



Brand and Trademark Usage Guidelines

Using Our Brand

These guidelines will help you correctly make use of our brand.

Download all brand assets [here](#).

If you are a customer please sign in to your dashboard to access your brand-specific accreditation marks and certification.

By using our brand assets, you indicate your acceptance of our Brand and Trademark Usage Guidelines, which are outlined in the next slides, and understand that violating these guidelines will result in the termination of your permission to use our brand assets.



**Verified
sustainability
claims**

Trademark Usage Guidelines

These guidelines explain how you can and must use and visually present our brand assets at all times. Your use of our brand assets indicates your acceptance of these guidelines, and you understand that your use of our brand assets in violation of these guidelines will result in the automatic termination of your license and/or affiliate partner status and/or permission to use our brand assets.

- Use of our brand assets must be expressly authorised in writing or if used by an ethy verified brand then be used in line with the [Brand Terms and Conditions](#) and these Usage Guidelines.
- Your use must not mislead consumers as to our sponsorship of, affiliation with or endorsement of your company or your products or services.
- Our brand assets are our exclusive property. All goodwill that results from your use of our brand assets will be solely for our benefit. You will not take any action that is at odds with our rights or ownership of our brand assets. Where used on a web page, our brand assets, as well as the mention of our name, should include embedded hyperlinks to our homepage: www.ethy.co.uk or to your brand profile page on ethy website.
- Our brand assets must be used in a respectful manner. Our brand assets may not be used in a way that harms us, our products or services, or in a manner which, in our opinion, lessens or otherwise damages our reputation or the goodwill in our brand assets. In other words, please do not associate our brand assets with any illicit or illegal activities or use them in a way that is deceptive or harmful.
- Scratch The Surface Ltd (Company No. 12443947) is trading as 'ethy'. The UK registered trade mark of 'ethy', registered under trade mark number UK00003754377.

If you're feeling unsure about the proper use of our logo or other assets, it's always good to ask! Send us an email at marketing@ethy.co.uk

ethy Logo

The logotype is bespoke and unique to the ethy brand. When in use, always ensure there is sufficient whitespace surrounding the logo as demonstrated.

Our primary logo combines our trademark, a tick within the 'e' to represent accreditation and a leaf symbolising sustainability, with our wordmark. Wherever possible, aim to use the primary logo in ethy brand's green colour or the optically adjusted inverted logo in white.

The word 'ethy' is short for ethical because that's what we stand for: an ethical world where shopping does not come at the expense of people, the environment or animals.

Clear space

Our logo works best when it has enough room to breathe.



Primary Logo

The primary logo 'ethy.' is displayed in a large, dark teal, lowercase sans-serif font. The letter 'e' features a unique design with a small leaf-like shape integrated into its counter. The period at the end of the word is replaced by a stylized leaf icon.The primary logo 'ethy.' is shown in a medium size, maintaining the same dark teal color and font style as the large version.The primary logo 'ethy.' is shown in a small size, maintaining the same dark teal color and font style as the other versions.

Primary Logo Inverted

When using the white logo on dark backgrounds, it can look considerably heavier. To counteract this optical effect a second version of the logotype has been re-drawn.

It is therefore important to use the correct logo file (bottom image) rather than simply change its colour.

Reversed colour

Do not use



Optically adjusted

Correct logo



Primary Logo & Inverted Primary Logo



ethy.



ethy.

Monotone Logo



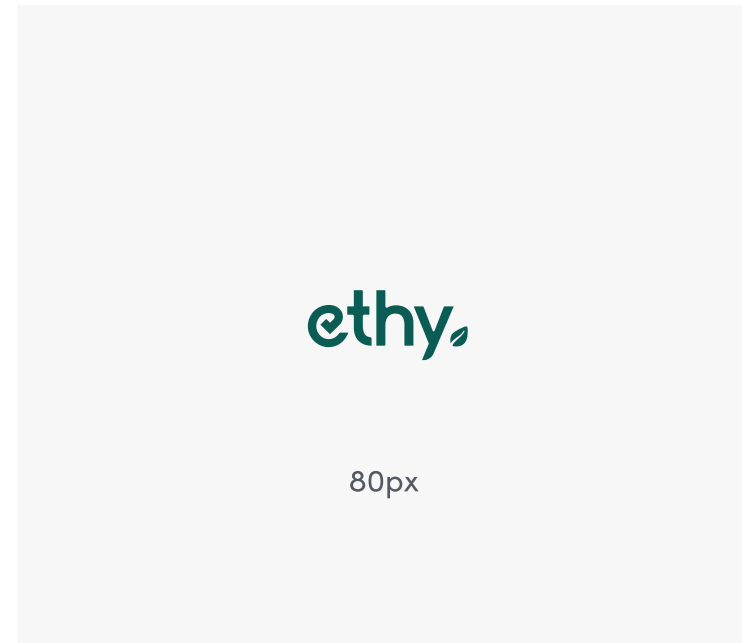
When our primary or full-colour logo isn't an option, use the monotone logo that provide the most contrast.

