



LIA Claims Guide 0.1

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The *LIA Claims Guide* is effective as of January 5, 2021.

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English is the official language of the *LIA Claims Guide*. In any case of inconsistency between versions, reference shall be made to the English version.

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This is a voluntary procedures document and is not intended to replace the legal or regulatory requirements of any country.

Please note that all LIA documents and processes will be piloted during 2021, which will help better understand how they will work in practice. The learnings of the pilot year may lead to adjustments in these documents or processes.

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The *LIA Claims Guide* will be updated at the end of the 2021 pilot year and will undergo a revision process at least every five years.

Contents

Introduction	5
About the LIA Claims Guide.....	5
About the Leather Impact Accelerator (LIA)	5
Logo Distribution	6
Legal Regulations.....	6
How to Use This Document	7
Section A - General Marketing Claims	9
A1. General Guidelines – LIA Corporate Commitment Claims	9
A2. Allowed Language – LIA Corporate Commitment Claims	9
A3. General Guidelines – LIA Corporate Commitment Progress Claims.....	10
A4. Allowed Language – LIA Corporate Commitment Progress Claims.....	10
Section B - Assured Claims.....	12
B1. General Guidelines – Claims by Organizations Purchasing Impact Incentives	12
B2. Allowed Language – Claims by Organizations Purchasing Impact Incentives.....	12
B3. General Guidelines – Claims by Organizations that Meet LIA Benchmark Criteria (Farms and Leather Production Suppliers).....	13
B4. Allowed Language – Claims by Organizations that Meet LIA Benchmark Criteria (Farms and Leather Production Suppliers).....	14
B5. General Guidelines – Claims by LIA Approved Standards.....	14
B6. Allowed Language – Claims by LIA Approved Standards	14
B7. General Guidelines – Story-Telling Claims for LIA	14
Section C - Informational Statements	16
C1. General Guidelines – Informational Statements	16
C2. Allowed Language – Informational Statements.....	16
Section D - Registration.....	17
D1. Registration Requirements	17
D2. Monitoring and Surveillance	17
D3. Misuse.....	17
Appendix A – Definitions	18
Appendix B – Allowed Language Examples.....	19

Appendix C – Logo Use Specifications..... 22

D4. Distribution and File Formats..... 22

D5. Size and Position 22

D6. Placement of Allowed Language 23

D7. Approved Colors 24

D8. Logo Application 25

Introduction

About the LIA Claims Guide

The purpose of this document is to provide companies with clear guidelines for making claims about LIA and/or LIA Impact Incentives. For the programs to remain credible and meet their goals of accelerating impact in the leather value chain, all parties must respect the *LIA Claims Guide*. The success of the programs depends on the credibility of claims in the market.

All claims shall always conform with the language requirements detailed in this policy and shall be true, accurate, and not misleading.

About the Leather Impact Accelerator (LIA)

LIA is a framework that sets existing industry tools into a coherent package and enables leather supply chain members – from farmers to retailers – to contribute to a more responsible leather supply chain. To this end, LIA uses benchmarks and protocols to set a minimum threshold for practices at the farm and leather production levels and gives recognition to those who meet or exceed them. Brands can use Impact Incentives to provide direct financial support to farmers that meet LIA benchmarks, and the *LIA Claims Guide* provides support for all LIA participants to make credible claims.

About Textile Exchange



LIA is owned and managed by **Textile Exchange**. Textile Exchange is a global non-profit that works closely with our members to drive industry transformation in preferred fibers, integrity and standards, and responsible supply networks. We identify and share best practices regarding farming, materials, processing, traceability, and product end-of-life in order to reduce the textile industry's impact on the world's water, soil and air, and the human population.

Logo Distribution

The LIA and Impact Incentives logos are the intellectual property of Textile Exchange and may only be used with its permission.

Textile Exchange only distributes the LIA and Impact Incentives logos to organizations that have registered their claims or statements by sending them to LIA@TextileExchange.org.

All logo use shall conform to the Logo Use Specifications outline in this document. Incidents of unlicensed or improper use of the LIA or Impact Incentives logo or improper claims will be handled in accordance with *ASR-110 Complaints and Feedback Policy*.

