



European  
Commission



EU Ecolabel  
**Digital Communication Toolkit**  
*February 2025*



Environment



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# WHO IS THE TOOLKIT FOR

This EU Ecolabel Digital Toolkit is designed for **EU Ecolabel Licence Holders**, **Competent Bodies**, and **Retailers**, as well as for EU-level communication about the label. It aims to simplify and support the promotion of the official EU voluntary label for environmental excellence. Retailers and other stakeholders looking to promote the EU Ecolabel can also make use of this toolkit. It provides a range of resources to help stakeholders engage in digital promotional activities, demonstrating to customers how easy it is to make sustainable choices and adopt greener shopping habits.

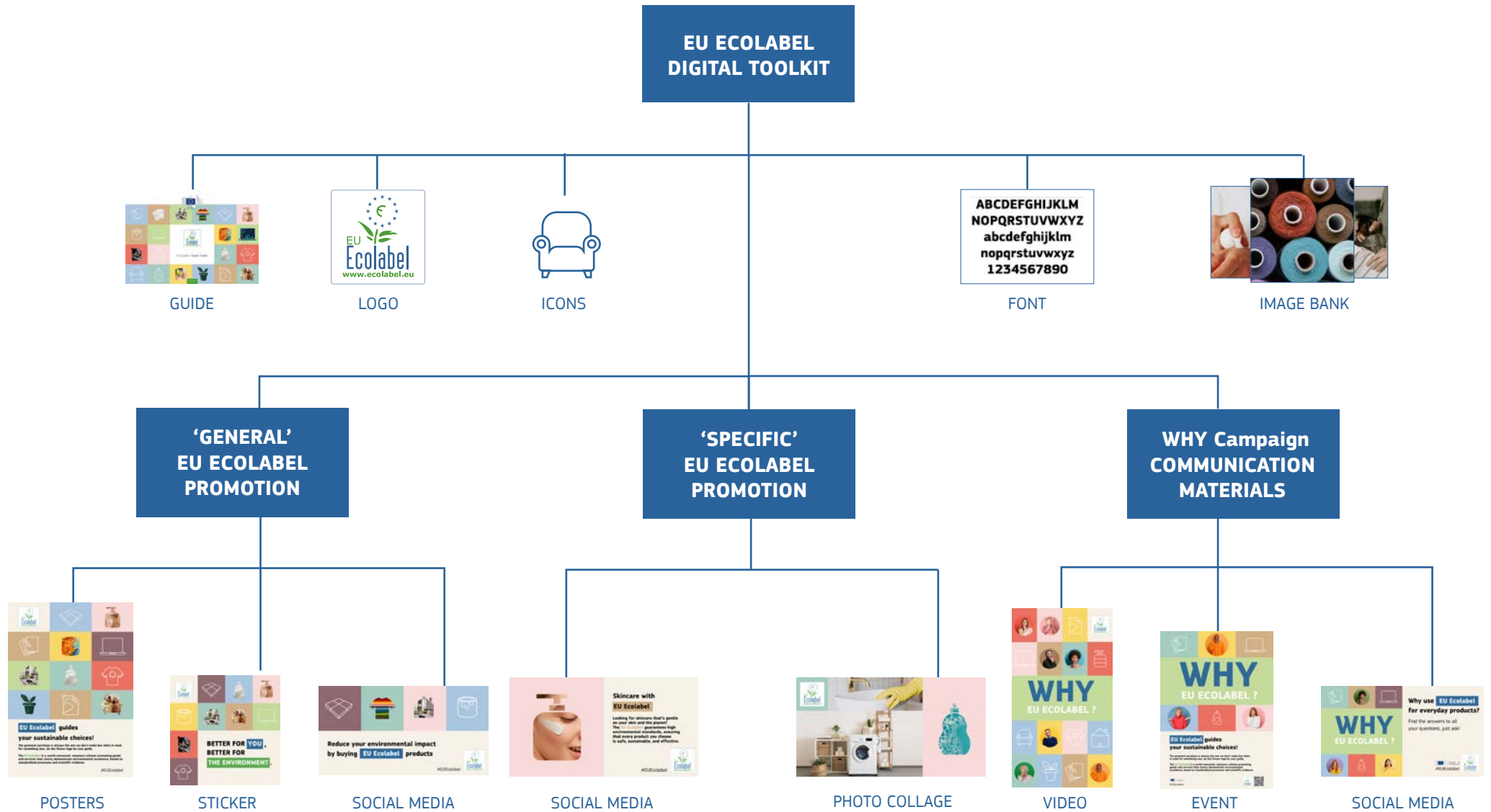
# WHAT DOES THE TOOLKIT CONTAIN

The EU Ecolabel Digital Toolkit offers a comprehensive collection of general, and platform specific resources designed to help you effectively promote the EU`s label of environmental excellence. Here`s what`s included:

