



BLUE ANGEL

Logo Guidelines

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Federal Ministry for the Environment, Nature Conservation and Nuclear Safety
German Environment Agency • Environmental Label Jury • RAL gGmbH

Contents

BLUE ANGEL
Logo Guidelines



Introduction

- 1 BLUE ANGEL – THE ENVIRONMENTAL LABEL
- 2 Prerequisites for using the logo
- 3 Advantages of using the logo
- 4 Elements of the logo design
- 5 Using the BLUE ANGEL logo on your certified products
 - 5.1 Size of the logo
 - 5.2 Colour of the logo
 - 5.3 Exclusion of modifications to the logo
 - 5.4 Displaying several logos in sequence
 - 5.5 Special rules for the use of the logo
- 6 Contact

Introduction

The guidelines for the use of the BLUE ANGEL – THE ENVIRONMENTAL LABEL logo (hereinafter called the BLUE ANGEL logo) contain application specifications and instructions for the proper use of the logo for certified products and services (hereinafter called products) on their packagings/ labels and all forms of advertising materials. These guidelines were jointly developed by the German Environment Agency and RAL gGmbH and are valid from the date of publication.

BLUE ANGEL
Logo Guidelines



1

BLUE ANGEL – THE ENVIRONMENTAL LABEL

The BLUE ANGEL is Germany's best known and the world's first environmental label. The BLUE ANGEL is the environmental label of the German federal government and was created in 1978. It provides consumers, public authorities and industry with reliable information that enables them to specifically request environmentally friendly products and thus promotes ecological product innovations and reduces environmental pollution.

The environmental label is supported by the following institutions:



2 Prerequisites for using the logo

Products must comply with the requirements in the relevant Basic Award Criteria. Compliance with these requirements is tested by RAL gGmbH upon application. Label holders and label users of the BLUE ANGEL are permitted to use the logo on the relevant product for their advertising and communication measures after concluding a contract on the use of the environmental label with RAL gGmbH. This means that the logo may be exclusively used on those products certified with the environmental label.

The term of use is regulated in the contract. Refer to the Basic Award Criteria for the current term of use.

The use of the environmental label is subject to a fee. The contribution scheme and the contracts on the use of the environmental labels provide more detailed information.

You will find an overview of the graduated fees at:

<https://www.blauer-engel.de/en/certification/costs-applying-label>

Overview of the Basic Award Criteria:

<https://www.blauer-engel.de/en/companies/basic-award-criteria>



3

Advantages of using the logo

BLUE ANGEL
Logo Guidelines



These guidelines are designed to be used by all label holders and label users of the BLUE ANGEL environmental label whose products comply with the requirements in Paragraph 2 of the Basic Award Criteria. **The most important advantages of using the BLUE ANGEL logo are as follows:**

A clear and unambiguous message

The use of the BLUE ANGEL logo on your products acts as a clear and reliable distinguishing feature that provides concrete information and marketing value. By using the BLUE ANGEL logo, you indicate to your customers, employees and other parties that you use natural resources in a responsible way and consider environmental and health protection a particularly important factor.

Increase the level of awareness and brand value

The BLUE ANGEL is Germany's best known and the world's first environmental label. You can thus benefit from the clear competitive advantages and added level of trust that this environmental label enjoys in the economy and amongst consumers. The label's credibility and competence, its objective criteria, its institutionalised award process and governmental links increase your corporate and brand value.

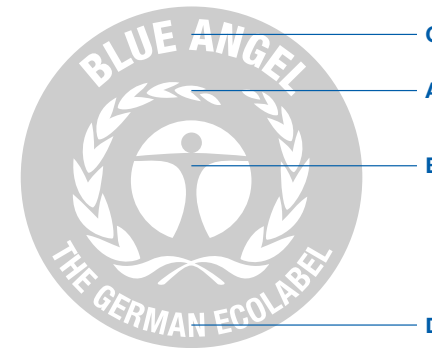
Guidance when making purchasing decisions

The market for certified products is growing because consumers place importance on responsibly produced products and services when making their purchasing decisions. The BLUE ANGEL is the dependable guide that provides reliable assistance for making ecologically sound purchasing decisions. This is because the BLUE ANGEL guarantees that a product or service meets high standards when it comes to its environmental, health and performance characteristics.