Legal Regulations

The guidance in this policy is intended to ensure conformity with Textile Exchange's integrity controls. This document is not intended as legal guidance, and Textile Exchange does not take any responsibility for the legal implications of its use nor the use of any related claims. All claim makers are responsible for verifying that claims satisfy the labeling laws of the country(ies) of sale.

Relevant guidance includes (but is not limited to):

- EU: [Guidance on the application of the Unfair Commercial Practices Directive \(environmental claims\), 2017](#)
- International: [ISO 14020, ISO 14021, ISO 14024, ISO 14025](#)
- UK: [DEFRA Green Claims Guide, 2011](#)
- USA: [Federal Trade Commission's, 16CFR Part 260, "Guides for the Use of Environmental Marketing Claims \(Green Guides\)", 2012](#)
[Federal Trade Commission, 16CFR Part 255, "Guides Concerning the Use of Endorsements and Testimonials in Advertising," 2009 \(In review, 2020\)](#)

How to Use This Document

Any organization planning to use LIA or Impact Incentives in any type of marketing or communication should carefully read this document and ensure that all relevant staff are informed of its content.

The following terms are used throughout the document to indicate requirements, recommendations, permissions, and possibilities or capabilities:

- “shall” indicates a requirement
- “should” indicates a recommendation
- “may” indicates a permission
- “can” indicates a possibility or a capability
- “may not” indicates a prohibited action

The abbreviation “e.g.” is used to indicate an example, while the abbreviation “i.e.” is used to provide clarification of meaning.

Any supplemental or alternate language must be accurate and true and is subject to approval by Textile Exchange.

In the allowed language for each type of claim:

- The words shown within brackets “[xxx]” provide a description of the required language rather than the exact language to be used in a claim.
- Brackets with a slash between two or more descriptions “[xxx/xxx]” indicate a choice between multiple options for the required language.

Example: “[finishing/beamhouse/post-tanning/tanning]” may be replaced by “beamhouse.”

- The words shown in parentheses “(xxx)” indicate optional language which may be used.
- Parentheses with a slash between two or more descriptions “(xxx/xxx)” indicate a choice between multiple options for the optional language.
- If the term or statement in between either the brackets or parenthesis is capitalized, it is implied that the term or statement used shall also be capitalized.

The general eligibility requirements for each type of claim are summarized in the table below. A full description of each claim category and type, detailed eligibility requirements, and a list of allowed language follows.

Claim Categories	Claim Type	General Eligibility Requirements	Registration and Approvals
General marketing claims	LIA corporate commitment claims	Organizations with a public commitment to and/or goals for purchasing Impact Incentives and/or mapping their leather production supply chain and ensuring suppliers are certified to LIA-approved standards.	Register claim with Textile Exchange through email LIA@TextileExchange.org
	LIA corporate commitment progress claims	Organizations that have previously made a public commitment to LIA in alignment with the corporate commitment claims guidelines.	
Assured claims	Claims by organizations purchasing Impact Incentives	Organizations that have purchased Impact Incentives.	
	Claims by organizations that meet LIA benchmark criteria	Farms or leather supply chain members that are certified to one of the LIA benchmarks or verified DCF.	
	LIA approved standards	Standards Owners that have had their standard benchmarked to LIA and approved.	
	Story-telling claims for LIA	Organizations that have purchased Impact Incentives and collected farm-related data to develop into marketing stories.	
Informational statements		All organizations that are eligible to use claims in another category, <i>plus members of civil society, academia, journalists, and similar entities</i> that wish to provide information about LIA or Impact Incentives to the general public.	

Section A - General Marketing Claims

General marketing claims indicate or imply that an organization is working towards achieving goals related to the purchase of Impact Incentives, mapping their leather production supply chain, and/or sourcing from suppliers that are certified to LIA-approved standards.

A1. General Guidelines – LIA Corporate Commitment Claims

- A1.1** LIA corporate commitment claims shall not appear on or in reference to any product.
- A1.2** LIA corporate commitment claims shall only be made by organizations who have made a public commitment to and/or goals to LIA.
- A1.3** LIA corporate commitment claims should appear in conjunction with a relevant informational statement ([see Section C – Informational Statements](#)).
- A1.4** LIA corporate commitment claims may be accompanied by the LIA or Impact Incentives logo and shall conform with the Logo Use Specifications ([see Appendix C](#)).
- A1.5** LIA corporate commitment claims may not use language that implies that the purchase of LIA Impact Incentives is related to the sourcing of their products.

