ON THE WAY TO PLANET PROOF

On the way to PlanetProof
Logo Guidelines

Contents

Why these guidelines?	3
Who are these guidelines for?	3
Colour	4
Logo dimensions	6
Logo on background surfaces	7
Logo on backgrounds	8
Logo and other visual elements	9
Incorrect use of the logo	10
Display of the registration number	11
Official logo downloads	12
Protection against improper use	13
Questions or support?	13

Why these guidelines?

The On the way to PlanetProof logo is the recognizable trademark for producers, traders, and consumers. It is therefore important to safeguard the quality of the logo. As many certificate holders use the logo, this document has been developed with rules and guidelines for the **design** of the logo.

For guidelines on **how** and **when** the logo may be used, consult the corresponding certification scheme.

Consistent use

These rules apply at all times, regardless of size, medium, or background, to guarantee a consistent brand identity and maximum recognizability.

Who are these guidelines for?

These guidelines are intended for certificate holders and apply only to certified products. Use of the logo is only permitted after written approval from the certification body.

Questions?

For questions, please contact the contact person at your certification body (CB).

Colour

The official logo is petrol blue

Consult the colour codes for use in different systems (such as RGB, CMYK, PMS, and HEX).

Pantone (PMS):	2203 C
CMYK:	C94 M1 Y14 K15
RGB:	R0 G135 B174
HEX:	#0087AE
RAL*:	5021
RAL Design	220 50 40
NSC:	S 3050-B10G

*The standard RAL value differs from the Pantone colour. The RAL Design colour system or the NCS system provides a more accurate approximation. Consult your supplier when an exact colour match is required.

Note: The petrol blue colour must not deviate from the specified colour codes.

Preferred use: Preferably use the **petrol blue** logo version. Ideally, place the logo on a white background and ensure sufficient white space around the logo.

Small size: When the logo is smaller than 20 mm in width, preferably use the **petrol blue** version on a white background. If petrol blue is not feasible at this size, the **black** version may be used as an alternative.

Dark backgrounds: When the logo is placed on a dark background, it must be displayed with a white fill and a white outline (stroke) for optimal readability and contrast.

Preferred use

14-20 mm

Small size

Dark backgrounds

Colour

Permitted colour variants

Two alternative colour variants are permitted: **black** and **white**.

Black variant

Use the **black version** of the logo when the petrol blue version is not applicable — for example due to contrast limitations, material restrictions, or technical constraints.

- The black logo version must always be used with a **white fill** and a **white outline (stroke)** for optimal readability and contrast.
- Recognizability must be guaranteed at all times.

White variant

The **white logo** version may only be used when printing entirely in **white ink**. This use is intended exclusively for productions or materials where a white print is technically required.

Black variant

White variant

Logo dimensions

Dimensions

Minimum width: 14 mm

This size excludes white space and any white outline (stroke).

Maximum width: There is no specified maximum size.

Different sizes

It is permitted to use two different sizes of the logo on a single package — for example, a larger logo on the front and a smaller logo on the back.

Note: Never place two On the way to PlanetProof logos directly next to each other.

Minimum width

Logo on background surfaces

Background surface

By “background surface,” we mean the material on which the logo is printed directly. The logo must always have sufficient contrast with the surface without deviating from the permitted colours (see page 4).

On surfaces such as cardboard, the colours of the petrol blue logo may appear visually altered. Therefore, the following is advised:

- Use the **black variant** with a white fill and a white outline (stroke), or
- place the **petrol blue** or **black logo** variant on a white frame/background, so the logo maintains sufficient contrast, ensures colour accuracy, and complies with the colour guidelines.

Transparent packaging

When the logo is printed on transparent packaging, the following guidelines apply:

- The logo does **not need to have a white fill.**
- The logo must be placed on a **white area with transparency**, so it remains clearly visible against the surface or background.
- The logo must not be placed on **fully transparent** surfaces.

Black logo with a white fill and a white outline (stroke)

Black logo with a white frame

Petrol blue logo with a white frame

Petrol blue logo without a white frame

Logo on a white area with transparency

Logo on fully transparent surface

Logo on backgrounds

Backgrounds

A background is an image or colour area that appears behind the logo. When an image in a design or on packaging is **at least twice (2×) the size** of the logo, it is considered a background.

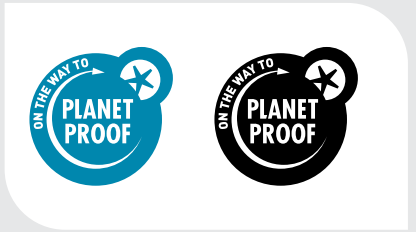
When using a background, the following rules apply:

- The logo must always have **sufficient contrast** with the background so that readability and recognizability remain guaranteed.
- When placed on **photos, illustrations, or busy/ complex backgrounds**, the white outline (stroke) and white fill are a standard part of the logo.
- When the logo **overlaps with shapes or images**, the logo remains fully readable and the white outline (stroke) and white fill are always applied.
- On a **white background**, the petrol blue or black area forms the outer edge of the logo.
- On a **solid dark background**, the white outline (stroke) is part of the logo, and the logo has a white fill.

Use only the permitted logo colours as defined in the colour palette (see pages 4-5). Deviations are not permitted.

