

PRODUCT LABELING GUIDE

with the GfaW sustainability certifications



GFAW

Product labeling guide

We, the Society for Applied Business Ethics, are the standard owner and developer of certification systems for a sustainable economy and support sustainably operating companies to make a difference to the conventionally producing economy and to communicate this visibly to the outside.

CSE | NCP | NCS | Nature THANX | Our seals are quality marks.

They guarantee a sustainable production method or service. In order to obtain these quality seals, companies and organizations undergo testing processes that are carried out by independent third-party certification bodies. Once certification is complete, you can use the respective seal on packaging materials and in corporate communications.

By using the marks consistently on products, promotional materials, social media, websites, etc., you make it easier for your customers to find your products and recognize their quality.

In order to be able to use the seals or quality marks in the best possible way, we have compiled all the guidelines and important information on correct use (format, placement and color scheme, sample illustrations, etc.) in this guide. If you have any further questions about label placement please do not hesitate to contact us.

Our quality marks highlight your company's pioneering work and commitment.
GfaW: your contact for certified sustainability.

**Note: Please only use seals for which you have received a certificate.
For more information, please refer to your certificate. If you have any
questions or are unsure, please do not hesitate to contact us.**



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CSE-LABEL

Standard for sustainable corporate governance

The CSE certification is a cross-sector sustainability certification for companies and sustainably oriented organizations. The CSE seal is a seal of quality for products from a verified sustainably operating company.

CSE-LABEL: VERTICAL ALIGNMENT



multicolor use
Subline in German or English



1-color use
Subline in German or English



CSE-LABEL: HORIZONTAL ALIGNMENT



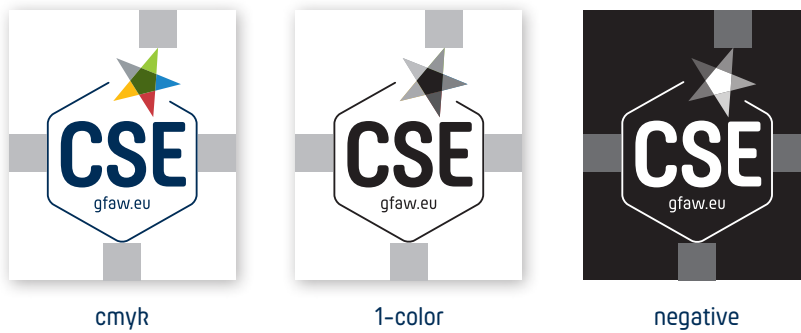
multicolor use
Subline in German or English



1-color use
Subline in German or English



CSE-LABEL: PROTECTIVE ZONE



The protective zone around the label is 5 mm.

CSE-LABEL: MINIMUM SIZE



A 1-color use in black or special color is permitted.

CSE-LABEL: EXAMPLES OF USE





NCP-LABEL Standard for all non-food products

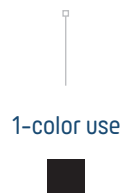
The NCP Nature Care Product Standard defines requirements for natural products from the ecological non-food sector.

All natural products, in particular detergents and cleaning agents, care products, pesticides and fertilizers, toys, candles, pest control products, products for monitoring pest infestation as well as plant fortifiers can be certified according to the NCP standard.

NCP-LABEL: VERTICAL ALIGNMENT



multicolor use

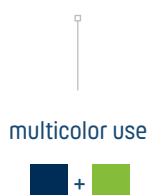


1-color use

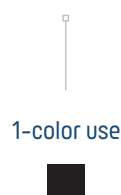


negative use

NCP-LABEL: HORIZONTAL ALIGNMENT



multicolor use



1-color use



negative use

NCP-LABEL: AWARDING „VEGAN“



multicolor use



1-color use



negative use



NCP-LABEL: PROTECTIVE ZONE



cmyk



1-color



negative

The protective zone around the label is 5 mm.

NCP-LABEL: MINIMUM SIZE



A 1-color use in black or special color is permitted.

NCP-LABEL: EXAMPLES OF USE





NCS-LABEL Standard for cosmetics

The Natural Cosmetics Standard defines the qualities of the ingredients of natural cosmetics. There is no specification of the percentage composition of the ingredients in a product. Labelling as organic cosmetics is possible if at least 95% of the agricultural ingredients are of organic origin. The seal „Vegan Natural Cosmetics“ identifies a natural cosmetic product, that contains only ingredients that have not been obtained from or through animal substances.

