



WWF GREEN OFFICE LOGO

Instructions for Use

WWF Green Office is a practical environmental management system for offices. It helps offices to reduce their ecological footprint and greenhouse gas emissions. WWF grants Green Office labelling rights to offices fulfilling the Green Office criteria. The logo can be used in contexts that are naturally related to the Green Office or corporate responsibility. In these Instructions for Use, you will find instructions and ideas for the use of the logo.

WHERE CAN I FIND THE LOGO?

The different forms of the Green Office logo can be downloaded from compass (wwf.fi/compass). If you are not a Compass user, please contact the Green Office contact person at your office. The advertising and communication agencies of Green Offices can contact WWF directly when necessary.



DO YOU NEED HELP?

First, read through these Instructions for Use. If you have any questions concerning the use of the logo, please contact us at WWF. We will be delighted to help you!

The Green Office team contact information: wwf.fi/green_office

INTERNAL COMMUNICATIONS

The Green Office logo motivates the staff to carry out eco-friendly actions in everyday life and it is a great way to communicate the practices connected to the environmental management system at the workplace.

The logo can be used in the office's internal communications in contexts that are naturally related to Green Office or corporate responsibility.

The Green Office logo may be used in the office's internal communications as soon as the organisation has signed a Green Office contract with WWF.

IDEAS FOR USING THE GREEN OFFICE LOGO:



Company premises

- such as meeting rooms, info screens or roll-ups
- a sticker on the office door

Green Office instructions in the office

- such as signs reminding people to turn off lights, instructions to cut back on printing, instructions for sorting and recycling, eco-friendly tips



Electronic or printed Green Office instructions for the personnel

- such as the intranet, staff bulletins, induction guide, procurement instructions

Internal campaign and information material



Reusable mugs used in the office

EXTERNAL COMMUNICATIONS AND MARKETING

INFORM WWF OF LOGO USE IN ADVANCE

Inform WWF in advance of all external communications and marketing materials in which the Green Office logo is used. As the logo contains WWF's panda logo, WWF has to know where the logo can be seen and make sure that it is being used correctly.

When?

The office may use the Green Office logo in its external communications and marketing once WWF has carried out an inspection of the environmental management system and granted the office the right to use the logo.

How?

The logo can be used in contexts that are naturally related to the Green Office or corporate responsibility. The publication method must indicate that the use of the logo does not implicate the environmental effects of the products or services offered by the organisation, but the environmental management system in place at the office.



When all the offices are not included:

The logo can be used by the offices indicated in the Green Office contract.

If only some of the offices of a large organisation have been granted the right to use the logo, it may be used in proportion to the scale in which the Green Office environmental management system is used.

An explanatory text can be added to accompany the logo, if needed. For example:

- The head office of [Name of organisation] forms a part of WWF's Green Office network.
- WWF's Green Office environmental management system is in use at the X and Y Campuses of [University name].
- Our largest offices are a part of WWF's Green Office network.

EXTERNAL COMMUNICATIONS AND MARKETING

-  Ideas for using the logo
-  Prohibited use

IDEAS FOR USING THE GREEN OFFICE LOGO:

WEBSITES

-  **Website of the organisation**
The logo links to the WWF Green Office website (wwf.fi/green_office) or the corporate responsibility page of the organisation, featuring more information about the Green Office.

If all offices of the organisation have not been granted the right to use the logo, additional information of the offices included in the Green Office network should accompany the logo. The description can be located next to the logo or in a website linked to the logo.

-  **Web shop or a similar, primarily commercial website**

E-MAIL

-  **An e-mail signature**
The logo links to the WWF Green Office website (wwf.fi/green_office) or the corporate responsibility page of the organisation, featuring more information about the Green Office.



SOCIAL MEDIA

-  **Single publication**
-  **Standard element**
e.g. a profile picture

EXTERNAL COMMUNICATIONS AND MARKETING

IDEAS FOR USING THE GREEN OFFICE LOGO:

DOCUMENTS AND PRESENTATIONS



Press releases, requests for quote and electronic presentations

The logo is added alongside other, similar environmental and cooperative logos, such as at the bottom of the document or another context to which it naturally belongs, such as a separate PowerPoint slide.

The logo should not be used as an equal to the organisation's own logo in the document or presentation template, such as in the top corner of the document.



Quotations

You can enclose the Green Office diploma to quotations. The use of the logo in quotations must always be agreed upon separately with WWF.

VEHICLES



Office bikes, company bikes and electric cars

The logo is used on a small sticker on the frame of the bike or on the car window.



