

# 标准标志使用规范



TE-302-V1.3-2023.06.01



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标准标志使用规范V1.3 取代了标准标志使用规范V1.2，并于 2023 年 6 月 1 日生效。2023年 10 月 1 日之后进行的所有评估均应使用标准标志使用规范V1.3进行。

封面照片来源：Pearl Lung

*TE-302标准标识使用规范的官方语言为英语。如不同版本之间存在任何不一致之处，应以英文版本为准。*

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*TE-302 标准标志使用规范*将按照修订计划进行更新。

## 文档修订历史

标准标志使用规范 V1.0，发布于 2020 年 10 月；标准标志使用规范 V1.1，发布于 2021 年 5 月；标准标志使用规范 V1.2，发布于 2022 年 2 月；标准标志使用规范 V1.3，发布于 2023 年 6 月。

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## 介绍

### 关于标准标志使用规范

本文件的目的是为企业提供使用所有可持续纺织促进会 (Textile Exchange) 标准标识的清晰指南。本文件中概述的规范尤其适用于平面设计师、艺术总监、营销专业人员或任何负责为与可持续纺织促进会 (Textile Exchange) 标准相关的声明创建美术作品的人员。



本文件是对 [TE-301 标准声明政策的补充](#)。在应用标准标识之前，必须仔细阅读并理解政策中的所有要求。

### 关于可持续纺织促进会 (Textile Exchange)

可持续纺织促进会 (Textile Exchange) 是一个全球性非营利组织，致力于在时尚和纺织行业内推动应对气候变化的积极影响。它引导着越来越多的品牌、制造商和农民从供应链的源头开始，进行更具可持续性的生产。

其目标是帮助该行业到 2030 年将纤维和原材料生产过程中产生的排放量减少 45%。为了实现这一目标，它始终关注整体性和相互关联性，加速采用能够改善水资源、土壤健康和生物多样性的实践。

要实现真正的变革，每个人都需要一条清晰的积极影响路径。因此，纺织品交流组织 (Textile Exchange) 相信，平易近人、循序渐进的指导，加上集体行动，能够改变现有体系，使人们能够更便捷地使用优质材料和纤维，并通过切实可行的策略、行之有效的解决方案和积极进取的社群来调动领导者的积极性。

在可持续纺织促进会 (Textile Exchange)，材料至关重要。欲了解更多信息，请访问 [TextileExchange.org](https://TextileExchange.org)。

