

LABELLING GUIDE 2021



INDEX



OVERVIEW OF CHAPTERS

1	Introduction.....	page 03
2	Trademark and intellectual property.....	page 04
3	Definition.....	page 05
4	Overview of OEKO-TEX® marks and labels.....	page 07
5	Usage of OEKO-TEX® marks and labels.....	page 11
5.1	OEKO-TEX® labels	page 12
5.1.1	Product-related labels	page 12
5.1.2	Company-related labels	page 14
5.1.3	Advertisement labels	page 15
5.1.4	Visual guideline text	page 16
5.2	OEKO-TEX® product logos	page 17
5.3	OEKO-TEX® brand logo	page 18
6	Label design guideline	page 19
6.1	Label structure	page 20
6.2	Colours	page 21
6.3	Colour variants	page 22
6.4	Protected area	page 23
6.5	Sizes	page 24
6.6	Languages	page 26
7	Hangtag design guideline	page 27
7.1	MADE IN GREEN by OEKO-TEX® Hangtag	page 28
7.2	STANDARD 100 by OEKO-TEX® Hangtag recycled materials	page 29
8	Contact & approval.....	page 30

INTRODUCTION



This document covers rules and guidelines that govern the use of the OEKO-TEX® trademark and OEKO-TEX® labels and define the guideline for a standardised appearance of the OEKO-TEX® labels. The purpose of this document is to protect the value and integrity of the trademark and ensure clarity, credibility and consistency as OEKO-TEX® stands for consumer protection, traceability and transparency. This document assists companies, manufacturers, brands, retailer and all OEKO-TEX® partner to label their certified products correctly and to develop marketing materials to communicate company efforts.

These guidelines should be considered as an integrated and binding part of the standards.

2

TRADEMARK AND INTELLECTUAL PROPERTY

„OEKO-TEX®“ is registered and protected worldwide as a trademark. Unauthorized use of the OEKO-TEX® brand or label is strictly forbidden.

The issue of a certificate or the granting of a licence does not grant the customer any powers or rights to the OEKO-TEX® standards beyond those mentioned in section 9 of the OEKO-TEX® [Terms of Use](#). As the licensee, the customer is obligated to comply with the provisions of the OEKO-TEX® standards as well as the statutes and regulations, licensing and other conditions concerning the rights to use OEKO-TEX® brands granted to him based on the OEKO-TEX® Terms of Use at all times.

Non-compliance will result in legal action.



3

DEFINITION



OEKO-TEX®

OEKO-TEX® is an Association of 18 independent institutes for textile and leather testing with contact offices around the world. OEKO-TEX® issues the certifications STANDARD 100 by OEKO-TEX®, LEATHER STANDARD by OEKO-TEX®, STeP by OEKO-TEX®, ECO PASSPORT by OEKO-TEX® and implements the verification system DETOX TO ZERO by OEKO-TEX® and the product label MADE IN GREEN by OEKO-TEX®.

TESTING INSTITUTES

The institutes are responsible for laboratory testing and auditing (and on-site visits) for the corresponding OEKO-TEX® products. The current list of testing institutes is available [here](#).

OEKO-TEX® BRAND

OEKO-TEX® is the umbrella brand under which all product brands are managed. The brand logo consists of the text logo and the claim „Inspiring Confidence“

OEKO-TEX®
INSPIRING CONFIDENCE

PRODUCT BRANDS

The following standards are defined as product brands: MADE IN GREEN by OEKO-TEX®, STANDARD 100 by OEKO-TEX®, LEATHER STANDARD by OEKO-TEX®, STeP by OEKO-TEX®, ECO PASSPORT by OEKO-TEX® and DETOX TO ZERO by OEKO-TEX®.

PRODUCT LOGOS

Each product brand is presented by one product logo. The product logos consist of the composition of: OEKO-TEX® brand and claim, product brand and the respective product icon.