4

Elements of the logo design

The BLUE ANGEL logo consists of a blue ring with a laurel wreath **(A)** and a blue figure with outstretched arms **(B)** in the centre, as well the BLUE ANGEL **(C)** and THE GERMAN ECOLABEL **(D)** lettering around the outside.



The combination of a traditional seal with a modern font symbolises that this environmental label is future-oriented and focusses on reliability. The label conveys the environmental program of the United Nations (UNEP) within a modern design environment.



5

Using the BLUE ANGEL logo on your certified products

BLUE ANGEL
Logo Guidelines



The official depiction of the Blue Angel logo – as defined in the contract on the use of the environmental label – must be used and it is not permitted to make any changes.

It is only permitted to use the BLUE ANGEL logo in combination with a short link, which displays the BLUE ANGEL website and the number of the Basic Award Criteria (UZ number).

www.blauer-engel.de/uz5

Short link (obligatory) using UZ 5 as an example

Instead of the short link, an explanatory box can be optionally used that describes the most important advantages for the environment and health offered by the relevant Basic Award Criteria. This additional information highlights the advantages of the certified product in comparison to other products and thus supports consumers in their purchasing decision. Please note in particular the following aspects under 5.5.

www.blauer-engel.de/uz5

- low use of energy and water in the manufacturing process
- made from 100 % waste paper
- particularly low level of harmful materials



www.blauer-engel.de/uz5

- low use of energy and water in the manufacturing process
- made from 100 % waste paper
- particularly low level of harmful materials

Explanatory box (optional) using UZ 5 as an example

5

Using the BLUE ANGEL logo on your certified products

BLUE ANGEL
Logo Guidelines



The short link and the explanatory box are provided together with the logo in both a .eps and .pdf file by RAL gGmbH in the RAL Web Portal (<https://portal.ral-umwelt.de/>) after the conclusion of the contract (see the final page for contact details). RAL gGmbH develops the short link and the explanatory box based on the following specifications and then makes them available to label holders. It is not permitted to make changes to them.

Font: *Neue Helvetica Condensed Regular*

Web address section: **Neue Helvetica Condensed Bold**

Extension section “/uz...”: *Neue Helvetica Condensed Regular*

Font size for advantages: 80 % of the web address

The rules for the depiction of the BLUE ANGEL logo apply equally to both printed and online use.

If the BLUE ANGEL is depicted or named in association with a certified product by a third party (specialist trade, online dealer, etc.), this third party must use the BLUE ANGEL logo and the short link and must additionally name the manufacturer and/or distributor as well as the unique product description pursuant to the RAL contract on the use of the environmental label. This information can be found on the www.blauer-engel.de/en website. Please note in particular the following aspects under 5.5.

5

Using the
BLUE ANGEL
logo on your
certified products



BLUE ANGEL
Logo Guidelines

BLUE ANGEL logo in English



www.blauer-engel.de/uz5

The short link and the explanatory box are provided in German for use on product packagings and advertising materials in German-speaking countries. English versions can be requested where required from RAL gGmbH.

In German-speaking countries, the English version of the Blue Angel logo shall basically not be used. There is one exception: The English logo may be used in combination with the German logo only, both together with the appropriate English and German shortlink.

5.1 Size of the logo

The logo and the short link/explanatory box must be depicted in full in a clearly visible and legible position. They should be depicted near to one another where possible. If the logo and the short link/explanatory box are depicted on the rear of the product label, it is also permitted to depict the logo on the front of the label without the short link/explanatory box.

