OCEAN BOUND PLASTIC

CERTIFICATION PROGRAM
OBP LOGOS USES AND CLAIMS GUIDELINES

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Reference Documents

The following documents have been used in the elaboration of these Guidelines:

FTC Green Guides PART 260– GUIDES FOR THE USE OF ENVIRONMENTAL MARKETING CLAIMS, 2012

ISEAL Alliance: Sustainability Claims Good Practices Guide, Version 1.0, May 2015.

Revisions and Updates

This document will be revised if required, to incorporate improvements or clarifications that will not change substantially the content of the guidelines. Further significant revision schedule will be communicated on the OBP Program website. Please send any comment you have regarding the guidelines to contact(at)obpcert.org

Revision history

Date	Version	Changes
8th June 2020	V1	Initial Release
8th Sept. 2020	V2	• Removal of the content related to ZPO's Initiative that has evolved into the Ocean Bound Plastic Neutrality subprogram. • Addition of the content related to the OBP Neutrality subprogram. • These changes are not tracked, for legibility and because they do not affect the requirements for the previously published OBP Recycling subprogram.
8th Sept. 2021	V2.1	• Definitions have been removed from the document and are now available in document OBP-DEF-GUI. • Throughout the document: replacement of OBP Neutral by OBP Neutral/Positive. • Introduction of the OBP Positive Logotype in chapter 4. • Reference to the new OBP Category added in 5.2.3 and 6.1

		• Introduction of the new OBP Positive Logotype in ANNEX III.
8th Sept. 2023	V3	• Updates to introduce the new Social+ OBP Component and associated logotype in the following paragraphs: 3.1, 3.3, 4, 5.1, 5.2.1, 5.2.2, 5.2.3, 6, 6.1, 6.2. • Removal of the incidental content rule when making claims and reference to the FTC Green Guides Part 260 in chapter 5.2.1 • Removal of option to claim a product as "containing OBP" without disclosing the exact percentage of recycled OBP, or Social+ OBP in it and precision on % calculations in chapter 5.2.3 • Addition of ANNEX IV • Modification of the On-Product Labels design guidelines (from predetermined labels to formats) resulting in modifications in the following paragraphs: 3.5, 5.2.1, 5.2.3, 5.2.5, 6.1, 6.2.1, 6.2.2
31st Mar. 2024	V3.1	• Update to introduce the new Brand Standard in the following paragraphs: 3.3, 3.6, 5.1, 5.2.1, 5.2.4, 6

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1. INTRODUCTION

The aim of Zero Plastic Oceans is to protect oceans from the continuous leakage of Plastic waste from land-based activity by developing incentives and models that promote the collection of Ocean Bound Plastic[1] (OBP).

The **OBP Certification Program** was designed to encourage the removal of OBP from the environment by adding value in effectively collecting and treating it before it reaches oceans. The scheme is composed of two subprograms; the **OBP Recycling Subprogram**, and the **OBP Neutrality Subprogram**.

When OBP is commercially recyclable[2], its collection and Recycling can be encouraged by certifying its origin and traceability, giving it a higher market value with the OBP Recycling Subprogram. This chain of custody is certified using the OBP Collection Organization Standard, the OBP Recycling Organization Standard and the OBP Brand Standard depending on which step on the chain an organization is.

When OBP is not commercially recyclable[3], its collection and final treatment can be encouraged by certifying the process with the OBP Neutrality Subprogram. In this model, Plastic producers or users can contribute to a better environment by removing a determined volume of plastic waste from nature through the acquisition of OBP Credits. This model is certified using the OBP Neutralization Services Provider Standard and the OBP Plastic Producers & Users Standard.

Organizations may certify themselves for one or both subprograms as they are complementary solutions. Working with both subprograms makes sense in terms of economic efficiency, given all OBP is collected and marketed at once. It also makes sense from the environmental perspective, since it is only by addressing both, Commercially and Non-Commercially Recyclable OBP, that we will be able to make a real impact.

Organizations collecting OBP willing to provide enhanced social benefits to their employees and informal collectors (Independent Collectors), may additionally certify to the Social+ OBP Component.

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[1] *Ocean Bound Plastic, is, as defined in OBP-DEF-GUI, Plastic litter that will be carried away to oceans in particular by the effects of currents, winds, river flows or tides.*

[2] *Commercially recyclable OBP as defined in OBP-DEF-GUI, means that OBP is technically recyclable and that it can be sold locally to recyclers for a price that renders its collection attractive to waste pickers or collection organizations. Currently, especially in countries where OBP is leaking into the oceans, a significant portion of technically recyclable OBP is unfortunately not commercially recyclable.*

[3] *Not commercially recyclable OBP as defined in OBP-DEF-GUI, means that OBP cannot be sold for an attractive price but also includes products or packaging which are technically not recyclable (because of the resin used, the mix of different materials or because they are too damaged).*

2. TERMS AND DEFINITIONS

Capital letters are used throughout the document to signal the words that are included in the definitions available in OBP-DEF-GUI. Acronym's significance is also available in the same OBP-DEF-GUI document.

3. GENERAL INFORMATION

3.1. SCOPE

This document covers the usage of the OBP Logos for the whole OBP Program, composed of the OBP Neutrality subprogram, the OBP Recycling subprogram, and the Social$^+$ OBP component. Each subprogram and the Social$^+$ OBP component use a different logo and different rules are applicable for Product Specific Claims (Section 5.2). The OBP Recycling subprogram logo is referred to as the OBP Logo, the OBP Neutrality subprogram logo is referred to as the OBPN Logo and the Social$^+$ OBP Logo is referred to as the Social$^+$ Logo. Each logo has its own manual, the OBP Logo manual is in ANNEX II, the OBPN Logo manual is in ANNEX III, and the Social$^+$ Logo is in ANNEX IV.

