OEKO-TEX®
Labelling Guide
This document covers rules and guidelines that govern the use of the OEKO-TEX® trademark and OEKO-TEX® labels. It defines 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 shall be considered an integrated and binding part of the standards.
2. Information
Key Terms & Definitions

Organisation

OEKO-TEX®

OEKO-TEX® is an association of independent institutes for textile and leather testing with over 70 contact offices around the world.

OEKO-TEX® issues the certifications

OEKO-TEX® STANDARD 100,
OEKO-TEX® ORGANIC COTTON,
OEKO-TEX® LEATHER STANDARD,
OEKO-TEX® Step,
OEKO-TEX® ECO PASSPORT and
OEKO-TEX® RESPONSIBLE BUSINESS

and the product label

OEKO-TEX® MADE IN GREEN.

Testing Institutes

Testing institutes are laboratories approved by OEKO-TEX Service GmbH which are authorised to provide tests, audits and other services in connection with OEKO-TEX® products. The current list of testing institutes is available here.

Certificate

It is the confirmation of compliance with the criteria prescribed by an OEKO-TEX® standard and entitles the holder to use the OEKO-TEX® label.

MADE IN GREEN label

A MADE IN GREEN label is a label indicating that compliance with the MADE IN GREEN standard has been verified by a testing institute.

Certificate Number

Each certificate is assigned a number upon initial issuance. This number is shown on the OEKO-TEX® label (excluding MADE IN GREEN). If an OEKO-TEX® label is used, the customer must comply with the current brand statutes and regulations and the current Terms of Use.

MADE IN GREEN Label Number/Product ID

Each MADE IN GREEN label has an individual product identifier (product ID). The product ID is the number and / or QR code indicated on the label. Its purpose is to provide a unique means by which the user can identify and trace the labelled article. The product ID also serves as the license number for using the label. It is therefore the verification that the article complies with the criteria.
Key Terms & Definitions

Marks

OEKO-TEX® umbrella brand

OEKO-TEX® is the umbrella brand under which all product brands are managed. The brand is presented by a logo that consists of the brand mark and logotype. There is also a logo version with the OEKO-TEX® claim.

OEKO-TEX® product brand

The following certifications and the MADE IN GREEN label are defined as product brands:
- OEKO-TEX® MADE IN GREEN
- OEKO-TEX® STANDARD 100
- OEKO-TEX® ORGANIC COTTON
- OEKO-TEX® LEATHER STANDARD
- OEKO-TEX® SteP
- OEKO-TEX® ECO PASSPORT
- OEKO-TEX® RESPONSIBLE BUSINESS

OEKO-TEX® labels

OEKO-TEX® provides labels as a communication tool for certified and qualified products, production facilities or management systems. OEKO-TEX® customers and partners are permitted to use OEKO-TEX® labels upon fulfillment of the requirements applicable to the relevant standards. There are different types of labels. Please learn more about this labels in the relevant Product Brand Section of this Labelling Guide.

OEKO-TEX® umbrella logo

OEKO-TEX® product brand logo

Each product brand is presented by one product logo, composed of the OEKO-TEX® logo and the product brand logotype.
Brand Architecture

Umbrella Brand

Product Brands

OEKO-TEX® MADE IN GREEN
OEKO-TEX® STANDARD 100
OEKO-TEX® ORGANIC COTTON
OEKO-TEX® LEATHER STANDARD
OEKO-TEX® STeP
OEKO-TEX® ECO PASSPORT
OEKO-TEX® RESPONSIBLE BUSINESS

OEKO-TEX® Labelling Guide
3. Logos
Umbrella Brand Logo

a. Who is permitted to use the OEKO-TEX® logo?
✓ OEKO-TEX® testing institutes, media publications, collaborating organisations.

b. Where to place it?
✓ Off product only.
✓ May be displayed on marketing material, websites and corporate materials.
X Must never be displayed on product packaging or product marketing materials.

c. How to use it?
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® umbrella brand logo is reviewed and approved individually by OEKO-TEX® or the corresponding institutes.

The OEKO-TEX® umbrella brand 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.

Please send your requests for logo usage and approval to the OEKO-TEX® secretariat: communication@oeko-tex.com.
Product Brand Logos

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

✓ OEKO-TEX® customers with valid certificate or MADE IN GREEN 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.

b. Where to place it?

✓ Off product only.
✓ May be displayed on marketing material, websites and corporate materials (brochures, posters, newsletters, websites, presentations, fair stands, corporate communication, etc.).

X Must never be displayed on products or product marketing, materials e.g. tags, hangtags, product packaging or product websites.

c. How to use it?

A clear distinction between certified and uncertified products and companies must be made. A reference to look for the label on qualified products is highly recommended.

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

The OEKO-TEX® product brand logos shall never be used on products nor on product marketing.

Please send your requests for logo usage and approval to the OEKO-TEX® secretariat: communication@oeko-tex.com
1. Introduction

2. Information

3. Logos

4. Labels

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**Logo Do's & Don'ts**

**MATERIAL & PRODUCT FACTS**

**Certified**

- 100% TENCEL™
- 3% Lyocell
- 8% Organic Cotton
- 4% GOTS (Organic Cotton)
- 1.5% CRADLE TO CRADLE CERTIFIED®
- 57% FSC-Certified Packaging
- 42% Made in Green by OEKO-TEX®

**Non-Certified**

- 19%
- 39%
- 36%
- 6%

**Do:**

- Website
- Annual Reports
- Sustainability Reports
- Marketing Materials

**Don’t:**

- X On product
- X Webshop / Product Page

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**OEKO-TEX® Labelling Guide**
4. Labels
The OEKO-TEX® label is the tool for certified or qualified products, production facilities or management systems. OEKO-TEX® customers and partners are permitted to use OEKO-TEX® labels upon fulfillment of the requirements applicable to the relevant standards.

There are different types of labels. Please learn more about these labels in the relevant Product Brand Section of this Labelling Guide.

Traceability and transparency are important requirements for sustainability. Therefore all OEKO-TEX® labels require either a QR code or the label/certificate number*.

* Example label layouts shown with the mandatory elements.
4.1 OEKO-TEX® MADE IN GREEN

4.1.1 General Information
4.1.2 Label Design Guide
   Label Elements
   Horizontal Labels
   Vertical Labels
   Layout Overview + Minimum Sizes
   Safe Zone + Placement
   Co-branding + Placement
   Colour Variants
   Colour Values
4.1.3 Hangtag Design Guide
   Hangtag Elements
4.1.4 Product Messaging
   Product Definition
   Approved Statements - B2B
   Approved Statements - B2C
General Information

a. Who is permitted to use the MADE IN GREEN label?

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

b. Where to place the MADE IN GREEN label?

On product and marketing materials that promote the exact MADE IN GREEN labelled product, e.g. hangtag, tags, online product pages, product flyers, product packaging, etc.

c. Where to find the MADE IN GREEN label?

Every label layout can be downloaded from the Label Editor in myOEKO-TEX® by the label owner.

Please note:
Promoting ingredient labelling (referencing MADE IN GREEN labelled components when the entire product is not qualified) is never allowed.
General Information

d. How to use the MADE IN GREEN label on product

The OEKO-TEX® MADE IN GREEN label 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® MADE IN GREEN label to promote MADE IN GREEN labelled products is highly recommended but not mandated by OEKO-TEX®.

e. How not to use the MADE IN GREEN label on product

Packaging material covers the label number

Labellayout manually changed after downloading file through the Label Editor
General Information

How to use the MADE IN GREEN label on marketing materials

It can be used to promote OEKO-TEX® MADE IN GREEN labelled products through catalogues, flyers, product websites or any other media such as social media in connection with an MADE IN GREEN labelled product.

The connection with the labelled product must be always recognisable and visible for everyone. Therefore, only goods that are actually labelled with an OEKO-TEX® MADE IN GREEN label may be advertised as such. This means that an MADE IN GREEN label may only be displayed in brochures, catalogues, online shops or other media such as social media in connection with the product whose MADE IN GREEN product ID it bears.

If a product is advertised as OEKO-TEX® MADE IN GREEN labelled, the physical product must be marked with the valid corresponding label.

For MADE IN GREEN labelled intermediate products (to be used as components in further processing), we highly recommend, but do not require, a label affixed to each physical product. However, if these products are being promoted as certified, a label on the packaging is mandatory.

OEKO-TEX® strongly recommends using the 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 MADE IN GREEN 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 OEKO-TEX® product brand name, Product ID number / MADE IN GREEN Label number, institute.

It is recommended that the text contains a link to the OEKO-TEX® website.

Example:
Responsible and safe.
OEKO-TEX® MADE IN GREEN XXXXXX Institute
www.oeko-tex.com

Please note:
The umbrella - & product brand are always written in capitalizied letters.
General Information
Advertisement Labels

a. Who is permitted to use the MADE IN GREEN advertisement label?

✓ OEKO-TEX® customers with at least one valid specific MADE IN GREEN label, if logistics makes it necessary to work internally with one uniform label.

✓ Retailers may receive their own MADE IN GREEN advertisement label if they sell MADE IN GREEN labelled products in their assortment.

b. Where to place the MADE IN GREEN advertisement label?

✓ On marketing materials that promote MADE IN GREEN labelled products but shall never be used on products as product labels, e.g. on hangtags, tags, etc.

Please note:
X Must never be displayed on products or product marketing, materials e.g., tags, hangtags, product packaging or product websites.

The user of the advertisement label is responsible that MADE IN GREEN labelled products are clearly marked with the product label to create consumer transparency and avoid confusion between MADE IN GREEN qualified products and unqualified products.

If the advertisement label is used, it must be clear which products are MADE IN GREEN labelled and which aren’t. This is done by distinguishing MADE IN GREEN labelled products with the product labels (or text reference). The advertisement label can only be used if the physical product is marked with the valid MADE IN GREEN label.

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

4.1 OEKO-TEX® MADE IN GREEN

The user of the advertisement label is responsible that MADE IN GREEN labelled products are clearly marked with the product label to create consumer transparency and avoid confusion between MADE IN GREEN qualified products and unqualified products.

