



# Logos, Labels & Claims

CertifHy EU RFNBO Voluntary Scheme

**Dissemination level: public**

**Last update: 2024-05-02**

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## Status of this document

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This document, ‘Logos, Labels & Claims’, is part of the CertifHy EU RFNBO Voluntary Scheme.

All CertifHy EU RFNBO Voluntary Scheme documents in their latest applicable version are valid and must be considered for the scope of application.

In the event of conflict between the text of this document and the CertifHy EU RFNBO Voluntary Scheme “Scheme Document”, the “Scheme Document” shall always take precedence.

## Change History

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Version	Date	Description
1.0	28.02.2023	Version 1.0
1.1	10.07.2023	Version1.1 (adjustments following the publication of an updated version of the Assessment Protocol for Voluntary Schemes for RFNBOs)
1.2	15.01.2024	Version1.2 (adjustments taking up the Q&A Document of the European Commission of 26.07.2023)
1.3	02.05.2024	Version 1.3 (adjustments taking up the Q&A Document of the European Commission of 14.03.2024 and feedback from DG ENER)

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# 1 Purpose of this document

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This document specifies the requirements for the use of the CertifHy logos, labels, and compliance claims.

## 2 Scope and Normative References

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This document applies to products and entities within the scope of Economic Operators under the CertifHy EU RFNBO Voluntary Scheme, Certification Bodies, CertifHy Members, and any other user of the CertifHy trademark as defined in this document.

The CertifHy EU RFNBO Voluntary Scheme trademarks include:

- The name “CertifHy”, CertifHy logos and the CertifHy product-related label;
- All references to the name of the CertifHy, to itself, to the CertifHy EU RFNBO Voluntary Scheme, or to the CertifHy EU RFNBO Voluntary Scheme documents;
- All claims, marks, labels, signs, and other graphical representations which refer to or represent the CertifHy EU RFNBO Voluntary Scheme and/ or any part thereof.

All CertifHy trademarks and all representations thereof in any format whatsoever are the sole and exclusive property of the CertifHy Scheme Operator. Any reference to and/ or use of the CertifHy trademarks and/ or of all representations thereof by the CertifHy Scheme Operator and any constituent of the CertifHy EU RFNBO Voluntary Scheme shall follow the provisions of this document.

The use of the CertifHy trademarks is granted by the CertifHy Scheme Operator. The CertifHy Scheme Operator may deny or withdraw the right to reference and/ or use the trademarks at its sole discretion at any time, if reference to and/ or use of the CertifHy trademarks:

- does not comply with the requirements of this procedure; or if
- any action by a user of the CertifHy trademark reflects badly on the reputation of CertifHy, the CertifHy Scheme Operator and/ or any other entity closely affiliated with CertifHy.

The CertifHy Scheme Operator does not take any responsibility for legal implications of the use of this guidance document and does not claim that following this scheme document will result in legal compliance. The guidance given in this document is not intended as a substitute for legal advice. The CertifHy Scheme Operator recommends that companies also discuss claims with their legal department to ensure compliance with consumer protection laws in their target markets.

### 3 Definitions

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Term	Definition
Label	Information attached or adjacent to a product (ISO 21041:2018)
Trademark	Symbol, word, or phrase used to denote a particular source of goods or services (ISO/IEC/IEEE 24765:2017)

## 4 General requirements

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The CertifHy trademarks may only be used after authorisation has been granted by the CertifHy Scheme Operator as specified for each user group:

