



Rules for the Use of the EPD Australasia Logo and Guidance on Claims

VERSION 2.0

TABLE OF CONTENTS

1.	INTRODUCTION.....	3
2.	CATEGORY A – EPD OWNERS.....	4
3.	CATEGORY B – LCA/EPD CONSULTANTS, APPROVED VERIFIERS, ACCREDITATION CERTIFICATION BODIES.....	4
4.	CATEGORY C – EDUCATIONAL INSTITUTIONS	5
5.	LOGO – VARIATIONS	5
6.	DESIGN SPECIFICATIONS.....	7
7.	GUIDANCE ON CLAIMS.....	8
8.	REFERENCES.....	9

1. INTRODUCTION

1.1 The EPD Australasia Logo

The EPD Australasia logo should be used on all official printed materials and declarations connected to the EPD Australasia Programme to avoid confusion with other types of product-related environmental labels and declarations.

The EPD Australasia logo symbolises a yardstick, a standardised tool for objective measurement. It is a registered trademark of IVL Svenska Miljöinstitutet AB in Australia and New Zealand and licenced to EPD Australasia Ltd. Its use is subject to the conditions set out in the International EPD System General Programme Instruction (GPIs) and *Rules for the Use of the EPD Australasia Logo and Guidance on Claims* (these Rules) and the Terms and Conditions set out in the EPD Australasia Ltd Registration agreement.

The tagline 'Environmental Product Declaration' has been added to the logo develop the market for EPDs in Australasia.

1.2 International EPD System and ECO Platform logos

All EPD Owners may also use The International EPD System logo which is available for download [here](#). Its use is subject to the requirements of the GPIs.

Construction product EPDs must also use the ECO Platform EPD logo which is available for download [here](#).

1.3 License to use logo

The EPD Australasia logo must not be used where instructed by EPD Australasia Ltd or their authorised representative that use of the logo is inappropriate. EPD Australasia Ltd or their authorised representative reserves the right to revoke a logo use license due to misuse or misleading application.

1.4 Reporting misuse of the logo

If you suspect that the EPD Australasia logo is being misused, please report this immediately to the Secretariat info@epd-australasia.com

1.5 Authorised user groups

There are three authorised user categories:

- CATEGORY A – EPD OWNERS
- CATEGORY B – LCA/EPD CONSULTANTS, APPROVED VERIFIERS,
AND ACCREDITED CERTIFICATION BODIES
- CATEGORY C – EDUCATIONAL INSTITUTIONS

1.6 Other persons or organisations

Other persons or organisations wishing to use the logo must seek express written authority from the Secretariat prior to publication.

2. CATEGORY A – EPD OWNERS

2.1 Authorised use

The logo may be used by organisations with EPDs currently registered with the Programme in the following ways:

- On the EPD document - the logo shall be included on the cover page and/or as part of the programme-related information. Our logo with or without the tagline can be used.
- On product-specific packaging or promotional material (e.g., advertising, brochures, website, social media) for the organisation's product or service covered by the EPD. Our logo with the tagline shall be used together with the EPD registration number and a reference to www.epd-australasia.com for more information.
- On general organisation promotional material (e.g., advertising, brochures, business cards, website, social media) promoting their EPD or EPDs. Our logo with the tagline shall be used.

2.2 Unauthorised use

Unless otherwise allowed for in the GPIs or these rules, the EPD Australasia logo must not be used by any organisation that:

- previously had an EPD registered with the Programme and that EPD is permanently withdrawn from publication and the organisation has no other EPDs published with the Programme; or
- has joined but the Programme but has no EPD published yet; or
- has an EPD published with the International EPD System or a regional partner that is not EPD Australasia, unless they have written permission from EPD Australasia Ltd.

3. CATEGORY B – LCA/EPD CONSULTANTS, APPROVED VERIFIERS, ACCREDITATION CERTIFICATION BODIES

The Programme may grant a licence to organisations or individuals who partner with us to develop the market for EPDs in Australia and/or New Zealand

This category includes:

- LCA/EPD consultants
- Approved EPD verifiers
- Accredited certification bodies.

LCA/EPD consultancies wishing to use the logo must also be a member of ALCAS or LCA NZ.

Licenses are granted to these groups however their use is always governed by these rules.

The EPD Australasia logo together without the tagline ENVIRONMENTAL PRODUCT DECLARATION shall be used.

4. CATEGORY C – EDUCATIONAL INSTITUTIONS

We encourage the use of the EPD Australasia logo by educational institutions such as:

- Tertiary education organisations (TEOs)
- Universities
- TAFES
- Institutes of Technology and Polytechnics (ITPs)
- Registered Training Organisations (RTOs)
- Secondary schools and colleges
- Continuing professional development (CDP) providers.

Educational institutions do not need a licence to use the logo prior to publication however such use must comply with these Logo Use Rules.

The EPD Australasia logo together with the tagline ENVIRONMENTAL PRODUCT DECLARATION shall be used.

5. LOGO – VARIATIONS

The following horizontal versions of the EPD Australasia logo – with and without the tagline are available on the EPD Australia website at www.epd-australasia.com under RESOURCES.