A2. Allowed Language – LIA Corporate Commitment Claims

- A2.1** LIA corporate commitment claims may use the following language only:
 - A2.1.1** [We are/Organization Name is] committed to supporting the goals of [the Leather Impact Accelerator/LIA] by participating in the LIA corporate commitment. (Learn more by visiting LeatherImpactAccelerator.org)
- A2.2** LIA corporate commitment claims specific to the Impact Incentives module may use the following language only:
 - A2.2.1** [We/Organization Name] commit(s) to purchasing an amount of Impact Incentives that is equivalent to [100%/all] of our leather usage by [year].
 - A2.2.2** [We are/Organization Name is] participating in [the Leather Impact Accelerator/LIA] by committing to purchasing Impact Incentives at increasing amounts each year until [100%/all] of our leather usage is covered by [year].
 - A2.2.3** [We are/Organization Name is] participating in [the Leather Impact Accelerator/LIA] by committing to purchasing Impact Incentives and

reporting progress on an annual basis (through the Textile Exchange Corporate Fiber and Materials Benchmark).

A2.3 LIA corporate commitment claims specific to the leather production supply chain module may use the following language only:

A2.3.1 [We are/Organization Name is] participating in [the Leather Impact Accelerator/LIA] by committing to mapping and certifying our leather supply chain (to LIA approved standards) and reporting progress on an annual basis (through the Textile Exchange Corporate Fiber and Materials Benchmark).

A2.3.2 By [year], our full leather production supply chain will be certified to LIA-approved standards (that address environmental and social impacts).

A2.3.3 By [year], our full leather production supply chain will meet the environmental and social requirements for LIA.

A3. General Guidelines – LIA Corporate Commitment Progress Claims

A3.1 LIA progress claims may be made by organizations that have met all corporate commitment claims requirements (A1.1-A1.5).

A3.2 LIA progress claims shall be quantifiable and verifiable through information that is easily accessible in connection with the progress claim itself.

A3.2.1 Textile Exchange will report out on the progress towards the LIA corporate commitment through the information collected in the [Corporate Fiber and Material Benchmark \(CFMB\)](#). Organizations have the option to keep their names confidential.

A4. Allowed Language – LIA Corporate Commitment Progress Claims

A4.1 Progress claims specific to the LIA corporate commitment for the leather production supply chain module may use the following language only:

A4.1.1 [We have/Organization Name has] mapped our leather production supply chain back to [finishing/beamhouse/post-tanning/tanning] and

are [x%] to our goal of having [100%/all] certified to LIA-approved standards by [year].

A4.1.2 [x%All] of our leather suppliers are LIA-approved.

A4.2 Progress claims specific to the LIA corporate commitment for the Impact Incentives module may use the following language only:

A4.2.1 [We are/Organization Name is] [x%/quantifiable and verifiable progress indicator] to our goal of purchasing an amount of Impact Incentives that is equivalent to [100%/all] of our leather usage by [year].

NOTE: An example of a quantifiable and verifiable progress indicator is “halfway.”

Section B - Assured Claims

Assured claims are for organizations that meet the criteria for participation in LIA in accordance with the relevant scope (animal welfare and/or deforestation/conversion-free) or benchmark, or that they are purchasing Impact Incentives.

B1. General Guidelines – Claims by Organizations Purchasing Impact Incentives

- B1.1** Claims by organizations purchasing impact incentives shall only be made by organizations that redeemed impact incentives through the Incentives Trading Platform. No other organization may make the claims in this category.
- B1.2** Claims by organizations purchasing impact incentives should appear in conjunction with a relevant informational statement ([see Section C – Informational Statements](#)).
- B1.3** Claims by organizations purchasing impact incentives may be accompanied by the LIA and/or Impact Incentives logo and shall conform with the Logo Use Specifications ([see Appendix C](#)).

