Certified B Corporation® Brand Communication and Identity Guidelines
# Table Of Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Brand Communication</strong></td>
<td>3</td>
</tr>
<tr>
<td>What is a B Corp?</td>
<td>4</td>
</tr>
<tr>
<td>Additional Talking Points</td>
<td>6</td>
</tr>
<tr>
<td>Boiler Plates for Press</td>
<td>9</td>
</tr>
<tr>
<td>B Corp In Copy</td>
<td>10</td>
</tr>
<tr>
<td>Trademark Usage</td>
<td>11</td>
</tr>
<tr>
<td><strong>Visual Guidelines</strong></td>
<td>12</td>
</tr>
<tr>
<td>The Brandmark</td>
<td>13</td>
</tr>
<tr>
<td>Raise the Bar</td>
<td>14</td>
</tr>
<tr>
<td>Incorrect Usage</td>
<td>15</td>
</tr>
<tr>
<td>Comes in Two Flavors</td>
<td>17</td>
</tr>
<tr>
<td>Sizing Overview</td>
<td>18</td>
</tr>
<tr>
<td>Lockups with Tagline</td>
<td>19</td>
</tr>
<tr>
<td>Official International Variations</td>
<td>20</td>
</tr>
<tr>
<td>Our Logo + Your Brand</td>
<td>21</td>
</tr>
<tr>
<td>Our Color Story</td>
<td>22</td>
</tr>
<tr>
<td>Mark Integration - Packaging</td>
<td>23</td>
</tr>
<tr>
<td>Integration - Print Marketing</td>
<td>25</td>
</tr>
<tr>
<td>Mark Integration - Digital Marketing</td>
<td>26</td>
</tr>
<tr>
<td><strong>More Resources</strong></td>
<td>27</td>
</tr>
<tr>
<td>Declaration of Interdependence</td>
<td>28</td>
</tr>
<tr>
<td>B Corp vs Benefit Corporation</td>
<td>29</td>
</tr>
<tr>
<td>Vote Every Day Brand Campaign</td>
<td>30</td>
</tr>
<tr>
<td>General Questions</td>
<td>32</td>
</tr>
<tr>
<td>Additional Links</td>
<td>33</td>
</tr>
</tbody>
</table>
What is a B Corp?

Certified B Corporations® (B Corps™) are for-profit companies that use the power of business to build a more inclusive and sustainable economy.

They meet the highest verified standards of social and environmental performance, transparency, and accountability. As of 2018, there are more than 2,500 B Corps in 130 industries and 60 countries around the world.
What is a B Corp?

Short Version

B Corps™ are businesses that meet the highest verified standards of social and environmental performance, transparency, and accountability.
There are over 2,500 Certified B Corporations from more than 130 industries and 60 countries with 1 unifying goal: to redefine success in business.

B Corps are leaders of a global movement of people using business as a force for good™.

The Certification process uses credible, comprehensive, transparent, and independent standards of social and environmental performance.

The B Corp assessment process measures a company’s performance in five categories: governance, workers, customers, community, and the environment.

*Please refer to bcorporation.net for an up to date status on the number of Certified B Corporations
5 **Certified B Corporations** amend their governance so that, by law, they can make decisions and implement practices that consider not just shareholder value, but the impact on all stakeholders—employees, customers, society, and the environment.*

6 **The B Corp** community works toward reduced inequality, lower levels of poverty, a healthier environment, stronger communities, and the creation of high-quality jobs with dignity and purpose.

7 **B Corp Certification** is a highly selective status. Companies must document their positive impact to qualify and undergo verification every three years to maintain their Certification.

*Applicable to corporations in more than 30 U.S. states, as well as Italy and Colombia where benefit corporation legal statute is in place. For more information check out legal requirements tool at bcorporation.net/certification/legal-requirements
Additional Talking Points

8 **Certified B Corporations** range from multinational corporations [Natura] to wholly owned subsidiaries [Seventh Generation] to small businesses [Harvest Market] serving local communities.