PUBLICATIONS



Annual reports and other reports (such as corporate responsibility reports), customer and interest group magazines and organisation brochures

The logo is used on the inside pages. Using the logo on the front or back cover is allowed if it is relevant to the contents.



Advertising and sales materials

PROHIBITED USE OF THE LOGO

Why is the use of the logo not always allowed?

The Green Office logo indicates that an environmental management system is in use at the office. Green Office is not an eco-label granted to the products sold by the company or a certificate that encompasses all operations in the organisation. The Green Office logo includes WWF's panda logo and serves as a symbol of cooperation between WWF and the Green Office labelled office.

The logo may not be transferred

If a third party demonstrates interest in the Green Office logo, refer them to WWF. Enquiries regarding the use of the logo may come from, for instance, media representatives or publishers. A Green Office labelled office is not entitled to transfer the Green Office logo to a third party.



Prohibited use

- Advertising and sales materials (product catalogues, advertisements, etc.)
- Products and services sold by the company (magazines, research reports, etc.)
- Web shop or a similar, primarily commercial website
- Quotations
- Business cards
- Envelopes
- Corporate gifts
- Greeting and Christmas cards and other similar material
 - You can order a separate Green Office Christmas greeting from WWF
- Cover of a publication
 - You can use the logo on the cover, if it is relevant to the contents
- Outside the office (e.g. a shared meeting room of an office building, flag on the flag pole, banner on the external wall or roof)
- Other contexts that are not related to Green Office or the corporate responsibility scheme



VISUAL GUIDELINES FOR THE GREEN OFFICE LOGO

Choose the format

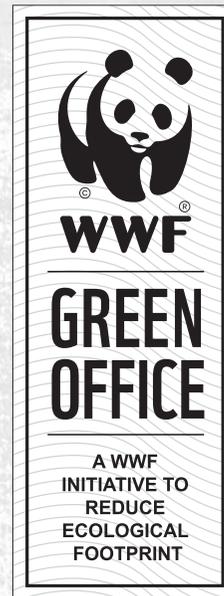
- The Green Office logo is available in both landscape and portrait versions.
- Choose the appropriate format for the intended use.

Use the colour logo wherever possible

- The colour logo should be the primary choice.
- Use the black&white logo only in monochrome printing or when the colour logo is not suitable for the intended purpose.
- The logo must stand out from the background.

Logo without text

The Green Office logo is also available in a simpler version without the explanatory text. The use of the logo without text always needs to be agreed upon separately with WWF. It can be used in certain situations, such as when the displayed logo is extremely small in size and the explanatory text cannot be read.



VISUAL GUIDELINES FOR THE GREEN OFFICE LOGO

Safety margins

Space should be left around the Green Office logo in order to avoid a crowded impression. The minimum safety margin is the width of one letter W of the logo. Safety margins should not contain any text or other graphical elements. The logo can be placed on top of an image or a colour range as long as it clearly stands out from the background.

Recommended dimensions

The minimum recommended width for the Green Office logo in ordinary office use is 40 mm (landscape) or 20 mm (portrait). In digital communications, the minimum recommended width of the logo is 180 pixels (landscape) or 85 pixels (portrait).

Small logo

If you use a logo in size smaller than the recommended size, make sure that the explanatory text is always readable. If necessary, you can agree on the use of the logo without text with WWF.



40 mm or 180 pixels



20 mm or 85 pixels

Improper use

The logo must not be too small.



The logo must not be blurry.



The proportions of the logo must not be changed.



The colours of the logo must not be changed.



THE SUPERVISION OF THE USE OF THE LOGO

In situations where the use of the Green Office logo is not allowed, you can still provide information of Green Office in other ways.

OTHER USES OF THE LOGO

WWF monitors the use of the Green Office logo during office inspections and spot checks. Incorrect use will be reported to the Green Office contact person in writing (e.g. by e-mail or in an inspection report) and a schedule will be established for amending the situation.

Usually the misuse of the Green Office logo is an

accident. In such cases, it is enough that the situation be amended upon WWF's notification of the issue. If the situation where the logo is misused is not amended, or if the logo is repeatedly misused in spite of notifications, it constitutes a breach of contract. A breach of contract can result in revoking the labelling rights and the cancellation of the Green Office contract.

Green Offices can use the Green Office logo in accordance with these Instructions for Use. In situations where the use of the logo is not allowed, it is possible to make separate arrangements for cooperation that is not included in the Green Office contract. If you are interested in using the logo in another context, including campaign style use in another context, please contact WWF.