B2. Allowed Language – Claims by Organizations Purchasing Impact Incentives

- B2.1** Any of the below allowed language may be combined as long as they are verifiable.
- B2.2** Claims by organizations purchasing impact incentives may use the following language only:

LIA Animal Welfare: Baseline

- B2.2.1** [We are/Organization Name is] using Impact Incentives to support cattle farms that meet a baseline level of criteria for animal husbandry [set by LIA].

LIA Animal Welfare: Option 1

- B2.2.2** [We are/Organization Name is] using Impact Incentives to support cattle farms with improved animal husbandry practices [set by LIA].

LIA Animal Welfare: Option 2

- B2.2.3** [We are/Organization Name is] using Impact Incentives to support cattle farms with advanced animal welfare practices [set by LIA].

LIA Animal Welfare: Option 3

B2.2.4 [We are/Organization Name is] using Impact Incentives to support cattle farms that meet a high level of animal welfare [set by LIA].

LIA Deforestation/Conversion-Free (DCF)

B2.2.5 [We are/Organization Name is] using Impact Incentives to support cattle farms to be deforestation/conversion-free [and are protecting the natural ecosystems on their land].

Impact Partnerships (any combination of the following is allowed)

B2.2.6 [We are/Organization Name is] using Impact Incentives to support [Partner Program Name] in their work helping farms improve their animal welfare practices [in order to achieve certification to a LIA approved standard].

B2.2.7 [We are/Organization Name is] using Impact Incentives to support [Partner Program Name] in their work helping farms to verify and maintain their status as deforestation/conversion-free.

B2.2.8 [We have/Organization Name has] formed an Impact Partnership with [Partner Program Name].

B3. General Guidelines – Claims by Organizations that Meet LIA Benchmark Criteria (Farms and Leather Production Suppliers)

B3.1 Claims by organizations that meet LIA benchmark criteria shall only be made by:

B3.1.1 Farms that are certified to a LIA-approved standard for animal welfare and/or are verified as being deforestation/conversion-free (DCF).

B3.1.2 Leather production supply chain members that are certified to meet both the environmental and social benchmarks.

B3.2 Individual farms or farm groups who are working through a Partner Program may not make any claims about LIA and may not use the LIA logo.

B3.3 Claims by organizations that meet LIA benchmark criteria should appear in conjunction with a relevant informational statement ([see Section C – Informational Statements](#))

B3.4 Claims by organizations that meet LIA benchmark criteria may be accompanied by the LIA and/or Impact Incentives logo and shall conform with the Logo Use Specifications ([see Appendix C](#)).

B4. Allowed Language – Claims by Organizations that Meet LIA Benchmark Criteria (Farms and Leather Production Suppliers)

B4.1 Claims by organizations that meet LIA benchmark criteria may use the following language only:

B4.1.1 [We are/Organization name is] certified to a [Leather Impact Accelerator/LIA]-approved standard for animal welfare/leather production].

B4.1.2 [We/Organization name] meet(s) the [Leather Impact Accelerator/LIA] criteria for [animal welfare/DCF/leather production].

B4.2 Claims by farms that meet LIA benchmark criteria for animal welfare may use the following language only:

B4.2.1 [We are/Organization name is] qualified to sell LIA Impact Incentives.

B5. General Guidelines – Claims by LIA Approved Standards

B5.1 Claims by LIA approved standards should appear in conjunction with a relevant informational statement ([see Section C – Informational Statements](#)).

B5.2 Claims by LIA approved standards may be accompanied by the LIA and/or Impact Incentives logo and shall conform with the Logo Use Specifications ([see Appendix C](#)).

B6. Allowed Language – Claims by LIA Approved Standards

B6.1 Claims by LIA approved standards may use the following language only:

B6.1.1 [We are/Standard Name is] approved under [animal welfare option(s) X] of the LIA Animal Welfare Standards Benchmark.

B6.1.2 [We are/Standard Name is] approved to the LIA Leather Production Standards [Environmental/Social] Benchmark.

B7. General Guidelines – Story-Telling Claims for LIA

B7.1 Story-telling claims shall provide accurate and comprehensive details that convey the scope and scale of Impact Incentives purchases.

