此为《OBP-LOG-GUI-V3.1 OBP LOGOS USES AND CLAIMS GUIDELINES》的中文译本。英文原版已附在译本之后。

趋海塑料 (OCEAN BOUND PLASTIC)认证计划

OBP 标识使用与声明指南 (OBP LOGOS USES AND CLAIMS GUIDELINES)

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参考文件

本指南制定过程中使用了以下文件：

- 美国联邦贸易委员会 (FTC) 绿色指南：第 260 部分 - 环境营销声明使用指南，2012 年
- ISEAL 联盟：可持续性声明良好实践指南，版本 1.0，2015 年 5 月

修订与更新

如需纳入不会实质性改变指南内容的改进或澄清，将对本文档进行修订。进一步的重大修订计划将在趋海塑料计划网站上公布。请将您对指南的任何评论发送至 contact(at)obpcert.org。

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1. 引言（INTRODUCTION）

Zero Plastic Oceans 的目标是通过制定激励措施和模型，促进收集趋海塑料[1] (OBP)，以保护海洋免受来自陆地活动的塑料废物持续泄漏的影响。

趋海塑料认证计划旨在通过增加价值，在趋海塑料到达海洋之前有效地收集和处理它们，从而鼓励从环境中清除趋海塑料。该计划由两个子计划组成：趋海塑料回收子计划和趋海塑料中和子计划。

当趋海塑料具有商业可回收性[2]时，可以通过认证其来源和可追溯性来鼓励其收集和回收，通过趋海塑料回收子计划赋予其更高的市场价值。该监管链根据组织在链中所处的环节，使用趋海塑料收集组织标准、趋海塑料回收组织标准和趋海塑料品牌标准进行认证。

当趋海塑料不具有商业可回收性[3]时，可以通过趋海塑料中和子计划认证其收集和最终处理过程来鼓励该过程。在此模型中，塑料生产商或用户可以通过购买趋海塑料信用，从自然环境中清除确定数量的塑料废物，从而为更好的环境做出贡献。该模型使用趋海塑料中和服务提供商标准和趋海塑料生产商与用户标准进行认证。

组织可以为一个或两个子计划进行认证，因为它们是互补的解决方案。从经济效率的角度来看，同时使用两个子计划是有意义的，因为所有趋海塑料都可以一次性收集和销售。从环境角度来看也是如此，因为只有同时处理商业可回收和不可商业回收的趋海塑料，我们才能产生真正的影响。

收集趋海塑料的组织若希望为其员工和非正式收集者（独立收集者）提供增强的社会效益，可以额外认证**社会附加型趋海塑料组件**。

[1] 趋海塑料 (Ocean Bound Plastic)，如 OBP-DEF-GUI 所定义，是指将被水流、风、河流或潮汐作用带入海洋的塑料垃圾。

[2] 商业可回收趋海塑料 (Commercially recyclable OBP)，如 OBP-DEF-GUI 所定义，意味着趋海塑料在技术上可回收，并且可以在当地以对废品捡拾者或收集组织有吸引力的价格出售给回收商。目前，特别是在趋海塑料泄漏入海洋的国家，相当一部分技术上可回收的趋海塑料不幸地不具备商业可回收性。

[3] 不可商业回收趋海塑料 (Not commercially recyclable OBP)，如 OBP-DEF-GUI 所定义，意味着趋海塑料无法以有吸引力的价格出售，但也包括技术上不可回收的产品或包装（由于使用的树脂、不同材料的混合或因为它们损坏太严重）。

2. 术语与定义（TERMS AND DEFINITIONS）

本文档全程使用大写字母来标示那些包含在 OBP-DEF-GUI 中可用定义中的词语。缩写词的含义也在同一 OBP-DEF-GUI 文档中提供。

3. 通用信息（GENERAL INFORMATION）

3.1. 范围（SCOPE）

本文档涵盖了整个趋海塑料计划（包括趋海塑料中和子计划、趋海塑料回收子计划和社会附加型趋海塑料组件）的 OBP 标识使用。每个子计划和社会附加型趋海塑料组件使用不同的标识，并且适用于产品特定声明（第 5.2 节）的规则也不同。

趋海塑料回收子计划标识称为 OBP 标识，趋海塑料中和子计划标识称为 OBPN 标识，社会附加型趋海塑料标识称为 Social+ 标识。每个标识都有其自己的手册，OBP 标识手册在附录 II，OBPN 标识手册在附录 III，Social+ 标识手册在附录 IV。

3.2. 趋海塑料声明（OBP CLAIMS）

当经认证的组织希望公开告知（通常为了营销目的）其符合趋海塑料认证计划时，即进行趋海塑料声明。

趋海塑料计划下有两大类声明：**宣传声明**和**产品特定声明**。

除商业文件（如发票、报价单和运输单据）外，所有声明都必须使用趋海塑料标识。

趋海塑料声明不得以可能以下列方式做出：

- 损害趋海塑料认证计划、趋海塑料商标和/或 ZPO 的声誉、信誉和商誉。
- 引起混淆、导致误解、夸大或掩饰使用再生趋海塑料或生产趋海塑料中和/正面产品所实现的环境影响的真实性。
- 诱导他人理解认证涵盖了趋海塑料认证计划范围之外的产品方面（例如质量）。
- 导致公众相信 ZPO 或认证机构对范围证书持有者的活动承担超出趋海塑料认证计划范围的责任、认可或支持。

3.3. 使用与声明概述 (OVERVIEW OF USAGE & CLAIMS)

下表涵盖了本文档按声明类型详述的 4 种主要情况。

[1] 可以添加规格来描述产品，如聚合物类型（PE, PP, ..）或趋海塑料状态（破碎的、打包的, ..）。

[2] 仅当收集组织和/或中和服务提供商除相应标准外还认证了 OBP-SOC-STD 组件时，才能进行社会附加型趋海塑料声明。

[3] 宣传声明可以在促销产品（如 T 恤、杯子...）上做出，但如果这些促销产品并非由再生趋海塑料制成或并非趋海塑料中和/正面，则该声明不得诱导消费者相信它们是。

（译者注：此处原文档有一个总结表格，因格式复杂且主要为示例，翻译从略。核心信息已在上文和后续章节体现。）

3.4. 趋海塑料声明批准流程 (OBP CLAIMS APPROVAL PROCESS)

在准备涉及趋海塑料认证计划的声明之前，组织应仔细阅读本文档，并将其可能有的任何问题提交给其认证机构。

组织希望使用的包含声明的设计图稿，应在其使用前发送给该组织的认证机构批准。组织应保存所有经认证机构批准的使用记录至少 4 年。ZPO 不会批准认证组织的声明。

3.5. 获取标识和产品上标签文件 (OBTAINING LOGO AND ON-PRODUCT LABELS FILES)

ZPO 将向经批准的本认证计划的认证机构分发趋海塑料标识的高清文件。经认证的组织应向其认证机构索取这些文件。ZPO 不会向经认证的组织分发高清文件。

3.6. 生效日期 (EFFECTIVE DATE)

本指南自发布之日起生效，并将于 2024 年 6 月 30 日起强制使用。新的认证申请人和已认证组织应自该日期起依据本版指南接受评估。

4. 标识使用手册 (LOGO USES MANUAL)

所使用的标识应始终来自认证机构提供的原始高清文件。原始标识允许某些变化，以方便更广泛的使用，特别是在产品和包装上。

默认情况下，特别是对于宣传声明，应使用如下所示的基本颜色版本的标识。

OBP Logo　　Social+ Logo　　OBPN Logo

完整的 OBP 标识使用手册可在附录 II（OBP 标识）、附录 III（OBPN 标识）和附录 IV（Social+ 标识）中找到。

5. 声明（CLAIMS）

5.1. 宣传声明（PROMOTIONAL CLAIMS）

宣传声明是经认证的组织为宣传其作为范围证书持有者的身份、其参与趋海塑料认证计划以及推广其产品和服务（含趋海塑料、含社会附加型趋海塑料、或趋海塑料中和/正面认证产品和/或销售趋海塑料信用）而做出的声明。

例如，根据趋海塑料收集组织标准认证的组织，可能希望声明他们是趋海塑料收集者/可回收趋海塑料销售者/供应商。

根据趋海塑料收集组织标准和社会附加型趋海塑料组件认证的组织，可能希望声明他们销售社会附加型趋海塑料。

根据趋海塑料回收组织标准认证的组织，可能希望声明其销售可回收趋海塑料，或其制造含有再生趋海塑料的产品。

根据趋海塑料品牌标准认证的组织，可能希望声明其销售由再生趋海塑料或再生社会附加型趋海塑料制成的产品或产品线。

根据趋海塑料中和服务提供商标准认证的组织，可能希望声明其可提供趋海塑料中和服务并销售趋海塑料信用。

根据趋海塑料生产商与用户标准认证的组织，可能希望声明其部分或全部生产是趋海塑料中和/正面的。

宣传声明可用于内部或外部沟通，通常预期出现在营销材料、网站、公司文件以及其他促销物品上。当赠送给客户和潜在客户的促销物品是由不包含趋海塑料或社会附加型趋海塑料的塑料制成，或者不是趋海塑料中和/正面时，声明不得以任何方式诱导该物品是由趋海塑料或社会附加型趋海塑料制成或是趋海塑料中和/正面的。

声明应准确、真实，绝不误导消费者。组织在做出宣传声明时应非常小心，以确保公众清楚了解哪些产品有效是或包含趋海塑料、或社会附加型趋海塑料、或是趋海塑料中和/正面的，特别是当该组织同时处理不含趋海塑料的产品或非趋海塑料中和/正面产品时。

应在网站、目录、横幅等上明确区分趋海塑料产品和非趋海塑料产品。应使用诸如“我们的一些产品含有经认证的再生趋海塑料”、或“我们的一些产品是趋海塑料中和/正面的”、或“产品 X 是趋海塑料中和/正面的”等语言来澄清任何可能的歧义。

所有宣传声明都需要附上适用的趋海塑料标识。包含声明和标识的设计图稿应在使用前提交给认证机构批准。经认证的组织应保存所有经认证机构批准的设计图稿/声明记录。

可接受的声明示例：

- 我们供应在 A 河流收集的经认证的水道趋海塑料。

- 我们提供经认证的*海岸线趋海塑料，分选并打包的 PE、PP 和 HDPE。（可选：由[认证机构名称]认证，证书编号#）*
- 我们的 X 产品线由 90% 的再生社会附加型趋海塑料制成。
- 我们正在我们所有的 X 包装或 Z 产品中融入 20% 的经认证的再生趋海塑料。
- 我们经认证可提供每年高达 10,000 吨的趋海塑料中和服务。
- 我们的产品线"X"是趋海塑料中和[4]的，用于制造产品"X"的塑料已通过收集和处理等量的非商业可回收趋海塑料得到补偿。

不可接受的声明示例：

- 我们供应优质的经认证趋海塑料。（声明暗示优质质量是经过认证的）
- 我们公司每年回收和中和 5000 吨塑料。（声明混合了回收和中和，并且没有澄清哪些与趋海塑料认证相关）

[4] 根据趋海塑料生产商与用户标准认证的组织将被允许声明产品为趋海塑料中和或塑料中和，因为两种断言都是真实的。

5.2. 产品特定声明 (PRODUCT SPECIFIC CLAIMS)

5.2.1. 通用规则 (GENERAL RULES)

