

# Visual Brand Guide

Official Tagline:

# Business Sustainability Ratings

Company Description:

EcoVadis is the world's most trusted provider of business sustainability ratings, intelligence and collaborative performance improvement tools for global supply chains. Backed by a powerful technology platform and a global team of domain experts, EcoVadis' easy-to-use and actionable sustainability scorecards provide detailed insight into environmental, social and ethical risks across 198 purchasing categories and 155 countries. Industry leaders such as Johnson & Johnson, Verizon, L'Oréal, Subway, Nestlé, Salesforce, Michelin and BASF are among the more than 60,000 businesses on the EcoVadis network, all working with a single methodology to evaluate, collaborate and improve sustainability performance in order to protect their brands, foster transparency and innovation, and accelerate growth. Learn more at [ecovadis.com](https://ecovadis.com).

The logo for EcoVadis is centered on the page. It consists of the word "ecovadis" in a lowercase, sans-serif font. The letter "v" is stylized, with a green checkmark shape integrated into its upper right stroke. The rest of the letters are in a dark grey color.

The new EcoVadis logo was balanced to reflect brand's professionalism, accuracy and openness. The logo is made of modern, geometric typography with a subtle checkmark hidden in a letter „v” with a blade of grass reflecting the eco approach of EcoVadis.



The new EcoVadis logo also comes with a tagline "Business Sustainability Ratings". The image above shows the logo lockup with tagline.



A minimum amount of clear space should surround the logo, separating it from other graphic design elements. This protected area preserves the legibility and visual impact of the logo.

The standard minimum clear space on all sides of the logo is equal to the height of the letter "v" in EcoVadis.



A minimum amount of clear space should surround the logo, separating it from other graphic design elements. This protected area preserves the legibility and visual impact of the logo.

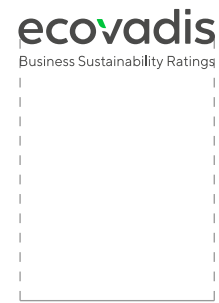
The standard minimum clear space on all sides of the logo is equal to the height of the letter "v" in EcoVadis.

Minimal print size:



20 mm

Minimal print size  
for tagline:



26 mm

Minimal web size:



60 px

Minimal web size  
for tagline:



200 px

The logo has been designed to maintain legibility in most sizes. However, when scaling to accommodate smaller applications, consider the legibility limitations provided.



Always try to place EcoVadis logo on its desired background: white or green



The green mark on the logo looks good on light and dark backgrounds only.

Pay attention to the contrast between the green mark and the background. If the green mark is not legible on a certain background use the white version of the logo.



Use the white version of the logo if you need to place EcoVadis logo on colored background other than green/black/grey.

Avoid placing logo on busy backgrounds (this means photos too).

The logo is always placed on a background. You should always try to place it on white or EcoVadis green background.

The image above shows the simple rules on placing the logo on backgrounds.





The icons are made of letter V checkmark placed on color background appropriate for the brand's main color.

70% TINT	70% TINT	70% TINT	70% TINT	70% TINT
<b>Green</b> #00C43C PANTONE: 354 CMYK: 81/0/92/0 RGB: 0/196/60	<b>Turquoise</b> #42AD88 PANTONE: 7723 CMYK: 69/0/54/7 RGB: 66/173/136	<b>Blue</b> #00a6fb PANTONE: CMYK: 69/25/0/0 RGB: 0/166/251	<b>Orange</b> #FFB402 PANTONE: 7549 CMYK: 0/22/100/2 RGB: 255/180/2	<b>Red</b> #E95238 PANTONE: 7625 CMYK: 0/82/80/0 RGB: 233/82/56
+30% BLACK	+30% BLACK	+30% BLACK	+30% BLACK	+30% BLACK
	<b>Graphite</b> #4A4A49 PANTONE: 418 CMYK: 38/26/40/72 RGB: 74/74/73	<b>Grey</b> #999999 PANTONE: Cool Gray 7 CMYK: 20/14/12/40 RGB: 153/153/153	<b>White</b> #999999 PANTONE: - CMYK: 0/0/0/0 RGB: 255/255/255	

The new EcoVadis color palette is based on modern and vibrant neon green color with supporting colors of turquoise, blue, orange and red. The new palette also defines the base colors for typesetting which are graphite, grey and white.