



EU Ecolabel | Digital Toolkit

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WHO IS THE TOOLKIT FOR

This EU Ecolabel Digital Toolkit has been created for use by **EU Ecolabel retailers, license holders and competent bodies** to encourage and facilitate the promotion of Europe's label of environmental excellence. To aid such promotion, the EU Ecolabel has developed this digital toolkit which will provide these EU Ecolabel stakeholders the perfect tools needed for digital promotional activities to help demonstrate to customers how easy it is to shop green and make responsible purchasing choices.

WHAT DOES THE TOOLKIT CONTAINS

Website banners, social media banners and visuals for promotion on digital platforms have been developed and made available for download. A variety of types of EU Ecolabel campaigns have been created for this Digital Toolkit, offering EU Ecolabel retailers, license holders and competent bodies different approaches to campaigning for and marketing EU Ecolabel products. This document will guide you through these materials and highlight examples of how they can best be utilised.

HOW TO USE THE TOOLKIT

By downloading the accompanying folder, you have access to all images and their source files meaning that you can edit these EU Ecolabel materials to how you best see fit. You will also find some banners are available in other languages (EU 28 languages) and a translation of the EU Ecolabel product Unique Selling Points has also been provided to provide a basis for EU Ecolabel promotional slogans in languages other than English.

Please keep in mind that by using this EU Ecolabel Digital Toolkit you agree to comply with the following rules:

- Use of the EU Ecolabel logo has to adhere to the rules laid out in EU Ecolabel Logo Guidelines.
- The promotional materials provided must only be used for promotion of EU Ecolabel products.
- The promotional materials provided must only be used by those holding an EU Ecolabel license, retailers who sell EU Ecolabel licensed products or EU Ecolabel competent bodies.
- The EU Ecolabel logo and EU Ecolabel Twitter hashtag (#Ecolabel) must not be changed.

TYPOGRAPHY

The EU Ecolabel typography is the **PF Square Sans Pro**.

You can use the font in all of its different weights (Thin, Light, regular, medium, bold, extra black) and in italic.

PF Square Sans Pro - regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ,?!():@&

PF Square Sans Pro - medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ,?!():@&

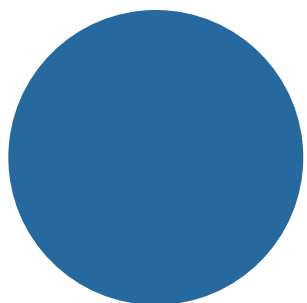
PF Square Sans Pro - bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ,?!():@&

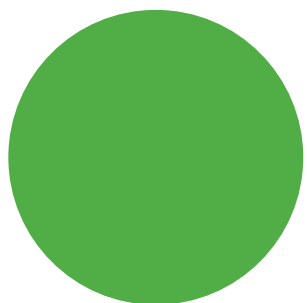
'GENERAL' BANNERS

When designing EU Ecolabel banners for general use, you can use the two colours taken from the EU Ecolabel logo.

For example, as shown in this Twitter banner where the text is written in both the EU Ecolabel blue and green.



Pantone P 279
CMJN C 87 M 58 J 16 N 2
RVB R 47 V 105 B 155
HTML # 2f6a9b



Pantone P 347
CMJN C 70 M 7 J 100 N 0
RVB R 86 V 177 B 72
HTML # 5aac4d



EU Ecolabel general twitter banner

'SPECIFIC' BANNERS

Each category is linked to a colour. When you want to publish a visual that refers to a specific category of EU Ecolabel products, for example, 'Cleaning up' or 'Personal Care', you must use the colour of this specific category.

On page 8 you can find a full list of product categories and their respective colours.