3

DEFINITION



OEKO-TEX® LABEL

OEKO-TEX® customer and partners are permitted to use OEKO-TEX® labels upon fulfillment of requirements in the relevant standard. There are three types of labels:

1. Product-related label

The product carries a product-related label with a unique certificate or label number.

2. Company-related label

The company-related label is based on a STeP by OEKO-TEX® certificate with a unique number that allows to validate the production facility.

3. Advertisement label

The advertisement label is based on a summary certificate for LEATHER STANDARD by OEKO-TEX® or STANDARD 100 by OEKO-TEX® or an Advertisement Label for MADE IN GREEN by OEKO-TEX®. It features a unique number which allows to identify the respective organisation as a partner of OEKO-TEX®.

The label is the communication instrument provided by OEKO-TEX® for certified products or production facilities. All OEKO-TEX® labels must include the following elements:

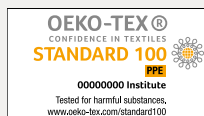
- | | |
|------------------------------|--------------------------------|
| a. OEKO-TEX® brand and claim | d. Certificate or label number |
| b. Product brand | e. Testing institute |
| c. Product icon | f. Product brand promise |
| | g. OEKO-TEX® website |

The label can optionally include a QR Code. Please refer to [page 20](#) for the label structure.

4 OVERVIEW OF OEKO-TEX® MARKS AND LABELS



PRODUCT-RELATED LABELS



Who gets that label?

OEKO-TEX® customers with a valid certificate or label. Distributors or retailers who carry at least one product with a valid certificate or MADE IN GREEN by OEKO-TEX® label.

Where to place it?

On product and marketing materials that promote the exact certified product, e.g. hangtag, tags, product page in online-shops, product flyers, product packaging,...

Promoting ingredient labelling (referencing certified components when the entire product is not certified or labelled) on product or product marketing material is not allowed.

How to place it?

Please look at our design guidelines starting at [page 19](#).

4 OVERVIEW OF OEKO-TEX® MARKS AND LABELS

COMPANY-RELATED LABELS



Who gets that label?

OEKO-TEX® customers with a valid STeP by OEKO-TEX® certificate.

Where to place it?

On marketing materials that promote certified companies such as PR or corporate communication. Must never be displayed on products.

How to place it?

Please look at our design guidelines starting at [page 19](#).

4 OVERVIEW OF OEKO-TEX® MARKS AND LABELS

ADVERTISEMENT LABELS



Who gets that label?

OEKO-TEX® customers with a valid certificate or at least one valid specific MADE IN GREEN by OEKO-TEX® label, where logistics makes it necessary to work internally with one uniform label.

Where to place it?

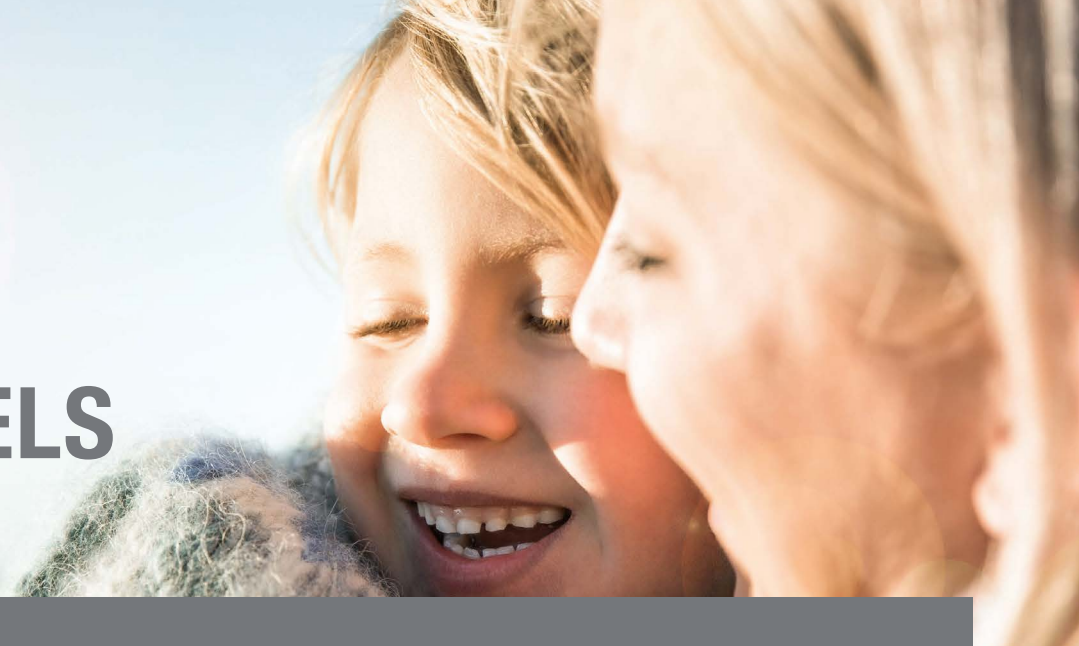
On marketing materials that promote certified or MADE IN GREEN by OEKO-TEX® labelled products but shall not be used on products as product labels.

