

Standards Logo Use Specifications

TE-302-V1.2-2022.04.02



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Standards Logo Use Specifications V1.2 replaces Standards Logo Use Specifications V1.1 and is effective as of February 4, 2022. All assessments conducted after May 4, 2022 shall be conducted using Standards Logo Use Specifications V1.2.

Cover photo credit: Pearl Lung

English is the official language of *TE-302 Standards Logo Use Specifications*. In any case of inconsistency between versions, reference shall be made to the English version.

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TE-302 Standards Logo Use Specifications will be updated according to a revision schedule.

Document Revision History

Standards Logo Use Specifications V1.0, released October 2020
Standards Logo Use Specifications V1.1, released May 2021
Standards Logo Use Specifications V1.2, released February 2022

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Introduction

About the Standards Logo Use Specifications

The purpose of this document is to provide companies with clear guidelines for the use of all Textile Exchange Standards logos. The specifications outlined in this document are particularly relevant to graphic designers, art directors, marketing professionals, or anyone with responsibility for creating artwork for claims relating to Textile Exchange Standards.



This document supplements [TE-301 Standards Claims Policy](#) and all requirements within the policy must be read and understood thoroughly before applying a Standard logo.

About Textile Exchange



Textile Exchange is a global nonprofit that creates leaders in the sustainable fiber and materials industry. The organization develops, manages, and promotes a suite of leading industry standards as well as collects and publishes vital industry data and insights that enable brands and retailers to measure, manage, and track their use of preferred fiber and materials.

With a membership that represents leading brands, retailers, and suppliers, Textile Exchange has, for years, been positively impacting climate through accelerating the use of preferred fibers across the global textile industry and is now making it an imperative goal through its 2030 Strategy: Climate+. Under the Climate+ strategic direction, Textile Exchange will be the driving force for urgent climate action with a goal of 45% reduced CO2 emissions from textile fiber and material production by 2030.

Logo Use Authorization

The Standards logos are proprietary and for any authorized use and/or display; all logo use shall conform with the guidelines described in this document.

The Textile Exchange Standards logos are the intellectual property of Textile Exchange, who reserves all rights in relation thereto. Unauthorized display, copy, and/or use of any Standard logo without prior authorization, is strictly prohibited.

Any organization that uses a Standards logo shall do so in agreement with logo use terms and conditions through Textile Exchange (in the case of registering commitments – [see Section A](#)) or a licensing agreement with a certification body (CB), as applicable.

Certification bodies with a valid licensing contract with Textile Exchange will sublicense the right to use the applicable Standard logo(s) upon request/approval for all assured claims ([Section B](#)), in compliance with the requirements in this policy.

Textile Exchange reserves the right to take legal action against any party that uses, displays, and/or copies any Standard logo without prior authorization. Incidents of unlicensed or improper use of any Standards logo(s) will be handled in accordance with [ASR-110 Complaints and Feedback Policy](#) and the terms outlined in this document.

Section A - Logo Guidelines

The below general guidelines apply to the use of all Textile Exchange Standards logos.

A1. Distribution and File Formats

A1.1 Textile Exchange only distributes Standards logos to certification bodies that have been approved to provide certification services. Companies should contact a certification body for copies of the logo(s).

A1.1.1 For assured claims, organizations should contact their certification body or the certification body of their direct suppliers for copies of the relevant Standard logo. (see Section B – Assured Claims in [TE-301 Standards Claims Policy](#) for information on making assured claims)

A1.1.2 For all other claim categories, you may obtain the relevant Standard logo by registering a commitment to a Standard(s) through the [online registration form](#) or through a separate agreement with Textile Exchange.

NOTE: The claim approval or registration process for each claim category is described at the end of each category section in [TE-301 Standards Claims Policy](#).

A1.2 The Standard logo shall be from the original design files. The below formats are provided.

A1.2.1 EPS: Best for printing and high-resolution production.

A1.2.2 PNG: Good for use on-screen, websites, presentations, Word documents, and other low-resolution applications.

A1.2.3 JPG: Same uses as a PNG, but of a lower quality and faster loading time.

A1.3 The Textile Exchange copyright symbol shall appear on all usage of a Standard logo, with the exception of assured product-related claims, which may use the non-copyrighted logos distributed by certification bodies.

