



THE CARPET AND RUG INSTITUTE
Green Label Plus™ Indoor Air Quality Testing Program
carpet-rug.org | 706.428.2137 | Dalton, Georgia

CRI Green Label Plus Logo / Label (Service Mark) Usage Guidelines

The Carpet and Rug Institute (CRI) created Green Label Plus logos and labels to identify carpets, adhesives and cushions that have Green Label Plus certification. This usage guideline shows logo and label art options that are available for participants and private labelers that hold a current Green Label Plus certification. Additional information regarding the use of Green Label Plus logos and labels are found in CRI's Green Label Plus Quality Manual and participation agreements. Pre-approval is not required for advertising and promotional materials that use CRI's copyrighted content when this guideline is followed. For any questions about proper logo or label usage contact CRI at 706-428-2137.

CRI GREEN LABEL SERVICE MARK LOGOS / LABELS

CRI Green Label Plus logo and label artwork is available for Carpet, Cushion or Adhesive specific use. A label has a customizable area for the GLP# and a logo does not include GLP#. The logo includes a version with or without the URL. See examples below:



Carpet LOGO with URL



Carpet LOGO without URL



Carpet LABEL with GLP#

COLOR USE

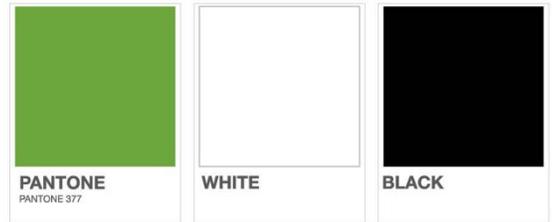
CRI green or black are approved logo colors.
Use of any other color is not permitted.

Spot Color: Green = Pantone® 377
Black = 100% Black

CMYK Process: Green = C:58 M:0 Y:100 K:11
Black = K:100

RGB Color: Green = R119 G154 B11
Black = R:0 G:0 B:0

Web Color: Green = #779a0b
Black = #000000



CLEAR SPACE & SIZE

Keep clear space on all sides equal to (at least) .25 in on all sides.
The logo should not be smaller than 0.5 in wide.
The label should not be smaller than 1.5 in wide.



PROHIBITED USES

GLP logos or labels can only be used on products that have CRI GLP certification. Do not alter the provided logo or label artwork in any way other than proportionate resizing.



X DO NOT
DEVIATE FROM
COLOR PALETTE



X DO NOT
ADD OUTLINES
OR ELEMENTS



X DO NOT
APPLY GRAPHIC
EFFECTS



X DO NOT
CROP OR EDIT
THE LOGO



X DO NOT
DISTORT LOGO
PROPORTIONS

CRI Green Label Plus Carpet LOGOS & LABELS Options

Copyrighted logos and labels for *certified carpets* are available as shown below — in color or black, with white background for reverse applications and logos have the option of no URL.

Carpet LOGOS



Carpet LABELS



CRI Green Label Plus Cushion LOGOS & LABELS Options

Copyrighted logos and labels for *certified cushions* are available as shown below — in color or black, with white background for reverse applications and logos have the option of no URL.

Cushion LOGOS



Cushion LABELS



CRI Green Label Plus Adhesive LOGOS & LABELS Options

Copyrighted logos and labels for *certified adhesives* are available as shown below — in color or black, with white background for reverse applications and logos have the option of no URL.

Adhesive LOGOS



Adhesive LABELS