Some conditions that make using our primary or inverted full-colour logos impossible include:

- When budgets require single colour printing.
- When accurate colour representations aren't attainable.
- On busy or patterned backgrounds.
- On backgrounds without enough contrast.

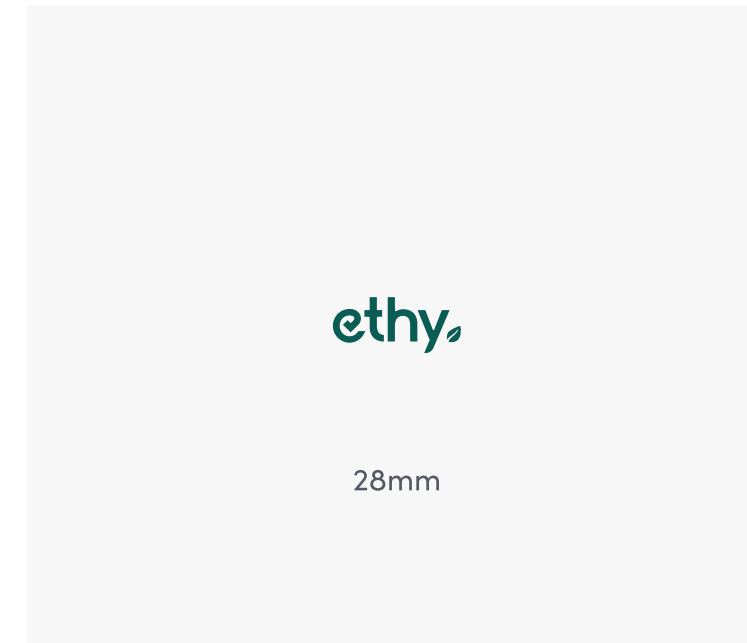
Minimum size

To maintain the visual integrity of our logo, don't scale it below 80 pixels or 28 millimetres wide.



Digital

80px (width)



Print

28mm (width)

Best practices

Here are a few examples of what we should absolutely avoid when using the logo.



✗ Don't use the wordmark alone



✗ Don't stretch or squeeze it



✗ Don't rotate it



✗ Don't use busy backgrounds



✗ Don't use against low-contrast



✗ Don't create your own version



✗ Don't use gradients or shadows



✗ Don't move the leaf

No alterations, modifications, cropping or additions to the ethy logo, trademarks or trust marks are permitted. 'ethy' is a registered trade mark of Scratch The Surface Limited, a company registered in England and Wales under company number 12443947. Trade mark number UK00003754377.

Typography

Sofia Pro Soft

Sofia Pro Soft, as the name suggests has a round, inclusive feel. The soft version is to be used solely for headings and larger copies.

The Sofia Pro family is available from Adobe fonts

Bold
Medium
Regular
Light

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

0 1 2 3 4 5 6 7 8 9

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

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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

0 1 2 3 4 5 6 7 8 9

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

0 1 2 3 4 5 6 7 8 9

Typography

Sofia Pro

Bold
Medium
Light
Ultra light

The standard version of Sofia Pro should be employed as a general-purpose typeface for smaller type sizes and body copy. When setting copy, to ensure legibility, leading of at least 8pt greater than the font size should be applied – as demonstrated.

Type should be set left aligned with a ragged right edge.

Tracking and kerning settings should not be altered.

The Sofia Pro family is available from Adobe fonts.

