

Zurich, 18.5.2021

# naturemade Communications and Design Guidelines

Valid from 1.1.2022

Dear users,

In the following, the term “naturemade quality label” is used comprehensively to refer to the quality labels naturemade, naturemade star, naturemade resources star and naturemade energieneutral.

By using the naturemade quality labels consistently in your communications and marketing, you will raise awareness of the labels. In this regard, the following Communications and Design Guidelines help to ensure a distinctive presence and promote the credibility of the naturemade quality label.

The naturemade Communications and Design Guidelines apply to the use of the naturemade quality labels **by licensees** and **end customers**. They define the wordings, claims and bylines which may be used in connection with the quality labels and set out rules on colours, logo design and imagery associated with naturemade.

These Communications and Design Guidelines form an integral part of the licensing agreement with the VUE, and compliance will be verified as part of the annual review audit.

# Table of contents

<b>1.</b>	<b>Use of the naturemade quality labels by licensees .....</b>	<b>3</b>
<b>2.</b>	<b>General rules for using the naturemade quality labels .....</b>	<b>4</b>
2.1.	Use of the quality label in texts and permitted language use .....	4
2.2.	Use of the logos of the naturemade family .....	4
2.3.	Claims .....	6
2.4.	Use of the logo for communications regarding natural gas/biogas products with naturemade star content.....	6
2.5.	Option of marketing mixed products containing naturemade resources star and naturemade star or naturemade respectively .....	6
2.6.	Design .....	7
2.7.	Imagery.....	8
<b>3.</b>	<b>Use of the naturemade quality labels by end customers.....</b>	<b>9</b>
3.1.	Consumer certificate.....	9
3.2.	Use with products and services.....	9
3.3.	Use in licensees' sponsoring activities .....	9
3.4.	Use in corporate communications .....	9
3.5.	Use for internal consumption declarations .....	10
3.6.	Exclusion criteria .....	10

## **1. Use of the naturemade quality labels by licensees**

By **signing the licensing agreement**, licensees agree to the following:

### **– Mandatory use of the logos on plants and product communications**

- The licensee will adopt binding corporate design guidelines and instructions that require the inclusion of the naturemade logos in its product communications.
- The naturemade logos will be included in all product documentation according to the relevant energy quality, i.e. in brochures and advertisements, on websites, in publications etc.
- If naturemade-certified energy products are declared in product descriptions (e.g. voluntary electricity disclosure statements), these declarations will include the respective naturemade logo.
- Plants producing naturemade-certified energy will be labelled with the respective naturemade logos to the extent that this is possible and reasonable.
- If naturemade-certified energy is advertised as part of sponsoring events, the respective naturemade logo will be integrated in relevant communications.

### **– Certification and labelling of energy supplies**

- Energy suppliers that supply energy (electricity, heat/refrigeration or biomethane/biogas) to end customers under the naturemade label must have their energy supplies certified.
- Statements such as “energy is sourced from the naturemade-certified plant xy” are only permitted if the energy is sold to end customers in the form of certified energy supplies.
- The composition of certified energy supplies must be consistent with the applicable certification guidelines on energy supplies according to the licensing agreement.
- The words “naturemade”, “naturemade basic”, “naturemade star”, “naturemade resources star” and “naturemade energieneutral” must not be used as product names.

### **– Use of the logos by end customers**

Licensees will encourage their business customers to use the respective naturemade logo in their internal and external corporate communications in accordance with the guidelines on using the naturemade quality labels by end customers (see chapter 3).

## 2. General rules for using the naturemade quality labels

### 2.1. Use of the quality label in texts and permitted language use

- The names naturemade, naturemade star, naturemade resources star and naturemade energieneutral are always written in lowercase letters, regardless of their use and position within a sentence.
- The terms “green”, “ecological” and “eco” respectively may only be used in connection with naturemade if it is clear that they refer to the naturemade star portion only.
- naturemade-certified energy products containing a portion of naturemade star energy (1-3 dots) may be designated as "energy from renewable sources with green energy content".
- naturemade star-certified energy products (4 dots) may be designated as "renewable and ecologically produced energy".
- naturemade resources star-certified energy and reusable materials from waste may be designated as "environmentally compatibly produced".

