UL Solutions

Safety. Science. Transformation.™

UL Marketing Claim Verification Mark



Launch kit and messaging overview

LET'S GO

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Congratulations

By having your marketing claim Verified by UL Solutions, you have taken an important step in delivering confidence to your customers. A UL Marketing Claim Verification delivers a science-based, objective credential that gives your customers peace of mind that your product, process, system or facility delivers what you have promised.

UL Verification and the UL Verified Mark differentiate you from those with self-declared claims. We encourage you to use the UL Verified Mark on your product and packaging and in your advertising and promotions. This guide will help you accurately promote your UL Verification and use the UL Verified Mark to help your customers understand its meaning and significance. Please always check verify.UL.com/marketing for the latest version of this guide.

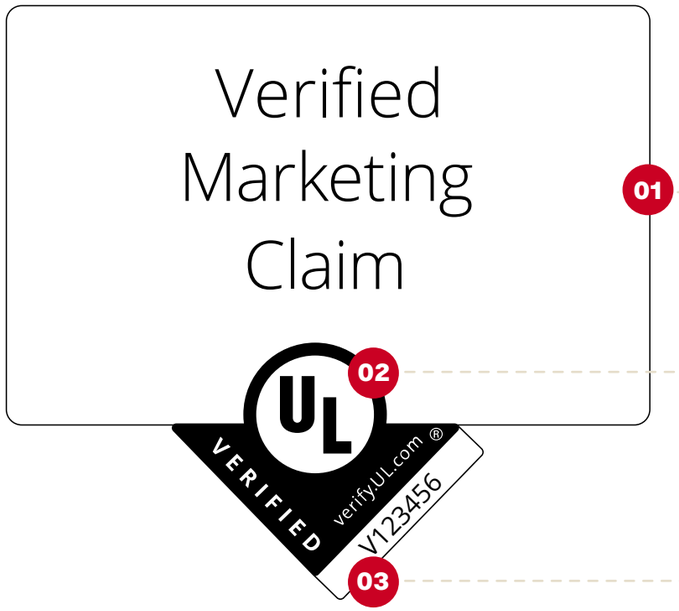
If you're unsure whether you can promote your UL Marketing Claim Verification or use the UL Verified Mark in a specific situation, please contact us. We are always happy to answer your questions.



Anatomy of the UL Verified Mark

With the completion of your UL Marketing Claim Verification, you have been provided with a UL Verified Mark.

This Mark is your tool to promote your marketing claim, and you can leverage this Mark in accordance with the brand guidelines below. The UL Verified Mark is a distinctive way to differentiate your brand and its marketing claim. It starts with the basic UL Verified Mark and includes three important elements.



01 Claim module

The basic Verified Mark indicates that UL Solutions has Verified the marketing claim.

02 Basic Verification Mark

All claims include this Verified Mark to indicate they have been tested and Verified by UL Solutions.

03 Unique identifier

The unique identifier enables customers to look up more information on verify.UL.com about a specific marketing claim Verified by UL Solutions.

Basic UL Verification Mark color palette specifications

The UL Solutions color palette is an integral part of the brand identity of the UL Verified Mark. Only four colors may be used with the basic UL Verification Mark. Refer to the Marks to the right for examples of usage.

Specifications are provided for printing with PANTONE® inks (spot-color printing) on coated and uncoated paper stock, for four-color process printing (CMYK) and for web and on-screen presentation (RGB and HEX).

Color guidelines

WHITE

C0 M0 Y0 K0
R255 G255 B255
HEX FFFFFF

BLACK

C0 M0 Y0 K100
R0 G0 B0
HEX 000000

TEAL

PMS 3135
C80 M24 Y32 K1
R22 G149 B165
HEX 1695A5

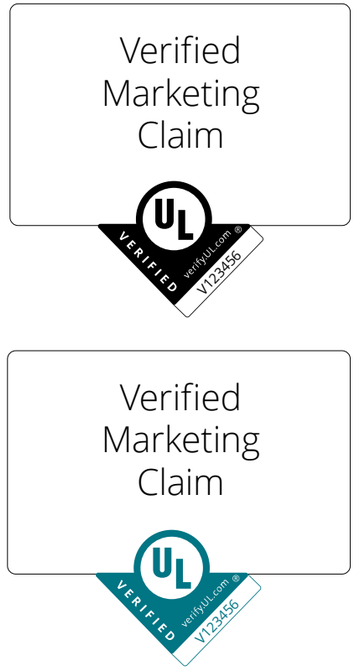
GRAY

PMS Cool Gray 7
C0 M0 Y0 K50
R147 G149 B152
HEX 939598

Four colors approved for the basic UL Verification Mark



Basic UL Verification Mark usage with claim module



For custom claim module and claim text colors, see Page 19.

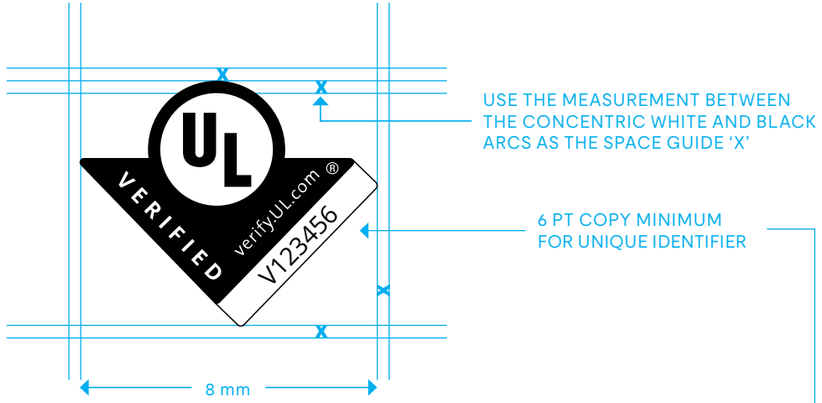
UL Verified Mark clear space and minimum size

When placing the UL Verified Mark on packaging or product, or using it for promotional purposes, it is important to balance maximizing its size with maintaining adequate clear space around the Mark. The minimum clear space requirements shown to the right should be observed in all situations.

More clear space is preferred whenever possible.

Ensure that the basic UL Verification Mark is at least 8 mm at its narrowest dimension so that the claim language and unique identifier are legible.

Clear space – UL Verified Mark



Clear space – UL Verified Mark with Marketing Claim module



Minimum size



Do's for the Mark

When promoting or referencing your UL Marketing Claim Verification, it is imperative that you be specific and accurate. Each element of the UL Verified Mark has been carefully designed and positioned using specific proportions to ensure legibility. Please refrain from redrawing the UL Verified Mark. Always use the current, approved electronic artwork we provide to you. Provided below is a list of UL Marketing Claim Verification do's to help you promote your verification.

