

THE RECYCLED MATERIAL STANDARD

Label and Trademark Guidelines

Issued November 2, 2021



About GreenBlue

GreenBlue is an environmental nonprofit dedicated to the sustainable use of materials in society. Our mission is to promote the principles of sustainable materials management – use wisely, eliminate toxicity, and recover more. Through our projects, we achieve our goal by influencing the debate, enhancing supply chain collaboration, and creating action. GreenBlue is the parent nonprofit to The Sustainable Packaging Coalition, How2Recycle, CleanGredients, Forests in Focus and other programs.

About The RMS Label and Trademark Guidelines

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1 Introduction

This document defines requirements for both on-product labeling as well as general usage of RMS Marks.

An RMS on-product label is a graphic depiction supported by specific language that allows consumers to recognize and identify RMS-certified products in the marketplace. The use of labels is optional.

Labeling is permitted for materials traded between supply chain members or for final packages or products that will no longer be transformed after the label is applied.

Within this document, the term "on-product" means that a label is applied on a certified product or in connection with certified products (e.g., a website page or brochure listing the certified product) and shall also include "on-package" usage unless otherwise noted.

Note: Section 9.1 of the RMS Framework refers to "RMS Labeling Guidelines" and an oversight body for labeling. With the issuance of this policy, we are including labels and trademarks within the same document. GreenBlue will serve as the body for issuing labels to certified participants, and certification bodies will check for conformity of label use during audits.

The Recycled Material Standard (RMS) is a project of the GreenBlue Institute ("GreenBlue"). GreenBlue owns the RMS Marks (as defined below) and the associated brand.

The use of RMS labels and trademarks is royalty-free for all participants that hold a valid RMS certificate. Non-certified entities may contact GreenBlue to seek permission for use and requests will be considered on a case-by-case basis. GreenBlue reserves the right to introduce a logo use fee for non-certified entities.

2 References

The Recycled Material Standard Framework, May 2021

The Recycled Material Standard Plastic Module, May 2021

The Recycled Material Standard Plastic Material Classification, November 2021

US Federal Trade Commission's Guides for Use of Environmental Marketing Claims, aka "The Green Guides" (Code of Federal Regulations, Title 16 Part 260) and Section 5 of the FTC Act 15 U.S.C. 45

Competition Bureau Canada's Environmental Claims: A Guide for Industry and Advertisers, aka "Enforcement Guidelines" and the Consumer Packaging and Labeling Act.

ISEAL Alliance "Sustainability Claims Good Practice Guide", May 2015

3 Principles for Label Usage

This policy centers on the issues of conformance with the RMS program standards and clarity and credibility with stakeholders.

Participants that choose to use labels are responsible to make sure that the specific claims listed are used in accordance with national laws for environmental marketing such as:

- The US Federal Trade Commission's *Guides for Use of Environmental Marketing Claims*, aka "The Green Guides" (Code of Federal Regulations, Title 16 Part 260) and Section 5 of the FTC Act 15 U.S.C. 45
- Competition Bureau Canada's *Environmental Claims: A Guide for Industry and Advertisers*, aka "Enforcement Guidelines" and the Consumer Packaging and Labeling Act.

In order to avoid consumer confusion or deception and to increase transparency, reliability and completeness of all recycled material claims, all RMS Program participants must endeavor to be consistent with these laws in all marketing materials including, but not limited to: sustainability reports, product brochures, website content and on-product labels and claims.

GreenBlue conducted research to help inform us on consumer understanding and preferences related to the RMS labels, but it is not possible to consider the wide range of product types and combinations of materials. In general, marketers should consider the context of the claim and whether it could be considered deceptive to consumers. In the absence of surety, companies should conduct consumer research that tests the label and claim in the specific context of the intended application.

