Recycled Claim Standard & Global Recycled Standard

Logo Use & Claims Guide
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The RCS/GRS Logo Use and Claims Guide replaces previous versions of the RCS Labeling Requirements and GRS Logo Use and Claims Guide and is effective as of December 12, 2017. All RCS/GRS Logo Use and Claims shall comply with this document by July 1, 2018.

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Introduction

The RCS/GRS Logo Use and Claims Guide details how Recycled Claim Standard (RCS) and Global Recycled Standard (GRS) Certified Organizations can market and communicate RCS/GRS certification. It also sets the requirements for the use of the RCS/GRS logos. It is a binding document for all participants in the RCS and GRS schemes. The goal of this document is to ensure consistent, accurate representation in the marketplace for all certified products that collectively represent the RCS and GRS systems.

Questions and approval of labeling and logo use should be directed to the responsible Certification Bodies.

How to Use this Document

Any organization planning to reference the Recycled Claim Standard or Global Recycled Standard in any type of marketing or communication should carefully read this document, and ensure that all relevant staff are informed of its content. Certification Bodies are responsible for verifying General Marketing and Product-Specific Claims meet the requirements of this document.

Section A describes the process for getting RCS/GRS Claims approved. Section B introduces the RCS logos and how they may be presented. Section C explains RCS General Marketing Claims and the accompanying requirements, and Section D outlines how RCS Product-Specific Claims may be made. Section E introduces the GRS logos and how they may be presented. Section F explains GRS General Marketing Claims and the accompanying requirements, and Section G outlines how GRS Product-Specific Claims may be made.

Throughout the standard the term ‘shall’ means that the requirement is obligatory and the term ‘should’ means that the requirement is recommended. The term ‘may’ indicates permitted practice.
What is an RCS/GRS Claim?

An RCS/GRS Claim is any statement that mentions or references the Standards. These claims may include any combination of logo use, text claims, and/or links to additional information that mention the RCS/GRS.

RCS/GRS Claims fall under one or more of the following categories:

**General Marketing Claim**: Any claim that does not reference a specific product. These claims may indicate or imply that a company meets the requirements of the RCS/GRS, purchases RCS/GRS certified products, or certifies in accordance with the RCS/GRS. Examples include information on a website, banners at a trade show, mention of RCS/GRS in an advertisement, catalogue or point-of-sale marketing.

**Product-Specific Claim**: Any claim that references a specific product. These claims indicate or imply that a specific product meets the requirements of the RCS/GRS. These claims may be made on or off the products. Examples include hangtags, online product description, catalogue product description, or point-of-sale marketing where the claim is connected to a specific product.

Both General Marketing Claims and Product-Specific Claims may be either business-to-business (wholesale catalogues, trade shows, websites, etc) or consumer-facing claims (in-store displays, hangtags, catalogues, etc.). The RCS/GRS logo is not required for RCS/GRS business-to-business claims.

Any claim that makes reference to the RCS/GRS shall meet the requirements of this document.
Misuse of RCS/GRS Claims

Textile Exchange will pursue all legal means to stop and remedy any unauthorized or misleading claims related to the RCS/GRS. Textile Exchange will also make public any misuse in order to maintain trust in the Recycled Claim Standard and the Global Recycled Standard.
Section A - RCS/GRS Claims Approval

A1 RCS/GRS Claims Approval Process

A1.1 All artwork intended for product application shall be approved by the Certification Body prior to being applied to the products.

Both Certified Organizations and Non-Certified Organizations may apply for approval of RCS/GRS artwork. The responsible Organization shall send all RCS/GRS artwork to an approved Certification Body for approval prior to use.

A1.2 Certification Bodies are to review artwork for compliance with the RCS/GRS Logo Use and Claims Guide and give approval through the Label Release Form.

A2 Questions About RCS/GRS Claims

A2.1 Certified Organizations with questions regarding RCS/GRS Claims may contact their Certification Body.

A2.2 Non-Certified Organizations with questions regarding RCS/GRS Claims may contact the responsible Certification Body or Textile Exchange.

A2.3 Certification Bodies may direct questions to Textile Exchange as needed.

A3 RCS/GRS Logo Distribution

A3.1 Certified Organizations may request RCS/GRS logo files from their Certification Body.

A3.2 Non-Certified Organizations may request RCS/GRS logos from the Certification Body of their RCS/GRS certified supplier. The Certification
Body may request a signed agreement or approved Label Release Form prior to distribution.

