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Introduction

The RMS is intended to be a global benchmark for animal welfare and land management practices in goat farming. To learn more about the standard, visit http://responsiblemohair.org/.

The purpose of this document is to provide companies with clear guidelines for making claims around the Responsible Mohair Standard. In order for the standard to meet its goals of protection of goats and the land they graze, it is crucial that all parties respect labeling guidelines. The success of the standard depends on the credibility of claims in the market.

This RMS Logo Use and Claims Guide accompanies the Responsible Mohair Standard and is a required element of the standard. Updates to the RMS Logo Use and Claims Guide and other relevant documents can be found online. Check the RMS website for more information: http://responsiblemohair.org/.

How to use this document

Any organization planning to use the Responsible Mohair 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 (CB) are responsible for verifying general marketing and product-specific claims meet the requirements of this document.

Section A introduces the RMS logo and how it may be presented. Section B explains general marketing and the accompanying requirements. Section C outlines how product-specific claims may be made. Section D describes the process for getting RMS claims approved.

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 RMS claim?

An RMS claim is any statement that mentions or references the standard. These claims may include any combination of logo use, text claims, and/or links to additional information that mention the RMS.

RMS 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 RMS, purchases RMS certified products, or certifies in accordance with the RMS. Examples include information on a website, banners at a trade show, mention of RMS 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 RMS. 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 RMS logo is not required for RMS business-to-business claims.

Any claim that makes reference to the RMS shall meet the requirements of this document.

**Misuse of RMS claims**

Textile Exchange will pursue all legal means to stop and remedy any unauthorized or misleading use of the RMS name or RMS logo. Textile Exchange will make public any misuse of the RMS name or RMS logo in order to maintain trust in the Responsible Mohair Standard.
Section A – RMS logo guidelines

A1 Textile Exchange only distributes RMS logos to certification bodies that have been approved to provide RMS certification services. Companies should contact their certification body for copies of the logo. In all cases, the RMS logo shall be from the original design files.

A2 The RMS logo and all wording therein shall be of a size large enough to be clear and legible. The RMS logo shall not be less than 10 mm or 0.39 inches in diameter.

A3 The RMS logo shall not be permanently printed on or affixed to any reusable packaging (e.g. shoeboxes, hangers).

A4 It is requested that the blue logo be used if possible. In all cases the logo shall be clear and recognizable. Guidelines have been provided for blue, black, white, and grey. No other colors are permitted.

Color RMS Logo Specifications

Goat shall appear in white, inside blue.

‘RESPONSIBLE MOHAIR STANDARD CERTIFIED’: shall appear in white typeface with a blue background.

‘RMS’ shall appear in blue typeface with a white background.

Color value

RGB: 255, 255, 255
CMYK: 0, 0, 0, 0.

RGB: 39, 53, 102
CMYK: 89, 72, 9, 12.
Correct Use

![Correct Use Images]

Incorrect Use

![Incorrect Use Images]

Prohibited to make goat or/and circle background transparent when the color RMS logo is used.

Black RMS Logo Specifications

- ‘RESPONSIBLE MOHAIR STANDARD CERTIFIED’: shall appear in white typeface with a black background.
- ‘RMS’ shall appear in black typeface with a white or transparent background.
- Goat shall appear in white, inside black.
Color value

- RGB: 255, 255, 255
  CMYK: 0, 0, 0.
- RGB: 0, 0, 0
  CMYK: 74, 71, 64, 87.

Correct use

Incorrect use

Prohibited to make goat white and transparent behind ‘RMS’ lettering.
White RMS Logo Specifications

Color value

![Color value](image)

Correct Use

![Correct Use](image)
Incorrect Use

Prohibited to fill any color inside goat and/or behind ‘RMS’.

Grey RMS Logo Specifications

Goat shall appear in white, inside grey.

‘RESPONSIBLE MOHAIR STANDARD CERTIFIED’ shall appear in white typeface with a grey background.

‘RMS’ shall appear in grey typeface with a white background.

Color value

RGB: 255, 255, 255
CMYK: 0, 0, 0, 0.

RGB: 109, 109, 109
CMYK: 51, 43, 39, 2.
Correct Use

The grey logo may only be used on a black or white background.
Section B – RMS general marketing claims

B1. General guidelines

B1.1 The following organizations may make RMS general marketing claims:

- Certified organizations
- Certification bodies (to indicate they are authorized to provide RMS certification services)
- Non-certified organizations (limited to commitments of use, future use or percentage or volume goals, see Sections A2.5)

B2. Allowed language - RMS general marketing claims

B2.1 All RMS 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 RMS and non-RMS products, it shall not lead the consumer to assume that all products are RMS certified. The claim: “Retailer B sells RMS products.” is not allowed in this case.

**Example B:** Brand ABC makes a public commitment such as, “We commit to using only RMS mohair by 2020.” This is allowed.