- B7.2** Story-telling claims may only use data collected from farms (through the LIA Farm Questions that are verified by a third-party).
- B7.3** Story-telling claims should appear in conjunction with a relevant informational statement ([see Section C – Informational Statements](#)).
- B7.4** Story-telling claims may be accompanied by the LIA and/or Impact Incentives logo(s) and shall conform with the Logo Use Specifications ([see Appendix C](#)).

Section C - Informational Statements

C1. General Guidelines – Informational Statements

- C1.1** Informational statements may be made by any person or organization.
- C1.2** Informational statements should accompany all general marketing claims as dictated in [Section A – General Marketing Claims](#).
- C1.3** Informational statements may be used in conjunction with all other claims.
- C1.4** Informational statements shall not be used where they may be interpreted as confirmation of meeting the LIA benchmark criteria, unless when accompanying an assured claim.
- C1.5** Informational statements may be accompanied by the LIA or Impact Incentives logo and shall conform with the Logo Use Specifications ([see Appendix C](#)).

C2. Allowed Language – Informational Statements

- C2.1** Informational statements may use the following language:

Leather Impact Accelerator (LIA)

- C2.1.1** [The Leather Impact Accelerator/LIA] uses benchmarks to address animal welfare and deforestation/conversion-free at the farm level, the social and environmental impacts of leather production, and to set expectations for traceability.
 - C2.1.2** [The Leather Impact Accelerator/LIA] is a benchmarking program that recognizes and rewards improved practices in the leather value chain.
 - C2.1.3** [The Leather Impact Accelerator/LIA] uses benchmarks to set a minimum threshold for improved practices and give recognition to those who meet or exceed them.
 - C2.1.4** The goals of [the Leather Impact Accelerator/LIA] to accelerate positive impact in the leather value chain through widescale adoption of improved practices. (This includes mitigation of climate change and protecting biodiversity, respecting and improving animal welfare, and addressing the social and environmental impacts of leather production.)
- C2.2** Informational statements about how Impact Incentives or Impact Partnerships work may use language from ImpactIncentives.org.

Section D - Registration

D1. Registration Requirements

- D1.1** Prior to use, all claims shall be registered through Textile Exchange by sending an email to LIA@TextileExchange.org.
- D1.2** Claims shall only be made in conformity with the full requirements of this document. If at any time, an approved claim falls out of conformity with the requirements of this policy, the claim maker shall cease using the claim.

D2. Monitoring and Surveillance

Textile Exchange will determine the appropriate level of surveillance for the various allowed claims described in this policy. In addition to the data management system that hosts records of all licensed claims, as part of its monitoring activities, Textile Exchange may use routine or risk-based market surveillance and web-crawlers to surveil the market for improper claims.

Reports on potential improper or unlicensed use of Textile Exchange claims may be submitted to LIA@TextileExchange.org. Relevant stakeholders will be informed of substantive changes to this policy via a public notice on our website and by direct written communication when possible.

D3. Misuse

If Textile Exchange becomes aware of improper or unlicensed use of its intellectual property, Textile Exchange will attempt to engage with the claim maker and will offer a 30-day window from the date of first notice to correct or remove the claim. If the misuse is not remedied in this time and/or upon the second instance of misuse, Textile Exchange may take applicable actions as per any in-force licensing agreement and may pursue further applicable.

Appendix A – Definitions

Assured claim: Assured claims are those that result from an assurance process against a Textile Exchange Standard and refer to a product, process, business, or service that has been verified to be in conformity with or using one or more components of the LIA program.

Claim: An oral, written, or implied representation, statement, advertisement, or other form of communication that is presented to the public or buyer.

Claim maker: Any party that wishes to make a claim about a LIA or Impact Incentives. Normally this is a business in the supply chain but also includes other parties that wish to make a claim about LIA or Impact Incentives.

General marketing claim: General marketing claims are text claims which are not related to a specific product, an organization meeting LIA benchmarks, or a LIA approved standard or program.

Products: The physical goods that result from each stage of production. These may include finished or unfinished goods.

Supply chain: The progression of business entities involved in the supply and purchase of materials, goods, or services from raw materials to the final product.

Value chain: A chain of activities in which the product gains in value on its downstream journey from production (Tier 4) to final consumption.