10/18

Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Sed ullamcorper imperdiet cursus. Proin ultrices eleifend rhoncus. In et aliquet sapien. Integer sit amet hendrerit odio. Integer scelerisque a sapien sed iaculis. In in magna vel diam mollis ultrices sed euismod urna. Morbi pretium tincidunt leo, eu volutpat est ultrices ut.

Pellentesque habitant morbi tristique senectus et netus et malesuada fames.

14/22

Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Sed ullamcorper imperdiet cursus. Proin ultrices eleifend rhoncus. In et aliquet sapien. Integer sit amet hendrerit odio. Integer scelerisque a sapien sed iaculis. In in magna vel diam mollis ultrices sed euismod urna. Morbi pretium tincidunt leo, eu volutpat est ultrices ut.

Pellentesque habitant morbi tristique netus et malesuada fames.

18/26

Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Sed ullamcorper imperdiet cursus. Proin ultrices eleifend rhoncus. In et aliquet sapien. Integer sit amet hendrerit odio. Integer scelerisque a sapien sed iaculis. In in magna vel diam mollis ultrices sed euismod urna. Morbi pretium tincidunt leo, eu volutpat est ultrices ut.

Pellentesque habitant morbi tristique senectus et netus et malesuada fames.

Palette

Primary

ethy brand's primary colours are dark and light green.

Tints can be used for designing and backgrounds.

For backgrounds, when required, the tints have been selected to ensure legibility.

For the body copy, the ethy grey in the secondary palette should be employed – see next page.

Primary		Tints			
12 92 86 100 40 65 30 #0C5C56	116 172 159 68 11 43 00 #74AC9F	244 251 249 04 00 02 00 #F4FBF9	214 217 217 15 10 11 00 #D6D9D9	235 232 232 07 06 06 00 #EBE8E8	247 247 247 02 01 01 00 #F7F7F7

Palette

Secondary

The secondary palette has been devised for categorising the ethy standards.

Aside from the ethy grey to be used for the body copy, the remaining colours should be exclusively used for specific category ecolabels.

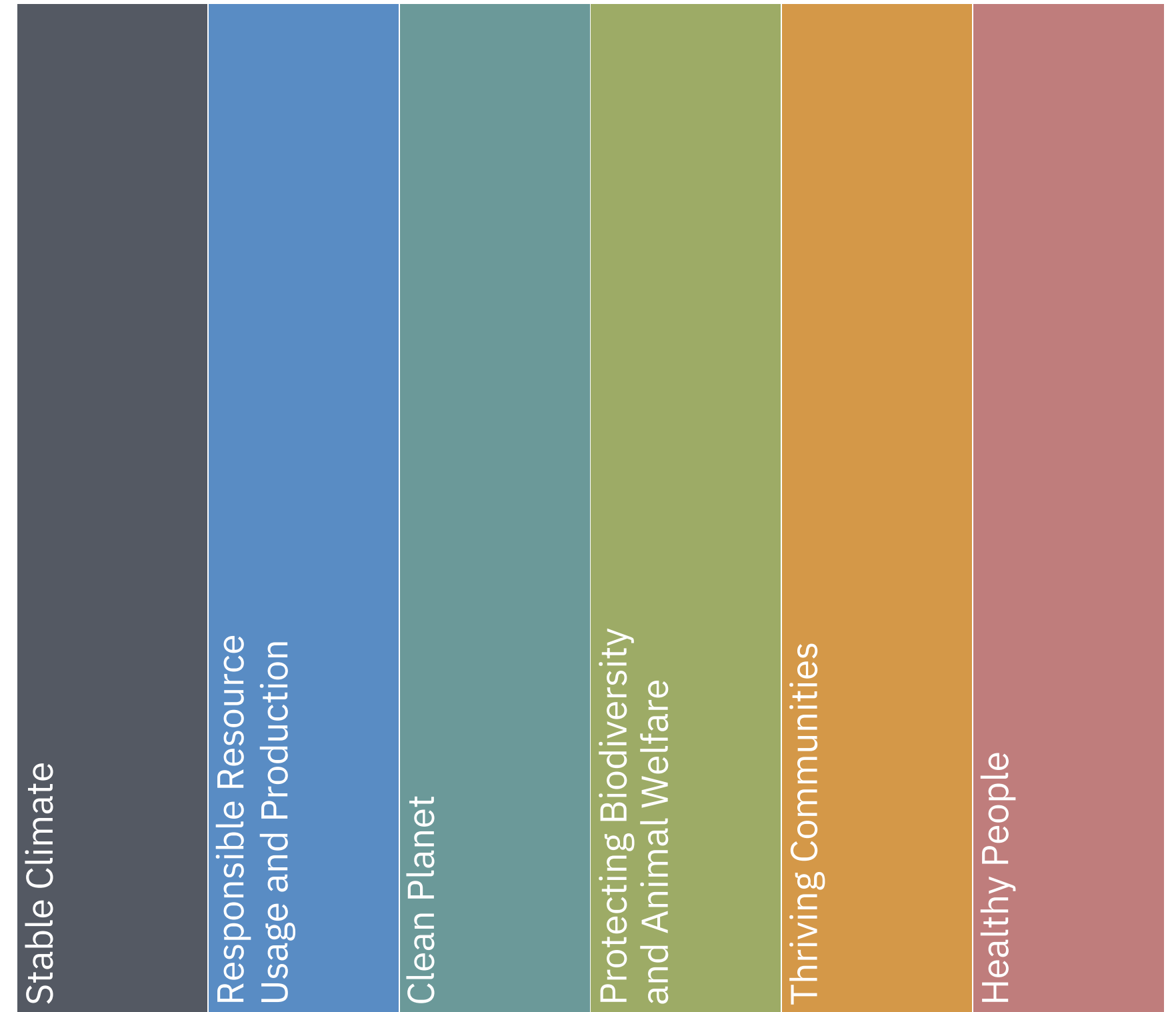
Secondary					
84 89 99 68 58 47 24 #545963	89 140 196 67 38 03 00 #598CC4	107 153 153 61 27 38 01 #6B9999	158 171 102 42 21 74 01 #9DAB66	212 152 72 16 42 83 01 #D49848	191 125 124 19 55 40 07 #BF7D7C

