

How to use the CSR Performance Ladder logo



Licensed certification bodies and certified organisations may use the CSR Performance Ladder logo for their own publications. This document provides the requirements for the proper logo use. With any questions or doubts please contact us through info@mvoprestatieladder.nl or 0031 183 – 646 677.

About the logo As of 2020 there is a new logo. With the introduction of this logo, the old logo has become redundant. Below you will find an overview of what is allowed and what not.

Allowed

Logo including the text 'CSR Performance Ladder' in blue-grey:
Name: CSRPL_Logo_compact_grey_RGB.png



Colour: MVOP_Grey
CMYK: C33 M0 Y0 K32
RGB: R138 G172 B189
Hex: #8aacbd
PMS: 5415C

Logo including the text 'CSR Performance Ladder' in white on blue:
Name: CSRPL_Logo_compact_white_RGB.png



Colour: MVOP_White
CMYK: C0 M0 Y0 K0
RGB: R000 G000 B000
Hex: #ffffff
PMS: -

Logo including the text 'CSR Performance Ladder' in dark blue:
Name: CSRPL_Logo_blue_RGB.png



Colour: MVOP_Darkblue
CMYK: C100 M90 Y10 K0
RGB: R36 G50 B130
Hex: #243282
PMS: 294C

Means

It is allowed to use the logo on publications of our licensed certification bodies and certified organisations like:

- Website
- Brochures
- Transport

It is allowed to add an organisation motto to the logo. For example:

Company X is level 4 certified for



Do's & don'ts

- The standalone use of the trademark is not allowed for licensed certification bodies nor by the certified organisations. The trademark always is to be combined with the name of the scheme.



- The full-colour logo (multiple colours) may only be used by the owner of the scheme and on communications from the Foundation about the scheme (like a press release shared through another platform).
- The use of different colours other than stated above is not allowed.
- The logo is not to be used by other organisations than the Foundation, it's licensed certification bodies and certified organisations.
- A certified organisation is to make sure the logo is used in the proper way and is to safeguard its integrity of the use. At all times the logo or any reference to CSR certification may only be used by the organisations stated on the valid certificate.
- When the certificate expires or certification is terminated, the organisation is to remove the CSR Performance Ladder logo from its website and any other communications.
- It is not allowed to refer to CSR Performance Ladder certification in such way that it could imply that a specific product or service has been certified.
- It is not allowed to use the CSR Performance Ladder logo on any product or service.