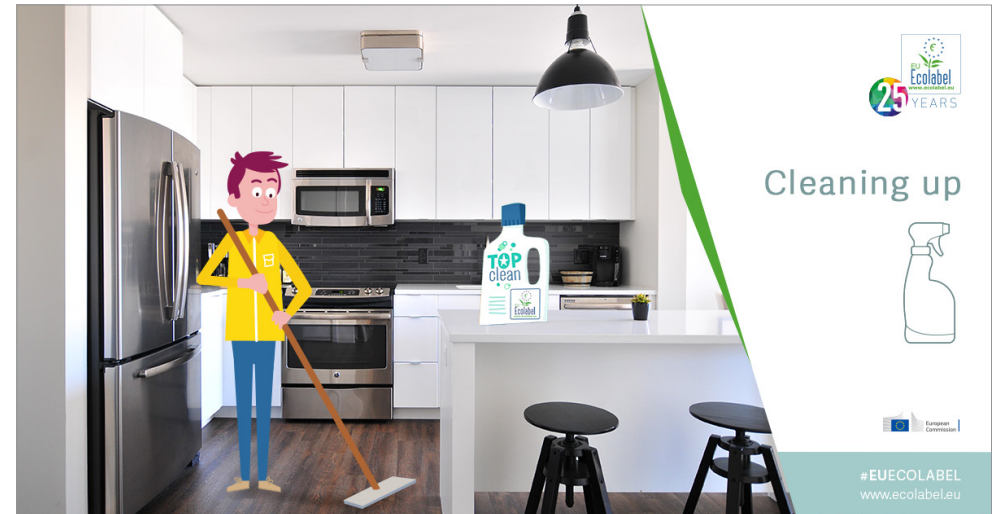
EU Ecolabel 'Cleaning up' facebook banner



EU Ecolabel 'Do-it-yourself' facebook banner



EU Ecolabel 'Personal care' facebook banner



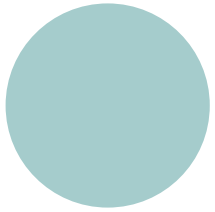
EU Ecolabel 'Cleaning up' facebook banner



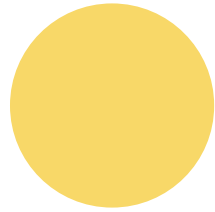
EU Ecolabel 'Textiles + footwear' facebook banner



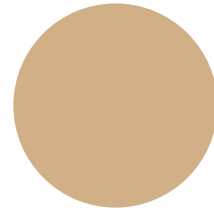
EU Ecolabel 'Paper' facebook banner



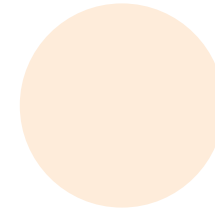
Cleaning up
RVB 165 204 204



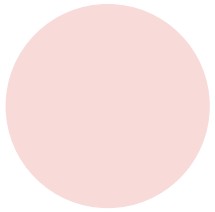
Do-it-yourself
RVB 248 216 204



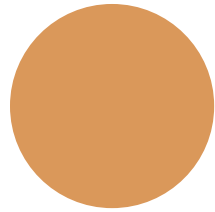
Furniture
RVB 209 176 135



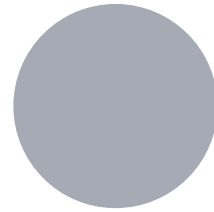
Services
RVB 254 236 218



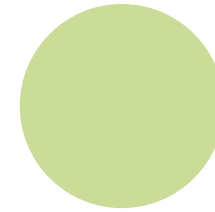
Personal Care Products
RVB 248 218 217



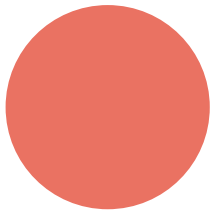
Coverings
RVB 218 252 90



Electronic Equipment
RVB 166 170 181



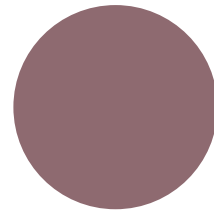
Gardening
RVB 202 220 151



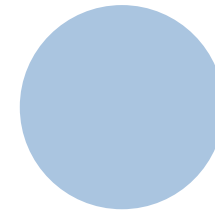
Lubricants
RVB 234 114 98



Paper Products
RVB 243 243 244



Textiles + Footwear
RVB 142 106 112



Household Items/Bed Mattresses
RVB 170 197 224

'SPECIFIC' ICONS

We have also developed icons that can be used to represent all EU Ecolabel product categories. These can be used in visuals that refer to specific EU Ecolabel products.