It is mandatory that the displayed label includes all the mandatory components for a MADE IN GREEN label (see page 19).
OEKO-TEX® provides the label as a communication tool for MADE IN GREEN qualified products.

All OEKO-TEX® labels must include the following elements:

a. OEKO-TEX® product brand logo
b. Traceability Information (Testing Institute + Label number or QR-Code)

The modular construction allows the following elements to be added to the label:

c. Testing institute if QR-Code is already shown.
d. Label number if QR-Code is already shown.
e. QR-Code if label number is already shown.
f. OEKO-TEX® website
OEKO-TEX® provides the label as a communication tool for MADE IN GREEN qualified products.

All OEKO-TEX® labels must include the following elements:

a. OEKO-TEX® product brand logo
b. Traceability Information
   (Testing Institute + Label number or QR-Code)

The modular construction allows the following elements to be added to the label:

c. Testing institute if QR-Code is already shown.
d. Label number if QR-Code is already shown.
e. QR-Code if label number is already shown.
f. OEKO-TEX® website

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**Label Design Guideline**

**Horizontal Labels**

OEKO-TEX® Labelling Guide
OEKO-TEX® provides the label as a communication tool for MADE IN GREEN qualified products.

All OEKO-TEX® labels must include the following elements:

a. OEKO-TEX® product brand logo
b. Traceability Information  
   (Testing Institute + Label number or QR-Code)

The modular construction allows the following elements to be added to the label:

c. Testing institute if QR-Code is already shown.
d. Label number if QR-Code is already shown.
e. QR-Code if label number is already shown.
f. OEKO-TEX® website
# Label Design Guideline

## Layout Overview + Minimum Sizes

The minimum sizes help to ensure readability. The larger the more customer-friendly. Labels downloaded through the Label Editor are larger than the minimum size.

### Elements

<table>
<thead>
<tr>
<th>Elements</th>
<th>Product Logo</th>
<th>Product Logo</th>
<th>Product Logo</th>
<th>Product Logo</th>
<th>Product Logo</th>
<th>Product Logo</th>
<th>Product Logo</th>
<th>Product Logo</th>
<th>Product Logo</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>+ Label Number + Institute</td>
<td>+ Label Number + Institute</td>
<td>+ Label Number + Institute</td>
<td>+ Label Number + Institute</td>
<td>+ Label Number + Institute</td>
<td>+ Label Number + Institute</td>
<td>+ Label Number + Institute</td>
<td>+ Label Number + Institute</td>
<td>+ Label Number + Institute</td>
</tr>
</tbody>
</table>

### Layout Overview + Minimum Sizes

<table>
<thead>
<tr>
<th>Print Label</th>
<th>15 mm x 14.5 mm</th>
<th>15 mm x 17 mm</th>
<th>15 mm x 28 mm</th>
<th>15 mm x 30 mm</th>
<th>26.5 mm x 13 mm</th>
<th>28.5 mm x 14.5 mm</th>
<th>22.5 mm x 14.5 mm</th>
<th>24.5 mm x 18 mm</th>
<th>24.5 mm x 20 mm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Woven Label</td>
<td>15 mm x 14.5 mm</td>
<td>15 mm x 17 mm</td>
<td>15 mm x 28 mm</td>
<td>15 mm x 30 mm</td>
<td>26.5 mm x 13 mm</td>
<td>28.5 mm x 14.5 mm</td>
<td>22.5 mm x 14.5 mm</td>
<td>24.5 mm x 18 mm</td>
<td>24.5 mm x 20 mm</td>
</tr>
</tbody>
</table>

| Woven Label | 17 mm x 33.5 mm | 19 mm x 32 mm | 30.5 mm x 17 mm | 30.5 mm x 18.5 mm | 30.5 mm x 18.5 mm | 30.5 mm x 18.5 mm | 30.5 mm x 18.5 mm | 30.5 mm x 18.5 mm | 30.5 mm x 18.5 mm |

OEKO-TEX® Labelling Guide
Label Design Guideline
Safe Zone + Placement

Please note:
Minimum safe zone ‘X’ is the size of the ‘X’ in the OEKO-TEX® Logo.
Label Design Guideline
Co-branding + Placement

Please note:
Minimum safe zone 'X' is the size of the 'X' in the OEKO-TEX® Logo.
Every label layout can be downloaded from myOEKO-TEX® by the label owner. Any colour variations, including monochrome versions, not shown here, must be submitted to OEKO-TEX® for approval.

Please send your requests for approval to your contact person in the relevant testing institute or to the OEKO-TEX® secretariat: communication@oeko-tex.com

* No printing of white background necessary.
## Label Design Guideline

### Colour Values

<table>
<thead>
<tr>
<th>PRINT</th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Pantone U</td>
<td><strong>Green U</strong></td>
<td><strong>Black U</strong></td>
<td><strong>White</strong></td>
<td><strong>Light Green</strong></td>
</tr>
<tr>
<td>Pantone C</td>
<td><strong>Green C</strong></td>
<td><strong>Black C</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CMYK</td>
<td>c84 m0 y57 k0</td>
<td>c0 m0 y0 k98</td>
<td>c0 m0 y0 k</td>
<td>c47 m0 y70 k</td>
</tr>
<tr>
<td>RAL DESIGN</td>
<td>170 60 45</td>
<td>000 30 00</td>
<td>000 90 00</td>
<td>130 80 50</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>DIGITAL</th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>RGB</td>
<td>r0 g166 b135</td>
<td>r5 g5 b5</td>
<td>r255 g255 b255</td>
<td>r125 g205 b119</td>
</tr>
<tr>
<td>HEX</td>
<td>#00AC8C</td>
<td>#050505</td>
<td>#FFFFFF</td>
<td>#7DCD77</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>TEXTILE</th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>FHI Polyester TSX</td>
<td>16-1402 TSX</td>
<td>17-1402 TSX</td>
<td></td>
<td>14-0255 TSX</td>
</tr>
<tr>
<td>FHI Cotton TCX</td>
<td>16-5431 TCX</td>
<td>18-0306 TCX</td>
<td></td>
<td>14-0156 TCX</td>
</tr>
</tbody>
</table>
Hangtag Design Guideline
Layout Elements

a. Who gets the hangtag?
Customers with a valid OEKO-TEX® MADE IN GREEN label. The customized hangtag can be downloaded from myOEKO-TEX® by the label owner.

b. Where to place it?
Directly on the OEKO-TEX® MADE IN GREEN labelled product or on marketing materials that promote the OEKO-TEX® MADE IN GREEN labelled products such as brochures, websites, etc.

Please note:
• Hangtag use is not mandatory.
• The hangtag does not cover any special country-specific label requirements.
MADE IN GREEN Messaging

What is the Product Promise?
The shortest and most concise text in the communication package with a consistent structure that is recognisable across the product catalog.

What is the Key Statement?
A memorable, 1-sentence headline based on the product’s core communication points. The Key Statement can be used completely or divided into two separate statements.

What is the Product Description?
A detailed statement communicating all the product benefits.

Product Promise
Responsible and safe.

Key Statement
Better all round: responsibly produced and safety tested

Product Description
Textiles and leather carrying the OEKO-TEX® MADE IN GREEN label are produced more sustainably in socially responsible workplaces. Purchase them with confidence that they are traceable and tested for harmful substances. This label supports both better working conditions and a healthier planet.

OEKO-TEX® MADE IN GREEN:
Better all round.
Textiles and leather carrying the OEKO-TEX® MADE IN GREEN label are produced more sustainably in socially responsible workplaces and have been tested for harmful substances. A label which includes strict OEKO-TEX® safety tests for consumer health according to STANDARD 100, ORGANIC COTTON or LEATHER STANDARD and certified production according to OEKO-TEX® STEP. With the traceable supply chain your company can build end-consumer trust.

In use:
✓ Brochures
✓ Hang-tags
✓ Headlines
✓ Product Information
✓ ...

OEKO-TEX® Labelling Guide
MADE IN GREEN Messaging
Approved Statements - B2B directed

These modular statements can be adapted and combined according to your needs.
They have been formulated to spotlight specific product benefits for B2B communication.

<table>
<thead>
<tr>
<th>Focus: Traceability</th>
<th>Focus: Safety + Production</th>
</tr>
</thead>
<tbody>
<tr>
<td>Our OEKO-TEX® MADE IN GREEN labelled products can be traced using their unique product ID.</td>
<td>[Every/Each/This/Our] OEKO-TEX® MADE IN GREEN labelled item[s] was [were] ...</td>
</tr>
<tr>
<td>+</td>
<td>+</td>
</tr>
<tr>
<td>supplement</td>
<td>supplement 1</td>
</tr>
<tr>
<td>... and the oeko-tex.com Label Check.</td>
<td>... extensively tested according to OEKO-TEX® safety criteria for consumer health.</td>
</tr>
<tr>
<td>Complete Statement:</td>
<td>+</td>
</tr>
<tr>
<td>Our OEKO-TEX® MADE IN GREEN labelled products can be traced using their unique product ID and the oeko-tex.com Label Check.</td>
<td>supplement 2</td>
</tr>
<tr>
<td></td>
<td>... [and] produced in certified and audited production facilities.</td>
</tr>
<tr>
<td></td>
<td>This OEKO-TEX® MADE IN GREEN labelled item was produced in certified and audited facilities.</td>
</tr>
<tr>
<td></td>
<td>Our OEKO-TEX® MADE IN GREEN labelled items were extensively tested according to OEKO-TEX® safety criteria for consumer health and produced in certified and audited production facilities.</td>
</tr>
<tr>
<td></td>
<td>...</td>
</tr>
</tbody>
</table>

OEKO-TEX® Labelling Guide
MADE IN GREEN Messaging
Approved Statements - B2C directed

These statements are ready to use for end-consumer focused product and marketing materials.

Focus: Informed Purchasing Decisions

1. Products carrying the OEKO-TEX® MADE IN GREEN label are produced in responsible workplaces. Purchase them with confidence that they are traceable and tested for harmful substances.

