



**USING
CERUB® TRADEMARK
IN MARKETING**

CERUB – Certification System for Sustainably Recycled Tyre Rubber



Graphic Guidelines

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1. CERUB[®] Trademarks

- ✓ 1.1 Logo
- ✓ 1.2 Colours
- ✓ 1.3 Logo Spacing

CERUB certification entitles you to use CERUB® trademark for the marketing of CERUB certified materials and promoting your CERUB certification in marketing.

CERUB trademarks are:

- a) Name CERUB®**
- b) the logo of CERUB**

The name “CERUB®” as well as CERUB logo are registered trademarks and their respective trademarks usage is monitored to ensure the reliability of CERUB.

CERUB trademarks allow stakeholders to identify end of life -tyres derived rubber materials that are being produced and delivered responsibly.

1.1 Logos

Certified organisations shall use CERUB logo as shown in figure 1.



Figure 1. The CERUB logo used in off-product use

You are allowed to use CERUB logo in various marketing channels or materials i.e. websites, ads, catalogues and brochures.

However, it is to be noticed that CERUB® trademark does not identify the certified materials, but your certified organisation.

1.2 Colours

The CERUB® brand colours are green, orange and grey.

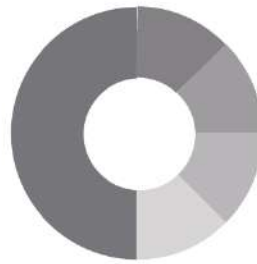
✓ **The CERUB logo colours** as shown in figure 2. Use colors as shown.



PMS 368
CMYK 54/0/100/0
RGB 142/187/56
HEX 8ebb38



PMS 137
CMYK 0/36/100/0
RGB 255/164/0
HEX e5a800



PMS COOL GREY 8
CMYK 0/0/0/60
RGB 135/136/135
HEX 888B8D

Figure 2. Colors of the CERUB logo

1.3 Logo Spacing

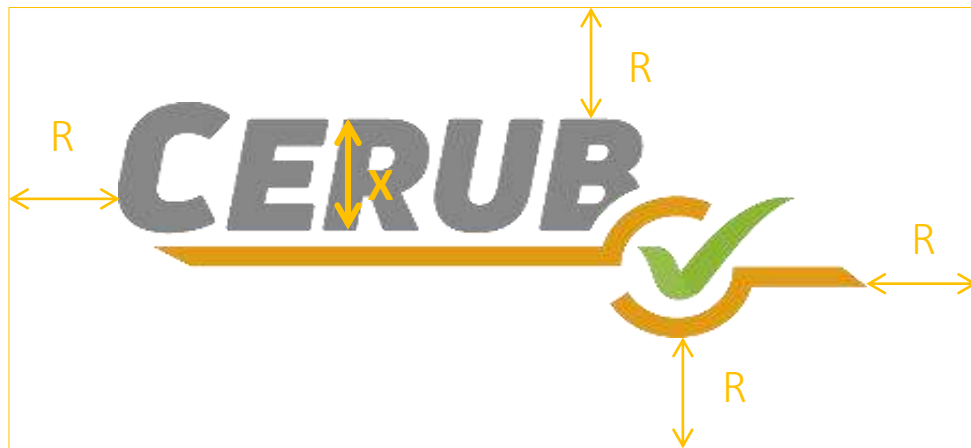


Figure 3. Space around the CERUB logo

There shall be **enough space surrounding the CERUB logo** to ensure that it remains uncluttered.

- ✓ **Use CERUB logo spacing** as shown in figure 3.



2. The Correct Usage of CERUB[®] Trademarks

- ✓ 2.1 The Usage of CERUB Logo
- ✓ 2.2 The Restrictions on Use of CERUB Logo
- ✓ 2.3 The Usage of CERUB[®] Trademark in Text

2.1 The Usage of CERUB Logo



The CERUB logo is preferred to be used in colors.

✓ **Black and white logo** may be used as an alternative. See figure 4.

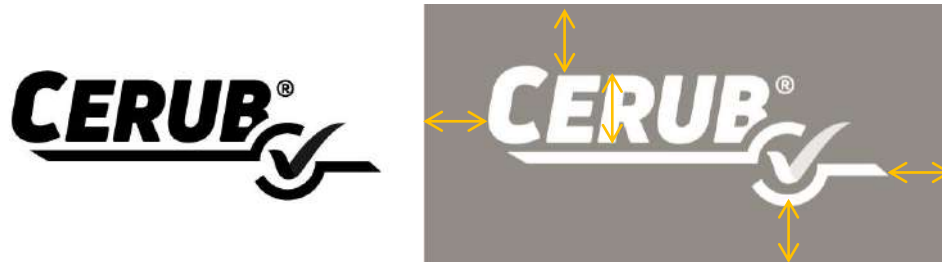


Figure 4. The CERUB logo in colors (preferable), black and white

2.1 The Usage of CERUB Logo



The background of the logo is preferred to be white. See figure 5.

If other colors are needed to use, please see the next page.

Figure 5. White background of the logo is preferred

2.1 The Usage of CERUB Logo



Figure 6. The CERUB logo must be placed on a monochromatic background.

In case of a coloured background, **the CERUB logo must be either in colours, black or white** (see figure 4) **depending on background's colour.**

The background colour must always be **monochromatic.**

The CERUB logo must be seen and needs to be in contrast to the surrounding color.

See the examples in figure 6.

2.2 The Restrictions on Use of CERUB logo

In the use of the CERUB[®] logo, **following is forbidden:**

✓ **to change the proportions** of the logo



✓ **to change or add contents** to the logo



✓ **to add frames** of backgrounds to the logo



2.2 The Restrictions on Use of CERUB® logo

In the use of the CERUB® logo, **following is forbidden:**

- ✓ **rotating** the logo



- ✓ **to make the logo to appear as part of other information or brands:** the logo shall not be combined or overlapped with other labels, logos, symbols or text



2.3 The Usage of CERUB® Trademarks in Text

In text or in small items where the use of CERUB logo is not possible, **text CERUB® may be used:**

- a) text CERUB® alone in non-CERUB certified products (e.g. off-product use) in various marketing channels or materials i.e. websites, ads, catalogues and brochures where CERUB trademark is not used to identify the certified materials.**
- b) text CERUB® in proximity to the Certification ID when CERUB® trademarks are being used to identify the certified materials.**

2.3 The Usage of CERUB[®] Trademarks in Text

The correct way of using CERUB trademark in text:

- ✓ **The trademark symbol ([®] in superscript font) shall be added to the name “CERUB” (in capital letters).**

~~Cerub~~ >> **CERUB[®]**

2.3 The Usage of CERUB[®] Trademarks in Text

The correct way of using CERUB[®] trademark in a text is to write it as follows:
'CERUB[®]certified rubber' or 'CERUB[®]certified granulate.'

The other usage is forbidden:

✓ For example, 'CERUB-rubber' or 'Granulate CERUB[®]'

CERUB rubber	>>	CERUB[®] certified rubber
Granulate CERUB[®]	>>	CERUB[®] certified granulate



**Any questions?
Please ask info@cerub.org**

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