- For Economic Operators, the use of the CertifHy EU RFNBO Voluntary Scheme labels is granted through the CertifHy EU RFNBO Terms of Use (further specification to be found in Chapter 5);
- CertifHy Members may use the CertifHy EU RFNBO Voluntary Scheme trademarks after membership has been accepted. The CertifHy EU RFNBO Voluntary Scheme logo may be used for general communication only. The use of the CertifHy EU RFNBO Voluntary Scheme product-related label by members is not permitted;
- Partners of CertifHy may only use the CertifHy trademarks if a Memorandum of Understanding (MoU) has been signed by the CertifHy Scheme Operator that includes specific provisions for the use of the CertifHy trademarks. CertifHy trademarks may only be used for the scope defined by the MoU;
- Certification Bodies may only use the CertifHy trademarks if a valid Cooperation Agreement with the CertifHy Scheme Operator is in place;
- Organisations offering training, consultancy, or technical advice on the CertifHy EU RFNBO Voluntary Scheme shall sign an agreement with the CertifHy Scheme Operator to obtain permission to use CertifHy trademarks in training materials and for promotional purposes. They shall not imply that the CertifHy Scheme Operator endorses any training, consultancy or technical advice unless agreed otherwise;
- Event partners of CertifHy (e.g. conference organisers) shall accept the terms and conditions for the use of the CertifHy logo by signing an according agreement. The CertifHy logo shall only be used on specific promotional material for the event which the CertifHy Scheme Operator supports or is engaged with;
- Media organisations shall accept the terms and conditions for the use of the CertifHy logo by signing an according agreement;
- Educational or research organisations shall accept the terms and conditions for the use of the CertifHy trademarks by signing an according agreement.

Other users not mentioned in the above list shall contact the CertifHy Scheme Operator to request permission for trademark use.

The CertifHy trademarks shall not be used in a way that could cause confusion, misinterpretation, or loss of credibility of CertifHy.

The use of CertifHy trademarks by any other third-party is not permitted, unless a written authorisation allowing its use under certain conditions is granted by the CertifHy Scheme Operator. The unauthorised use of the CertifHy trademarks is prohibited and can lead to a criminal charge.

Persons or corporate entities are fully responsible, accountable, and liable for the use of the CertifHy trademarks or compliance claims.

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When using the CertifHy trademarks together with a trademark, compliance claim or label from another standard/ certification scheme or another company, which is not officially recognised by the CertifHy Scheme Operator, trademarks must be equally visible and displayed in a way which does not imply any relation to, endorsement of, or association with the other trademarks.

Any misuse of the CertifHy trademarks or compliance claims that an Economic Operator or any other entities are aware of within their scope of certification, including sub-contractors, shall be reported to the CertifHy Scheme Operator.



## 5 Logos & Labels

CertifHy logos and labels hold copyright protection and are a registered trademark.

### 5.1 CertifHy Logo

The CertifHy logo can be used by:

- Economic Operators with a signed CertifHy EU RFNBO Voluntary Scheme Terms of Use, as long as they do not breach any CertifHy EU RFNBO Voluntary Scheme requirements;
- CertifHy Voluntary Scheme members with an active membership; Certification Bodies with a valid cooperation agreement with the CertifHy Scheme Operator;
- Other organisations not covered under the previous points, e.g. project partners, such as industry and trade organisations, research institutions and NGOs, or other potential users such as journalists or media professionals after signing an agreement with the CertifHy Scheme Operator.

The CertifHy logo can be used on marketing materials, websites, sustainability reports, sustainability declarations and corporate materials.

The CertifHy logo can be used without an additional statement, but can also be accompanied by a CertifHy claim. Further guidance can be found in Chapter 6 ‘Claims’ and Chapter 7 ‘Layout requirements’.

The CertifHy logo must not be used on final CertifHy EU RFNBO Voluntary Scheme certified products. Furthermore, the CertifHy logo shall not be used on company documents which contain statements that are not directly related to the CertifHy EU RFNBO Voluntary Scheme certification.

### 5.2 CertifHy EU RFNBO Voluntary Scheme Product-Related Label

The CertifHy EU RFNBO Voluntary Scheme product-related label can only be used by Economic Operators with a valid CertifHy EU RFNBO Voluntary Scheme certificate as long as they do not breach any CertifHy EU RFNBO Voluntary Scheme requirements.

The CertifHy EU RFNBO Voluntary Scheme product-related label can be used for product communication documents. The use of a CertifHy EU RFNBO Voluntary Scheme product-related label must always be approved by the CertifHy Scheme Operator in advance.

For product related labelling, the Economic Operator shall:

- follow the design guidelines laid out in Chapter 7;
- use the CertifHy EU RFNBO Voluntary Scheme product-related label for certified products, which includes the CertifHy EU RFNBO Voluntary Scheme label icon, the text “CertifHy compliant”, and the CertifHy website address.

## 6 Claims

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### 6.1 General provisions

The use of a CertifHy claim offers companies the advantage of referencing an established independent third-party certification and thus underlining the credibility of their statements. A CertifHy claim is a statement that involves the name 'CertifHy', or a reference to the CertifHy EU RFNBO Voluntary Scheme certification/license (e.g. 'certified product').