3.2. OBP CLAIMS

OBP Claims are made when a certified Organization wishes to inform publicly, generally for marketing purposes, its compliance to the OBP certification scheme.

There are two categories of Claims under the OBP Scheme, Promotional Claims and Product Specific Claims.

The use of the OBP Logotypes is compulsory for all Claims, except on commercial documents such as invoices, quotations, and transport documents.

OBP Claims shall not be made in a way that may:
-   Damage the reputation, credibility, and goodwill of the OBP certification scheme, the OBP trademarks and/or ZPO's.
-   Cause confusion, induce misunderstanding, exaggerate, or disguise the reality of the environmental impact achieved by using recycled OBP or producing OBP Neutral/Positive products.
-   Induce to understand that the certification covers aspects of the product beyond the scope of the OBP certification scheme (quality for example).

- Cause the public to believe that ZPO, or the Certification Body is responsible, endorses or supports the activity of the Scope Certificate holder beyond the scope of the OBP certification scheme.

3.3. OVERVIEW OF USAGE & CLAIMS

The following table covers the 4 main cases which are detailed in this document by Claim type.

USAGE	OBP RECYCLING		OBP NEUTRALITY	
TYPE OF ORGANIZATION	**COLLECTION ORGANIZATIONS**	**RECYCLING ORGANIZATIONS & BRANDS**	**NEUTRALIZATION SERVICES PROVIDERS**	**PLASTIC PRODUCERS & USERS**
EXAMPLE CLAIMS	We are a certified supplier of recyclable OBP. We supply certified OBP. We sell SOCIAL[+] OBP PET Bales[2]	1) B2B •We supply certified OBP[1] •We supply polymers made with x% of recycled OBP[1] 2) B2C • X% RECYCLED OBP X% RECYCLED SOCIAL[+] OBP[2]	We supply OBP Neutralization services. We provide OBP Neutralization Certificates We offer OBP Credits We offer SOCIAL[+] OBP Credits[2]	Our production is Ocean Bound Plastic Neutral
ALLOWED CLAIM TYPE	Promotional[3] Product Specific	Promotional[3] Product Specific	Promotional[3]	Promotional[3] Product Specific
POSSIBILITY OF PRODUCT SPECIFIC CLAIM ON B2B PRODUCTS	YES on certified OBP lots	YES on certified OBP lots or OBP containing lots.	NO	YES on OBP Neutral/Positive products
POSSIBILITY OF PRODUCT SPECIFIC CLAIM ON B2C PRODUCTS	NO	YES on products containing recycled OBP	NO	YES on OBP Neutral/Positive products

[1] Specifications can be added to describe the product like polymer type (PE,PP,..) or state of OBP (shredded, baled,..)

[2] Social+ OBP Claims can only be made when the Collection Organization and/or Neutralization Services Provider is certified to the OBP-SOC-STD component additionally to the corresponding standard.

3.4. OBP CLAIMS APPROVAL PROCESS

Before preparing a Claim that involves the OBP certification scheme, the Organization shall carefully read this document and address any questions they may have to their Certification Body.

Designed artwork containing the Claim that the Organization wishes to use shall be sent for approval to the Organization's Certification Body prior to its use. The Organization shall keep a register of all approved uses by the Certification Body for at least 4 years. ZPO will not approve Claims of Certified Organizations.

3.5. OBTAINING LOGO AND ON-PRODUCT LABELS FILES

ZPO will distribute the OBP Logotypes high-definition files to the Approved Certification Bodies for this certification scheme. Certified Organizations shall request these files from their Certification Body. ZPO will not distribute high-definition files to certified Organizations.

3.6. EFFECTIVE DATE

These guidelines become effective on the release date and shall become compulsory to use on the 30th of June 2024. New certification applicants and already certified Organizations shall be assessed against this revision of the guidelines from this date onwards.

4. LOGO USES MANUAL

The logotypes used shall always be from the original high-definition files as given by the Certification Body. There are certain allowed variations of the original logotypes, to facilitate their usage on a broader scale, especially on products and packaging.

By default, and especially for Promotional Claims, the base color versions of the logotypes, as presented below should be used.

OBP Logo	*Social⁺ Logo*	*OBPN Logo*	

The complete OBP Logo uses manuals are available in ANNEX II, for the OBP Logo, in ANNEX III, for the OBPN Logo, and in ANNEX IV for the Social⁺ Logo.

5. CLAIMS

5.1. PROMOTIONAL CLAIMS

Promotional Claims are Claims made by a Certified Organization to advertise its status as a Scope Certificate holder, its involvement in the OBP certification scheme, and for the promotion of its products and services (OBP containing, Social+ OBP containing, or OBP Neutral/Positive certified products and/or sale of OBP Credits).

For example, an Organization certified against the OBP Collection Organization Standard, may wish to claim they are an OBP collector/recyclable OBP seller/supplier.

An Organization certified against the OBP Collection Organization Standard and the Social+ OBP component may wish to claim that they are selling Social+ OBP.

An Organization certified against the OBP Recycling Organization Standard, may wish to claim it sells recyclable OBP, or that it makes products containing recycled OBP.

An Organization certified against the OBP Brand Standard, may wish to claim it sells products or product lines made with recycled OBP or recycled Social+ OBP.

An Organization certified against the OBP Neutralization Services Provider Standard, may wish to claim it can offer OBP Neutralization services and sell OBP Credits.

An Organization certified against the OBP Plastic Producers and Users Standard, may wish to claim that some or all its production is OBP Neutral/Positive.

