With 25 years of experience, TCO Certified is the world-leading sustainability certification for IT products. Our comprehensive criteria are designed to drive social and environmental responsibility throughout the product life cycle. Covering eight product categories including displays, computers and mobile devices, compliance is independently verified, both pre and post certification. Join us in driving progress toward sustainable IT products.
Using the TCO Certified brand

Welcome to TCO Certified. By choosing TCO Certified for the IT products you manufacture or purchase, you’ve already made a commitment to a more sustainable future. For electronics, that means reaching a socially and environmentally responsible life cycle.

We encourage you to use the TCO Certified brand in your communications related to certified products.

This Style Guide is intended for IT brands, manufacturers, purchasers, media and other external parties referring to TCO Certified. The Guide supports correct use of the TCO Certified brand and is designed to ensure consistent, clear and accurate communication of what it stands for.

Use of the TCO Certified brand requires that the integrity and independence of the certification is maintained in all communications.

The Style Guide includes guidance on:

• General facts about TCO Certified
• Terminology, messaging and product claims
• Naming and identity
• Logo usage

For manufacturers and brands — please refer to this Style Guide as well as your agreement with TCO Development for full details about accurate product labeling and certification naming.
About TCO Certified

Global Sustainability Certification

• The leading sustainability certification for IT products, trusted by organizations around the world
• Third party certification in accordance with ISO 14024
• Driving sustainable development of IT products for over 25 years

Life Cycle Criteria

• TCO Certified is a sustainability certification with comprehensive social and environmental criteria throughout the product life cycle: manufacturing, use and end of life
• New generation criteria every three years to drive faster change
• Continual criteria development to meet the most pressing sustainability challenges
• Criteria and verification methods are science-based and developed in an open, multi-stakeholder dialog, in order to drive relevant change from a life cycle perspective

Independent Verification

• TCO Certified includes a comprehensive system of independent verification, both pre and post certification
• TCO Certified includes measures for dealing with identified instances of non-compliance, which makes the certification unique

Eight Product Categories

• Displays, notebooks, tablets, smartphones, desktops, all-in-one PCs, projectors, headsets
Logos

Our logos may be reproduced using original designs and colors only. Correct proportions must be maintained.

Logos may be used for editorial purposes. For non-editorial use, please contact us with your request.

Download logos at tcocertified.com

For brands certifying products

The logo must be reproduced in a quality that allows the text to be read under normal viewing circumstances and may only be used in connection with certified product models.

Use of the TCO Certified brand is governed by the contract between the brand owner and TCO Development. Contact marketing@tcodevelopment.com for further information.

The TCO Certified logo must be visible on the certified product

Alternative 1
- On the product chassis

Alternative 2
- On the regulatory marking plate

Alternative 3
- Splash screen during boot up

Additionally, not required
- Packaging, product promotions, sales channels, corporate websites, sustainability and annual reports etc.

Maintaining clear space between the logo and other graphic elements such as type, images, other logos, etc. ensures that the logo always appears unobstructed and distinctly separate from any other graphic elements. An exception is made in cases where the logo is located on the regulatory marking plate of products.
Correct terminology

When mentioning or describing TCO Certified, correct use of the brand is important to maintaining accuracy and consistency. Below you’ll find acceptable and non-acceptable claims when speaking about TCO Certified.

TCO Certified, Not TCO
The brand name TCO Certified must be used in its entirety.

- ☑️ TCO Certified
- ❌ TCO, TCO label, TCO award, TCO rated, TCO optional, TCO registered, TCO compliant

TCO Certified is a noun, not a verb
TCO Certified is the name of the brand

- ☑️ This product is certified according to TCO Certified
- ☑️ This product carries the TCO Certified designation
- ☑️ (Brand) offers several products that carry the TCO Certified designation
- ❌ This product is TCO certified
- ❌ TCO has certified this product
- ❌ We (brand) TCO certify our products

TCO Certified is a product certification, not a label or award
Communications about TCO Certified may not imply endorsement or approval of any brand or company.

- ☑️ Certification
- ☑️ This product is certified according to TCO Certified
- ☑️ This product carries the TCO Certified designation
- ❌ Label, standard, award
- ❌ TCO Certified has approved this product
- ❌ TCO Certified has approved this product
- ❌ This product is TCO labeled

Naming TCO Certified
The brand name TCO Certified can be used by itself or in combination with the relevant product category name, for example TCO Certified Notebooks.

- ☑️ TCO Certified
- ☑️ TCO Certified Displays
- ☑️ TCO Certified Notebooks 5
- ☑️ TCO Certified Edge Notebooks 1
- ❌ TCO
- ❌ TCO Displays
- ❌ TCO Certified 5 notebooks
- ❌ TCO Certified Notebooks Edge 1
Speaking and writing about TCO Certified

These suggested messages can be used in your communication

Short description of TCO Certified

TCO Certified is a global sustainability certification for IT products, founded over 25 years ago. Criteria include socially responsible manufacturing, environment, user health, safety and ergonomic design. All criteria are developed from a life cycle perspective, covering manufacturing, use and end of life phases. Certified product models and their manufacturing facilities are independently verified for compliance. The certification covers eight products categories: displays, notebooks, tablets, smartphones, desktops, all-in-one PCs, projectors and headsets. TCO Certified is a Type 1 Ecolabel in accordance with ISO 14024.

Claims

“This product carries the TCO Certified designation. TCO Certified is the leading independent sustainability certification for IT products”

“Using TCO Certified helps to manage environmental and social risk connected to IT products”

“Products certified according to TCO Certified have been independently verified to have lower social and environmental impact”

“TCO Certified is an independent sustainability certification, in accordance with ISO 14024”

“Criteria in TCO Certified cover environmental and social responsibility of the product and manufacturing facilities throughout the life cycle — manufacturing, use and end of life”

“IT products carrying TCO Certified can help to meet key sustainability goals”
At tcocertified.com you can find further resources to help you communicate about TCO Certified, including webinars on-demand, guides to our criteria and verification systems as well as how to use TCO Certified in purchasing.

Contact marketing@tcodevelopment.com for more details