4 Non-Recyclable Packages or Products

In the case where an RMS label is applied to a product or package that is not widely recyclable, marketers are required to apply qualifying language to help consumers understand proper end-of-life options. The application of GreenBlue's How2Recycle labels fulfills this recommended practice, or marketers may use similar qualifying language such as:

- Not widely recyclable – return to retail
- Not widely recyclable – check locally
- Not widely recyclable – please dispose in trash

Recyclability qualifiers should be placed in close proximity to the RMS label if possible and on the same side of the product or package.

However, recyclability qualifiers are not necessary for labels on materials that are part of business-to-business transactions within the supply chain.

Examples:

An on-product label is applied to a batch of resin pellets. Because this material is not intended for household use, it need not have a qualifying claim.

A plastic stool composed of 25 percent recycled content is marked with an on-product label. Small household furniture is not considered widely recyclable, and the label should be further supported with a qualification.

Example of non-recyclable package using RMS and How2Recycle labels:



5 Overview of RMS Labels and Claims

The RMS has an established set of requirements for chain of custody claims to assure that the material type, the recycled material status, and the traceability model used for the claim are all clearly identified. These claims are passed along on sales documents and are audited as part of the RMS certification process. Unless otherwise specified herein, this document does not cover chain of custody claims but instead focuses on general marketing claims and labels.

Chain of custody claims are required for participants to uphold traceability of materials and the certification status, whereas RMS labels and marketing claims are considered optional.

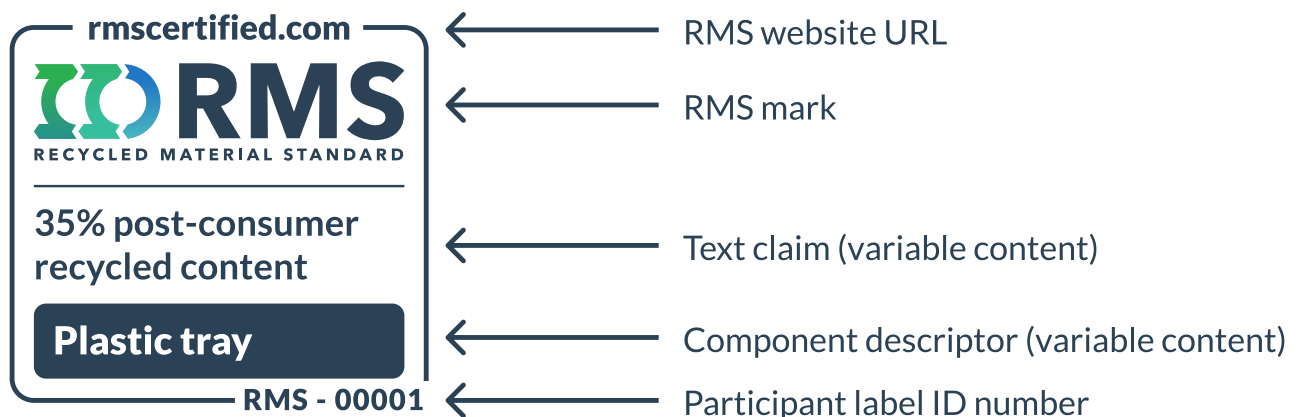
5.1 General Requirements for RMS Labels

The following elements must always be included in the label:

- An RMS Mark
- The RMS website URL, rmscertified.com
- The certified participant's unique RMS Label ID
- The appropriate text claim

The RMS Labels use different types of text claims depending on the chain of custody model that is employed. Additional supporting descriptors may also be used to further clarify claims.

Illustration of label components:



5.2 Text Claims

The RMS employs three distinct models for supporting claims on labels. The Recycled Material Standard refers to these models as:

- Average Content
- Mass Balance
- Attributes of Recycled Content (ARCs)

Labels for each model have specific text claims as described further below.



5.2.1 Average Content Model

For products certified using the average content model, recommended text claims for Average Content include descriptors (defined further in section 5.3) to support an X% claim such as:

- “Made with X%” {recycled status} {content or material}
- “X% {recycled status} content”
- “Contains a minimum of X%” {recycled status} {content or material}

The text claim should specify the average content expressed as a percentage in whole numbers with the claims rounded down to the nearest increment of 5% (e.g. 35% but not 37%).