Appendix B – Allowed Language Examples

LIA Corporate Commitment Claims

Allowed Language

[We are/Organization Name is] committed to supporting the goals of [the Leather Impact Accelerator/LIA] by participating in the LIA corporate commitment. (Learn more by visiting LeatherImpactAccelerator.org)

[We/Organization Name] commit(s) to purchasing an amount of Impact Incentives that is equivalent to [100%/all] of our leather usage by [year].

[We are/Organization Name is] participating in [the Leather Impact Accelerator/LIA] by committing to purchasing Impact Incentives at increasing amounts each year until [100%/all] of our leather usage is covered by [year].

[We are/Organization Name is] participating in [the Leather Impact Accelerator/LIA] by committing to purchasing Impact Incentives and reporting progress on an annual basis (through the Textile Exchange Corporate Fiber and Materials Benchmark).

[We are/Organization Name is] participating in [the Leather Impact Accelerator/LIA] by committing to mapping and certifying our leather supply chain (to LIA approved standards) and reporting progress on an annual basis (through the Textile Exchange Corporate Fiber and Materials Benchmark).

By [year], our full leather production supply chain will be certified to LIA-approved standards (that address environmental and social impacts).

Example

We are committed to supporting the goals of LIA by participating in the LIA corporate commitment. Learn more by visiting LeatherImpactAccelerator.org.

Brand ABC commits to purchasing an amount of Impact Incentives that is equivalent to 100% of our leather usage by 2030.

We are participating in LIA by committing to purchasing Impact Incentives at an increasing amount each year until all of our leather usage is covered by 2025.

We are participating in the Leather Impact Accelerator by committing to purchasing Impact Incentives and reporting progress on an annual basis through the Textile Exchange Corporate Fiber and Materials Benchmark.

Brand ABC is participating in LIA by committing to mapping and certifying our leather supply chain to LIA-approved standards and reporting progress on an annual basis.

By 2030, our full leather production supply chain will be certified to LIA-approved standards.

By [year], our full leather production supply chain will meet the environmental and social requirements for LIA.

By 2025, our full leather production supply chain will meet the environmental and social requirements for LIA.

LIA Progress Claims

Allowed Language

[We have/Organization Name has] mapped our leather production supply chain back to [finishing/beamhouse/post-tanning/tanning] and are [x%] to our goal of having [100%/all] certified to LIA approved standards.

[x%All] of our leather suppliers are LIA approved.

[We are/Organization Name is] [x%/quantifiable and verifiable progress indicator] to our goal of purchasing an amount of Impact Incentives that is equivalent to [100%/all] of our leather usage by [year].

Example

Brand ABC has mapped our leather production supply chain back to beamhouse and are 25% to our goal of having all certified to LIA approved standards.

75% of our leather suppliers are certified to LIA approved standards.

We are 40% to our goal of purchasing an amount of Impact Incentives that is equivalent to 100% of our leather usage by 2030.

Claims by Organizations that Meet LIA Benchmark Criteria

Allowed Language

[We are/Organization name is] certified to a [Leather Impact Accelerator/LIA] approved standard for [animal welfare/leather production].

[We are/Organization name is] qualified to sell LIA Impact Incentives.

[We/Organization name] meet(s) the [Leather Impact Accelerator/LIA] criteria for [animal welfare/DCF/leather production].

Example

Farm ABC is certified to a LIA approved standard for animal welfare.

We are qualified to sell LIA Impact Incentives.

We meet the Leather Impact Accelerator criteria for leather production.

Claims by LIA-Approved Standards

Allowed Language

[We are/Standard Name is] approved under [animal welfare option(s) X] of the LIA Animal Welfare Standards Benchmark.

[We are/Standard Name is] approved to the LIA Leather Production [Environmental/Social] Standards Benchmark.

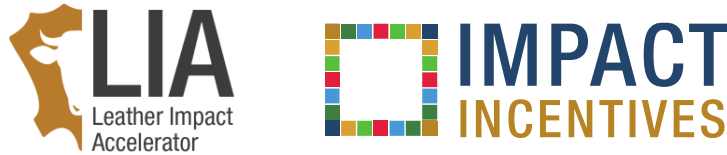
Example

Standard ABC is approved under animal welfare option 3 of the LIA Animal Welfare Standards Benchmark.

