

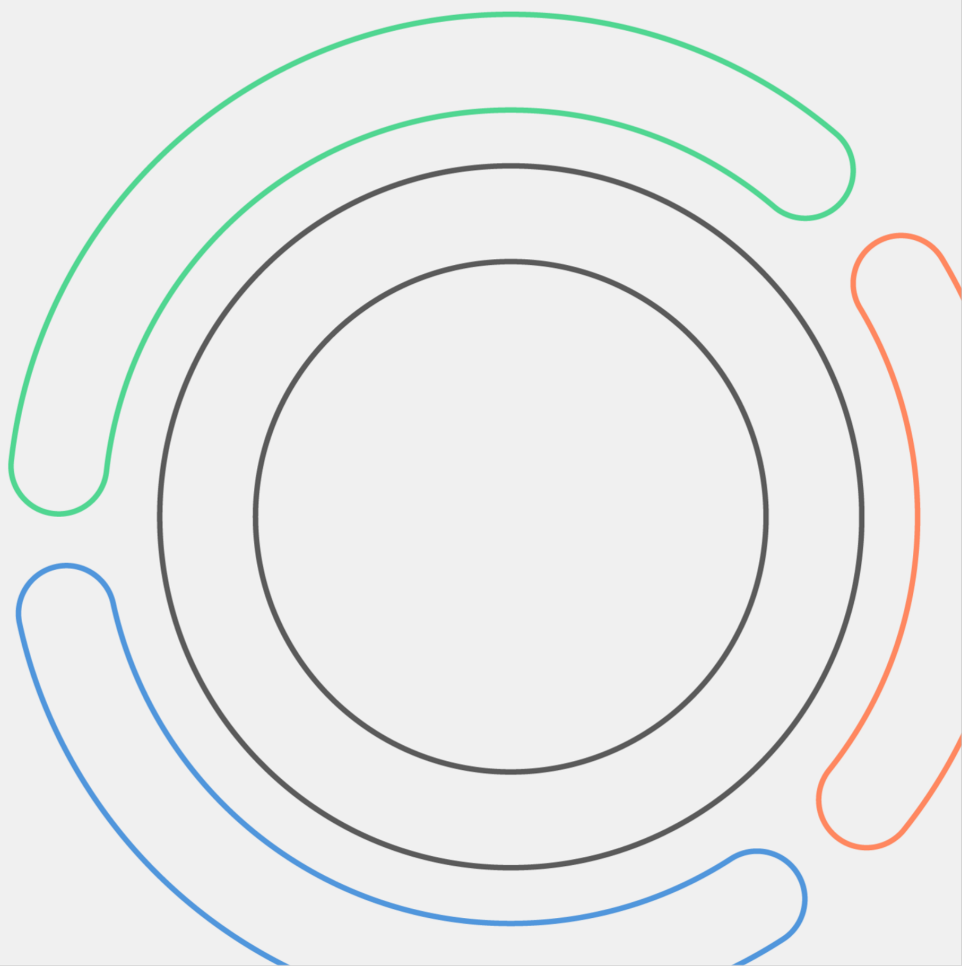
Z 6

Rules of Communication

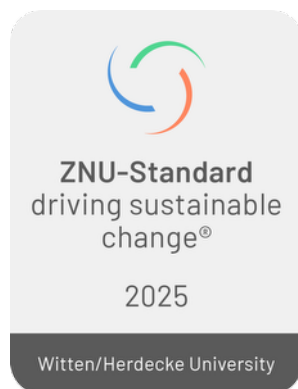
ZNU-Standard Driving Sustainable Change 2026

Christian Geßner, Axel Kölle,
Kesta Ludemann, Matthias
Hauser, Maike Dilly, Rosa Rausch

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The ZNU – Centre for Sustainable Leadership is the standard provider / programme owner of the ZNU-Standard Driving Sustainable Change.



This document is to be used together with the current versions of the ZNU-Standard Driving Sustainable Change (in short: ZNU-Standard) Z 1 to Z 5 and Z 7 to Z 9. The German version serves as the original reference document. The documents including all their parts are protected by copyright. Any use or dissemination is not permitted without the consent of the standard issuer – the ZNU – Centre for Sustainable Leadership at the University Witten/Herdecke. This applies in particular to reproductions, translations and microfilming.

The ZNU strives to use gender-appropriate language in order to avoid discrimination and exclusion. Where possible, we use gender-neutral terms. However, in technically related cases, gender-specific forms may occur. Nevertheless, we would like to emphasise that we include and recognise all genders.