### 2.2. Use of the logos of the naturemade family

#### Parent logo



The naturemade parent logo is available from the VUE executive office upon request.

#### Production



The quality label for naturemade-certified production plants



The quality label for naturemade star-certified production plants.



The quality label for naturemade resources star-certified production plants.

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### Supply

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The quality label for naturemade certified energy supplies.

The dots represent the content of green energy of naturemade star quality. The required percentages are defined 5 years in advance at a time; they are set out in the current certification guidelines.



The following applies as a rule: 0 dots correspond to a 0% portion of green energy; 4 dots correspond to a 100% portion of green energy.



The quality label for naturemade resources star certified supplies.

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### naturemade energy neutral



The quality label for energy consumption offset by means of naturemade efficiency certificates.

### Use of the logos with byline

The VUE recommends that the logos be used together with the **respective bylines** to ensure that they are optimally understood.

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renewable energy  
(applies to naturemade 0-3 dots)



green energy



ecological recycling

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A byline and/or emblem may be used to identify the **origin** of certified energy from a particular plant, town, region, canton or state on the relevant product quality label. The VUE executive office is happy to provide further information on applicable requirements and to make the relevant logo available.

### 2.3. Claims

The VUE recommends the use of claims in communications to ensure that the naturemade quality label is optimally understood. Claims should describe briefly and concisely what naturemade stands for.

#### **Possible claims for naturemade, naturemade star and naturemade resources star are:**

- Protects climate and nature
- Because energy needs quality
- Energy with added value

#### **Possible claims for naturemade energy neutral are:**

- Energy consumption offset by efficiency certificates
- Offset energy consumption

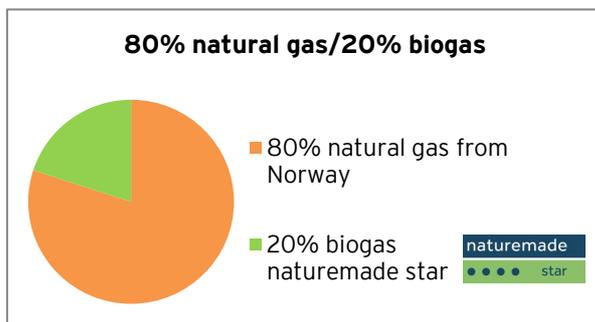
Other claims may also be used if care is taken that their message matches the quality for which the respective label stands.

### 2.4. Use of the logo for communications regarding natural gas/biogas products with naturemade star content

The naturemade star quality label may be used in communications regarding natural gas/biogas products, if the following conditions are met:

- The entire biogas portion labelled with the naturemade star quality label is covered by a naturemade star supply license.
- The quality label is only used to mark the naturemade star-certified portion. The quality and origin of the non-certified portion are clearly stated. It is clearly evident that only the naturemade star portion is certified.
- The naturemade star portion accounts for at least 10% of the entire product.
- The communications are submitted to the VUE executive office prior to their use.

#### **Example**



### 2.5. Option of marketing mixed products containing naturemade resources star and naturemade star or naturemade respectively

naturemade resources star-certified energy may be marketed as a mixed product together with naturemade star or naturemade-certified energy. Mixed product here means a product which contains a naturemade resources star-certified portion as well as a naturemade star- or naturemade-certified portion (mixed product from two supply licenses that is communicated as a single product offer).

**naturemade Communications and Design Guidelines**

The following conditions must be complied with in this case:

- The portions bearing naturemade quality labels must be covered by corresponding naturemade supply licenses.
- The quality labels may only be used to mark the portions with the respective certification. The quality and origin of the portions are clearly stated. It is evident which portions are certified under which quality label.
- The relevant communications must be submitted to the VUE executive office prior to publication.