Logo on background: image (background) is at least twice (2x) the size of the logo.

Logo on complex background with white fill and white outline (stroke).



Logo on white background: the petrol blue or black area forms the outer edge of the logo.

Logo on solid dark background: with white outline (stroke) and white fill.

Logo and other visual elements

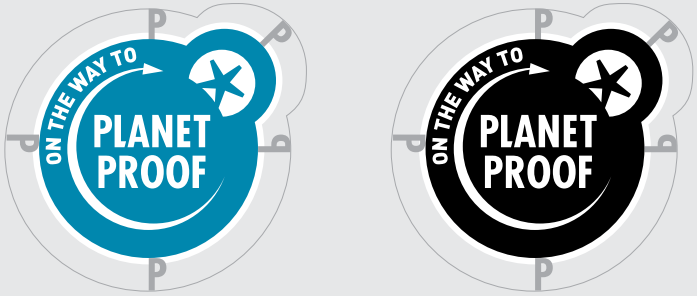
Visual elements — such as other logos, icons, illustrations, or graphic shapes — that are less than twice (2x) in size or smaller than the logo are considered "**other visual elements**".

These elements do not form a background and must therefore always remain outside the logo's clearance area.

Minimum clearance area (safe zone)

Sufficient clearance area must always be maintained around the logo to ensure the readability, recognizability, and visual impact of the logo.

- The minimum clearance area is equal to the **height of the letter 'P'** from PLANETPROOF.
- **No other visual elements**, such as text, icons, other logos, illustrations, or graphic shapes, may be placed within this clearance area.
- Only background images that are **at least twice (2x) the size** of the logo are exempt from this restriction.



The minimum clearance area is equal to the height of the letter 'P' from PLANETPROOF.

Logo and other visual elements: clearance area (safe zone) between logo and other visual element

Incorrect use of the logo

The On the way to PlanetProof logo has a high level of recognizability among producers, trade, and consumers. It is therefore essential that the logo is always applied in a consistent and correct manner.

It is not permitted to mirror, rotate, distort, recolour the logo using non-approved colours, add effects, or place other elements within the clear space.

Only the official logo provided by the Competent Body (CB) or downloaded through the logo tool on the website may be used.

Examples of incorrect use

Distorting the logo in height and/or width

Mirroring or rotating the logo

Changing the official colours of the logo

Filling the logo with non-approved colours

Adding effects, such as shadows, glow, or other visual filters

Inverting colours

Placing other elements or logos within the mandatory clearance area

Placing the logo on a busy background without a fill or outline

Display of the registration number

For product traceability, certificate holders are required to place their On the way to PlanetProof **registration number** inside or directly next to the logo.

The **registration number** must always be visible and clearly legible and may not be omitted except under the conditions described below.

Exception: use of a GLN number

If the certificate holder has a **GLN number**, the registration number may be omitted from inside or next to the logo, **provided that the GLN number appears elsewhere on the same package**.

Note: GLN numbers that fall within the series **4049928–4063061** (the so-called **GGN numbers**) do not qualify as a substitute.
In these cases, inclusion of the registration number **inside** or **next** to the logo remains mandatory.

Important

The above provisions are a summary.

The **complete and binding criteria** for the use, placement, and application of the registration number are described in the communication criteria of the **certification schemes**.

In the event of doubt or differences in interpretation, the **certification schemes are always decisive**.

Official logo downloads

Use only the official logo files provided by the Competent Body (CB) or downloaded through the **logo tool** on the website.

Logo tool: www.planetproof.eu/en/certificate-holders/communication/

Available file formats (with and without registration number):

- PNG
- JPG
- Vector version (.ai)

Guidelines for the registration number within the logo:

- Always use the **DINPro Black** typeface.
- Replace the sample registration number with your **own registration number**.
- **Do not modify** the registration number in terms of colour, alignment, or size.

The **vector version (.ai)** can be requested with a sample registration number. This sample number can then be easily replaced with the certificate holder's own registration number.

Protection against improper use

SMK and the certification bodies monitor whether the name and logo of On the way to PlanetProof are used correctly, both on products and in communications about those products. This is done to safeguard the reliability of the certification label.

Incorrect or misleading use of the name and/or the On the way to PlanetProof logo is not permitted. Suspected misuse can easily be reported to SMK via the contact form. SMK will investigate the report. If necessary, the report will be handled as a complaint in accordance with the Complaints, Objections, and Appeals Regulations (SMK Handbook).

The On the way to PlanetProof quality label is registered with the Benelux Office for Intellectual Property: 23-04-2026 / registration number 1542539.

Thank you for your careful adherence to these guidelines

Consistent use of the On the way to PlanetProof logo enhances the recognizability and reliability of the quality label.

Thank you for your contribution to preserving our brand identity.

Questions or support?

Do you have questions about the correct use or design of the On the way to PlanetProof logo?

Please contact your contact person at your certification body.

Do you have questions about using the logo for other communication applications, such as websites, advertising, or alternative designs?

Please contact SMK.

Contact
E-mail: smk@smk.nl
Website: www.planetproof.eu/en/contact/

May 2026
© SMK (Stichting Milieukeur) all rights reserved.