Do: Be specific.
Use the UL Verified Mark only in advertising or promotions featuring products, systems, processes or facilities with UL Verified marketing claims. If some products, systems, processes or facilities are entitled to use the UL Verified Mark but others are not, ensure the usage, wording and placement of UL Solutions references and the UL Verified Mark make it clear which claims we have Verified and which we have not.

Do: Use only the UL Verified Mark files provided.
Use your UL Verified Mark without recreating it or altering it in an inappropriate manner.

Do: Be accurate.
Only claims we have Verified can be mentioned or used in conjunction with the UL Verified Mark. Only products with marketing claims we have Verified can carry the UL Verified Mark on a product or its packaging.

Do: Use a complete UL Verified Mark.
Always include the claim module when using the UL Verified Mark. Refer to Pages 5 and 6 for more on the Mark design.

In certain limited circumstances for very small products, you may place the approved claim language immediately adjacent to the basic UL Verification Mark with unique identifier, foregoing use of the version of the Mark with the integrated claim module. If the basic UL Verification Mark cannot be placed on a product, you may use the text "UL Verified," the unique identifier and the approved claim language. These options may be utilized only when the size of the UL Verified Mark may render the claim language illegible or use of the UL Verified Mark is impractical. You must have your UL Verification program manager review all uses of these versions of the UL Verified Mark before they are used.

Do: Provide plenty of clear space.
Maximize clear space whenever possible. Refer to Page 6 for more on clear space.

Do: Use the UL Verified Mark in the right size.
Ensure that the basic UL Verification Mark is at least 8 mm at its narrowest dimension so that the marketing claim and unique identifier are legible.

Do: Make sure your own logo is larger than the UL Verified Mark.
Make sure that the UL Verified Mark is smaller than your company name, brand name or brand logo.

Do: Be consistent.
If the UL Verified Mark provided to you features multilingual claim information, all Mark usage requirements and guidelines still apply.

Do: Share your UL Marketing Claim Verification report only when authorized to do so.
Make sure that you are permitted to share your UL Verification report externally or to use your UL Verification report for promotional purposes before doing so. If permitted, always use the report in its entirety and only so long as your marketing claim is Verified by UL Solutions.

Don’ts for the Mark

When writing about or promoting your UL Marketing Claim Verification, it is imperative that you be specific and accurate.

Some incorrect and unacceptable examples are illustrated on this page. Although space permits showing only a limited number of treatments and configurations, the principles illustrated apply to all versions of the UL Verified Mark.

The UL Verified Mark can never be used on your company stationery or business cards, in email signatures, on vehicles or on clothing or employee gear.

To the right is a list of UL Marketing Claim Verification don’ts to help you promote your verifications.

Don’t: Use the UL Verified Mark inappropriately.
Make sure to read and follow the acceptable and unacceptable uses of the UL Verified Mark and any references to UL Marketing Claim Verification in this guide.

Don’t: Use the UL Verified Mark or refer to UL Marketing Claim Verification until your marketing claim has actually been Verified.
Avoid statements indicating that UL Verification is pending.

Don’t: Stamp, mold or emboss the UL Verified Mark.
Apply the UL Verified Mark so that it can be easily removed if a marketing claim changes.

Don’t: Use the UL Verified Mark or refer to UL Marketing Claim Verification on your company stationery or business cards.

Don’t: Use overly fanciful shapes that make it difficult to understand the claim that we have Verified or detract from the UL Verified Mark.

Don’t: Use the UL Verified Mark or refer to UL Marketing Claim Verification on vehicles.

Don’t: Use the UL Verified Mark in an unauthorized color.
Always use the UL Verified Mark in the specified teal, black, gray or white referenced on Page 5.

Don’t: Continue using the UL Verified Mark if a claim is no longer Verified.
If a product, process, system or facility is no longer Verified by UL Solutions, or the right to use the UL Verified Mark has expired, the UL Verified Mark and any references to UL Verification must be removed from any products, packaging and promotional materials.

Don’t: Use the UL Solutions name or a UL Mark for unapproved purposes.
Do not use the UL Solutions name or any UL Mark as an identifier or in any top-level domain or subdomain names.

Don’t: Use the UL Verified Mark or refer to UL Marketing Claim Verification in email signatures.
The UL Verified Mark can only be used when referencing the product, process, system or facility that has been Verified.

Don’t: Share any UL Solutions report externally for any reason unless you have explicit permission to do so.
Only certain UL Solutions reports can be used for promotional purposes or shared externally. If permitted, always use the report in its entirety and only so long as your marketing claim is Verified by UL Solutions.

References to UL Marketing Claim Verification and the UL Verified Mark

When writing about a UL Verification, please refer to the samples below for guidance. Other references are acceptable, provided they are accurate, clear and specific to a claim that we have Verified.

Sample correct references

- Our [name of product, system, process or facility] is UL Verified for [claim language].
- Verified by UL Solutions for [claim language]
- This product is Verified by UL Solutions. Samples of this product have been evaluated by UL Solutions and meet applicable Verification requirements for [claim language].
- UL Verified V123456 [V123456 to be replaced by the appropriate unique identifier]
- Verify.UL.com, V123456 [V123456 to be replaced by the appropriate unique identifier]