How to place it?

Please look at our design guidelines starting at [page 19](#).

4

OVERVIEW OF OEKO-TEX® MARKS AND LABELS



PRODUCT LOGOS



Who is permitted to use the OEKO-TEX® product logos?

OEKO-TEX® customers with valid certificate or label. Distributors or retailers who carry at least one product with a valid certificate or product ID. OEKO-TEX® testing institutes, media publications, collaborating organisations.

Where to place it?

Off product only. May be displayed on marketing material, websites and corporate materials. Must never be displayed on products or product marketing materials e.g. tags, hangtags, product packaging or product websites.

Please look at [page 17](#) for the usage of the OEKO-TEX® product logos.

BRAND LOGO



Who is permitted to use the OEKO-TEX® brand logo?

Media publications, collaborating organisations, OEKO-TEX® testing institutes.

Where to place it?

Off product only. May be displayed on marketing material, websites and corporate materials. Must never be displayed on product packaging or product marketing materials.

Please look at [page 18](#) for the usage of the OEKO-TEX® brand logo.



USAGE OF OEKO-TEX® MARKS AND LABELS

5.1

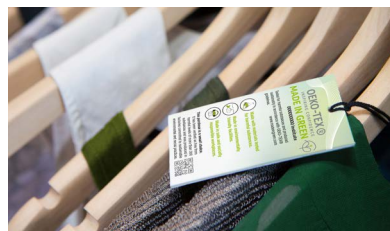
OEKO-TEX® LABELS

5.1.1 PRODUCT-RELATED LABELS

On-Product

The **product-related labels** of OEKO-TEX® may be used on products and product packaging to identify specific products that have qualified for that label. The label should be visibly placed and easy to access for consumers on hangtag, tag, woven label or packaging. The use of an OEKO-TEX® label to promote certified products is highly recommended but not mandated by OEKO-TEX®.