Promotional Claims can be for internal or external communications and are typically expected to be on marketing material, websites, corporate documentation as well as other promotional items. When promotional items given to clients and prospects are made of Plastic that does not contain OBP, or Social+ OBP or are not OBP Neutral/Positive, the Claim shall not induce in any way that the item is made of OBP, or Social+ OBP or is OBP Neutral/Positive.

Claims should be accurate, true, and never mislead consumers. Organizations shall be very careful when making Promotional Claims so that the public clearly understands which products effectively are or contain OBP, or Social+ OBP or are OBP Neutral/Positive, especially when the Organization deals with non-containing OBP products or non-OBP Neutral/Positive products in parallel.

Clear separation between OBP products and non-OBP products shall be made on website, catalogue, banners, etc. Language such as "some of our products contain certified recycled OBP", or "some of our products are OBP Neutral/Positive, or Product X is OBP Neutral/Positive" shall be used to clarify any possible ambiguity.

All Promotional Claims need to be accompanied by the applicable OBP Logo. The artwork containing the Claim and logotype shall be sent for approval to the Certification Body prior to using it. The certified Organization shall keep a record of all approved artworks/Claims by the CB.

Examples of acceptable Claims

We supply certified Waterways OBP collected in river A.

We offer certified* Shoreline Ocean Bound Plastic, sorted and baled PE, PP and PEHD *Optional: Certified by CB, Cert. #.

Our X product line is made of 90% recycled Social+ OBP.

We are incorporating 20% of certified recycled Ocean Bound Plastic in all our X packaging or Z products.

We are certified to offer OBP neutralization services up to 10,000 tons per year.

Our product line "X" is OBP Neutral[4], the plastic used to manufacture product "X" has been compensated by collecting and treating an equivalent amount of Non-Commercially Recyclable Ocean Bound Plastic.

Examples of non-acceptable Claims

We supply premium certified OBP (Claim induces that the premium quality is certified).

Our company recycles and neutralizes 5000 tons of plastic per year (Claim mixes recycling and neutralizing and does not clarify what is linked to the OBP certification)

5.2. PRODUCT SPECIFIC CLAIMS

5.2.1. GENERAL RULES

Product Specific Claims can be made by Organizations certified to the OBP Collection Organization Standard (including or not the Social+ OBP component), the OBP Recycling Organization Standard and the OBP Plastic Producers and Users Standard. Organizations certified to the OBP Brand Standard cannot make Product Specific Claims themselves and need to rely on their certified supplier to make the Product Specific Claims on their behalf.

For the Recycling Subprogram:

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[4] *Organizations certified to the OBP Producers and Users Standard will be allowed to Claim products as Ocean Bound Plastic Neutral or Plastic Neutral as both affirmations are true.*

Product Specific Claims use On-Product Label formats for OBP and Social⁺ OBP with an optional Text Claim.

<u>For the Neutrality Subprogram:</u>
Product Specific Claims use the OBPN Logo combined with the Social⁺ Logo when applicable, with an optional Text Claim.

Product Specific Claims may only be used on the products included in the Scope Certificate of the Organization.

Claims should be affixed (printed, stuck, or attached with a tag) to a product, its packaging or both, but in such a way that there can be no confusion as to what is the item that contains certified OBP or Social⁺ OBP or is OBP Neutral/Positive. This is particularly true for products made with OBP or Social⁺ OBP or OBP Neutral/Positive, packaged in a Plastic container that is not made of OBP or Social⁺ OBP or not OBP Neutral/Positive and vice-versa.

High definition On-Product Label files shall be requested to the Certification Body that delivered the Scope Certificate to the certified Organization.

The artwork containing the On-Product Label shall be sent for approval to the Certification Body prior to using it. Certified Organizations shall keep a record of all approved artworks by the Certification Body.

5.2.2. SPECIFIC RULES FOR THE OBP NEUTRALITY SUBPROGRAM

Product Specific Claims shall be made using the OBPN Logo, respecting the requirements presented in the logotype manual in ANNEX III, and adding imperatively the OBP scheme information link www.obpcert.org. Organizations may optionally add a Text Claim if desired.

When applicable (i.e. when the OBP Credit supplier is certified to the OBP Neutralization services Provider Standard and to the Social⁺ OBP component) the Organization can combine the OBPN Logo and the Social⁺ Logo.

5.2.3. SPECIFIC RULES FOR THE OBP RECYCLING SUBPROGRAM

Product Specific Claims shall be made using On-Product Label formats with an optional Text Claim.

The possibility to make Claims related to the OBP Source and OBP or Social⁺ OBP content of a product is dependent on the Supply Chain Model used by all the Organizations along the supply chain. Please refer to the Standard that is relevant to your Organization and review the Supply Chain Model Annex of OBP-DEF-GUI to see how the model choice impacts Claim rights.

Product Specific Claims can only be made by using the correct On-Product Label formats. The non-exhaustive list of available On-Product Label formats is included in ANNEX I of this document. The Product Specific Claim must include the OBP scheme information link www.obpcert.org, which is part of the standard formats.

The % content of OBP shall be determined taking into account the weight of OBP over the total weight of the product concerned by the Product Specific Claim.

Example: for a bag containing 500 g of 100% Recycled OBP and 200 g of other Plastics and 300 g of metal, the OBP percentage will be 50%. (calculated as 500/(500+200+300)

Example: for a phone made of 30g of 80% Recycled OBP, 30g of other plastics and 200g of other materials the OBP percentage will be 9% (calculated as 30x0.8/(30x0.8+30+200)

On-Product Labeling for B2B transactions concerning the sale of Recyclable OBP to be further processed may use the On-Product Labels, replacing RECYCLED by RECYCLABLE.

