EPD®

THE INTERNATIONAL EPD® SYSTEM

Brand guidelines

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Welcome to the EPD International brand guidelines document!

About us

The International EPD System is the world's first and longest EPD programme, founded in 1998 as the Swedish EPD System.

We have a global network of licensees in Europe, Asia, Australia and North and South America, where EPD International services all other nations from our offices in Sweden.

Brand guidelines

This document contains instruction for EPD International's brand identity, to maintain a clear and coherent visual identity. The guidelines found here is to be used by the Secretariat and licensees of EPD International.

Using information from an EPD in communication materials

If an organisation chooses to use data/information from an EPD in communication material, this should be clearly shown. The organisation shall state that the data is taken from a certified environmental declaration, with the primary logotype and refer to the EPD number and/or link to the EPD.

An example of text can be used:
"This data is originally sourced and published in an environmental product declaration in the International EPD System."

Vision and mission

EPD International's vision

The leading global EPD programme operator.

EPD International's mission

"We want to make EPD services as credible, accessible and affordable as possible."

- Any organization, no matter its size, location and industry has the right to publish EPDs in an as sensible, simple and affordable way.

- The International EPD® System is an EPD programme operating in accordance with the ISO 14025, TS/14027, 14040, and other standards.

- For the building and construction sector, our manufacturers' EPDs also comply with the ISO 21930 and EN 15804 standards.

- EPD International wants to be the facilitator of the development towards increased availability of product and service specific environmental performance information at large scale and provide these in a format that is attractive to communicate in a hyper-transparent, credible and understandable format.

Tonality and message

Tonality and message

EPD International are clear, transparent and credible in our communication. We avoid greenwashing by being clear on what our service is, how it works and how it can be used.

Some key messages about EPDs and EPD International:

EPDs provide the most credible environmental declaration as they adhere to a ISO standard and follow strict quality standards and independent verification.

EPD international is an unique programme operator as there is a 100% open and transparent process to determinate the General Program Instructions as well as the Product Category Rules - the documents that ensures comparability.

Common misconceptions

While we cannot control how external parties communicate about us, we can help them avoid common pitfalls. See below examples:

"Creating EPDs means this company is sustainable."

A common misconception, if not the most, is that having an EPDs is equal to being sustainable. An EPD is a neutral document; a declaration that contains a product's environmental performance data. It's not an ecolabel that tells you whether the product's emitted amount of carbon dioxide is good or bad compared to similar products. Such claims on sustainability from the creating organisation can absolutely be based on data retrieved from the EPD. But those type of claims are not found in the EPD itself.

"We are certified by EPD International/EPD licensee."

We are of course happy when an organisation mentions EPD International in a positive context, but as an EPD is a declaration and not a certification above statement is not correct. An organisation could say that they have EPD-declared products or that a product's environmental impact is independently verified in an EPD.

Logotypes

The EPD International logotype symbolizes a yardstick, a standardized tool for objective measurement. Through our logotype, we communicate our brand as a credible, transparent and trustworthy EPD programme operator. The EPD International logotype is trademarked.

Primary logotype

EPD®
THE INTERNATIONAL EPD® SYSTEM

To be used as a primary option.

EPD®
THE INTERNATIONAL EPD® SYSTEM

To be used on dark backgrounds.

Secondary logotype

EPD®

To be used when the byline cannot be clearly read.

EPD®

To be used on dark backgrounds.

Tertiary logotype

Square version of simple logotype,
to be used when formatting for
other logos do not work.
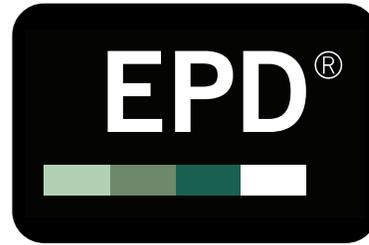
To be used on dark backgrounds.

Tracebility logotype

We offer specially made logotypes for EPD owners, in alignment with our aim for credibility
and comparability. With each EPD document a QR code follows and upon request two
versions of a special logotype with the EPD number or QR code can be supplied.
This may be used by the EPD owner in communication material.

S-P-05017 EPD®
environdec.com

EPD®
THE INTERNATIONAL EPD® SYSTEM

Licensee logotype

To harmonize the brand identity and create brand recognition, all licensees shall use logotypes in the same style. The yardstick and "EPD" are trademarked for each licensee and the byline "The International EPD System" is to create recognition and to provide clarity for clients.

SOUTHEAST ASIA EPD
THE INTERNATIONAL EPD SYSTEM

BRASIL EPD
THE INTERNATIONAL EPD SYSTEM

General guidelines

A licensee has the option to put the title they prefer below the yardstick: it can be the co-location centre, region name or country name. The only restriction is that it must be one line in the font size. The chosen licensee logotype is then to be used in all communication material, such as web, social media, print etc.

Graphic guidelines

The licensee name is in font TradeGothic LT Bold, size 64. A different font is used to make the licensee stand our from the other elements. The logotype is provided in the primary version with the black text and an inverted, secondary version to be used on dark backgrounds.

