

Guidance on Use of DfE Logo

A company may use the Design for the Environment (DfE) logo, shown below, on safer products only when the company has entered into a partnership agreement with DfE, and only on products covered by the DfE partnership agreement.

A company that has signed a partnership agreement with DfE (hereafter referred to as “DfE Partner”) may use the DfE logo on containers or container packaging of Qualifying Products or on advertising related solely to these products, provided that EPA/DfE has reviewed and approved the intended use of the logo. The DfE Partner must not use the logo or describe EPA/DfE’s recognition on any general company materials, non-Qualifying Products or associated literature, or advertising not related to the Qualifying Products. The DfE Partner is not permitted to use the EPA official seal or logo at any time.

Use of the DfE logo must be accompanied by the following informational tagline, in close proximity to the logo: “Recognized for Safer Chemistry.” The tagline should also include the EPA web address, www.epa.gov/dfe. Additionally, the DfE Partner agrees to include in advertising of the Qualifying Products an endorsement disclaimer and various educational information for the consumer regarding the DfE partnership. The DfE Partner and EPA/DfE will work together to find an appropriate place (e.g. company website) connected with advertising for the Qualifying Products to include the following language along with educational information:

EPA/DfE recognition does not constitute endorsement of this product. The Design for the Environment logo signifies that the formula for this product, as *<insert name of DfE Partner>* has represented it to the EPA, contains ingredients with more positive health and environmental characteristics than conventional cleaners. EPA/DfE relies solely on *<insert name of DfE Partner>*, its integrity and good faith, for information on the composition, ingredients, and attributes of this product. EPA/DfE has not independently identified, i.e., via chemical analysis, the ingredients in the product formula, nor evaluated any of the non-ingredient claims of *<insert name of DfE Partner>*. EPA/DfE expresses its judgment and professional opinion only as to the environmental and human health characteristics of the product, based on currently available information and scientific understanding.

The Parties acknowledge that under 5 C.F.R. §2635.702(c), EPA may not endorse the purchase or sale of commercial products and services provided by the DfE Partner. The Parties agree to ensure that promotional materials describing or resulting from this Agreement do not contain statements implying that EPA/DfE endorses the purchase or sale of commercial products. This includes statements to the public in news releases, publications, on web sites or any other media.

The DfE Partner agrees to make available to EPA/DfE for review and approval any materials, including press releases, promotional materials and advertisements that the DfE Partner develops in connection with the partnership, and especially information that describes or

– DRAFT –

characterizes the DfE Formulator Program or EPA/DfE’s position on issues related to the cleaning product sector.

The DfE Partner must discontinue use of the DfE logo or any other form of EPA/DfE recognition, within 30 days, under the following circumstances: If the DfE Partner stops formulating the Qualifying Products using the agreed upon ingredients; upon the termination of this Agreement; or, if so notified by EPA in writing.

Examples of Appropriate Use of the DfE Logo

Example 1:



Recognized for Safer Chemistry
www.epa.gov/dfe

Example 2:



Recognized for Safer Chemistry
www.epa.gov/dfe