2. Make informed and responsible purchasing decisions with OEKO-TEX® MADE IN GREEN.

3. We’ve made it easy for you to shop responsibly. OEKO-TEX® MADE IN GREEN labelled products have been tested for harmful substances to protect your family.

4. Scan the QR code or enter the unique product ID in the oeko-tex.com Label Check to see how and where this OEKO-TEX® MADE IN GREEN labelled product was made.

Where to use:
✓ Online Shop Product Description
✓ Corporate Sustainability Communication
✓ POS Communication
✓ ...

Do:
✓ choose the appropriate details in the texts for your promotion.
4.2 OEKO-TEX® STANDARD 100

4.2.1 General Information
4.2.2 Label Design Guide
  Label Elements
  Horizontal Labels
  Vertical Labels
  Layout Overview + Minimum Sizes
  PPE
  Special Articles
  Safe Zone + Placement
  Co-branding + Placement
  Colour Variants
  Colour Values
4.2.3 Hangtag Design Guide
  Hangtag Elements
4.2.4 Product Messaging
  Product Definition
  Approved Statements - B2B
  Approved Statements - B2C
General Information

a. Who is permitted to use the STANDARD 100 label?

- OEKO-TEX® customers with a valid STANDARD 100 certificate.
- Distributors or retailers who carry at least one product with a valid STANDARD 100 certificate.

b. Where to place the STANDARD 100 label?

On product and marketing materials that promote the exact certified product, e.g. hangtag, tags, online product pages, product flyers, product packaging, etc.

c. Where to find the STANDARD 100 label?

Every label layout can be downloaded from the Label Editor in myOEKO-TEX® by the certificate owner.

Please note:

- Promoting ingredient labelling (referencing STANDARD 100 certified components when the entire product is not certified) is never allowed.
General Information

d. How to use the STANDARD 100 label on product

The OEKO-TEX® STANDARD 100 label 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® STANDARD 100 label to promote certified products is highly recommended but not mandated by OEKO-TEX®.
General Information

How to use the STANDARD 100 label on marketing materials

It can be used to promote OEKO-TEX® STANDARD 100 certified products through catalogues, flyers, product websites or any other media such as social media in connection with a STANDARD 100 certified product.

The connection with the certified product must be always recognisable and visible for everyone. Therefore, only goods that are actually labelled with an OEKO-TEX® STANDARD 100 label may be advertised as such. This means that a STANDARD 100 label may only be displayed in brochures, catalogues, online shops or other media such as social media in connection with the product whose STANDARD 100 certificate number it bears.

If a product is advertised as OEKO-TEX® STANDARD 100 certified, the physical product must be marked with the valid corresponding label.

For certified intermediate products (to be used as components in further processing), we highly recommend, but do not require, a label affixed to each physical product. However, if these products are being promoted as certified, a label on the packaging is mandatory.

OEKO-TEX® strongly recommends using the 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 STANDARD 100 certified 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 OEKO-TEX® product brand name, certificate number, institute.

It is recommended that the text contains a link to the OEKO-TEX® website.

Example:

Textiles you can trust: OEKO-TEX® STANDARD 100
XXXXXX Institute
www.oeko-tex.com

Please note: The umbrella - & product brand are always written in capitalized letters.
General Information
Advertisement Labels

a. Who is permitted to use the STANDARD 100 advertisement label?

✓ OEKO-TEX® customers with a STANDARD 100 certificate who would like to use a uniform label for product marketing communication.

b. Where to place the STANDARD 100 advertisement label?

✓ On marketing materials that promote STANDARD 100 certified products.

Please note:
✗ Must never be displayed on products or product marketing, materials e.g., tags, hangtags, product packaging or product websites.

c. How to use the STANDARD 100 advertisement label on marketing materials

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

If the advertisement label is used, it must be clear which products are STANDARD 100 certified and which are not. This is done by distinguishing STANDARD 100 certified products with the product labels (or text reference). The advertisement label can only be used if at least one product is marked with the specific physical product label.

The user of the advertisement label is responsible that certified products are clearly marked with the product label to create consumer transparency and avoid confusion between STANDARD 100 certified and non certified products.

It is mandatory that the displayed label includes all the mandatory components for a STANDARD 100 label (see page 36).
OEKO-TEX® provides the product label as a communication tool for certified products.

All OEKO-TEX® labels must include the following elements:

a. OEKO-TEX® product brand logo
b. Traceability Information
   (Testing Institute + Certificate number or QR-Code)

The modular construction allows the following elements to be added to the label:

c. Testing institute if QR-Code is already shown.
d. Label number if QR-Code is already shown.
e. QR-Code if label number is already shown.
f. OEKO-TEX® website
OEKO-TEX® provides the product label as a communication tool for certified products.

All OEKO-TEX® labels must include the following elements:

a. OEKO-TEX® product brand logo
b. Traceability Information
   (Testing Institute + Certificate number or QR-Code)

The modular construction allows the following elements to be added to the label:

c. Testing institute if QR-Code is already shown.
d. Label number if QR-Code is already shown.
e. QR-Code if label number is already shown.
f. OEKO-TEX® website

---

**Label Design Guideline**

**Horizontal Labels**

OEKO-TEX® Labelling Guide
OEKO-TEX® provides the product label as a communication tool for certified products.

All OEKO-TEX® labels must include the following elements:

a. OEKO-TEX® product brand logo
b. Traceability Information (Testing Institute + Certificate number or QR-Code)

The modular construction allows the following elements to be added to the label:

c. Testing institute if QR-Code is already shown.
d. Label number if QR-Code is already shown.
e. QR-Code if label number is already shown.
f. OEKO-TEX® website

4.2 OEKO-TEX® STANDARD 100

**Label Design Guideline**

**Vertical Labels**

OEKO-TEX® Labelling Guide

---

- **Mandatory**
- **Maximum**
# Label Design Guideline
## Layout Overview + Minimum Sizes

The minimum sizes help to ensure readability. The larger the more customer-friendly. Labels downloaded through the Label Editor are larger than the minimum size.

<table>
<thead>
<tr>
<th>Elements</th>
<th>Print Label</th>
<th>Woven Label</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>15 mm x 14.5 mm</td>
<td>19 mm x 18.5 mm</td>
</tr>
<tr>
<td></td>
<td>15 mm x 17 mm</td>
<td>19 mm x 21 mm</td>
</tr>
<tr>
<td></td>
<td>13 mm x 29.5 mm</td>
<td>17 mm x 33.5 mm</td>
</tr>
<tr>
<td></td>
<td>15 mm x 28 mm</td>
<td>19 mm x 32 mm</td>
</tr>
<tr>
<td></td>
<td>15 mm x 30 mm</td>
<td>19 mm x 34 mm</td>
</tr>
<tr>
<td></td>
<td>26.5 mm x 13 mm</td>
<td>30.5 mm x 17 mm</td>
</tr>
<tr>
<td></td>
<td>26.5 mm x 14.5 mm</td>
<td>30.5 mm x 18.5 mm</td>
</tr>
<tr>
<td></td>
<td>22.5 mm x 14.5 mm</td>
<td>26.5 mm x 18.5 mm</td>
</tr>
<tr>
<td></td>
<td>24.5 mm x 18 mm</td>
<td>26.5 mm x 18.5 mm</td>
</tr>
<tr>
<td></td>
<td>24.5 mm x 20 mm</td>
<td>28.5 mm x 24 mm</td>
</tr>
</tbody>
</table>

OEKO-TEX® Labelling Guide
Label Design Guideline

PPE

The minimum sizes help to ensure readability. The larger the more customer-friendly. Labels downloaded through the Label Editor are larger than the minimum size.

Elements

<table>
<thead>
<tr>
<th>Elements</th>
<th>Print label</th>
<th>Woven label</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product Logo + Label Number + Institute</td>
<td>15 mm x 17 mm</td>
<td>19 mm x 21 mm</td>
</tr>
<tr>
<td>Product Logo + Label Number + Website</td>
<td>15 mm x 20 mm</td>
<td>19 mm x 24 mm</td>
</tr>
<tr>
<td>Product Logo + QR-Code</td>
<td>15 mm x 21 mm</td>
<td>17 mm x 36.5 mm</td>
</tr>
<tr>
<td>Product Logo + Label Number + Institute + QR-Code</td>
<td>15 mm x 23 mm</td>
<td>19 mm x 35 mm</td>
</tr>
<tr>
<td>Product Logo + Label Number + Institute + Website</td>
<td>15 mm x 31 mm</td>
<td>19 mm x 37 mm</td>
</tr>
<tr>
<td>Product Logo + Label Number + Institute + Website + Website</td>
<td>26.5 mm x 15 mm</td>
<td>29.5 mm x 19 mm</td>
</tr>
<tr>
<td>Product Logo + Label Number + Institute + Website + Website + Website</td>
<td>29.5 mm x 15 mm</td>
<td>30.5 mm x 21.5 mm</td>
</tr>
</tbody>
</table>
Label Design Guideline
Special Articles

The minimum sizes help to ensure readability. The larger the more customer-friendly. Labels downloaded through the Label Editor are larger than the minimum size.
Label Design Guideline
Safe Zone + Placement

Please note:
Minimum safe zone ‘X’ is the size of the ‘X’ in the OEKO-TEX® Logo.
Label Design Guideline
Co-branding + Placement

Please note:
Minimum safe zone ‘X’ is the size of the ‘X’ in the OEKO-TEX® Logo.
**Label Design Guideline**

**Colour Variants**

1. Positive OEKO-TEX® Green + Black*

2. Positive Black (Monochrome)*

3. Negative White + Black

4. Negative White + OEKO-TEX® Green

---

Every label layout can be downloaded from myOEKO-TEX® by the certificate owner. Any colour variations, including monochrome versions, not shown here, must be submitted to OEKO-TEX® for approval.