产品特定声明可由经认证符合趋海塑料收集组织标准（包含或不包含社会附加型趋海塑料组件）、趋海塑料回收组织标准和趋海塑料生产商与用户标准的组织做出。经认证符合趋海塑料品牌标准的组织本身不能做出产品特定声明，需要依赖其经认证的供应商代表其做出产品特定声明。

对于回收子计划：

产品特定声明使用**产品上标签**格式（适用于 OBP 和社会附加型 OBP），并带有可选的**文本声明**。

对于中和子计划：

产品特定声明使用 **OBPN 标识**，并在适用时结合 **Social+ 标识**，并带有可选的**文本声明**。

产品特定声明只能用于包含在组织范围证书内的产品。

声明应附加（印刷、粘贴或用标签系附）到产品、其包装或两者上，但方式必须明确，不会对何种物品含有经认证的趋海塑料或社会附加型趋海塑料，或是趋海塑料中和/正面产生混淆。对于使用趋海塑料或社会附加型趋海塑料制成，或为趋海塑料中和/正面，但包装在非由趋海塑料或社会附加型趋海塑料制成，或非趋海塑料中和/正面的塑料容器中的产品，反之亦然，这一点尤其重要。

应向向经认证组织颁发范围证书的认证机构索取高清的产品上标签文件。

包含产品上标签的设计图稿应在使用前提交给认证机构批准。经认证的组织应保存所有经认证机构批准的设计图稿记录。

5.2.2. 趋海塑料中和子计划的特定规则 (SPECIFIC RULES FOR THE OBP NEUTRALITY SUBPROGRAM)

产品特定声明应使用 OBPN 标识做出，遵守附录 III 标识手册中提出的要求，并且必须添加趋海塑料计划信息链接 http://www.obpcert.org。组织可以选择性地添加文本声明（如果需要）。

在适用的情况下（即当趋海塑料信用供应商经认证符合趋海塑料中和服务提供商标准和社会附加型趋海塑料组件时），组织可以组合使用 OBPN 标识和 Social+ 标识。

5.2.3. 趋海塑料回收子计划的特定规则 (SPECIFIC RULES FOR THE OBP RECYCLING SUBPROGRAM)

产品特定声明应使用**产品上标签**格式，并带有可选的**文本声明**。

就产品的趋海塑料来源以及趋海塑料或社会附加型趋海塑料含量做出声明的可能性，取决于供应链上所

有组织所使用的**供应链模型**。请参阅与您组织相关的标准，并查阅 OBP-DEF-GUI 的供应链模型附录，了解模型选择如何影响声明权利。

产品特定声明只能通过使用正确的产品上标签格式做出。可用产品上标签格式的非详尽列表包含在本文件的附录 I 中。产品特定声明必须包含趋海塑料计划信息链接 http://www.obpcert.org，这是标准格式的一部分。

趋海塑料的含量百分比应根据趋海塑料重量相对于产品特定声明所涉及产品总重量的比例来确定。

- 示例：对于一个含有 500 克 100% 再生趋海塑料、200 克其他塑料和 300 克金属的袋子，趋海塑料百分比将为 50%。(计算方式：500/(500+200+300))
- 示例：对于一个由 30 克 80% 再生趋海塑料、30 克其他塑料和 200 克其他材料制成的手机，趋海塑料百分比将为 9%。(计算方式：(30x0.8)/(30x0.8+30+200))
- 针对需进一步加工的可回收趋海塑料销售的 B2B 交易，产品上加贴标签可以使用产品上标签，将“RECYCLED”（再生）替换为“RECYCLABLE”（可回收）。
- 经认证的组织可能希望为其产品特定声明包含额外信息，例如趋海塑料来源、趋海塑料类别（潜在、海岸线、水道或渔业材料）、树脂类型（PE、PP、PS、HDPE...）、范围证书编号以及认证机构名称或参考号。文本声明用于在产品上标签中添加此类附加信息。

5.2.4. 购买经认证包装的未认证组织的例外情况 (EXCEPTIONS FOR NON-CERTIFIED ORGANIZATIONS PURCHASING CERTIFIED PACKAGING)

购买经认证的再生趋海塑料或社会附加型趋海塑料，或趋海塑料中和/正面塑料包装（例如食品行业、家居产品）的未认证公司，若希望推广其包装的特殊性，可以要求其供应商代表其进行标签。在这些情况下，供应商将向其认证机构请求验证设计图稿，并将交付已印刷或粘贴有产品特定声明的包装。

如果不可行，塑料包装的最终用户需要获得趋海塑料回收组织标准或趋海塑料生产商与用户标准（以适用者为准）的认证，才能被允许做出产品特定声明。

未认证的公司可以销售上述趋海塑料认证产品，但不允许使用趋海塑料标识进行宣传声明。如果公司希望进行此类声明，则应寻求根据趋海塑料品牌标准进行认证。

5.2.5. 内部产品管理和非成品的例外情况 (EXCEPTIONS FOR INTERNAL PRODUCT MANAGEMENT AND NON-FINISHED PRODUCTS)

在生产、存储、原材料或半成品分拣期间，对趋海塑料认证产品或材料进行标签，不需要使用趋海塑料标识。标签和标识要求只需符合适用的趋海塑料标准的供应链模型要求。在此特定情况下，不需要认证机构批准标签设计图稿。

但是，如果组织使用产品上标签或趋海塑料标识，则要求这些标签必须易于移除，以便其他可能不持有有效范围证书的组织进行进一步加工。

5.2.6. 文本声明 (TEXT CLAIMS)

经认证的组织可以用**文本声明**来伴随所选的产品上标签或 OBPN 标识，以提供关于产品的附加信息。

文本声明不应提供趋海塑料认证未涵盖的信息。例如，应避免使用“优质、卓越品质、纯净”等术语或“符合我们的环境承诺”等陈述，因为认证并不验证产品质量，也不验证组织是否遵守其环境承诺。

文本声明示例：

- 本产品采用 37% 再生海岸线趋海聚酯制成。
- 此包装至少含有 75% 的再生趋海塑料 / 由 [认证机构名称] 认证，证书编号 #
- 我的趋海塑料重量已从环境中清除 / 由 [认证机构名称] 认证，证书编号 #

6. 附录 I - 趋海塑料回收子计划的产品上标签格式 (ANNEX I-ON-PRODUCT LABEL FORMATS FOR

此为《OBP-LOG-GUI-V3.1 OBP LOGOS USES AND CLAIMS GUIDELINES》的中文译本。英文原版已附在译本之后。

THE OBP RECYCLING SUBPROGRAM)

本附录仅适用于根据趋海塑料回收子计划认证的组织（趋海塑料收集组织，含或不含社会附加型趋海塑料组件，以及趋海塑料回收组织标准），不包括趋海塑料品牌标准。

6.1. 通则（GENERALITIES)

希望做出产品特定声明的组织应根据其范围证书中包含的产品使用产品上标签格式。

产品上标签格式必须包括:

- 适用的 OBP 标识或 Social+ 标识。
- 再生趋海塑料含量（以百分比表示，并四舍五入到最近的整数）。
- 趋海塑料计划网站地址（http://www.obpcert.org)。

产品上标签格式可以包括:

- 附加的文本声明。
- 趋海塑料类别（水道、海岸线、潜在、渔业材料）。

推荐使用 OBP 标识的彩色版本，但在标识使用手册（附录 II 和 IV）提到的规则范围内，单色版本也被接受。

推荐使用 OBP 字体 Helvetica37-CondensedThin，但类似的字体也可接受。产品上标签的文本应保持清晰可读，并且放置方式不得改变 OBP 标识。

下面第 6.2 节给出了各种组合的产品上标签格式示例。

6.2. 含有再生趋海塑料或再生社会附加型趋海塑料产品的标签（LABELS FOR PRODUCTS CONTAINING RECYCLED OBP OR RECYCLED SOCIAL+ OBP)

当使用产品上标签表示再生趋海塑料或再生社会附加型趋海塑料时，使用标签“XX% RECYCLED OBP”或“XX% RECYCLED SOCIAL+ OBP”披露再生社会附加型趋海塑料或趋海塑料的确切含量（四舍五入到最近的整数）。

6.2.1. “XX% RECYCLED SOCIAL+ OBP” 标签（披露内容四舍五入）

以下示例是指定“50% RECYCLED SOCIAL+ OBP”声明的有效版本，其中使用了三种不同的文本位置选项（下方、右侧水平、右侧垂直）。也提供了单色版本。显然，百分比应根据组织的特定产品进行调整，可以从 1% 到 100%。组织可以调整文本位置、大小和布局，使产品上标签适应预期用途，但需确保文本保持可读性。

未特别提及趋海塑料类别：

提及水道趋海塑料类别：

此为《OBP-LOG-GUI-V3.1 OBP LOGOS USES AND CLAIMS GUIDELINES》的中文译本。英文原版已附在译本之后。

提及渔业材料趋海塑料类别：

6.2.2. “XX% RECYCLED OBP” 标签（披露内容四舍五入）

以下示例是指定“50% RECYCLED OBP”声明的有效版本，其中使用了三种不同的文本位置选项（下方、右侧水平、右侧垂直）。单色版本也将是有效的。显然，百分比应根据组织的特定产品进行调整，可以从 1% 到 100%。组织可以调整文本位置、大小和布局，使产品上标签适应预期用途，但需确保文本保持可读性。

未特别提及趋海塑料类别：

提及海岸线趋海塑料类别：

此为《OBP-LOG-GUI-V3.1 OBP LOGOS USES AND CLAIMS GUIDELINES》的中文译本。英文原版已附在译本之后。

50% RECYCLED
SHORELINE OBP
www.obpcert.org

50% RECYCLED
SHORELINE OBP
www.obpcert.org

50% RECYCLED
SHORELINE OBP
www.obpcert.org

提及水道趋海塑料类别：

50% RECYCLED
WATERWAYS OBP
www.obpcert.org

50% RECYCLED
WATERWAYS OBP
www.obpcert.org

50% RECYCLED
WATERWAYS OBP
www.obpcert.org

7. 附录 II - 趋海塑料回收子计划的 OBP 标识使用手册（ANNEX II- OBP LOGO USES MANUAL FOR THE OBP RECYCLING SUBPROGRAM)

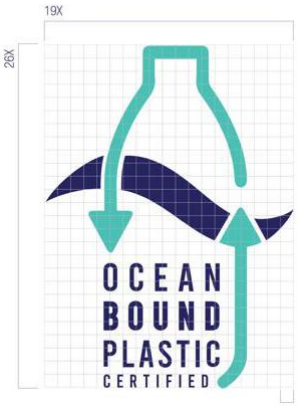
本附录仅适用于根据趋海塑料回收子计划（趋海塑料收集组织和趋海塑料回收组织标准）认证的组织，且收集组织未认证社会附加型趋海塑料组件。

视觉识别 | 标识（VISUAL IDENTITY| Logotype)

本手册介绍了正确使用构成趋海塑料回收子计划视觉识别的图形元素的要求。组织必须遵循本手册中提出的要求，才能使其声明获得认证机构的批准。

构造 | 网格（CONSTRUCTION| Grid)

