



CRADLE TO CRADLE CERTIFIED®

Trademark Use Requirements for Certification Holders

2025

cradle to cradle
products innovation



Congratulations on your Cradle to Cradle Certified® certification!

To help showcase your certified product and share this remarkable accomplishment, the Cradle to Cradle Products Innovation Institute has created an overview with trademark use requirements for use in labeling, marketing, and communications. In this document, you'll find requirements and examples for properly using all Cradle to Cradle Certified® wordmarks, logos, and other brand assets. These requirements ensure consistent and coherent promotion of the Cradle to Cradle Certified® brand, building trust and enhancing its recognition worldwide.

As of January 2025, new Cradle to Cradle Certified® certification logos have been released to further strengthen the brand. Earlier versions of the logos must be phased out and all new uses on products, packaging, labels, and other marketing materials must transition to the updated logos by June 2026*. If you have questions about how to properly conform to any of the trademark use requirements, please contact marketing@c2ccertified.org or your dedicated sector director.

**Existing product inventory featuring the previous marks may continue to be sold while supplies last.*

Access to marketing assets

Once your certification has been issued, you will receive an email containing a link to a private page on our website where you can download:

- Your corresponding certification logo package, including multiple file formats and approved color variations
- The general Products Program logo package, including multiple file formats and approved color variations
- Individual category icons, representing the five certification categories of the Cradle to Cradle Certified® Product Standard (Full Scope)

To support accurate and effective communication, we offer two additional guidance documents: the **Communication Guidance** and the **Green Claims Guidance**. These resources are designed to complement the Trademark Use Requirements and help certification holders communicate their achievements clearly and responsibly.

Communication Guidance

The Communication Guidance is designed to help you communicate specific general, product or process achievements about your certified products for each achievement level in every category of Cradle to Cradle Certified® and to use consumer-friendly language to meet market demands.

[Download the Communication Guidance here.](#)

Green Claims Guidance

The Green Claims Guidance outlines how to make credible environmental claims in line with the EU Green Claims Directive. It helps certification holders avoid greenwashing and includes examples of acceptable claims, country-specific guidance, and how Cradle to Cradle Certified® supports regulatory compliance.

[Download the Green Claims Guidance here.](#)



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About the Institute & Cradle to Cradle Certified®

The Cradle to Cradle Products Innovation Institute is a global nonprofit organization dedicated to advancing the circular economy. Through the Cradle to Cradle Certified® Products Program, the Institute sets the global standard for circular product design, driving the transition to a circular economy where materials and products positively impact both people and the planet.

To date, thousands of products have been certified across various categories, including building materials, textiles, apparel, footwear, cosmetics, personal care, electronics, print, and packaging. In addition, a growing number of global brands, organizations and sustainability standards recognize Cradle to Cradle Certified® (C2C Certified®) as a preferred product certification.

The Institute certifies products based on the Cradle to Cradle Certified® Product Standard (Full Scope), a holistic framework that assesses materials and products across five sustainability performance categories: **Material Health, Product Circularity, Clean Air & Climate Protection, Water & Soil Stewardship, and Social Fairness.**

Within this framework, products can achieve certification through three distinct scopes:

- **C2C Certified® Full Scope:** Verifies a product's performance across all five categories
- **C2C Certified® Circularity:** Verifies a product's performance specifically in the Product Circularity category, and the chemical restrictions at the Bronze level in the Material Health category
- **C2C Certified® Material Health:** Verifies a product's performance specifically in the Material Health category

Founded in 2010 by **William McDonough** and **Michael Braungart**, the Cradle to Cradle Products Innovation Institute is headquartered in San Francisco, California, USA and Amsterdam, the Netherlands. A dedicated international team supports companies and manufacturers across sectors in adopting the standard, offering a pathway to implement circular business models and address global sustainability challenges.

For more information, visit c2ccertified.org.



Development of the standard

The Cradle to Cradle Certified® Product Standard Versions 4.1, 4.0, and 3.1 were developed by the Institute through a multi-stakeholder process informed by a diverse group of technical subject matter experts, leading manufacturers, independent assessors, and other market representatives serving on the Institute's Standards Steering Committee, as well as its Stakeholder Advisory Council and Technical Advisory Groups. Draft standards were made available for public comment, and many stakeholders submitted comments that were considered in the development of the standard.