ZNU – Centre for Sustainable Leadership
Private Universität Witten/Herdecke gGmbH
Alfred-Herrhausen-Straße 50
D-58448 Witten

Phone: +49 2302 926-545,
E-Mail: znu@uni-wh.de
Homepage: www.znu-standard.com

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Content

General Rules of Communication	4
Z 6-1.1 General	5
Z 6-1.2 Designation of the ZNU-Standard Driving Sustainable Change	5
Z 6-1.3 Rights of Use	6
Z 6-1.4 Non-Permitted Use	7
Z 6-1.5 Authorisation	8
Z 6-1.6 Violation of Communication Rules	8
Reproduction of the Graphic Elements	10
Z 6-2.1 General	11
Z 6-2.2 ZNU-Standard-Logo	11
Z 6-2.3 Key Visuals	13

Z 6-1

General Rules of Communication



Centre for Sustainable
Leadership
University Witten/Herdecke

Z 6-1.1 General

The regulations listed below are intended to support you in the correct and successful communication around the ZNU-Standard Driving Sustainable Change and refer both to external communication (e.g. website, brochures) on the ZNU-Standard as well as to all assessment documents (assessment report, action plan, checklist(s), certificate) related to the ZNU-Standard. In principle, this document applies to all stakeholders of the standard, in particular to certified companies and approved certification bodies.

With regard to the objective and the scope of the ZNU-Standard, it must be ensured in the communication of the certified company and the certification body that statements on the certification refer clearly to the sites listed on the certificate. In addition, the company must ensure correct reference to the ZNU-Standard and/or the ZNU - Centre for Sustainable Leadership in its communication. The company and the certification body should be aware that the use of the ZNU-Standard logo or certificate influences the reputation of their own sustainability orientation, but also the standing and credibility of the ZNU and/or the University Witten/Herdecke. The companies and certification bodies alone are responsible for the accuracy and credibility of the communication on the ZNU-Standard certification.

The standard setter is the **ZNU – Zentrum für Nachhaltige Unternehmensführung** der Universität Witten/Herdecke, or in English: **ZNU – Centre for Sustainable Leadership**, Witten/Herdecke University. In communication, the correct designation of the ZNU and/or the University Witten/Herdecke must be observed. The legal designation of the university is Private Universität Witten/Herdecke gGmbH; in text, the abbreviated form University Witten/Herdecke may also be used.

Z 6-1.2 Designation of the ZNU-Standard Driving Sustainable Change

- The correct German name of the standard is **ZNU-Standard Nachhaltiger Wirtschaften**. The abbreviated form of the standard is **ZNU-Standard**.
- The correct English designation is **ZNU-Standard Driving Sustainable Change** or, as an abbreviated form, **ZNU-Standard**.
- No other designation is permitted apart from those mentioned above. In particular, the terms ZNU Certification or ZNU Requirement are also not permitted; the reference to the ZNU-Standard must always be clear, i.e. the **ZNU-Standard Certification** or **ZNU-Standard Requirement** must be referred to.
- The ZNU may only be mentioned as the standard setter or cooperation partner; it must be clearly distinguished as an institute from the ZNU-Standard. If the ZNU-Standard is mentioned, this must always be indicated by the addition of the word 'Standard'.

Z 6-1.3 Rights of Use

- Approved certification bodies with a valid cooperation agreement may use the ZNU-Standard logo, the ZNU logo and all other key visuals belonging to the ZNU-Standard in accordance with the guidelines (cf. Z 6-2).
- Companies may use for their certified sites the valid certificate they have received from one of the approved certification bodies, the ZNU-Standard logo and the key visuals.
- If individuals such as journalists, scientists and media professionals or other organisations wish to use the ZNU-Standard logo, the key visuals or the certificate of a company as part of a publication (e.g. for books, articles or dissertations), permission for use must be obtained from the ZNU before the material is published. This must be done well in advance by sending an email to znu@uni-wh.de so that the ZNU has at least two weeks to review and approve the material.
- When making statements on the certification, it must be clearly conveyed that this is a company-related standard that focuses on the learning and development processes at the site and along the value chains, and accordingly does not enable a certified sustainability claim for products, for example. Ideally, all materials visible to consumers should be provided with a link to the sustainability website and/or the ZNU-Standard. In (corporate) communication, it must be contextualised accordingly.
- The use of the ZNU-Standard logo, the certificate or the certification is generally permitted for internal communication (e.g. intranet, screens, newsletters) as well as for external B2B communication in business/sustainability reports, on websites, in brochures (excluding advertising brochures, leaflets and print advertisements for products), in presentations and on general materials for business contacts. It must be made clear that this is a company-level standard whose focus is on improved sustainability orientation at the site/sites and along the value chains (where applicable, naming the certified sites). For any further use, consultation with the ZNU is required.
- When referring to the ZNU-Standard, only the ZNU-Standard logo may be used. When referring to the cooperation of the certification body or the company with the ZNU, the ZNU institute logo may also be used in this context. Links to the websites of the ZNU-Standard and/or the ZNU must be checked regularly and kept up to date.
- For companies with multiple sites, the certified site or certified sites must always be named. If all sites of an organisation are certified in the context of a multi-site certification, the individual naming of sites may be omitted.
- When advertising with the certification, the reference to the certified site/certified sites is made clear; for example, by adding the statement 'Company / manufacturer / site is certified in accordance with the ZNU-Standard Driving Sustainable Change'.
- In the case of a multi-site certification, at least the number of certified sites in relation to the total number of all sites must be stated. All certified sites are published in a central