此为《OBP-LOG-GUI-V3.1 OBP LOGOS USES AND CLAIMS GUIDELINES》的中文译本。英文原版已附在译本之后。

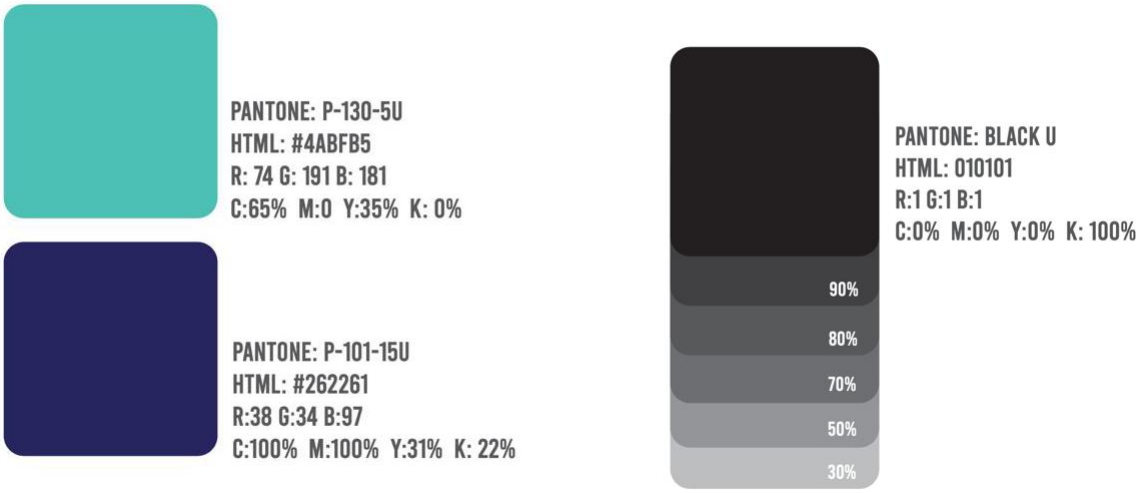


标识建立在与 X 值成比例的模块化表面上。遵守这些构造尺寸可确保标识形状不被改变。网格尺寸为 19X 宽 x 26X 高。

构造 | 保护区域 (CONSTRUCTION| Protection Area)

应在标识网格周围建立一个保护区域。该区域应避免有任何干扰感知和品牌可见性的图形元素。最小保护区域为 2X，但如果可能，应使用更大的区域以避免标识与其他文本或图形元素之间的干扰。

视觉识别 | 颜色 (VISUAL IDENTITY| Colors)



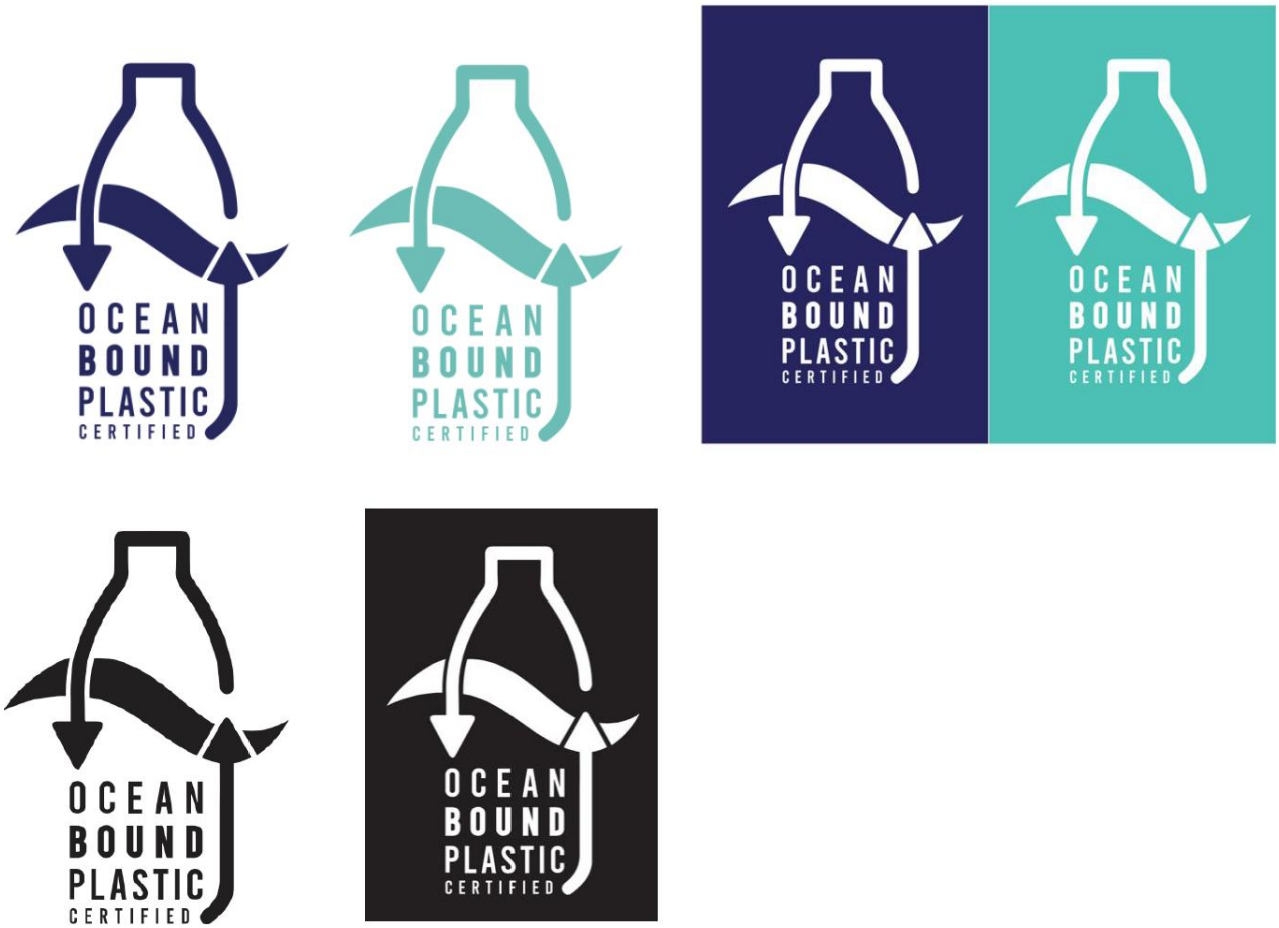
本节定义了为 OBP 标识选择的配色方案，并根据需要应用的使用/平台/载体规定了特定的命名法。标识使用青绿色和海军蓝，这些颜色与保护海洋的认证目标一致。当标签要求需要时，提出了标识的黑色和灰色版本作为单色替代方案。

此为《OBP-LOG-GUI-V3.1 OBP LOGOS USES AND CLAIMS GUIDELINES》的中文译本。英文原版已附在译本之后。

视觉识别 | 允许的背景（VISUAL IDENTITY| Allowed backgrounds)

为了保持主色版本标识的可读性，建议在白色背景上使用。如果不可能；可以使用灰度，黑色饱和度最大不透明度为 50%，最小为 10%。

视觉识别 | 单色、正片和负片（VISUAL IDENTITY| Monochrome, Positive& Negative)



对于产品上的标签，标识可以使用主色、黑色、白色和灰色的单色版本，不允许使用其他颜色。对于单色版本，推荐使用两种主色之一的单色背景。

在使用标识时，如果背景是单色的，或可视为类似的图片，并且标识的可见性和可读性不受影响，则也允许使用其他纯色背景。

此为《OBP-LOG-GUI-V3.1 OBP LOGOS USES AND CLAIMS GUIDELINES》的中文译本。英文原版已附在译本之后。

视觉识别 | 尺寸（VISUAL IDENTITY| Sizes)

OBP 标识的设计考虑了大小尺寸的使用，特别考虑了产品上标签的要求。无论使用何种标识尺寸，都必须使用本手册开头所示的网格参考来保持比例。考虑到以上因素，允许的最小尺寸是 8mm 高 x 5mm 宽，但只要可能，建议使用更大尺寸以确保更好的可读性。

视觉识别 | 排版（VISUAL IDENTITY| Typography)

视觉识别使用两种字体，它们是开放类型许可，可在以下链接获取：

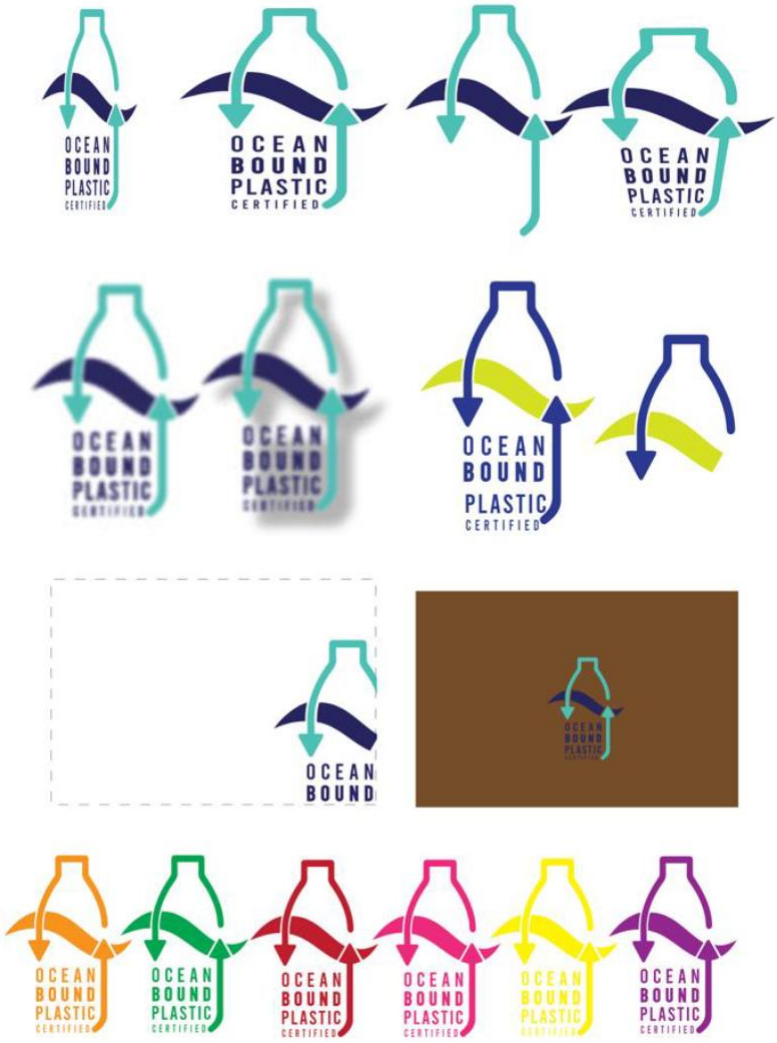
https://www.dafont.com/es/bebas.font

https://www.fonts.com/font/linotype/helvetica/light-condensed

不正确使用（INCORRECT USES)

本页列出了标识不正确使用的非详尽列表。不正确使用包括：扭曲、不成比例、阴影、添加改变轮廓和形状可见性的效果、不正确使用不允许的单色或配色方案（参见单色部分）以及不完整使用或渗色。

此为《OBP-LOG-GUI-V3.1 OBP LOGOS USES AND CLAIMS GUIDELINES》的中文译本。英文原版已附在译本之后。



宣传声明 示例用途 (PROMOTIONAL CLAIMS Examples uses)

此为《OBP-LOG-GUI-V3.1 OBP LOGOS USES AND CLAIMS GUIDELINES》的中文译本。英文原版已附在译本之后。

8. 附录 III - 趋海塑料中和子计划的 OBP 标识使用手册 (ANNEX III- OBPN LOGO USES MANUAL FOR OBP NEUTRALITY SUBPROGRAM)