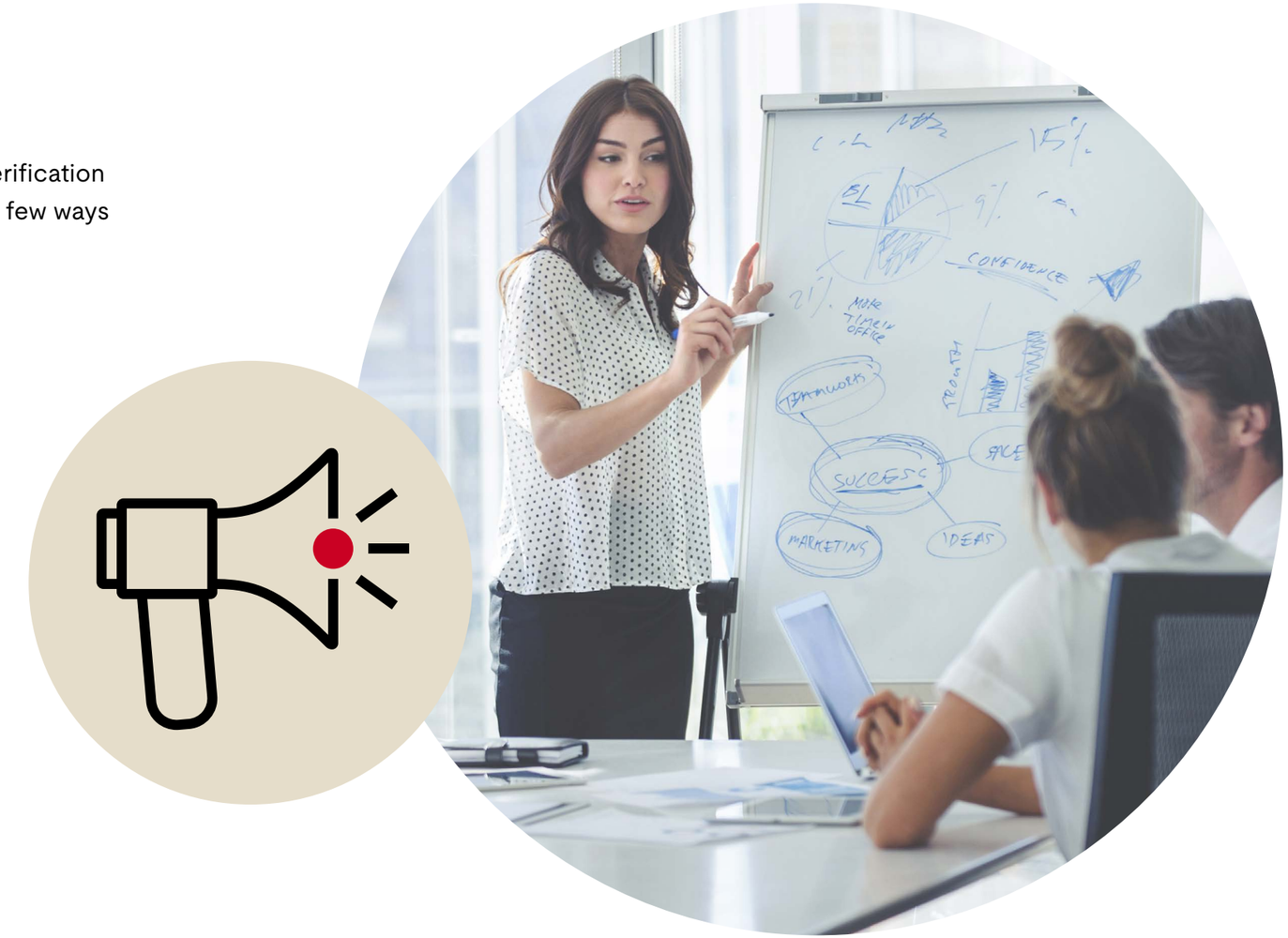
Sample incorrect references

- We sell UL Verified products.
- [Company name] is UL Verified.
- UL Verification pending
- UL Certified product
- This product is tested by UL Solutions.

Promoting your UL Marketing Claim Verification

To get you started down the path of using your UL Marketing Claim Verification and UL Verified Mark in your promotional communications, here are a few ways other customers have leveraged these credentials:

- Products and packaging
- Press releases
- Social media
- Promotions
- Trade shows
- Point of sale
- In the workplace



UL Verified Mark on products and packaging

You can feature the UL Verified Mark on any product and its packaging with a claim that we have Verified. You have two options for applying the UL Mark to a product and packaging:

- Through a separate label or sticker
- Printing directly onto the product or packaging

Ensure that all elements of the complete basic UL Verified Mark (basic UL Verification Mark, claim language, unique identifier) are always present. Always use the approved artwork we provide to you.

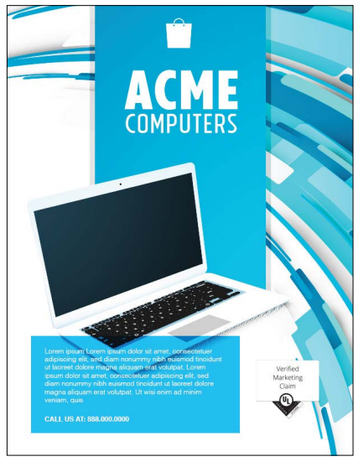


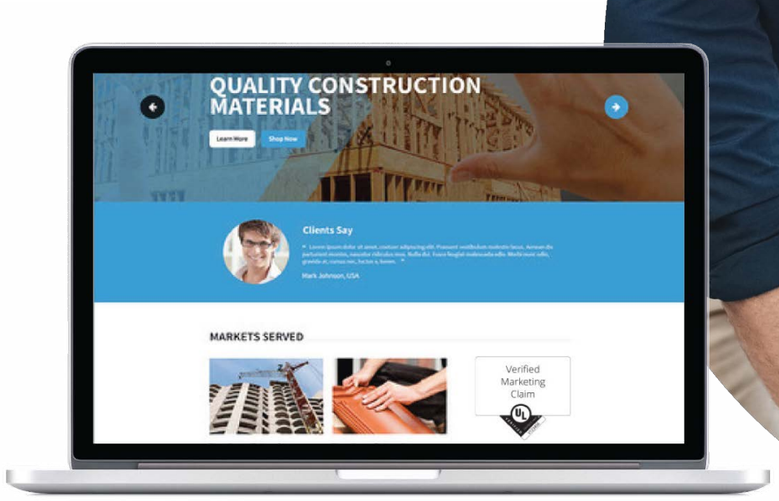
Please refrain from molding, stamping or embossing the UL Verified Mark directly onto a product.



Promotions

Letting your customers know that your marketing claim is now UL Verified gives you an advantage over competitors with self-declared claims. The UL Verified Mark can be used in promotions, advertising, public relations outreach and social communication to build buzz with current and prospective customers. Display the UL Verified Mark with images of a UL Verified product, process, system or facility to demonstrate that you offer a differentiated choice.