A3.3 Textile Exchange does not distribute RCS/GRS logos, except to Certification Bodies.
Recycled Claim Standard

Logo Use & Claims

Sections B-D
Section B - RCS Logo Specifications

B1. In all cases, the RCS logo shall be from the original design files.

B2. The RCS logo and all wording therein shall be of a size large enough to be clear and legible. The RCS logo shall not be less than 10 mm or 0.39 inches in diameter.

B3. The RCS logo shall not be permanently printed on or affixed to any reusable packaging (e.g. shoeboxes, hangers).

B4. It is requested that the color logo be used if possible. In all cases the logo shall be clear and recognizable. Guidelines have been provided for color and greyscale. No other colors are permitted.
**Color RCS 100 Logo**

Icon shall appear in GRS/RCS Teal with a white background.

“RECYCLED 100” shall appear in white typeface with a GRS/RCS Teal background.

“claim standard” shall appear in white typeface with a black background.

---

**Color RCS Blended Logo**

Icon shall appear in GRS/RCS Teal with a white background.

“RECYCLED BLENDED” shall appear in GRS/RCS Teal with a white background.

“claim standard” shall appear in white typeface with a black background.

---

**Color Values**

GRS/RCS Teal: Pantone 321 | R-0, G-140, B-153 | C-100, M-0, Y-31, K-23 | #008C99

GRS Light Blue: Pantone 630 | R-114, G-195, B-215 | C-52, M-5, Y-12, K-0 | #72C3D7
Correct Use

Incorrect Use

Prohibited to make the inner circle area transparent when using the RCS color logo.

Prohibited to use the RCS color logo on an image or solid background that is too dark and does not have enough contrast.
Grayscale RCS 100 Logo

Icon shall appear in dark gray with a white background.

“RECYCLED 100” shall appear in white typeface with a dark gray background.

“claim standard” shall appear in white typeface with a black background.

Grayscale RCS Blended Logo

Icon shall appear in dark gray with a white background.

“RECYCLED BLENDED” shall appear in dark gray with a white background.

“claim standard” shall appear in white typeface with a black background.

Grayscale Values

| Black: R-0, G-140, B-153 | C-100, M-0, Y-31, K-23 | #008C99 |

| Dark Gray: R-96, G-96, B-96 | C-0, M-0, Y-0, K-62 | #606060 |
Correct Use

The RCS grayscale logo may only be used on a black or white background.

Incorrect Use

Prohibited to make the inner circle area transparent when using the RCS grayscale logo.
Section C - RCS General Marketing Claims

C1 General Guidelines

C1.1 The following organizations may make RCS General Marketing Claims:

- Certified Organizations
- Certification Bodies (to indicate they are authorized to provide RCS certification services)
- Non-Certified Organizations (limited to commitments of use, future use or percentage or volume goals, see section C2.5)

C2 Allowed Language - RCS General Marketing Claims

C2.1 All RCS General Marketing Claims shall be true, accurate, and not misleading. All claims shall be able to be verified through certification documents.

- **Example A:** If Retailer B carries both RCS and non-RCS Products, it shall not lead the consumer to assume that all products are RCS certified. The claim: “Retailer B sells RCS Products“ is not allowed in this case.

- **Example B:** Brand ABC makes a public commitment such as,“We commit to using only RCS certified polyester by 2025.” This is allowed.

C2.2 A Certified Organization may indicate that it is certified to produce (or sell) RCS Products in accordance with the Recycled Claim Standard in its marketing and public relations materials. Any statement made about the RCS shall be true, accurate, and not misleading.

C2.3 Certified Organizations using the 100% Claimed Material Exemption (see Section D2 of the Content Claim Standard) - may make general statements in marketing, public relations, and on-product claims about
the certified Recycled Content of all their products (e.g. “All of our polyester is certified to the Recycled Claim Standard.”).

C2.4 A Non-Certified Organization may indicate their use of the RCS: commitments of future use or percentage or volume goals. A Non-Certified Organization shall be willing and able to show proof of its claim (e.g. Transaction Certificates of its RCS Products purchased).

C2.5 The following language may not appear in RCS General Marketing Claims of Non-Certified Organizations:

- “Certified” or any wording that indicates certification of a product or the Non-Certified Organization.
- Any reference to specific products or product categories.
- Any percentage or wording that indicates exact percentage or volume of certified Claimed Material or products.

Example of General Marketing Claim:

![Example Image](image-url)
Section D - RCS Product-Specific Claims

D1 General Guidelines

The following criteria shall be met for products sold with consumer-facing RCS Product-Specific Claims:

D1.1 The product is RCS certified up through the seller in the last business-to-business transaction.

