

Provisions on the Use of "Eco Mark License Holder Logo"

Japan Environment Association
Eco Mark Office

When a business operator (corporation, organization, etc.) who has executed Eco Mark Utilization Contract with Japan Environment Association (JEA) intends to use "Eco Mark License Holder Logo" ("Holder Logo") for the purpose of contributing to environmental protection, etc. by announcing / advertising (disseminating to the public) that the business operator has an Eco Mark certified product, it shall follow these provisions.

1. Design and color of "Holder Logo"

- The design and color of "Holder Logo" are subject to the following. Note that the use of the basic type is recommended but if it is difficult to use it due to limited space for indication or other reasons, use Subtype A (horizontal type) or Subtype B (2-line type).

<basic type>



< Subtype A (horizontal type)>

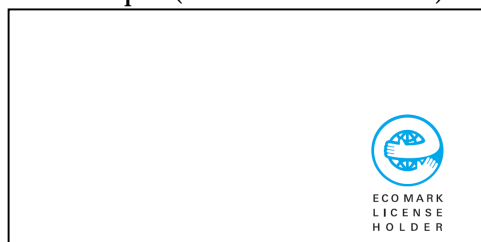


< Subtype B (2-line type)>



- Holder Logo shall be used in combination with the characters of "ECOMARK LICENSE HOLDER" or "LICENSE HOLDER".
- It is not allowed to change the design, character font, character size, and the ratio of character "e" but it is allowed to expand or reduce the overall indication including characters (to an extent not to impair the visibility and the readability of characters).
- The letter "e" of the Eco Mark and the area of the earth must be left blank without any color or design, and the rest of the design must be printed in solid color. The standard color is specified as DIC 180 (C(Cyanogen) 100%, M(Magenta) 4%, Y(Yellow) 0%, B (Black) 0%). However, other color may be used depending on the ground color. The ground color may show in the letter "e" and the "area of the earth" (area to be left blank) if the Holder Logo is printed on any ground color.

<Example (for a business card) >



2. Scope of Users

The user of Holder Logo shall be the business operator (corporation, organization, etc.) who has executed Eco Mark Utilization Contract with JEA. However, such business operators are required to use / indicate Eco Mark on Eco Mark certified product, its package, brochure, catalog, website, etc. in a manner that ensures identification of Eco Mark product by consumers.

3. Effective Term and Utilization Fee

The effective term of Holder Logo shall be from the date of approval by Eco Mark Office to the end of the certification period of all Eco Mark products. No utilization fee is required for using Holder Logo. However, "Eco Mark" is the JEA's trademark. Use without JEA's permission is prohibited.

4. Limitation

The purpose of using Holder Logo is limited to the announcement / advertisement (dissemination to the public) to consumers etc. that the holder is a business operator, organization, or other that has an Eco Mark certified product.

5. Items for Use

Holder Logo may be used for media such as business cards, home page, and CSR Report, and material for PR activities such as events and seminars. However, it may not be used for office buildings, signboards, vehicles, etc.

When using Holder Log for business cards, CSR Report, etc., it shall be indicated near the business operator name in order to prevent consumers etc. from misunderstanding that the object bearing Holder Logo is an Eco Mark product.

6. Use Procedure

To apply for using Holder Logo, fill out the attached Application for Using "Eco Mark License Holder Logo" and send it to Eco Mark Office by attaching it to an e-mail (or by fax or mail). Notification of approval will be sent (in principle by e-mail) to the applicant about one week after the receipt of application.

7. Holder Logo data

The Holder Logo data will be sent by e-mail upon sending the approval notification under Section 6 above.

(Data format: Illustrator (ai form) or PDF)

8. Rights concerning the use of Holder Logo

Any and all rights concerning the use of Holder Logo shall belong to the Japan Environment Association (JEA).

9. Date of Enforcement

These Regulations come into force on December 15, 2011.

(Attachment)

Application for Using "Eco Mark License Holder Logo"

We hereby apply to use "Eco Mark License Holder Logo" as follows subject to the Provisions on the use of "Eco Mark License Holder Logo."

Date:

Name of Licensee for Eco Mark use (name of company or organization)	
Name of applicant:	Section
Address	
Contact TEL: ()	FAX: ()
Email address: @	
Person in charge of the product (No entry required when the applicant is the contact person)	
Name (Section)	TEL:
Eco Mark Product: (Please enter the representative one when two or more products are certified)	
Brand name " _____ " (Certification number _____)	
Please describe the condition of use / indication of Eco Mark for the Product above.	

1. Items for which Holder Logo is to be used (Please specify below)

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2. Image or layout in using Holder Logo (Please specify below)

* Instead, a sample, final draft, etc. may be attached.

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3. Addressee of Application (please apply either by Email, postal mail or FAX)

Promotion & International Cooperation Section, Eco Mark Office, Japan Environment Association
Bakurocho Daiichi Bldg., 1-4-16, Nihonbashi Bakurocho, Chuo-ku, Tokyo 103-0002
TEL: +81-(0)3-5643-6255 FAX: +81-(0)3-5643-6257

For Eco Mark Office use only	事務局長	企画部長	普及・国際協力課長	普及・国際協力課	Approved date