location, for example on the company website. Advertising at non-certified sites is only permitted if all certified sites are named.

- When using the certification / the certificate / the ZNU-Standard logo in connection with brands, it must be ensured that the reference to the certified company/site is made clear.
- A reference to the listing of the ZNU-Standard in the standards database of the ITC – International Trade Centre of the WTO (standardsmap.org) or in other recognised databases or comparison portals for standards is also permitted.
- The company/certification body must ensure the correct display/integration of the ZNU-Standard logo and/or key visuals as part of an approval process. Only authorised persons may have access to the image files.

The use of the logo/certificate is permitted within the company or by third parties, for example by commissioned marketing agencies, provided these communication rules are observed.

Under these conditions, statements on the certification, about the certificate and the ZNU-Standard Driving Sustainable Change logo may be used for both internal and external communication.

Compliance with the above-mentioned provisions on communication and logo use is verified by the certification body within the framework of the ZNU-Standard certification and/or within the framework of office assessments. Upon request by the certification body or the standard setter, compliance with the communication rules and/or the terms of use must be demonstrated at any time.

The standard setter reserves the right to publish the names of the currently certified companies/sites and of the approved certification bodies, and/or their communication relating to the ZNU-Standard, in a database, on websites or in other communication media.

Z 6-1.4 Non-Permitted Use

- No advertising of any kind (neither with the ZNU-Standard logo nor with mention of the certification) may be made on or about a product¹ or service itself.
- No comparative or evaluative advertising of any kind may be made with reference to other standards.
- The ZNU or Witten/Herdecke University itself may only be named as the standard setter and **not** as a certification body or auditing/advisory institution in communication relating to the certification process.
- Upon suspension of the certification, withdrawal or expiry of the certificate, the certificate, the ZNU-Standard logo and further key visuals relating to the ZNU-Standard

¹ Labelling of products is considered to be: Labelling of product packaging, secondary packaging (e.g. trays), loose goods.

may no longer be used. Statements on the certification are also no longer permitted in this case. Should a certification body lose its admission to certify the ZNU-Standard, it may no longer advertise with or otherwise use the ZNU logo, the ZNU-Standard logo or other key visuals relating to the ZNU-Standard.

- The ZNU logo, the ZNU-Standard logo and other key visuals related to the ZNU-Standard may not be used in a cropped, discoloured or otherwise altered form. All visual materials must always be presented unchanged and in their entirety. Copyright information must be added.
- The logo / certificate (or its use) may not be sold / lent / given away or changed (the rules from Z 6-2 apply).

Z 6-1.5 Authorisation

Companies and certification bodies are obliged to comply with the communication guidelines mentioned in this document (Z 6). An authorisation of means of communication by the ZNU is not required for certified companies and certification bodies. For individuals such as journalists, scientists and media professionals or other organisations who wish to use the ZNU-Standard logo, the key visuals or the certificate of a company as part of a publication, authorisation is required, cf. Z 6-1.3, para. 3.

Z 6-1.6 Violation of Communication Rules

If the communication rules are violated by the certified company, the following procedure must be followed by the responsible certification body:

- 1) Warning and request for correction: In the case of a first-time, non-serious violation of the communication rules, the company is notified of the violation and requested to adjust its use according to the guidelines or to discontinue it.
- 2) Certificate withdrawal: In the event of serious or repeated violations of the communication rules, the certificate may be revoked after prior warning / hearing.

The consequences of a violation of the communication rules by certification bodies are governed by the cooperation agreement.