HANGTAG



TAG



TAG



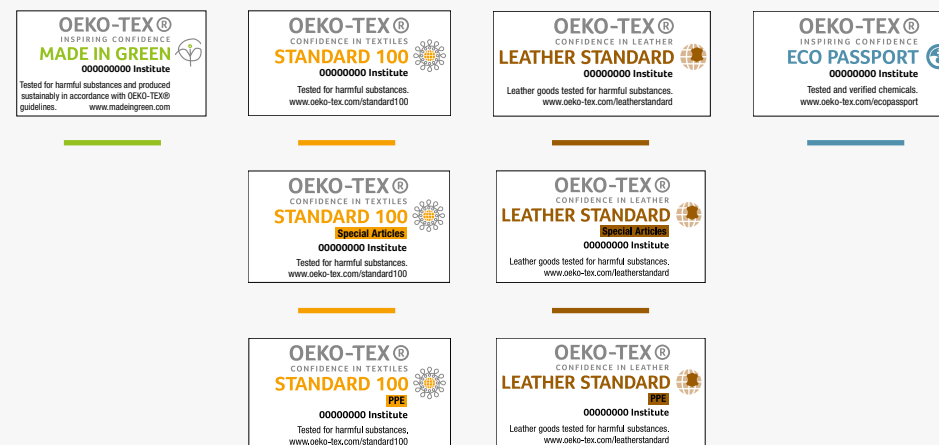
WOVEN/PRINTED LABEL



PACKAGING



OEKO-TEX® LABELS



5.1.1 PRODUCT-RELATED LABELS

Product marketing materials

The **product-related label** shall be used on product marketing materials. It can be used to promote OEKO-TEX® certified or labelled products through catalogues, flyers, product websites or any other media such as Social Media in connection with a certified or labelled product. The connection with the certified product must be recognisable at all times and for everyone. Therefore, only those goods may be advertised with an OEKO-TEX® label which are actually certified or labelled. This means that an OEKO-TEX® label may only be displayed in brochures, catalogues, online shops or other media such as Social Media in connection with the product whose certificate number or MADE IN GREEN by OEKO-TEX® product ID it bears. If a product is advertised as OEKO-TEX® certified or labelled, the physical product must be marked with the valid corresponding label.

It is mandatory that the displayed label includes all components:

- | | |
|------------------------------|--------------------------------|
| a. OEKO-TEX® brand and claim | d. Certificate or label number |
| b. Product brand | e. Testing institute |
| c. Product icon | f. Product brand promise |
| | g. OEKO-TEX® website |

Please refer to [page 20](#) for the label structure.

OEKO-TEX® strongly recommends using the product-related label to promote products. However, we recognise that sometimes the design-solution won't allow it. In these cases, a second option to promote the certified or labelled products is available. This is done through text, which shall be in visual adjacency to the promoted product.

The text must contain the following information:

full product name, certificate or label number, institute and correct explanation of the promise. It is recommended that the text contains the product website.

Example:

This product was tested for harmful substances and certified according to
STANDARD 100 by OEKO-TEX®
000000 Institute
www.oeko-tex.com/standard100

5.1

OEKO-TEX® LABELS



5.1.2 COMPANY-RELATED LABEL

Product marketing materials

The **company-related label** shall be used on marketing materials. It can be used to promote STeP by OEKO-TEX® certified companies through catalogues, flyers, fair stands, Social Media or company websites. The connection between the label or the certificate number with the certified production facility must be recognisable at all times and for everyone. Therefore, only those companies may be advertised with an OEKO-TEX® label which are certified. This means that a STeP by OEKO-TEX® label may only be displayed in brochures, catalogues or other media in connection with the production facility whose certificate number it bears. The company-related label shall never be used on products and on product marketing.

It is mandatory that the displayed label includes all components:

- | | |
|------------------------------|--------------------------------|
| a. OEKO-TEX® brand and claim | d. Certificate or label number |
| b. Product brand | e. Testing institute |
| c. Product icon | f. Product brand promise |
| | g. OEKO-TEX® website |

OEKO-TEX® strongly recommends using the company-related label to promote company initiatives.

However, we recognise the possibility that sometimes the design-solution won't allow it. In these cases, a second option to promote the certified company is available. This is done is through text.

The text must contain the following information:

full product name, certificate number, institute and correct explanation of the promise. It is recommended that the text contains the product website.