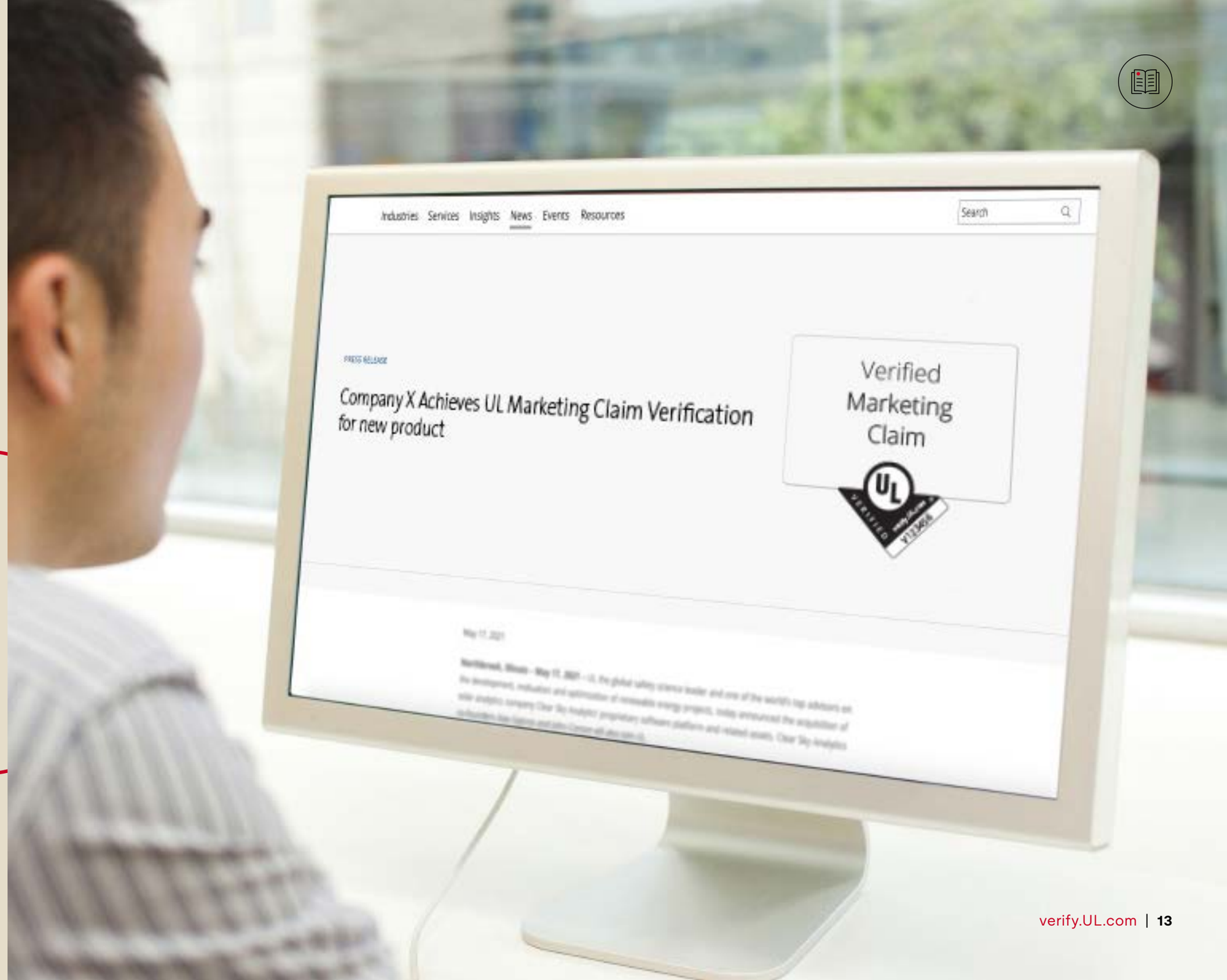






Press release

A press release can announce your results, even featuring a quote from UL Solutions if desired.

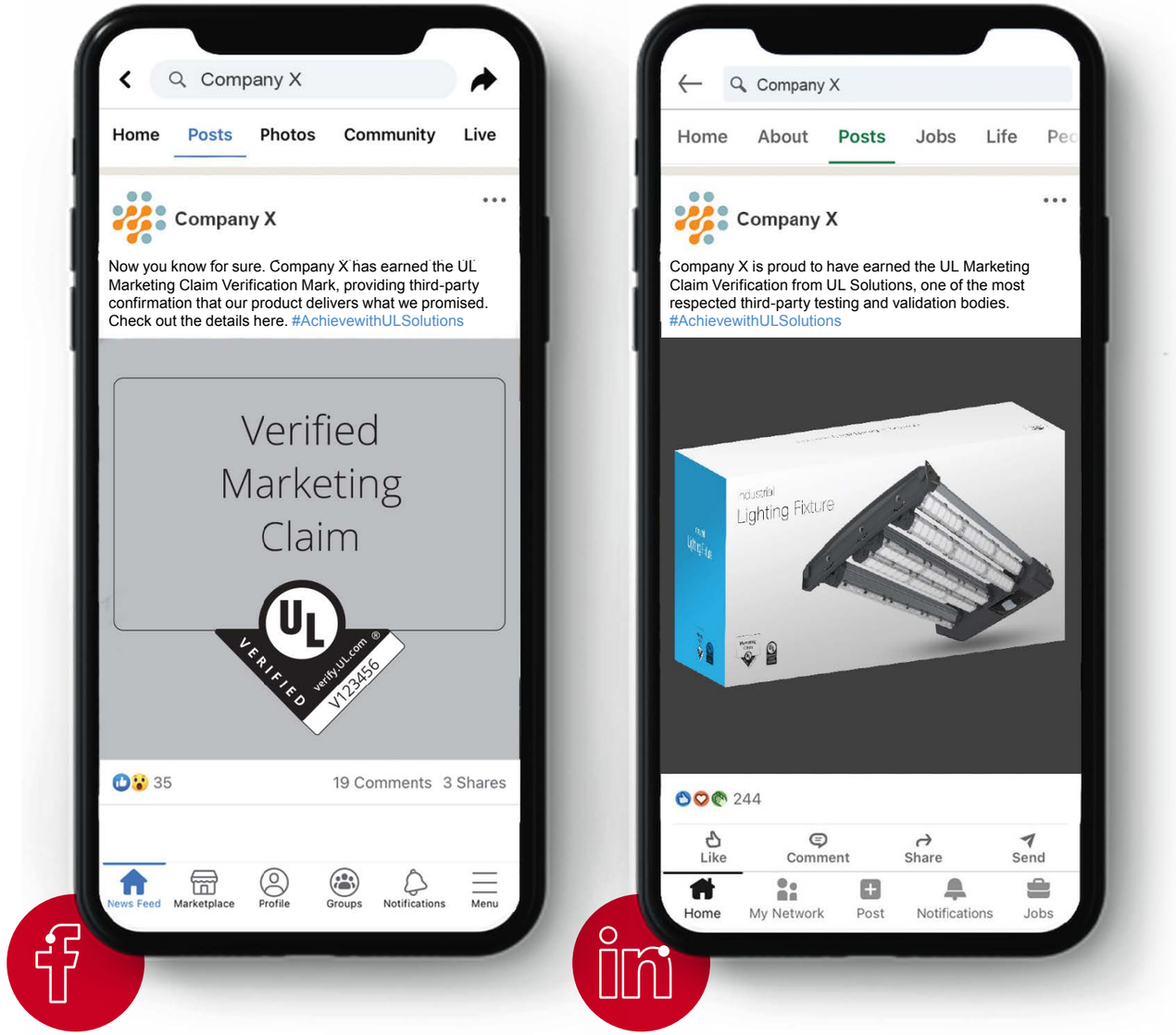


Social media

Maximize your achievement by sharing it on social media with your followers.