EPD Australasia Logo_Horizontal Strapline



EPD Australasia Logo_Horizontal Strapline Reverse



EPD Australasia Logo_Horizontal Mono Strapline



EPD Australasia Logo_Horizontal Mono Strapline Reverse



EPD Australasia Logo_Horizontal



EPD Australasia Logo_Horizontal Reverse



EPD Australasia Logo_Horizontal Mono



EPD Australasia Logo_Horizontal Mono Reverse

The following stacked versions of the EPD Australasia logo are available when formatting for other primary logos does not work. For example, promotional uses where the logo is very small.



EPD Australasia Logo_Stacked



EPD Australasia Logo_Stacked Reverse



EPD Australasia Logo_Stacked Mono



EPD Australasia Logo_Stacked Mono Reverse

If you wish to use the EPD Australasia logo on a background other than white or black, please ask the Secretariat for approval and a transparent version of the logo can be supplied.

6. DESIGN SPECIFICATIONS

6.1 Colours palette and colour codes



Orange
C3 M47 Y100 K0
R241 G150 B0
HEX #F19600



Pumpkin
C0 M37 Y89 K0
R255 G172 B51
HEX #FFAC33



Apricot
C0 M22 Y64 K0
R254 G201 B114
HEX #FEC972



Black
C75 M68 Y67 K90
R0 G0 B0
HEX #000000



Charcoal
C33 M26 Y27 K0
R174 G174 B174
HEX #AEAFAE



Silver
C24 M19 Y20 K0
R193 G193 B193
HEX #C1C1C1



Pale Grey
C17 M13 Y13 K0
R209 G209 B209
HEX #D1D1D1

6.2 Fixed proportions

All elements with the logo must remain at their fixed proportions and should not be scaled, re-positioned or altered in any way.

6.3 Placement of the logo with clear space

The clear space margin for the logo must be at least the height of the 'A' in AUSTRALASIA in the logo. This is the same for all the logos.



7. GUIDANCE ON CLAIMS

The ISO standards in the 14020-series provides guidance focusing on issues such as the correctness of information (not being misleading), using scientific methods, using the life cycle perspective, transparency and including all relevant environmental aspects.

Businesses and organisations should undertake their own due diligence to ensure that any claims they make are consistent with the requirements of the relevant laws operating in the country the EPD is being marketed (such as Australian Consumer Law and the Consumer Guarantees Act of New Zealand) and the terms and conditions as set out in your agreement with EPD Australasia Ltd.

Any EPD registered by the Programme remains the property of the organisation to whom it is registered. The EPD Owner has the sole ownership, liability, and responsibility for the EPD and any content.

7.1 Acceptable claims

The Programme encourages organisations to make claims about your EPD and what having an EPD registered with the Programme indicates about your organisation.

The following examples are provided for guidance:

An EPD is an independently verified document that reports credible environmental information about the entire life cycle of a product.

An EPD is an internationally recognised way for companies like XXXXXX to be transparent about the environmental impact of our products.

This EPD demonstrates our company's genuine commitment to environmental transparency.

Our EPD is based on independently verified life cycle assessment (LCA).

Our EPD is independently verified as complying with the international EPD standard ISO 14025.

For construction product EPDs only:

Our EPD is independently verified as complying with the International EPD standard ISO 14025 and the best practice standard for construction product EPDs EN 15804.

Together with the International EPD System, EPD Australasia is an EPD Programme Operator as defined in ISO 14025. We register and publish EPDs that have been verified as meeting the relevant standards and rules. The EPD Australasia Programme does not accredit or approve EPDs. Your document is not permitted to be called an EPD unless it is registered with an ISO 14025 compliant Programme.

An example of an acceptable claim about EPD Australasia include:

Our EPD is registered and published by EPD Australasia – a regional partner of International EPD System.

7.2 Unacceptable claims

An EPD for a product does not mean that a product is sustainable, more sustainable than alternatives, or has been produced sustainably. Claims to this effect are not permitted. A product with an EPD is not a value statement in relation to other products. For example, a product with an EPD is not inherently environmentally “better” or “lower impact” than another product.

The use of the logo, and/or associated claims of having an EPD registered with the program must not give the impression that any valuation has been performed regarding the results, confusing an EPD with a Type I environmental label (ecolabel).¹

The following examples are provided for guidance of unacceptable claims. They are not definitive.

Our EPD is an independently verified document that demonstrates that our product is produced sustainably.

Our EPD shows that our product is better than alternatives on the market.

Our product is certified as sustainable by EPD Australasia.

8. REFERENCES

International EPD System - General Programme Instructions. Available at <https://epd-australasia.com/creating-epds/pcr/>

EPD Australasia - Regional Annex to the General Programme Instructions. Available at <https://epd-australasia.com/creating-epds/pcr/>

ISO (2012) Environmental labelling and declarations – How ISO standards help. Available at <https://www.iso.org/iso/environmental-labelling.pdf>

¹ Further information available at ISO (2012) Environmental labelling and declarations – How ISO standards help.

DOCUMENT CONTROL

The EPD Australasia Secretariat is responsible for the review and maintenance of this document. The Board of Directors is responsible for the approval of this document and its contents.

Version	Date	Reviewed by	Authorised by	Sections/notes
1.0	June 2019	Stephen Mitchell, Board Chairperson and Kelly Taylor, Programme Manager (Secretariat)	EPD Australasia Board of Directors	First logo use policy
2.0	May 2023	Stephen Mitchell - Advocacy & Marketing and Kelly Taylor - Programme Manager	TBA	Extensive changes following logo refresh.