Please send your requests for approval to your contact person in the relevant testing institute or to the OEKO-TEX® secretariat: communication@oeko-tex.com

* No printing of white background necessary.
## Label Design Guideline

### Colour Values

<table>
<thead>
<tr>
<th>PRINT</th>
<th>Pantone U</th>
<th>Pantone C</th>
<th>CMYK</th>
<th>RAL DESIGN</th>
</tr>
</thead>
<tbody>
<tr>
<td>Colour</td>
<td>Green U</td>
<td>Black U</td>
<td>c84 m0 y57 k0</td>
<td>170 60 45</td>
</tr>
<tr>
<td>CMYK</td>
<td>c84 m0 y57 k0</td>
<td>c0 m0 y0 k98</td>
<td>000 30 00</td>
<td></td>
</tr>
<tr>
<td>RAL DESIGN</td>
<td>000 30 00</td>
<td>000 90 00</td>
<td>290 70 15</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>DIGITAL</th>
<th>RGB</th>
<th>HEX</th>
<th>TEXTILE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Colour</td>
<td>r0 g166 b135</td>
<td>#00AC8C</td>
<td>FHI Polyester TSX</td>
</tr>
<tr>
<td>CMYK</td>
<td>r5 g5 b5</td>
<td>#050505</td>
<td>16-1402 TSX</td>
</tr>
</tbody>
</table>

### Textile

- **FHI Polyester TSX**: 16-1402 TSX
- **FHI Cotton TCX**: 16-5431 TCX
- **FHI Cotton TCX**: 17-1402 TSX
- **FHI Cotton TCX**: 18-0306 TCX
- **FHI Cotton TCX**: 15-3814 TSX
- **FHI Cotton TCX**: 15-3817 TCX
- **FHI Cotton TCX**: 13-0763 TSX
- **FHI Cotton TCX**: 13-0859 TCX
Hangtag Design Guideline STANDARD 100

Layout Elements

a. Who gets the hangtag?
Customers with a valid OEKO-TEX® STANDARD 100 certificate. The customized hangtag can be downloaded from myOEKO-TEX® by the label owner.

b. Where to place it?
Directly on the OEKO-TEX® STANDARD 100 certified product or on marketing materials that promote the OEKO-TEX® STANDARD 100 certified products such as brochures, websites, etc.

Please note:
- The hangtag does not cover any special country-specific label requirements.
- Hangtag use is not mandatory.
Hangtag Design Guideline STANDARD 100 recycled materials

Layout Elements

Product Promise

Textiles you can trust.

Colour from Product Colour Cluster
(see Page 45 for colour values.)

Product Brand Logo

Product Key Statement

For everyday confidence

Recycled materials checked to protect
you, your family and our planet.

Safety assured through testing for
harmful substances.

Icons with Product Details

Specific label

4.2 OEKO-TEX® STANDARD 100

a. Who gets the hangtag?
Customers with a valid OEKO-TEX®
STANDARD 100 recycled materials
certificate. The customized hangtag can be
downloaded from myOEKO-TEX® by the
label owner.

b. Where to place it?
Directly on the OEKO-TEX® STANDARD 100
recycled materials certified product or on
marketing materials that promote the
OEKO-TEX® STANDARD 100 recycled
materials certified products such as
brochures, websites, etc.

Please note:
• The hangtag does not cover any
special country-specific label
requirements.
• Hangtag use is not mandatory.
STANDARD 100 Messaging

What is the Product Promise?
The shortest and most concise text in the communication package with a consistent structure that is recognisable across the product catalog.

What is the Key Statement?
A memorable, 1-sentence headline based on the product’s core communication points. The Key Statement can be used completely or divided into two separate statements.

What is the Product Description?
A detailed statement communicating all the product benefits.

Product Promise
Textiles you can trust.

Key Statement
The original safety standard: for everyday confidence

Product Description
Setting the standard for textile safety, from yarn to finished product. Every item bearing the OEKO-TEX® STANDARD 100 label is certified as having passed safety tests for harmful substances.
### STANDARD 100 Messaging

**Approved Statements - B2B directed**

These modular statements can be adapted and combined according to your needs. They have been formulated to spotlight specific product benefits for B2B communication.

<table>
<thead>
<tr>
<th>Focus: Compliance</th>
<th>Focus: Safety, Product Class 1</th>
<th>Focus: Lab Tested</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Our OEKO-TEX® STANDARD 100 certified [products] have been independently tested for harmful substances according to [extensive] scientific criteria + supplement ... that go beyond global regulations.</td>
<td>This product is certified to OEKO-TEX® STANDARD 100 product class 1, with testing to the strictest requirements + supplement ... and limit values + supplement ... safe enough for babies.</td>
<td>Each component of [an/this] OEKO-TEX® STANDARD 100 certified product has been laboratory tested and meets [strict] limit values for over 1,000 harmful substances.</td>
</tr>
</tbody>
</table>

Complete Statement:

Our OEKO-TEX® STANDARD 100 certified products have been independently tested for harmful substances according to extensive scientific criteria that go beyond global regulations.

This product is certified to OEKO-TEX® STANDARD 100 product class 1, with testing to the strictest requirements and limit values, safe enough for babies.
STANDARD 100 Messaging
Approved Statements - B2C directed

These statements are ready to use for end-consumer focused product and marketing materials.

Focus: Safety
1. OEKO-TEX® STANDARD 100 sets the standard for textile safety, from yarn to finished product. Every product carrying the label has passed laboratory tests for harmful substances.

2. OEKO-TEX® STANDARD 100 keeps you and your family safe by testing each component against a list of over 1,000 harmful substances.

3. Each component of OEKO-TEX® STANDARD 100 certified item has been tested for substances that could harm your health.

4. Each component of OEKO-TEX® STANDARD 100 certified product has been tested against a list of over 1,000 harmful substances.

Focus: Trust
1. You can trust OEKO-TEX® STANDARD 100 certified products because they have been laboratory tested with strict scientific standards to protect your health.

2. OEKO-TEX® STANDARD 100 [certificate/label] validity can be verified using the oeko-tex.com Label Check.

Where to use:
✓ Online Shop Product Description
✓ Corporate Sustainability Communication
✓ POS Communication

Do:
✓ choose the appropriate details in the texts for your promotion.
4.3 OEKO-TEX® ORGANIC COTTON

4.3.1 General Information
4.3.2 Label Design Guide
   Label Elements
   Horizontal Labels
   Vertical Labels
   Layout Overview + Minimum Sizes
   Safe Zone + Placement
   Co-branding + Placement
   Colour Variants
   Colour Values
4.3.3 Hangtag Design Guide
   Hangtag Elements
4.3.4 Product Messaging
   Product Definition
   Approved Statements - B2B
   Approved Statements - B2C
General Information

a. Who is permitted to use the ORGANIC COTTON label?

- OEKO-TEX® customers with a valid ORGANIC COTTON certificate.
- Distributers or retailers who carry at least one product with a valid ORGANIC COTTON certificate.

b. Where to place the ORGANIC COTTON label?

On product and marketing materials that promote the exact certified product, e.g. hangtag, tags, online product pages, product flyers, product packaging, etc.

c. Where to find the ORGANIC COTTON label?

Every label layout can be downloaded from the Label Editor in myOEKO-TEX® by the certificate owner.

Please note:
Promoting ingredient labelling (referencing ORGANIC COTTON certified components when the entire product is not certified) is never allowed.
General Information

d. How to use the ORGANIC COTTON label on product

The OEKO-TEX® ORGANIC COTTON label 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® ORGANIC COTTON label to promote certified products is highly recommended but not mandated by OEKO-TEX®.

e. How not to use the ORGANIC COTTON label on product

Labellayout manually changed after downloading file through the Label Editor.
4.3 OEKO-TEX® ORGANIC COTTON

How to use the ORGANIC COTTON label on marketing materials

Please note:

The umbrella - & product brand are always written in capitalised letters.

It can be used to promote OEKO-TEX® ORGANIC COTTON certified products through catalogues, flyers, product websites or any other media such as social media in connection with a ORGANIC COTTON certified product.

The connection with the certified product must be always recognisable and visible for everyone. Therefore, only goods that are actually labelled with an OEKO-TEX® ORGANIC COTTON label may be advertised as such. This means that a ORGANIC COTTON label may only be displayed in brochures, catalogues, online shops or other media such as social media in connection with the product whose ORGANIC COTTON certificate number it bears.

If a product is advertised as OEKO-TEX® ORGANIC COTTON certified, the physical product must be marked with the valid corresponding label.

For certified intermediate products (to be used as components in further processing), we highly recommend, but do not require, a label affixed to each physical product. However, if these products are being promoted as certified, a label on the packaging is mandatory.

OEKO-TEX® strongly recommends using the 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 ORGANIC COTTON certified 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 OEKO-TEX® product brand name, certificate number, institute.

OEKO-TEX® strongly recommends using the label to promote products.

Please note:

The umbrella - & product brand are always written in capitalised letters.

Example:

Verified from farm to product.
OEKO-TEX® ORGANIC COTTON
XXXXXX Institute
www.oeko-tex.com
Label Design Guideline
Label Elements

OEKO-TEX® provides the product label as a communication tool for certified products.

All OEKO-TEX® labels must include the following elements:

a. OEKO-TEX® product brand logo
b. Traceability Information
   (Testing Institute + Certificate number or QR-Code)

The modular construction allows the following elements to be added to the label:

c. Testing institute if QR-Code is already shown.
d. Label number if QR-Code is already shown.
e. QR-Code if label number is already shown.
f. OEKO-TEX® website

Mandatory Elements:

All Elements:
OEKO-TEX® provides the product label as a communication tool for certified products.

All OEKO-TEX® labels must include the following elements:

a. OEKO-TEX® product brand logo
b. Traceability Information
   (Testing Institute + Certificate number or QR-Code)

The modular construction allows the following elements to be added to the label:

c. Testing institute if QR-Code is already shown.
d. Label number if QR-Code is already shown.
e. QR-Code if label number is already shown.
f. OEKO-TEX® website

Label Design Guideline

Horizontal Labels

Mandatory  Maximum
OEKO-TEX® provides the product label as a communication tool for certified products.