The “contains a minimum of X%” claim should not be applied when using a rolling average unless the minimum expressed is less than or equal to the lowest levels of content contributing to the average.

Example: If the rolling average recycled content for a product is 27%, with levels of physical content ranging from 25 to 30%, it would be allowable to claim a minimum of 25% recycled content.

5.2.2 Mass Balance Model

For products certified using the mass balance method, the text claim is:

“Mix supporting recycled material” or “Mix supporting recycled plastic”

This claim may also be used for products certified by the average content model.



5.2.2.1 Business-to-Business Label for Mass Balance Model

For products certified using the mass balance method that are part of business-to-business transactions between certified supply chain participants, the following text claim may be used:

- “X% {recycled status} {content or material} based on mass balance allocation”
- “X% PCR based on mass balance allocation”
- “X% certified material based on mass balance allocation”

This claim type may not be used on packaging or products sold to consumers or on materials sold to entities that are not RMS-certified.



5.2.3 Attributes of Recycled Content (ARCs)

Companies may choose to purchase and retire ARCs to support on-product labeling.

For ARCs, the text claim is:

“Supporting investments in recycling”

This text claim may also be used on products certified by either the average content or mass balance models.



5.3 Additional Descriptors

Labels may feature additional descriptors to help the consumer fully understand the claim. Descriptors include the product components, recycled status, and material type. Descriptors may be added to the text claim or, in the case of the component, should be placed in a separate banner as described further below.

5.3.1 Recycled Material Status

Inclusion of the specific recycled material status (i.e., post-consumer, post-industrial) is highly recommended.

Example: Participants are encouraged to specify recycled status.



Preferred Claim



Allowable Claim

5.3.2 Product Components

Many products are composed of several components (e.g., a tub and a lid, or a bottle and a sprayer) and material types (e.g., paper and plastic).

The text claim should sufficiently describe the claimed component to the consumer and not misrepresent the product.

If a) the product contains only one component, b) the component is clearly identifiable by the material type, or c) all components contain the same level of content, this component need not be described separately as long as the label can be clearly understood and is not misleading.

When using a component descriptor, the component should be placed in the “component descriptor banner” and must include both the material type and the component with the description not to exceed two lines.

5.3.3 Material Type

If a product has more than one material type (e.g., paper and plastic), the relevant material type for the recycled material must be included in the label. Only materials that have been defined through an RMS Material Module (e.g., plastic) are eligible for RMS claims and labels.

If a product has more than one material sub-classification (e.g., different resin types) the claim can cover multiple sub-classifications.

Example: A multi-layer plastic package is composed of three different layers.

- Layer 1 consists of 10 grams virgin PET
- Layer 2 consists of 20 grams of a blend of virgin and recycled HDPE with 50% recycled content
- Layer 3 consists of 10 grams of virgin Nylon

The total package weighs 40 grams, of which 10 grams are recycled material. It is allowable to label the package as “25% recycled plastic”.

5.3.4 Hierarchy of Claims

The RMS defines a hierarchy in that the average content claim has the highest level of supply chain control and is deemed the highest level claim. Both mass balance and the ARC system are offered to help enable the transformation of the recycled material supply chain, and over time we hope to see companies that rely on ARCs and/or mass balance migrate their consumption to higher levels of average content.

The three types of claims are referred to as:

- X% (available for only average content claims)
- Mix (used primarily for mass balance claims)
- Supporting investments (used primarily for ARC-based claims)

Similarly, the Recycled Material Standard defines and sets a hierarchy for recycled material status where “post-consumer” is the highest level, followed by “post-industrial” or, lastly, a more general status of “recycled”.

In other words, companies are encouraged to pursue the average content claims using post-consumer recycled material.

If a company chooses to do so they can downgrade a claim for the purposes of labeling. This may be done for a variety of reasons, including space on products and consistency of claims across brands.

