

# Standards Logo Use Specifications

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*TE-302 Standards Logo Use Specifications* replaces the logo use specification from the following documents and is effective as of November 1, 2020.

- *RDS-301-V2.1-2017.01.17 RDS Logo Use and Claims Guide*
- *OCS-301-V2.0-2016.01.01 OCS Logo Use and Claims Guide*
- *RCS-301-V2.0-2017.12.01 RCS/GRS Logo Use and Claims Guide*
- *GRS-301-V4.0-2017.12.01 GRS/RCS Logo Use and Claims Guide*
- *RAF-301a-V2.0-2020.03.17 RWS Logo Use and Claims Guide*
- *RAF-301b-V1.0-2020.03.17 RMS Logo Use and Claims Guide*

All standards claims made after November 1, 2021 shall be in accordance with this document. It is permitted to use previously printed materials until they are used up, but new materials may not be printed after November 1, 2021.

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, released October 2020

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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.

## Logos

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 Standards logo without prior authorization, is strictly prohibited.

Textile Exchange reserves the right to take legal action against any party that uses, displays, and/or copies any Standards 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 Section E of [TE-301 Standards Claims Policy](#).

## Logo Use Authorization

Any organization that uses a Standards logo shall do so in agreement with logo use terms and conditions through Textile Exchange or a licensing agreement with a certification body, 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, in compliance with the requirements in this document and [TE-301 Standards Claims Policy](#).

## 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 through the [online 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.

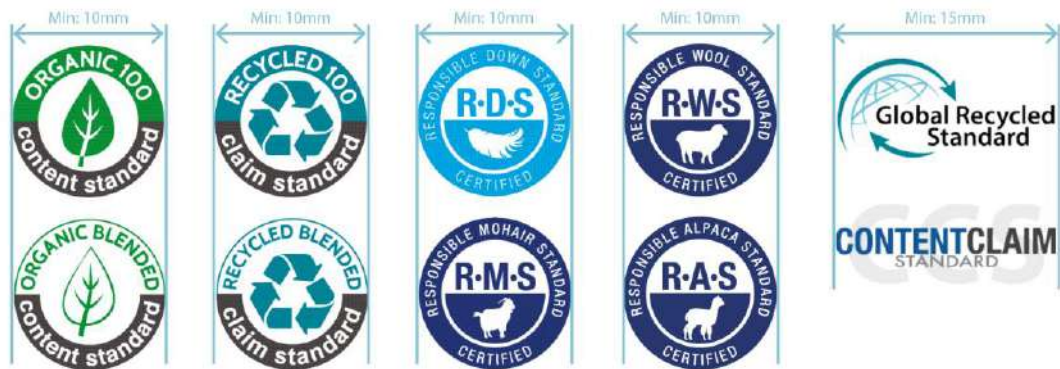


## A2. Size and Position

**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, RMS, RWS, 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 if the packaging itself is certified to the relevant Standard (e.g. GRS certified polybag).

**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 statement to identify the packaging as the certified product (e.g. “GRS certified polybag” printed on the bag) shall be included near the logo.

**A2.6** The URL for the relevant Standard shall be embedded in the image of all digital instances of the Standard logo(s).

**A2.6.1** An organization may embed a link to a page with content related to the relevant Standard as long as the URL for the relevant Standard appears on that page.

### A3. Placement of Allowed Language

**A3.1** The Standard logo 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 B3.4 in [TE-301 Standards Claims Policy](#))

**Examples of Placement of Allowed Language:**

A.



100% RWS Wool  
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 &		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




### 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 version of the relevant Standard logo should be used.

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

**C1.2** Standards logos shall be applied to backgrounds with sufficient contrast for optimal visibility.



**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 (i.e. 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](mailto:Claims@TextileExchange.org) for more instructions on using stencils.

