

Terms of Use for natureplus Logos



natureplus association logo

The natureplus association logo is legally protected and may only be used by natureplus internally or by authorized partners.

The natureplus association logo may be used for public advertising purposes after authorization by natureplus. It can be used by Members, Clients and third parties in both online and print advertising to draw attention to natureplus and the associated quality standards. The association logo is not intended for product advertising and the use of the logo in connection with non-certified products is not permitted.



natureplus licensed trademark and sample trademark

The licensed trademark bears the specific license number of a certified product as a signature. It is to be used in the context of natureplus-certified products and represents the actual product quality seal. It can only be used by the awarded natureplus clients themselves. In public presentations, care must be taken to ensure that the logo can be clearly assigned to the certified product or the certified product group. A mixed presentation of certified and non-certified products under the sign of the license mark is not permitted. The minimum height for the presentation of the trademark is 15mm to ensure the legibility of the license number. The licensed trademark may only be used during the validity period of the framework license agreement, which regulates the type and manner of use.

The generic sample trademark (with zeros, see illustration) may be used for example and illustrative purposes under the same conditions as the association logo.



natureplus Member logo

With the natureplus Member logo, Members of the environmental association natureplus e.V. can publicly display their membership and their commitment to sustainable construction. It is freely available to all Members.

The natureplus association logo as well as the Member logo and sample trademark are available online for [Download](#) in the natureplus colours.