The certified Organization may want to include additional information for its Product Specific Claim, for example the OBP Source, the OBP Category (Potential, Shoreline, Waterways or Fishing Material), the resin type (PE, PP, PS, HDPE…), the Scope Certificate number and CB name or reference. The Text Claim is used to add such additional information in On-Product Labels.

5.2.4. EXCEPTIONS FOR NON-CERTIFIED ORGANIZATIONS PURCHASING CERTIFIED PACKAGING

Non-certified companies purchasing certified recycled OBP or Social+ OBP or OBP Neutral/Positive Plastic packaging (for example food industry, household products), who want to promote the specific nature of their packaging, may ask their suppliers to perform the labeling on their behalf. In those cases, the suppliers will request validation of the artwork to their Certification Body and they will deliver packaging with the Product Specific Claim already printed on or stuck to the packaging.

If this is not possible, the final user of the Plastic packaging will require to get certified to the OBP Recycling Organization Standard or the OBP Plastic Producers & Users Standard, whichever is applicable, to be allowed to make Product Specific Claims.

Non-certified companies may sell OBP certified products as described above but are not allowed to make Promotional Claims using OBP Logos, if the company wants to make such claims it shall seek certification under the OBP Brand Standard.

5.2.5. EXCEPTIONS FOR INTERNAL PRODUCT MANAGEMENT AND NON-FINISHED PRODUCTS

Labeling OBP certified products or material during production, storage, segregation of raw material or semi-finished product does not require the use of the OBP Logos. Labeling and identification requirements need only to be compliant with the Supply Chain Model requirements of the applicable OBP Standard. In that specific case it is not required to have label artworks approved by a Certification Body.

However, if the Organization uses On-Product Labels or OBP Logos it is required that these labels shall be easily removable before further processing by other organizations who may not hold a valid Scope Certificate.

5.2.6. TEXT CLAIMS

Certified Organizations may accompany the chosen On-Product Label or OBPN Logo by a Text Claim that brings additional information about the product.

Text Claims should not bring information that is not covered by the OBP certification. For example, terms like "premium, superior quality, pure" or statements like "in compliance with our environmental engagement" should be avoided as the certification does not validate the quality of the product nor if the Organization complies with its environmental engagement.

Example Text Claims
This product is made with 37% recycled Shoreline Ocean Bound Polyester
This packaging contains a minimum of 75% recycled OBP / certified by CB with #
My weight in Ocean Bound Plastic has been removed from the environment / certified by CB with #

6. ANNEX I – ON-PRODUCT LABEL FORMATS FOR THE OBP RECYCLING SUBPROGRAM

This ANNEX only applies for Organizations certified under the OBP Recycling subprogram for the OBP Collection Organization with or without the Social⁺ OBP component and OBP Recycling Organization Standards only (excluding the OBP Brand Standard.

6.1. GENERALITIES

Organizations willing to make Product Specific Claims shall use the On-Product Labels format according to the products included on their Scope Certificate.

The On-Product Labels format shall imperatively include:

- The OBP Logo or Social+ Logo, as applicable.
- The Recycled OBP content (expressed in percentage and rounded to the next integer).
- The OBP Program website address (www.obpcert.org).

The On-Product Label format may include:

- The OBP Category (Waterways, Shoreline, Potential, Fishing Material).
- An additional Text Claim.

Color version use of the OBP Logos is recommended but monochromatic versions are accepted within the rules mentioned in the logo uses manual (ANNEX II and IV).

The OBP font Helvetica37-CondensedThin use is recommended but similar fonts are acceptable. The text of the On-Product Label should remain legible and be placed in such a way that it does not alter the OBP Logos.

Examples of On-Product Labels format with various combinations are given below in section 6.2.

6.2. LABELS FOR PRODUCTS CONTAINING RECYCLED OBP OR RECYCLED SOCIAL⁺ OBP

When using the On-Product Label for Recycled OBP or Recycled Social⁺ OBP, the exact content of recycled Social⁺ OBP or OBP, rounded to the nearest integer is disclosed using the label **"XX% RECYCLED OBP"** or **"XX% RECYCLED SOCIAL⁺ OBP"**

6.2.1. "XX% RECYCLED SOCIAL+ OBP" LABEL (DISCLOSED CONTENT TO THE NEXT ROUND NUMBER)

The following examples are valid versions for a claim specifying **"50% RECYCLED SOCIAL⁺ OBP",** in which three different text location options (below, right horizontal, right vertical) have been used. Monochromatic versions are also presented. Naturally, the percentage is to be adjusted to the Organization specific product and could be from 1% up to 100%. Organizations may adapt the text position, size and disposition so that the On-Product Label is adapted to the intended use, but ensuring the text remains readable.

WITHOUT SPECIFIC MENTION OF OBP CATEGORY

50% RECYCLED SOCIAL⁺ OBP
www.obpcert.org

50% RECYCLED SOCIAL⁺ OBP
www.obpcert.org

50% RECYCLED SOCIAL⁺ OBP
www.obpcert.org

WITH MENTION OF WATERWAYS OBP CATEGORY

50% RECYCLED SOCIAL⁺
WATERWAYS OBP
www.obpcert.org

50% RECYCLED SOCIAL⁺
WATERWAYS OBP
www.obpcert.org

50% RECYCLED SOCIAL⁺
WATERWAYS OBP
www.obpcert.org

WITH MENTION OF FISHING MATERIAL OBP CATEGORY

50% RECYCLED SOCIAL⁺
FISHING MATERIAL OBP
www.obpcert.org

50% RECYCLED SOCIAL⁺
FISHING MATERIAL OBP
www.obpcert.org

50% RECYCLED SOCIAL⁺
FISHING MATERIAL OBP
www.obpcert.org

6.2.2. "XX% RECYCLED OBP" LABEL (DISCLOSED CONTENT TO THE NEXT ROUND NUMBER).

