



# **EKOenergy Brand Book**

A GUIDE

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# 1 EKOenergy as a label

## 1.1 What is EKOenergy?

*EKOenergy is an international ecolabel for electricity. Electricity sold with the EKOenergy label fulfills strict environmental criteria and raises funds for new renewable energy projects.*

*The label is a non-profit initiative of the EKOenergy Network, a group of dozens of environmental organisations from many different countries.*



**Correct information:** Conscious consumers want to know more about the electricity they buy. EKOenergy consumers get correct information about where and how their electricity has been produced.

**Funding climate projects and river restoration:** EKOenergy suppliers pay contributions to our Climate Fund and, in the case of hydropower, also to our Environmental Fund. This money is used to finance new renewable energy and environmental projects.

**100% renewable:** Only electricity from renewable sources can be sold as EKOenergy. To track the origin of the electricity, EKOenergy uses the European Guarantees of Origin system.

**Sustainable and nature friendly:** We set strict sustainability criteria for power plants. For instance, we exclude controversial sources of bioenergy and windpower produced in important birds habitats. Hydropower can only be sold with our label after consultation with local environmental organisations.

## 1.2 Who can use our label?

### EKOenergy consumers

#### Companies

If you buy EKOenergy, we encourage you to tell people about it. As consumers of EKOenergy certified electricity you can use our logo and name in your communication.

The label is free to use and acts as a tool to promote renewable energy. The label also helps consumers choose products which have been produced using sustainable energy.

Guidelines for using the label can be found in section 3.1.

In case of doubt, please contact the EKOenergy Secretariat. We also appreciate it if you send us electronic versions of your communication materials.

**info@ekoenergy.org**

#### Private consumers

We encourage individuals to tell people that they are buying EKOenergy. If you want to be further informed or involved, do not hesitate to get in touch with the EKOenergy Secretariat.

### Electricity suppliers

Electricity suppliers can only use our label if they have signed the Licence agreement, and in accordance to the provisions of the Licence Agreement.

#### Others

If you are not an electricity supplier, you can use the label in connection to informative texts about the EKOenergy label or the EKOenergy Network.

This should not create any confusion about the scope. If you are not using EKOenergy certified electricity yourself, do not create the impression that you are using.

*EKOenergy is a trademark registered with the European Office for Harmonization of the Internal Market (OHIM) under Certificate No. 009743345. The label is owned by the EKOenergy Network.*



# 2 Visual identity

## 2.1 Name

*You can choose which language you wish to use in your communication. Remember to use the same language version consistently throughout your texts.*

*The logo translations are as follows:*

EKOenergi: Danish, Norwegian, Swedish,

EKOenergia: Basque, Catalan, Estonian, Finnish, Italian, Hungarian, Polish, Portuguese, Slovakian

EKOenergía: Spanish

EKOenergie: Czech, Dutch, German, Luxembourgish, Romanian

EKOénergie: French

EKOenerji: Azeri, Turkish

EKOenergija: Bosnian, Croatian, Lithuanian, Croatian, Slovenian

EKOenergija: Latvian

You can find the different versions of the logo here:

<http://www.ekoenergy.org/extras/logo/>



EKOenergija: Albanian

EKOenerxía: Galician

EKOorka: Icelandic

ЕКОэнергия: Belarus, Kazakh

ЭКОэнергия: Russian

ЕКОенергия: Bulgarian

ЕКОенергија: Macedonian, Serbian

ЕКОенергія: Ukrainian

ΕΚΟενέργεια: Greek

## 2.2 Logo

Recommended use:  
Green logo on white background



You can use the name and logo or just the logo:



Grey logo for black and white documents:



Do not crop the image more than necessary:



When overlapping an image, or on a different coloured background, use the white logo:



The logo needs "space to breathe":



## 2.3 Colors

In general, the colours of EKOenergy are black, white, the green colour specified below, and various shades of grey.