9 **The B Impact Assessment** takes into account the size, industry, and location of each business. This makes our assessment of overall impact as accurate as possible.

10 It is one of the only certifications that is not for a product or service, but for **the whole business behind the product or service**.

11 **B Corporation Certification** helps consumers identify companies with a mission, and helps investors select investments that align with their values.
About B Corporations®
Certified B Corporations are for-profit companies that use the power of business to build a more inclusive and sustainable economy. They meet the highest verified standards of social and environmental performance, transparency, and accountability. To date, there are more than 2,500 B Corps in 130 industries and 60 countries around the world.

About B Lab®
B Lab is a nonprofit that serves a global movement of people using business as a force for good™. Their initiatives include B Corp Certification, administration of the B Impact Management programs, and advocacy for governance structures like the benefit corporation. B Lab’s vision is of an inclusive and sustainable economy that creates a shared prosperity for all.

*Please refer to bcorporation.net for an up to date status on the number of Certified B Corporations
Use This, Not That.

Certified B Corporation® / Certified B Corporations®

B Corp™ / B Corps™

certified B Corporation® / certified B Corporations®

B-Corp® / B-Corps®

Certified B Corp® / Certified B Corps®

Benefit Corporation / Benefit Corporations

Certified B-Corporation® / Certified B-Corporations®
Trademark Usage

We require everyone to use the ™ or ® after first use in body copy or headlines.

Certified B Corporation ................................................................. ®
B Corp ...................................................................................... ™
People Using Business as a Force for Good ............................... ™
B Lab .......................................................................................... ®
Visual Guidelines
The Brandmark

The B Corp mark is comprised of four elements: the “Circle B” mark which includes the holding line or bar, the “Certified” text, and the “Corporation” text. The visual structure of the Certified B Corporation logo has been specifically designed to balance the mark with the type. Each element has been specially placed, sized, and rendered to bear precise relationships to the others and must not be recreated or altered in any way. Where possible, it should always appear in this format. No additional text or graphic may encroach the clear space of the logo.
Why did we make this change?

B Lab’s trademark of the “Circle B” includes the circle with the letter “B” inside it and the holding line or bar. The older marks separated these two elements by placing the word “Corporation” between them. Our earlier decision did not account for the other brand properties of B Lab (e.g. the B Impact Assessment, the B Lab organizational programs, our partners, and their programs) or how we would integrate these brands and marks globally. We’re unifying the marks and their structures to use the “Circle B Mark” more consistently.
Incorrect Usage

In order to build a strong visual identity for Certified B Corporations, it is paramount to use the B Corp mark consistently and correctly. Here are some examples of incorrect usage of the B Corporation mark. Inconsistencies in the appearance of the B Corporation mark will weaken its value.

NEVER remove the registration mark. Do not combine the mark with any other elements—such as logos, words, graphics, photos, slogans or symbols that might seem to create a hybrid mark.

1. Do not remove “Certified” from the mark.
2. Do not remove “Certified” or “Corporation” from the mark.
3. Do not remove the bar from the mark.
4. Do not use the logo with “bcorporation.net” below the horizon line.
5. Do not change or alter the colors on individual elements of the mark.
6. Do not rotate or angle the mark.
7. Do not skew or distort the mark in any way.
8. Do not use drop shadows, bevels or graphic effects of any kind.
9. Do not use the mark in outline mode. (No key line around the type face.)
Incorrect Usage

10 Do not alter the size or shape of any element.
11 Do not isolate the brand mark within a shape.
12 Do not alter size of text.
13 Do not alter the shape of the circle
14 Do not remove the text or holding line from the brand mark
15 The B the Change bug has served us well, and we appreciate all those who used it as part of our previous B the Change Campaign, whether on packaging or digital. We’re asking you to now retire this logo so that we can have a united focus on raising awareness of the Certified B Corporation logo. For assets from our current active brand awareness campaign, please see page 30.
Comes in Two Flavors

The Certified B Corporation mark should always be clear and visible, set in either black or white on a contrasting background that maximizes legibility.
Sizing Overview

To standardize the use of the mark, four sizes are provided for most uses—50 pixels high for web banners and e-mail headers, 72 pixels high for web pages, a minimum size of 8 mm wide for printed materials, and a recommended minimum size of 11 mm for printed materials.

