

DRAFT CEFIC GUIDELINES FOR THE USE AND PROTECTION OF RESPONSIBLE CARE LOGO IN EUROPE

1. Introduction

The Responsible Care Logo visualizes the principles of the [Responsible Care initiative](#) which are included in the [Responsible Care Global Charter](#).

The Responsible Care Logo is the common brand for national associations and member companies to identify their participation in this initiative.

In Europe, Cefic, the European Chemical Industry Council, has been entrusted by the ICCA with the role of granting its members, namely the national chemical industry federations across Europe, whether members or associated members, the right to use the Responsible Care logo, after having satisfied itself that the program developed by the national association meets the Responsible Care philosophy, is in accordance with the ICCA Global Charter and is correctly and adequately implementing the eight fundamental features of the initiative. National associations will then grant to their member companies, who have signed up to Responsible Care, the right to use the logo. Cefic takes care of the recognition of the logo as a trademark for all its member national associations.

2. The Responsible Care Logo

The visual representation is of two hands pointing upwards cupped around a collection of symbols which represent a hypothetical chemical structure. The logo expresses the key message of sound management of chemicals under the Responsible Care principles which are included within the Global Responsible Care Charter. It has also a logotype represented by the words "Responsible Care" and of a tagline that has been changed over time.



3. Why Cefic revised the user guidelines

In July 2026 Cefic has revised the guidelines for the use of the Responsible Care logo in Europe to mitigate the risk that the Responsible Care logo would be identified as a “sustainability logo” according to the EU Directive 2024/825 on empowering consumers for the green transition (referred in the document as “*Greenwashing Directive*”), that amends Directive 2005/29 on unfair business-to-consumer commercial practices in the internal market. So, the objective of the revised guidelines is to outline the risks of non-compliance with the revised Directive associated to the use of the logo in communications directed to the consumer, i.e. business-to-consumer (“B2C”) communications. The Directive defines a “sustainability label” as “any voluntary trust mark, quality mark or equivalent [...] that aims to set apart and promote a product, a process or a business by reference to its environmental or social characteristics, or both [...]”. It prohibits the use of a sustainability label unless it is established by public authorities; or based on a “certification scheme”.

The Directive does not distinguish between industry sectors, or between the business activities or operations of Responsible Care Members within those sectors. Moreover, as discussed above, the Directive covers claims about products, services, and businesses. So it regards Responsible Care Members that market consumer products (e.g., detergents, cosmetics, paints, lubricants) to the extent that they promote products (or services, if relevant), or advertise their businesses as a whole to consumers, but also Responsible Care Members that market bulk chemicals to other businesses (i.e., “B2B”) to the extent that they promote their products, services or businesses as a whole to consumers, although the enforcements risks are lower for them. Further, also transport and distribution service providers may be in scope to the extent that they promote their products, services or businesses as a whole to consumers.

A communication is in scope of the Directive if it is directed at consumers in the EU, independently of where the Responsible Care Member is based. Whether a communication is directed at a consumer in the EU is subject to a case-by-case assessment, which among other things, can include the context of the communication (e.g., whether the communication is an advertisement shown in the EU or a website with an EU domain) and the language of the communication (e.g., whether the communication is in an EU language). Therefore, for communications directed at consumers in the EU, the risks for global companies using the Responsible Care logo are the same as the risks for EU based companies using the Responsible Care logo.

These revised guidelines are based on the European Directive, and so national associations must still check for their own national legislation implementing the Directive because it may go beyond the EU requirements and scope and be implemented in a more restrictive way.

4. New Responsible Care logo user guidelines

4.1. Modify the Responsible Care logo

In line with the provisions of the Greenwashing Directive, and to reduce the risk that an authority would consider the Responsible Care logo as a sustainability label, the logo should be used as follows:

- a. The logo should not be displayed in green, as the colour may be associated with sustainability claims or environmental pledges.
- b. The logo should be used either on its own (without any wording) or only with the wording “Responsible Care”. The tagline “Driving Safety & Sustainability” should be removed, as the term “sustainability” may be interpreted as an environmental claim.

ICCA guidelines (in Annex I) should be interpreted in light of the above principles a and b. The revised use for Europe is described in the Annex II.

New versions of the logo without the tagline have been shared with national associations.

4.2 References to “Responsible Care” in ordinary, non-logo text

It is permitted to use the term “Responsible Care” in ordinary font within a larger sentence or paragraph in corporate communications.

It is also possible to refer to the Responsible Care initiative as such, and not to the Responsible Care logo or trademark. This should be done in a way that does not result in the Responsible Care wording to stand out from the text as a graphic element. Responsible Care Members can therefore communicate about the Responsible Care initiative without the logo so long as the communication makes clear that the Responsible Care Members merely commit to certain principles of business operations and does not state or imply that the Responsible Care initiative is a third-party certification for the product or business. They should explain what membership of the initiative means and avoid making or implying a claim that they operate in any way that is “responsible” or “careful” outside of the Responsible Care initiative scheme commitments. Responsible Care Members should also ensure that they provide information about the Responsible Care initiative alongside any reference to “Responsible Care,” or provide a link to more information.