The following examples are valid versions for a claim specifying **"50% RECYCLED OBP",** in which three different text location options (below, right horizontal, right vertical) have been used. Monochromatic versions would also be valid. Naturally, the percentage is to be adjusted to the Organization specific product and could be from 1% up to 100%. Organizations may adapt the text position, size and disposition so that the On-Product Label is adapted to the intended use, but ensuring the text remains readable.

WITHOUT SPECIFIC MENTION OF OBP CATEGORY

50% RECYCLED OBP
www.obpcert.org

50% RECYCLED OBP
www.obpcert.org

50% RECYCLED OBP
www.obpcert.org

WITH MENTION OF SHORELINE OBP CATEGORY

50% RECYCLED
SHORELINE OBP
www.obpcert.org

50% RECYCLED
SHORELINE OBP
www.obpcert.org

50% RECYCLED
SHORELINE OBP
www.obpcert.org

WITH MENTION OF WATERWAYS OBP CATEGORY

50% RECYCLED
WATERWAYS OBP
www.obpcert.org

50% RECYCLED
WATERWAYS OBP
www.obpcert.org

50% RECYCLED
WATERWAYS OBP
www.obpcert.org

7. ANNEX II – OBP LOGO USES MANUAL FOR THE OBP RECYCLING SUBPROGRAM

This ANNEX only applies for Organizations certified under the OBP Recycling subprogram (OBP Collection Organization and OBP Recycling Organization Standards) when the collection Organization is not certified to the Social+ OBP component.

VISUAL IDENTITY | Logotype

This manual presents the requirements for the correct use of the graphic elements that make up the visual identity of the OBP Recycling subprogram. It is necessary for Organizations to follow the requirements presented in this manual to get their Claims approved by their Certification Body.


CONSTRUCTION | Grid

The logotype is built on a modular surface proportional to the value of X. Respecting those construction dimensions we ensure the Logotype shape is not altered. The grid size is 19X wide for 26X high.
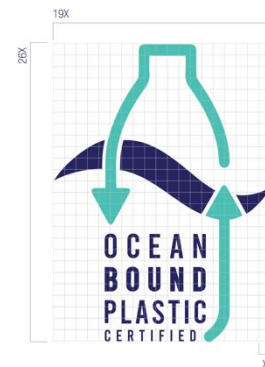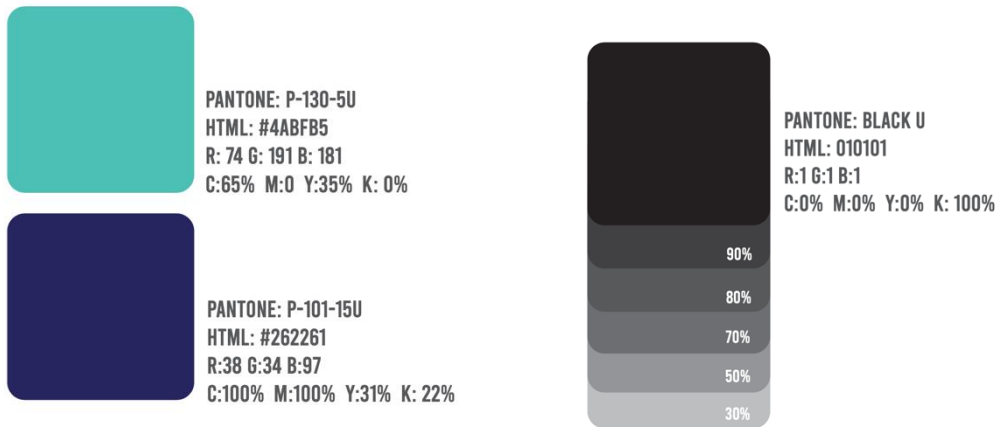

CONSTRUCTION | Protection Area

An area of protection shall be established around the logotype grid. This area shall be exempt of graphic elements that interfere with perception and brand visibility. The minimum protection area is 2X but if possible, a larger area shall be used to avoid interferences between the logotype and other textual or graphic elements.
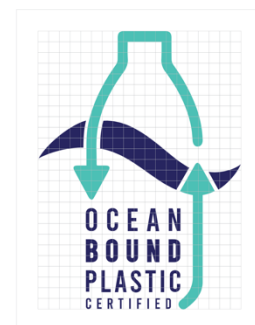
VISUAL IDENTITY | Colors

The color palette selected for the OBP Logotype is defined in this section with specific nomenclatures according to the use / platform / support on which it needs to be applied. The logotype uses turquoise and navy blue, colors in line with the certification objective of protecting Oceans. Black and gray version of the logotype are proposed as monochrome alternatives when labeling requirements imposes it.

PANTONE: P-130-5U
HTML: #4ABFB5
R: 74 G: 191 B: 181
C:65% M:0 Y:35% K: 0%

PANTONE: BLACK U
HTML: 010101
R:1 G:1 B:1
C:0% M:0% Y:0% K: 100%

90%
80%
70%
50%
30%

PANTONE: P-101-15U
HTML: #262261
R:38 G:34 B:97
C:100% M:100% Y:31% K: 22%

VISUAL IDENTITY | Allowed backgrounds

To maintain the readability of the logotype in its primary color version, it is recommended to use it on a white background. It this is not possible; grayscale can be used with black saturation with a maximum opacity of 50% and a minimum of 10%.

WHITE 100%

MIN. BLACK 10%

MAX. BLACK 50%

VISUAL IDENTITY | Monochrome, Positive & Negative

For on-product labeling the logotype can be used in monochromatic version using the primary colors, black, white and gray, no other colors are allowed. For monochromatic versions, the recommended background is monochrome using one of the two primary colors.