Maintaining shape and proportions to ensure accurate and consistent use, never alter, rotate, embellish, or attempt to recreate the brandmark. The proportions and shape of the brandmark should never be altered for any reason. To resize, hold the “Shift” key in most software programs to maintain the proportions while scaling up or down. Always maintain the minimum clear space, even when proportionally scaling the logo.

Minimum Size Requirements for Printed Materials

- **8 mm or 11 mm mark for:**
  - Posters
  - Booklets
  - Postcards / self-mailers
  - Product packaging

- **50 pixel mark used for:**
  - Email newsletter
  - Presentation footer
  - Web banner

- **72 pixel mark used for:**
  - Web page
Lockups With Tagline

In addition to displaying the B Corp mark on its own, you have the option to use this alternate version with tagline attached. This should be used in cases where potential customers may not be informed about what being a Certified B Corporation entails. This lockup should anchor the lower-lefthand portion of a layout with tagline facing the internal portion of any communication.
Official International Variations

Certified Corporation
Certifiée Corporation
Certificada Corporation
Certificazione Corporation

French Canadian
French
German
Italian

Certified
Empresa
Entreprise
Certificada
Certifiée
Certificazione

Portuguese/Spanish

* The French Canadian version of the mark is restricted to usage in the Canadian market.
Putting the Logo to Work for Your Brand.

We want the Certified B Corporation mark to integrate seamlessly with your brand. These guidelines were designed to ensure the trademark can be executed in a way that is complementary to the variety of our many B Corp brands.
Our Color Story is Your Color Story

To ensure seamless integration with your brand and consistency across all communications, either the black or white version of the B Corp mark can appear over any background, pattern or photographic image.
Mark Integration for Packaging

The ideal location for the mark is the front of pack aligned with the broader brand story. Alternate placement can be next to nutritional and informational panels.

1. Sealed bags
2. Hang tags
3. Cylindrical cartons
4. Horizontally stacked certification bugs
Mark Integration for Packaging

The ideal location for the mark is the front of pack aligned with the broader brand story. Alternate placement can be next to nutritional and informational panels.

1 Vertically stacked certification bugs

2 Cartons, Liquid containers

3 Coffee, Tea, Sealed bags

4 Vertically stackable boxed goods
Mark Integration for Print Marketing Materials

When used in close proximity, the B Corp mark should be of equal or lesser scale to the brand mark. Positioning the B Corp mark near the brand mark reinforces certification.

1. Direct mail
2. Print advertisements
3. In-store shelf talkers
4. Promotional posters
Mark Integration for Digital Marketing Materials

When used in close proximity, the B Corp mark should be of equal or lesser scale to the brand mark. Consider making B Corp status a major part of your digital communication, and/or aligning the mark with other standard contact information in footers.

1. Website footer
2. Email footer
3. Online banner
4. Email signature
More Resources
The universal values and aspirations of the B Corp Declaration of Interdependence have no borders, no limitations, no spiritual or religious limitations, and draw inspiration from around the world.

The B Corp Declaration of Interdependence.

We envision a global economy that uses business as a force for good.

This economy is comprised of a new type of corporation—the B Corporation—which is purpose-driven and creates benefit for all stakeholders, not just shareholders.

As B Corporations and leaders of this emerging economy, we believe:

• That we must be the change we seek in the world.

• That all business ought to be conducted as if people and place mattered.

• That, through their products, practices, and profits, businesses should aspire to do no harm, and benefit all.

• To do so requires that we act with the understanding that we are dependent upon another and thus responsible for each other and future generations.
## B Corp vs Benefit Corporation

Certified B Corporations and benefit corporations are often, and understandably, confused. Benefit corporations are often called B Corps as shorthand by mistake. They share much in common and have a few important differences. Not all Certified B Corporations need to use the benefit corporation governance structure, and benefit corporations are not required to be Certified B Corporations.