4.3 Allowed uses of the Responsible Care logo

- **Online communications:** the Responsible Care logo can be used only on webpages that are clearly directed at professional users and investors only. Many companies already have an “investors-only” or “customers-only” section of their websites that is difficult to navigate to and requires a login or password to use. If the Responsible Care logo is used only in those website sections, or in similar restricted sections (where “customers” are professional users, rather than consumers), they may be able to argue that the communication is not targeted at consumers and therefore outside the scope of the Greenwashing Directive. This also applies to any use of the logo, e.g., in text, imagery, or

video: the use of the logo is allowed only if they are clearly directed at professional users and investors only.

- **Sustainability reports:** The logo can be used in mandatory corporate sustainability reports, such as reports under the EU's Corporate Sustainability Reporting Directive because they are out of scope of the Greenwashing Directive. For what concerns voluntary ESG reports it is currently less clear, although it is likely that national authorities will consider the text of voluntary reports out of scope of the Greenwashing Directive if a third party has provided an assurance statement that the report complies with a recognized voluntary reporting framework e.g., the Global Reporting Initiative ("GRI") framework, or the Task Force on Climate-Related Financial Disclosures ("TCFD") framework.
- **Corporate Stationary (e.g., letterheads, email signatures, envelopes, and business cards):** the use of the Responsible Care logo on corporate stationery is allowed only where the communication is clearly and exclusively directed at professionals (e.g., a direct email exchange between the Responsible Care Member and professional).
- **Brochures:** the logo can be used on in-house brochures e.g., as part of internal communications to promote the Responsible Care initiative to employees, because employees acting in the course of their employment are not consumers. The Responsible Care logo can be used in other brochures if they are clearly and exclusively directed at professionals (e.g., a sales catalogue for bulk, professional-grade chemicals).
- **Plaques and posters on office or plant buildings:** Responsible Care logo can be used on plaques and posters *inside* corporate buildings, as those communications are direct at employees acting in the course of their employment, who are by definition not consumers.
- **Legally-required reports to authorities:** the logo can be used in legally-required reports to authorities, where relevant and appropriate.
- **Bulk storage tanks, transport containers, etc.:** a Responsible Care Member may in principle use the logo on bulk storage tanks, transport containers, etc. where the product is sold or advertised B2B, and where the logos on the tanks, containers, etc. are not visible to the public during transport.

In addition, when using the Responsible Care logo, Responsible Care Members must not state or imply that the logo represents a certification for a business or a product, and must explain what the logo represents (*i.e.*, that a Responsible Care Member has voluntarily committed to the Responsible Care Charter). A Responsible Care Member using the logo should provide detailed information on its own commitments and actions under the initiative, and provide, or direct the reader to more information on the initiative itself e.g., on Cefic's website or the website of the International Council of Chemical Associations (ICCA).

4.4 Prohibited Uses

- **Online communication:** There is a significant risk that an authority will consider the Responsible Care logo to be a consumer-facing communication if it is used on an open access webpage, or the main landing pages of a website.

- **Sustainability reports:** the European Commission's FAQ Guidance¹ makes clear that if a trader (e.g., a Responsible Care Member) uses text from its sustainability report in other voluntary marketing communications, those communications will be claims in scope of the Greenwashing Directive.
- **Corporate stationery:** the logo cannot be used on envelopes and businesses cards, as those are — to a certain degree — “public facing” documents. The Responsible Care logo cannot also be used on gifts, office equipment, and other stationary items like notebooks and briefcases that arguably promote the Responsible Care Member without discrimination between consumers and professionals.
- **Plaques and posters:** the logo cannot be used on plaques or posters displayed on the outside of corporate buildings, or in public spaces within corporate buildings (e.g., a consumer facing retail space).
- **On product packaging** or in any manner that suggests product certification.
- **In any materials for the advertising, marketing, or distribution of specific products.**
- **In product-related documentation**, such as technical specification sheets, material safety data sheets, or transport emergency cards (TREMcards).
- **In a modified form** - the registered version must always be used without alteration.
- **By any non-member entity.**

Any violation of these conditions may result in sanctions.

These Guidelines have been developed by Cefic as general guidelines for the use and protection of the Responsible Care logo in Europe. Although Cefic makes every effort to ensure the completeness of the information provided, the information may not be sufficient or appropriate in all cases. This information is not intended to replace an individual assessment made by the users of the Responsible Care logo (taking into account, for example, their national legislation and enforcement policy at national level). No representations or warranties are made with regards to the accuracy or completeness of their contents, and no liability will be accepted by Cefic for damages of any nature whatsoever resulting from the interpretation, use or reliance on these Guidelines.