- *Brand guidelines: typography, logo, colour palette, icons and design recommendations*
- *Pre-designed general EU Ecolabel communication materials such as posters and stickers*
- *Specific, customisable Canva templates to create eye-catching social media banners and visuals for digital promotions in various dimensions*

With these resources, EU Ecolabel Licence Holders, Competent Bodies, Retailers and stakeholders can efficiently promote the EU Ecolabel and EU Ecolabel goods and services, inspire responsible production, purchasing, and encourage greener choices.

# TOOLKIT FOLDER STRUCTURE



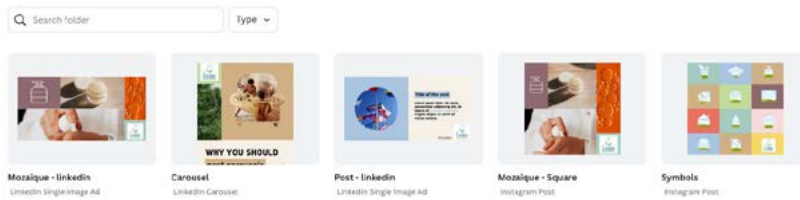
# HOW TO USE THE TOOLKIT

The toolkit provides a comprehensive overview of branding, along with links to templates for creating custom visuals. The Canva links at the end of this document grant access to a wide variety of templates, which can be edited to suit specific needs. To ensure a consistent visual identity, significant deviations from the provided design should be avoided.

Please note that the templates may include text in English. It is recommended to translate the messages into the local language to better suit the preferences of the target audience.

# EXAMPLE : CREATING YOUR BANNER

1 - Click on the Canva link of your preferred template



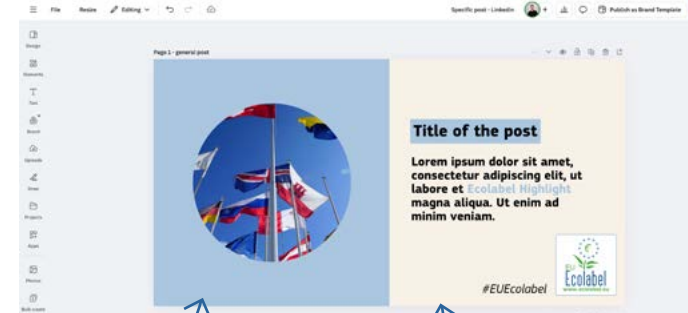
2 - Click on `Use template for new design`



Use template for new design

Click here

3 - Modify the design according to your needs  
i.e.: add a photo, adjust the text etc.



Change  
the image

Write  
your text

4 - Download the design and publish  
to promote the EU Ecolabel!

# GUIDELINES

# LOGO

Find more guidance about the use of the EU Ecolabel logo [here](#).



# TYPOGRAPHY

The EU Ecolabel typography is the **PF Square Sans Pro**.  
You can use the font in all of its different weights (Thin, Light, regular, medium, bold, extra black) and in italic.

## PF Square Sans Pro - regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 ,?!():@&

## PF Square Sans Pro - medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 ,?!():@&

## PF Square Sans Pro - bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 ,?!():@&

# PRIMARY COLOUR PALETTE

The EU Ecolabel identity is defined by its use of green and blue colours, representing its dedication to environmental sustainability and ecological balance.

Blue				
CMJN	87 58 16 2	75%	50%	25%
RVB	47 105 155			
HEX	#2f6a9b			

Green				
CMJN	70 7 100 0	75%	50%	25%
RVB	86 177 72			
HEX	#5aac4d			

# SECONDARY COLOUR PALETTE

The secondary colour palette of the EU Ecolabel is composed of softer, pastel tones representing the different product groups. The secondary colours can be used in any visual, as the codes are no longer tied to specific product groups. A neutral tone has been added to the selection.