本附录仅适用于根据趋海塑料中和子计划（趋海塑料中和服务提供商和趋海塑料生产商与用户标准）认证的组织。

视觉识别 | 标识 (VISUAL IDENTITY| Logotype)

本手册介绍了正确使用构成趋海塑料中和子计划视觉识别的图形元素的要求。有 2 个标识可用（趋海塑料中和和趋海塑料正面）。组织应参考标准以选择适当的 OBPN 标识。即使示例仅使用趋海塑料中和标识，本手册中包含的规则也适用于两个标识。组织必须遵循本手册中提出的要求，才能使其声明获得认证机构的批准。

构造 | 网格 (CONSTRUCTION| Grid)

标识建立在与 X 值成比例的模块化表面上。遵守这些构造尺寸可确保标识形状不被改变。网格尺寸为 19X 宽 x 19X 高。

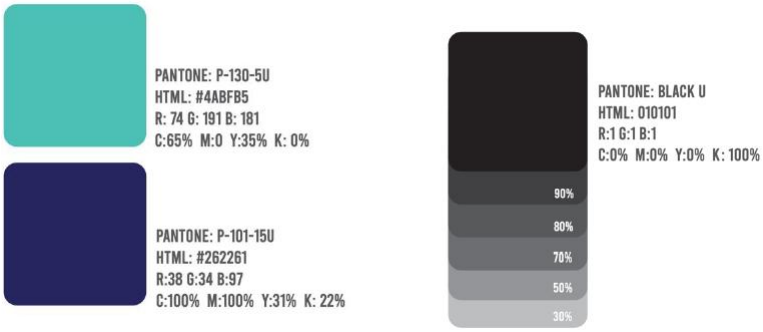
此为《OBP-LOG-GUI-V3.1 OBP LOGOS USES AND CLAIMS GUIDELINES》的中文译本。英文原版已附在译本之后。

构造 | 保护区域（CONSTRUCTION| Protection Area)

应在标识网格周围建立一个保护区域。该区域应避免有任何干扰感知和品牌可见性的图形元素。最小保护区域为 2X，但如果可能，应使用更大的区域以避免标识与其他文本或图形元素之间的干扰。

视觉识别 | 颜色（VISUAL IDENTITY| Colors)

本节定义了为 OBPN 标识选择的配色方案，并根据需要应用的使用/平台/载体规定了特定的命名法。标识使用青绿色和海军蓝，这些颜色与保护海洋的认证目标一致。当标签要求需要时，提出了标识的黑色和灰色版本作为单色替代方案。



视觉识别 | 允许的背景（VISUAL IDENTITY| Allowed backgrounds)

为了保持主色版本标识的可读性，建议在白色背景上使用。如果不可能；可以使用灰度，黑色饱和度最大不透明度为 50%，最小为 10%。

视觉识别 | 单色、正片和负片（VISUAL IDENTITY| Monochrome, Positive& Negative)

对于产品上的标签，标识可以使用主色、黑色、白色和灰色的单色版本，不允许使用其他颜色。对于单色版本，推荐使用两种主色之一的单色背景。在使用标识时，如果背景是单色的，或可视为类似的图片，并且标识的可见性和可读性不受影响，则也允许使用其他纯色背景。

此为《OBP-LOG-GUI-V3.1 OBP LOGOS USES AND CLAIMS GUIDELINES》的中文译本。英文原版已附在译本之后。

视觉识别 | 尺寸（VISUAL IDENTITY| Sizes)

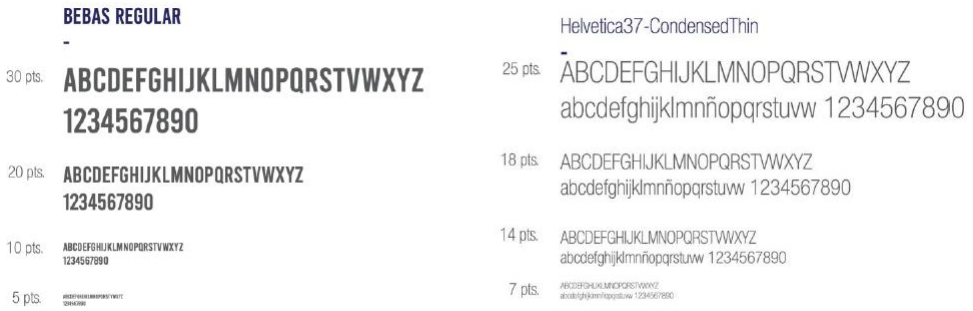
OBPN 标识的设计考虑了大小尺寸的使用，特别考虑了产品上标签的要求。无论使用何种标识尺寸，都必须使用本手册开头所示的网格参考来保持比例。考虑到以上因素，允许的最小尺寸是 8mm 高 x 8mm 宽，但只要可能，建议使用更大尺寸以确保更好的可读性。

视觉识别 | 排版（VISUAL IDENTITY Typography)

视觉识别使用两种字体，它们是开放类型许可，可在以下链接获取：

https://www.dafont.com/es/bebas.font

https://www.fonts.com/font/linotype/helvetica/light-condensed



不正确使用（INCORRECT USES)

本页列出了标识不正确使用的非详尽列表。不正确使用包括：扭曲、不成比例、阴影、添加改变轮廓和形状可见性的效果、不正确使用不允许的单色或配色方案（参见单色部分）以及不完整使用或渗色。

此为《OBP-LOG-GUI-V3.1 OBP LOGOS USES AND CLAIMS GUIDELINES》的中文译本。英文原版已附在译本之后。

宣传声明 示例用途（PROMOTIONAL CLAIMS Examples uses)

此为《OBP-LOG-GUI-V3.1 OBP LOGOS USES AND CLAIMS GUIDELINES》的中文译本。英文原版已附在译本之后。

9. 附录 IV - 社会附加型趋海塑料标识使用手册（ANNEX IV- SOCIAL+ OBP LOGO USES MANUAL)

本附录仅当收集组织或中和服务提供商经认证符合其相应标准，并且额外认证了社会附加型趋海塑料组件时适用。

视觉识别 | 标识（VISUAL IDENTITY| Logotype)

本手册介绍了正确使用构成社会附加型趋海塑料组件视觉识别的图形元素的要求。组织必须遵循本手册中提出的要求，才能使其声明获得认证机构的批准。

构造 | 网格（CONSTRUCTION| Grid)

标识建立在与 X 值成比例的模块化表面上。遵守这些构造尺寸可确保标识形状不被改变。网格尺寸为 19X 宽 x 18.5X 高。

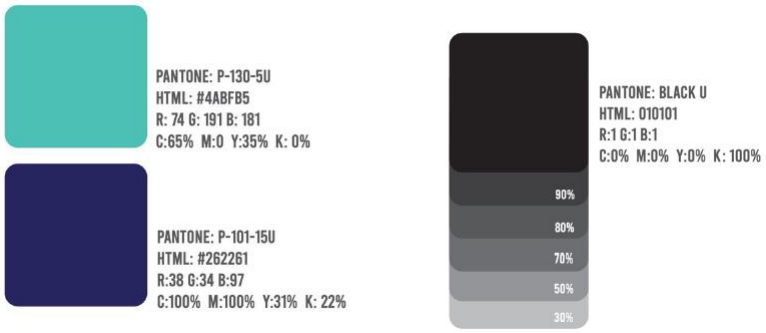
构造 | 保护区域（CONSTRUCTION| Protection Area)

应在标识网格周围建立一个保护区域。该区域应避免有任何干扰感知和品牌可见性的图形元素。最小保护区域为 2X，但如果可能，应使用更大的区域以避免标识与其他文本或图形元素之间的干扰。

视觉识别 | 颜色（VISUAL IDENTITY| Colors)

本节定义了为 OBPN 标识选择的配色方案，并根据需要应用的使用/平台/载体规定了特定的命名法。标识使用青绿色和海军蓝，这些颜色与保护海洋的认证目标一致。当标签要求需要时，提出了标识的黑色和灰色版本作为单色替代方案。

此为《OBP-LOG-GUI-V3.1 OBP LOGOS USES AND CLAIMS GUIDELINES》的中文译本。英文原版已附在译本之后。



视觉识别 | 允许的背景（VISUAL IDENTITY| Allowed backgrounds)

为了保持主色版本标识的可读性，建议在白色背景上使用。如果不可能；可以使用灰度，黑色饱和度最大不透明度为 50%，最小为 10%。

WHITE 100% MIN. BLACK 10% MAX. BLACK 50%

视觉识别 | 单色、正片和负片（VISUAL IDENTITY| Monochrome, Positive& Negative)

对于产品上的标签，标识可以使用主色、黑色、白色和灰色的单色版本，不允许使用其他颜色。对于单色版本，推荐使用两种主色之一的单色背景。在使用标识时，如果背景是单色的，或可视为类似的图片，并且标识的可见性和可读性不受影响，则也允许使用其他纯色背景。

此为《OBP-LOG-GUI-V3.1 OBP LOGOS USES AND CLAIMS GUIDELINES》的中文译本。英文原版已附在译本之后。

视觉识别 | 尺寸（VISUAL IDENTITY| Sizes)

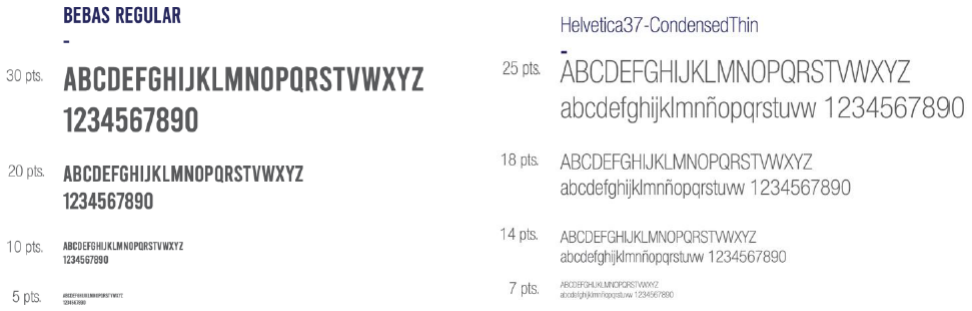
OBPN 标识的设计考虑了大小尺寸的使用，特别考虑了产品上标签的要求。无论使用何种标识尺寸，都必须使用本手册开头所示的网格参考来保持比例。考虑到以上因素，允许的最小尺寸是 8mm 高 x 8mm 宽，但只要可能，建议使用更大尺寸以确保更好的可读性。

视觉识别 | 排版（VISUAL IDENTITY| Typography)

视觉识别使用两种字体，它们是开放类型许可，可在以下链接获取：

https://www.dafont.com/es/bebas.font

https://www.fonts.com/font/linotype/helvetica/light-condensed



不正确使用（INCORRECT USES)

本页列出了标识不正确使用的非详尽列表。不正确使用包括：扭曲、不成比例、阴影、添加改变轮廓和

此为《OBP-LOG-GUI-V3.1 OBP LOGOS USES AND CLAIMS GUIDELINES》的中文译本。英文原版已附在译本之后。

形状可见性的效果、不正确使用不允许的单色或配色方案（参见单色部分）以及不完整使用或渗色。

宣传声明 示例用途（PROMOTIONAL CLAIMS Examples uses)

OCEAN BOUND PLASTIC

CERTIFICATION PROGRAM

OBP LOGOS USES AND CLAIMS GUIDELINES

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Reference Documents
The following documents have been used in the elaboration of these Guidelines:

FTC Green Guides PART 260– GUIDES FOR THE USE OF ENVIRONMENTAL MARKETING CLAIMS, 2012

ISEAL Alliance: Sustainability Claims Good Practices Guide, Version 1.0, May 2015.