All OEKO-TEX® labels must include the following elements:

a. OEKO-TEX® product brand logo
b. Traceability Information
   (Testing Institute + Certificate number or QR-Code)

The modular construction allows the following elements to be added to the label:

c. Testing institute if QR-Code is already shown.
d. Label number if QR-Code is already shown.
e. QR-Code if label number is already shown.
f. OEKO-TEX® website

Label Design Guideline

Vertical Labels

OEKO-TEX® Labelling Guide
Label Design Guideline
Layout Overview + Minimum Sizes

The minimum sizes help to ensure readability. The larger the more customer-friendly. Labels downloaded through the Label Editor are larger than the minimum size.
# Label Design Guideline

## Blended

The minimum sizes help to ensure readability. The larger the more customer-friendly. Labels downloaded through the Label Editor are larger than the minimum size.

<table>
<thead>
<tr>
<th></th>
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<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Print label</td>
<td>15 mm x 17 mm</td>
<td>15 mm x 20 mm</td>
<td>15 mm x 32.5 mm</td>
<td>15 mm x 31 mm</td>
<td>15 mm x 33 mm</td>
<td>26.5 mm x 15 mm</td>
<td>26.5 mm x 17.5 mm</td>
<td>22.5 mm x 17 mm</td>
<td>28.2 mm x 21 mm</td>
<td>28.2 mm x 23 mm</td>
<td>19 mm x 21 mm</td>
<td>19 mm x 24 mm</td>
<td>17 mm x 36.5 mm</td>
<td>19 mm x 35 mm</td>
<td>19 mm x 37 mm</td>
<td>29.5 mm x 19 mm</td>
<td>30.5 mm x 21.5 mm</td>
<td>26.5 mm x 21.5 mm</td>
<td>28.5 mm x 25 mm</td>
<td>28.5 mm x 27 mm</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Woven label</td>
<td>15 mm x 17 mm</td>
<td>15 mm x 20 mm</td>
<td>15 mm x 32.5 mm</td>
<td>15 mm x 31 mm</td>
<td>15 mm x 33 mm</td>
<td>26.5 mm x 15 mm</td>
<td>26.5 mm x 17.5 mm</td>
<td>22.5 mm x 17 mm</td>
<td>28.2 mm x 21 mm</td>
<td>28.2 mm x 23 mm</td>
<td>19 mm x 21 mm</td>
<td>19 mm x 24 mm</td>
<td>17 mm x 36.5 mm</td>
<td>19 mm x 35 mm</td>
<td>19 mm x 37 mm</td>
<td>29.5 mm x 19 mm</td>
<td>30.5 mm x 21.5 mm</td>
<td>26.5 mm x 21.5 mm</td>
<td>28.5 mm x 25 mm</td>
<td>28.5 mm x 27 mm</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

OEKO-TEX® Labelling Guide
Label Design Guideline
Safe Zone + Placement

Please note:
Minimum safe zone 'X' is the size of the 'X' in the OEKO-TEX® Logo.
Label Design Guideline
Co-branding + Placement

Please note:
Minimum safe zone ‘X’ is the size of the ‘X’ in the OEKO-TEX® Logo.
Label Design Guideline

Colour Variants

1. Positive OEKO-TEX® Green + Black*

2. Positive Black (Monochrome)*

3. Negative White + Black

4. Negative White + OEKO-TEX® Green

Every label layout can be downloaded from myOEKO-TEX® by the certificate owner. Any colour variations, including monochrome versions, not shown here, must be submitted to OEKO-TEX® for approval.

Please send your requests for approval to your contact person in the relevant testing institute or to the OEKO-TEX® secretariat: communication@oeko-tex.com

* No printing of white background necessary.
## Label Design Guideline

### Colour Values

<table>
<thead>
<tr>
<th>PRINT</th>
<th>OEKO-TEX® Green</th>
<th>Black</th>
<th>White</th>
<th>Brown</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Pantone U</strong></td>
<td>Green U</td>
<td>Black U</td>
<td>-</td>
<td>7518 U</td>
</tr>
<tr>
<td></td>
<td>Green C</td>
<td>Black C</td>
<td>-</td>
<td>7518 C</td>
</tr>
<tr>
<td></td>
<td>c84 m0 y57 k0</td>
<td>c0 m0 y0 k98</td>
<td>c0 m0 y0 k98</td>
<td>c21 m43 y43 k50</td>
</tr>
<tr>
<td></td>
<td>170 60 45</td>
<td>000 30 00</td>
<td>000 90 00</td>
<td>040 40 05</td>
</tr>
<tr>
<td><strong>CMYK</strong></td>
<td>c84 m0 y57 k0</td>
<td>c0 m0 y0 k98</td>
<td>c0 m0 y0 k98</td>
<td>c21 m43 y43 k50</td>
</tr>
<tr>
<td><strong>RAL DESIGN</strong></td>
<td>170 60 45</td>
<td>000 30 00</td>
<td>000 90 00</td>
<td>040 40 05</td>
</tr>
<tr>
<td><strong>DIGITAL</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>RGB</strong></td>
<td>r0 g166 b135</td>
<td>r5 g5 b5</td>
<td>r255 g255 b255</td>
<td>r129 g113 b114</td>
</tr>
<tr>
<td><strong>HEX</strong></td>
<td>#00AC8C</td>
<td>#050505</td>
<td>#FFFFFF</td>
<td>#817172</td>
</tr>
<tr>
<td><strong>TEXTILE</strong></td>
<td>FHI Polyester TSX</td>
<td>16-1402 TSX</td>
<td>17-1402 TSX</td>
<td>17-0104 TSX</td>
</tr>
<tr>
<td></td>
<td>FHI Cotton TCX</td>
<td>16-5431 TCX</td>
<td>18-0306 TCX</td>
<td>18-1210 TCX</td>
</tr>
</tbody>
</table>
Hangtag Design Guideline
Layout Elements

a. Who gets the hangtag?
Customers with a valid OEKO-TEX® ORGANIC COTTON certificate. The customized hangtag can be downloaded from myOEKO-TEX® by the label owner.

b. Where to place it?
Directly on the OEKO-TEX® ORGANIC COTTON certified product or on marketing materials that promote the OEKO-TEX® ORGANIC COTTON certified products such as brochures, websites, etc.

Please note:
- The hangtag does not cover any special country-specific label requirements.
- Hangtag use is not mandatory.
ORGANIC COTTON Messaging

What is the Product Promise?
The shortest and most concise text in the communication package with a consistent structure that is recognisable across the product catalog.

What is the Key Statement?
A memorable, 1-sentence headline based on the product’s core communication points. The Key Statement can be used completely or divided into two separate statements.

What is the Product Description?
A detailed statement communicating all the product benefits.

Product Promise
Verified from farm to product.

Key Statement
Organic by nature: certified by the experts

Product Description
Choose OEKO-TEX® ORGANIC COTTON for a caring approach to our environment and your health. Our organic cotton certification offers verification from farm to product. Products bearing this label have been manufactured without the use of GMOs and tested for pesticides and other harmful substances.
ORGANIC COTTON Messaging

Approved Statements - B2B directed

These modular statements can be adapted and combined according to your needs. They have been formulated to spotlight specific product benefits for B2B communication.

Focus: Trust & Safety

1. [Our/This] OEKO-TEX® ORGANIC COTTON certified product was rigorously tested for harmful substances.

2. Each component of [an/this] OEKO-TEX® ORGANIC COTTON certified item has been tested against a list of over 1,000 harmful substances including pesticides.
ORGANIC COTTON Messaging
Approved Statements - B2C directed

These statements are ready to use for end-consumer focused product and marketing materials.

Focus: Trust & Safety

1. Our [product] is OEKO-TEX® ORGANIC COTTON certified and tested according to extensive, scientific standards...
2. Our [product] is OEKO-TEX® ORGANIC COTTON certified and tested against a list of over 1,000 harmful substances.

+ supplement ... to protect your health and nature.

Where to use:
✓ Online Shop Product Description
✓ Corporate Sustainability Communication
✓ POS Communication

4.4 OEKO-TEX® ORGANIC COTTON
4.4 OEKO-TEX® LEATHER STANDARD

4.4.1 General Information
4.4.2 Label Design Guide
   Label Elements
   Horizontal Labels
   Vertical Labels
   Layout Overview + Minimum Sizes
   Special Articles
   Safe Zone + Placement
   Co-branding + Placement
   Colour Variants
   Colour Values
4.4.3 Product Messaging
   Product Definition
   Approved Statements - B2B
   Approved Statements - B2C
General Information

a. Who is permitted to use the LEATHER STANDARD label?

✓ OEKO-TEX® customers with a valid LEATHER STANDARD certificate.
✓ Distributors or retailers who carry at least one product with a valid LEATHER STANDARD certificate.

b. Where to place the LEATHER STANDARD label?

On product and marketing materials that promote the exact certified product, e.g. hangtags, tags, online product pages, product flyers, product packaging, etc.

c. Where to find the LEATHER STANDARD label?

Every label layout can be downloaded from the Label Editor in myOEKO-TEX® by the certificate owner.

Please note:
Promoting ingredient labelling (referencing LEATHER STANDARD certified components when the entire product is not certified) is never allowed.
The OEKO-TEX® LEATHER STANDARD label 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 a OEKO-TEX® LEATHER STANDARD label to promote certified products is highly recommended but not mandated by OEKO-TEX®.
General Information

How to use the LEATHER STANDARD label on marketing materials

It can be used to promote OEKO-TEX® LEATHER STANDARD certified products through catalogues, flyers, product websites or any other media such as social media in connection with a LEATHER STANDARD certified product.

The connection with the certified product must be always recognisable and visible for everyone. Therefore, only goods that are actually labelled with an OEKO-TEX® LEATHER STANDARD label may be advertised as such. This means that a LEATHER STANDARD label may only be displayed in brochures, catalogues, online shops or other media such as social media in connection with the product whose LEATHER STANDARD product ID it bears.