The "official color codes" are:



## 2.4 Fonts

### **AVENIR 95 BLACK** **headings, logos**

*Avenir 35 Light*  
*Oblique*  
*introductions,*  
*quotations*

Avenir 45 Book  
body text

The EKOenergy name in our official logo is written in Avenir 95 Black. Use the same font for the baselines (extra lines under our logo).



**EKOenergy**  
THE EUROPEAN ECOLABEL  
FOR ELECTRICITY



**EKOenergy**  
SUPPORTED BY A NETWORK  
OF EUROPEAN NGOs

It is possible to translate the baseline. Contact the EKOenergy Secretariat if you would like to suggest another baseline.

## 2.5 Other recommendations

Variations and special uses of the EKOenergy logo must be approved by the Secretariat.

Avoid the use of visual media that do not give an accurate picture of the EKOenergy that has been sold or bought (e.g. no wind turbines if the EKOenergy is hydroelectricity).

It is also important to choose images that are representative. For example, an image of a naturally flowing river does not give an accurate idea of the environmental impacts of hydropower. In this case, photos of the hydropower facilities are recommended when advertising hydroelectricity.

# 3 EKOenergy in your marketing



## 3.1 EKOenergy in your marketing

**If you are a supplier,** electricity can only be sold as EKOenergy if the product fulfills the criteria set by the EKOenergy network.

The EKOenergy label can only be used for EKOenergy products. Make sure it is clear for the consumers which product is EKOenergy labelled and which is not.

**If you are an EKOenergy consumer and want to tell people:**

We encourage you to do so. One way to promote renewable energy is to show others that we believe in it.

Give clear information about where and for which activities you use EKOenergy certified electricity. This is in particular important if not all activities or not all premises of your company use EKOenergy certified electricity.

If using the label in connection with a product, you must mention that the ecolabelling only applies to the use of energy during production.

Be prepared to prove that you are really consuming EKOenergy certified electricity. You can do this by showing your electricity contract or a separate diploma proof provided by your supplier.

**Keep us informed; we are eager to spread the good news!**

Feel free to send us any of your communication materials about EKOenergy (videos, photos, press releases etc.)

In return, we would be happy to refer to you in our own publications or on our website.

**Involvement of local NGOs in your communication**

If you are interested in getting in touch with your local NGOs or involving them in your sustainability policies, contact the EKOenergy Secretariat.

## 3.2 Communication about carbon footprinting

If a company purchases renewable energy, it can claim the emissions related to production of that energy. In most cases the emissions at the power plant are 0.

The Greenhouse Gas Protocol (WRI and WBCSD) provides more information about carbon accounting. The Greenhouse Gas Protocol Scope 2 Guidance provides information on how EKOenergy can reduce the carbon footprint of businesses.

### 3.3 Language

When it comes to electricity, things need to be told in a simple, direct way so it is easy to understand.

Language should be positive and inclusive, as we believe environmental action should be.

EKOenergy prides itself on being transparent and trustworthy. Avoiding greenwashing is the first step.

Below are some examples of how to communicate about your use of EKOenergy label.

“Our company uses EKOenergy certified electricity. The electricity is produced by... (type of energy) in... (country or location)”

“We use EKOenergy in our offices. It is recommended by the LEED standard for green buildings and in the Greenhouse Gas Protocol, as a good way for businesses to reduce their carbon footprint.”

“Via our purchases, last year we contributed XX euros to the EKOenergy’s Climate Fund. This money is used to finance climate projects in developing countries.”

Feel free to link to our website.

### 3.4 Other texts on environmental marketing

Framework for Responsible Environmental Marketing Communications by International Chamber of Commerce (ICC, 2011): a good start to learn more about environmental marketing. Also includes a checklist to help marketers

and their agencies evaluate environmental claims. The Seven Sins of Greenwashing by the Underwriters Laboratories : a good checklist to do your environmental marketing right. Available online.



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We have contact persons for many countries, both at local level and at the EKOenergy secretariat in Helsinki. Find the contact person for your country on our website:  
[www.ekoenergy.org](http://www.ekoenergy.org)

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