Revisions and Updates
This document will be revised if required, to incorporate improvements or clarifications that will not change substantially the content of the guidelines. Further significant revision schedule will be communicated on the OBP Program website. Please send any comment you have regarding the guidelines to contact(at)obpcert.org

Revision history

Date	Version	Changes
8th June 2020	V1	Initial Release
8th Sept. 2020	V2	• Removal of the content related to ZPO's Initiative that has evolved into the Ocean Bound Plastic Neutrality subprogram. • Addition of the content related to the OBP Neutrality subprogram. • These changes are not tracked, for legibility and because they do not affect the requirements for the previously published OBP Recycling subprogram.
8th Sept. 2021	V2.1	• Definitions have been removed from the document and are now available in document OBP-DEF-GUI. • Throughout the document: replacement of OBP Neutral by OBP Neutral/Positive. • Introduction of the OBP Positive Logotype in chapter 4. • Reference to the new OBP Category added in 5.2.3 and 6.1

		• Introduction of the new OBP Positive Logotype in ANNEX III.
8th Sept. 2023	V3	• Updates to introduce the new Social+ OBP Component and associated logotype in the following paragraphs: 3.1, 3.3, 4, 5.1, 5.2.1, 5.2.2, 5.2.3, 6, 6.1, 6.2. • Removal of the incidental content rule when making claims and reference to the FTC Green Guides Part 260 in chapter 5.2.1 • Removal of option to claim a product as “containing OBP” without disclosing the exact percentage of recycled OBP, or Social+ OBP in it and precision on % calculations in chapter 5.2.3 • Addition of ANNEX IV • Modification of the On-Product Labels design guidelines (from predetermined labels to formats) resulting in modifications in the following paragraphs: 3.5, 5.2.1, 5.2.3, 5.2.5, 6.1, 6.2.1, 6.2.2
31st Mar. 2024	V3.1	• Update to introduce the new Brand Standard in the following paragraphs: 3.3, 3.6, 5.1, 5.2.1, 5.2.4, 6

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1. INTRODUCTION

The aim of Zero Plastic Oceans is to protect oceans from the continuous leakage of Plastic waste from land-based activity by developing incentives and models that promote the collection of Ocean Bound Plastic[1] (OBP).

The **OBP Certification Program** was designed to encourage the removal of OBP from the environment by adding value in effectively collecting and treating it before it reaches oceans. The scheme is composed of two subprograms; the **OBP Recycling Subprogram**, and the **OBP Neutrality Subprogram**.

When OBP is commercially recyclable[2], its collection and Recycling can be encouraged by certifying its origin and traceability, giving it a higher market value with the OBP Recycling Subprogram. This chain of custody is certified using the OBP Collection Organization Standard, the OBP Recycling Organization Standard and the OBP Brand Standard depending on which step on the chain an organization is.

When OBP is not commercially recyclable[3], its collection and final treatment can be encouraged by certifying the process with the OBP Neutrality Subprogram. In this model, Plastic producers or users can contribute to a better environment by removing a determined volume of plastic waste from nature through the acquisition of OBP Credits. This model is certified using the OBP Neutralization Services Provider Standard and the OBP Plastic Producers & Users Standard.

Organizations may certify themselves for one or both subprograms as they are complementary solutions. Working with both subprograms makes sense in terms of economic efficiency, given all OBP is collected and marketed at once. It also makes sense from the environmental perspective, since it is only by addressing both, Commercially and Non-Commercially Recyclable OBP, that we will be able to make a real impact.

Organizations collecting OBP willing to provide enhanced social benefits to their employees and informal collectors (Independent Collectors), may additionally certify to the Social+ OBP Component.

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[1] *Ocean Bound Plastic, is, as defined in OBP-DEF-GUI, Plastic litter that will be carried away to oceans in particular by the effects of currents, winds, river flows or tides.*

[2] *Commercially recyclable OBP as defined in OBP-DEF-GUI, means that OBP is technically recyclable and that it can be sold locally to recyclers for a price that renders its collection attractive to waste pickers or collection organizations. Currently, especially in countries where OBP is leaking into the oceans, a significant portion of technically recyclable OBP is unfortunately not commercially recyclable.*

[3] *Not commercially recyclable OBP as defined in OBP-DEF-GUI, means that OBP cannot be sold for an attractive price but also includes products or packaging which are technically not recyclable (because of the resin used, the mix of different materials or because they are too damaged).*

2. TERMS AND DEFINITIONS

Capital letters are used throughout the document to signal the words that are included in the definitions available in OBP-DEF-GUI. Acronym's significance is also available in the same OBP-DEF-GUI document.

3. GENERAL INFORMATION

3.1. SCOPE

This document covers the usage of the OBP Logos for the whole OBP Program, composed of the OBP Neutrality subprogram, the OBP Recycling subprogram, and the Social^{+} OBP component. Each subprogram and the Social^{+} OBP component use a different logo and different rules are applicable for Product Specific Claims (Section 5.2). The OBP Recycling subprogram logo is referred to as the OBP Logo, the OBP Neutrality subprogram logo is referred to as the OBPN Logo and the Social^{+} OBP Logo is referred to as the Social^{+} Logo. Each logo has its own manual, the OBP Logo manual is in ANNEX II, the OBPN Logo manual is in ANNEX III, and the Social^{+} Logo is in ANNEX IV.

3.2. OBP CLAIMS

OBP Claims are made when a certified Organization wishes to inform publicly, generally for marketing purposes, its compliance to the OBP certification scheme.

There are two categories of Claims under the OBP Scheme, Promotional Claims and Product Specific Claims.

The use of the OBP Logotypes is compulsory for all Claims, except on commercial documents such as invoices, quotations, and transport documents.

OBP Claims shall not be made in a way that may:

- Damage the reputation, credibility, and goodwill of the OBP certification scheme, the OBP trademarks and/or ZPO's.
- Cause confusion, induce misunderstanding, exaggerate, or disguise the reality of the environmental impact achieved by using recycled OBP or producing OBP Neutral/Positive products.
- Induce to understand that the certification covers aspects of the product beyond the scope of the OBP certification scheme (quality for example).

- Cause the public to believe that ZPO, or the Certification Body is responsible, endorses or supports the activity of the Scope Certificate holder beyond the scope of the OBP certification scheme.

3.3. OVERVIEW OF USAGE & CLAIMS

The following table covers the 4 main cases which are detailed in this document by Claim type.

USAGE	OBP RECYCLING		OBP NEUTRALITY	
TYPE OF ORGANIZATION	COLLECTION ORGANIZATIONS	RECYCLING ORGANIZATIONS & BRANDS	NEUTRALIZATION SERVICES PROVIDERS	PLASTIC PRODUCERS & USERS
EXAMPLE CLAIMS	We are a certified supplier of recyclable OBP. We supply certified OBP. We sell SOCIAL+ OBP PET Bales[2]	1) B2B •We supply certified OBP[1] •We supply polymers made with x% of recycled OBP[1] 2) B2C • X% RECYCLED OBP X% RECYCLED SOCIAL+ OBP[2]	We supply OBP Neutralization services. We provide OBP Neutralization Certificates We offer OBP Credits We offer SOCIAL+ OBP Credits[2]	Our production is Ocean Bound Plastic Neutral
ALLOWED CLAIM TYPE	Promotional[3] Product Specific	Promotional[3] Product Specific	Promotional[3]	Promotional[3] Product Specific
POSSIBILITY OF PRODUCT SPECIFIC CLAIM ON B2B PRODUCTS	YES on certified OBP lots	YES on certified OBP lots or OBP containing lots.	NO	YES on OBP Neutral/Positive products
POSSIBILITY OF PRODUCT SPECIFIC CLAIM ON B2C PRODUCTS	NO	YES on products containing recycled OBP	NO	YES on OBP Neutral/Positive products

[1] Specifications can be added to describe the product like polymer type (PE,PP,..) or state of OBP (shredded, baled,..)
[2] Social+ OBP Claims can only be made when the Collection Organization and/or Neutralization Services Provider is certified to the OBP-SOC-STD component additionally to the corresponding standard.

[3] Promotional Claims can be made on promotional products like t-shirts, mugs…however the Claim shall not induce the consumers to believe these promotional products are made with recycled OBP or are OBP Neutral/Positive if this is not the case.

3.4. OBP CLAIMS APPROVAL PROCESS

Before preparing a Claim that involves the OBP certification scheme, the Organization shall carefully read this document and address any questions they may have to their Certification Body.

Designed artwork containing the Claim that the Organization wishes to use shall be sent for approval to the Organization's Certification Body prior to its use. The Organization shall keep a register of all approved uses by the Certification Body for at least 4 years. ZPO will not approve Claims of Certified Organizations.

3.5. OBTAINING LOGO AND ON-PRODUCT LABELS FILES

ZPO will distribute the OBP Logotypes high-definition files to the Approved Certification Bodies for this certification scheme. Certified Organizations shall request these files from their Certification Body. ZPO will not distribute high-definition files to certified Organizations.

3.6. EFFECTIVE DATE

These guidelines become effective on the release date and shall become compulsory to use on the 30th of June 2024. New certification applicants and already certified Organizations shall be assessed against this revision of the guidelines from this date onwards.

4. LOGO USES MANUAL

The logotypes used shall always be from the original high-definition files as given by the Certification Body. There are certain allowed variations of the original logotypes, to facilitate their usage on a broader scale, especially on products and packaging.

By default, and especially for Promotional Claims, the base color versions of the logotypes, as presented below should be used.

OBP Logo *Social+ Logo* *OBPN Logo*

The complete OBP Logo uses manuals are available in ANNEX II, for the OBP Logo, in ANNEX III, for the OBPN Logo, and in ANNEX IV for the Social+ Logo.

5. CLAIMS

5.1. PROMOTIONAL CLAIMS

Promotional Claims are Claims made by a Certified Organization to advertise its status as a Scope Certificate holder, its involvement in the OBP certification scheme, and for the promotion of its products and services (OBP containing, Social^{+} OBP containing, or OBP Neutral/Positive certified products and/or sale of OBP Credits).

For example, an Organization certified against the OBP Collection Organization Standard, may wish to claim they are an OBP collector/recyclable OBP seller/supplier.

An Organization certified against the OBP Collection Organization Standard and the Social^{+} OBP component may wish to claim that they are selling Social^{+} OBP.

An Organization certified against the OBP Recycling Organization Standard, may wish to claim it sells recyclable OBP, or that it makes products containing recycled OBP.

An Organization certified against the OBP Brand Standard, may wish to claim it sells products or product lines made with recycled OBP or recycled Social+ OBP.

An Organization certified against the OBP Neutralization Services Provider Standard, may wish to claim it can offer OBP Neutralization services and sell OBP Credits.

An Organization certified against the OBP Plastic Producers and Users Standard, may wish to claim that some or all its production is OBP Neutral/Positive.

Promotional Claims can be for internal or external communications and are typically expected to be on marketing material, websites, corporate documentation as well as other promotional items. When promotional items given to clients and prospects are made of Plastic that does not contain OBP, or Social^{+} OBP or are not OBP Neutral/Positive, the Claim shall not induce in any way that the item is made of OBP, or Social^{+} OBP or is OBP Neutral/Positive.