Example:

Sustainable Textile & Leather Production

STeP by OEKO-TEX®

00000000 Institute

www.oeko-tex.com/step

5.1

OEKO-TEX® LABELS



5.1.3 ADVERTISEMENT LABELS

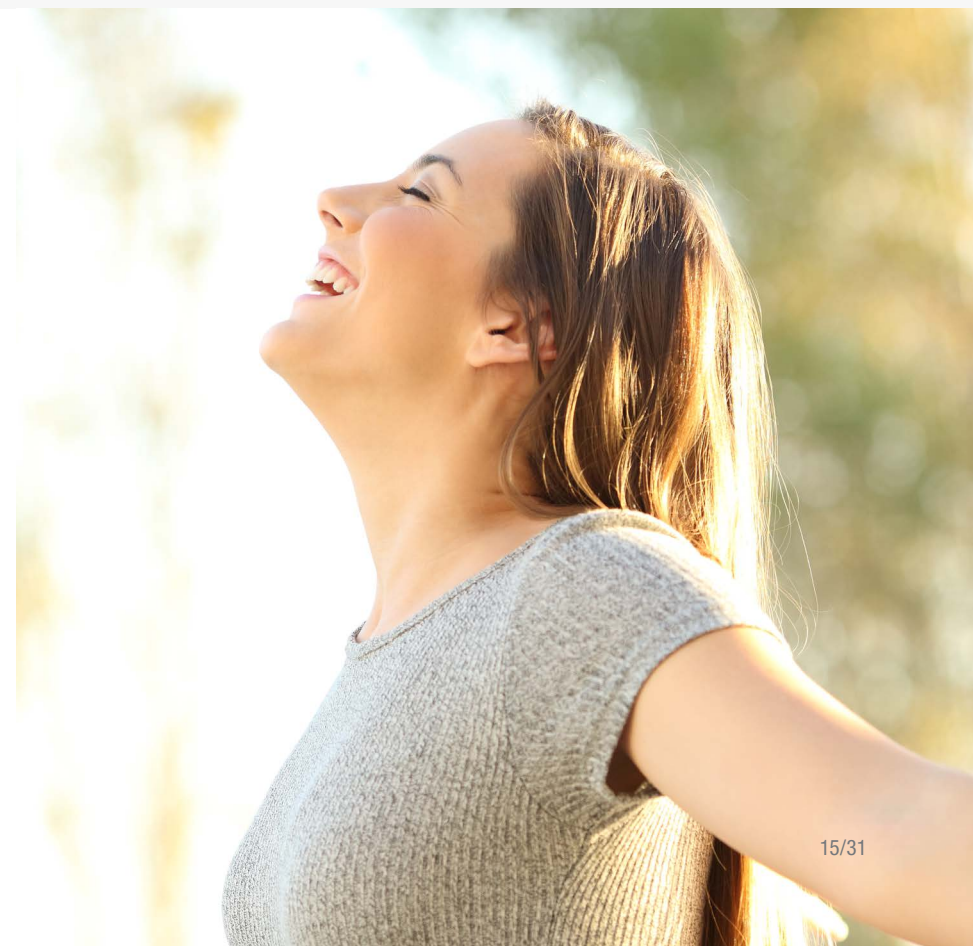
Product marketing materials

The advertisement label is a special kind of label granted to OEKO-TEX® partners who are in the need to work with one uniform label for product marketing communication. OEKO-TEX® recognizes the need to broadly give a reference to OEKO-TEX® on marketing materials, such as catalogues, brochures and POS (Point of Sale) material.

The advertisement label shall never be used on products. If the advertisement label is used, it must be clear which products are certified and which aren't. This is done by distinguishing certified products with the product-related labels (or text reference). The advertisement label can only be used and if at least one product is marked with the specific product related label.

The user of the advertisement is responsible that certified products are clearly marked with the product-related label to create consumer transparency and avoid confusion between certified and non-certified products.

It is mandatory that the displayed label includes all components: brand logo and claim, product logo, product icon, certificate or label number, testing institute, brand promise, OEKO-TEX® website.