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## 部分 一个 - 标识 指南

以下一般准则适用于所有纺织品交易标准标志的使用。

### A1. 分发和文件 格式

**A1.1** 可持续纺织促进会 (Textile Exchange) 仅向已获批准提供认证服务的认证机构分发标准标识。公司应联系认证机构索取标识副本。

**A1.1.1** 对于保证声明，组织应联系其认证机构或其直接供应商的认证机构，以获取相关标准标识的副本。（参见 [TE-301 中的 B 部分——保证声明](#)）有关如何做出保证的信息，请参阅 [标准声明政策](#)。（声明。）

**A1.1.2** 对于所有其他声明类别，您可以通过 [在线注册](#) 对一项或多项标准的承诺来获得相关的标准标识。 [注册表格](#) 或通过与可持续纺织促进会 (Textile Exchange) 的单独协议。

**注意：** [TE-301 标准声明政策](#) 中每个类别部分的末尾描述了每个声明类别的声明批准或登记流程。

**A1.2** 标准徽标应采用原始设计文件。提供的格式如下。

**A1.2.1** EPS：最适合打印和高分辨率应用 生产。

**A1.2.2** PNG：适用于屏幕显示、网站、演示文稿、Word 文档和其他低分辨率应用 应用程序。

**A1.2.3** JPG：用途与 PNG 相同，但质量较低，速度更快。 加载时间。

**A1.3** 可持续纺织促进会 (Textile Exchange) 的版权符号应出现在所有使用标准标识的地方，但与产品相关的保证声明除外，此类声明可以使用认证机构分发的非版权标识。

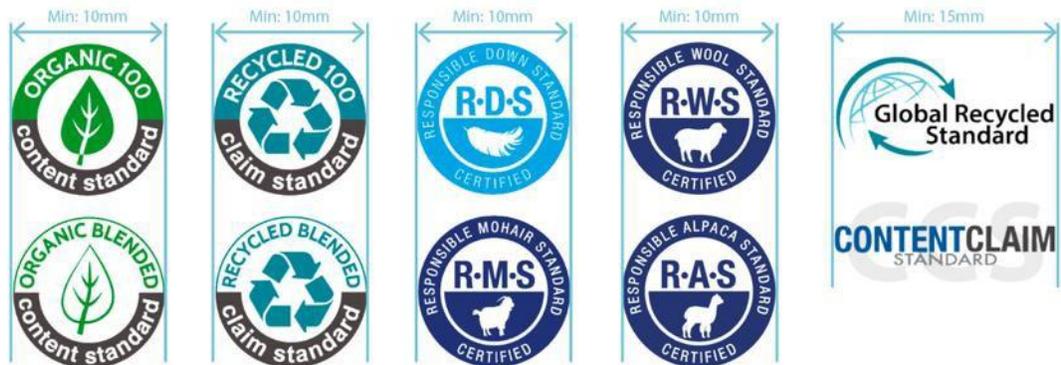


## A2. 尺寸和 位置

**A2.1** 标准标志及其中的所有文字都应足够大，以便清晰易读。

**A2.1.1** OCS、RCS、RDS、RWS、RMS 和 RAS 标志的尺寸不得小于 10 毫米或 0.39 英寸。直径。

**A2.1.2** GRS 和 CCS 标志的尺寸不得小于 15 毫米或 0.59 英寸。直径为英寸。（注：下图未显示）规模）



**A2.2** 标志周围应留出约占标志宽度20%的充足空间。标志不得与其他任何标志或文字重叠。



**A2.3** 与徽标一起显示的文字说明的字体应清晰易读，并根据印刷位置（例如标签、吊牌）设置为适当的大小。

**A2.4** 标准标志应与任何其他不指称该标准的标志、图像、声明或主张保持合理的距离。

请看示例：

允许



RWS认证羊毛ABC 123456

78

不允许（质量声明与负责任羊毛标准无关）



RWS认证的一等品质

羊毛

**A2.5** 符合 RAF 标准（RWS、RMS 和 RAS）的标准标识模板仅可用于盛装经认证的原材料（例如羊毛包、羽绒包）的包装袋或捆包上。获得认证的机构应联系其认证机构以获取相应的标准标识模板文件。有关模板使用的更多详细信息，请参阅C1.3.1。

**A2.6** 相关标准的网址或[TextileExchange.org/Standards](https://TextileExchange.org/Standards) 标准标志应嵌入（即添加为超链接）到标准标志的所有数字使用图像中。

**A2.6.1**组织可以在其公司网页上嵌入与相关标准 相关的链接，前提是相关标准的URL出现在该网页的某个位置。 网页。

### A3. 允许放置 语言

**A3.1** 与未提及该标准的其他产品或内容声明保持合理的距离。

**A3.2** 在允许使用标识的情况下，允许使用的文字应出现在相关标准标识附近。建议将允许使用的文字放置在标识的正下方或侧边。

注：在某些产品相关声明中，允许使用的文字可以出现在与标识不同的位置。（参见 [TE-301 标准声明政策](#) 中的 [B3.11.1](#) 和 [B3.12](#)）

Examples of Placement of Allowed Language:

A.



100% RWS Wool  
 Certified by ABC Ce  
 rt 12345678

B.



The outer shell of this raincoat c  
 ontains  
 85% RCS certified recycled polyest  
 er

C.

We are certified to  
 the GRS, which cert  
 ifies recycled mate  
 rial from the sourc



D.



ABC Brand is committed to sourcin  
 g 100% of our down from RDS certi  
 fied

In the above examples: A. is a product-related claim, B. is a product-related claim, C. is a c  
 laim by certified

## 部分 B – 已批准的颜色

所有可持续纺织促进会 (Textile Exchange) 标准标志均提供彩色、黑色、白色和灰度版本，以适应不同的应用场景。

### B1. 彩色标志



颜色	潘通	CMYK	RGB	十六进制
 蓝色的	4152 C	96, 66, 12, 0	17, 86, 151	115697
 深灰色	446 C	0, 0, 0, 85	65, 65, 67	424143
 中灰色	4278 C	0, 0, 0, 60	127, 130, 133	7F8285
 浅灰色	663 C	0, 0, 0, 12	234, 234, 234	EAEAEA