Cleaning up



Do-it-yourself



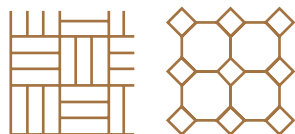
Furniture



Services



Personal Care Products



Coverings



Electronic Equipment



Gardening



Lubricants



Paper Products



Textiles + Footwear



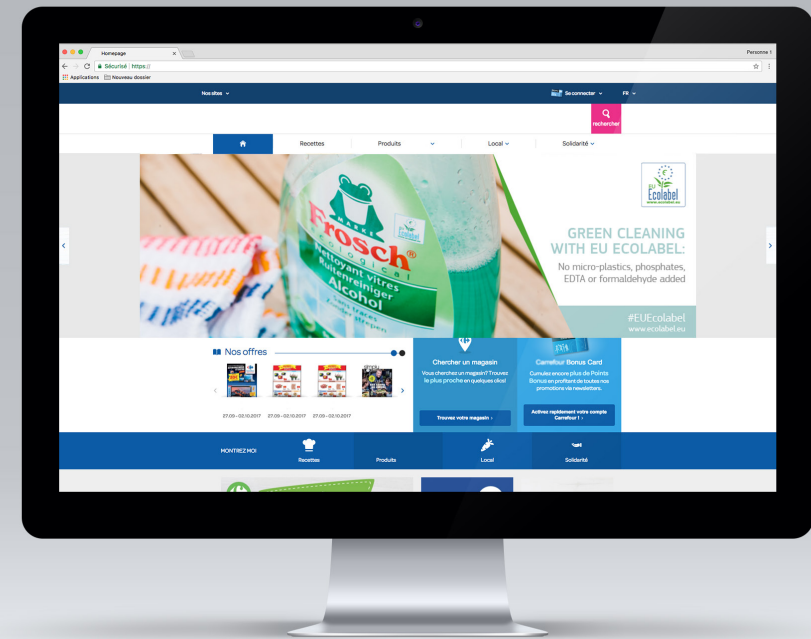
Household Items/Bed Mattresses

WEBSITE EXAMPLES

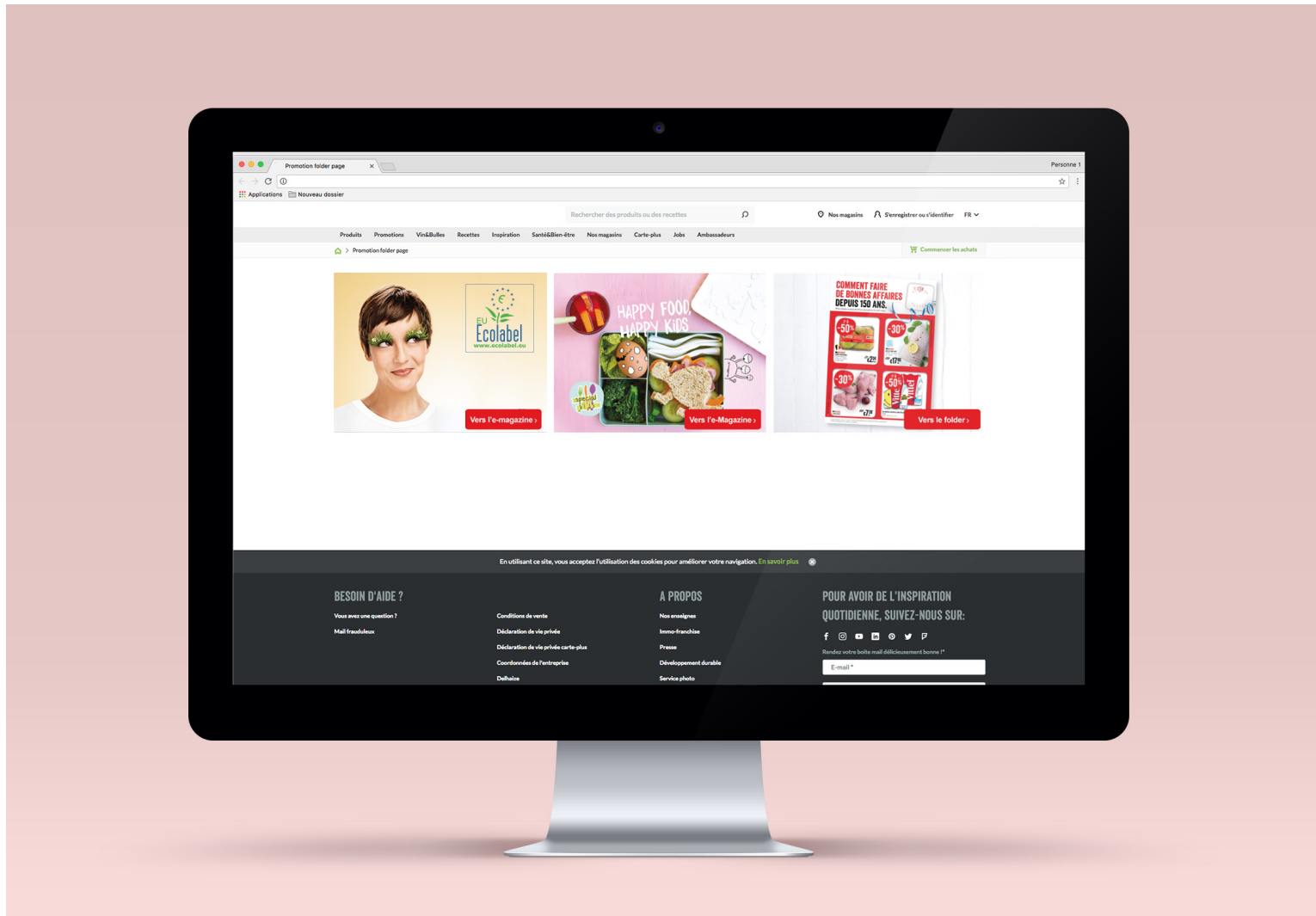
Using EU Ecolabel promotional materials on your website is now easier than ever. You can display EU Ecolabel visuals on a carousel banner or as a separate advertisement to showcase your EU Ecolabel products and services. See below examples of how you can feature your EU Ecolabel products online to capture customers' attention.