## Neutral

CMJN 4 5 11 0  
RVB 247 242 231  
HEX #F7F2E7

## Pink

CMJN 2 20 11 0  
RVB 248 218 217  
HEX #f8dad9

## Coral

CMJN 2 67 57 0  
RVB 234 114 98  
HEX #eb7162

## Brown

CMJN 18 30 49 5  
RVB 209 176 135  
HEX #d1b087

## Green

CMJN 30 0 50 0  
RVB 196 219 155  
HEX #c4db9b

## Blue

CMJN 38 15 6 0  
RVB 170 197 224  
HEX #aac6e0

## Turquoise

CMJN 40 8 22 0  
RVB 165 204 204  
HEX #a5cccc

## Bordeau

CMJN 38 55 38 25  
RVB 142 105 112  
HEX #8e6970

## Yellow

CMJN 4 13 68 0  
RVB 249 218 105  
HEX #F8D868

# 'SPECIFIC' ICONS

We have also developed icons that can be used to represent all EU Ecolabel product categories. These can be used in visuals that refer to specific EU Ecolabel product categories. Two set of icons are available: **placeholder** for images and a **line** version.



EU Ecolabel placeholder icons



EU Ecolabel line icons

# DESIGN RECOMMENDATIONS

To ensure coherence and maintain a consistent visual identity, it is essential to follow a set of design rules. Adhering to these rules ensures a harmonious and professional appearance across all materials, reinforcing brand recognition and creating a unified message.



The colours are made to work with the neutral tone.



The colours are intended to be used as a background beneath objects.



The placeholder icons are intended to be used on top of plain colours.



The EU Ecolabel logo should be included on the created visuals.



Don't overlap colours as it's not part of the EU Ecolabel identity.



Don't use icons on top of pictures as it's too crowded.



Don't use placeholder icons on top of pictures as it creates an unappealing visual.

# GENERAL ASSETS

# 'GENERAL' BANNERS

Promote the EU Ecolabel with our general banners; use them on your website or as part of your social media post.



EU Ecolabel general banner



EU Ecolabel general banner

**FACEBOOK**

1080 X 1080

**LINKEDIN**

1200 X 627

**INSTAGRAM POST**

1080 X 1350

**INSTAGRAM REEL**

1080 X 1920

# POSTER

The poster is available in A2 and A3 sizes, providing a visually impactful format. Additionally, it can be easily resized to A4 dimension, ensuring flexibility for various display or printing requirements. Whether for large-scale promotions or smaller-scale materials, the poster adapts seamlessly to your needs.



A2

A3

# STICKER

A new sticker has been developed and is now available for download. The sticker is perfect for adding a creative and engaging touch to your materials. Feel free to access and use it to enhance your projects!



10 X 10

# SPECIFIC ASSETS

# 'SPECIFIC' BANNERS

Looking to promote a specific product group or an event associated with it? Design a layout using the icons as frames to highlight and emphasise the product group. One banner per product category has been developed.



EU Ecolabel «Clothing and textile» banner



EU Ecolabel «Personal and animal care products» banner

FACEBOOK

1080 X 1080

LINKEDIN

1200 X 627

INSTAGRAM POST

1080 X 1350

INSTAGRAM REEL

1080 X 1920

# 'SPECIFIC' BANNERS

For specific post, not affiliated to a specific product group, a round circle needs to be used in place of the placeholder icon specific to a product group.



EU Ecolabel banner



EU Ecolabel banner

FACEBOOK

1080 X 1080

LINKEDIN

1200 X 627

INSTAGRAM POST

1080 X 1350

INSTAGRAM REEL

1080 X 1920

# CAROUSEL

Looking to tell a story? Carousel templates are perfect for showcasing product groups or events. Use icons as frames to highlight key categories, with each slide emphasizing a specific message. It's an engaging way to captivate your audience and promote effectively.