The Six Paths of ethy Sustainability Standards

Our framework can be broken down into six paths of environmental and social impact.

The colours for each path correspond to the secondary palette within the guidelines.

Each path comprises a collection of ecolabels with matching colours.



Ecolabels

Positive Impact Explained Simply & Visually

ethy accreditation provides brands with a clear labelling system, a variety of trust marks / ecolabels to communicate their verified sustainability claims. All of the ecolabels include the ethy trade mark. Please use in accordance to our Trademark Usage Guidelines.



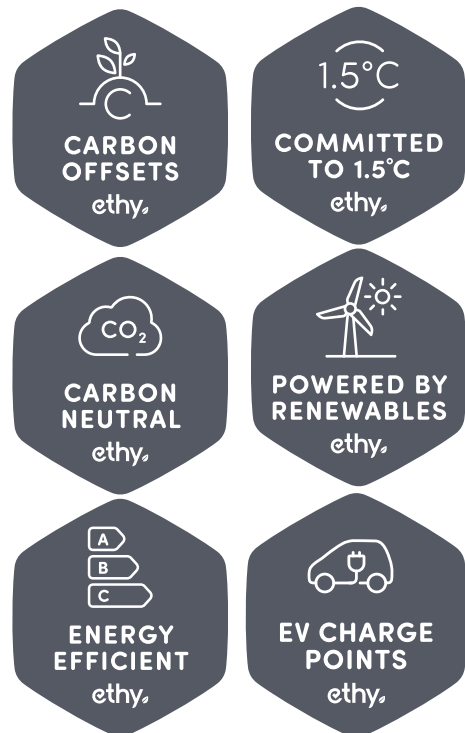
- On brand's website
- On product pages
- On product packaging
- On social media and ads
- In sustainability reports

Please note: Do not mix and match ecolabel styles. Only use one design style at a time.

Ecolabels, Primary Design

Please note, this is not an extensive list of variations. Once ethy verified, brands gain access to all asset types.

Stable Climate



Responsible Resource Usage and Production



Clean Planet



Protecting Biodiversity and Animal Welfare



Thriving Communities



Healthy People



Ecolabels for Product Packaging

Please note, this is not an extensive list of variations. Once ethy verified, brands gain access to all asset types.