EU Ecolabel 'General' retailer website banner



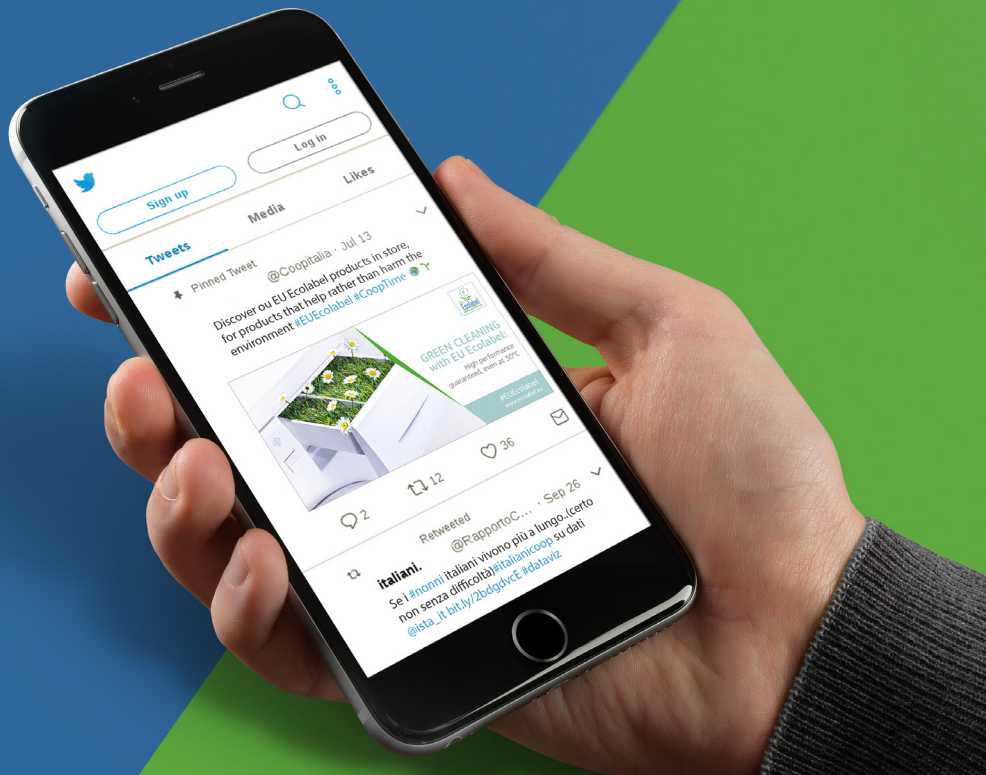
EU Ecolabel 'Bed Mattresses' retailer website banner



