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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 CONTAIN

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.
EU ECOLABEL DIGITAL TOOLKIT

This accommodation is EU Ecolabel certified.

ECOLABEL SUITS YOU

When you choose the Ecolabel, you:

• live a healthier lifestyle
• protect the environment
• get EU certified quality products
• pay a fair price

www.ecolabel.eu

European Commission
GREEN LIVING MADE EASY

When you choose products guaranteed by the EU Ecolabel you are not only protecting the environment but contributing to a healthier lifestyle.
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 and EU Ecolabel license, retailers who sell EU Ecolabel licensed products or EU Ecolabel competent bodies.
- The EU Ecolabel logo and EU Ecolabel Twitter hashtag (#EUEcolabel) must not be changed.
CREATING YOUR BANNER
Facebook banner example

1 - Select the file you wish to customise

2 - Open the file with editing programme

3 - Modify the text and/or the image using your own set of visuals or toolkit image bank

4 - Export and publish to make the EU Ecolabel known to many!
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

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 , ? ! ( ) : @ &

**PF Square Sans Pro** - medium

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 , ? ! ( ) : @ &

**PF Square Sans Pro** - bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 , ? ! ( ) : @ &
‘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.

CMYK C 89 M 62 Y 15 K 2
RGB R 42 G 93 B 152
HTML # 2a5d98

CMYK C 71 M 6 Y 100 K 0
RGB R 82 G 167 B 51
HTML # 52a733

Reduce your environmental impact by buying EU Ecolabel products
#EUEcolabel

EU Ecolabel general twitter banner
‘SPECIFIC’ BANNER COLOURS

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.

- **Cleaning up**
  - RVB: 165 204 204

- **Personal Care Products**
  - RVB: 248 218 217

- **Furniture**
  - RVB: 209 176 135

- **Do-it-yourself**
  - RVB: 248 216 204

- **Coverings**
  - RVB: 218 252 90

- **Electronic Equipment**
  - RVB: 166 170 181

- **Services**
  - RVB: 254 236 218

- **Lubricants**
  - RVB: 234 114 98

- **Gardening**
  - RVB: 202 220 151

- **Paper Products**
  - RVB: 243 243 244

- **Textiles + Footwear**
  - RVB: 142 106 112

- **Household Items / Bed Matresses**
  - RVB: 170 197 224
‘SPECIFIC’ BANNER EXAMPLES

GREEN CLEANING with EU Ecolabel:
High performance guaranteed, even at 30°C

GREEN LIVING with EU Ecolabel:
Choose high quality, choose EU Ecolabel

EU Ecolabel ‘Cleaning up’ facebook banner
EU Ecolabel ‘Do-it-yourself’ facebook banner
With a ban on micro-plastics,
EU Ecolabel rinse-off cosmetics are better for you and the environment
#EUeColabe
www.ecolabel.eu

Shop responsibly:
All EU Ecolabel textiles are produced in an environmentally responsible way
#EUeColabe
www.ecolabel.eu
‘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 Matresses’ 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
Did you know, all EU Ecolabel textiles are produced in an environmentally friendly way? Next time, buy EU Ecolabel.

EU Ecolabel: Ecological criteria for textiles

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!
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.