OEKO-TEX® Labelling Guide
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## 5. Trademark & Intellectual Property

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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 as 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® StEPr,
OEKO-TEX® ECO PASSPORT and
OEKO-TEX® RESPONSIBLE BUSINESS
and implements the product label
OEKO-TEX® MADE IN GREEN.

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 applicable to the respective and the current Terms of Use.

Label Number

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.

OEKO-TEX® Labelling Guide
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® umbrella logo

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® product brand logo

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

OEKO-TEX® labels

The OEKO-TEX® label is the communication instrument provided by OEKO-TEX® for certified and labelled 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.
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
3. Logos
1. Introduction

Umbrella Brand Logo

2. Information

3. Logos

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

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

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

4. Labels
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 products and companies and non-certified products or 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 and on product marketing.

Please send your requests for logo usage and approval to the OEKO-TEX® secretariat: communication@oeko-tex.com
SUSTAINABLE MATERIALS (TENCEL™, LYOCELL, MODAL)

STANDARD 100 BY OEKO-TEX ®

100%

GRS (RECYCLED POLYESTER)

3%

GOTS (ORGANIC COTTON)

4%

RWS (RESPONSIBLE WOOL STANDARD)

1.5%

CERTIFIED RAW MATERIALS

57%

FSC-CERTIFIED PACKAGING

42%

MADE IN GREEN BY OEKO-TEX®

2020

STANDARD 100 by OEKO-TEX ® guarantees that the materials used have been tested for harmful substances. A unique product ID allows the end customer to trace the supply chain in detail via a QR code.

STeP by OEKO-TEX ® stands for Sustainable Textiles & Leather Production and represents a modular certification system for production facilities. The main goal of the certificate is to implement environmentally friendly production processes and to promote high social standards at production sites.

MADE IN GREEN by OEKO-TEX ® is a product label which is awarded according to strict social and ecological criteria. It is one of the few labels looking at both main criteria within the textile sector: materials used and the production process itself. It combines the certification requirements from STANDARD 100 by OEKO-TEX ® and STeP by OEKO-TEX ®.

Cradle to Cradle Certified ® is the global standard for products that are safe, circular and responsibly made. The certification assesses the safety, circularity and responsibility of materials and products across five categories:

• Material health
• Product circularity
• Clean air & climate protection
• Water & soil stewardship
• Social fairness

Cradle to Cradle Certified ® is a registered trademark of the Cradle to Cradle Products Innovation Institute.
4. Labels
The OEKO-TEX® label is the communication instrument for certified or MADE IN GREEN labelled 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 unique label or certificate number*.

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

1. Introduction
2. Information
3. Logos
4. Labels

4.1.1 General Information
Advertisement Labels

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

OEKO-TEX® Labelling Guide
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, product page in online-shops, product flyers, product packaging, etc.

Please note:
Promoting ingredient labelling (referencing to MADE IN GREEN labelled components when the entire product is not labelled) on product or product marketing material is not allowed.
General Information

c. 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®.

How to use the MADE IN GREEN label on marketing materials

The MADE IN GREEN label should be used on product 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 a MADE IN GREEN labelled product.

The connection with the labelled product must be always recognisable and visible for everyone. Therefore, only those goods may be advertised with an OEKO-TEX® MADE IN GREEN label which are actually labelled. 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.

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 product brand name, Product ID number, institute

Example:
Responsible and safe.
OEKO-TEX® MADE IN GREEN
XXXXXX Institute
www.oeko-tex.com
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 advertisement label is a label granted to OEKO-TEX® partners who are in the need to work with one uniform label for product marketing communication. The summary certificate is the basis for the advertisement label. OEKO-TEX® recognises the need to broadly give a 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 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 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 labelled and non MADE IN GREEN labelled products.

It is mandatory that the displayed label includes all the mandatory components for a MADE IN GREEN label (see page 18).
Label Design Guideline

Label Elements

The label is the communication instrument provided by OEKO-TEX® for MADE IN GREEN labelled 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)

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:
Label Design Guideline
Horizontal Labels

The label is the communication instrument provided by OEKO-TEX® for MADE IN GREEN labelled 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 of our labels allows the following additional information 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

The label is the communication instrument provided by OEKO-TEX® for MADE IN GREEN labelled 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)

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

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

4.1 OEKO-TEX® MADE IN GREEN

Elements

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

Labels shown larger than 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.
Every layout version of our label is available for download through the customer login. Any other colour version must be submitted to OEKO-TEX® for approval.

