

# Guidelines for using the Nordic Swan Ecolabel

on liquid foods packaging



# Welcome

To make it very clear to the consumers, that it is the packaging alone, and not the liquid food inside, that is ecolabelled, a specific packaging mark must be used on ecolabelled packaging for liquid foods. These guidelines have been created to illustrate the basic rules on how to use the Nordic Swan Ecolabel on ecolabelled packaging.

As a licensee or brand owner you have gone through great efforts to obtain a Nordic Swan license for your packaging. By using the Nordic Swan Ecolabel actively on ecolabelled packaging, you not only get an official proof of your environmental efforts, you also get an effective marketing tool which enjoys high credibility and recognition, and helps you position your product to consumers and professional buyers.

## **Note! Nordic Swan Ecolabel in marketing materials**

This guideline does not provide rules for use of the Nordic Swan Ecolabel in promotion materials such as advertisements, brochures, displays, exhibitions, etc.

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We are always happy to help you, if you have questions.

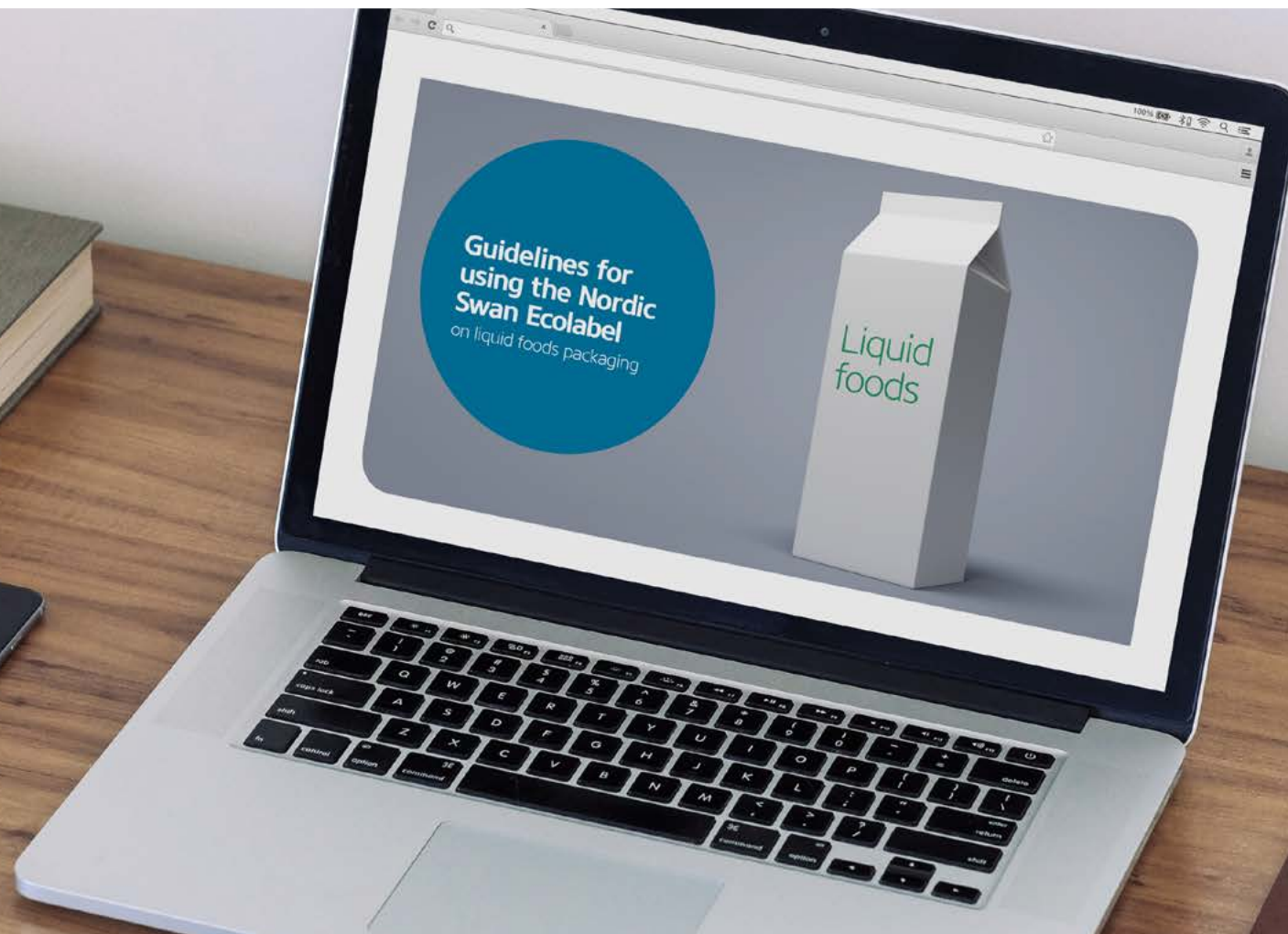
Please contact your local marketing department. See the contact information on page 3.

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In November 1989, the Nordic Council of Ministers implemented a measure to implement an official voluntary ecolabelling scheme, the Nordic Swan Ecolabel. The organizations listed below are responsible for the Nordic Swan Ecolabel on assignment of their national governments.