If a product is advertised as OEKO-TEX® LEATHER STANDARD certified, the physical product must be marked with the valid corresponding label.

For certified intermediate products (to be used as components in further processing), we highly recommend, but do not require, a label affixed to each physical product. However, if these products are being promoted as certified, a label on the packaging is mandatory.

OEKO-TEX® strongly recommends using the 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 LEATHER STANDARD certified 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 OEKO-TEX® product brand name, certificate number, institute.

OEKO-TEX® Labelling Guide

Please note:
The umbrella – product brand are always written in capitalizied letters.

It is recommended that the text contains a link to the OEKO-TEX® website.

Example:
Leather you can trust.
OEKO-TEX® LEATHER STANDARD
XXXXXX Institute
www.oeko-tex.com
General Information
Advertisement Labels

a. Who is permitted to use the LEATHER STANDARD advertisement label?
✓ OEKO-TEX® customers with at least one valid specific LEATHER STANDARD certification, where logistics makes it necessary to work internally with one uniform label.

b. Where to place the LEATHER STANDARD advertisement label?
✓ On marketing materials that promote LEATHER STANDARD certified products.
Please note:
X Must never be displayed on products or product marketing, materials e.g., tags, hangtags, product packaging or product websites.

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

If the advertisement label is used, it must be clear which products are LEATHER STANDARD certified and which are not. This is done by distinguishing LEATHER STANDARD certified products with the product labels (or text reference). The advertisement label can only be used if at least one product is marked with the specific physical product label.

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

It is mandatory that the displayed label includes all the mandatory components for a LEATHER STANDARD label (see page 73).
OEKO-TEX® provides the label as a communication tool for certified products.

All OEKO-TEX® labels must include the following elements:

a. OEKO-TEX® product brand logo
b. Traceability Information (Testing Institute + Certificate number or QR-Code)

The modular construction allows the following elements to be added to the label:

c. Testing institute if QR-Code is already shown.
d. Label number if QR-Code is already shown.
e. QR-Code if label number is already shown.
f. OEKO-TEX® website
OEKO-TEX® provides the label as a communication tool for certified products.

All OEKO-TEX® labels must include the following elements:

a. OEKO-TEX® product brand logo
b. Traceability Information
   (Testing Institute + Certificate number or QR-Code)

The modular construction allows the following elements to be added to the label:

c. Testing institute if QR-Code is already shown.
d. Label number if QR-Code is already shown.
e. QR-Code if label number is already shown.
f. OEKO-TEX® website

**Label Design Guideline**

**Horizontal Labels**
OEKO-TEX® provides the label as a communication tool for certified products.

All OEKO-TEX® labels must include the following elements:

a. OEKO-TEX® product brand logo
b. Traceability Information
   (Testing Institute + Certificate number or QR-Code)

The modular construction allows the following elements to be added to the label:

c. Testing institute if QR-Code is already shown.
d. Label number if QR-Code is already shown.
e. QR-Code if label number is already shown.
f. OEKO-TEX® website

Label Design Guideline
Vertical Labels

OEKO-TEX® Labelling Guide 75
Label Design Guideline

Layout Overview + Minimum Sizes

The minimum sizes help to ensure readability. The larger the more customer-friendly. Labels downloaded through the Label Editor are larger than the minimum size.
Label Design Guideline
Special Articles

The minimum sizes help to ensure readability. The larger the more customer-friendly. Labels downloaded through the Label Editor are larger than the minimum size.
Label Design Guideline
Safe Zone + Placement

Please note:
Minimum safe zone 'X' is the size of the 'X' in the OEKO-TEX® Logo.
Label Design Guideline
Co-branding + Placement

Please note:
Minimum safe zone ‘X’ is the size of the ‘X’ in the OEKO-TEX® Logo.
Label Design Guideline

Colour Variants

1. Positive OEKO-TEX® Green + Black*

2. Positive Black (Monochrome)*

3. Negative White + Black

4. Negative White + OEKO-TEX® Green

Every label layout can be downloaded from myOEKO-TEX® by the certificate owner. Any colour variations, including monochrome versions, not shown here, must be submitted to OEKO-TEX® for approval.

Please send your requests for approval to your contact person in the relevant testing institute or to the OEKO-TEX® secretariat: communication@oeko-tex.com

* No printing of white background necessary.
## Label Design Guideline

### Colour Values

<table>
<thead>
<tr>
<th>PRINT</th>
<th>OEKO-TEX® Green</th>
<th>Black</th>
<th>White</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pantone U</td>
<td>Green U</td>
<td>Black U</td>
<td>-</td>
</tr>
<tr>
<td>Pantone C</td>
<td>Green C</td>
<td>Black C</td>
<td>-</td>
</tr>
<tr>
<td>CMYK</td>
<td>c84 m0 y57 k0</td>
<td>c0 m0 y0 k98</td>
<td>c0 m0 y0 k0</td>
</tr>
<tr>
<td>RAL DESIGN</td>
<td>170 60 45</td>
<td>000 30 00</td>
<td>000 90 00</td>
</tr>
</tbody>
</table>

| DIGITAL | | |
| RGB | r0 g166 b135 | r5 g5 b5 | r255 g255 b255 |
| HEX | #00AC8C | #050505 | #FFFFFF |

| TEXTILE | | |
| FHI Polyester TSX | 16-1402 TSX | 17-1402 TSX | - |
| FHI Cotton TCX | 16-5431 TCX | 18-0306 TCX | - |
LEATHER STANDARD Messaging

What is the Product Promise?
The shortest and most concise text in the communication package with a consistent structure that is recognizable across the product catalog.

What is the Key Statement?
A memorable, 1-sentence headline based on the product’s core communication points. The Key Statement can be used completely or divided into two separate statements.

What is the Product Description?
A detailed statement communicating all the product benefits.

Product Promise
Leather you can trust.

Key Statement
A better and safer choice: tested with you in mind

Product Description
Whether a sofa, a shoe, or anything in between, an item bearing the OEKO-TEX® LEATHER STANDARD label is a better and safer choice for your health. Leather that meets this standard has been scientifically tested for harmful substances. The certification supports companies along the leather supply chain with the implementation of high human-ecological product safety.

Leather you can trust.

In use:
✓ Brochures
✓ Hang-tags
✓ Headlines
✓ Product Information
✓ ...
LEATHER STANDARD Messaging
Approved Statements - B2B directed

These modular statements can be adapted and combined according to your needs. They have been formulated to spotlight specific product benefits for B2B communication.

Focus: Lab Tested

1 Each component of [an/this] OEKO-TEX® LEATHER STANDARD certified product has been laboratory tested and conforms to strict limit values

... for over 1,000 harmful substances.
LEATHER STANDARD Messaging
Approved Statements - B2C directed

These statements are ready to use for end-consumer focused product and marketing materials.

Focus: Trust

1. You can trust OEKO-TEX® LEATHER STANDARD certified products, which have been laboratory tested with strict scientific standards to protect your health.

2. OEKO-TEX® LEATHER STANDARD certification validity can be verified using the oeko-tex.com Label Check.

Where to use:
✓ Online Shop Product Description
✓ Corporate Sustainability Communication
✓ POS Communication
✓ ...
4.5 OEKO-TEX® STeP

4. Labels

4.5.1 General Information

4.5.2 Label Design Guide
- Label Elements
- Horizontal Labels
- Vertical Labels
- Layout Overview + Minimum Sizes
- Safe Zone + Placement
- Co-branding + Placement
- Colour Variants
- Colour Values

4.5.3 Product Messaging
- Product Definition
- Approved Statements - B2B
General Information

a. Who is permitted to use the STeP label?
✓ OEKO-TEX® customers with a valid STeP certificate.

b. Where to place the STeP label?
✓ On marketing materials that promote the certified facility, such as PR or corporate communication.

Every label layout can be downloaded from the Label Editor in myOEKO-TEX® by the certificate owner.

X Must never be displayed on products.

c. Where to find the STeP label?

4.5 OEKO-TEX® STeP
General Information

d. How to use the StEp label on marketing materials:

The OEKO-TEX® StEp label shall be used on marketing materials. It can be used to promote StEp certified facilities 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 facilities that are actually certified can be associated with the OEKO-TEX® StEp label and advertised as such. This means that a StEp 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.

OEKO-TEX® strongly recommends using the StEp 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 StEp certified company is available. This is done through text.

The text must contain the following information: full product brand name, certificate number, institute.

It is recommended that the text contains the link to the OEKO-TEX® website.

Example:

Responsible production for people and planet.
OEKO-TEX® StEp
XX XXX Institute
www.oeko-tex.com

Please note:
The umbrella - & product brand are always written in capitalizied letters.
OEKO-TEX® provides the label as a communication tool for certified facilities.

All OEKO-TEX® labels must include the following elements:

a. OEKO-TEX® product brand logo
b. Traceability Information (Testing Institute + Certificate number or QR-Code)

The modular construction allows the following elements to be added to the label:

c. Testing institute if QR-Code is already shown.
d. Label number if QR-Code is already shown.
e. QR-Code if label number is already shown.
f. OEKO-TEX® website
OEKO-TEX® provides the label as a communication tool for certified facilities.

All OEKO-TEX® labels must include the following elements:

a. OEKO-TEX® product brand logo
b. Traceability Information (Testing Institute + Certificate number or QR-Code)

The modular construction allows the following elements to be added to the label:

c. Testing institute if QR-Code is already shown.
d. Label number if QR-Code is already shown.
e. QR-Code if label number is already shown.
f. OEKO-TEX® website
OEKO-TEX® provides the label as a communication tool for certified facilities.

All OEKO-TEX® labels must include the following elements:

a. OEKO-TEX® product brand logo
b. Traceability Information (Testing Institute + Certificate number or QR-Code)

The modular construction allows the following elements to be added to the label:

c. Testing institute if QR-Code is already shown.
d. Label number if QR-Code is already shown.
e. QR-Code if label number is already shown.
f. OEKO-TEX® website

OEKO-TEX® Labelling Guide
Label Design Guideline

Layout Overview + Minimum Sizes

The minimum sizes help to ensure readability. The larger the more customer-friendly. Labels downloaded through the Label Editor are larger than the minimum size.