**2.6. Design**

**Mandatory use of the naturemade logos and colours:**

- The naturemade logos are available for [download](#) from our website in various formats.
- All naturemade logos feature the same colours but are differentiated by the product designations and the identification of quality levels using the dot system.
- The logos may only be used in their entirety and must not be separated into their constituent parts. They must not be used in sizes smaller than 20 mm wide in printed form. Please also comply with the specifications for colour hues in coloured and key (black) in black-and-white versions.

**Colour**



CMYK: 50 / 0 / 75 / 0

RGB: 165 / 220 / 105

HEX: #a5dc69

Pantone: 360U / 360C



CMYK: 100 / 50 / 10 / 40

RGB: 0 / 50 / 110

HEX: #00326e

Pantone: 295U / 295C

Use:

On white or lightly shaded backgrounds

**Negative**



Use:

On darker backgrounds where the positive version does not work

**Black/white**



CMYK: 0 / 0 / 0 / 90

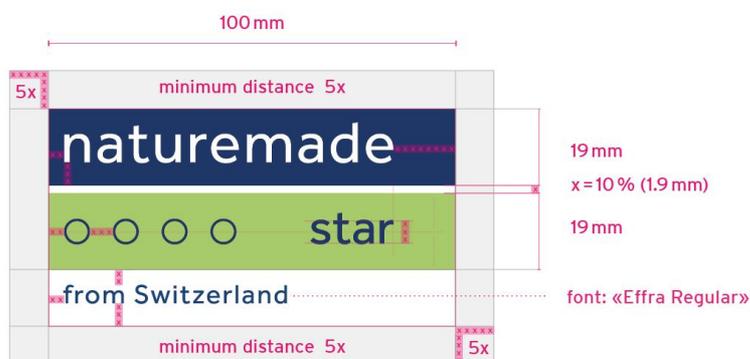


CMYK: 0 / 0 / 0 / 20

Use:

In black/white documents

**Distances/margins**



- The minimum distance to adjacent objects is 5x (50% of the height of the blue box).
- The byline must be in the "Effra" font.

**2.7. Imagery**

It is expected that licensees take care to design their visual messages relating to naturemade carefully to reflect the associated claims. Energy products may only be advertised through imagery that directly illustrates the service they represent.

The aim is to show customers transparently what specific impact their naturemade order achieves.

A distinction must be made between communications for end customers (i.e. what do end customers achieve by contributing to the green funds) and communications concerning the green fund in its entirety (i.e. what does the overall green fund achieve).

### **3. Use of the naturemade quality labels by end customers**

The use of the naturemade quality labels by end customers is very much welcomed by the Association for Environmentally Sound Energy (Verein für umweltgerechte Energie/VUE). However, the VUE has prepared the following guidelines to prevent these labels from being misused or used in a manner that is detrimental to their reputation. The VUE reserves the right to review the use of these quality labels in individual cases.

- Implementation of the VUE Communications and Design Guidelines is mandatory.
- The exclusion criteria defined in chapter **Fehler! Verweisquelle konnte nicht gefunden werden.** only apply to the scope of application set out in chapters 3.2 to 3.4.
- There is no charge for using the logo.
- End customers wishing to use the naturemade quality labels in their communications need to notify the VUE executive office of the intended use.

#### **3.1. Consumer certificate**

End customers may communicate their consumption of naturemade energy, indicating the quality level and the quantity of naturemade energy consumed. Energy suppliers may issue relevant certificates, which need to state the expiry date of the supply contract.