- **Example**: Brand A sells RCS certified t-shirts to Retailer B. Brand A shall be RCS certified and the products Brand A sells shall be RCS certified. Retailer B is not required to be certified.

D1.2 The product contains at least 5% RCS Certified Material (this may include either Pre-Consumer Content, Post-Consumer Content, or a combination).

D1.3 A valid Scope Certificate is held by the final Certified Organization and includes the correct product category.

D1.4 All claims and associated artwork have been approved by an approved Certification Body (see Section A).

D1.5 Printed RCS Claims (e.g. hangtags, sewn-in labels) are attached to certified products by Certified Organizations only.

D1.6 When the RCS logo is present, it shall be kept at a reasonable distance from other product or content claims that do not refer to the RCS. See examples below:
D2 Allowed Language - RCS Product-Specific Claims

D2.1 RCS Product-Specific Claims shall include the following:

1. RCS Logo
   a. When the RCS Claim is intended for the consumer, it is required that the logo be present.
   b. When the product contains 95-100% Recycled Content, the RCS 100 logo shall only be used. Any non-certified material shall not be of the same type as the certified material.
   c. When the product contains 5-95% Recycled Content, the RCS Blended logo shall be used. There are no other restrictions on the remaining content.

2. Reference to the last Certified Organization’s responsible Certification Body (i.e. Certification Body’s name and/or logo); and

3. Reference to the last Certified Organization (i.e. Certified Organization’s name and/or logo as it appears on the Scope Certificate and/or certification number provided by the Certification Body).
The Certification Body and Certified Organization shall appear at least once on the Product-Specific Claim of each product. All required information shall be included near the RCS logo that will reasonably be seen first.

4. Percentage of RCS certified material, if the percentage is lower than 95% (the RCS Blended logo shall be used for these claims).

**GUIDANCE:** In most cases the unit of measure will be weight, but in some cases (such as paint recycling), volume will be more appropriate. Percentage may be calculated exclusive of trims.

*Material* refers to the raw material created as the output of the recycling process. In the case of products with multiple Recycled Material types, each material shall be separately listed with each percentage:

**Examples of Recycled Materials are:**

- Input: plastic bottles | Output: PET chips
  Recycled Claim: Recycled Polyester
- Input: wool clothing | Output: wool fiber
  Recycled Claim: Recycled Wool

“Pre-Consumer” or “Post-Industrial” and “Post-Consumer” may also be used to describe the Recycled Content material; any percentage amounts shall be accurate. Separate materials shall be identified with accurate percentages.

D2.2 RCS logos may also be accompanied by additional language as long as it is true, accurate, and not misleading.

**For example:**

- Certified to the RCS
- Recycled Claim Standard Certified
• RecycledClaim.org
• “The Recycled Claim Standard verifies Recycled Material and tracks it from the source to the final product.”

D2.3 The RCS logo shall not be accompanied by additional language that implies the product has been certified to meet broad environmental or social requirements.

For example:

• Ethically produced
• Environmentally responsible
• 100% Sustainable

D2.4 Individual components of a product may be identified as certified to the RCS. For example, only the upper of a shoe is made with RCS certified material. Full product certification to the final stage is still required.

D2.5 The brand or retailer is responsible to check on the labeling laws of the country(ies) of sale to ensure they are meeting all legal requirements.
Examples of Correct RCS Product-Specific Claims:

EXAMPLE #1

![Diagram of a tag with the RCS logo and a certification mark, indicating the company name/logo, certification body (CB), and certification number issued by CB.]

This example is allowed when a brand is the Certified Organization. This satisfies the requirements in D2.1, numbers 2 & 3.

EXAMPLE #2

![Diagram of a label for a certified product, showing the RCS logo and a statement indicating the brand's certification to the RCS by ABC Cert.]

This example is also allowed when a brand is the Certified Organization. This satisfies the requirements in D2.1, numbers 2 & 3.
EXAMPLE #3

FRONT

Certification Body (CB)

BACK

Certification number (issued by CB)
EXAMPLE #4: Online Product Description

EXAMPLE #5: Magazine Advertisement

If the product uses less than 95% RCS certified material, the RCS Blended logo shall be used and the percentage shall be given. This satisfies the requirements in D2.1, number 4.
Global Recycled Standard
Logo Use & Claims
Sections E-G
Section E - GRS Logo Specifications

E1. In all cases, the GRS logo shall be from the original design files.

E2. The GRS logo and all wording therein shall be of a size large enough to be clear and legible. The GRS logo shall not be less than 10 mm or 0.39 inches in diameter.