5.4 Thresholds for Labeling

For labeling purposes, each of the accounting models has a different threshold that must be met to support a label. Because products using the average content model are the most challenging to manufacture, this model has the lowest threshold for labeling. Conversely, the use of ARCs offers the highest level of flexibility and thus has the highest threshold.

For average content – a minimum of 10% recycled content by weight must be used to support a claim.

For mass balance – an equivalent of 25% of the mass must be allocated to support the claim.

For ARCs – an equivalent of at least 70% of the mass must be matched with retired certificates. The ARC type must match the predominant material in the package or product. Multiple ARC types matching each material used is preferred. If either PEQ or ‘OTHER’ ARCs are used, an equivalent of 100% of the mass must be retired to support the label.

Certification Model	Preferred Text Claims	Threshold	Examples
Average Content	X % {status, descriptor}	10%	50% post-consumer plastic bag
	X % {status} content		10% recycled content
	Made with X% {status & material descriptor}		Made with 25% post-consumer plastic
Mass Balance	Mix Supporting Recycled {descriptor}	25%	Mix supporting recycled plastic
	Mixed Supporting Recycled Material		---
ARCs	Supporting Investments in Recycling	70% see (*)	---
	Supporting Investments in {descriptor} Recycling Technology		Supporting Investments in Plastic Recycling Technology

* When using either PEQ (chemical intermediaries) or OTHER (unspecified) ARCs the threshold is 100%.

Note: Claims reflecting amounts of material at levels below labeling thresholds may be made between supply chain participants using chain of custody claims.

Materials purchased using claims associated with a more robust control system may contribute to thresholds for claims associated with lesser control systems as follows:

- Claims from materials using average content can contribute to either mass balance or ARC claims.
- Claims from materials using mass balance can contribute to ARC claims.

Mass Balance Threshold Example:

A PET container is assembled from two different parts as follows:

- Base tray weighs 20 grams and physically contains an average of 1.5 grams of recycled content (7.5%)
- Cover weighs 10 grams and has a mass balance chain of custody claim of 60% (equivalent to 6 grams)
- Total weight = 30 grams with 7.5 grams of certified recycled material (27%)

By combining the average content claim from the base tray with the mass balance claim from the cover, the full package exceeds the 25% threshold for the mass balance label and the components need not be individually identified.

ARC Threshold Example:

A resealable bag is composed of 85% polyethylene and 15% other plastic components (PET and nylon). The total production run is 5,000 metric tons of bags; therefore to meet the 70% threshold the company purchases and retires PE_ARCs equivalent to 3,500 metric tons. ($0.7 \times 5,000 = 3,500$)

Alternatively, the company could choose to purchase and retire 5,000 OTHER_ARCs which would satisfy the 100% threshold requirement.

6 Label Request Process

Only certified entities may request labels for on-product use.

Image files will only be shared with the party that requests the label. GreenBlue will not be responsible for sending image files to third parties.

Ultimately, the entity that is responsible for placing the logo within artwork must be audited to assure that the claim meets the eligibility criteria.

Any certified participant may apply a label to a packaging component that asserts a claim for the entire package once assembled (e.g., a converter or a brand). These participants are responsible to provide evidence that substantiates the claim being made.

GreenBlue will issue labels upon request and can assist by providing options for language to describe products and packages. However, GreenBlue does not assume liability for claims as we will not be reviewing the evidence necessary to substantiate claims.

Certified entities must request labels from GreenBlue by using the “RMS Label Request Form” which is available at rmscertified.com.

Once artwork has been received, companies must not make any changes to the labels other than to modify size or modify colors (in accordance with style guidelines in section 8.3).

7 General Marketing Claims

Advancing the use of recycled materials is a critical component of the circular economy. RMS participants are encouraged to celebrate their certification status and use of recycled materials. As with labeling, GreenBlue is not responsible for individual company claims, but offers suggested language and permits trademark use (subject to the applicable trademark licenses) for promotional purposes.