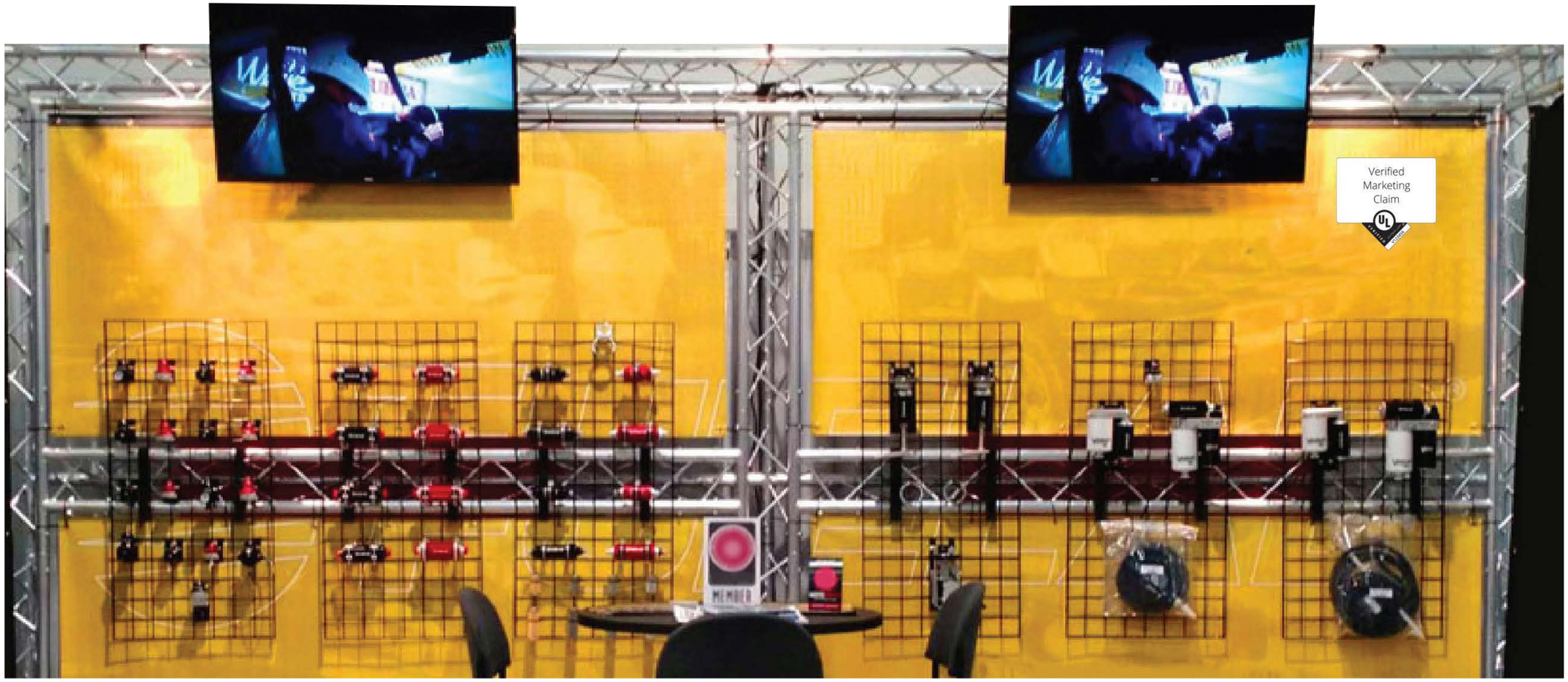
Add the hashtag **#AchievewithULSolutions** to any social post to demonstrate market leadership and differentiate from your competitors.

When you use **#AchievewithULSolutions** in your social media, UL Solutions may share your stories and accomplishments on its own social channels.



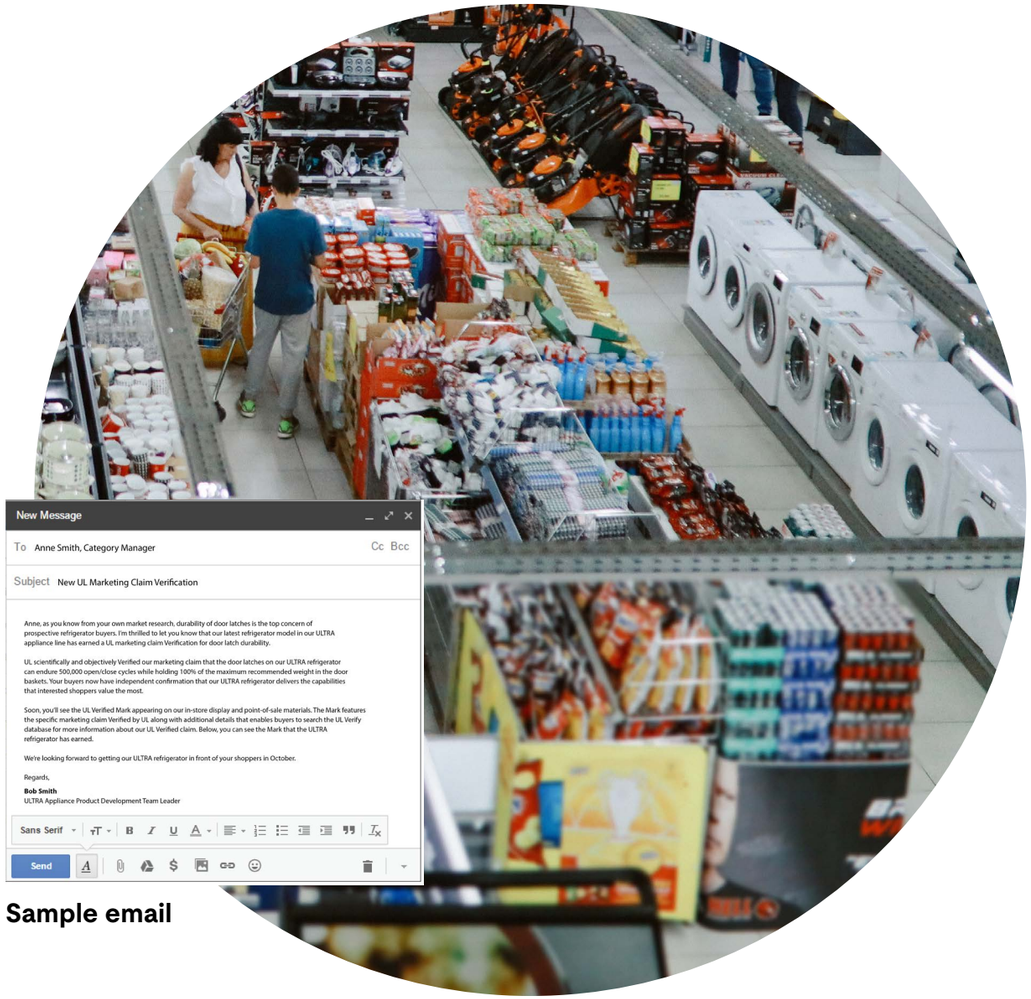
Trade shows

Consider sharing your UL Marketing Claim Verification Mark at in-person or virtual trade shows with social media promotion and/or sales collateral.



