Standards Logo Use Specifications
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TE-302-V1.3-2023.06.01

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Standards Logo Use Specifications V1.3 replaces Standards Logo Use Specifications V1.2 and is effective as of June 1, 2023. All assessments conducted after October 1, 2023 shall be conducted using Standards Logo Use Specifications V1.3.

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
Standards Logo Use Specifications V1.3, released June 2023

Contents

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 responsibly for creating artwork for claims relating to Textile Exchange Standards.

This document supplements *TE-301Standards 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 non-profit driving positive impact on climate change across the fashion and textile industry. It guides a growing community of brands, manufacturers, and farmers towards more purposeful production from the very start of the supply chain.

Its goal is to help the industry to achieve a 45% reduction in the emissions that come from producing fibers and raw materials by 2030. To get there, it is keeping its focus holistic and interconnected, accelerating the adoption of practices that improve the state of our water, soil health, and biodiversity too.

For real change to happen, everyone needs a clear path to positive impact. That's why Textile Exchange believes that approachable, step-by-step instruction paired with collective action can change the system to make preferred materials and fibers an accessible default, mobilizing leaders through attainable strategies, proven solutions and a driven community.

At Textile Exchange, materials matter. To learn more, visit TextileExchange.org.

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.
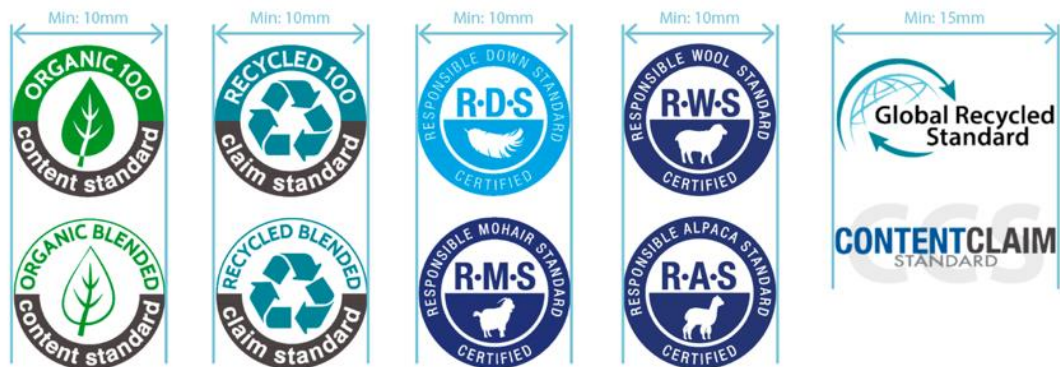
A2. Size and Position

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

RWS Certified Wool ABC 12345678		RWS Certified First-Class Quality Wool

A2.5 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.

A2.6 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.

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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.

Global Recycled Standard

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.

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Section B - Approved Colors

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

B1. Color Logos

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	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

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	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 &		Dark Blue	3581 C	100,89,22,8	37,52,115	253473
RWS		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

NOTE: The white versions of the circular Standards logos (OCS 100, OCS Blended, RCS 100, RCS Blended, RDS, RWS, RMS, and RAS) have transparent backgrounds.

B3.   Black Logos

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

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

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

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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

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

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.