#### **3.2. Use with products and services**

- The naturemade logos may be communicated on products and in connection with services, provided that at least 95% of the energy consumed in their development and production is covered by a naturemade energy product. Products and services listed in chapter **Fehler! Verweisquelle konnte nicht gefunden werden.**, Exclusion criteria, are excepted from this rule.
- Only the naturemade quality label may be used that applies to the certification of the energy product covering the 95% requirement.
- The 95% coverage requirement for energy consumption relates to the full production or service provision process within the company that applies for having the use of the naturemade logo approved in its communications. If this does not relate to an end product (i.e. the output associated with the object of the purchase) but rather to a production stage (e.g. packaging), the naturemade logo may not be used in communications on the end product.

#### **3.3. Use in licensees' sponsoring activities**

The naturemade logos may be used in connection with sponsorships, if:

- They are used in connection with a certified energy product and
- The sponsored event or product does not fall under the exclusion criteria listed in chapter **Fehler! Verweisquelle konnte nicht gefunden werden.**

#### **3.4. Use in corporate communications**

- Corporate communications cover both print and online communications: letterheads, annual reports, websites, social media, advertisements, brochures, invoices, banners and other materials.
- The naturemade logos may be used in corporate communications if at least 50% or 1 GWh of the annual energy consumption<sup>1</sup> of the company using the quality label is covered by a relevant naturemade energy product.
- The naturemade energy neutral logo may be used in corporate communications relating to events, products or services whose energy consumption is fully (100%) offset by efficiency certificates.

<sup>1</sup> The energy consumption relates to the respective energy system (electricity, heat or biomethane/biogas) for which a certified energy product is purchased.

### **3.5. Use for internal consumption declarations**

As a rule, end customers may only use the naturemade quality label in their communications if they purchase a naturemade-certified energy product. This does not apply to producers of naturemade-certified energy that cover their internal consumption via the certified production plant. These producers may also use the naturemade quality label in their communications without sourcing a certified energy product.

The company's internal consumption referred to here is distinct from the internal consumption of the energy-producing plant. The latter is deducted from the produced quantity anyway during the naturemade certification process (net energy) and is therefore no longer available as renewable or ecological added value. The company's own, internal consumption, in contrast, is the volume of energy which the producer consumes in addition to the actual power plant operation (for example for hotel and restaurant services or for manufacturing products such as bread or salt).

The logos may be used for companies' internal consumption without a separate supply license, if the following conditions are met:

- All requirements regarding the use of the logos with products and services (chapter 3.2) or in corporate communications (chapter 3.4) are complied with.
- The company's internal energy consumption is recorded in its energy accounting system and is deducted from the certified production volume available for sale to third parties (traders, suppliers). This is verified annually as part of the external audit.
- In terms of its own electricity consumption, the producer meets the requirements regarding the minimum content of naturemade star-certified electricity in accordance with the current certification guidelines. This is verified annually as part of the review audit.
- In relation to its own energy consumption, the producer pays its contribution to the naturemade environmental improvement fund for the volume of energy produced and sold in accordance with the current certification guidelines. This is verified annually as part of the review audit.

### **3.6. Exclusion criteria**

The exclusion criteria have been defined on the basis of the exclusion criteria of the Swisscanto Green Sustainable Fonds.

The naturemade logos may not be used in communications regarding products, services and events by companies which contribute to the most significant environmental problems and social risks worldwide. These include:

- Companies which contribute to social and health risks by breaching the UN Global Compact; manufacturing arms, ammunition or warfare technology; operating nuclear plants; mining uranium; manufacturing nuclear reactors; working in human (genetic engineering) medicine; producing pornography; manufacturing tobacco and smoking products or alcohol (>5% of sales); engaging in gambling (>5% of sales) or factory farming.
- Companies which contribute to anthropogenic climate change: companies with own coal reserves; companies mining coal (>5% of sales); companies operating fossil fuel power stations or extracting natural gas or oil; automotive manufacturers; aircraft manufacturers; airlines; cruise lines.
- Companies which contribute to the loss of biodiversity by releasing GMO (genetic engineering), engaging in unsustainable fishing and fish farming practices or unsustainable forestry practices.