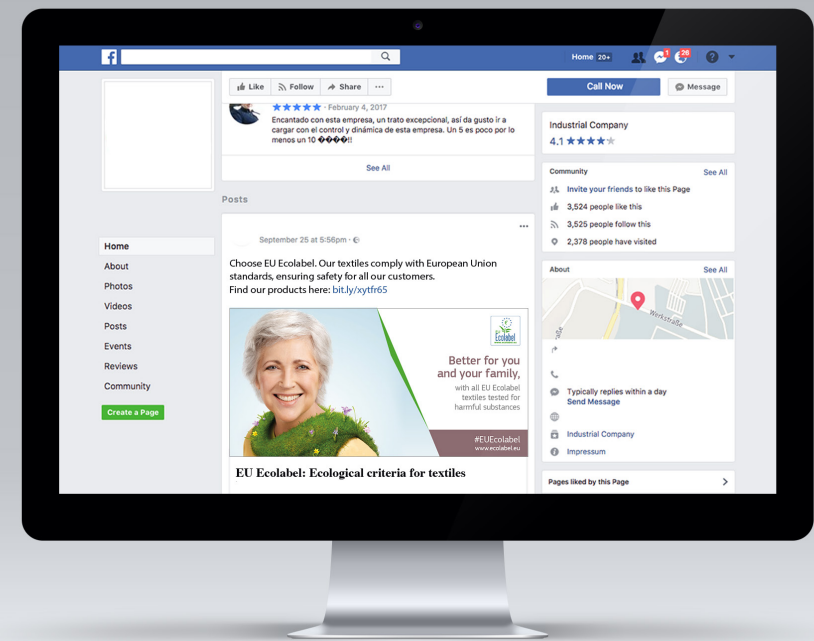
'Ecolabel Suits You' campaign

SOCIAL MEDIA EXAMPLES

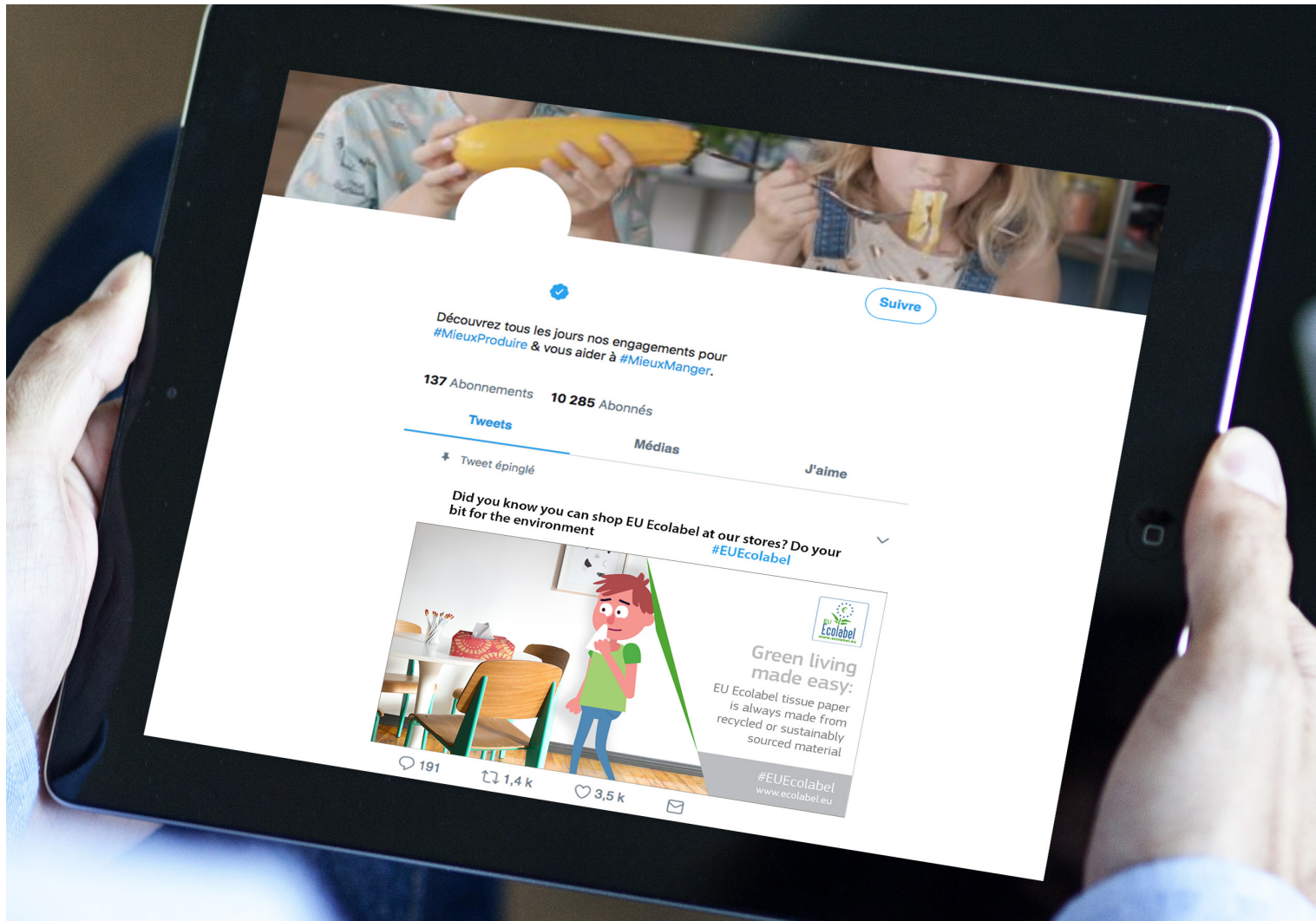
Social media is one of the most important tools today for reaching out to existing and potential customer bases. Showcase your EU Ecolabel products and services with our existing EU Ecolabel visuals, or create your own using the many downloadable visual files available in our toolkit. See below just how your social media accounts can look like with a touch of EU Ecolabel.