**WHY YOU SHOULD post carousels** →

Encourages swipe-driven **engagement**

Encourages saves and shares for **extended reach**

Boosts **algorithm performance** through interactions

Reinforces **key messages** across multiple slides

→

→

**There's exponential growth happening**

Carousel posts are seeing great **reach** and **results**. →

**Carousel Structure**

- Create a **"hook"** to capture your audience's attention
- Follow up with main points that help to peak interest
- Provide practical tips and solutions to the pain points
- End with a Call to Action. →

EU Ecolabel carousel template

**LINKEDIN**  
1250 X 1500

**FACEBOOK, TWITTER**  
1080 X 1080

# PHOTO COLLAGES & IMAGE BANK

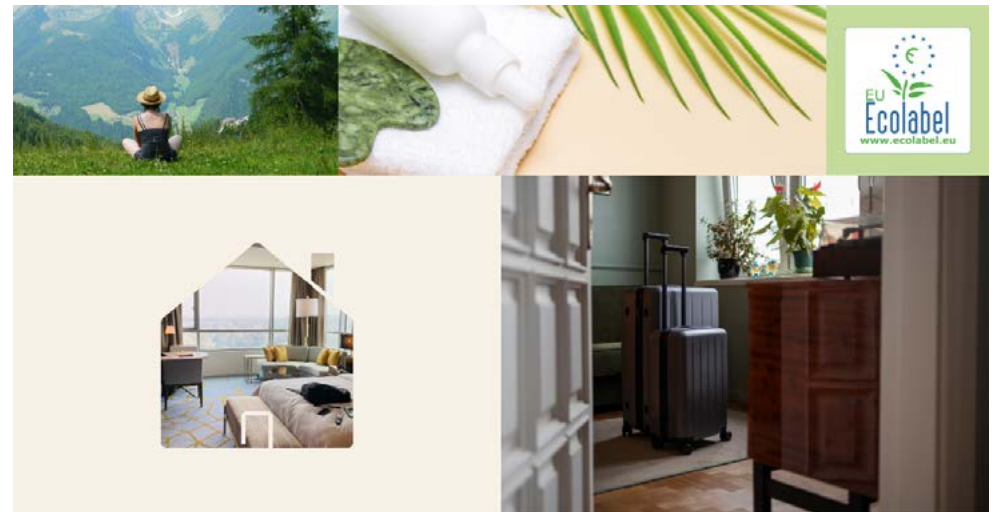
Would you like to promote a specific product category or group?  
Make use of the pre-prepared **photo collages**. Canva makes it simple to swap out images if needed.

The **Image Bank** offers a curated collection of high-quality images and ready to-use visuals for general EU Ecolabel and product category promotion, organised by themes.

Disclaimer: copyrights, where applicable, are indicated on the available materials.