Claims should be accurate, true, and never mislead consumers. Organizations shall be very careful when making Promotional Claims so that the public clearly understands which products effectively are or contain OBP, or Social^{+} OBP or are OBP Neutral/Positive, especially when the Organization deals with non-containing OBP products or non-OBP Neutral/Positive products in parallel.

Clear separation between OBP products and non-OBP products shall be made on website, catalogue, banners, etc. Language such as “some of our products contain certified recycled OBP”, or “some of our products are OBP Neutral/Positive, or Product X is OBP Neutral/Positive” shall be used to clarify any possible ambiguity.

All Promotional Claims need to be accompanied by the applicable OBP Logo. The artwork containing the Claim and logotype shall be sent for approval to the Certification Body prior to using it. The certified Organization shall keep a record of all approved artworks/Claims by the CB.

Examples of acceptable Claims

We supply certified Waterways OBP collected in river A.

We offer certified* Shoreline Ocean Bound Plastic, sorted and baled PE, PP and PEHD
*Optional: Certified by CB, Cert. #.

Our X product line is made of 90% recycled Social+ OBP.

We are incorporating 20% of certified recycled Ocean Bound Plastic in all our X packaging or Z products.

We are certified to offer OBP neutralization services up to 10,000 tons per year.

Our product line "X" is OBP Neutral[4], the plastic used to manufacture product "X" has been compensated by collecting and treating an equivalent amount of Non-Commercially Recyclable Ocean Bound Plastic.

Examples of non-acceptable Claims

We supply premium certified OBP (Claim induces that the premium quality is certified).

Our company recycles and neutralizes 5000 tons of plastic per year (Claim mixes recycling and neutralizing and does not clarify what is linked to the OBP certification)

5.2. PRODUCT SPECIFIC CLAIMS

5.2.1. GENERAL RULES

Product Specific Claims can be made by Organizations certified to the OBP Collection Organization Standard (including or not the Social+ OBP component), the OBP Recycling Organization Standard and the OBP Plastic Producers and Users Standard. Organizations certified to the OBP Brand Standard cannot make Product Specific Claims themselves and need to rely on their certified supplier to make the Product Specific Claims on their behalf.

For the Recycling Subprogram:

[4] *Organizations certified to the OBP Producers and Users Standard will be allowed to Claim products as Ocean Bound Plastic Neutral or Plastic Neutral as both affirmations are true.*

Product Specific Claims use On-Product Label formats for OBP and Social+ OBP with an optional Text Claim.

For the Neutrality Subprogram:
Product Specific Claims use the OBPN Logo combined with the Social+ Logo when applicable, with an optional Text Claim.

Product Specific Claims may only be used on the products included in the Scope Certificate of the Organization.

Claims should be affixed (printed, stuck, or attached with a tag) to a product, its packaging or both, but in such a way that there can be no confusion as to what is the item that contains certified OBP or Social+ OBP or is OBP Neutral/Positive. This is particularly true for products made with OBP or Social+ OBP or OBP Neutral/Positive, packaged in a Plastic container that is not made of OBP or Social+ OBP or not OBP Neutral/Positive and vice-versa.

High definition On-Product Label files shall be requested to the Certification Body that delivered the Scope Certificate to the certified Organization.

The artwork containing the On-Product Label shall be sent for approval to the Certification Body prior to using it. Certified Organizations shall keep a record of all approved artworks by the Certification Body.

5.2.2. SPECIFIC RULES FOR THE OBP NEUTRALITY SUBPROGRAM

Product Specific Claims shall be made using the OBPN Logo, respecting the requirements presented in the logotype manual in ANNEX III, and adding imperatively the OBP scheme information link www.obpcert.org. Organizations may optionally add a Text Claim if desired.

When applicable (i.e. when the OBP Credit supplier is certified to the OBP Neutralization services Provider Standard and to the Social+ OBP component) the Organization can combine the OBPN Logo and the Social+ Logo.

5.2.3. SPECIFIC RULES FOR THE OBP RECYCLING SUBPROGRAM

Product Specific Claims shall be made using On-Product Label formats with an optional Text Claim.

The possibility to make Claims related to the OBP Source and OBP or Social+ OBP content of a product is dependent on the Supply Chain Model used by all the Organizations along the supply chain. Please refer to the Standard that is relevant to your Organization and review the Supply Chain Model Annex of OBP-DEF-GUI to see how the model choice impacts Claim rights.

Product Specific Claims can only be made by using the correct On-Product Label formats. The non-exhaustive list of available On-Product Label formats is included in ANNEX I of this document. The Product Specific Claim must include the OBP scheme information link www.obpcert.org, which is part of the standard formats.

The % content of OBP shall be determined taking into account the weight of OBP over the total weight of the product concerned by the Product Specific Claim.

Example: for a bag containing 500 g of 100% Recycled OBP and 200 g of other Plastics and 300 g of metal, the OBP percentage will be 50%. (calculated as 500/(500+200+300)

Example: for a phone made of 30g of 80% Recycled OBP, 30g of other plastics and 200g of other materials the OBP percentage will be 9% (calculated as 30x0.8/(30x0.8+30+200)

On-Product Labeling for B2B transactions concerning the sale of Recyclable OBP to be further processed may use the On-Product Labels, replacing RECYCLED by RECYCLABLE.

The certified Organization may want to include additional information for its Product Specific Claim, for example the OBP Source, the OBP Category (Potential, Shoreline, Waterways or Fishing Material), the resin type (PE, PP, PS, HDPE…), the Scope Certificate number and CB name or reference. The Text Claim is used to add such additional information in On-Product Labels.

5.2.4. EXCEPTIONS FOR NON-CERTIFIED ORGANIZATIONS PURCHASING CERTIFIED PACKAGING

Non-certified companies purchasing certified recycled OBP or Social+ OBP or OBP Neutral/Positive Plastic packaging (for example food industry, household products), who want to promote the specific nature of their packaging, may ask their suppliers to perform the labeling on their behalf. In those cases, the suppliers will request validation of the artwork to their Certification Body and they will deliver packaging with the Product Specific Claim already printed on or stuck to the packaging.

If this is not possible, the final user of the Plastic packaging will require to get certified to the OBP Recycling Organization Standard or the OBP Plastic Producers & Users Standard, whichever is applicable, to be allowed to make Product Specific Claims.

Non-certified companies may sell OBP certified products as described above but are not allowed to make Promotional Claims using OBP Logos, if the company wants to make such claims it shall seek certification under the OBP Brand Standard.

5.2.5. EXCEPTIONS FOR INTERNAL PRODUCT MANAGEMENT AND NON-FINISHED PRODUCTS

Labeling OBP certified products or material during production, storage, segregation of raw material or semi-finished product does not require the use of the OBP Logos. Labeling and identification requirements need only to be compliant with the Supply Chain Model requirements of the applicable OBP Standard. In that specific case it is not required to have label artworks approved by a Certification Body.

However, if the Organization uses On-Product Labels or OBP Logos it is required that these labels shall be easily removable before further processing by other organizations who may not hold a valid Scope Certificate.

5.2.6. TEXT CLAIMS

Certified Organizations may accompany the chosen On-Product Label or OBPN Logo by a Text Claim that brings additional information about the product.

Text Claims should not bring information that is not covered by the OBP certification. For example, terms like “premium, superior quality, pure” or statements like “in compliance with our environmental engagement” should be avoided as the certification does not validate the quality of the product nor if the Organization complies with its environmental engagement.

<u>Example Text Claims</u>
This product is made with 37% recycled Shoreline Ocean Bound Polyester
This packaging contains a minimum of 75% recycled OBP / certified by CB with #
My weight in Ocean Bound Plastic has been removed from the environment / certified by CB with #

6. ANNEX I –ON-PRODUCT LABEL FORMATS FOR THE OBP RECYCLING SUBPROGRAM

This ANNEX only applies for Organizations certified under the OBP Recycling subprogram for the OBP Collection Organization with or without the Social+ OBP component and OBP Recycling Organization Standards only (excluding the OBP Brand Standard.

6.1. GENERALITIES

Organizations willing to make Product Specific Claims shall use the On-Product Labels format according to the products included on their Scope Certificate.

The On-Product Labels format shall imperatively include:

- The OBP Logo or Social+ Logo, as applicable.
- The Recycled OBP content (expressed in percentage and rounded to the next integer).
- The OBP Program website address (www.obpcert.org).

The On-Product Label format may include:

- The OBP Category (Waterways, Shoreline, Potential, Fishing Material).
- An additional Text Claim.

Color version use of the OBP Logos is recommended but monochromatic versions are accepted within the rules mentioned in the logo uses manual (ANNEX II and IV).

The OBP font Helvetica37-CondensedThin use is recommended but similar fonts are acceptable. The text of the On-Product Label should remain legible and be placed in such a way that it does not alter the OBP Logos.

Examples of On-Product Labels format with various combinations are given below in section 6.2.

6.2. LABELS FOR PRODUCTS CONTAINING RECYCLED OBP OR RECYCLED SOCIAL+ OBP

When using the On-Product Label for Recycled OBP or Recycled Social+ OBP, the exact content of recycled Social+ OBP or OBP, rounded to the nearest integer is disclosed using the label **“XX% RECYCLED OBP**” or **“XX% RECYCLED SOCIAL+ OBP**”

6.2.1. "XX% RECYCLED SOCIAL+ OBP" LABEL (DISCLOSED CONTENT TO THE NEXT ROUND NUMBER)

The following examples are valid versions for a claim specifying **"50% RECYCLED SOCIAL+ OBP",** in which three different text location options (below, right horizontal, right vertical) have been used. Monochromatic versions are also presented. Naturally, the percentage is to be adjusted to the Organization specific product and could be from 1% up to 100%. Organizations may adapt the text position, size and disposition so that the On-Product Label is adapted to the intended use, but ensuring the text remains readable.

WITHOUT SPECIFIC MENTION OF OBP CATEGORY

WITH MENTION OF WATERWAYS OBP CATEGORY

WITH MENTION OF FISHING MATERIAL OBP CATEGORY

6.2.2. "XX% RECYCLED OBP" LABEL (DISCLOSED CONTENT TO THE NEXT ROUND NUMBER).

The following examples are valid versions for a claim specifying **"50% RECYCLED OBP",** in which three different text location options (below, right horizontal, right vertical) have been used. Monochromatic versions would also be valid. Naturally, the percentage is to be adjusted to the Organization specific product and could be from 1% up to 100%. Organizations may adapt the text position, size and disposition so that the On-Product Label is adapted to the intended use, but ensuring the text remains readable.

WITHOUT SPECIFIC MENTION OF OBP CATEGORY

50% RECYCLED OBP
www.obpcert.org

50% RECYCLED OBP
www.obpcert.org

50% RECYCLED OBP
www.obpcert.org

WITH MENTION OF SHORELINE OBP CATEGORY

50% RECYCLED
SHORELINE OBP
www.obpcert.org

50% RECYCLED
SHORELINE OBP
www.obpcert.org

50% RECYCLED
SHORELINE OBP
www.obpcert.org

WITH MENTION OF WATERWAYS OBP CATEGORY

50% RECYCLED
WATERWAYS OBP
www.obpcert.org

50% RECYCLED
WATERWAYS OBP
www.obpcert.org

50% RECYCLED
WATERWAYS OBP
www.obpcert.org

7. ANNEX II – OBP LOGO USES MANUAL FOR THE OBP RECYCLING SUBPROGRAM

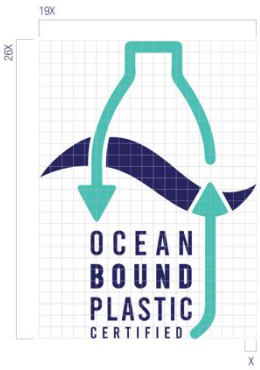
This ANNEX only applies for Organizations certified under the OBP Recycling subprogram (OBP Collection Organization and OBP Recycling Organization Standards) when the collection Organization is not certified to the Social+ OBP component.