Stable Climate



Responsible Resource Usage and Production



Clean Planet



Protecting Biodiversity and Animal Welfare



Thriving Communities



Healthy People



Verification Mark

Brands can demonstrate that they have met [ethy's Sustainability Standards](#) using ethy's verification mark. Only companies that have successfully passed ethy sustainability claims verification assessment are permitted to use the verification mark.

The verification mark must comply with the guidelines on the following pages. It should be applied to be as visible as possible. In no circumstances is the mark permitted to be hand drawn, re-created by any other organisation or person or incorporated into another organisation's artwork.

It is not permitted to use the mark next to unverified sustainability claims.

The verification mark includes ethy registered trademark.

Our recommended minimum size of the accreditation mark is a width of 12mm for print applications and 60 pixels for online use.



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Verification Mark

Ensure Accuracy of Your Claims

We always recommend displaying the main verification mark with the ecolabels to ensure the proper use and accuracy of ethy verified sustainability claims.

It is not permitted to use the 'ethy verified' mark next to unverified sustainability claims.



How to Talk about Your Verification

What to Say

Sustainability Profile

We are taking action for a sustainable future. We believe in transparency and helping customers make informed decisions. Our sustainability claims have been proof-backed and verified through ethy, meeting standards in the following areas: [then display your ecolabels]

What to Display

Display the main mark, with or without the slogan.

Display the ecolabels your brand has achieved, which will ensure you provide transparency to the consumer.








Links

Link to your ethy profile page where possible, so consumers can read the full sustainability profile, the verification details and standards.

You could use the following copy: See our full sustainability profile [here](#).

Sustainability Profile

We are taking action for a more sustainable future. We believe in transparency and helping customers make informed decisions. Our sustainability claims have been proof-backed and verified through ethy, meeting standards in the following areas:

See our full sustainability profile [here](#).

Verification Mark Primary and Inverted

With or Without the Tagline

The 'ethy verified' mark is provided in two versions: with a tagline and without. The version with a tagline should be used wherever possible unless available space is limited. In this case, the verification mark without the tagline can be used. We recommend always displaying your ecolabels with the verification mark and providing a link to the full sustainability profile on ethy website for transparency.

Tagline

The tagline provides a clear and unambiguous meaning of what ethy verification is. This provides consumers with accurate information.

For Dark Backgrounds

When placed on dark colours, a white outline version of the mark will work best.



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Verification Mark Colour Variations

The mark can be reproduced in three colours.

Brand Green

The brand green should be applied to a white background wherever possible.

The brand green accreditation mark is preferred and is to be used whenever possible.

Monotone

The accreditation mark in black can be used on a variety of background colours as long as there is sufficient contrast for the accreditation mark to stand out.

White

The accreditation mark in white can be used on a variety of background colours as long as there is sufficient contrast for the accreditation mark to stand out.



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Verification Mark Exclusion Zone & Minimum Size

Exclusion Zone

An exclusion zone has been created to ensure the 'ethy verified' mark stands out and is consistent. It is equivalent to half the size of the hexagon in height.

No type or graphic elements should encroach on the exclusion zone. This is a minimum amount of space. More space placed around the mark is encouraged where possible.