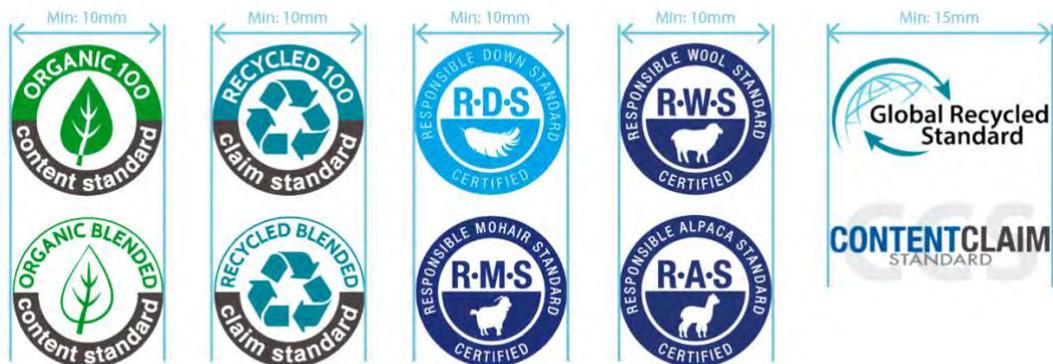


A2. Size and Position

A2.1 The Standard logo and all wording therein shall be of a size large enough to be clear and legible.

A2.1.1 The OCS, RCS, RDS, RWS, RMS, and RAS logos shall not be less than 10 mm or 0.39 inches in diameter.

A2.1.2 The GRS and CCS logos shall not be less than 15 mm or 0.59 inches in diameter. (Note: Diagram below is not shown to scale)



A2.2 Adequate space of approximately 20% of the width of the mark shall be left around the logo. The logo shall not overlap with any other logos or text.



A2.3 Fonts for text claims accompanying the logo shall be clear and legible, and set to an appropriate size for the place that it is printed (e.g. labels, hangtags).

A2.4 The Standard logo shall be kept at a reasonable distance from any other logo, image, statement, or claim that does not refer to the Standard.

See examples:

Allowed



RWS Certified Wool
ABC 12345678

Not Allowed (quality claim is not associated with the Responsible Wool Standard)



RWS Certified
First-Class Quality Wool

A2.5 A Standard logo may only be used on reusable product packaging or removeable hangtags if the packaging or hangtag itself is certified to the relevant Standard (e.g. a GRS certified polybag or RCS certified recycled paper hangtag).

NOTE: Standard logo stencils for the RAF standards (RWS, RMS, and RAS) may be used on bags or bales used to carry certified raw material only (e.g. wool bales, bags of down). Certified organizations shall contact their certification body to obtain the associated standard logo stencil files. Please see C1.3.1 for more details on the use of stencils.

A2.5.1 In this case, along with the other required information described in Section B – Product-Related Claims in the [TE-301 Standards Claims Policy](#), a clear statement to identify the packaging or tag as the certified product (e.g. “GRS certified polybag” printed on the bag or “This tag is made from RCS certified recycled paper”) shall be included near the logo.

A2.6 The URL for the relevant Standard or TextileExchange.org/Standards shall be embedded (i.e. added as a hyperlink) in the image of all digital uses of the Standard logo(s).

A2.6.1 An organization may embed a link to a company webpage with content related to the relevant Standard, provided the URL for the relevant Standard appears somewhere on that webpage.

A3. Placement of Allowed Language

- A3.1** The allowed language shall be kept at a reasonable distance from other product or content claims that do not refer to the Standard.
- A3.2** Where logo use is permitted, the allowed language shall appear near the relevant Standard logo. Recommended placement of the allowed language is directly below or to the side of the logo.

NOTE: In some instances of product-related claims, the allowed language may be permitted to appear in a different location from the logo. (see B3.11.1 and B3.12 in [TE-301 Standards Claims Policy](#))

Examples of Placement of Allowed Language:

A.



100% RWS Wool
Certified by ABC Cert
12345678

B.



The outer shell of this raincoat contains
85% RCS certified recycled polyester.
Certified by ABC Cert 12345678

C.

We are certified to the
GRS, which certifies
recycled material from
the source to final
product.



D.



ABC Brand is committed to sourcing
100% of our down from RDS certified
sources by 2025.

In the above examples: A. is a product-related claim, B. is a product-related claim, C. is a claim by certified organizations, and D. is a corporate commitment claim.