Other solid backgrounds are also allowed when using the logotype if it is a monochromatic background, or a picture assimilable as such and that the visibility and legibility of the logotype is not compromised.

VISUAL IDENTITY | Sizes

The OBP Logotype has been designed to be used in large and small scales, considering specifically the requirements of on-product labeling. Whatever the logo size used the proportions must be maintained using the grid reference as indicated at the beginning of this manual. Considering the above, the minimum size allowed is 8mm height by 5mm width but whenever possible it is recommended to use larger dimensions to ensure better readability.

VISUAL IDENTITY | Typography

The visual identity uses two fonts which are open type license and available at the links below:
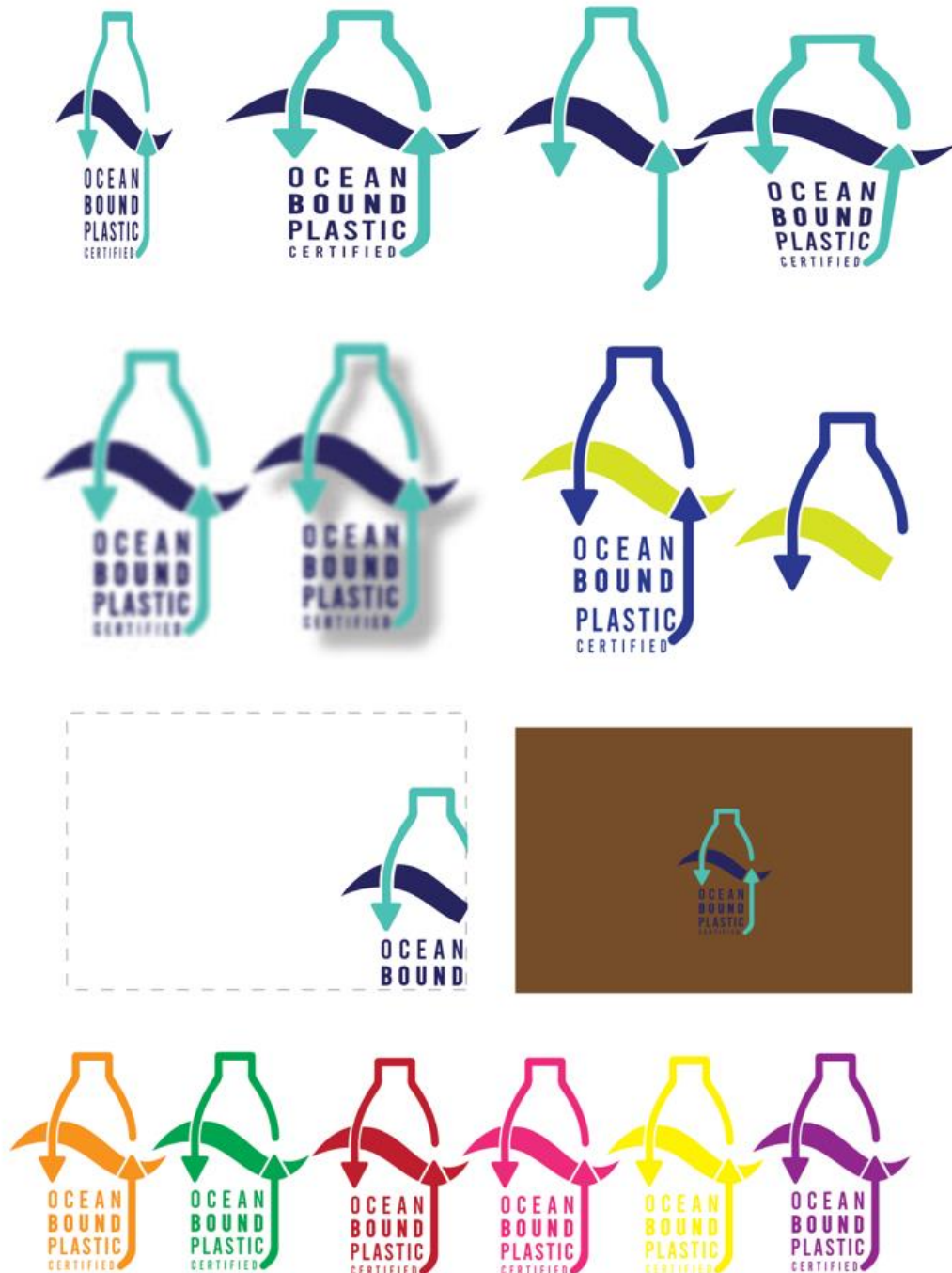https://www.dafont.com/es/bebas.font
https://www.fonts.com/font/linotype/helvetica/light-condensed

BEBAS REGULAR
-

30 pts. ABCDEFGHIJKLMNOPQRSTVWXYZ
1234567890

20 pts. ABCDEFGHIJKLMNOPQRSTVWXYZ
1234567890

10 pts. ABCDEFGHIJKLMNOPQRSTVWXYZ
1234567890

5 pts. ABCDEFGHIJKLMNOPQRSTVWXYZ
1234567890

Helvetica37-CondensedThin
-

25 pts. ABCDEFGHIJKLMNOPQRSTVWXYZ
abcdefghijklmnñopqrstuvw 1234567890

18 pts. ABCDEFGHIJKLMNOPQRSTVWXYZ
abcdefghijklmnñopqrstuvw 1234567890

14 pts. ABCDEFGHIJKLMNOPQRSTVWXYZ
abcdefghijklmnñopqrstuvw 1234567890

7 pts. ABCDEFGHIJKLMNOPQRSTVWXYZ
abcdefghijklmnñopqrstuvw 1234567890

INCORRECT USES

A non-exhaustive list of incorrect uses of the logotype is presented on this page. Incorrect uses include distortion, disproportion, shading, added effects that alter visibility in contour and shape, incorrect use of monochrome or color palette that are not allowed (see monochrome section) and incomplete use or bleeding.