Monochrome variants outside of the black/white spectrum must be approved by the OEKO-TEX® or the responsible testing institute.

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></th>
<th>OEKO-TEX® Green</th>
<th>Black</th>
<th>White</th>
</tr>
</thead>
<tbody>
<tr>
<td>PRINT</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pantone U</td>
<td>Green U</td>
<td>Black U</td>
<td>-</td>
</tr>
<tr>
<td></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 k98</td>
</tr>
<tr>
<td>RAL DESIGN</td>
<td>170 60 45</td>
<td>000 30 00</td>
<td>000 90 00</td>
</tr>
<tr>
<td>DIGITAL</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>RGB</td>
<td>r0 g166 b135</td>
<td>r5 g5 b5</td>
<td>r255 g255 b255</td>
</tr>
<tr>
<td>HEX</td>
<td>#00AC8C</td>
<td>#050505</td>
<td>#FFFFFF</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 personalised hangtag including the QR Code and label can be downloaded from the customer login on www.oeko-tex.com.

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.
4.2 OEKO-TEX® STANDARD 100
General Information

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

✓ OEKO-TEX® customers with a valid STANDARD 100 certificate.
✓ Distributers 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, product page in online-shops, product flyers, product packaging, etc.

Please note:
Promoting ingredient labelling (referencing to STANDARD 100 certified components when the entire product is not labelled) on product or product marketing material is not allowed.
General Information

c. How to use the STANDARD 100 label on products

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®.

How to use the STANDARD 100 label on marketing materials

The STANDARD 100 label should be used on product 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 those goods may be advertised with an STANDARD 100 label which are actually certified. 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.

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 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
General Information
Advertisement Labels

a. Who is permitted to use the STANDARD 100 advertisement label?
✓ OEKO-TEX® customers with at least one valid specific STANDARD 100 certification, where logistics makes it necessary to work internally with one uniform label.

b. Where to place the STANDARD 100 advertisement label?
✓ On marketing materials that promote STANDARD 100 certified products.

Please note:
X 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 give a reference to 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 31).
Label Design Guideline

Label Elements

The label is the communication instrument provided by OEKO-TEX® 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 of our labels allows the following additional information 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:
The label is the communication instrument provided by OEKO-TEX® 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 of our labels allows the following additional information 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
Label Design Guideline
Vertical Labels

The label is the communication instrument provided by OEKO-TEX® 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 of our labels allows the following additional information 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

<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>15 mm x 28 mm</td>
<td>19 mm x 32 mm</td>
</tr>
<tr>
<td></td>
<td>15 mm x 30 mm</td>
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<td></td>
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</tr>
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<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>

* Labels shown larger than minimum size.
# Label Design Guideline

## PPE

### Elements

<table>
<thead>
<tr>
<th>Print label</th>
<th>15 mm x 17 mm</th>
<th>15 mm x 20 mm</th>
<th>15 mm x 32.5 mm</th>
<th>15 mm x 31 mm</th>
<th>15 mm x 33 mm</th>
<th>26.5 mm x 17.5 mm</th>
<th>19 mm x 23 mm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Woven label</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>26.5 mm x 21.5 mm</td>
<td>28.5 mm x 27 mm</td>
</tr>
</tbody>
</table>

### 4.2 OEKO-TEX® STANDARD 100

* Labels shown larger than minimum size.
Label Design Guideline
Special Articles

4.2 OEKO-TEX® STANDARD 100

<table>
<thead>
<tr>
<th>Elements</th>
<th>Print label</th>
<th>Woven label</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>15 mm x 17 mm</td>
<td>19 mm x 21 mm</td>
</tr>
<tr>
<td></td>
<td>15 mm x 20 mm</td>
<td>19 mm x 24 mm</td>
</tr>
<tr>
<td></td>
<td>17 mm x 32.5 mm</td>
<td>17 mm x 36.5 mm</td>
</tr>
<tr>
<td></td>
<td>19 mm x 33 mm</td>
<td>19 mm x 35 mm</td>
</tr>
<tr>
<td></td>
<td>15 mm x 31 mm</td>
<td>19 mm x 37 mm</td>
</tr>
<tr>
<td></td>
<td>26.5 mm x 15 mm</td>
<td>29.5 mm x 19 mm</td>
</tr>
<tr>
<td>Special Articles</td>
<td>26.5 mm x 17.5 mm</td>
<td>30.5 mm x 21.5 mm</td>
</tr>
</tbody>
</table>