<table>
<thead>
<tr>
<th>Elements</th>
<th>PRINT LABEL</th>
<th>WOVEN LABEL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>15 mm x 14.5 mm</td>
<td>15 mm x 17 mm</td>
</tr>
<tr>
<td></td>
<td>13 mm x 29.5 mm</td>
<td>15 mm x 28 mm</td>
</tr>
<tr>
<td></td>
<td>15 mm x 30 mm</td>
<td>15 mm x 30 mm</td>
</tr>
<tr>
<td></td>
<td>26.5 mm x 13 mm</td>
<td>26.5 mm x 14.5 mm</td>
</tr>
<tr>
<td></td>
<td>22.5 mm x 14.5 mm</td>
<td>24.5 mm x 18 mm</td>
</tr>
<tr>
<td></td>
<td>24.5 mm x 20 mm</td>
<td>24.5 mm x 20 mm</td>
</tr>
</tbody>
</table>

OEKO-TEX® Labelling Guide

1. Introduction
2. Information
3. Logos
4. Labels
Label Design Guideline
Safe Zone + Placement

OEKO-TEX®

STeP

4.5 OEKO-TEX® STeP
Label Design Guideline
Co-branding + Placement
Label Design Guideline

Colour Variants

1. Positive OEKO-TEX® Green + Black*

2. Positive Black (Monochrome)*

3. Negative White + Black

4. Negative White + OEKO-TEX® Green

Every label layout can be downloaded from myOEKO-TEX® by the certificate owner. Any colour variations, including monochrome versions, not shown here, must be submitted to OEKO-TEX® for approval.

Please send your requests for approval to the OEKO-TEX® secretariat: communication@oeko-tex.com

* No printing of white background necessary.
Label Design Guideline

**Colour Values**

<table>
<thead>
<tr>
<th>PRINT</th>
<th>OEKO-TEX® Green</th>
<th>Black</th>
<th>White</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pantone U</td>
<td>Green U</td>
<td>Black U</td>
<td>-</td>
</tr>
<tr>
<td>Pantone C</td>
<td>Green C</td>
<td>Black C</td>
<td>-</td>
</tr>
<tr>
<td>CMYK</td>
<td>c84 m0 y57 k0</td>
<td>c0 m0 y0 k98</td>
<td>c0 m0 y0 k0</td>
</tr>
<tr>
<td>RAL DESIGN</td>
<td>170 60 45</td>
<td>000 30 00</td>
<td>000 90 00</td>
</tr>
</tbody>
</table>

| DIGITAL | | |
| RGB | r0 g166 b135 | r5 g5 b5 | r255 g255 b255 |
| HEX | #00AC8C | #050505 | #FFFFFF |
**STeP Messaging**

**What is the Product Promise?**
The shortest and most concise text in the communication package with a consistent structure that is recognizable across the product catalog.

**What is the Key Statement?**
A memorable, 1-sentence headline based on the product’s core communication points. The Key Statement can be used completely or divided into two separate statements.

**What is the Product Description?**
A detailed statement communicating all the product benefits.

---

**Product Promise**
Responsible production for people and planet.

**Key Statement**
The highest standards: for complete confidence

**Product Description**
OEKO-TEX® STeP certification sets the highest standards for both social and environmental aspects of textile and leather production. This label is a sign of responsibility towards employees and the environment and supports a company’s journey towards more sustainable production.

---

**OEKO-TEX® STeP**
Responsible production for people & planet.

A prerequisite for the OEKO-TEX® MADE IN GREEN label, STeP is a holistic certification with six modules covering:
- Chemical management
- Environmental performance
- Environmental management
- Social responsibility
- Quality management
- Health & safety at work

STeP focuses on the certification of the entire production chain in the area of textiles and leather. From fibre manufacturing to spinning or tanning to finishing and making-up.

---

**In use:**
✓ Brochures
✓ Headlines
✓ Company Information
✓ ...
STeP Messaging
Approved Statements - B2B directed

These modular statements can be adapted and combined according to your needs. They have been formulated to spotlight specific product benefits for B2B communication.

Focus: STeP System

1 Our facility earned OEKO-TEX® STeP certification after comprehensive assessment of our production processes.
2 Our facility has been OEKO-TEX® STeP certified after a comprehensive analysis and assessment of our chemical management, environmental performance, environmental management, worker health and safety, social responsibility and quality management.
3 This facility has been independently audited and certified according to [strict/rigorous] OEKO-TEX® STeP criteria.
4 Choosing our OEKO-TEX® STeP certified facility makes obtaining your [OEKO-TEX® MADE IN GREEN label/OEKO-TEX® RESPONSIBLE BUSINESS certification] more efficient and affordable.
4.6 OEKO-TEX® ECO PASSPORT

4.6.1 General Information

4.6.2 Label Design Guide
- Label Elements
- Horizontal Labels
- Vertical Labels
- Layout Overview + Minimum Sizes
- Safe Zone + Placement
- Co-branding + Placement
- Colour Variants
- Colour Values

4.6.3 Product Messaging
- Product Definition
- Approved Statements - B2B

4.6.4 References to other Standards
General Information

a. Who is permitted to use the ECO PASSPORT label?

✓ OEKO-TEX® customers with a valid ECO PASSPORT certificate.

b. Where to place the ECO PASSPORT label?

✓ On product and marketing materials that promote the exact certified product, e.g. hangtag, tags, online product pages, product flyers, product packaging, etc.

c. Where to find the ECO PASSPORT label?

Every label layout can be downloaded from the Label Editor in myOEKO-TEX® by the certificate owner.
The OEKO-TEX® ECO PASSPORT label may be used on chemical product packaging to identify specific chemicals that have qualified for that label.

The label should be visibly placed and easy to access for users and customers on tags or packaging.

The use of an OEKO-TEX® ECO PASSPORT label to promote certified products is highly recommended but not mandated by OEKO-TEX®.

It can be used to promote OEKO-TEX® ECO PASSPORT certified chemicals through catalogues, flyers, product websites or any other media such as social media in connection with an ECO PASSPORT certified product.

The connection with the certified chemical must be always recognisable and visible for everyone. Therefore, only chemicals that are actually labelled with an OEKO-TEX® ECO PASSPORT label may be advertised as such. This means that a ECO PASSPORT label may only be displayed in brochures, catalogues, online shops or other media such as social media in connection with the product whose ECO PASSPORT certificate number it bears.

If a chemical is advertised as OEKO-TEX® ECO PASSPORT certified, the physical chemical must be marked with the valid corresponding label.

OEKO-TEX® strongly recommends using the 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 ECO PASSPORT certified 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 OEKO-TEX® product brand name, certificate number, institute.

It is recommended that the text contains a link to the OEKO-TEX® website.

Example:
Greener chemistry.
OEKO-TEX® ECO PASSPORT
XXXXXX Institute
www.oeko-tex.com

Please note:
The umbrella - & product brand are always written in capitalizied letters.
Label Design Guideline

Label Elements

OEKO-TEX® provides the label as a communication tool for certified chemicals.

All OEKO-TEX® labels must include the following elements:

a. OEKO-TEX® product brand logo
b. Traceability Information
   (Testing Institute + Certificate number or QR-Code)

The modular construction allows the following elements to be added to the label:

c. Testing institute if QR-Code is already shown.
d. Label number if QR-Code is already shown.
e. QR-Code if label number is already shown.
f. OEKO-TEX® website

Mandatory Elements:

All Elements:
OEKO-TEX® provides the label as a communication tool for certified chemicals.

All OEKO-TEX® labels must include the following elements:

a. OEKO-TEX® product brand logo
b. Traceability Information (Testing Institute + Certificate number or QR-Code)

The modular construction allows the following elements to be added to the label:

c. Testing institute if QR-Code is already shown.
d. Label number if QR-Code is already shown.
e. QR-Code if label number is already shown.
f. OEKO-TEX® website
OEKO-TEX® provides the label as a communication tool for certified chemicals.

All OEKO-TEX® labels must include the following elements:

a. OEKO-TEX® product brand logo
b. Traceability Information (Testing Institute + Certificate number or QR-Code)

The modular construction allows the following elements to be added to the label:

c. Testing institute if QR-Code is already shown.
d. Label number if QR-Code is already shown.
e. QR-Code if label number is already shown.
f. OEKO-TEX® website

**Mandatory**

**Maximum**
Label Design Guideline
Layout Overview + Minimum Sizes

The minimum sizes help to ensure readability. The larger the more customer-friendly. Labels downloaded through the Label Editor are larger than the minimum size.

### Elements
- **Product Logo** + Label Number + Institute
- **Product Logo** + QR-Code
- **Product Logo** + Label Number + Institute + Website

### Minimum Sizes
- **Print label**
  - 15 mm x 14.5 mm
  - 15 mm x 17 mm
  - 13 mm x 29.5 mm
  - 15 mm x 28 mm
  - 15 mm x 30 mm
  - 26.5 mm x 13 mm
  - 26.5 mm x 14.5 mm
  - 22.5 mm x 14.5 mm
  - 28.2 mm x 18 mm
  - 28.2 mm x 20 mm

- **Woven label**
  - **--**
Label Design Guideline
Safe Zone + Placement

Please note:
Minimum safe zone 'X' is the size of the 'X' in the OEKO-TEX® Logo.
Please note:
Minimum safe zone 'X' is the size of the 'X' in the OEKO-TEX® Logo.
Label Design Guideline
Colour Variants

1. Positive OEKO-TEX® Green + Black*

2. Positive Black (Monochrome)*

3. Negative White + Black

4. Negative White + OEKO-TEX® Green

Every label layout can be downloaded from myOEKO-TEX® by the certificate owner. Any colour variations, including monochrome versions, not shown here, must be submitted to OEKO-TEX® for approval.