8.ANNEX III – OBPN LOGO USES MANUAL FOR OBP NEUTRALITY SUBPROGRAM

This ANNEX only applies for Organizations certified under the OBP Neutrality subprogram (OBP Neutralization Services Provider and OBP Plastic Producers & Users Standards).
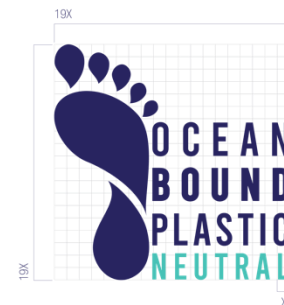
VISUAL IDENTITY | Logotype

This manual presents the requirements for the correct use of the graphic elements that make up the visual identity of the OBP Neutrality subprogram. 2 Logotypes are available (Ocean Bound Plastic Neutral and Ocean Bound Plastic Positive. Organizations shall refer to the Standard to select the appropriate OBPN Logo. The rules contained in this manual apply for both logos even if the examples are only given using the Ocean Bound Plastic Neutral logo. It is necessary for Organizations to follow the requirements presented in this manual to get their Claims approved by their Certification Body.

CONSTRUCTION | Grid

The logotype is built on a modular surface proportional to the value of X. Respecting that construction dimensions we ensure the Logotype shape is not altered. The grid size is 19X wide for 19X high.

CONSTRUCTION | Protection Area

An area of protection shall be established around the Logotype grid. This area shall be exempt of graphic elements that interfere with perception and brand visibility.
The minimum protection area is 2X but if possible, a larger area shall be used to avoid interferences between the logotype and other textual or graphic elements.

VISUAL IDENTITY | Colors

The color palette selected for the OBPN Logotype is defined in this section with specific nomenclatures according to the use / platform / support on which it needs to be applied. The logotype uses turquoise and navy blue, colors in line with the certification objective of protecting Oceans.
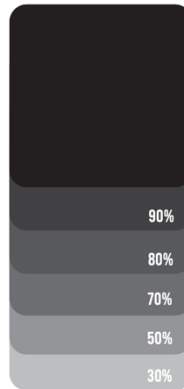Black and gray version of the logotype are proposed as monochrome alternatives when labeling requirements imposes it.

PANTONE: P-130-5U
HTML: #4ABFB5
R: 74 G: 191 B: 181
C:65% M:0 Y:35% K: 0%

PANTONE: BLACK U
HTML: 010101
R:1 G:1 B:1
C:0% M:0% Y:0% K: 100%

90%
80%
70%
50%
30%

PANTONE: P-101-15U
HTML: #262261
R:38 G:34 B:97
C:100% M:100% Y:31% K: 22%

VISUAL IDENTITY | Allowed backgrounds

To maintain the readability of the logotype in its primary color version, it is recommended to use it on a white background. It this is not possible; grayscale can be used with black saturation with a maximum opacity of 50% and a minimum of 10%.

WHITE 100%

MIN. BLACK 10%

MAX. BLACK 50%

VISUAL IDENTITY | Monochrome, Positive & Negative

For on-product labeling the logotype can be used in monochromatic version using the primary colors, black, white and gray, no other colors are allowed. For monochromatic versions, the recommended background is monochrome using one of the two primary colors.

Other solid backgrounds are also allowed when using the logotype if it is a monochromatic background, or a picture assimilable as such and that the visibility and legibility of the logotype is not compromised.

VISUAL IDENTITY **|** Sizes

The OBPN Logotype has been designed to be used in large and small scales, considering specifically the requirements of On-Product labeling. Whatever the logo size used the proportions must be maintained using the grid reference as indicated at the beginning of this manual.

Considering the above, the minimum size allowed is 8mm height by 8mm width but whenever possible it is recommended to use larger dimensions to ensure better readability.

VISUAL IDENTITY **|** Typography

The visual identity uses two fonts which are open type license and available at the links below:
https://www.dafont.com/es/bebas.font
https://www.fonts.com/font/linotype/helvetica/light-condensed

BEBAS REGULAR
-

30 pts. **ABCDEFGHIJKLMNOPQRSTVWXYZ 1234567890**

20 pts. **ABCDEFGHIJKLMNOPQRSTVWXYZ 1234567890**

10 pts. ABCDEFGHIJKLMNOPQRSTVWXYZ 1234567890

5 pts. ABCDEFGHIJKLMNOPQRSTVWXYZ 1234567890

Helvetica37-CondensedThin
-

25 pts. ABCDEFGHIJKLMNOPQRSTVWXYZ abcdefghijklmnñopqrstuvw 1234567890

18 pts. ABCDEFGHIJKLMNOPQRSTVWXYZ abcdefghijklmnñopqrstuvw 1234567890

14 pts. ABCDEFGHIJKLMNOPQRSTVWXYZ abcdefghijklmnñopqrstuvw 1234567890

7 pts. ABCDEFGHIJKLMNOPQRSTVWXYZ abcdefghijklmnñopqrstuvw 1234567890

INCORRECT USES

A non-exhaustive list of incorrect uses of the logotype is presented on this page. Incorrect uses include: distortion, disproportion, shading, added effects that alter visibility in contour and shape, incorrect use of monochrome or color palette that are not allowed (see monochrome section) and incomplete use or bleeding.