UL Verified Mark in retail promotions, at point of sale and on e-tailing sites

Letting retailers and distributors of your product know about your UL Verification provides them an additional way to differentiate your products to shoppers. Make sure to inform your retailers, both physical and e-commerce, that you have a UL Verified Mark so they can prominently feature your independently verified claim, distinguishing your product from competitors with self-declared claims.

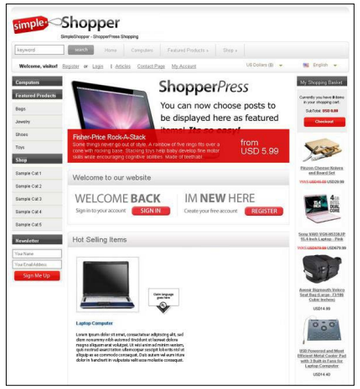




Wobbler



Retail display

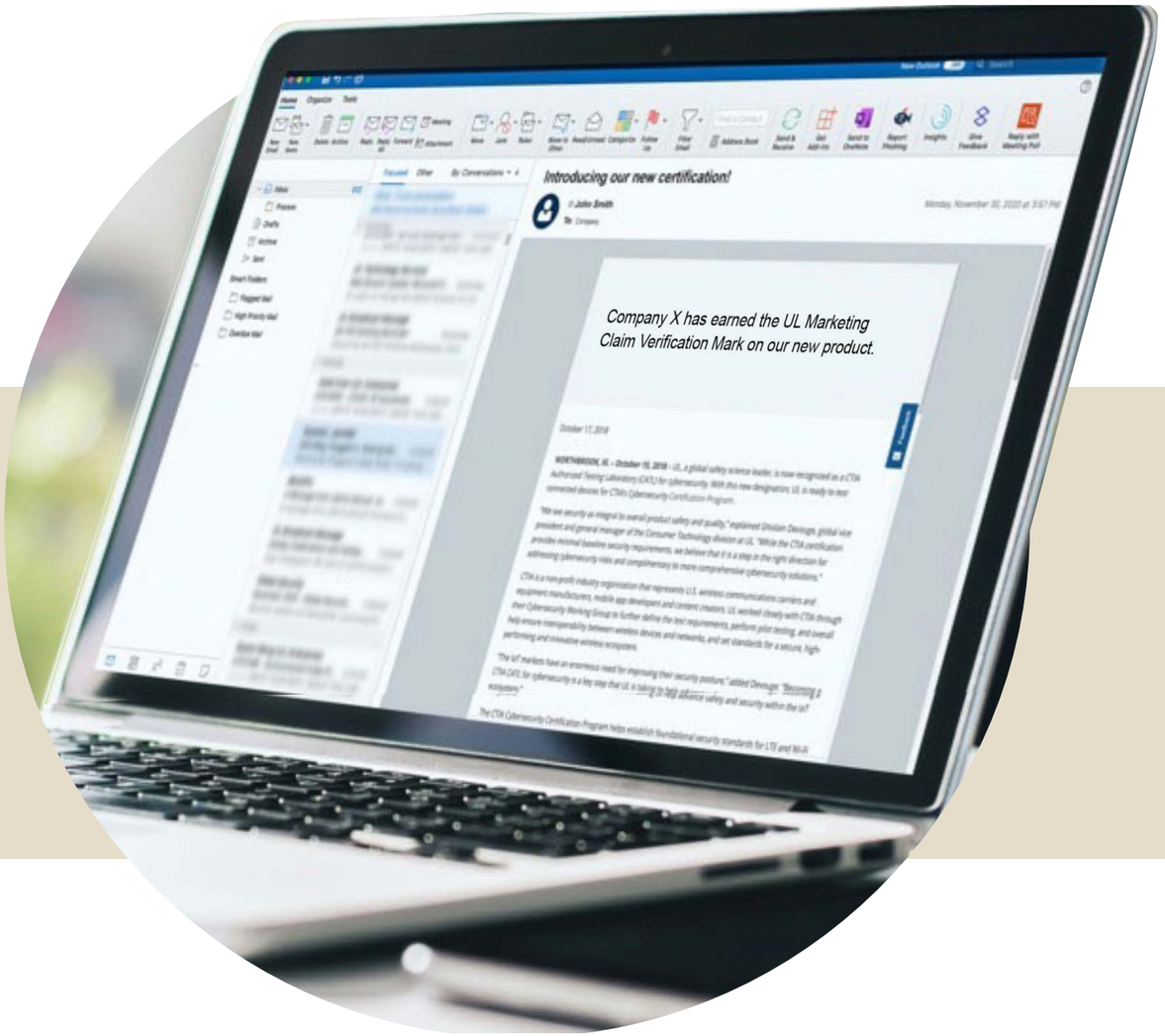


Webpage

Sample email

UL Verified Mark in the workplace

Share the good news of your UL Marketing Claim Verification with your employees through banners, posters, all-employee emails and other internal communication channels. Always pair the news about your UL Verification with the specific product, process, system or facility with a claim that we have Verified.



Customizing the UL Verified Mark claim module

We provide multiple variations of the UL Verified Mark, including artwork with and without an integrated claim module. This gives you the flexibility to customize the claim module to best fit your marketing needs.

If you choose to customize the claim module, please utilize a shape, style and approach consistent with the overall design of the UL Verified Mark. Also, please ensure that the claim module:

- Is always contiguous with the basic UL Verification Mark and the unique identifier for the claim Verified by UL Solutions
- Features the authorized claim language in text size that is proportionally larger in scale than the basic UL Verification Mark

Before utilizing any revised version of the basic UL Verification Mark, please send us the design for our review and approval. Your UL Verification program manager can assist you with this review.