5.1

VISUAL GUIDELINE TEXT



5.1.4 VISUAL GUIDELINE TEXT

The use of the „OEKO-TEX®“ trademark in advertising as written text is only permitted in combination with the indication of the corresponding OEKO-TEX® Standard and must always contain the reference ®.

OEKO-TEX® is written in capital letters and with a hyphen.

The according Standard (product name) must be written in capital letters.

STeP by OEKO-TEX® is an exception and must be written as such.

Consistent with the imagery of the product- or company-related label, the textual use of the trademark „OEKO-TEX®“ in combination with the indication of the corresponding OEKO-TEX® Standard is only permitted insofar as this refers directly to the certified goods or the certified company.



5.2

OEKO-TEX® PRODUCT LOGOS



OEKO-TEX® product logos shall be used in the purpose to promote, advertise, communicate or inform about the fact that a company sells certified or labelled products with a corresponding OEKO-TEX® standard. It can be used on marketing materials, such as brochures, posters, newsletters, websites, presentations, fair stands, corporate communication, etc. A clear distinction between products and companies and not certified or labelled products or companies must be made. A reference to look for the label on qualified products is highly recommended.

The OEKO-TEX® product logos shall never be used on products and on product marketing, such as mention under [point 5.1.1](#).

If OEKO-TEX® product logos are used for general advertisement, the physical products must be marked with the valid corresponding label, including the certificate or label number and the institute.



5.3

OEKO-TEX® BRAND LOGO



OEKO-TEX®
INSPIRING CONFIDENCE

OEKO-TEX®

The OEKO-TEX® brand logo is the organisational logo.

In cases where a non-product specific reference to OEKO-TEX® has to be made approval to use the OEKO-TEX® brand logo may be requested. Upon request, the use of the OEKO-TEX® brand logo is reviewed and approved individually by OEKO-TEX® or the relevant institutes. OEKO-TEX® reserves the right to withdraw the usage right of the OEKO-TEX® brand logo, even in cases where it was previously approved.

Media professionals and publishers may use the logo as well as organisations or project collaborators who wish to promote their relationship with OEKO-TEX®. The OEKO-TEX® logo on websites or marketing materials should appear within clear proximity to the mention. The nature of the relationship must be described accurately in a pre-approved statement.

The OEKO-TEX® brand logo shall never be used on products and on product marketing.

Please send your requests for logo usage and approval to the OEKO-TEX® Secertariat:

✉ communication@oeko-tex.com

6



LABEL DESIGN GUIDELINES

6.1

LABEL STRUCTURE



The standardised use and application of the OEKO-TEX® labels ensures good legibility, which is mandatory in terms of traceability and transparency. To maintain recognition value, the OEKO-TEX® labels must be used in accordance with the following specification, regardless of the purpose.



6.2 COLOURS


WHEN USING THE LABELS FOR PRINT AND DIGITAL MEDIA, THE DEFINED COLOURS OF EACH PRODUCT BRAND MUST BE USED.



OEKO-TEX®
CONFIDENCE IN TEXTILES
STANDARD 100 

	
CMYK 01010160	CMYK 0143110010
PANTONE Cool Gray 9	PANTONE 130
HTML # 87888a	HTML # f5a200
RGB 135 136 138	RGB 245 162 0

OEKO-TEX®
CONFIDENCE IN LEATHER
LEATHER STANDARD 

	
CMYK 01010160	CMYK 91571100141
PANTONE Cool Gray 9	PANTONE 1395
HTML # 87888a	HTML # 9a5a0d
RGB 135 136 138	RGB 154 90 13