VISUAL IDENTITY | Logotype

This manual presents the requirements for the correct use of the graphic elements that make up the visual identity of the OBP Recycling subprogram. It is necessary for Organizations to follow the requirements presented in this manual to get their Claims approved by their Certification Body.

CONSTRUCTION | Grid

The logotype is built on a modular surface proportional to the value of X. Respecting those construction dimensions we ensure the Logotype shape is not altered. The grid size is 19X wide for 26X high.

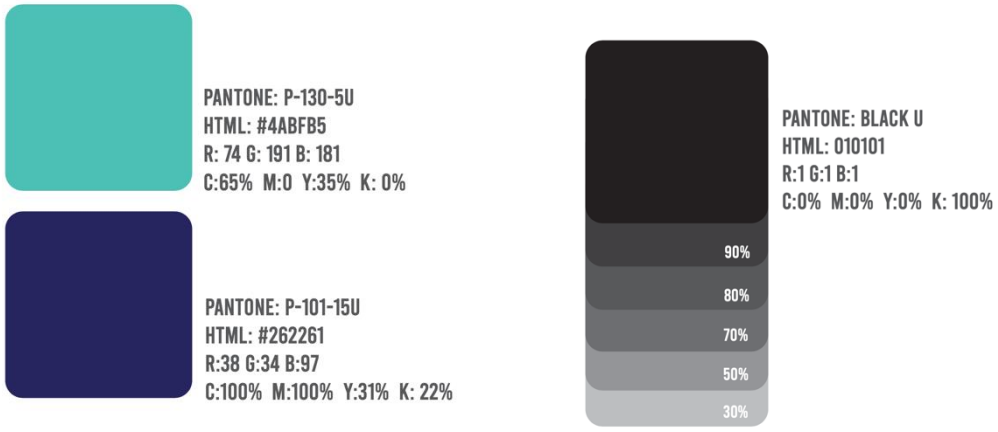


CONSTRUCTION | Protection Area

An area of protection shall be established around the logotype grid. This area shall be exempt of graphic elements that interfere with perception and brand visibility. The minimum protection area is 2X but if possible, a larger area shall be used to avoid interferences between the logotype and other textual or graphic elements.

VISUAL IDENTITY | Colors

The color palette selected for the OBP Logotype is defined in this section with specific nomenclatures according to the use / platform / support on which it needs to be applied. The logotype uses turquoise and navy blue, colors in line with the certification objective of protecting Oceans. Black and gray version of the logotype are proposed as monochrome alternatives when labeling requirements imposes it.



VISUAL IDENTITY | Allowed backgrounds

To maintain the readability of the logotype in its primary color version, it is recommended to use it on a white background. It this is not possible; grayscale can be used with black saturation with a maximum opacity of 50% and a minimum of 10%.

VISUAL IDENTITY | Monochrome, Positive & Negative

For on-product labeling the logotype can be used in monochromatic version using the primary colors, black, white and gray, no other colors are allowed. For monochromatic versions, the recommended background is monochrome using one of the two primary colors.

Other solid backgrounds are also allowed when using the logotype if it is a monochromatic background, or a picture assimilable as such and that the visibility and legibility of the logotype is not compromised.

VISUAL IDENTITY | Sizes

The OBP Logotype has been designed to be used in large and small scales, considering specifically the requirements of on-product labeling. Whatever the logo size used the proportions must be maintained using the grid reference as indicated at the beginning of this manual. Considering the above, the minimum size allowed is 8mm height by 5mm width but whenever possible it is recommended to use larger dimensions to ensure better readability.

VISUAL IDENTITY | Typography

The visual identity uses two fonts which are open type license and available at the links below:
https://www.dafont.com/es/bebas.font
https://www.fonts.com/font/linotype/helvetica/light-condensed

BEBAS REGULAR

30 pts. ABCDEFGHIJKLMNOPQRSTVWXYZ 1234567890

20 pts. ABCDEFGHIJKLMNOPQRSTVWXYZ 1234567890

10 pts. ABCDEFGHIJKLMNOPQRSTVWXYZ 1234567890

5 pts. ABCDEFGHIJKLMNOPQRSTVWXYZ 1234567890

Helvetica37-CondensedThin

25 pts. ABCDEFGHIJKLMNOPQRSTVWXYZ abcdefghijklmnñopqrstuvw 1234567890

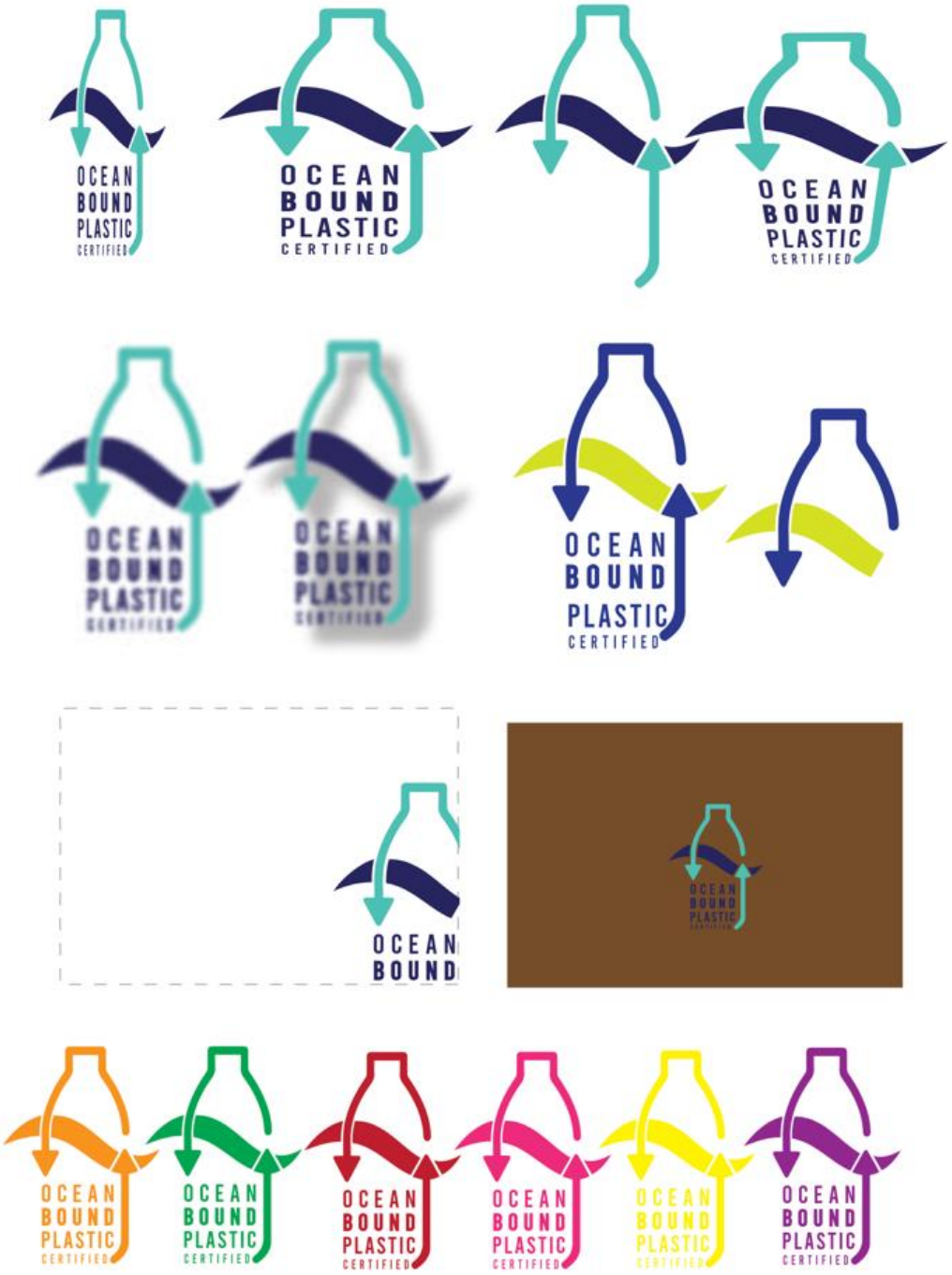
18 pts. ABCDEFGHIJKLMNOPQRSTVWXYZ abcdefghijklmnñopqrstuvw 1234567890

14 pts. ABCDEFGHIJKLMNOPQRSTVWXYZ abcdefghijklmnñopqrstuvw 1234567890

7 pts. ABCDEFGHIJKLMNOPQRSTVWXYZ abcdefghijklmnñopqrstuvw 1234567890

INCORRECT USES

A non-exhaustive list of incorrect uses of the logotype is presented on this page. Incorrect uses include distortion, disproportion, shading, added effects that alter visibility in contour and shape, incorrect use of monochrome or color palette that are not allowed (see monochrome section) and incomplete use or bleeding.



PROMOTIONAL CLAIMS | Examples uses

8. ANNEX III – OBPN LOGO USES MANUAL FOR OBP NEUTRALITY SUBPROGRAM

This ANNEX only applies for Organizations certified under the OBP Neutrality subprogram (OBP Neutralization Services Provider and OBP Plastic Producers & Users Standards).

VISUAL IDENTITY | Logotype

This manual presents the requirements for the correct use of the graphic elements that make up the visual identity of the OBP Neutrality subprogram. 2 Logotypes are available (Ocean Bound Plastic Neutral and Ocean Bound Plastic Positive. Organizations shall refer to the Standard to select the appropriate OBPN Logo. The rules contained in this manual apply for both logos even if the examples are only given using the Ocean Bound Plastic Neutral logo. It is necessary for Organizations to follow the requirements presented in this manual to get their Claims approved by their Certification Body.

CONSTRUCTION | Grid

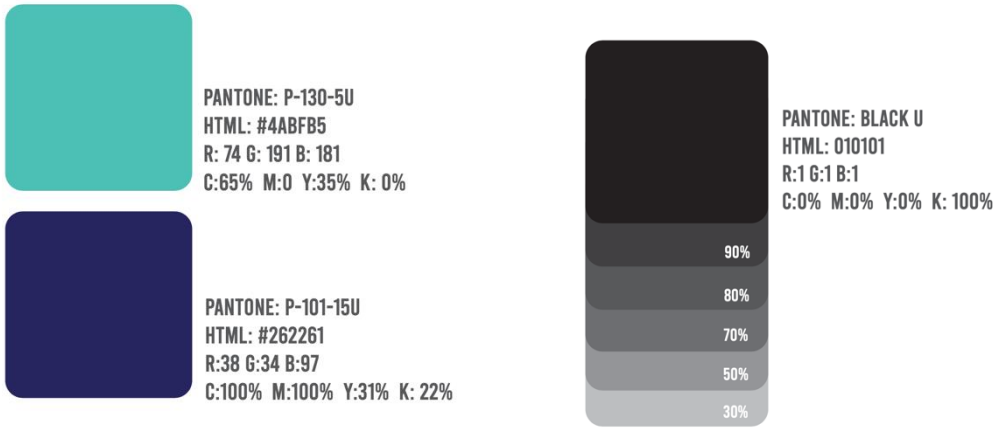
The logotype is built on a modular surface proportional to the value of X. Respecting that construction dimensions we ensure the Logotype shape is not altered. The grid size is 19X wide for 19X high.