In addition, the ZNU or Witten/Herdecke University as the standard setter reserves the right to take the following measures on its own initiative against certification bodies, media or other stakeholders who violate the communication rules of the ZNU-Standard:

- Public education: ZNU or the University Witten/Herdecke may inform the public about the abuse in order to raise awareness and warn potential users about fraudulent activities. This can be done through press releases, social media campaigns or other information channels.

- Legal action: In the event of unauthorised use, the standard setter may seek injunctive relief and/or damages, including by way of interim relief.

Z 6-2

Reproduction of the Graphic Elements

Z 6-2.1 General

By figurative marks, the ZNU understands the logo ZNU-Standard Nachhaltiger Wirtschaften and the logo ZNU-Standard Driving Sustainable Change. The figurative marks as well as the key visuals (infographic and pictograms for the action fields) are the property of the ZNU of the University Witten/Herdecke and may only be used in accordance with the above-mentioned specifications and conditions. Certified companies and certification bodies receive a communication kit containing the versions of the ZNU-Standard logo, the key visuals and the individual pictograms. The ZNU and/or the University Witten/Herdecke reserve the right to take legal action against anyone who uses the figurative marks improperly. The ZNU and/or the University Witten/Herdecke reserve the right to change the colour and design of the figurative marks and key visuals. In this case, certification bodies and companies will be informed by the ZNU and will have 3 months to make adjustments to their use/advertising. In particular in the case of revisions to the ZNU-Standard, it must be ensured that only the figurative marks are used under which the company is certified or the certification body is approved (e.g. the following ZNU-Standard logo may only be used for companies certified under this revision).

The aspect ratio of the figurative marks must be maintained. They may not be distorted, displayed in a blurred manner, or altered in terms of content or colour.

Z 6-2.2 ZNU-Standard-Logo



Figure 1(Z 6-2): Representation of the logos ZNU-Standard Driving Sustainable Change, own figure

The logo can be used in German or English in two colour variants:

It is displayed in multiple colours with precision blue (RGB 80/150/220 or CMYK 68/32/0/0) fair coral (RGB 255/135/95 or CMYK 0/60/65/0) and environmental green (RGB 80/214/145 or CMYK 65/0/60/0) and warm grey dark (RGB 90/90/90 or CMYK 0/0/0/80).

For optimal legibility, the logo may only be used at a minimum image mark height of 3 cm or 80 pixels, so that the smallest text size (in the footer) corresponds to at least 5 pt and remains clearly

legible. When communicating about the certification, the reference to the organisation and/or the certified site/certified sites must be made clear; for example as follows:

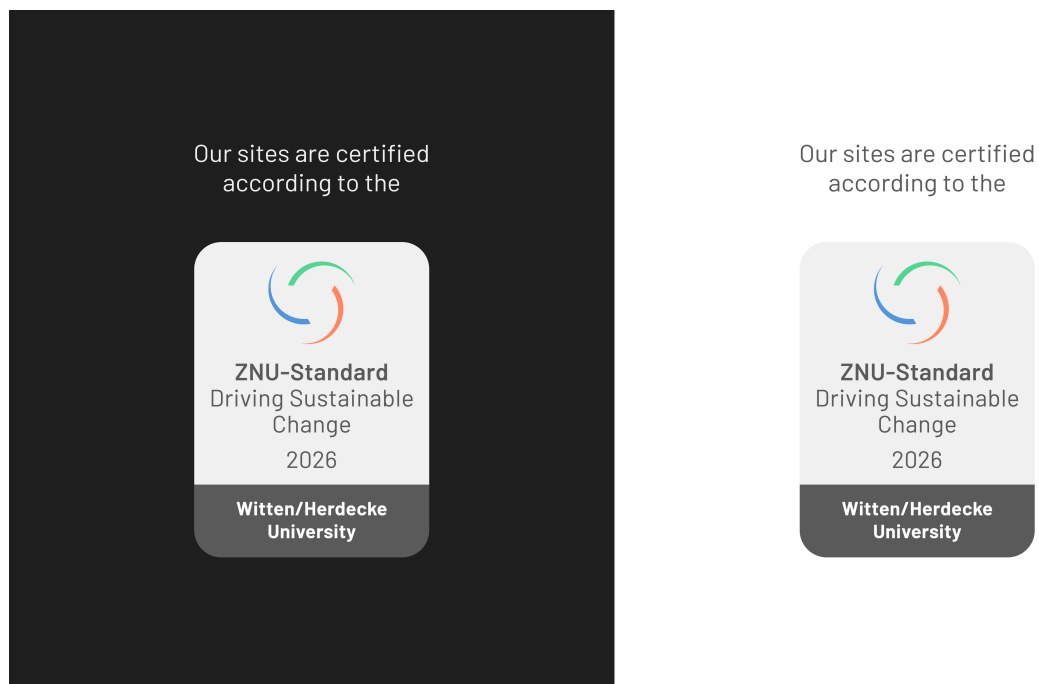


Figure 2 (Z 6-2): Representation of the logos ZNU-Standard Driving Sustainable Change on the website, own figure

