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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, manufactures, 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.
“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.
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®.

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

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®.

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.
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
- b. Product brand
- c. Product icon
- d. Certificate or label number
- e. Testing institute
- 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.
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.
## COMPANY-RELATED LABELS

<table>
<thead>
<tr>
<th>Label</th>
<th>Who gets that label?</th>
<th>Where to place it?</th>
<th>How to place it?</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="OEKO-TEX® STeP" /></td>
<td>OEKO-TEX® customers with a valid STeP by OEKO-TEX® certificate.</td>
<td>On marketing materials that promote certified companies such as PR or corporate communication. Must never be displayed on products.</td>
<td>Please look at our design guidelines starting at page 19.</td>
</tr>
</tbody>
</table>
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® labeled 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.
## OVERVIEW OF OEKO-TEX® MARKS AND LABELS

### PRODUCT LOGOS

<table>
<thead>
<tr>
<th>Logo</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>OEKO-TEX®</td>
<td>Made in Green</td>
</tr>
<tr>
<td>OEKO-TEX®</td>
<td>Standard 100</td>
</tr>
<tr>
<td>OEKO-TEX®</td>
<td>Leather Standard</td>
</tr>
<tr>
<td>OEKO-TEX®</td>
<td>SteP</td>
</tr>
<tr>
<td>OEKO-TEX®</td>
<td>ECO Passport</td>
</tr>
<tr>
<td>OEKO-TEX®</td>
<td>Detox to Zero</td>
</tr>
</tbody>
</table>

**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 or who carry a product which is made of components which have been certified. 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

<table>
<thead>
<tr>
<th>Logo</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>OEKO-TEX®</td>
<td></td>
</tr>
</tbody>
</table>

**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 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®.
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 recognizable 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.

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

It is mandatory that the displayed label includes all components:

- OEKO-TEX® brand and claim
- Product brand
- Product icon
- Certificate or label number
- Testing institute
- Product brand promise
- OEKO-TEX® website

Please refer to page 20 for the label structure.
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 recognizable 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
- b. Product brand
- c. Product icon
- d. Certificate or label number
- e. Testing institute
- 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 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
5.1.3 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.
5.1.4 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.
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.
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
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.
6.3 COLOUR VARIANTS

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

VARIANTS ARE POSSIBLE AS FOLLOWS:

<table>
<thead>
<tr>
<th>LOGO POSITIVE</th>
<th>LOGO 1C BLACK</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="logo-positive.png" alt="" /></td>
<td><img src="logo-1c-black.png" alt="" /></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>LOGO NEGATIVE</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="logo-negative.png" alt="" /></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>LOGO NEGATIVE 1C</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="logo-negative-1c.png" alt="" /></td>
</tr>
</tbody>
</table>
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

OEKO-TEX®
CONFIDENCE IN TEXTILES
STANDARD 100
00000000 Institute

Tested for harmful substances.

www.oeko-tex.com/standard100

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

LABEL WITH FRAME

OEKO-TEX®
CONFIDENCE IN TEXTILES
STANDARD 100
00000000 Institute

Tested for harmful substances.

www.oeko-tex.com/standard100
## SIZES

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.

### PRINT / DIGITAL

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

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

<table>
<thead>
<tr>
<th>PRODUCT</th>
<th>WITHOUT QR CODE</th>
<th>WITH QR CODE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Minimum width</td>
<td>Minimum height</td>
</tr>
<tr>
<td>MADE IN GREEN</td>
<td>27 mm</td>
<td>15 mm</td>
</tr>
<tr>
<td>STANDARD 100</td>
<td>27 mm</td>
<td>14 mm</td>
</tr>
<tr>
<td>STANDARD 100 SPECIAL ARTICLES / PPE</td>
<td>27 mm</td>
<td>15 mm</td>
</tr>
<tr>
<td>LEATHER STANDARD</td>
<td>29 mm</td>
<td>14 mm</td>
</tr>
<tr>
<td>LEATHER STANDARD SPECIAL ARTICLES</td>
<td>29 mm</td>
<td>15.5 mm</td>
</tr>
<tr>
<td>StEP</td>
<td>27 mm</td>
<td>14 mm</td>
</tr>
<tr>
<td>ECO PASSPORT</td>
<td>27 mm</td>
<td>14 mm</td>
</tr>
<tr>
<td>DETOX TO ZERO*</td>
<td>27 mm</td>
<td>14 mm</td>
</tr>
</tbody>
</table>

*No label is planned for this product brand.
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.

<table>
<thead>
<tr>
<th>PRODUCT</th>
<th>WITHOUT QR CODE</th>
<th>WITH QR CODE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Minimum width</td>
<td>Minimum height</td>
</tr>
<tr>
<td>MADE IN GREEN</td>
<td>42 mm</td>
<td>22,5 mm</td>
</tr>
<tr>
<td>STANDARD 100</td>
<td>42 mm</td>
<td>22,5 mm</td>
</tr>
<tr>
<td>STANDARD 100 SPECIAL ARTICLES / PPE</td>
<td>42 mm</td>
<td>22,5 mm</td>
</tr>
<tr>
<td>LEATHER STANDARD</td>
<td>43 mm</td>
<td>23 mm</td>
</tr>
<tr>
<td>LEATHER STANDARD SPECIAL ARTICLES</td>
<td>43 mm</td>
<td>23 mm</td>
</tr>
<tr>
<td>STeP**</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ECO PASSPORT**</td>
<td></td>
<td></td>
</tr>
<tr>
<td>DETOX TO ZERO*</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

communication@oeko-tex.com
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.