers to identify an ecolabelled service, the Nordic Swan Ecolabel should be placed the website of the service provider with a clear explanation of which – if not all – services are ecolabelled.
- 4 Include licence number and descriptive subtext.**
Always use the Nordic Swan Ecolabel with the descriptive subtext and include the licence number when displayed on your website.
- 5 Never alter the Nordic Swan Ecolabel.**
Never alter the Nordic Swan Ecolabel mark or attempt to make your own mark.

2.4

Use of the mark on printed matter

This section provides a guideline for using the Nordic Swan Ecolabel on printed matter.

- Use of the mark in printed matter
- Placement options
- Checklist

2. Use of the Nordic Swan Ecolabel

2.4 On printed matter

Nordic Swan Ecolabel on printed matter

For a printed matter to be Nordic Swan ecolabelled, it has to be printed on Nordic Swan or inspected paper and be produced at a Nordic Swan ecolabelled printing company.

The Nordic Swan Ecolabel must always be accompanied by the subtext. **Printed matter** and the eight-digit licence number for the printing company responsible for the production.



Note!

- You can find a list of printing companies and paper with valid licences for the Nordic Swan Ecolabel on the website of your local ecolabelling organisation.
- Your printing company can provide you with the correct mark and licence number to be used in your printed matter - or you can download the mark as artwork files on the website of your local ecolabelling organisation.
- Do not use the version with "Nordic Swan Ecolabel printing company" which is only intended for use by the printing company.

See the contact information on page 4.

Full version



Standard version



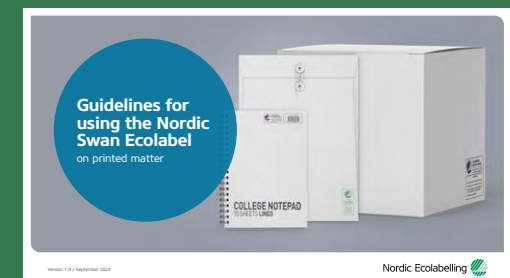
Short version



Mini version



Guidelines for use of the Nordic Swan Ecolabel on printed matter



2.4 On printed matter

Checklist

Use this checklist to ensure that your printed matter is in compliance with this guideline.

If in doubt

Send final artwork for your printed matter and name on the printing company to the marketing department at your local ecolabelling organisation. See the contact information on page 4.

1 Place the mark on a 'non-front' side of the printed matter

The Nordic Swan Ecolabel mark for printed matter must always be placed on a 'non-front' side of the item. If one printed surface only, place the mark away from the main communication on the item. The mark must be legible to the consumer and must be used in a version proportional to the size of the item.



2 Make sure to use correct colours

The one-colour version of the Nordic Swan Ecolabel is the recommended version.



3 Include licence number

Remember to enter the correct eight-digit licence number of your certified printing company. You can also get the correct mark from your printing company.



4 Never alter the Nordic Swan Ecolabel

Never alter the Nordic Swan Ecolabel or attempt to make your own mark.





Published by:
Nordic Ecolabelling
Box 38114
SE-100 64 Stockholm
Sweden
Tel.: +46 8 55 55 24 00
www.nordic-swan-ecolabel.org

For local contact information see page 4