Rigorous third-party verification by recognized assessors

The Cradle to Cradle Products Innovation Institute evaluates products for certification through rigorous third-party verification conducted by a global network of independent, Institute-recognized assessment bodies. These organizations are approved based on the expertise, qualifications, and training of their staff. Trained assessors work directly with companies to help them achieve certification by evaluating whether their products meet the requirements of the Cradle to Cradle Certified® Product Standard.

With multiple certification pathways, companies can target key aspects of sustainable design and manufacturing, each backed by credible, third-party verification. For a full list of recognized assessors, visit the [Assessors](#) page.

The Cradle to Cradle® design philosophy

The Cradle to Cradle Certified® Product Standard is rooted in the Cradle to Cradle® design principles pioneered by William McDonough and Michael Braungart. These principles revolutionize product creation by transforming how products are made—ensuring materials are continuously cycled in either the biological or technical cycle. Additionally, the principles stimulate the use of healthy, non-toxic substances, harness renewable energy, and convert waste into valuable resources. They also embrace social fairness and inclusivity, shaping a future where products benefit both people and the planet.

The trademarks Cradle to **Cradle® and Cradle to Cradle Certified® are distinct**

The word “Certified” distinguishes the Institute’s official Cradle to Cradle Certified® certification from the Cradle to Cradle® design philosophy it is based on.

Please note:

Cradle to Cradle® is a registered trademark of McDonough Braungart Design Chemistry (MBDC) and refers to their design work and services. Certification holders are not licensed to use the Cradle to Cradle® mark unless specifically authorized by MBDC. While companies can refer to the Cradle to Cradle® principles to introduce customers to the philosophy, they cannot refer to their products as simply “Cradle to Cradle products” or use “Cradle to Cradle” in product names or advertising without proper authorization.

The Cradle to Cradle Certified® or C2C Certified® registered trademark is licensed by the Cradle to Cradle Products Innovation Institute for use by companies with currently certified products.

Official wordmarks

The following trademarks and terms should be used correctly when referring to the certification, the standard and program, and/or the Institute.

Please note that “Cradle to Cradle Certified®” should always be capitalized:

Certifications

- Cradle to Cradle Certified® or C2C Certified®
- C2C Certified® Full Scope
- C2C Certified® Material Health
- C2C Certified® Circularity

Standard & Program

- Cradle to Cradle Certified® Product Standard (Full Scope)
- Cradle to Cradle Certified® Products Program

Institute

- Cradle to Cradle Products Innovation Institute

Correct use of the wordmarks

- Use the correct wordmark [as outlined in the Wordmark Overview](#) section. These wordmarks cannot be altered.
- Ensure certification marks and claims are clearly associated with the certified product. Consumers must not be misled into believing the certification applies to an entire company or a broader set of products or materials than what has been certified. Be specific about what is certified.
- Include the certification level when referring to a certified product. Certification is awarded at four ascending levels: Bronze, Silver, Gold, or Platinum. The overall certification level is determined by the product's lowest category achievement level, encouraging continuous improvement and innovation.
- Specify the standard version used for certification. The Cradle to Cradle Certified® Product Standard has evolved to support the demand for sustainable and circular products and currently exists in Versions 4.1, 4.0, and 3.1. Please make sure to always specify which standard version was used for your certified product.
- Use the ® trademark symbol with the first, and most prominent use of the mark to ensure proper identification and protection. In longer materials, apply the symbol in the first and most prominent use of each section, and on websites, include it on each relevant page.

- **Do not translate the Cradle to Cradle Certified® wordmark into another language.** Only the certification level or other product information may be translated, for example in French: “Ce produit est Cradle to Cradle Certified® Platine.” Or in German: “Dieses Produkt ist Cradle to Cradle Certified® Platin.”
- **Include a trademark attribution statement to acknowledge the Institute’s ownership of the mark.** This can be in the form of a footnote or page footer, such as: “Cradle to Cradle Certified® is a registered trademark of the Cradle to Cradle Products Innovation Institute.”
- **The Cradle to Cradle Certified® word mark may be abbreviated as C2C Certified®.** The abbreviation should be preceded by the full word mark, for example: “The Cradle to Cradle Certified® (C2C Certified®) Products Program verifies materials and products across five sustainability performance categories.”