* Labels shown larger than minimum size.
Label Design Guidelines
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 layout version of our label is available for download through the customer login. Any other colour version must be submitted to OEKO-TEX® for approval.

Monochrome variants outside of the black/white spectrum must be approved by the OEKO-TEX®.

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>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pantone U</td>
<td>r0 g166 b135</td>
<td>#00AC8C</td>
</tr>
<tr>
<td>Pantone C</td>
<td>r5 g5 b5</td>
<td>#050505</td>
</tr>
<tr>
<td>CMYK</td>
<td>c255 g255 b255</td>
<td>#FFFFFF</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>RAL DESIGN</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>170 60 45</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>OEKO-TEX® Green</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Green U</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Green C</td>
<td></td>
<td></td>
</tr>
<tr>
<td>c84 m0 y57 k0</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Black</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Black U</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Black C</td>
<td></td>
<td></td>
</tr>
<tr>
<td>c0 m0 y0 k98</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>White</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>–</td>
<td></td>
<td></td>
</tr>
<tr>
<td>–</td>
<td></td>
<td></td>
</tr>
<tr>
<td>c0 m0 y0 k0</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>HEX</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>#00AC8C</td>
<td></td>
<td></td>
</tr>
<tr>
<td>#050505</td>
<td></td>
<td></td>
</tr>
<tr>
<td>#FFFFFF</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
a. Who gets the hangtag?
Customers with a valid OEKO-TEX® STANDARD 100 recycled materials certificate. The personalised hangtag including the QR Code and label can be downloaded from the customer login on www.oeko-tex.com.

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.
# 4.3 OEKO-TEX® ORGANIC COTTON

<table>
<thead>
<tr>
<th>4.3.1 General Information</th>
<th>43</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.3.2 Label Design Guide</td>
<td></td>
</tr>
<tr>
<td>Label Elements</td>
<td>45</td>
</tr>
<tr>
<td>Horizontal Labels</td>
<td>46</td>
</tr>
<tr>
<td>Vertical Labels</td>
<td>47</td>
</tr>
<tr>
<td>Layout Overview + Minimum Sizes</td>
<td>48</td>
</tr>
<tr>
<td>Safe Zone + Placement</td>
<td>50</td>
</tr>
<tr>
<td>Co-branding + Placement</td>
<td>51</td>
</tr>
<tr>
<td>Colour Variants</td>
<td>52</td>
</tr>
<tr>
<td>Colour Values</td>
<td>53</td>
</tr>
<tr>
<td>4.3.3 Hangtag Design Guide</td>
<td></td>
</tr>
<tr>
<td>Hangtag Elements</td>
<td>54</td>
</tr>
</tbody>
</table>
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, product page in online-shops, product flyers, product packaging, etc.

Please note:
Promoting ingredient labelling (referencing to ORGANIC COTTON certified components when the entire product is not labelled) on product or product marketing material is not allowed.
General Information

c. 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®.

How to use the ORGANIC COTTON label on marketing materials

The ORGANIC COTTON label should be used on product marketing materials. 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 those goods may be advertised with an ORGANIC COTTON label which are actually certified. 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.

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 product brand name, certificate number, institute. It is recommended that the text contains a link to the OEKO-TEX® website.