Z 6-2.3 Key Visuals

The term 'key visuals' of the ZNU-Standard, stands for the graphic depiction of all fields of action with the corresponding pictograms in the form of a circle (infographic) and the depiction of the individual icons.

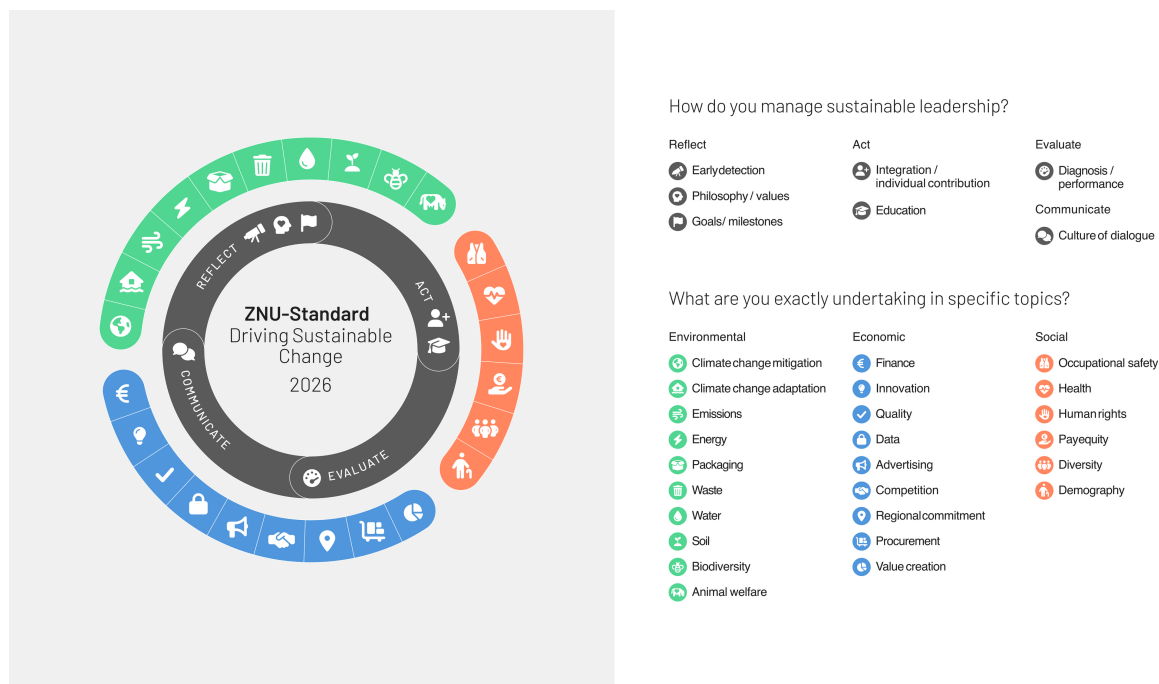


Figure 3 (Z 6-2): Overview of the fields of action of the ZNU-Standard Driving Sustainable Change, own figure

The infographic shown on the left-hand side of Fig. 2. can be used separately or together with the two questions on the right and the corresponding fields of action below. Further visualisation options are included in the communication kit provided to certified companies and certification bodies.

The colour codes are: warm grey dark (RGB 90/90/90 or CMYK 0/0/0/80), Precision Blue (RGB 80/150/220 or CMYK 68/32/0/0) Fair Coral (RGB 255/135/95 or CMYK 0/60/65/0) and Environmental Green (RGB 80/214/145 or CMYK 65/0/60/0).

If any questions beyond these guidelines arise regarding communication about the ZNU-Standard Driving Sustainable Change, please contact znu@uni-wh.de.



Contact

If you have any questions or suggestions –
feel free to get in touch with us!

ZNU – Zentrum für Nachhaltige Unternehmensführung
Universität Witten/Herdecke
Alfred-Herrhausen-Str. 50
D-58448 Witten

Web: www.uni-wh.de/znu
www.znu-standard.com

Tel.: + 49 2302 926-545

Mail: znu@uni-wh.de

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