### What’s the Difference?

<table>
<thead>
<tr>
<th>Issue</th>
<th>Certified B Corporation</th>
<th>Benefit corporation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accountability</td>
<td>Directors required to consider impact on all stakeholders.</td>
<td>Same</td>
</tr>
<tr>
<td>Transparency</td>
<td>Must publish public report of overall social and environmental performance assessed against a third party standard.</td>
<td>Must publish report of overall social and environmental performance; in most jurisdictions, the report must be made public and use a third party standard.</td>
</tr>
<tr>
<td>Performance</td>
<td>Must achieve minimum verified score on B Impact Assessment. Recertification required every three years against evolving standard.</td>
<td>Self Reported</td>
</tr>
<tr>
<td>Availability</td>
<td>Available to every business regardless of corporate structure, state, or country of incorporation.</td>
<td>Available for corporations in more than 30 U.S. states, as well as Italy and Colombia*</td>
</tr>
<tr>
<td>B Lab</td>
<td>Verifying body and supporting 501(c)(3); offers access to the Certified B Corporation® logo, portfolio of services, and vibrant community of practice among B Corps.</td>
<td>Developed Model Legislation, works for its passage and use, offers free measurement tool to meet transparency requirements; no role in oversight.</td>
</tr>
<tr>
<td>Cost</td>
<td>B Lab certification fees from $500 to $50,000+/year, based on revenues.</td>
<td>Filing fee is dependent upon jurisdiction and whether the form is available or not.</td>
</tr>
</tbody>
</table>

* In Colombia, the regulations accompanying the statute have not been finalized, and B Lab recommends that, until the regulatory process is completed, companies use the charter amendment to satisfy the legal test rather than the BIC form.
Vote Every Day

You may wish to use graphics beyond the Certified B Corporation logo to explain and clarify your mission, especially when speaking to a consumer audience.

**The Brand Campaign.** B Lab’s first ever awareness campaign offers great opportunities for amplifying your brand’s message. You can encourage your audience to vote with their values every day by buying from, working for, and doing business with B Corps.

**The Toolkit.** Find native and social-feed-ready files to share Vote Every Day message with your audience. Browse the Image Relay toolkit ➪

1 Vote Every Day Poster Series ➪
Vote Every Day

2 Vote Every Day Facebook Posts

3 Vote Every Day Logotype

4 Vote Every Day Instagram Posts
General Questions

Why do we need rules about how to use the Certified B Corporation brandmark?

These rules are intended to promote consistent use of the B Corp brand. This makes it easier for people to instantly recognize references to Certified B Corporations and prevents consumer confusion.

What does B Lab do if businesses misuse the Certified B Corporation brandmark?

B Lab dedicates substantial resources to the development and protection of its intellectual property. In addition to seeking registration of its trademarks and logos around the world, B Lab enforces its rights against people who misuse its trademarks.

Do I need to request permission for each use of the B Corp brand assets?

Please follow the general rules for using the Certified B Corporation brand, along with the rules for the specific asset you want to use. Permission is required if you want to use B Corp brand assets on TV or Film.

Am I allowed to use the B Corp brandmark assets on merchandise?

In the terms and conditions of your certification agreement with B Lab you are granted permit or license to use the Certified B Corporation brandmark, trademarks, and logos or other intellectual property for use on consumer packaged goods, marketing and advertising and other promotional materials. Follow all of the “Certified B Corporation” logo guidelines to learn how it can be used properly.

I still can’t find what I’m looking for. How can I get in touch with someone?

If you have questions that are not covered in this guide, please contact us at support@bcorporation.net.
Additional Links

Certified B Corporation Logos
Brand Files ➔

Certified B Corporation Resources
bcorporation.net/for-b-corps ➔

Benefit Corp Governance Information
benefitcorp.net ➔

The B Impact Assessment
bimpactassessment.net ➔

Vote Every Day Brand Awareness Campaign
imagerelay.com ➔