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

Label Elements

The label is the communication instrument provided by OEKO-TEX® 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)

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:
Label Design Guideline
Horizontal Labels

The label is the communication instrument provided by OEKO-TEX® 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 of our labels allows the following additional information 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**

The label is the communication instrument provided by OEKO-TEX® 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 of our labels allows the following additional information 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

<table>
<thead>
<tr>
<th>Mandatory</th>
<th>Maximum</th>
</tr>
</thead>
<tbody>
<tr>
<td>a</td>
<td>a</td>
</tr>
<tr>
<td>b</td>
<td>b</td>
</tr>
<tr>
<td>a</td>
<td>a</td>
</tr>
<tr>
<td>b</td>
<td>b</td>
</tr>
<tr>
<td>a</td>
<td>d</td>
</tr>
<tr>
<td>c</td>
<td>f</td>
</tr>
<tr>
<td>e</td>
<td></td>
</tr>
</tbody>
</table>
### Label Design Guideline

#### Layout Overview + Minimum Sizes

<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 14.5 mm</td>
<td>19 mm x 18.5 mm</td>
</tr>
<tr>
<td>Product Logo + QR-Code</td>
<td>15 mm x 29.5 mm</td>
<td>17 mm x 33.5 mm</td>
</tr>
<tr>
<td>Product Logo + QR-Code</td>
<td>15 mm x 28 mm</td>
<td>19 mm x 32 mm</td>
</tr>
<tr>
<td>Product Logo + Label Number + Institute + Website</td>
<td>15 mm x 30 mm</td>
<td>30.5 mm x 17 mm</td>
</tr>
<tr>
<td>Website</td>
<td>26.5 mm x 13 mm</td>
<td>30.5 mm x 18.5 mm</td>
</tr>
<tr>
<td>Website</td>
<td>26.5 mm x 14.5 mm</td>
<td>32.2 mm x 22.5 mm</td>
</tr>
<tr>
<td>Website</td>
<td>22.5 mm x 14.5 mm</td>
<td>32.2 mm x 24.5 mm</td>
</tr>
<tr>
<td>Website</td>
<td>28.2 mm x 18 mm</td>
<td>32.2 mm x 20 mm</td>
</tr>
</tbody>
</table>

* Labels shown larger than minimum size.
# Label Design Guideline

**Blended**

<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 32.5 mm</td>
<td>17 mm x 36.5 mm</td>
</tr>
<tr>
<td>Product Logo + Label Number + Institute + Website</td>
<td>15 mm x 31 mm</td>
<td>19 mm x 35 mm</td>
</tr>
<tr>
<td>Product Logo + Label Number + Institute + QR-Code</td>
<td>15 mm x 33 mm</td>
<td>19 mm x 37 mm</td>
</tr>
<tr>
<td>Product Logo + Label Number + Website + Institute</td>
<td>26.5 mm x 15 mm</td>
<td>29.5 mm x 19 mm</td>
</tr>
<tr>
<td>Product Logo + Label Number + Website + Institute + QR-Code</td>
<td>26.5 mm x 17.5 mm</td>
<td>30.5 mm x 21.5 mm</td>
</tr>
<tr>
<td>Product Logo + Label Number + Institute + Website</td>
<td>26.5 mm x 21.5 mm</td>
<td>28.5 mm x 25 mm</td>
</tr>
<tr>
<td>Product Logo + Label Number + QR-Code</td>
<td>22.5 mm x 17 mm</td>
<td>28.5 mm x 27 mm</td>
</tr>
<tr>
<td>Product Logo + Institute + QR-Code</td>
<td>28.2 mm x 21 mm</td>
<td></td>
</tr>
<tr>
<td>Product Logo + Institute + Website</td>
<td>28.2 mm x 23 mm</td>
<td></td>
</tr>
<tr>
<td>* Labels shown larger than minimum size.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**OEKO-TEX® Labelling Guide**

1. Introduction  
2. Information  
3. Logos  
4. Labels

**4.3 OEKO-TEX® ORGANIC COTTON**
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

* No printing of white background necessary.

Every layout version of our label is available for download through the customer login. Any other colour version must be submitted to OEKO-TEX® for approval.

Monochrome variants outside of the black/white spectrum must be approved by the OEKO-TEX®

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
### 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 |
1. Introduction

2. Information

3. Logos

4. Labels

4.3 OEKO-TEX® ORGANIC COTTON

Hangtag Design Guideline
Layout Elements

- Product Promise
- Colour from Product Colour Cluster
- Product Brand Logo
- Product Key Statement
- Icons with Product Details
- Individual label

a. Who gets the hangtag?
Customers with a valid OEKO-TEX® ORGANIC COTTON certificate. The personalised hangtag including the QR Code and label can be downloaded from the customer login on www.oeko-tex.com.