E3. The GRS logo shall not be permanently printed on or affixed to any reusable packaging (e.g. shoeboxes, hangers).

E4. It is requested that the color logo be used if possible. In all cases the logo shall be clear and recognizable. Guidelines have been provided for color and greyscale. No other colors are permitted.

Dark backgrounds may cause the words of the logo to be illegible. In this case, the logo shall appear with a white background, provided by the relevant Certification Body.
**GRS Color Logo**

Inner icon shall appear in GRS Light Blue with a transparent background.

“Global Recycled Standard” shall appear in black typeface with a transparent background.

Arrows shall appear in GRS/RCS Teal with a transparent background.

**Color Values**

<table>
<thead>
<tr>
<th>Logo Type</th>
<th>Color Values</th>
</tr>
</thead>
<tbody>
<tr>
<td>GRS/RCS Teal</td>
<td>Pantone 321</td>
</tr>
<tr>
<td>GRS Light Blue</td>
<td>Pantone 630</td>
</tr>
</tbody>
</table>

**Correct Use**

- ![Correct Use Image A](image1)
- ![Correct Use Image B](image2)
Incorrect Use

Prohibited to use the GRS color logo on a background that is too dark and does not have enough contrast to make it legible.

Grayscale GRS Logo

"Global Recycled Standard" shall appear in black typeface with a transparent background.

Arrows shall appear in dark gray with a transparent background.

Inner icon shall appear in light gray with a transparent background.
## Grayscale Values

<table>
<thead>
<tr>
<th>Color</th>
<th>RGB Values</th>
<th>CMYK Values</th>
<th>Hex Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black</td>
<td>R-0, G-0, B-0</td>
<td>C-74, M-71, Y-64, K-87</td>
<td>#000000</td>
</tr>
<tr>
<td>Dark Gray</td>
<td>R-96, G-96, B-96</td>
<td>C-0, M-0, Y-0, K-62</td>
<td>#606060</td>
</tr>
<tr>
<td>Light Gray</td>
<td>R-165, G-165, B-165</td>
<td>C-0, M-0, Y-0, K-35</td>
<td>#A5A5A5</td>
</tr>
</tbody>
</table>

## Correct Use

The GRS grayscale logo may only be used on a light gray or white background.
Section F - GRS General Marketing Claims

F1 General Guidelines

F1.1 The following organizations may make GRS General Marketing Claims:

- **Certified Organizations**
- **Certification Bodies** (to indicate they are authorized to provide GRS certification services)
- **Non-Certified Organizations** (limited to commitments of use, future use or percentage or volume goals, see Sections A2.5)

F2 Allowed Language - GRS General Marketing Claims

F2.1 All GRS General Marketing Claims shall be true, accurate, and not misleading. All claims shall be able to be verified through certification documents.

- **Example A:** If Retailer B carries both GRS and non-GRS Products, it shall not lead the consumer to assume that all products are GRS certified. The claim: “Retailer B sells GRS Products.” is not allowed in this case.
- **Example B:** Brand ABC makes a public commitment such as, “We commit to using only GRS certified polyester by 2025.” This is allowed.

F2.2 A Certified Organization may indicate that it is certified to produce (or sell) GRS Products in accordance with the Global Recycled Standard in its marketing and public relations materials. Any statement made about the GRS shall be true, accurate, and not misleading.

F2.3 Certified Organizations using the 100% Claimed Material Exemption (see Section D2 of the CCS) - may make general statements in marketing, public relations, and on-product claims about the certified Recycled
Content of all their products (e.g. “All of our polyester is certified to the Global Recycled Standard.”).

F2.4 A Non-Certified Organization may indicate their use of the GRS including commitments of future use or percentage or volume goals. A Non-Certified Organization shall be willing and able to show proof of its claim (e.g. Transaction Certificates of its GRS Products purchased).

F2.5 The following language may not appear in GRS General Marketing Claims of Non-Certified Organizations:

- “Certified” or any wording that indicates certification of a product or the Non-Certified Organization.
- Any reference to specific products or product categories.
- Any percentage or wording that indicates exact percentage or volume of certified Claimed Material or products.

Example of General Marketing Claim:

![Example Image]
Section G - GRS Product-Specific Claims

G1 General Guidelines

The following criteria shall be met for products sold with consumer-facing GRS Product-Specific Claims:

G1.1 The product is GRS certified up through the seller in the last business-to-business transaction.
   - **Example:** Brand A sells GRS certified t-shirts to Retailer B. Brand A shall be GRS certified and the products Brand A sells shall be GRS certified. Retailer B is not required to be certified.