THE LICENSEE NAME EPD
THE INTERNATIONAL EPD SYSTEM

The licensee name spacing

Logotype use guidelines

When used, all logotypes should have an appropriate amount of free space around them. The minimum space zone requirements for the logotype is presented in the below example. The logo should not be placed closer to the edge of any other object than this.

Using the logotype on products and communication materials

On EPDs:
On the EPD document, the primary logotype of the choice of the EPD owners
hall be used. Either the EPD International primary logotype or the licensee logotype.

On products and packaging material:
Upon request, we supply a version of our logotype with the EPD registration number (S-P-XXXXX) or QR code. These traceability logotypes function
as a way to display the unique traceability and transparency of the EPD.

On product communication materials (e.g as documents, poster, video etc) **next to product**:
The traceability logotype version shall be used to link the specific EPD.

On product communication materials, other placings than next to product:
The primary logotype shall be used, in first case. Other acceptable alternatives are the secondary or tertiary logotypes, but only after the primary has been tried.

Examples of correct logotype placement

On environdec.com a template for the EPD cover page with correct logotype placement can be found. Below examples are of organisations creating their own cover page or product communication material.

Example 1

Example 2

ENVIRONMENTAL
PRODUCT DECLARATION

In accordance with ISO 14025 and
EN 15804:2012+A2:2019/AC:2021 for:

KERAFLEX MAXI S1 ZERO

"An EPD should provide current information and may be updated if conditions change. The stated validity is, therefore, subject to the continued registration and publication at www.environdec.com.

Programme: **The International EPD® System;** www.environdec.com	Programme operator: **EPD International AB**	EPD registration number: **S-P-08490**	Publication date: **2023-06-21**	Valid until: **2028-06-20**	Revision date: **2023-07-27**	Geographical scope: **Global**

Example 3

Font

Typography helps to build the right tone in a digital communication.
By consistently using the same font, we maintain brand identity and keep a high
level of accessibility.

The primary font of EPD International is Inter, a sans-serif Google font.
It's designed for computer screens with a tall x-height for readability and accessibility.
Inter is a free and open source font family, which you may download on Google Fonts.

The font weights we are using are regular, medium, semibold and bold.

Inter Regular
ABC abc 123

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Inter Medium
ABC abc 123

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Inter SemiBold
ABC abc 123

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Inter Bold
ABC abc 123

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Font usage

Keep in mind to pay attention to the structure of your text blocks to optimize overall readability and the visual hierarchy of the content.

For clarity, there should be a clear separation between headline, intro and text body.

The font leading spacing should always be 2 pt bigger than auto suggested.
E.g 12 pt font size should have 16 pt leading spacing.

Example

✅ Do

Text content is adjusted and follows up a user-friendly readable approach.

❌ Do not

Text content is placed as a one bulk and it is hard to read because of tight text leading spacing.

Brand colours

Colour is a way to enhance brand identity and instantly create recognition. Applying the EPD colour palette across the print and digital produts will help to enhance the visual communication with our brand.

Primary colours

EPD International uses the green colours found in the yardstick in the logotype as primary colours.

Primary colours can be used as a gradient (for example, the first page of this document), background colour, fill colour for large objects and so on.

CMYK: C84 M37 Y64 K32

RGB: R30 G96 B82

HEX: #1E6052
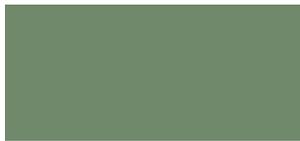
CMYK: C59 M39 Y61 K14

RGB: R111 G137 B106

**HEX:** #6F896A

CMYK: C35 M7 Y34 K0

RGB: R180 G208 B182

HEX: #B4D0B6

Secondary colours

Secondary colours, or accent colours, are to be used together with the primary colours in some manner. It can be used for buttons, a frame, a symbol.

They should never be used solely or as the dominant colour.

CMYK: C75 M68 Y67 K90

RGB: R0 G0 B0

HEX: #000000
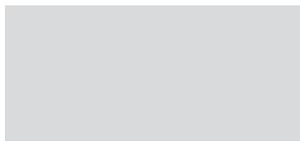
CMYK: C18 M12 Y13 K0

RGB: R217 G218 B219

HEX: #D9DADB

CMYK: C2 M78 Y97 K0

RGB: R231 G81 B19

HEX: #E75113

Images

The images we use for communication need to represent EPD International brand
in a professional and communicative way.

The imagery of EPD International is realistic. We avoid digital images when illustrating
something non-digital. Angles should preferably be in front of or above the object, not below.