Claims must be:

- clear, easy to understand and should not be misleading;
- accurate and based on substantiated evidence; and
- robust and transparent, providing unambiguous information about the applied certification scheme.

It is recommended to avoid giving the impression that general product-related claims directly refer to the CertifHy EU RFNBO Voluntary Scheme (e.g. by placing a general claim next to the CertifHy EU RFNBO Voluntary Scheme product related label), as this could indicate a direct link to the CertifHy EU RFNBO Voluntary Scheme.

### 6.2 Communication Claims

Economic Operators, Certification Bodies recognised by the CertifHy Scheme Operator and Members of the CertifHy Stakeholder Platform may use the CertifHy logo for communication (e.g. internet, email signature, signboards, corporate documents, brochures, leaflets, etc.) and are responsible for the claims they make. The CertifHy Scheme Operator reserves the right to check these claims and to request the entity to change or delete the claim if it is judged incorrect or misleading.

### 6.3 Product-related Claims

Economic Operators may only use product-related claims under the following conditions:

- The Economic Operator has signed the CertifHy EU RFNBO Voluntary Scheme Terms of Use.
- The Economic Operator possesses a valid certificate of conformity issued by a recognised Certification Body.
- The Economic Operator meets all requirements and the intent of this document.
- The products to which the claims are applied are included in the scope of certification.

A product-related communication can be used for product-related claims, i.e. documentation associated with CertifHy EU RFNBO Voluntary Scheme compliant products (e.g. Proof of Sustainability) where the use of CertifHy trademarks refers to CertifHy EU RFNBO Voluntary Scheme compliant products contained in a particular consignment or lot.

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An Economic Operator shall only use CertifHy trademarks in relation to CertifHy EU RFNBO Voluntary Scheme compliant products included in the scope of certification, as documented in the Audit Report and the certificate.

The Economic Operator shall provide the following information together with CertifHy trademarks:

- A product description,
  - applied to the dispenser or transportation system next to the on-product use of trademarks; or
  - compiled in a separate document which is freely and readily available to the customer (e.g. on an internet page, a leaflet, the offer or the invoice). In this case the product-related use of CertifHy trademarks shall list a reference to the product description (e.g. “for further information see ....”);
- Further information as specified in the applicable CertifHy EU RFNBO Voluntary Scheme documents.

For CertifHy EU RFNBO Voluntary Scheme compliant products, the claim shall be: “CertifHy EU RFNBO compliant product”. The Economic Operator may use an equivalent claim of their choice upon prior written agreement by the CertifHy Scheme Operator and the Certification Body.

## 7 Requirements related to the layout

### 7.1 General layout related requirement

The CertifHy brand with its logos and labels stands for quality and economic added value. The CertifHy brand enjoys comprehensive trademark protection worldwide.

The CertifHy trademarks must appear in an uncluttered space and should stand alone to prevent confusion with the business name, brand name, initiative, or organisation. To ensure the best visual impact of the CertifHy logos and labels, a minimum clear area must be maintained.

The user of the CertifHy trademark must also ensure its readability at all time. The proportion between height and length must be kept.

The trademark user shall not:

- change the proportions of the CertifHy logos and labels;
- change or add contents to the logos and labels;
- use the CertifHy label for anything not covered by the scope of certification;
- combine the CertifHy trademark with the user's own branding in a way which implies association;
- place the CertifHy trademark on a strongly patterned background or image;
- place the CertifHy trademarks with another border or background;
- change the shape of the border of background of the CertifHy logos and labels;
- rotate the CertifHy logos and labels;
- violate the clear space around the CertifHy logos and labels.

### 7.2 CertifHy Logo



The CertifHy word and image logo consists of the word “CertifHy” in combination with a drop surrounded by a circle in the CertifHy typic green and blue colours. This word and text combination is not interrupted by any other statement in the form of written additions.

## 7.3 CertifHy EU RFNBO Voluntary Scheme Product-Related Label



The basis of the product-related label is the word “CertifHy” and the colour scheme of the CertifHy logo which is outlined by a rectangle. The word “Compliant” is added underneath.

The label shall be placed in a good visible position.