7.1 RMS Certification Marks

7.1.1 Pursuant to the Certification Mark License and subject to the provisions of these Trademark Guidelines, a current Certified Participant in good standing may:

- indicate the RMS Participant is an “RMS Participant”, or “RMS Certified Participant”, or, if applicable, an “RMS Certified ARC Generator”, and
- use the Certification Badges (as defined below) on general marketing materials, signs, exhibit materials, printed publications, company websites, and social media accounts.

7.1.2 The RMS Program offers the use of certification marks in the form of badges designed by GreenBlue (collectively, the “**Certification Badges**”) for marketing purposes by Certified Participants. Pursuant to the terms of the Certification Mark License and these Trademark Guidelines, the Certification Badges may be used in marketing materials such as product brochures, websites or in sustainability reports. The Certification Badges include the following:



7.1.3 Pursuant to the RMS Label License and subject to the provisions of these Trademark Guidelines, a current Certified Participant in good standing may use the RMS Certification Marks as part of the RMS labels on or in connection with applicable products.

7.1.4 Nothing in these Trademark Guidelines grants any person or entity (including without limitation any RMS Participant) the right to use or display any of GreenBlue's Marks except the specific RMS Marks authorized for use pursuant to the Certification Mark License and the RMS Label License.

7.1.5 To obtain high resolution image files for the RMS Marks, contact GreenBlue at: rms@greenblue.org.

7.1.6 If a Participant's RMS Certification is suspended or if a Participant ceases to be a Certified Participant, will remove all of the RMS Marks from all of the RMS Participant's websites within five (5) business days and will remove all printed marketing materials containing such references and RMS Marks from circulation within three (3) months.

7.2 Reporting Progress Against Goals

GreenBlue encourages companies to set goals that help advance the use of recycled materials and to report publicly on progress against goals. The RMS was developed to help bring about further clarity and transparency behind reporting against these goals with the added assurance of third-party certification. When reporting against goals, we recommend that companies start by fully assessing their plastic use. While we encourage setting percentage-based goals, it is also important for companies to be transparent about total plastic usage and to work toward capping and reducing overall plastic use.

Furthermore, because the RMS offers mass balance claims and ARC trading, companies are strongly encouraged to report how each model is used to support progress against goals.

Companies are also encouraged to report plastic usage and recycled material claims by resin type and recycled material status.

If uncertified materials are used, this should also be identified.

Example: A CPG has measured their 2020 baseline of total plastic used in packaging to be equal to 100,000 tons. They have established a goal of 30% certified post-consumer recycled material across each of their resin types along with a goal to reduce total use of plastics by 10% (to 90,000 tons total). This company has elected to use only certified material claims toward their goal.

In 2021 they report the following progress in their sustainability report, which highlights total use and progress including the type of recycled material claim used for each resin type.

	PE	PP	PS	PET	Total
2020 Baseline Use (tons)	25,000	40,000	10,000	25,000	100,000
2025 Total Use Goal (tons)	22,500	36,000	90,000	22,500	90,000
2025 Goal - virgin (tons)	15,750	25,200	6,300	15,750	63,000
2025 Goal - recycled (tons)	6,750	10,800	2,700	6,750	27,000
2025 Goal - % recycled	30%	30%	30%	30%	30%
2021 Total Use (tons)	24,500	41,000	9,800	24,500	99,800
2021 Average Content (tons)	2,000	500	500	2,500	5,500
2021 Mass Balance (tons)	500	1,000	500	500	2,500
2021 ARCs (tons)	2,500	5,000	500	500	2,500
2021 Total Recycled (tons)	5,000	6,500	1,500	3,000	16,000
2021 % Recycled	20.4%	15.9%	15.3%	12.2%	16%

Please note: the use of ARCs and mass balance claims may not be cited as percent content claims. GreenBlue advises using language that expresses the “use of recycled materials” or “supporting investments in recycling”.

It is also advised that the use of ARC purchases and mass balance claims should be phased out over time with a preference for reaching average content targets.

7.3 ARC Generator Clarifying Language

Facilities that are certified to generate ARCs are required to use the following statement in marketing material and on their website.