G1.2 The product contains at least 50% GRS Certified Material (this may include either Pre-Consumer Content, Post-Consumer Content, or a combination).

G1.3 A valid Scope Certificate is held by the final Certified Organization and includes the correct product category.

G1.4 All claims and associated artwork have been approved by an approved Certification Body (see Section A).

G1.5 Printed GRS Claims (e.g. hangtags, sewn-in labels) are attached to certified products by Certified Organizations only.

G1.6 When the GRS logo is present, it shall be kept at a reasonable distance from other product or content claims that do not refer to the GRS. See examples below:
G2 Allowed Language - GRS Product-Specific Claims

1. GRS Logo

   When the GRS Claim is intended for the consumer, it is required that the logo appear.

2. Reference to the last Certified Organization’s responsible Certification Body (i.e. Certification Body’s name and/or logo); and

3. Reference to the last Certified Organization (i.e. Certified Organization’s name and/or logo as it appears on the Scope Certificate and/or certification number provided by the Certification Body).

   The Certification Body and Certified Organization shall appear at least once on the Product-Specific Claim of each product. All required information shall be included near the GRS logo that will reasonably be seen first.

4. Percentage of GRS certified material, if lower than 95%.
GUIDANCE: In most cases the unit of measure will be weight, but in some cases (such as paint recycling), volume will be more appropriate. Percentage may be calculated exclusive of trims.

Material refers to the raw material created as the output of the recycling process. In the case of products with multiple Recycled Material types, each material shall be separately listed with each percentage:

**Examples of Recycled Materials are:**

- **Input:** plastic bottles | **Output:** PET chips  
  **Recycled Claim:** Recycled Polyester  
- **Input:** wool clothing | **Output:** wool fiber  
  **Recycled Claim:** Recycled Wool

“Pre-Consumer” or “Post-Industrial” and “Post-Consumer” may also be used to describe the Recycled Content material; any percentage amounts shall be accurate. Separate materials shall be identified with accurate percentages.

G2.2 GRS logos may also be accompanied by additional language as long as it is true, accurate, and not misleading.

**For example:**

- Certified to the GRS  
- Global Recycled Standard Certified  
- GlobalRecycled.org  
- “Factories involved in the production of GRS certified products meet the fair labor and environmental impact requirements of the GRS.”  
- “Virtually all products impact the environment. For details on the issues covered by the GRS, go to [http://globalrecycled.org](http://globalrecycled.org).”  
- “The Global Recycled Standard verifies recycled material and tracks it from the source to the final product. The GRS includes strict social, environmental, and chemical requirements.”
G2.3 The GRS logo may not be accompanied by additional language that implies the product has been certified to meet broad, unqualified environmental or social requirements.

**For example:**

- Ethically produced
- Environmentally responsible
- 100% Sustainable

G2.4 Individual components of a product may be identified as certified to the GRS. For example, only the upper of a shoe is made with GRS certified material. Full product certification to the final stage is still required.

G2.5 Some brands may wish to identify the original source material prior to recycling. This is outside the scope of certification to the GRS, but may be added to the Transaction Certificates if requested by the brand. The arrangements should be made through the Certification Body.

G2.6 The brand or retailer is responsible to check on the labeling laws of the country(ies) of sale to ensure they are meeting all legal requirements.
Examples of Correct GRS Product-Specific Claims:

**EXAMPLE #1**

![Diagram showing correct GRS product-specific claim]

- **Your company name/logo**
- **Certified by ABC Cert AC - 12345678**
- **Certification Body (CB)**
- **Certification number (issued by CB)**

**EXAMPLE #2**

![Diagram showing correct GRS product-specific claim]

- **FRONT**
  - **Global Recycled Standard**
  - **ABC BRAND IS CERTIFIED TO THE GRS BY ABC CERT.**

- **BACK**
  - This example is allowed when a brand is the Certified Organization.
  - This satisfies the requirements in G2.1, numbers 2 & 3.
EXAMPLE #3

FRONT

GLOBAL RECYCLED STANDARD CERTIFIED

FACTORIES INVOLVED IN THE PRODUCTION OF GRS CERTIFIED PRODUCTS MEET THE FAIR LABOR AND ENVIRONMENTAL IMPACT REQUIREMENTS OF THE GRS.

BACK

CERTIFIED BY ABC CERT
AC - 12345678

CERTIFIED BY ABC CERT
AC - 12345678

Certification Body (CB) Certification number (issued by CB)
EXAMPLE #4: Online Product Description