



R2v3 CERTIFICATION MARK

The R2v3 Certification Mark is for the exclusive use of Facilities that have earned R2 Certification and are currently certified to R2v3. Displaying the R2v3 Certification Mark is the best way to differentiate your facility from the rest and is the first thing you should do to let customers know you are held to a higher standard. Use of this Certification Mark by anyone other than a facility certified to the R2v3 is prohibited - even SERI can't use the R2v3 Certification Mark since we aren't R2 Certified. Please get in touch with your CB to get clean hi-res versions of this logo directly from them.

GUIDELINES FOR PERMITTED USE

Only R2v3 Certified Facilities may use the R2v3 Certification Mark when describing activities in a manner strictly consistent with the scope of their R2 Certification(s). This includes displaying and referencing the Certification Mark in promotional materials, including in electronic and print advertisements.

The R2v3 Certification Mark cannot be used on or to describe products, including the packaging for such products, in any manner that implies the product itself is subject to or within the scope of R2 Certification. The R2v3 Certified Facility may not use the R2v3 Certification Mark in any way that relates to noncertified activities or facilities or that might otherwise cause confusion as to which of Applicant's facilities and/or activities are within the scope of Applicant's R2 Certification.

PROPER ATTRIBUTION

The R2v3 Certified Facility must include proper attribution of the R2v3 Certification Mark through a hyperlink to <https://sustainableelectronics.org> (when used in a digital application) or a footnote or similar legend: "[The R2v3 Certification Mark] is a registered certification mark of SERI. Any unauthorized use is strictly prohibited."



The R2 Certification Mark may be amended by SERI from time to time, e.g., to include new or revised composite marks built around the licensed Mark.

R2 CERTIFICATION MARK IMPROPER USE

The R2 Certification Mark may only be displayed in conjunction with those of Applicant's facilities which are R2 Certified facilities and may not be displayed on corporate websites or other media in a manner that is not specific and limited to those of Applicant's facilities (or activities), which are within the scope of Applicant's R2 Certification. Applicant may not use the Mark in any other way not permitted by SERI, including the following prohibited uses:



Applicant may not alter, cut apart, or otherwise distort the Mark in perspective or appearance.



Applicant may not combine the Mark with, within, or in conjunction with any other material, words, phrases or designs without the prior written permission of SERI.



Applicant may not change the configuration or proportion of any artwork.



Applicant may not translate the Mark into other languages.



Applicant may not use the Mark on promotional items, such as t-shirts, coffee mugs, or similar merchandise.



Applicant may not use black and white instead of color.