EU Ecolabel 'Cleaning up' twitter post



EU Ecolabel 'Textiles & Footwear' facebook post



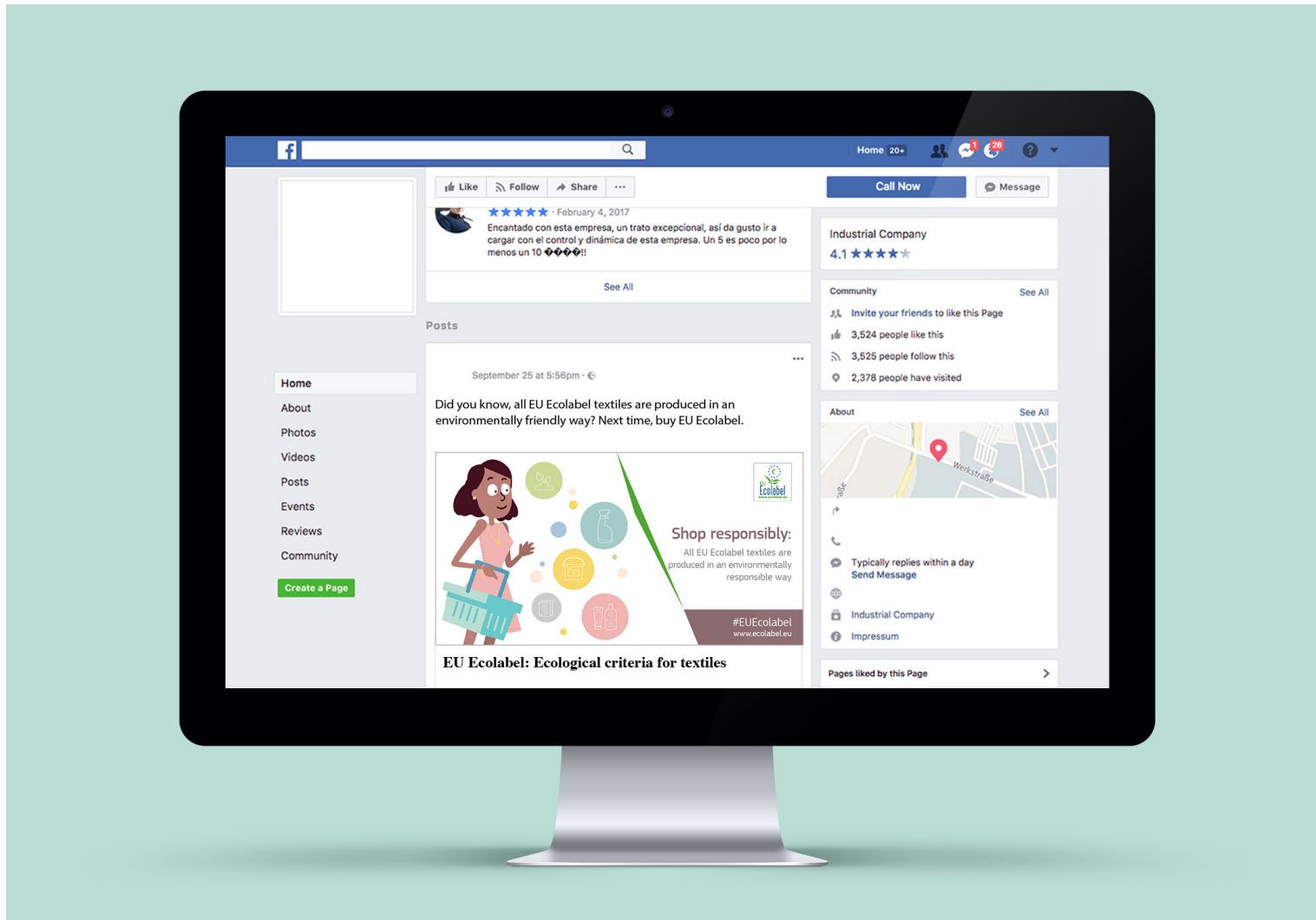
EU Ecolabel 'Tissue' twitter post



EU Ecolabel 'Cleaning up' instagram post



EU Ecolabel 'Paper' instagram post



EU Ecolabel 'Textiles + footwear' facebook post

TV EXAMPLES

If your retail shop has televisions in place, why not download our visuals and feature them in-store? Catch your customers' attention whilst they shop by informing them of how EU Ecolabel products are better for them and the environment!