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.
4.4 OEKO-TEX® LEATHER STANDARD
## 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. hangtag, tags, product page in online-shops, product flyers, product packaging, etc.

Please note:
Promoting ingredient labelling (referencing to LEATHER STANDARD certified components when the entire product is not labelled) on product or product marketing material is not allowed.
General Information

c. How to use the LEATHER STANDARD label on product

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 an OEKO-TEX® LEATHER STANDARD label to promote certified products is highly recommended but not mandated by OEKO-TEX®.

How to use the LEATHER STANDARD label on marketing materials

The LEATHER STANDARD label should be used on product 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 those goods may be advertised with an LEATHER STANDARD label which are actually certified. 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.

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 product brand name, certificate number, institute. 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:

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

c. How to use the LEATHER STANDARD 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 give a 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 46)
The label is the communication instrument provided by OEKO-TEX® 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)

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

The modular construction of our labels allows the following additional information to be added to the label:

a. Additional information if necessary.

Mandatory Elements:

All Elements:
Label Design Guideline

Horizontal Labels

The label is the communication instrument provided by OEKO-TEX® 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 of our labels allows the following additional information 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
The label is the communication instrument provided by OEKO-TEX® 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 of our labels allows the following additional information 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

<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 14.5 mm</td>
<td>19 mm x 18.5 mm</td>
</tr>
<tr>
<td>Product Logo + Label Number + Institute + Website</td>
<td>15 mm x 17 mm</td>
<td>19 mm x 21 mm</td>
</tr>
<tr>
<td>Product Logo + QR-Code</td>
<td>15 mm x 29.5 mm</td>
<td>17 mm x 33.5 mm</td>
</tr>
<tr>
<td>Product Logo + Label Number + Institute + Website</td>
<td>15 mm x 28 mm</td>
<td>19 mm x 32 mm</td>
</tr>
<tr>
<td>Product Logo + Label Number + Institute + Website + QR-Code</td>
<td>15 mm x 30 mm</td>
<td>19 mm x 34 mm</td>
</tr>
<tr>
<td>Product Logo + Label Number + Institute + Website + QR-Code</td>
<td>26.5 mm x 13 mm</td>
<td>30.5 mm x 17 mm</td>
</tr>
<tr>
<td>Product Logo + Label Number + Institute + Website + QR-Code</td>
<td>26.5 mm x 14.5 mm</td>
<td>30.5 mm x 18.5 mm</td>
</tr>
<tr>
<td>Product Logo + Label Number + Institute + Website + QR-Code</td>
<td>22.5 mm x 14.5 mm</td>
<td>26.5 mm x 18.5 mm</td>
</tr>
<tr>
<td>Product Logo + Label Number + Institute + Website + QR-Code</td>
<td>28.2 mm x 18 mm</td>
<td>32.2 mm x 22.5 mm</td>
</tr>
<tr>
<td>Product Logo + Label Number + Institute + Website + QR-Code</td>
<td>28.2 mm x 20 mm</td>
<td>32.2 mm x 24.5 mm</td>
</tr>
</tbody>
</table>

* Labels shown larger than 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

* No printing of white background necessary.

Every layout version of our label is available for download through the customer login. Any other colour version must be submitted to OEKO-TEX® for approval.

Monochrome variants outside of the black/white spectrum must be approved by the OEKO-TEX®.

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
## Label Design Guideline

### Colour Values

<table>
<thead>
<tr>
<th>PRINT</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Pantone U</td>
<td>Green U</td>
<td>Black U</td>
<td>White</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>

<table>
<thead>
<tr>
<th>DIGITAL</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>
</tr>
<tr>
<td>HEX</td>
<td>#00AC8C</td>
<td>#050505</td>
<td>#FFFFFF</td>
</tr>
</tbody>
</table>
4.5 OEKO-TEX® STeP
## 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 certified companies such as PR or corporate communication.
- ✗ Must never be displayed on products.
General Information

c. 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 companies through catalogues, flyers, fair stands, Social Media or company websites.

The connection between the label or the certificate number with the certified production facility must be recognisable at all times and for everyone. Therefore, only those companies may be advertised with an OEKO-TEX® STeP label which are certified.