9.ANNEX IV – SOCIAL+ OBP LOGO USES MANUAL

This ANNEX only applies when the Collection Organization or the Neutralization Services Provider are certified to their corresponding standard, and additionally, to the Social+ OBP component.

VISUAL IDENTITY | Logotype

This manual presents the requirements for the correct use of the graphic elements that make up the visual identity of the Social+ OBP component. It is necessary for Organizations to follow the requirements presented in this manual to get their Claims approved by their Certification Body.

CONSTRUCTION | Grid

The logotype is built on a modular surface proportional to the value of X. Respecting that construction dimensions we ensure the Logotype shape is not altered. The grid size is 19X wide for 18.5X high.
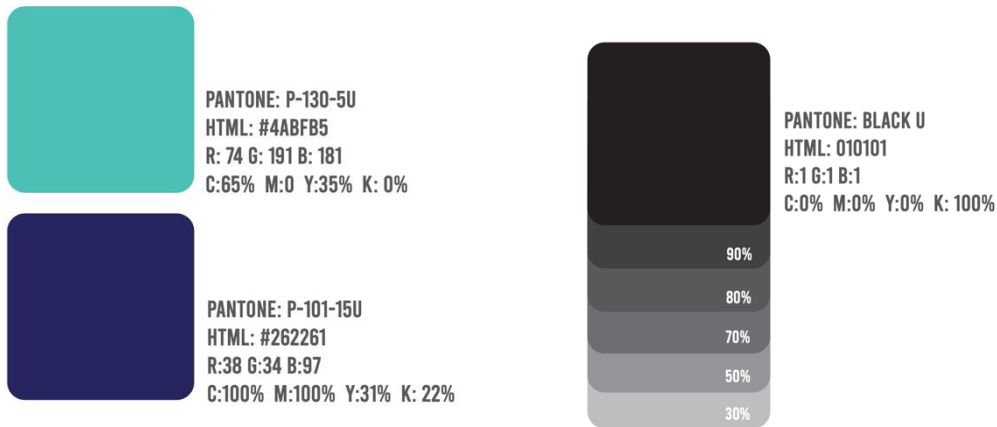
CONSTRUCTION | Protection Area

An area of protection shall be established around the Logotype grid. This area shall be exempt of graphic elements that interfere with perception and brand visibility.
The minimum protection area is 2X but if possible, a larger area shall be used to avoid interferences between the logotype and other textual or graphic elements.

VISUAL IDENTITY | Colors

The color palette selected for the OBPN Logotype is defined in this section with specific nomenclatures according to the use / platform / support on which it needs to be applied. The logotype uses turquoise and navy blue, colors in line with the certification objective of protecting Oceans.
Black and gray version of the logotype are proposed as monochrome alternatives when labeling requirements imposes it.

PANTONE: P-130-5U
HTML: #4ABFB5
R: 74 G: 191 B: 181
C:65% M:0 Y:35% K: 0%

PANTONE: P-101-15U
HTML: #262261
R:38 G:34 B:97
C:100% M:100% Y:31% K: 22%

PANTONE: BLACK U
HTML: 010101
R:1 G:1 B:1
C:0% M:0% Y:0% K: 100%

90%
80%
70%
50%
30%

VISUAL IDENTITY | Allowed backgrounds

To maintain the readability of the logotype in its primary color version, it is recommended to use it on a white background. It this is not possible; grayscale can be used with black saturation with a maximum opacity of 50% and a minimum of 10%.

WHITE 100%

MIN. BLACK 10%

MAX. BLACK 50%

VISUAL IDENTITY | Monochrome, Positive & Negative

For on-product labeling the logotype can be used in monochromatic version using the primary colors, black, white and gray, no other colors are allowed. For monochromatic versions, the recommended background is monochrome using one of the two primary colors.

Other solid backgrounds are also allowed when using the logotype if it is a monochromatic background, or a picture assimilable as such and that the visibility and legibility of the logotype is not compromised.

VISUAL IDENTITY | Sizes

The OBPN Logotype has been designed to be used in large and small scales, considering specifically the requirements of On-Product labeling. Whatever the logo size used the proportions must be maintained using the grid reference as indicated at the beginning of this manual.

Considering the above, the minimum size allowed is 8mm height by 8mm width but whenever possible it is recommended to use larger dimensions to ensure better readability.

VISUAL IDENTITY | Typography

The visual identity uses two fonts which are open type license and available at the links below:

https://www.dafont.com/es/bebas.font
https://www.fonts.com/font/linotype/helvetica/light-condensed

BEBAS REGULAR
-
30 pts. ABCDEFGHIJKLMNOPQRSTVWXYZ
1234567890

20 pts. ABCDEFGHIJKLMNOPQRSTVWXYZ
1234567890

10 pts. ABCDEFGHIJKLMNOPQRSTVWXYZ
1234567890

5 pts. ABCDEFGHIJKLMNOPQRSTVWXYZ
1234567890

Helvetica37-CondensedThin
-
25 pts. ABCDEFGHIJKLMNOPQRSTVWXYZ
abcdefghijklmnñopqrstuvw 1234567890

18 pts. ABCDEFGHIJKLMNOPQRSTVWXYZ
abcdefghijklmnñopqrstuvw 1234567890

14 pts. ABCDEFGHIJKLMNOPQRSTVWXYZ
abcdefghijklmnñopqrstuvw 1234567890

7 pts. ABCDEFGHIJKLMNOPQRSTVWXYZ
abcdefghijklmnñopqrstuvw 1234567890

INCORRECT USES

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Incorrect uses include: distortion, disproportion, shading, added effects that alter visibility in contour and shape, incorrect use of monochrome or color palette that are not allowed (see monochrome section) and incomplete use or bleeding.