Referencing your certification achievements

Use the following approved language:

Correct

- ✓ [name of certified product] is [certification type] at [certification level] according to [certification version]
- ✓ Our shirt is C2C Certified® Full Scope at the Gold level according to version 4.1.
- ✓ This shirt is C2C Certified® Full Scope Platinum according to version 4.1.
- ✓ The Model X chair is C2C Certified® Material Health Gold based on version 4.0.
- ✓ Our company has achieved C2C Certified® Material Health Gold level for all Model X chairs based on version 4.0.

Incorrect

- ✗ These jeans are Cradle to Cradle Certified®.
- ✗ This product is Cradle to Cradle® Certified.
- ✗ These jeans are Cradle to Cradle Platinum Full Scope.
- ✗ These jeans are Cradle to Cradle Platinum Full Scope.
- ✗ These jeans are platinum Cradle to Cradle Material Health.
- ✗ We have a Cradle to Cradle product.
- ✗ We have a Cradle to Cradle Certification®.
- ✗ Our company is Cradle to Cradle Certified®.

Supporting your certification claims with context

Provide clear context around which certification requirements have been met for your Cradle to Cradle Certified® certification to maintain clarity and accuracy in your claims. We also encourage linking to the Institute's website and the products registry for more details.

Use the following approved language:

Correct

- ✓ The Cradle to Cradle Products Innovation Institute is a global nonprofit organization dedicated to advancing the circular economy. Through the Cradle to Cradle Certified® Products Program, the Institute sets the global standard for circular product design, driving the transition to a circular economy where every material and product positively impacts both people and the planet.
- ✓ Cradle to Cradle Certified® verifies that this product is designed for health, circularity and fairness.
- ✓ **C2C Certified® Full Scope:** This product is designed with life cycle thinking in mind, meeting strict science-based requirements for Material Health, Product Circularity, Clean Air & Climate Protection, Water & Soil Stewardship, and Social Fairness.
- ✓ **C2C Certified® Material Health:** This product is designed with a focus on material health, ensuring that chemicals and materials used are selected to prioritize the protection of human health and the environment. By adhering to rigorous, science-based standards, we aim to generate a positive impact on the quality of materials available for future use and cycling.
- ✓ **C2C Certified® Circularity:** This product is designed for circularity with life cycle thinking in mind. It is optimized to minimize waste, keeping materials in a continuous cycle of use.

material health



**clean air &
climate
protection**



**product
circularity**



**water & soil
stewardship**



**social
fairness**



DESIGN PHASE

MANUFACTURING PHASE

Full Scope: Referencing individual category achievements

- The Cradle to Cradle Certified® wordmarks and certification logos represent the product's overall certification level, not individual category achievements (e.g., Social Fairness, Water & Soil Stewardship, etc.).
- Statements about category-level achievements must always include the product's overall certification level (e.g. Silver, Gold) and must not appear in isolation.
- Aspects of a certification category (such as performance metrics) may not be singled out as stand-alone claims.
- The first mention of any individual category must include a reference to 'Cradle to Cradle Certified®' or the 'Cradle to Cradle Certified® Product Standard', unless the context already makes this clear.
- Category achievements must not be positioned more prominently than the overall certification. Marketing materials should reflect that the product is certified as a whole, not just in one of the five categories.
- Always capitalize and treat category names as proper nouns: Material Health, Product Circularity, Clean Air & Climate Protection, Water & Soil Stewardship, Social Fairness.

For more information and guidance on how to make statements about category achievements, please see our [Communication Guidance](#).

Use the following approved language:

Correct

- ✓ This C2C Certified® Full Scope Silver product has achieved Gold in the Material Health category.
- ✓ This C2C Certified® Full Scope Gold product has achieved Silver in the Social Fairness category.
- ✓ Our C2C Certified® Full Scope Silver product achieved the Platinum level in the Cradle to Cradle Certified® Social Fairness category.
- ✓ This product is C2C Certified® Full Scope at the Silver level. As part of achieving certification, it received Gold in the Water & Soil Stewardship category.

Incorrect

- ✗ This product has achieved C2C Certified® Full Scope Gold for Clean Air & Climate Protection.
- ✗ We are proud to be Cradle to Cradle Certified® Platinum for Social Fairness.
- ✗ This product is C2C Certified® Full Scope Platinum in the Material Health category.
- ✗ We are proud to have earned Platinum level Clean Air & Climate Protection according to the Cradle to Cradle Certified® Products Program.
- ✗ This C2C Certified® Full Scope product has achieved Platinum in the Clean Air and Climate Protection category which means it is powered by 75% renewable energy.