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 is 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
XXXXXX Institute
www.oeko-tex.com
Label Design Guideline

Label Elements

The label is the communication instrument provided by OEKO-TEX® for certified production 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)

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

The label is the communication instrument provided by OEKO-TEX® for certified production 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 of our labels allows the following additional information 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
The label is the communication instrument provided by OEKO-TEX® for certified production 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 of our labels allows the following additional information 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**

The label is the communication instrument provided by OEKO-TEX® for certified production 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 of our labels allows the following additional information 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

<table>
<thead>
<tr>
<th>Elements</th>
<th>Product Logo + Label Number + Institute</th>
<th>Product Logo + QR-Code</th>
<th>Product Logo + Label Number + Institute</th>
<th>Product Logo + Label Number + Institute</th>
<th>Product Logo + Label Number + Institute</th>
<th>Product Logo + Label Number + Institute</th>
<th>Product Logo + Label Number + Institute</th>
<th>Product Logo + Label Number + Institute</th>
</tr>
</thead>
<tbody>
<tr>
<td>PRINT LABEL</td>
<td><img src="image1.png" alt="Image" /></td>
<td><img src="image2.png" alt="Image" /></td>
<td><img src="image3.png" alt="Image" /></td>
<td><img src="image4.png" alt="Image" /></td>
<td><img src="image5.png" alt="Image" /></td>
<td><img src="image6.png" alt="Image" /></td>
<td><img src="image7.png" alt="Image" /></td>
<td><img src="image8.png" alt="Image" /></td>
</tr>
<tr>
<td>WOVEN LABEL</td>
<td><img src="image9.png" alt="Image" /></td>
<td><img src="image10.png" alt="Image" /></td>
<td><img src="image11.png" alt="Image" /></td>
<td><img src="image12.png" alt="Image" /></td>
<td><img src="image13.png" alt="Image" /></td>
<td><img src="image14.png" alt="Image" /></td>
<td><img src="image15.png" alt="Image" /></td>
<td><img src="image16.png" alt="Image" /></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Minimum Sizes</th>
<th>15 mm x 14.5 mm</th>
<th>15 mm x 17 mm</th>
<th>15 mm x 29.5 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>26.5 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>
</table>

* Labels shown larger than minimum size.
Label Design Guideline
Safe Zone + Placement

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

OEKO-TEX® Labelling Guide
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 layout version of our label is available for download through the customer login. Any other colour version must be submitted to OEKO-TEX® for approval.

Monochrome variants outside of the black/white spectrum must be approved by the OEKO-TEX®. 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></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Pantone U</td>
<td>Green U</td>
<td>Black U</td>
<td>White</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>

<table>
<thead>
<tr>
<th>DIGITAL</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>
</tr>
<tr>
<td>HEX</td>
<td>#00AC8C</td>
<td>#050505</td>
<td>#FFFFFF</td>
</tr>
</tbody>
</table>
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
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, product page in online-shops, product flyers, product packaging, etc.
The OEKO-TEX® ECO PASSPORT 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 users and consumers on hangtag, tag, or packaging.

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

 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 connection with the certified product must be always recognisable and visible for everyone. Therefore, only those goods may be advertised with an ECO PASSPORT label which are actually certified. 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 product is advertised as OEKO-TEX® ECO PASSPORT certified, the physical product must be marked with the valid corresponding label.
Label Design Guideline

Label Elements

The label is the communication instrument provided by OEKO-TEX® 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)

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:
The label is the communication instrument provided by OEKO-TEX® 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)

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

The modular construction of our labels allows the following additional information to be added to the label:

Mandatory

- a. OEKO-TEX® product brand logo
- b. Traceability Information

Maximum

- 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

The label is the communication instrument provided by OEKO-TEX® 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 of our labels allows the following additional information 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