¹ European Commission, [FAQ Guidance on the Greenwashing Directive](#) (18 May 2026, Ref. Ares(2026)5025288) (“Commission FAQ”)

ANNEX I: ICCA Responsible Care Logo Usage Guidelines – International Standards



International Council of
Chemical Associations

Governance

The Responsible Care® logo is the common brand for national associations and their member companies to identify their participation in this initiative. Only ICCA member associations and their member companies are to use it for the industry recognition and public awareness that reflects the Responsible Care principles visually.

It is suggested that all national associations which run a Responsible Care program and their member companies which are committed to the initiative will move towards the use of the updated logotype “Responsible Care” in their international communications to maximize the identity of the initiative worldwide.

About the Brand Refresh

The Responsible Care® brand refresh aims to enhance and support global brand awareness of our industry’s leading safety and sustainability initiative. Education and engagement with policymakers, global regulators and other external stakeholders on Responsible Care can support the development of sound, science-based chemicals management policies.

Market research has shown that proactive Responsible Care messaging, communicated by the right voices and tailored to key audiences, has a demonstrable impact on positive perception of the industry. Further, research shows that the strongest Responsible Care messages convey industry action and development of new initiatives to enhance both safety and sustainability.

Leveraging the research and domestic and international support, in November, the International Council of Chemical Associations (ICCA) Responsible Care Leadership Group, with support from the ICCA Communications Working Group, endorsed the creation of a new Responsible Care tagline and a modernized Responsible Care logo.

The new logo updates the previous Responsible Care tagline “Our Commitment to Sustainability” to “Driving Safety & Sustainability,” which more effectively conveys the foundational focus on safety in Responsible Care with growing stakeholder interest in sustainability, and better highlights industry’s action in both areas.

About the Logo

The Responsible Care® logo is composed of a logomark, logotype, tagline, and the service mark symbol.

Based on the following logo usage guidelines, national associations should keep the visual integrity of the logo while only determining color treatment and typeface.

The Logo & Its Elements



About the Logo

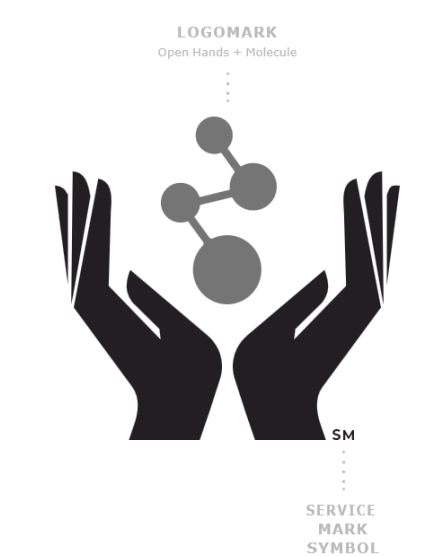
The Responsible Care® logo also comes in horizontal variation with the same composition: of a logomark, logotype, tagline, and the service mark symbol.

The Horizontal Logo Variation & Its Elements



The Responsible Care® logomark can also be used alone with the service mark symbol, absent the logotype and tagline.

The Logomark



Determining Color

The Responsible Care® logo is comprised of two (2) colors. The tagline and the hands within the logomark are to be another single color — consider this Color 1. The logotype, service mark symbol, and the molecule within the logomark are to be a single color — consider this Color 2. When the logomark is used alone, the service mark symbol is to be colorized with Color 1.

When selecting colors...

1. Color 1 should be darker than Color 2.
2. Colors 1 and 2 should convey trustworthiness, safety, and sustainability.
3. Colors 1 and 2 should not be associated with danger or hazard.
4. Colors 1 and 2 should remain the same in the horizontal logo variation.



Example: International (ICCA) Responsible Care® Logo and Logomark



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Determining Type

The logotype, service mark symbol, and tagline are all typographic elements of the Responsible Care® logo. A single typeface in differing weights, cases, and kerning is used for all typographic elements. The single typeface should be a simple sans serif with varying weights.

The logotype and service mark symbol are to be capitalized (every letter) and of a heavy weight, like bold or extra bold. The tagline is to be in title case (first letter of every word capitalized) and of a lighter weight, like regular or medium.

Example: International (ICCA) Responsible Care® Logo

The International Council of Chemical Associations uses the typeface Montserrat.

Montserrat is a sans serif font with nine (9) weights provided by Google Fonts.



Annex II: Guidelines for the use of the Responsible Care logo in Europe

DO NOT USE THE GREEN VERSION OF THE LOGO:



DO NOT USE THE LOGO WITH THE TAGLINE:



CORRECT USE OF THE RESPONSIBLE CARE LOGO IN EUROPE:



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