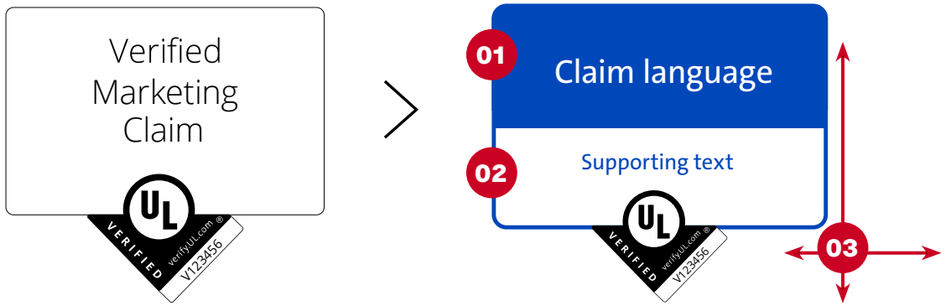
When featuring the UL Verified Mark in advertising or promotion, a full version of the Mark with claim language and unique identifier is to be used always.

Three key variables for customization are:

01 Color

02 Shape

03 Placement of the basic UL Verification Mark



Basic claim module

Customized claim module

Color

You may incorporate your own branded color(s) in the claim module as long as the basic UL Verification Mark remains unaltered.

Your claim art should be built in both full-color and grayscale. This allows for use on a wide range of media.

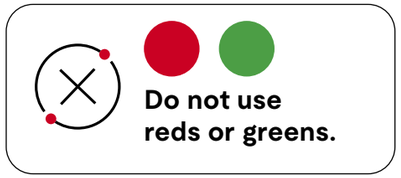
Refrain from using red or green for any part of the basic UL Verification Mark or the claim module.

Use color that enables maximum legibility of the claim language and is complementary to the basic UL Verification Mark.

When using multiple colors, choose colors that complement one another. Avoid colors/ combinations that are too loud or vibrant. Avoid using gradients.

Refrain from splitting claim language into different color block sections that would confuse or alter the meaning of the claim.

Please refer to the examples on the right for preferred treatment options.



Treatment

Full-color



Solid color fill background



White background with outline
The outline stroke may vary in color and thickness, but should not be thinner than the unique identifier stroke weight.



Color-blocking
Blocks of color may be used to enhance portions of the claim language.

Do not split claim language in a manner that would confuse or alter the meaning of the claim.

Grayscale



BLACK

C0 M0 Y0 K100
R0 G0 B0
HEX 000000



WHITE

C0 M0 Y0 K0
R255 G255 B255
HEX FFFFFF



GRAY (50% black)

PMS Cool Gray 7
C0 M0 Y0 K50
R147 G149 B152
HEX 939598

Shape

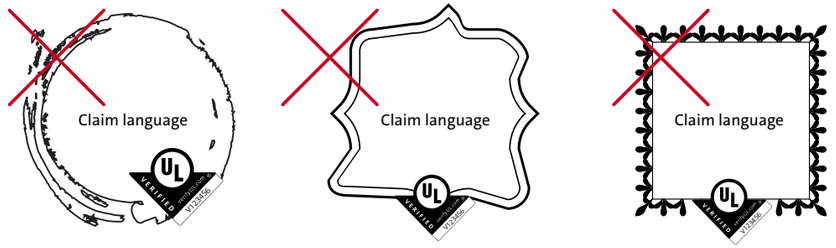
If you choose to customize the claim module, please use a shape, style and approach consistent with the overall design of the UL Verified Mark.

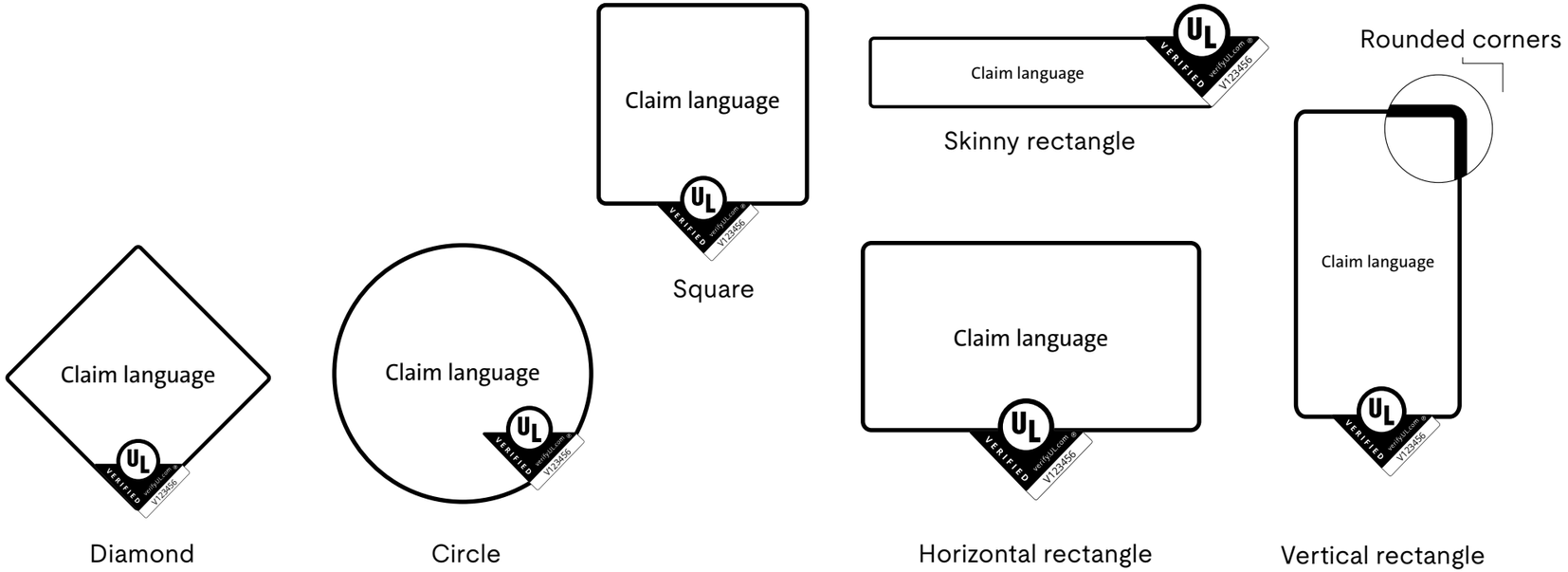
The shape of the claim module should start with simple geometric shapes.

Avoid using overly complex shapes. This allows for use and legibility on a wide range of media.

Rounded corners are recommended.

Avoid using overly complex, ornate, organic and busy shapes.





Shape

Find creative ways to incorporate your artwork.

Iconography and vector illustration may be incorporated to further customize the claim module.

You can start with a custom shape from the previous page, then combine with iconography or illustration.