Minimum Size

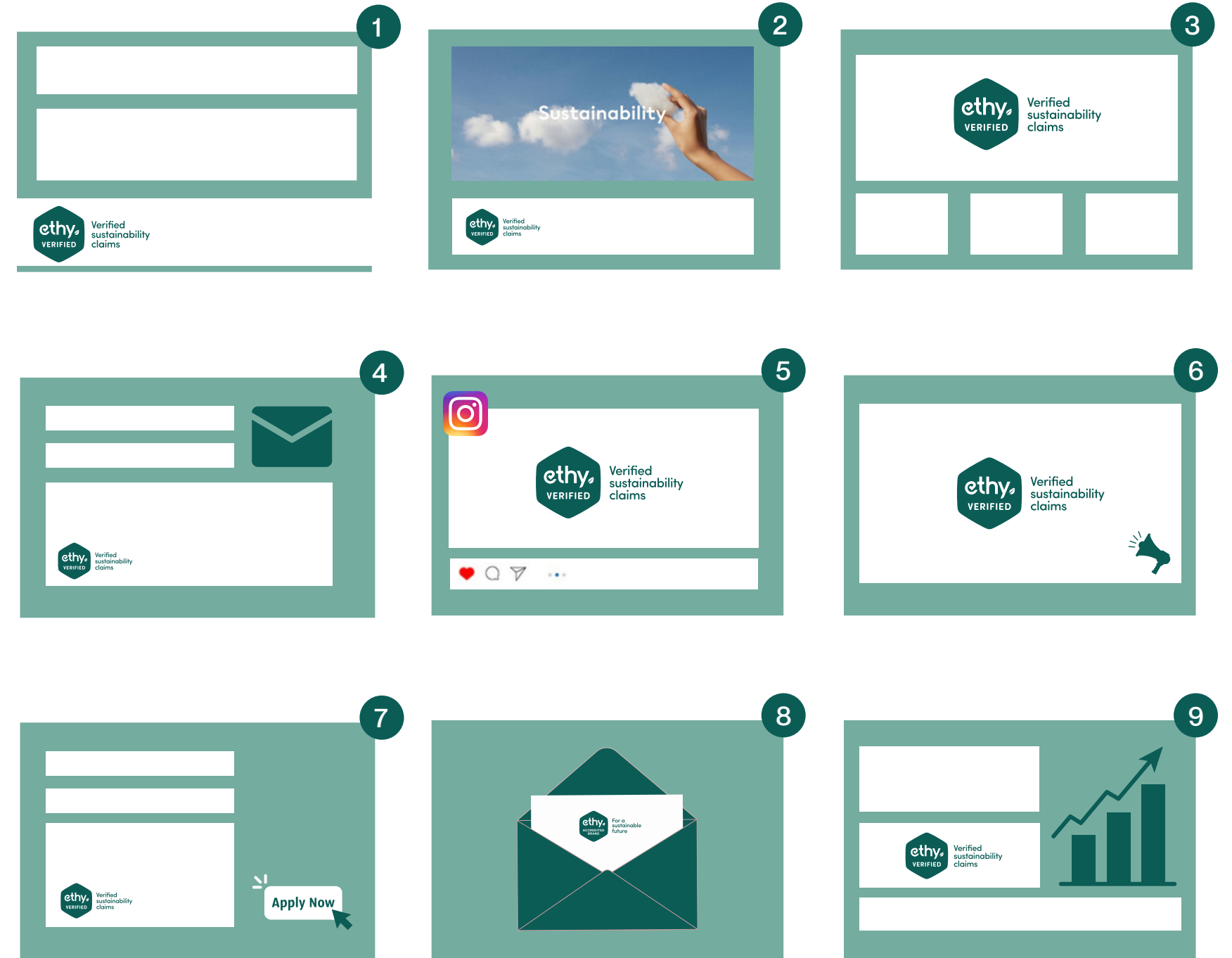
The recommended minimum size of the 'ethy verified' mark is a width of 40mm for print applications and 130 pixels for online.

Please note that these are minimum sizes and larger sizes are recommended for legibility and maximum impact.



Verification Mark Digital Use Cases

- 1 Website footers
- 2 Sustainability website pages
- 3 Website banners or widgets
- 4 Email signatures
- 5 Social media
- 6 Digital adverts
- 7 Job listings
- 8 Email marketing
- 9 Internal reports



Verification Mark Print Use Cases

- 1 Product primary packaging
- 2 Product secondary packaging
- 3 Print advertisements and marketing materials



Verification Mark Don'ts

- ✗ Don't rotate the mark.
- ✗ Don't distort the mark.
- ✗ Don't apply the brand green mark to a dark background.
- ✗ Don't change the colour of the mark.
- ✗ Don't apply effects, such as drop shadow to the mark.
- ✗ Don't crop the mark.
- ✗ Don't combine different marks.
- ✗ Don't rearrange elements of the mark.



Verification Mark Colours

These are the colours used for each version of the verification marks.

Brand green

Black / Monotone

Please do not change the colours in the verification mark assets that have been provided by ethy.

	C100 M40 Y65 K30		C0 M0 Y0 K100
	R12 G92 B86		R0 G0 B0
	#0C5C56		#000000

Contact Us

If you have any questions or require further assistance with using your accreditation marks please contact us on

marketing@ethy.co.uk

Website: www.ethy.co.uk