

Licence conditions for the use of the seals of the German Sustainability Award.

The German Sustainability Award Foundation (here: DNP) transfers the rights of use to the seal designed on the basis of the registered trademark (register 302020014070).



The result in the competition forms the basis for the award of the seal. The text on the seal contains the award designation and the year. The licensee is granted the simple, non-exclusive right of use by the Foundation. The use is unlimited in terms of content, time and space.

The seal may not be altered without the written consent of the Foundation. An exception to this rule is a change in the overall size in an even ratio in accordance with the instructions for use. In the case of a reduction in size, it is a prerequisite that the individual components of the seal are recognisable.

The rights of use granted and the delivery of the seal are based on a licence fee. This fee is to be taken from the offer or the invoice. Unless otherwise stated, the amount is due within 14 calendar days of receipt of the invoice and is to be transferred to the licensor's account without deductions.

False statements by the licensee within the competition may result in the award being revoked. In this case, the licence agreement expires. The use of the seal is then no longer permitted.

The Foundation does not guarantee the legal usability of the seal for advertising purposes, in particular under competition law. Rather, the licensee undertakes to check independently whether the use of the seal conflicts with legal provisions. The licensee shall indemnify the Foundation upon first request against all claims or demands asserted against the DNP by third parties on the basis of unlawful use of the seal.

Note on EU regulations (EmpCo and Green Claims) regarding the company seal: The DNP company seal

is not an official environmental label and does not constitute an environmental claim within the meaning of the Green Claims Directive. It refers to a jury-based award for a company's overall sustainability performance in the context of a documented competition. It may not be used as proof of product or quality. If the seal is used on or near products, it must be clearly recognisable that the award refers to the company as a whole. By referring to the award/competition, adding the word 'company' and stating the year, the DNP makes it clear that this is a time-limited award. Any accompanying communication must ensure that the seal is not confused with product-specific environmental claims.

If the licensee violates the above principles, the DNP has the right to terminate the agreement without notice by means of a written declaration. The licensee shall then be prohibited from further use of the seal. There shall be no claim to reimbursement of the licence fee.

German law shall apply to all parties involved. The place of jurisdiction for all disputes arising in connection with this agreement is Düsseldorf. Any changes to the licence conditions including this clause must be made in writing. Ancillary agreements concluded orally shall be invalid. If individual clauses of the licence conditions should be invalid, the remaining provisions shall remain unaffected and in their validity. The invalid clauses shall be replaced by valid provisions.

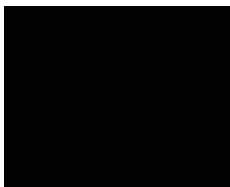
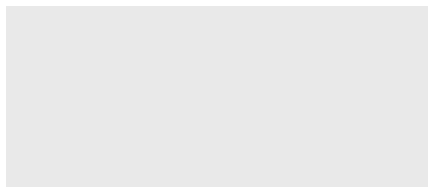
By paying the licence fee and using the seal, the licensee accepts these licence conditions.

Instructions for use of the seal.



Colours

Colour Gradient

					
R 0 G 0 B 0	R 255 G 0 B 0	R 255 G 204 B 0	R 233 G 233 B 232	R 244 G 244 B 244	R 255 G 255 B 255
CMYK C 0 M 0 Y 0 K 100	CMYK C 0 M 100 Y 100 K 0	CMYK C 0 M 12 Y 100 K 5	CMYK C 0 M 0 Y 0 K 10	CMYK C 0 M 0 Y 0 K 5	CMYK C 0 M 0 Y 0 K 0
HEX #000000	HEX #E5323D	HEX #F3CA00	HEX #E9E9E8	HEX #F4F4F4	HEX #FFFFFF
PANTONE® Black	PANTONE® 485	PANTONE® extra mixture Yellow: 765 g Red 032: 26 g Black: 11g transp. White: 198g	PANTONE® Cool Gray 2	PANTONE® Cool Gray 1	PANTONE® White
		Alternative value: PANTONE® 7405			



Exception

It should be ensured that the seal stands out against the background used. If the seal is displayed on a light grey or black background, the seal with white background and outline shall be used.



Image size

There are no fixed definitions for the different formats. The seal size is adapted to the respective formats and uses.

Minimum size seal print

The smallest image size for seals in print is 15 mm wide. Depending on the printing method and screen ruling, the minimum acceptable size can be reached earlier.

Minimum size seal screen

For screen applications, the size of the seal should not be less than 150 px wide.



Protection zone

The protection zone should always correspond to 1/4 of the seal height. No other elements may be placed within this area.



Languages

We provide you with the seal in English. If you need the seal in other languages, please contact us.