EU Ecolabel 'Personal and animal care products' photo collage



EU Ecolabel 'Tourist accommodation' photo collage

**FACEBOOK**

1080 X 1080

**LINKEDIN**

1200 X 627

**INSTAGRAM POST**

1080 X 1350

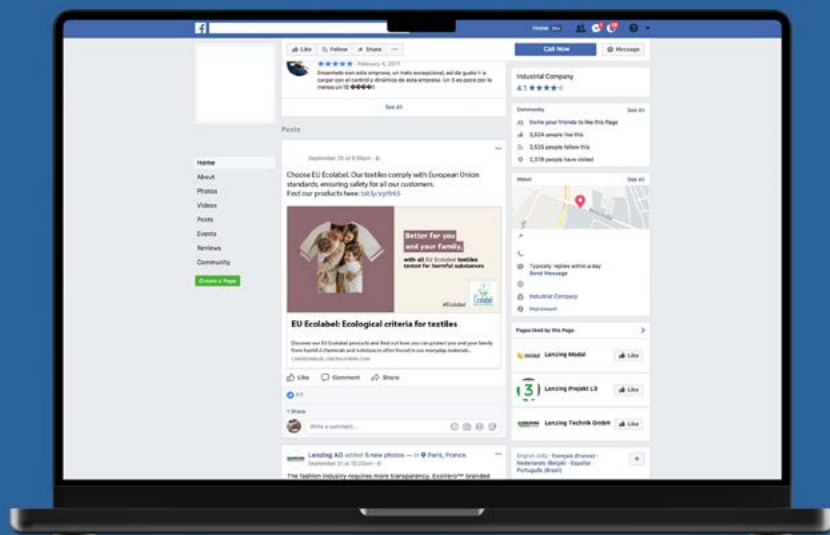
**INSTAGRAM REEL**

1080 X 1920

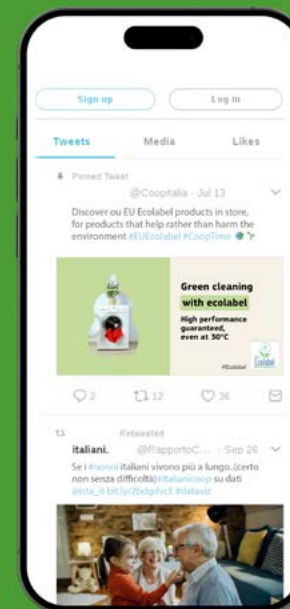
**IMAGE BANK**

# SOCIAL MEDIA EXAMPLES

Social media is one of the most important tools today for reaching out to existing and potential customer bases. Showcase your EU Ecolabel products and services with our existing EU Ecolabel visuals, or create your own using the many downloadable visual files available in our toolkit. See below just how your social media accounts can look like with a touch of EU Ecolabel.



EU Ecolabel 'Clothing and textiles' facebook post



EU Ecolabel 'Cleaning' twitter post

# OVERVIEW OF THE ASSETS

# CANVA LINKS TO ALL AVAILABLE ASSETS:

## 'GENERAL' EU ECOLABEL PROMOTION

**BANNER**

1080 X 1920

1080 X 1350

1200 X 627

1080 X 1080

**POSTER**

A2

A3

**STICKER**

10 X 10

## 'SPECIFIC' EU ECOLABEL PROMOTION

**BANNER**

1080 X 1920

1080 X 1350

1200 X 627

1080 X 1080

**COLLAGES**

1080 X 1920

1080 X 1350

1200 X 627

1080 X 1080

**CAROUSEL**

1200 X 1500

1080 X 1080

# WHY CAMPAIGN COMMUNICATION MATERIALS

# CONCEPT

The EU Ecolabel “Why Campaign” for 2025-2026 is a strategic initiative that highlights the label’s core values for consumers, businesses, procurers, and stakeholders. Rooted in the concept of Why, the campaign emphasises the core reasons behind the EU Ecolabel’s importance.

Focusing on **trust** and **sustainability**, the campaign presents the EU Ecolabel as a reliable mark based on independently verified criteria. It positions the label as a key tool for promoting environmental excellence and responsible consumer choices.

By showcasing its **environmental and societal benefits**, as well as its **competitive edge**, the “Why Campaign” underscores the EU Ecolabel’s impact while encouraging greater engagement across the market.

# CAMPAIGN MODULES

The 'Why Campaign' offers a flexible framework for EU, national, and stakeholder levels, allowing tailored approaches while ensuring consistent messaging. The campaign consists of three main modules:

Social media campaigns



Webinars



Event participation



The campaign and its activities are designed for flexibility. They can easily be adapted to accommodate varying levels of involvement, from high - engagement initiatives to lighter touchpoints.

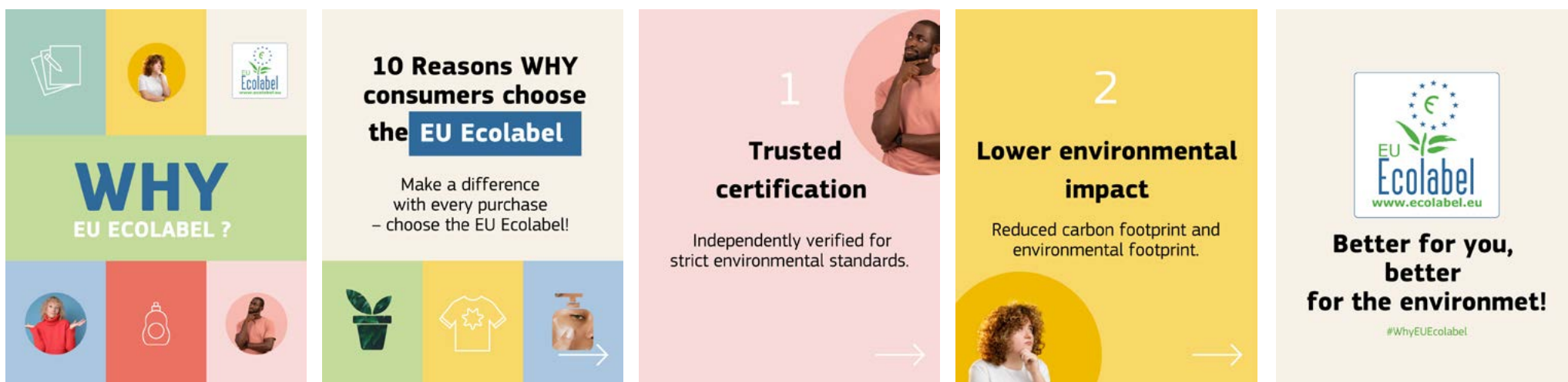
# COMMUNICATION ASSETS

The toolkit's campaign-specific customisable Canva templates make it easy to adjust the designs to your audience and preferences, allowing you to spread the word about the EU Ecolabel campaign efficiently.