Section B - Approved Colors

All Textile Exchange Standard logos come in color, black, white, and grayscale versions for different applications.

B1. Color Logos



Color	Pantone	CMYK	RGB	Hex
 Blue	4152 C	96,66,12,0	17,86,151	115697
 Dark Gray	446 C	0,0,0,85	65,65,67	424143
 Mid Gray	4278 C	0,0,0,60	127,130,133	7F8285
 Light Gray	663 C	0,0,0,12	234,234,234	EAEAEA



Color	Pantone	CMYK	RGB	Hex
 Green	2418 C	86,16,100,3	10,142,57	0A8E39
 Warm Gray	4287 C	0,10,0,85	72,68,68	4A4545
 White	n/a	0,0,0,0	255,255,255	FFFFFF



Color	Pantone	CMYK	RGB	Hex
 Teal	2231 C	100,0,31,23	0,130,148	008294
 Warm Gray	4287 C	0,10,0,85	72,68,68	4A4545
 White	n/a	0,0,0,0	255,255,255	FFFFFF



Color	Pantone	CMYK	RGB	Hex
 Teal	2231 C	100,0,31,23	0,130,148	008294
 Light Teal	630 C	57,0,15,0	110,194,216	6EC2D8
 Black	Black 6 C	0,0,0,100	3,4,5	030304



Color	Pantone	CMYK	RGB	Hex
 Light Blue	2202 C	80,12,0,0	0,164,222	00A4DE
 White	n/a	0,0,0,0	255,255,255	FFFFFF



Standard	Color	Pantone	CMYK	RGB	Hex	
RMS & RWS		Dark Blue	3581 C	100,89,22,8	37,52,115	253473
		White	n/a	0,0,0,0	255,255,255	FFFFFF

NOTE: The color versions of the circular Standards logos (OCS 100, OCS Blended, RCS 100, RCS Blended, RDS, RWS, RMS, and RAS) do not have transparent backgrounds.

B2. White Logos



Standard	Color	Pantone	CMYK	RGB	Hex	
All		White	n/a	0,0,0,0	255,255,255	FFFFFF

B3. Black Logos



Standard	Color	Pantone	CMYK	RGB	Hex
All	 Black	Black 6 C	0,0,0,100	3,4,5	030304

B4. Grayscale Logos



Standard	Color	Pantone	CMYK	RGB	Hex
*	 Dark Gray	446 C	0,0,0,85	65,65,67	424143
All**	 Mid Gray	4278 C	0,0,0,60	127,130,133	7F8285
CCS only	 Light Gray	663 C	0,0,0,12	234,234,234	EAEAEA

*Dark Gray is used for GRS, OCS 100, OCS Blended, RCS 100, RCS Blended, and CCS only

**RDS, RMS, RWS, and RAS use Mid Gray only

Section C - Logo Application

C1. General Guidelines

C1.1 The appropriate logo color shall be used for the background it is applied to.

C1.1.1 Whenever possible, the color version of the relevant Standard logo should be used.

C1.1.2 When applying over a darker background, the white version of the relevant Standard logo should be used.

NOTE: The white Standard logo is reversed out (transparent) to increase contrast with the background behind it.

C1.1.3 When color printing is not available, the grayscale, black, or white versions of the relevant Standard logo may be used.

C1.1.4 When only black and white or single-color printing is available, the black or white versions of the relevant Standard logo may be used.

C1.2 Standards logos shall be applied to backgrounds with sufficient contrast for optimal visibility. Any color background may be used, provided there is sufficient contrast.



NOTE: Special precautions should be taken when applying the CCS or GRS logos as they may blend into the background more easily.



C1.3 Standards logos shall not be modified in any manner (e.g. change approved colors, add transparency to the inside of non-white logos, skew or distort the logo).

C1.3.1 When applying a Standard logo as a stencil, slight modification and transparency is permitted with single color logos (RWS, RMS, RAS, or RDS), all white logos, or all black logos. Please contact Claims@TextileExchange.org for more instructions on using stencils.

NOTE: Certified organizations shall contact their certification body to obtain the associated standard logo stencil files.

C1.3.2 In cases where a Standard logo is permanently affixed to the inside of a product (e.g. sewn-in or heat transferred labels), and use of the approved logo colors is not possible due to printing limitations or technical issues, slight color modification of the logo may be permitted on a case-by-case basis at the discretion of the certification body and/or Textile Exchange.