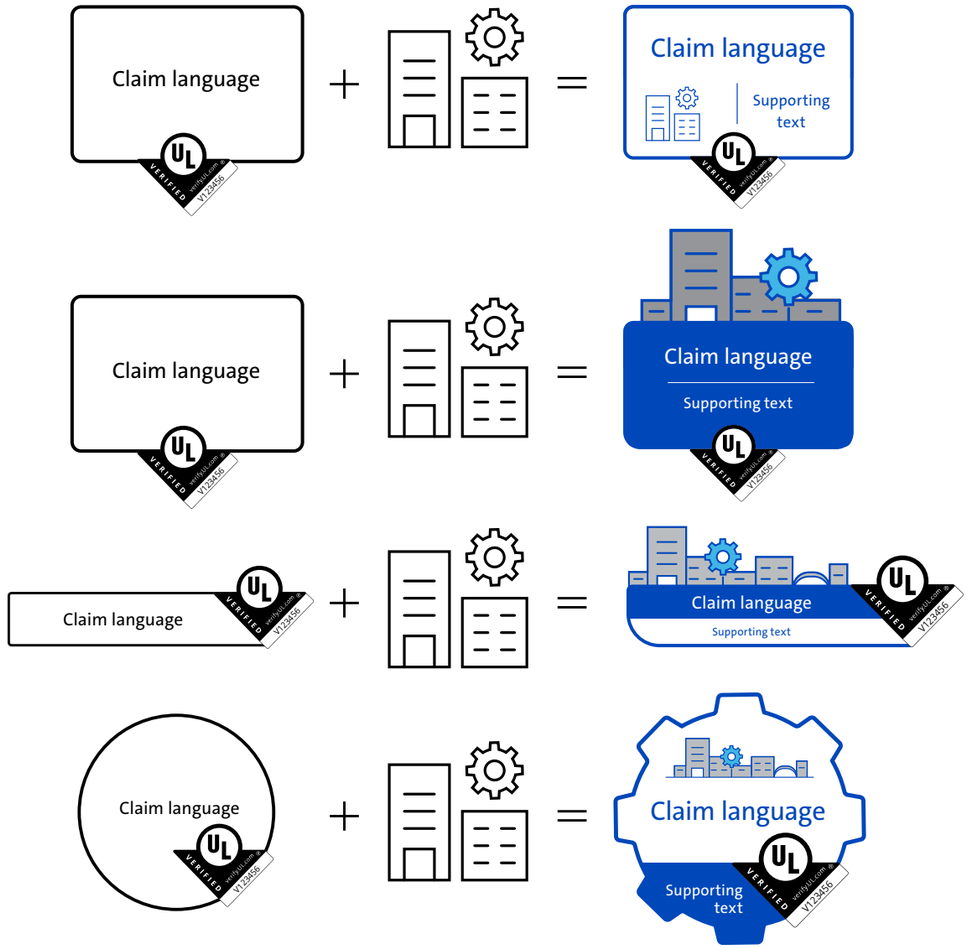
The artwork can simply live within the claim module. For a more dynamic look, you may break the edge of the module shape, dictating a completely new custom shape.

Successful claim language varies in size, highlighting key parts of messaging. For font size, bigger is always better. Copy will need to remain legible on a wide range of media — print and digital.

Refrain from splitting the claim language. Arrange the claim language text in a manner that ensures clarity, avoids confusion and maintains the truthfulness of the claim.

You can feature your logo in the claim module.

Treatment examples



Placement of the basic UL Verification Mark

Ideal placement of the claim module should come from the top and/or left side of the basic UL Verification Mark.

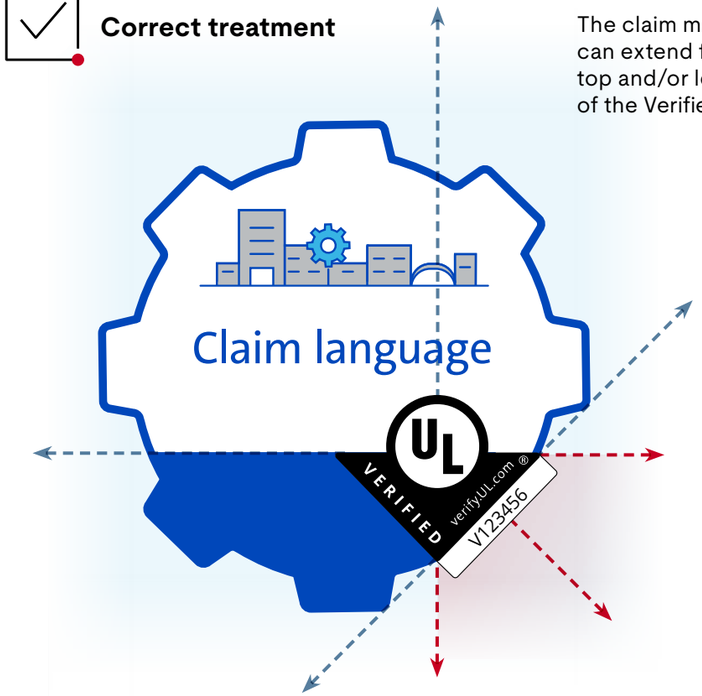
Avoid extending the shape from the bottom right side of the basic UL Verification Mark. This helps the unique identifier remain unobstructed and legible.

The basic UL Verification Mark does not have to be centered; however, it should be visually balanced in relation to the claim module.

Make sure the basic UL Verification Mark is smaller than the module shape. The claim information should be the focus. For sizing, a 3:1 ratio of claim module to basic UL Verification Mark is a good general guideline.

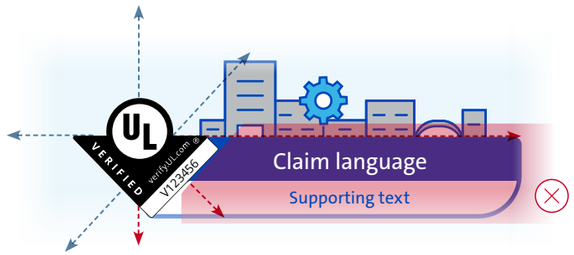
Correct treatment

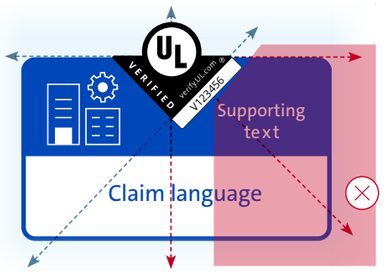
The claim module can extend from the top and/or left side of the Verified Mark.



Incorrect treatment

The claim module must never extend past the unique identifier.





If you have any questions about using the UL Verified Mark, please contact:

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