OEKO-TEX®
INSPIRING CONFIDENCE
STeP 

	
CMYK 01010160	CMYK 7810165130
PANTONE Cool Gray 9	PANTONE 7727
HTML # 87888a	HTML # 04845d
RGB 135 136 138	RGB 4 132 93

OEKO-TEX®
INSPIRING CONFIDENCE
DETOX TO ZERO 

	
CMYK 01010160	CMYK 851501010
PANTONE Cool Gray 9	PANTONE 285
HTML # 87888a	HTML # 0b72b5
RGB 135 136 138	RGB 11 114 181



OEKO-TEX®
INSPIRING CONFIDENCE
MADE IN GREEN 



	
CMYK 01010160	CMYK 5010110010
PANTONE Cool Gray 9	PANTONE 376
HTML # 87888a	HTML # 97bf0d
RGB 135 136 138	RGB 151 191 13

CMYK 91571100141 (40%)
PANTONE 1395 (40%)
HTML # d7b691
RGB 215 182 145

OEKO-TEX®
INSPIRING CONFIDENCE
ECO PASSPORT 

	
CMYK 01010160	CMYK 7113312510
PANTONE Cool Gray 9	PANTONE 7690
HTML # 87888a	HTML # 508fa7
RGB 135 136 138	RGB 80 143 167

	
CMYK 851501010 (80%)	CMYK 851501010 (60%)
PANTONE 285 (80%)	PANTONE 285 (60%)
HTML # 5c8ac7	HTML # 8aa5d6
RGB 92 138 199	RGB 138 165 214

	
CMYK 851501010 (40%)	CMYK 851501010 (25%)
PANTONE 285 (40%)	PANTONE 285 (25%)
HTML # b3c2e5	HTML # d0d8ef
RGB 179 194 229	RGB 208 216 239

6.3

COLOUR VARIANTS

VARIANTS ARE POSSIBLE AS FOLLOWS:

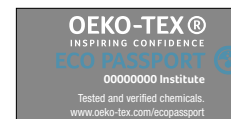
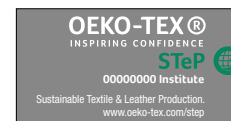
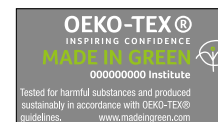
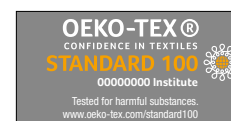
Monochrome variants outside of the black/white spectrum must be approved by the OEKO-TEX® Secretariat.
4C and 1C labels are preferable placed on a white background.
Negative versions are placed on a grey or black background.
Other background alternatives must be approved by the OEKO-TEX® Secretariat.

✉ communication@oeko-tex.com

LABELS 4C



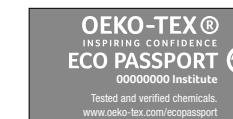
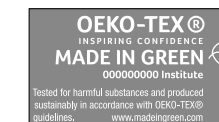
LABELS 4C NEGATIV



LABELS 1C BLACK



LABELS 1C NEGATIV



6.4

PROTECTED AREA

WHENEVER POSSIBLE, THE LABEL
SHOULD BE SHOWN WITH A FRAME.

If this is not possible for demonstrable reasons, the following
minimum protected areas must be used.

LABEL WITH PROTECTED AREA



THE PROTECTED AREA MUST BE AT
LEAST 1X ON ALL SIDES.

LABEL WITH FRAME



6.5

SIZES











PRINT / DIGITAL

These size specifications for the OEKO-TEX® labels are minimum sizes. A larger depiction of the labels is always possible. For all applications, make sure that the original data is scaled proportionally.



Minimum size based on STANDARD 100
by OEKO-TEX® label (without QR Code)

PRODUCT	WITHOUT QR CODE		WITH QR CODE	
	Minimum width	Minimum height	Minimum width	Minimum height
 MADE IN GREEN	27 mm	15 mm	40 mm	27 mm
 STANDARD 100	27 mm	14 mm	40 mm	27 mm
 STANDARD 100 SPECIAL ARTICLES / PPE	27 mm	15 mm	40 mm	27 mm
 LEATHER STANDARD	29 mm	14 mm	47 mm	27 mm
 LEATHER STANDARD SPECIAL ARTICLES	29 mm	15,5 mm	47 mm	27 mm
 STeP	27 mm	14 mm	40 mm	27 mm
 ECO PASSPORT	27 mm	14 mm	40 mm	27 mm
 DETOX TO ZERO*	*N/N			

6.5

SIZES











WOVEN LABEL

These size specifications for the OEKO-TEX® labels are minimum sizes. A larger depiction of the labels is always possible. For all applications, make sure that the original data is scaled proportionally.