The minimum image size of the logo is Ø 10 mm.



The minimum image size of the short link is 30 x 3.5 mm.
(font: 7pt – Bold/Regular)



The minimum image size of the explanatory box without the logo is 32 mm in length.
The minimum image size of the explanatory box with the logo is 45.2 mm in length.
The height of the explanatory boxes may vary to the range of text. The boxes shall not be distorted.



5.2

Colour of the logo

The logo must be depicted in the monotone colour of blue with a white font and it should be surrounded by a white contour. The BLUE ANGEL colour is:



CMYK: 100 Cyan / 60 Magenta / 0 Y / 0 K

Approximations in other colour schemes:

Special colour: HKS 44

RAL: 5005 signal blue

RGB: 26-91-165

Web colour: #1a5ba5

In reasonable exceptions deviations are possible after agreement with RAL gGmbH.



Examples of the use of the logo and short link on different backgrounds



5.2

Colour of the logo

Black and white version

If the logo in special cases cannot be realized in blue the black version comes to use after agreement with RAL gGmbH.



www.blauer-engel.de/uz5



5.2

Colour of the logo



BLUE ANGEL
Logo Guidelines

Short link and explanatory box

The box must generally be white in colour and enclosed by a frame with rounded edges in the same blue colour used for the logo.

If the black logo is being used, the black version of the short link and the explanatory box must also generally be used.

www.blauer-engel.de/uz5

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www.blauer-engel.de/uz5

- low use of energy and water in the manufacturing process
- made from 100 % waste paper
- particularly low level of harmful materials

www.blauer-engel.de/uz5

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5.3

Exclusion of modifications to the logo

It is not permitted to modify the logo. Other logos, images, lettering or other content may not be added as part of the logo under any circumstances.

The logo, the short link and the explanatory box must be depicted in full on the product or packaging. It is not permitted to use a cropped version.

It is also not permitted to use a distorted image of the logo, short link and explanatory box.



www.blauer-engel.de/uz5

CORRECT



Do not distort!



No additions!



Do not crop!



Do not change colour!



No changes to the form of the logo!



No shadows or other effects!



5.4

Displaying several logos in sequence

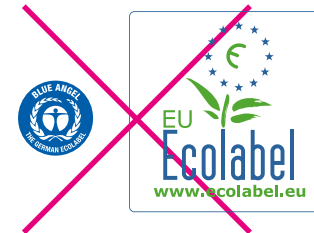
If the BLUE ANGEL is one of several logos used, it is important to ensure that its size and position is of equal rank to the others. A distance of at least 6 mm or 6 % of the image size must be maintained to neighbouring labels and fields.



www.blauer-engel.de/uz5



CORRECT



INCORRECT

If a product has been awarded multiple labels, the optical depiction of the BLUE ANGEL logo must be of equal rank to the others.



5.5

Special rules for the use of the logo



Obligatory depiction of the printing company code, note and optional explanatory boxes (DE-UZ 195)

The 3-digit printing company code must be depicted on all printed matter. You will receive this code from RAL gGmbH.

According to the criteria for DE-UZ 195 (Edition February/2021) Paragraph 5, Use of the label: In the case of advertising leaflets, brochures, flyers, catalogues, posters and similar, the following note must be printed next to the environmental label: “This printed matter has been awarded the Blue Angel.”

Optional explanatory boxes for DE-UZ 195
(Edition February/2021) (► [P. 08](#))



www.blauer-engel.de/uz195

This printed matter has been
awarded the Blue Angel.

Example



made from **100 %** recovered paper



primarily made from recovered paper

5.5

Special rules for the use of the logo

BLUE ANGEL
Logo Guidelines



Depiction of the registration number (DE-UZ 14a, DE-UZ 14b, DE-UZ 30a, DE-UZ 56)

If it is obligatory to depict the registration number, it must be depicted on the product by the manufacturer in the same blue colour used for the logo in a clearly legible position in the immediate vicinity of the logo. The registration number will be issued by RAL gGmbH in these cases.