<table>
<thead>
<tr>
<th>a</th>
<th>b</th>
<th>a</th>
<th>b</th>
<th>a</th>
<th>b</th>
<th>a</th>
<th>c</th>
<th>a</th>
<th>b</th>
</tr>
</thead>
<tbody>
<tr>
<td>OEKO-TEX® product brand logo</td>
<td>Traceability Information</td>
<td>OEKO-TEX® product brand logo</td>
<td>Traceability Information</td>
<td>OEKO-TEX® product brand logo</td>
<td>Traceability Information</td>
<td>OEKO-TEX® product brand logo</td>
<td>Test institute</td>
<td>OEKO-TEX® product brand logo</td>
<td>Traceability Information</td>
</tr>
<tr>
<td>Testing Institute + Certificate number or QR-Code</td>
<td>Testing Institute + Certificate number or QR-Code</td>
<td>Testing Institute + Certificate number or QR-Code</td>
<td>Testing Institute + Certificate number or QR-Code</td>
<td>Testing Institute + Certificate number or QR-Code</td>
<td>Testing Institute + Certificate number or QR-Code</td>
<td>Testing Institute + Certificate number or QR-Code</td>
<td>Testing Institute + Certificate number or QR-Code</td>
<td>Testing Institute + Certificate number or QR-Code</td>
<td>Testing Institute + Certificate number or QR-Code</td>
</tr>
</tbody>
</table>

Mandatory → Maximum
Label Design Guideline
Layout Overview + Minimum Sizes

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

1. Introduction
2. Information
3. Logos
4. Labels

4.6 OEKO-TEX® ECO PASSPORT

* Labels shown larger than 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.
4.6 OEKO-TEX® ECO PASSPORT

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 layout version of our label is available for download through the customer login. Any other colour version must be submitted to OEKO-TEX® for approval.

Monochrome variants outside of the black/white spectrum must be approved by the OEKO-TEX®.

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>

<table>
<thead>
<tr>
<th>DIGITAL</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>RGB</td>
<td>r0 g166 b135</td>
<td>r5 g5 b5</td>
</tr>
<tr>
<td>HEX</td>
<td>#00AC8C</td>
<td>#050505</td>
</tr>
</tbody>
</table>
4.7 OEKO-TEX® RESPONSIBLE BUSINESS

4.7.1 General Information
4.7.2 Label Design Guide
   Label Elements
   Horizontal Labels
   Vertical Labels
   Layout Overview + Minimum Sizes
   Safe Zone + Placement
   Co-branding + Placement
   Colour Variants
   Colour Values
## 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.
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 those companies may be advertised with a RESPONSIBLE BUSINESS label which are certified. 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 as such shall never be used on products and on 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 through text.

The text must contain the following information: full 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
XXXXXX Institute
www.oeko-tex.com
Label Design Guideline

Label Elements

The label is the communication instrument provided by OEKO-TEX® 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 or QR-Code)

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:
Label Design Guideline
Horizontal Labels

The label is the communication instrument provided by OEKO-TEX® 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 or QR-Code)

The modular construction of our labels allows the following additional information 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

Vertical Labels

The label is the communication instrument provided by OEKO-TEX® 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 or QR-Code)

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

Elements

<table>
<thead>
<tr>
<th>Print label</th>
<th>18 mm x 14.5 mm</th>
<th>18 mm x 17 mm</th>
<th>17 mm x 17 mm</th>
<th>17.3 mm x 30.7 mm</th>
<th>17.7 mm x 32.7 mm</th>
<th>28.7 mm x 15 mm</th>
<th>28.7 mm x 14.5 mm</th>
<th>25.2 mm x 14.5 mm</th>
<th>28.2 mm x 18 mm</th>
<th>28.2 mm x 20 mm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Woven label</td>
<td>--</td>
<td>--</td>
<td>--</td>
<td>--</td>
<td>--</td>
<td>--</td>
<td>--</td>
<td>--</td>
<td>--</td>
<td>--</td>
</tr>
</tbody>
</table>

OEKO-TEX® RESPONSIBLE BUSINESS

Labels shown larger than 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.
1. Positive OEKO-TEX® Green + Black*

2. Positive Black (Monochrome)*

3. Negative White + Black

4. Negative White + OEKO-TEX® Green

* No printing of white background necessary.

Every layout version of our label is available for download through the customer login. Any other colour version must be submitted to OEKO-TEX® for approval.

Monochrome variants outside of the black/white spectrum must be approved by the OEKO-TEX®.

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
## 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>
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<td>CMYK</td>
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<tr>
<td>HEX</td>
<td>#00AC8C</td>
<td>#050505</td>
<td>#FFFFFF</td>
</tr>
</tbody>
</table>
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.