Referencing certified components or materials within a final product

Be specific in your wording. When referencing a component or material within a larger product, clearly identify the certified element and its exact certification level and version.

- ✔ **Correct:** These jeans are made with Blue Jean Company denim fabric that is Cradle to Cradle Certified® at the Gold level according to version 4.0.
- ✘ **Incorrect:** These jeans are Cradle to Cradle Certified® Gold according to Version 4.0.

Substantiate your claim. Ensure that the certified component appears in the [product registry](#) before using it in marketing materials.

Logo usage for certified components within a final product

- Do not use the Cradle to Cradle Certified® logo on the final product, its primary packaging, or main advertising when only one component is certified.
- You may use the logo in supplementary materials (e.g., spec sheets, component fact sheets) that explicitly describe the certified part.

Ensuring correct logo usage

Products Program logo

Use the general **Cradle to Cradle Certified® Products Program** logo only when referencing the Products Program as a whole.

Do not use this logo to refer to a specific certified product or place it on product packaging or labels.

Appropriate use examples:

- Educational materials that explain the Cradle to Cradle Certified® Product Standard
- Marketing collateral that highlights participation in the overall Program
- Communications that represent a portfolio of products certified at different levels

Certification logos

Use the corresponding **Cradle to Cradle Certified®** certification logo—showing certification type, level and version—when referring to a specific certified product.

Always place this logo in close proximity to the certified product it represents.

Appropriate use examples:

- Product labels
- Website product pages
- Marketing materials such as sales sheets or brochures for a single certified product

Products Program general logo

[Download Products Program logo here](#)



Certification logos

Your corresponding logo download link will be shared in the certification issuance email.

C2C Certified®

Full Scope version 3.1



C2C Certified®

Full Scope version 4.0



C2C Certified®

Full Scope version 4.1



C2C Certified®

Circularity version 4.1



C2C Certified®
Material Health version 4.0



C2C Certified®
Material Health version 4.1



C2C Certified®
Material Health version 3.1

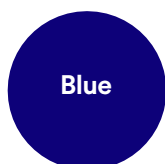


Logo requirements

Design Marks

The Cradle to Cradle Certified® logo marks consist of two graphic elements treated as a whole: the Cradle to Cradle Certified® design mark (the interlocking C's) and the accompanying information bars, which reference the Cradle to Cradle Certified® Products Program or denote a product's overall certification type, level, and version. The interlocking C's image mark cannot be used alone and must always be paired with the information bars. A border must also be included around the logo, as indicated.

Brand colors



CMYK

100 / 95 / 25 / 13

HEX

#0f0080

RGB

13 / 0 / 128



CMYK

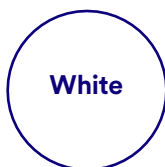
72 / 0 / 73 / 0

HEX

#00c16d

RGB

0 / 193 / 109



CMYK

0 / 0 / 0 / 0

HEX

#ffffff

RGB

255 / 255 / 255

- **Logos may be reproduced in single colors to align with surrounding design elements, provided legibility and contrast are maintained.**
- **When using a single-color version of the logo, it must be placed on a solid or high contrast background to ensure visibility.**
- **Logos must only be used to represent a specific product at its current certification level. Only the mark corresponding to the product's certified overall level may be used – category-specific or outdated certification level marks must not be applied.**
- **The design marks must not be featured more prominently than a company's own logos or trademarks. Size and placement should reflect balanced brand representation.**
- **The design marks may be resized, provided their proportions remain unchanged and they are not displayed smaller than 40 pixels wide on screen or 14 mm wide in print. Our logo is designed to scale effectively to small sizes in both print and digital formats.**

Logo applications

Leave ample horizontal and vertical clear spacing around the design mark to offset it from other graphic elements.



✓ Ample horizontal and vertical clear space around logo. Logo is offset from other elements.



✗ Logo is not clearly offset from other elements. Logo is hard to read. Not enough clear space around the design mark.

The Cradle to Cradle Certified® image mark (interlocking C's) must always be used in conjunction with the information bars above and below which specify the certification type, level, and version. Both elements must maintain their original configuration and proportions.