In some Basic Award Criteria (currently DE-UZ 14a, DE-UZ 14b, DE-30a, DE-UZ 56), it is not possible to clearly identify the manufacturer or distributor on some products. Envelopes are an example of such a product. In these cases, the 5-digit registration number must be depicted directly underneath the logo.



www.blauer-engel.de/uz14a

DE-UZ 14a/17250

Example

5.5

Special rules for the use of the logo



BLUE ANGEL
Logo Guidelines

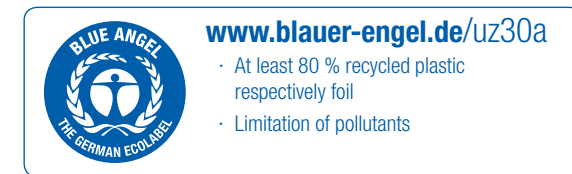
Obligatory depiction of the explanatory box and contract number (DE-UZ 30a)

According to the criteria for DE-UZ 30a, Paragraph 3.8, Labelling of the finished product: If the logo is printed on finished products made of plastic film (e.g. carrier bags, padded envelopes), it is obligatory for the explanatory box and the relevant 5-digit contract number (UZ 30a/contract number) to also be depicted or the logo may not be printed.



DE-UZ 30a / **5-digit contract number**

Example
Explanatory box for other products



DE-UZ 30a / **5-digit contract number**

Example
Explanatory box for film products

Note:

For sales packaging which is excluded from the scope of application but whose original material is certified according to UZ 30a, only the following analogous wording is allowed:

“The packaging consists of > 80 % PCR plastic recyclate with the Blue Angel”.
The use of the logo is not permitted.

5.5


Special rules for the use of the logo

Special use of the explanatory boxes (DE-UZ 132, DE-UZ 195, DE-UZ 217b)

For DE-UZ 132 “Low-Emission Thermal Insulation Material and Suspended Ceilings for Use in Buildings”, there are two different explanatory boxes for **with** and **without** an odour test. In DE-UZ 195 (Edition February/2021) “Printed matter” and DE-UZ 217b “Paper bags and boxes made out of recycled paper”, there is also a choice of two explanatory boxes: “**made from 100 % recovered paper**” and “**primarily made from recovered paper**”.

The use of the explanatory boxes is **optional** (► [P. 08](#)).


Example



www.blauer-engel.de/uz132

- low emission and low odour
- low pollutant content
- no adverse impact on health in indoor spaces

With an odour test



www.blauer-engel.de/uz132

- low emission
- low pollutant content
- no adverse impact on health in indoor spaces

Without an odour test



www.blauer-engel.de/uz195

- resource-conserving and environmentally friendly manufacturing process
- low emission printing
- primarily made from recovered paper

primarily made from recovered paper



www.blauer-engel.de/uz195

- resource-conserving and environmentally friendly manufacturing process
- low emission printing
- made from 100 % recovered paper

made from **100 %** recovered paper



www.blauer-engel.de/uz217b

- mainly from recovered paper
- saves energy, water and wood
- particularly low level of harmful materials

primarily made from recovered paper



www.blauer-engel.de/uz217b

- made from 100 % recovered paper
- saves energy, water and wood
- particularly low level of harmful materials

made from **100 %** recovered paper





BLUE ANGEL

Logo Guidelines

The standard version of the BLUE ANGEL logo files (blue, German) will be made available to licence holders for download in the RAL Web Portal (<https://portal.ral-umwelt.de/>). Other versions (black, English) are available on request:

RAL gGmbH
Fränkische Straße 7
DE-53229 Bonn

Phone: +49 (0)228-68895-190
E-Mail: umweltzeichen@ral.de

Federal Ministry for the Environment, Nature Conservation and Nuclear Safety
German Environment Agency • Environmental Label Jury • RAL gGmbH