“Company/facility name has been certified according to the protocols set forth in the Recycled Material Standard to issue and trade certificates known as the Attributes of Recycled Content (ARCs). Each ARC represents the environmental attributes associated with one metric ton of recycled material. A portion of the material from our facility is not eligible to carry a claim even though it was derived from recovered plastic as this would result in double counting. Customers should always consult their sales documents to confirm the eligible claims for their products. Visit [rmcertified.com](https://www.rmcertified.com) for more information about the ARC trading system.”

7.4 Additional Examples of Credible Claims

By buying RMS Certified products, [COMPANY/BRAND] is advancing the use of recycled materials.

The RMS logo on your [BRAND] product means that you can be sure that for every ounce of plastic in this product, the equivalent amount of certified recycled material was bought from an RMS-certified recycler.

[COMPANY/BRAND] is committed to sourcing RMS-certified recycled materials.

[COMPANY/BRAND] is committed to supporting investments in recycling technology through the purchasing of ARC certificates. We purchase ARCs equivalent to XX% of our {product/package}. ARC certificates support investments in North American recycling technology, which helps to advance the use of recycled materials.

100% of the material used in our facility is derived from recovered plastics. However, this facility also generates ARCs and therefore, not all of our products may carry a 100% recycled content claim.

- *Reminder: Certificates must be retired in order for ARC purchasers to make related RMS claims.*

7.5 Terms to Avoid

GreenBlue does not support the use of the terms “plastic neutral” or “plastic offsets” in relation to a company’s plastic use. Participants may use the analogy of renewable energy or carbon offsets to explain the ARC trading system.

Neither ARCs nor mass-balance-based claims can be used to make explicit claims of “recycled content”.

When using ARCs or mass balance to meet corporate objectives or for on-product claims, companies should avoid terms like “made with” or “composed of” or any other language that could convey any specific quantities of recycled material within products.

7.6 Use of Other Labels

Participants may use other sustainability labels, marks, or claims in addition to the RMS label, with the exception of another label for recycled material of the same type.

For example, if a package is composed of both plastic and paper, the RMS label for plastic could be used along with another certification program that has verified the recycled content (or other attribute) of paper. However, if a package has two different plastic components, participants may not use different certification programs for each part (e.g., labeling a plastic tray and a lid or a plastic bottle and a cap with the RMS label and a label from another recycled material standard is not permitted).

8 RMS Trademarks

RMS is a project of the GreenBlue Institute (“GreenBlue”). GreenBlue owns the RMS Marks (as defined below) and the associated brand.

8.1 Definitions

As used in these RMS Label and Trademark Guidelines (these “**Trademark Guidelines**”):

“**Certification Mark License**” means the Certification Mark License as defined in the RMS Participant Terms and Conditions.

“**Certified Participant**” (collectively, “**Certified Participants**”) means an organization that (a) has agreed to the RMS Participant Terms and Conditions, (b) holds at least one current RMS certification that has not expired or been revoked, and (c) whose right to participate in the RMS Program has not expired or terminated.

“**Marks**” (each, a “**Mark**”) means fictional business names, trade names, company and corporate names, trademarks, service marks, and certification marks (whether registered or unregistered, including any applications for registration of any of the foregoing), logos, Internet domain names, and trade dress rights, together with the goodwill associated with any of the foregoing.

“**RMS Certification Marks**” (each, an “**RMS Certification Mark**”) means those certification marks developed and amended from time to time by GreenBlue that are authorized by GreenBlue for use by Certified Participants in connection with RMS certifications to indicate that the RMS Participant (as defined below) has been certified pursuant to the Recycled Material Standard. The RMS Certification Marks include, but are not limited to, the following:

1. the word mark “RMS”,
2. the word mark “RMS Certified”,
3. the Certification Badges,
4. the following logo (the “**RMS Monochrome Logo**”),



5. the following logo (the “**RMS Full Color Logo**”),



6. the following logo (the “Recycled Material Standard Logo”),



“RMS Design Marks” (each, an “RMS Design Mark”) means the RMS Monochrome Logo, the RMS Full Color Logo, the Recycled Material Standard Logo, the Certification Badges, and any other RMS Marks that are not word marks.