B2.2 A Certified organization may indicate that it is certified to produce (or sell) RMS products in accordance with the Responsible Mohair Standard in its marketing and public relations materials. Any statement made about the RMS shall be true, accurate, and not misleading.

B2.3 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 mohair content of all their products (e.g. “All of our mohair is certified to the Responsible Mohair Standard.”).

B2.4 A non-certified organization may indicate their use of the RMS: 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 (TC) of its RMS products purchased).
B2.5 The following language may not appear in RMS general marketing claims of non-certified organizations:

- “Certified” or any wording that indicates certification of a product or the non-certified Organization.
- “Product” or 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:
Section C – RMS product-specific claims

C1. General guidelines

The following criteria shall be met for products sold with consumer-facing RMS product-specific claims:

1. The product contains only RMS certified mohair (i.e. no non-certified mohair). When the percentage of RMS mohair of the product or component is less than 10%, the percentage of certified content shall be listed.

2. The product is RMS certified up through the seller in the last business-to-business transaction.

   Example: Brand A sells RMS certified sweaters to Retailer B. Brand A shall be RMS certified and the products Brand A sells shall be RMS certified. Retailer B is not required to be certified.

3. A valid scope certificate (SC) is held by the final certified organization and includes the correct product category.

4. All claims and associated artwork have been approved by an approved certification body (see Section D).

5. Printed RMS claims (e.g. hangtags, sewn-in labels) are attached to certified products by certified organizations only.

6. When the RMS logo is present; it shall be kept at a reasonable distance from other product or content claims that do not refer to the RMS. See examples below:

   Allowed

   ![Allowed Example](Allowed Image)

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

   ![Not Allowed Example](Not Allowed Image)
C2. Allowed language - RMS product-specific claims

C2.1 RMS product-specific claims shall include the following:

1. RMS Logo
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 (SC) and/or certification number provided by the CB).

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 next to the RMS logo that will reasonably be seen first. When the RMS claim is not intended for the consumer, it is not required that the logo appear.

C2.2 RMS logos may also be accompanied by additional language as long as it is true, accurate, and not misleading.

For example:

- Certified to the RMS
- Responsible Mohair Standard certified
- Contains RMS certified mohair
- ResponsibleMohair.org
- Additional language may also be used, such as: “The goals of the Responsible Mohair Standard are to protect the goats that supply the mohair and the land they graze.”

C2.3 The RMS logo may 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

C2.4 Individual components of a product may be identified as certified to the RMS. For example, only the upper of a shoe is made with RMS certified mohair.

Product-Specific RMS claims are prohibited if the product contains any non-certified mohair. All other requirements still apply.
C2.5 When the percentage of RMS mohair of the product or component is less than 10%, the percentage of certified content shall be listed.

Example A: (component) Shoelaces: 5% RMS mohair, 95% nylon

Example B: (product) Sweater: 5% RMS mohair, 80% cotton, 15% polyester

C2.6 A Responsible Animal Fiber (RAF) scope certificate may include RWS and/or Responsible Mohair Standard (RMS) products.

1. An RWS product may contain non-RMS mohair and other non-wool animal fibers. It shall not contain non-RWS wool.
2. An RMS product may contain non-RWS wool and other non-mohair animal fibers. It shall not contain non-RMS mohair.
3. A product may be both RWS and RMS.

C2.7 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 product-specific claims

Example #1

Your company brand name or logo

Certification body (CB)

Certification number (issued by CB)
Example #2

This example is allowed when a brand is the certified organization. This satisfies the requirement listed in C2.1, number 3.

Example #3

Certification Body Certification number (issued by CB)
ONLINE STORE

PRODUCT ADVERTISEMENT IN A MAGAZINE
Section D – RMS claims approval

D1. RMS claims approval process

D1.1 All artwork intended for product application shall be approved by the certification body prior to being applied to the products.

Certified organizations shall send all RMS artwork to their certification body for approval prior to use.

Non-certified organizations shall send all RMS artwork to the responsible certification body for approval prior to use. Certified organizations may apply for artwork approval on behalf of a non-certified organization.

D1.2 Certification bodies are to review artwork for compliance with the RMS Logo Use and Claims Guide and give approval through the “Label Release Form”.

D2. Questions about RMS claims

D2.1 Certified organizations with questions regarding RMS claims may contact their certification body.

D2.2 Non-certified organizations with questions regarding RMS claims may contact the responsible certification body or Textile Exchange.

D2.3 Certification bodies may direct questions to Textile Exchange as needed.

D3. RMS logo distribution

D3.1 Certified organizations may request RMS logo files from their certification body.

D3.2 Non-certified Organizations may request RMS logos from the certification body of their RMS certified supplier. The certification body may request a signed agreement or approved “Label Release Form” prior to distribution.

D3.3 Textile Exchange does not distribute RMS logos, except to certification bodies.