# 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 Løgstør  
Tel.: +45 72 300 450  
info@ecolabel.dk  
www.ecolabel.dk

**Ecolabel Finland,  
Motiva Services Oy**

FI-00101 Helsinki  
Tel.: +358 9 6122 5000  
joutsen@ecolabel.fi  
www.joutsenmerkki.fi

**Ecolabelling Iceland,  
Umhverfisstofnun**

IS-108 Reykjavík  
Tel.: +354 591 2000  
ust@ust.is  
www.ust.is

**Ecolabelling Norway**

NO-0255 Oslo  
Tel.: +47 24 14 46 00  
markedsinfo@svanemarket.no  
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**Ecolabelling Sweden AB**

SE-100 64 Stockholm  
Tel.: +46 8 55 55 24 00  
info@svanen.se  
www.svanen.se

# Important steps to correct use of the Nordic Swan Ecolabel on liquid foods packaging

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## Get the Nordic Swan Ecolabel artwork files for liquid foods packaging

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

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

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### Do you have a licence to use the mark?

Only companies with a valid licence for the Nordic Swan Ecolabel can use the mark – and only on their ecolabelled packaging for liquid foods.

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## Get your eight-digit licence number

Each Nordic 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 packaging for liquid foods.

Please note that this licence number must replace "1234 5678" under the Nordic Swan logo in the packaging mark shown on page 6-9.

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### Share this guideline!

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

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## Place mark including licence number on your product

Follow the rules in this guideline when you place the Nordic Swan Ecolabel mark on your product packaging.

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### Do not use the mark if your licence has expired!

The right to use the Nordic Swan Ecolabel ceases at the end of the licence period, unless a renewal is approved. This is also the

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## Check that use of the mark is in compliance with the guidelines

Use the checklist to ensure that the artwork for your packaging complies with guidelines.

### If in doubt:

Send the final artwork for the product packaging to your local ecolabelling officer who is responsible for managing your licence or application.

case if the licence is invalid or the relationship between the licensee and the ecolabelling organization ends in any other way.

# 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 liquid foods packaging for licensees that have a valid licence.

The right to use the Nordic Swan Ecolabel on packaging for liquid foods is only granted for the products listed in your licence certificate.

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

## Responsibilities

The Licensee is 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 the licence number is correct.

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

## 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 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.

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### 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.

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

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## Use of the Nordic Swan Ecolabel for liquid foods packaging

### Sizes and placement options

#### Sizes:

The mark is available in 3 versions:

- Full version
- Short version
- Mini version for special use only (approval needed - see red box)

Only use a version of the mark provided by your national ecolabelling organisation. The mark must never be changed or distorted. The mark must never be smaller than the min. sizes listed here.

#### Placement options:

The mark must never be placed on the front (shelf facing) of the package. The mark must be placed on the non-shelf facing sides and together with, if feasible, other labels/symbols/pictograms that relate to the packaging.

On packaging where it is unclear what is the non-shelf fronting side (e.g. round packs), the surface with the ingredients list/nutrition facts is considered to be the back side.

The mark must be placed with distance to other labels/symbols and / or items on the packaging.

### Full version

#### Minimum Size: 32 x 15 mm

Licence number font:

Core Sans 65 bold p.t. 4,4



#### Minimum Size: 15 x 32 mm

Licence number font:

Core Sans 65 bold p.t. 4,4

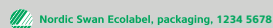


### Mini version

#### Height of Nordic Swan symbol: min. 3 mm

Licence number font:

Core Sans 65 bold p.t. 4,0



### Short version

#### Minimum Size: 24 x 10 mm

Licence number font:

Core San 65 bold p.t. 5,0



#### Minimum Size: 10 x 16 mm

Licence number font:

Cores Sans 65 bold p.t. 4,0



### Consumers prefer the version with explanatory information (full version)

Results from a Danish consumer survey (YouGov 2017) showed that 8 out of 10 prefer the full version, as they value that the benefits are explained.

### For very small packaging only – approval needed.

The mini version is for very small packaging or if very limited available unprinted space. Use of the mini version must be specifically approved by your national ecolabelling organisation.

## Use of the Nordic Swan Ecolabel for liquid foods packaging

### Colour versions

Green, black and white are the brand colours of the Nordic Swan Ecolabel and the mark for liquid foods packaging is available in two colour versions, green/white and black/white. Green is the recommended version.

If you have problems complying with the rules for use of colours, please contact your local ecolabelling organisation.

#### NOTE!

Any deviation from the standard colours must be approved by your local ecolabelling organisation.



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

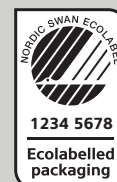


Pantone: Black  
CMYK: 000 / 000 / 000 / 100  
RGB: 000 / 000 / 000  
HTML: #000000

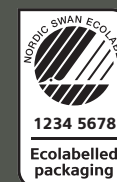
### Green



### Black



### Black



## Use of the Nordic Swan Ecolabel for liquid foods packaging

### Language versions

All versions of the mark are available in six different languages:

#### International version:

The English versions can be used across all Nordic markets or in countries outside the Nordics.

#### National versions:

- Swedish
- Norwegian
- Icelandic
- Danish
- Finnish

### English



### Danish



### Norwegian



### Finnish



### Icelandic



### Swedish





## Use of the Nordic Swan Ecolabel for liquid foods 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 a pdf of the artwork (label, primary packaging, secondary packaging) to your local ecolabelling officer who is responsible for managing your licence or application.

#### 1 **Never place the mark on the front of the packaging – always on a non-shelf fronting side.**

The Nordic Swan Ecolabel mark for liquid foods packaging must always be placed on a non-shelf fronting side of the packaging - not on the front. The mark must be legible to the consumer and must be used in a version proportional to the size of the packaging.

#### 2 **Make sure to use correct colours. (see page 7)**

The green colour version of the Nordic Swan Ecolabel is the recommended version.

#### 3 **Include licence number.**

Remember to enter your eight-digit licence number in the mark instead of 1234 5678, using the specified type font and pt. size.

#### 4 **Never alter the Nordic Swan Ecolabel.**

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





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For local contact information see page 3