“RMS Marks” (each, an “RMS Mark”) means the RMS Certification Marks and the following Marks:

1. the word mark “Recycled Material Standard”,
2. The word mark “Attributes of Recycled Content”
3. The word mark “ARC”
4. the word mark “ARC Registry”

“RMS Label License” means the RMS Label License as defined in the RMS Participant Terms and Conditions.

“RMS Participants” (each, an “RMS Participant”) means organizations that have entered into the RMS Participant Terms and Conditions with GreenBlue.

8.2 General Trademark Provisions. Notwithstanding anything in these Trademark Guidelines to the contrary:

8.2.1 GreenBlue neither permits the use of its Marks or written materials for commercial purposes, including advertising or marketing, nor allows the suggestion of any endorsement, affiliation, or sponsorship with any third party’s product or service, without GreenBlue’s specific prior written consent. Accordingly, RMS Participants are prohibited from using the RMS Marks on or in connection with the RMS Participants’ products or services without the express and specific prior written consent of GreenBlue, which GreenBlue may withhold or condition in its discretion.

8.2.2 Neither RMS Participants nor any other person or entity is permitted to use any of the RMS Marks to imply endorsement of claims that a product is “clean,” “safe,” “nontoxic” or “environmentally friendly” (or words or language of similar import or having similar connotations) or other environmental/sustainability claims other than RMS certification.

8.3 RMS Label Style Guidelines

8.3.1 The RMS label should not be smaller than 0.5 inches in height. All words including the label identification number must be legible. The label should be proportional to any other certification marks on the product or package.

8.3.2 The spacing between the RMS label and other marks and text should be no less than $\frac{1}{4}$ of the height or width of the seal (whichever is less). In the example below, the label is wider than it is tall so the height of the label sets the distance for "X"



8.3.3 Full color logos must always be reproduced on a white background. The full color logos may NOT be reproduced on a color background or a pattern background.



8.3.4 The monochrome logo may be produced in a color other than black or white if the printing on the package only uses one color of ink for markings. Alternative colors must be approved by GreenBlue.



8.3.5 Other than the full color logo, the use of multiple colors is not permitted.



8.3.6 The monochrome logo may be produced as a transparent image, using the primary background of the package as the background color.



8.3.7 The monochrome logo may use a shaded background derived by using a lighter shade of the primary background color of the package. For example, if the package is dark red, the background of the label may be light red.



8.3.8 The contrast between the monochrome logo color and the background color should be greater than or equal to 4.5:1, in accordance with ADA Standards for Accessible Design.

COLOR CONTRAST: 2.92:1



COLOR CONTRAST: 4.6:1



8.4 Additional Trademark Usage Guidelines. Any authorized use of the RMS Marks must also comply with the following guidelines:

8.4.1 Each use of an RMS Mark must be accompanied by the “TM” symbol or, if the Mark is registered with the U.S. Patent and Trademark Office (or any other applicable jurisdiction where the Mark is being used), the registered trademark symbol ®. The appropriate symbol should appear immediately following the Mark, and should appear in superscript.

8.4.2 The RMS Marks must not be altered or combined with other Marks.

8.4.3 Except as otherwise expressly provided in these Trademark Guidelines or otherwise agreed by GreenBlue in writing, the RMS Design Marks must NOT be edited or distorted from the original version as depicted above in these Trademark Guidelines.

8.4.4 Any use of the RMS Marks must display the RMS Marks in a positive or neutral manner. The RMS Marks must not be used to depict the GreenBlue, Recycled Material Standard, or any RMS Participants or their products in any negative way. The RMS Marks must not be used on sites that promote or portray discriminatory practices against any individual or group based on race, religion, gender, sexual orientation, or ethnic background.

8.4.5 Any questions about this policy should be directed to GreenBlue. Any requests for approval of a specific use of an RMS Mark should be directed to GreenBlue.