Please send your requests for approval to your contact person in the relevant testing institute or to the OEKO-TEX® secretariat: communication@oeko-tex.com

* No printing of white background necessary.
## Label Design Guideline
### Colour Values

<table>
<thead>
<tr>
<th>Print</th>
<th>White</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pantone U</td>
<td>White U</td>
</tr>
<tr>
<td>Pantone C</td>
<td>White C</td>
</tr>
<tr>
<td>CMYK</td>
<td>White CMYK</td>
</tr>
<tr>
<td>RAL DESIGN</td>
<td>White RAL DESIGN</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Digital</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pantone U</td>
<td>#00AC8C</td>
<td></td>
</tr>
<tr>
<td>Pantone C</td>
<td>#050505</td>
<td></td>
</tr>
<tr>
<td>CMYK</td>
<td>#FFFFFF</td>
<td></td>
</tr>
<tr>
<td>RAL DESIGN</td>
<td>#FFFFFF</td>
<td></td>
</tr>
</tbody>
</table>

- **PRINT**
  - Pantone U: Green U
  - Pantone C: Green C
  - CMYK: c84 m0 y57 k0
  - RAL DESIGN: 170 60 45
- **DIGITAL**
  - RGB: r0 g166 b135
  - CMYK: c0 m0 y0 k98
  - HEX: #00AC8C
  - RGB: r5 g5 b5
  - CMYK: c0 m0 y0 k0
  - HEX: #050505
  - RGB: r255 g255 b255
  - CMYK: c0 m0 y0 k0
  - HEX: #FFFFFF
ECO PASSPORT Messaging

What is the Product Promise?
The shortest and most concise text in the communication package with a consistent structure that is recognizable across the product catalog.

What is the Key Statement?
A memorable, 1-sentence headline based on the product’s core communication points. The Key Statement can be used completely or divided into two separate statements.

What is the Product Description?
A detailed statement communicating all the product benefits.

Product Promise
Greener chemistry.

Key Statement
Rigorously tested: for a cleaner planet

Product Description
Chemicals and treatments that meet the OEKO-TEX® ECO PASSPORT standard have been tested and analysed against strict criteria, for a lower environmental impact. By deploying greener chemistry, we support cleaner, safer products and production.
### ECO PASSPORT Messaging

**Approved Statements - B2B directed**

These modular statements can be adapted and combined according to your needs. They have been formulated to spotlight specific product benefits for B2B communication.

<table>
<thead>
<tr>
<th>Focus: Compliance</th>
<th>Focus: OEKO-TEX® System Modularity Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Our OEKO-TEX® ECO PASSPORT certified [chemicals/dyes/auxiliaries] help you comply with global safety regulations and supply chain requirements.</td>
<td>1 Choosing our OEKO-TEX® ECO PASSPORT certified [chemicals/dyes/auxiliaries] simplifies your OEKO-TEX® STANDARD 100 and STeP certification processes.</td>
</tr>
<tr>
<td>2 OEKO-TEX® ECO PASSPORT certified chemicals align with industry initiatives, such as ZDHC and contribute to safer products.</td>
<td>2 Using OEKO-TEX® ECO PASSPORT certified chemicals makes the process of obtaining downstream OEKO-TEX® certifications [such as OEKO-TEX® STANDARD 100/OEKO-TEX® LEATHER STANDARD/OEKO-TEX® ORGANIC COTTON/OEKO-TEX® STeP] more efficient and affordable.</td>
</tr>
</tbody>
</table>
ECO PASSPORT

References to other Standards

The certification of a chemical with OEKO-TEX® ECO PASSPORT or an entry by ACP in the ACP-List of OEKO-TEX® gives the right to refer to OEKO-TEX® STANDARD 100 or other OEKO-TEX® Standards where applicable. Without this certification or listing, OEKO-TEX® has no possibility to verify the suitability of this chemical for the use in mentioned context. In such cases, OEKO-TEX® marks are prohibited to be used in any form in direct relation to specific products by the chemical manufacturer or seller.

If a chemical manufacturer or seller, however, chooses to refer to OEKO-TEX® Standards via a text reference, it is considered as a mere self-declaration by the chemical manufacturer or seller. The chemical manufacturer or seller shall highlight any "self-declarations" regarding the suitability to OEKO-TEX® STANDARD 100 as an "unverified self-declaration". Under no circumstances shall such claims be perceived as having been made in the name of or on behalf of OEKO-TEX®. OEKO-TEX® does not accept any liability whatsoever in such cases and any such claim shall not use the OEKO-TEX® trademarks.
### 4.7 OEKO-TEX® RESPONSIBLE BUSINESS

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General Information

a. Who is permitted to use the RESPONSIBLE BUSINESS label?
✓ OEKO-TEX® customers with a valid RESPONSIBLE BUSINESS certificate.

b. Where to place the RESPONSIBLE BUSINESS label?
✓ On marketing materials that promote certified companies such as PR or corporate communication.
× Must never be displayed on products.
c. How to use the RESPONSIBLE BUSINESS label on marketing materials:

The OEKO-TEX® RESPONSIBLE BUSINESS label should be used on marketing materials. It can be used to promote RESPONSIBLE BUSINESS certified companies through catalogues, flyers, fair stands, social media or company websites. The connection between the label or the certificate number with the certified company must be recognisable at all times and visible for everyone. Therefore, only companies that are actually certified can be associated with the OEKO-TEX® RESPONSIBLE BUSINESS label and advertised as such. This means that a OEKO-TEX® RESPONSIBLE BUSINESS label may only be displayed in brochures, catalogues or other media in connection with the company whose certificate number it bears.

The RESPONSIBLE BUSINESS label shall never be used on products or in product marketing.

OEKO-TEX® strongly recommends using the RESPONSIBLE BUSINESS 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 OEKO-TEX® product brand name, certificate number, institute.

It is recommended that the text contains a link to the OEKO-TEX® website.

Example:

Ensuring due diligence.
OEKO-TEX® RESPONSIBLE BUSINESS
XXXXXXXX Institute
www.oeko-tex.com

Please note:
The umbrella - & product brand are always written in capitalizied letters.
OEKO-TEX® provides the label as a communication tool for certified companies.

All OEKO-TEX® labels must include the following elements:

- OEKO-TEX® product brand logo
- Traceability Information (Testing Institute + Certificate number)

The modular construction allows the following elements to be added to the label:

- Testing institute.
- Label number.
- OEKO-TEX® website

**Label Design Guideline**

**Label Elements**

Mandatory Elements:

- OEKO-TEX®
- Traceability Information (Testing Institute + Certificate number)

All Elements:

- OEKO-TEX®
- Traceability Information (Testing Institute + Certificate number)
- Testing institute
- Label number
- OEKO-TEX® website
OEKO-TEX® provides the label as a communication tool for certified companies.

All OEKO-TEX® labels must include the following elements:

a. OEKO-TEX® product brand logo
b. Traceability Information
   (Testing Institute + Certificate number)

The modular construction allows the following element to be added to the label:

e. OEKO-TEX® website

Mandatory   →   Maximum
Label Design Guideline
Layout Overview + Minimum Sizes

The minimum sizes help to ensure readability. The larger the more customer-friendly. Labels downloaded through the Label Editor are larger than the minimum size.
Label Design Guideline
Safe Zone + Placement

Please note:
Minimum safe zone 'X' is the size of the 'X' in the OEKO-TEX® Logo.
Label Design Guideline
Co-branding + Placement

Please note:
Minimum safe zone 'X' is the size of the 'X' in the OEKO-TEX® Logo.
Label Design Guideline

Colour Variants

1. Positive OEKO-TEX® Green + Black*

2. Positive Black (Monochrome)*

3. Negative White + Black

4. Negative White + OEKO-TEX® Green

Any colour variations, including monochrome versions, not shown here, must be submitted to OEKO-TEX® for approval.

Please send your requests for approval to your contact person in the relevant testing institute or to the OEKO-TEX® secretariat:
communication@oeko-tex.com

* No printing of white background necessary.
### Colour Values

<table>
<thead>
<tr>
<th></th>
<th>OEKO-TEX® Green</th>
<th>Black</th>
<th>White</th>
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<tbody>
<tr>
<td>PRINT</td>
<td>Pantone U</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>Pantone C</td>
<td>-</td>
<td>-</td>
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<tr>
<td>CMYK</td>
<td>c84 m0 y57 k0</td>
<td>-</td>
<td>-</td>
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<tr>
<td>RAL DESIGN</td>
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<td>-</td>
<td>-</td>
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<td>RGB</td>
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<td>r5 g5 b5</td>
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<tr>
<td></td>
<td>HEX</td>
<td>#00AC8C</td>
<td>#050505</td>
</tr>
</tbody>
</table>
RESPONSIBLE BUSINESS Messaging

What is the Product Promise?
The shortest and most concise text in the communication package with a consistent structure that is recognizable across the product catalog.

What is the Key Statement?
A memorable, 1-sentence headline based on the product’s core communication points. The Key Statement can be used completely or divided into two separate statements.

What is the Product Description?
A detailed statement communicating all the product benefits.

Product Promise
Ensuring due diligence.

Key Statement
Peace of mind: responsibility in global business operations

Product Description
A certified OEKO-TEX® RESPONSIBLE BUSINESS looks beyond its own operations, with high standards and sustainable development maintained throughout its global supply chain. A company awarded this management process certification is dedicated to practising due diligence, protecting both human rights and the environment.
RESPONSIBLE BUSINESS Messaging
Approved Statements - B2B directed

These modular statements can be adapted and combined according to your needs. They have been formulated to spotlight specific product benefits for B2B communication.

Focus: Compliance

1. Our company’s due diligence efforts are OEKO-TEX® RESPONSIBLE BUSINESS certified. We are actively monitoring risks to people and the planet in our own operations and throughout our global supply chain.

2. Our OEKO-TEX® RESPONSIBLE BUSINESS certification [independently] proves that we are protecting human rights in our own operations and throughout our global chain.
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 the licensee based on the OEKO-TEX® Terms of Use at all times. Non-compliance will result in legal action.
Have questions?
No Problem!
We are happy
to help.