

Cradle to Cradle[®]
Trademark Guidelines



Cradle to Cradle® Trademark Guidelines

General Guidelines

- *Cradle to Cradle®* is a registered trademark that is owned and licensed by McDonough Braungart Design Chemistry, LLC (MBDC). This trademark is reserved for reference to *Cradle to Cradle®* brand services, design framework, methodologies, or principles. It should not be used to refer to the *Cradle to Cradle Certified™* program for products.

EXAMPLES:

✓ *Cradle to Cradle® Design, Cradle to Cradle® Consulting, Cradle to Cradle® Workshop*

✗ *Cradle to Cradle® Certified* program, *Cradle to Cradle® Certified* products, *Cradle to Cradle Certified®*

Cradle to Cradle® Word Marks

- The word mark is used as an adjective/modifier (e.g. *Cradle to Cradle® Design, Cradle to Cradle® Consulting, Cradle to Cradle® Workshop*)
- Any entity must be licensed by McDonough Braungart Design Chemistry to use *Cradle to Cradle®* word mark to refer to their services and may only use the specific word mark for which it is licensed or granted written permission, and only in connection with the services for which the mark is licensed.
- Any use of the word mark *Cradle to Cradle®* must be accompanied with the following text near the word mark or on the same page:
“Cradle to Cradle® is a trademark of McDonough Braungart Design Chemistry, LLC.”
- Correct use of the word mark *Cradle to Cradle®* includes capitalization of the letter ‘C’ in each word, does not include hyphens, and should be presented distinctly from the surrounding text using either bold, italics, different font, etc.
- Correct use of the word mark *Cradle to Cradle®* includes the registered trademark symbol ® in superscript. If a superscript is not possible, then the phrase should be followed by “(R)” in parenthesis and with a font of the same size or slightly smaller (i.e. *Cradle to Cradle Certified(R)*).

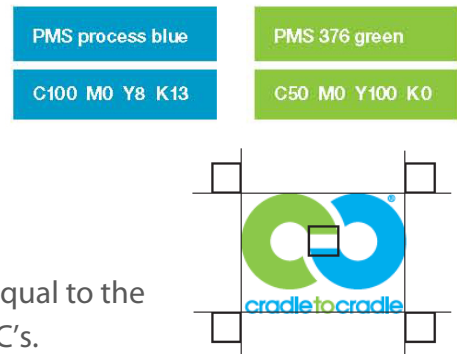
EXAMPLES:

✓ *Cradle to Cradle® assessment services, Cradle to Cradle(R) design services*

✗ *Cradle to Cradle, cradle to cradle®, Cradle-to-Cradle®, Cradle to Cradle™, Cradle to CradleSM*

Cradle to Cradle® Image Marks

- Any entity must be licensed by McDonough Braungart Design Chemistry to use *Cradle to Cradle*® image mark to refer to their services and may only use the specific image mark for which it is licensed or granted written permission, and only in connection with the services for which the mark is licensed.
- Any use of the image mark *Cradle to Cradle*® must be accompanied with the following text near the image mark or on the same page:
“Cradle to Cradle® is a trademark of McDonough Braungart Design Chemistry, LLC.”
- Licensed users may resize the image mark as long as the exact size proportions are maintained and the mark is not smaller than ½ inch wide. No alterations to the image marks are allowed without MBDC’s advanced written permission.
- The exact colors for the image marks must be maintained.
Green: PMS 376 / C50, M0, Y100, K0
Blue: PMS process blue / C100, M0, Y8, K13
- The image marks must have spacing around it that is at least equal to the width of the center white space between the green and blue ‘C’s.
- Licensees of the *Cradle to Cradle*® image marks are **not** licensed to use any Cradle to Cradle Certified^{CM} mark.



Cradle to Cradle® Trademark Guidelines

FOR PRESS/MEDIA USE WITH PRIOR WRITTEN PERMISSION ONLY

For use in reference to *Cradle to Cradle*® brand services, design framework, methodologies, or principles.

Any entity not licensed to use the *Cradle to Cradle*® trademarks must obtain prior written permission from MBDC.



The registered trademark *Cradle to Cradle*® (image mark and word mark) should be used only when referring to *Cradle to Cradle*® services, design framework, methodologies, or principles. This is a separate trademark from the *Cradle to Cradle Certified*^{CM} image marks and word marks.

The trademark *Cradle to Cradle*® must be accompanied with the following text nearby or on the same page: **"*Cradle to Cradle*® is a registered trademark of McDonough Braungart Design Chemistry, LLC."**

The trademark should NOT be used when referring to the *Cradle to Cradle Certified*^{CM} program, *Cradle to Cradle Certified*^{CM} products, or companies with *Cradle to Cradle Certified*^{CM} products.

The use of the *Cradle to Cradle*® trademark must follow the trademark use guidelines provided by McDonough Braungart Design Chemistry, LLC.

For use in reference to *Cradle to Cradle Certified*^{CM} products or companies with *Cradle to Cradle Certified*^{CM} products



Any entity not licensed to use the *Cradle to Cradle Certified*^{CM} image marks or word marks must get prior written permission from Cradle to Cradle Products Innovation Institute.

The image must be accompanied with the following text near the image or on the same page: **"*Cradle to Cradle Certified*^{CM} is a certification mark licensed by the Cradle to Cradle Products Innovation Institute."** The use of this image mark or word mark must follow all trademark guidelines set forth by the Cradle to Cradle Products Innovation Institute.