C2CCERTIFIED.ORG



This example is missing the top part of the logo making incomplete.



C2CCERTIFIED.ORG



This example has an incorrect box ratio and is visibly stretched.



Incorrect use of the certification mark.

Category icons

Category icons may be used on websites and other marketing materials to describe the five categories of the certification program. Category icons may not be used on products, packaging, or as certification marks on their own.

When using the category icons, include the following copyright attribution in a footer “Cradle to Cradle Certified category icons © Cradle to Cradle Products Innovation Institute. All rights reserved.”

[Download category icons here](#)



**material
health**



**product
circularity**



**clean air & climate
protection**



**social
fairness**



**water & soil
stewardship**

Authorized Uses of Cradle to Cradle Certified® Trademarks

Ownership

All Cradle to Cradle Certified® trademarks are owned by the Cradle to Cradle Products Innovation Institute.

General use

Any entity, including news and media organizations, may use the general Cradle to Cradle Certified® Products Program logo for education, marketing, and promotion of Cradle to Cradle Certified®, provided these guidelines are followed.

Certification Holders use

Certification holders may not advertise, promote, or sell a product as Cradle to Cradle Certified®, nor use the certification logos, until active certification has been officially issued by the Institute.

Certification holders may develop, and if desired, submit marketing materials for pre-certification review to ensure compliance with trademark guidelines.

When producing printed sales or marketing materials please note that certification, or certification at a specific level, cannot be guaranteed until after the formal review and issuance process is complete. We cannot take responsibility for any necessary changes to marketing materials that may arise during this process.

If certification is terminated or suspended for any reason, all use of the certification marks must cease immediately. Existing inventory bearing the marks may be sold off according to the Certification Agreement.

Distributors and Retailers

Distributors and retailers do not need a license or special agreement to simply sell or distribute Cradle to Cradle Certified® products.

If distributors or retailers wish to use the Cradle to Cradle Certified® marks in their advertising or marketing materials (such as websites, brochures, or campaigns) to promote a certified product, they must obtain a **Simple License Agreement**. To request such a license agreement, contact marketing@c2ccertified.org.

In addition to adhering to all trademark-use requirements in this document, distributors and retailers must:

1. Keep claims current: Immediately update any certification claims if the product's certification status or level changes (e.g., suspension, downgrade, or upgrade).

2. Provide complete product details: Any product database or distribution site listing a certified product must include the following information:

- Product name
- Certification holder name
- Any special parameters or limitations of the certification
- Overall certification level
- Certification version
- Certification expiration date
- A direct link to the [Product Registry](#)

Private Label Certification (PLC) Use

Entities marketing or selling a Cradle to Cradle Certified® product under their own trade name must obtain a **Private Label Certification (PLC)** from the Cradle to Cradle Products Innovation Institute to use the certification marks associated with the product. Information on how to apply for a PLC can be found on the Institute's website [here](#).

The rights and obligations for these certification-mark uses are defined in the Institute's Certification Agreement, which all certification holders must complete.



Prohibited Uses of Cradle to Cradle Certified® Trademarks

Incorporation into names or words

- ❌ Do not use the trademarks, or any words or phrases confusingly similar to them, as part of your organization's name, logo, domain name, brand name, product name, or service name.
- ❌ Do not modify the trademarks or turn them into verbs or incorporate them as part of another word.

Implying unapproved endorsement or certification

- ❌ Do not use the trademarks in a way that suggests endorsement of manufacturer's claims or certification of services, materials, or products that are not Cradle to Cradle Certified®.

Disparagement

- ❌ Do not use the trademarks in any manner that disparages or reflects negatively on the Cradle to Cradle Products Innovation Institute, Cradle to Cradle Certified®, or any associated products or services.

Promotional merchandise

- ❌ Do not reproduce the certification trademarks on promotional merchandise (e.g., t-shirts, hats, mugs) without the written consent of the Cradle to Cradle Products Innovation Institute. Such merchandise may only feature the marks if the item itself is Cradle to Cradle Certified®.

Generic or company-wide use

- ❌ Do not place the product-specific certification logo on a website, email signature, letterhead, footer, or marketing materials in a way that implies company-wide certification or that is not directly tied to a specific certified product.



WWW.C2CCERTIFIED.ORG



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