



مؤسسة المواصفات والمقاييس الأردنية
Jordan Standards & Metrology Organization



JO-ECOLABEL
العلامة البيئية الأردنية
A National Mark for A Sustainable Future

GUIDELINES FOR USING JO-ECOLABEL LOGO

This guideline contains all the major tools and resources you will need to use JO-Ecolabel logo across different applications. Any design and or elements not suggested in these guidelines is not recommended.

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ABOUT JO-ECOLABEL

JO-Ecolabel is the official national environmental label of Jordan, developed and governed by the Jordan Standards and Metrology Organization (JSMO). It serves as a trusted certification mark awarded to products and services that demonstrate compliance with national environmental requirements.

PURPOSE OF THIS GUIDELINE

This document provides the official visual and usage conditions for the JO-Ecolabel and is intended exclusively for manufacturers officially awarded the JO-Ecolabel, to ensure consistent, accurate, unified representation of the ecolabel across all approved applications.

By following these guidelines, you help preserve the integrity of the ecolabel, maintain public trust, and ensure that the label is always recognized as a credible and authoritative symbol of sustainability in the Jordanian market and beyond.

VISION & VALUES

JO-Ecolabel reflects Jordan's commitment to environmental responsibility, resource protection, and sustainable economic growth. Its values are built on:

- **Transparency:** Clear criteria and available for public.
- **Environmental Responsibility:** Promoting efficient resource use and reduced environmental impact.
- **Continuous Improvement:** Encouraging innovation and progressive environmental performance.
- **Trust:** A credible framework led by JSMO and recognized nationally.

OWNERSHIP & GOVERNANCE

JO-Ecolabel is exclusively owned, managed, and regulated by JSMO, which is responsible for:

- Certification and granting the label.
- Performing Verification and Assessment activities.
- Communication and awareness activities.
- Continuous development of Jordanian Environmental Criteria.

No entity may use the JO-Ecolabel without formal written authorization from JSMO.

MAIN LOGO

JO-Ecolabel logo represents the official visual identity of the national ecolabel system. Always ensure that the logo is scaled consistently to avoid distortion. The following pages outline the basic specifications needed to ensure the logo is applied correctly and consistently across all applications.

The JO-Ecolabel logo draws its inspiration from Jordan's natural journey, stretching from the fertile green north, across resilient desert landscapes, to the life-giving waters of the Red Sea. At the heart of this journey appears the Sinai bird, native to one of the national symbols for Jordan.

The logo's continuous, leaf-inspired form reflects growth, renewal, and sustainability, bringing together the land, its ecosystems, and its people within a single flowing mark. The transition of colors from green to earth to blue mirrors Jordan's environmental diversity and expresses balance, endurance, and a long-term commitment to protecting natural resources under one unified national ecolabel.

Any misuse, distortion, or unauthorized application may compromise the integrity of the certification system and public trust.



CONSTRUCTION & CLEAR SPACE

Logo Construction

It was carefully constructed to allow legibility at any size while maintaining the brand's character. You can only use the logo in its final format, maintaining the spaces between letters as displayed.

Clear Space

To make sure our logo is legible and to maintain its integrity, keep the area surrounding it free of other elements.



LOGO SIZE

To ensure our logo is always legible in print, digital and other branded applications, there is a prescribed size based on the width of the logo.



CONDITIONS FOR USING THE LOGO

- It is the right for the licensed entity to use JO-ECOLABEL only on its products which have been granted the license, and on the related advertising and promotional materials and official correspondence associated with those products.
- The licensed entity shall obtain prior written approval from the certification department of JSMO before printing the logo on any new packaging or marketing material, in order to ensure proper use and prevent any violation prior to placing the product on the market.
- The logo shall be used strictly in accordance with the form and specifications set out in the applicable JO-ECOLABEL logo using guidelines.
- Where the logo is used pursuant to JO- ECOLABEL logo using guidelines, it shall be clearly visible, legible, and non-misleading, nor in a way that suggests that the entity itself has been granted the label, or that it covers all products of the entity.
- No modification of the logo shall be permitted. No images or additional text shall form part of the logo, and no text shall be written over or superimposed on the logo.
- The logo shall not be used on the website of the entity or its social media platforms unless such use is accompanied by an image of the product that has been granted the license, or in a manner that clearly indicates the scope and number of the label/certificate.
- The logo shall not be used in any manner that is detrimental to the reputation of JSMO or the certification department of JSMO.
- The logo shall not be used in conjunction with promotional statements that may imply that the product has superior technical advantages over other products.
- The logo shall not be used in the event of suspension or cancellation of the license to use JO- ECOLABEL.
- The entity shall bear sole responsibility for the correct use of the logo. In the event of any violation of the conditions of use, the appropriate legal actions shall be taken.
- The certification department of JSMO shall have the right to conduct follow-up and audit visits to verify the entities' compliance with the conditions for use of the logo, without prior notice.
- In the event that the logo is amended, the entity shall cease using the old logo, except for a reasonable period to be determined in coordination with the certification department of JSMO.
- The entity shall not be permitted to assign, transfer, or grant the right to use the logo to any third party.

LOGO DON'TS

It is important to not make adjustments to the logo for any reason. Logo should not be used in any color other than what is specified in the 'Main Logo' page.

Never use the logo in any angle other than horizontal.



When the logo is placed on any of the original brand colors, the version of the logo with a white outline (stroke) shall be used, as illustrated on the following page, This ensures optimal visibility and maintains the visual identity consistency of JO-Ecolabel.



Never lock other words or graphic elements to the logo.



Never use the logo in other ways than specified.



LOGO COLOUR USE

Our logo is the main recognizable visual statement of our identity, which means people need to see it as consistently and frequently as possible.

To achieve this and protect our identity, we limit the number of ways it is colored depending on the situation, occasion and medium it appears on.

Here are the main ways to color JO-Ecolabel logo.



OUR COLORS

The logo must always be used in its official approved colors, while maintaining its proportions, clear space, and visual integrity. The colors of the Jordanian flag should be respected; particularly in the bird element, which is composed of the colors of the Jordanian flag.

SPECIALTY COLORS

The specialty colors are designated only for product designs that require variations of tone and opacity.

RGB - 0 106 57
CMYK - 100 30 100 25
HEX - 006a39
Panton

RGB - 166 206 57
CMYK - 40 0 100 0
HEX - a6ce39
Panton

RGB - 237 28 36
CMYK - 100 100 0 0
HEX - ed1c24
Panton

RGB - 35 31 32
CMYK - 0 0 0 100
HEX - 231f20
Panton

RGB - 207 139 45
CMYK - 20 50 100 0
HEX - cf8b2d
Panton

RGB - 0 82 156
CMYK - 100 70 0 10
HEX - 00529c
Panton

OUR TYPEFACES

Our main typefaces are clean, modern, and easy to read, reflecting our brand’s clarity and confidence. For Arabic, we use **DIN Next LT Arabic**, and for English, we use **Century Gothic**.

Bold weights are used for titles and headlines to convey strength and emphasis.

Regular weights are used for subheadlines, maintaining balance and harmony.

Light weights are used for body copy, ensuring readability and a clean aesthetic throughout all applications.

DIN Next LT Arabic

Light	العلامة البيئية الأردنية
Regular	العلامة البيئية الأردنية
Medium	العلامة البيئية الأردنية
Bold	العلامة البيئية الأردنية

Century Gothic

Regular
Bold