Examples for communication materials
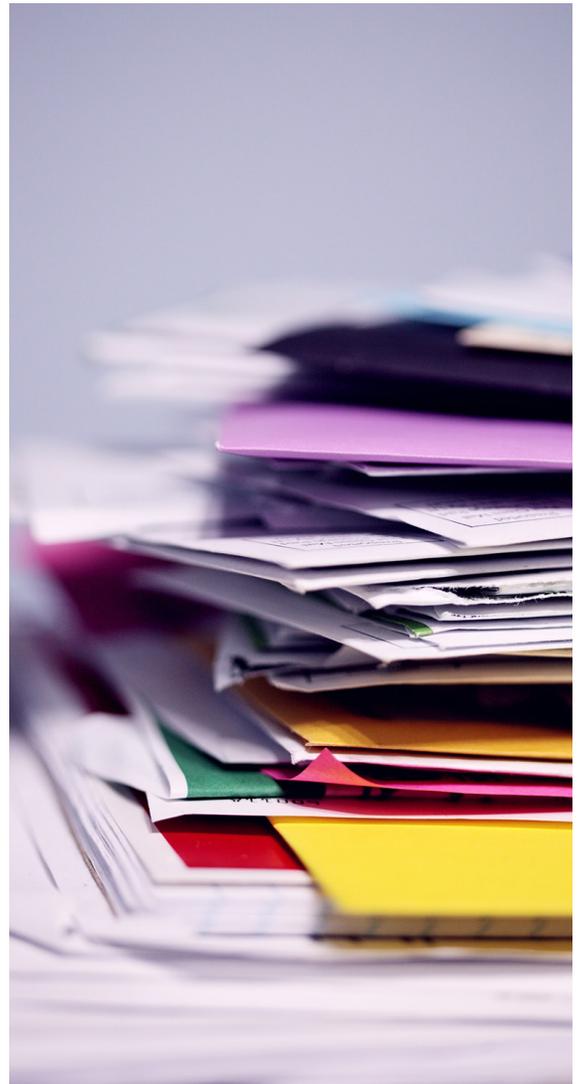
Avoid using this type of image

The reason we avoid images is to avoid a sense of greenwashing or that we sell sustainability or transparency.

EPD document layout example

In the following example, you see a layout of an EPD document.
For general logotype guidelines, see the chapter on logotypes.
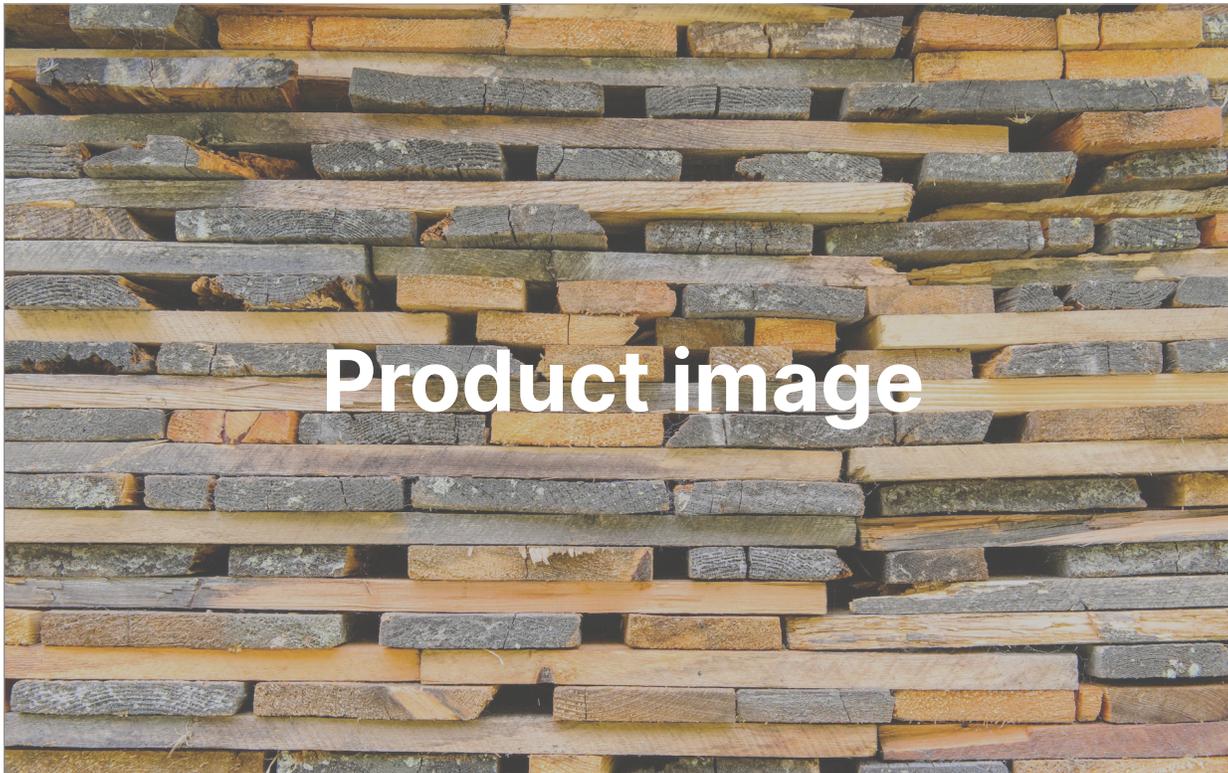
Environmental Product Declaration
[Product name]

Client's logotype

Program	The International EPD System
Programme operator	EPD International
Licensee	EPD North America
EPD registration number	S-P-05555
Version date	2023-08-03
Date of validity	2028-08-03

THE INTERNATIONAL EPD® SYSTEM

ECO PLATFORM
EPD VERIFIED