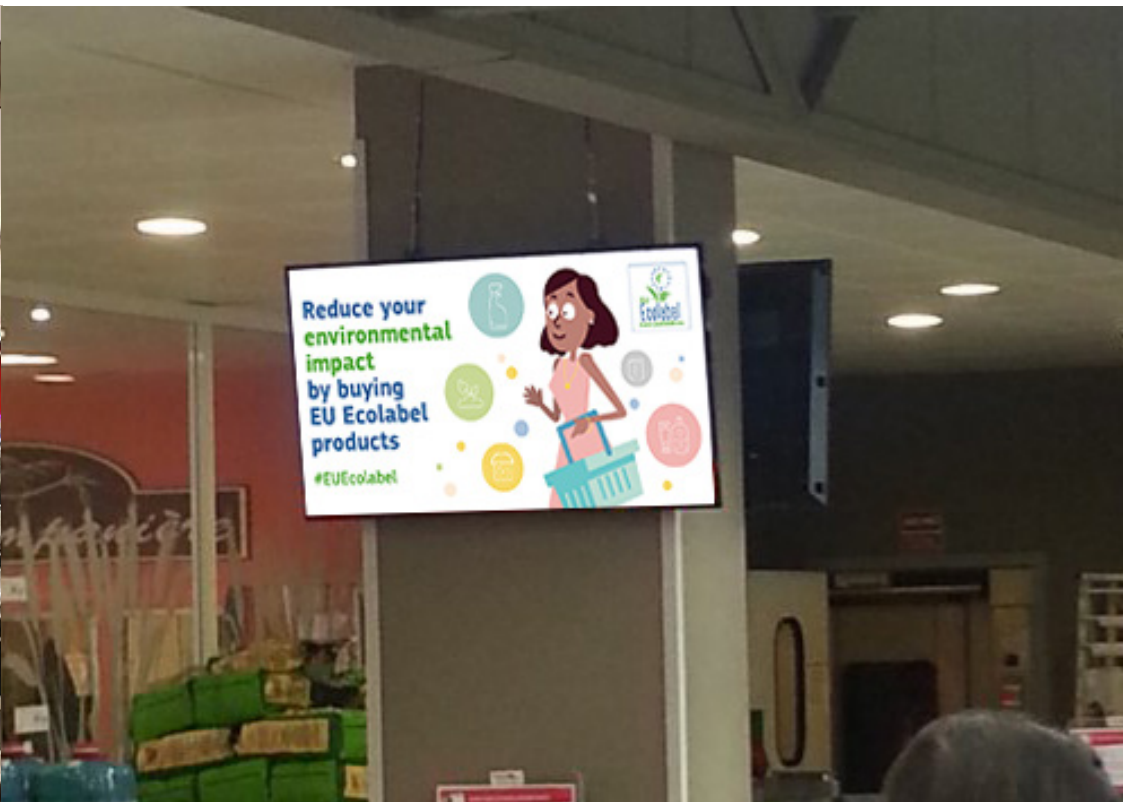
Fall in Love
with



EU Ecolabel 'Fall in love with Ecolabel' video campaign



EU Ecolabel '25th Anniversary' TV banners



EU Ecolabel 'general' TV banners

CATALOGUE EXAMPLE



EU Ecolabel products in a catalogue



BETTER FOR YOU,
BETTER FOR THE ENVIRONMENT.