CONSTRUCTION | Protection Area

An area of protection shall be established around the Logotype grid. This area shall be exempt of graphic elements that interfere with perception and brand visibility.
The minimum protection area is 2X but if possible, a larger area shall be used to avoid interferences between the logotype and other textual or graphic elements.

VISUAL IDENTITY | Colors

The color palette selected for the OBPN Logotype is defined in this section with specific nomenclatures according to the use / platform / support on which it needs to be applied. The logotype uses turquoise and navy blue, colors in line with the certification objective of protecting Oceans.
Black and gray version of the logotype are proposed as monochrome alternatives when labeling requirements imposes it.



VISUAL IDENTITY | Allowed backgrounds

To maintain the readability of the logotype in its primary color version, it is recommended to use it on a white background. It this is not possible; grayscale can be used with black saturation with a maximum opacity of 50% and a minimum of 10%.

VISUAL IDENTITY | Monochrome, Positive & Negative

For on-product labeling the logotype can be used in monochromatic version using the primary colors, black, white and gray, no other colors are allowed. For monochromatic versions, the recommended background is monochrome using one of the two primary colors.
Other solid backgrounds are also allowed when using the logotype if it is a monochromatic background, or a picture assimilable as such and that the visibility and legibility of the logotype is not compromised.

VISUAL IDENTITY | Sizes

The OBPN Logotype has been designed to be used in large and small scales, considering specifically the requirements of On-Product labeling. Whatever the logo size used the proportions must be maintained using the grid reference as indicated at the beginning of this manual.
Considering the above, the minimum size allowed is 8mm height by 8mm width but whenever possible it is recommended to use larger dimensions to ensure better readability.

VISUAL IDENTITY | Typography

The visual identity uses two fonts which are open type license and available at the links below:
https://www.dafont.com/es/bebas.font
https://www.fonts.com/font/linotype/helvetica/light-condensed

BEBAS REGULAR

30 pts. ABCDEFGHIJKLMNOPQRSTVWXYZ 1234567890

20 pts. ABCDEFGHIJKLMNOPQRSTVWXYZ 1234567890

10 pts. ABCDEFGHIJKLMNOPQRSTVWXYZ 1234567890

5 pts. ABCDEFGHIJKLMNOPQRSTVWXYZ 1234567890

Helvetica37-CondensedThin

25 pts. ABCDEFGHIJKLMNOPQRSTVWXYZ abcdefghijklmnñopqrstuvw 1234567890

18 pts. ABCDEFGHIJKLMNOPQRSTVWXYZ abcdefghijklmnñopqrstuvw 1234567890

14 pts. ABCDEFGHIJKLMNOPQRSTVWXYZ abcdefghijklmnñopqrstuvw 1234567890

7 pts. ABCDEFGHIJKLMNOPQRSTVWXYZ abcdefghijklmnñopqrstuvw 1234567890

INCORRECT USES

A non-exhaustive list of incorrect uses of the logotype is presented on this page. Incorrect uses include: distortion, disproportion, shading, added effects that alter visibility in contour and shape, incorrect use of monochrome or color palette that are not allowed (see monochrome section) and incomplete use or bleeding.

PROMOTIONAL CLAIMS | Examples uses

9. ANNEX IV – SOCIAL+ OBP LOGO USES MANUAL

This ANNEX only applies when the Collection Organization or the Neutralization Services Provider are certified to their corresponding standard, and additionally, to the Social+ OBP component.

VISUAL IDENTITY | Logotype

This manual presents the requirements for the correct use of the graphic elements that make up the visual identity of the Social+ OBP component. It is necessary for Organizations to follow the requirements presented in this manual to get their Claims approved by their Certification Body.

CONSTRUCTION | Grid

The logotype is built on a modular surface proportional to the value of X. Respecting that construction dimensions we ensure the Logotype shape is not altered. The grid size is 19X wide for 18.5X high.

CONSTRUCTION | Protection Area

An area of protection shall be established around the Logotype grid. This area shall be exempt of graphic elements that interfere with perception and brand visibility.
The minimum protection area is 2X but if possible, a larger area shall be used to avoid interferences between the logotype and other textual or graphic elements.

VISUAL IDENTITY | Colors

The color palette selected for the OBPN Logotype is defined in this section with specific nomenclatures according to the use / platform / support on which it needs to be applied. The logotype uses turquoise and navy blue, colors in line with the certification objective of protecting Oceans.
Black and gray version of the logotype are proposed as monochrome alternatives when labeling requirements imposes it.

PANTONE: P-130-5U
HTML: #4ABFB5
R: 74 G: 191 B: 181
C:65% M:0 Y:35% K: 0%

PANTONE: P-101-15U
HTML: #262261
R:38 G:34 B:97
C:100% M:100% Y:31% K: 22%

PANTONE: BLACK U
HTML: 010101
R:1 G:1 B:1
C:0% M:0% Y:0% K: 100%

90%
80%
70%
50%
30%

VISUAL IDENTITY | Allowed backgrounds

To maintain the readability of the logotype in its primary color version, it is recommended to use it on a white background. It this is not possible; grayscale can be used with black saturation with a maximum opacity of 50% and a minimum of 10%.

WHITE 100% MIN. BLACK 10% MAX. BLACK 50%

VISUAL IDENTITY | Monochrome, Positive & Negative

For on-product labeling the logotype can be used in monochromatic version using the primary colors, black, white and gray, no other colors are allowed. For monochromatic versions, the recommended background is monochrome using one of the two primary colors.
Other solid backgrounds are also allowed when using the logotype if it is a monochromatic background, or a picture assimilable as such and that the visibility and legibility of the logotype is not compromised.

VISUAL IDENTITY | Sizes

The OBPN Logotype has been designed to be used in large and small scales, considering specifically the requirements of On-Product labeling. Whatever the logo size used the proportions must be maintained using the grid reference as indicated at the beginning of this manual.
Considering the above, the minimum size allowed is 8mm height by 8mm width but whenever possible it is recommended to use larger dimensions to ensure better readability.

VISUAL IDENTITY | Typography

The visual identity uses two fonts which are open type license and available at the links below:
https://www.dafont.com/es/bebas.font
https://www.fonts.com/font/linotype/helvetica/light-condensed

BEBAS REGULAR

30 pts. ABCDEFGHIJKLMNOPQRSTVWXYZ 1234567890

20 pts. ABCDEFGHIJKLMNOPQRSTVWXYZ 1234567890

10 pts. ABCDEFGHIJKLMNOPQRSTVWXYZ 1234567890

5 pts. ABCDEFGHIJKLMNOPQRSTVWXYZ 1234567890

Helvetica37-CondensedThin

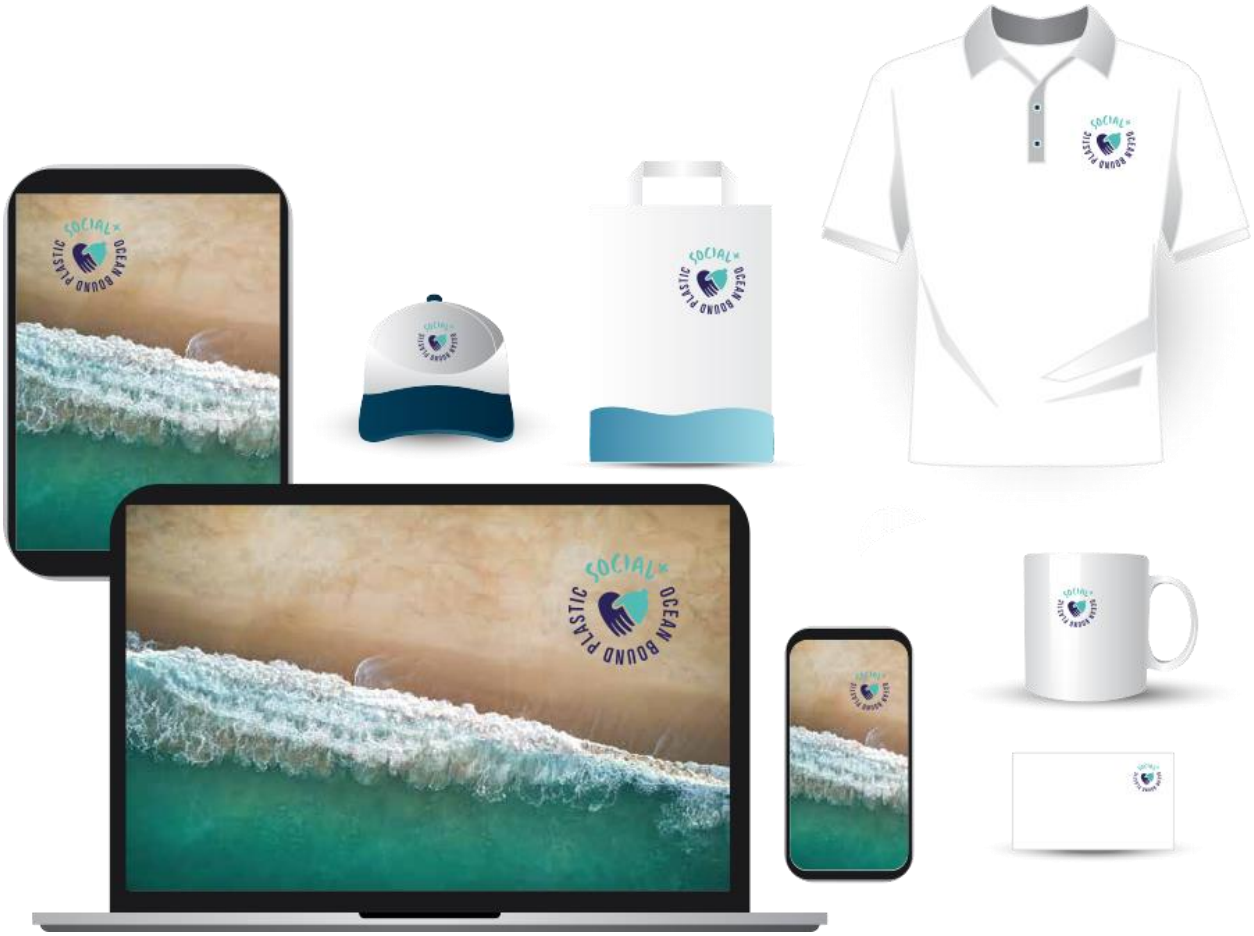
25 pts. ABCDEFGHIJKLMNOPQRSTVWXYZ abcdefghijklmnñopqrstuvw 1234567890

18 pts. ABCDEFGHIJKLMNOPQRSTVWXYZ abcdefghijklmnñopqrstuvw 1234567890

14 pts. ABCDEFGHIJKLMNOPQRSTVWXYZ abcdefghijklmnñopqrstuvw 1234567890

7 pts. ABCDEFGHIJKLMNOPQRSTVWXYZ abcdefghijklmnñopqrstuvw 1234567890

INCORRECT USES

A non-exhaustive list of incorrect uses of the logotype is presented on this page. Incorrect uses include: distortion, disproportion, shading, added effects that alter visibility in contour and shape, incorrect use of monochrome or color palette that are not allowed (see monochrome section) and incomplete use or bleeding.

PROMOTIONAL CLAIMS | Examples uses