We are approved to the LIA Leather Production Social Standards Benchmark.

Appendix C – Logo Use Specifications

The below general guidelines apply to the use of the LIA and/or Impact Incentives logo(s).



D4. Distribution and File Formats

D4.1 Contact Textile Exchange for a copy of the LIA and/or Impact Incentives logo(s).

NOTE: You may be required to provide documentation proving the claims you are making have been registered with Textile Exchange.

D4.2 The logos shall be from the original design files. The below formats are provided.

D4.2.1 EPS: Best for printing and high-resolution production.

D4.2.2 PNG: Good for use on-screen, websites, presentations, Word documents, and other low-resolution applications.

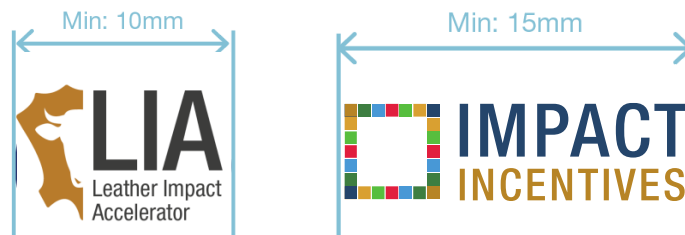
D4.2.3 JPG: Same uses as a PNG, but of a lower quality and faster loading time.

D5. Size and Position

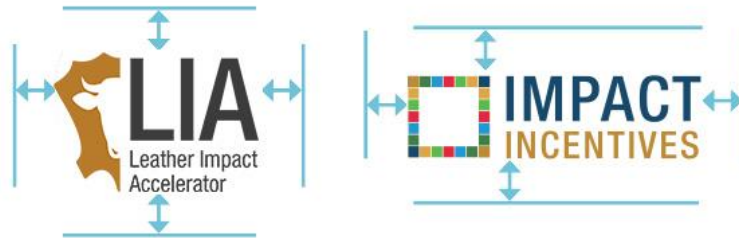
D5.1 The logos and all wording therein shall be of a size large enough to be clear and legible.

D5.1.1 The LIA logo shall not be less than 10 mm or 0.39 inches in diameter.

D5.1.2 The Impact Incentives logo shall not be less than 15 mm or 0.59 inches in diameter. (Note: Diagram below is not shown to scale)



- D5.2** 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.






- D5.3** 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).
- D5.4** The logo shall be kept at a reasonable distance from any other logo, image, statement, or claim that does not refer to LIA or Impact Incentives.
- D5.5** The URL for the relevant program shall be embedded in the image of all digital instances of the logo(s).
- D5.5.1** An organization may embed a link to a page with content related to the relevant program as long as the URL for the relevant program appears on that page.

D6. Placement of Allowed Language








- D6.1** The logo(s) shall not be placed on a product or in reference to a product in any online or print marketing.
- D6.2** Where logo use is permitted, the allowed language shall appear near the relevant logo. Recommended placement of the allowed language is directly below or to the side of the logo.

D7. Approved Colors



Color	Pantone	CMYK	RGB	Hex
 Leather	7551 C	25,54,100,8	0,120,11	B7780B
 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
 Dark Mustard	131 C	18,48,100,2	191,139,46	BF8B2E
 Mustard	7555 C	18,37,100,1	221,166,58	DDA63A
 Dark Blue	7686 C	100,58,0,21	0,85,150	005596
 Blue	7461 C	96,41,6,0	10,151,217	0A97D9
 Dark Green	7742 C	74,32,95,19	63,126,68	3F7E44
 Lime Green	361 C	75,4,100,0	86,192,43	56C02B
 Rd	185 C	1,100,92,0	229,36,59	E5243B

NOTE: With the exception of Dark Blue, all other colors in the Impact Incentives logo are from the [SDG icons color palette](#).

D8. Logo Application

D8.1 The LIA and Impact Incentives logos shall be applied to backgrounds with sufficient contrast for optimal visibility.



D8.2 The logos shall not be modified in any manner (i.e. change approved colors, add transparency to the inside of the cow/hide icon, skew or distort the logo).