Minimum size based on STANDARD 100
by OEKO-TEX® label (without QR Code)

PRODUCT	WITHOUT QR CODE		WITH QR CODE	
	Minimum width	Minimum height	Minimum width	Minimum height
 MADE IN GREEN	42 mm	22,5 mm	45,5 mm	27 mm
 STANDARD 100	42 mm	22,5 mm	45,5 mm	27 mm
 STANDARD 100 SPECIAL ARTICLES / PPE	42 mm	22,5 mm	45,5 mm	27 mm
 LEATHER STANDARD	43 mm	23 mm	49 mm	27,8 mm
 LEATHER STANDARD SPECIAL ARTICLES	43 mm	23 mm	49 mm	27,8 mm
 STeP**	**N/N			
 ECO PASSPORT**	**N/N			
 DETOX TO ZERO*	*N/N			

6.6 LANGUAGES



monolingual label



bilingual label



multilingual label

LANGUAGE VARIANTS

The labels can be issued in up to 36 languages approved by OEKO-TEX®.

From the myOEKO-TEX® online portal, label owners can select languages for label files from the download section of the corresponding standard. The OEKO-TEX® brand claim can only be used in English.

MULTILINGUAL LABELS

There is no limit to the number of languages that can be displayed on an OEKO-TEX® label. The following guidelines must, without exception, be observed:

1. The layout of the label must not be changed.
(product brand, certificate number, institute, claim, website)
2. Each additional language starts on a new line.
3. With additional languages, the minimum width of the label must be observed. The height of the label is proportional.
4. For multilingual OEKO-TEX® labels, please contact the OEKO-TEX® Secretariat.



HANGTAG DESIGN GUIDELINES

7.1 MADE IN GREEN BY OEKO-TEX® HANGTAG

Who gets the hangtag?

- OEKO-TEX® customers with a valid MADE IN GREEN by OEKO-TEX® label. The personalised hangtag including the QR Code and label can be downloaded from myOEKO-TEX®.

Where to place it?

- Directly on the MADE IN GREEN labelled product or on marketing materials that promote the MADE IN GREEN by OEKO-TEX® labelled products such as brochures, websites.



size: 50 mm (w) x 93 mm (h)

7.2

STANDARD 100 BY OEKO-TEX® HANGTAG RECYCLED MATERIALS

Who gets the hangtag?

- OEKO-TEX® customers with a valid STANDARD 100 by OEKO-TEX® recycled materials certificate. The personalized hangtag including the label and can be downloaded from myOEKO-TEX®.

Where to place it?

- Directly on the STANDARD 100 recycled materials certified product or on marketing materials that promote the STANDARD 100 by OEKO-TEX® recycled materials certified products such as brochures, websites, packaging.



8

CONTACT & APPROVAL



DOWNLOAD

All OEKO-TEX® labels are available in the following data formats from the log-in area myOEKO-TEX® on the OEKO-TEX® website under **www.oeko-tex.com**: **PDF**, **PNG** and **EPS**.

APPROVAL

Deviations from the listed usage of the OEKO-TEX® marks and the design requirements must be approved by the OEKO-TEX® Secretariat.

CONTACT

In the case of questions, please send an e-mail to:

communication@oeko-tex.com or to your contact person in the relevant testing institute.





OEKO-TEX® Association

Genferstrasse 23

CH-8002 Zürich

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info@oeko-tex.com

www.oeko-tex.com

Secretary General: Georg Dieners

Trade register office of Canton Zurich