**Not sure how to create a design with a Canva template ?**  
**[Click here](#)**

# CAROUSEL

Got a lot of information to share? Use a **carousel** to showcase the benefits of the label or certified goods and services in a visually engaging way.



Why campaign - carousel template


**LINKEDIN**  
1250 X 1500

**FACEBOOK, TWITTER**  
1080 X 1080

# INFOGRAPHIC


Looking for a visually striking way to highlight the advantages of the EU Ecolabel or got some data to showcase? An **infographic** provides key insights in a glance! Try out the infographic template.

A4




## 10 Reasons WHY businesses choose the **EU Ecolabel**

Boost your company`s competitive advantage - apply now!

	<p>1</p> <p><b>Customer trust &amp; brand image</b></p> <p>Attract eco-conscious consumers and boost brand reputation</p>	<p>2</p> <p><b>Regulatory compliance</b></p> <p>Use the EU Ecolabel to make law-proof environmental claims.</p>	<p>3</p> <p><b>Cost savings</b></p> <p>Reducing energy, resources and water use.</p>
<p>4</p> <p><b>Public sector access</b></p> <p>Qualify for GPP contracts and expand business opportunities.</p>	<p>5</p> <p><b>Supports green innovation</b></p> <p>Encourages the development of greener products.</p>	<p>6</p> <p><b>Market advantage</b></p> <p>Meet the demand for eco-friendly products and gain a competitive edge.</p>	<p>7</p> <p><b>Boosting competitiveness</b></p> <p>Position as "best in class" for environmental excellence.</p>
<p>8</p> <p><b>Transparent marketing</b></p> <p>Meet consumer demand for authentic green claims.</p>	<p>9</p> <p><b>Aligns with EU green goals</b></p> <p>Contributes to circular economy .</p>	<p>10</p> <p><b>Visibility</b></p> <p>Get recognised on major e-marketplaces and e-platforms.</p>	 <p style="text-align: right;">            European Commission  <b>#EUEcolabel</b> </p>

# SOCIAL MEDIA BANNER

Prefer simplicity? Go for a general **social media banner**.



Why campaign - Social media banner

**LINKEDIN**  
1200 X 627

**FACEBOOK**  
1080 X 1080

**INSTAGRAM POST**  
1080 X 1350

**INSTAGRAM STORY**  
1080 X 1920

**TWITTER**  
1200 X 675

# EVENT

Attending an event? Make use of the **poster** or **roll-up** templates and the **beach flag** design or request a ready-to-use EU Ecolabel information **totem** by sending an email to: [activation-eu ecolabel@arctik.eu](mailto:activation-eu ecolabel@arctik.eu)



Why campaign - Poster



Why campaign - Roll-up



Why campaign - Beach Flag

**ROLL-UP**  
200 X 80

**POSTER**  
A2

# VIDEO

Want to spotlight a licence holder? The **video** template is the perfect solution!



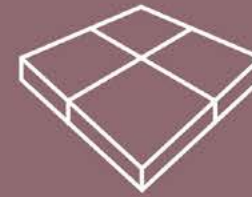
**VERTICAL VIDEO**  
1080X1920

**HORIZONTAL VIDEO**  
1920X1080

# CANVA LINKS TO ALL AVAILABLE ASSETS:

## 'WHY' CAMPAIGN EU ECOLABEL PROMOTION

CAROUSEL	INFOGRAPHIC	BANNER	STICKER	ROLL-UP	VIDEO
1200 X 1500	A4	1080 X 1920	10 X 10	200 X 80	1080 X 1920
1080 X 1080	POSTER	1080 X 1350			1920 X 1080
	A2	1200 X 675			
		1080 X 1080			



Should you have any enquiries or require technical help and guidance to tailor and use these assets, please do not hesitate to contact us

[activation-euecolabel@arctik.eu](mailto:activation-euecolabel@arctik.eu)