NCS-LABEL: VERTICAL ALIGNMENT



multicolor use



1-color use



negative use



NCS-LABEL: HORIZONTAL ALIGNMENT



multicolor use



1-color use



negative use



NCS-LABEL: AWARDING „VEGAN“



multicolor use



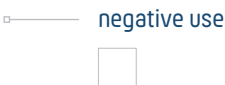
1-color use



negative use



NCS-LABEL: AWARDING „ORGANIC QUALITY“



NCS-LABEL: AWARDING „ORGANIC QUALITY“ & „VEGAN“



multicolor use



1-color use



negative use



NCS-LABEL: PROTECTIVE ZONE



cmyk



1-color



negative

The protective zone around the label is 5 mm.

NCS-LABEL: MINIMUM SIZE



NCS-LABEL: EXAMPLES OF USE





NT-LABEL

Therapy support meets naturalness

The NATURE THANX quality standard was developed to enable consumers to recognize effective therapy-supporting care with the greatest possible proximity to nature and minimal environmental impact. The Society for Applied Business Ethics thus offers a certification that provides simple orientation in the field of tension between therapy-supporting care products and cosmetics, which has been difficult to grasp up to now.

NT-LABEL: MULTICOLOR & 1-COLOR USE



multicolor use



1-color use



negative use



NT-LABEL: AWARDING „VEGAN“



multicolor use



1-color use



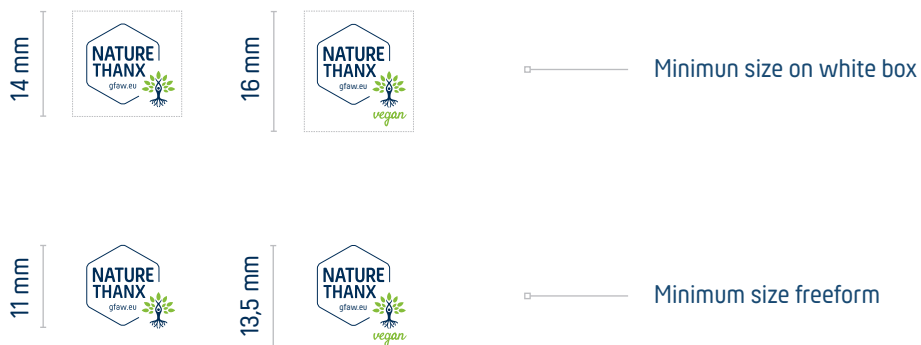
negative use



NT-LABEL: PROTECTIVE ZONE



NT-LABEL: MINIMUM SIZE



Eine 1-farbige Verwendung in Schwarz oder Sonderfarbe ist zulässig.

NT-LABEL: EXAMPLES OF USE



HOUSE FONT

HANSOM FY
Light

HANSOM FY
Regular

HANSOM FY
Bold

COLORS OF LABEL

STARCOLORS



Dark blue

CMYK: C 95 - M 50 - Y 0 - T 67
RGB: R 23 - G 50 - B 82
Hex: #173252



Light green

CMYK: C 50 - M 0 - Y 100 - T 5
RGB: R 144 - G 186 - B 30
Hex: #90ba1e



Black

CMYK: T 100
RGB: R 0 - G 0 - B 0



Quality Management System

CMYK: C 45 - M 0 - Y 100 - T 60
RGB: R 23 - G 50 - B 82
Hex: #173252



Environmental protection

CMYK: C 45 - M 0 - Y 100 - T 0
RGB: R 162 - G 198 - B 23
Hex: #a2c516



Finance

CMYK: C 82 - M 38 - Y 0 - T 0
RGB: R 7 - G 131 - B 198
Hex: #0682c6



Supply chain

CMYK: C 20 - M 93 - Y 82 - T 0
RGB: R 199 - G 47 - B 50
Hex: #c72f32



Working environment

CMYK: C 0 - M 28 - Y 100 - T 0
RGB: R 252 - G 190 - B 0
Hex: #fbbd00



Market & Ethics

CMYK: C 5 - M 0 - Y 0 - T 45
RGB: R 161 - G 165 - B 167
Hex: #a1a4a7



KONTAKT

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