颜色	潘通	CMYK	RGB	十六进制
 绿色的	2418 C	86, 16, 100, 3	10, 142, 57	0A8E39
 暖灰色	4287 C	0, 10, 0, 85	72, 68, 68	4A4545
 白色的	不适用	0, 0, 0, 0	255, 255, 255	FFFFFF



颜色	潘通	CMYK	RGB	十六进制
 蓝绿色	2231 C	100, 0, 31, 23	0, 130, 148	008294
 暖灰色	4287 C	0, 10, 0, 85	72, 68, 68	4A4545
 白色的	不适用	0, 0, 0, 0	255, 255, 255	FFFFFF



颜色	潘通	CMYK	RGB	十六进制
 蓝绿色	2231 C	100, 0, 31, 23	0, 130, 148	008294
 浅蓝绿色	630摄氏度	57, 0, 15, 0	110, 194, 216	6EC2D8
 黑色的	黑色 6C	0, 0, 0, 100	3、4、5	030304



颜色	潘通	CMYK	RGB	十六进制
 浅蓝色	2202 C	80, 12, 0, 0	0, 164, 222	00A4DE
 白色的	不适用	0, 0, 0, 0	255, 255, 255	FFFFFF



标准	颜色	潘通	CMYK	RGB	十六进制
RMS &	 深蓝色	3581 C	100, 89, 22, 8	37, 52, 115	253473
RWS	 白色的	不适用	0, 0, 0, 0	255, 255, 255	FFFFFF

注意：圆形标准标志的彩色版本（OCS 100、OCS Blended、RCS 100、RCS Blended、RDS、RWS、RMS 和 RAS）没有透明背景。

## B2. 白色 标志



标准	颜色	潘通	CMYK	RGB	十六进制
全部	 白色的	不适用	0, 0, 0, 0	255, 255, 255	FFFFFF

注意：圆形标准标志（OCS 100、OCS Blended、RCS 100、RCS Blended、RDS、RWS、RMS 和 RAS）的白色版本具有透明背景。

### B3. 黑色标志



标准	颜色	潘通	CMYK	RGB	十六进制
全部	 黑色的	黑色 6C	0, 0, 0, 100	3、4、5	030304

注意：圆形标准标志（OCS 100、OCS Blended、RCS 100、RCS Blended、RDS、RWS、RMS 和 RAS）的黑色版本没有透明背景。

### B4. 灰度图 标志



标准	颜色	潘通	CMYK	RGB	十六进制
*	 深灰色	446 C	0, 0, 0, 85	65, 65, 67	424143
全部**	 中灰色	4278 C	0, 0, 0, 60	127, 130, 133	7F8285
仅限CCS	 浅灰色	663 C	0, 0, 0, 12	234, 234, 234	EAEAEA

\*深灰色仅用于 *GRS*、*OCS 100*、*OCS Blended*、*RCS 100*、*RCS Blended* 和 *CCS*。

\*\**RDS*、*RMS*、*RWS* 和 *RAS* 仅使用中灰色

**注意：**圆形标准标志的灰色版本（*OCS 100*、*OCS Blended*、*RCS 100*、*RCS Blended*、*RDS*、*RWS*、*RMS* 和 *RAS*）没有透明背景。

## 部分 C – 标识 应用

### C1. 总则 指南

**C1.1** 标志所应用的背景颜色应与之相符。 到。

C1.1.1 尽可能使用相关标准的彩色版本 标志应该是 用过的。

C1.1.2 当应用于较深背景时，白色版本 相关标准标志应为： 用过的。

**注意：**白色 Standard 标志已反转（透明），以增加与背景之间的对比度。

C1.1.3 当无法进行彩色打印时，可以使用相关标准标识的灰度、黑色或白色版本。 用过的。

C1.1.4 当仅能进行黑白或单色印刷时，相关标准标识的黑色或白色版本可以是： 用过的。

**C1.2** 标准标识应应用于对比度足够的背景上，以便清晰显示。 最佳可视性。可以使用任何颜色的背景，只要有足够的可见性即可。 对比。



**注意：**应用 CCS 或 GRS 标志时应采取特别的预防措施，因为它们可能更容易与背景融为一体。



**C1.3** 标准标识不得以任何方式修改（例如更改已批准的颜色、在非白色标识内部添加透明度、倾斜或扭曲标识）。 标识）。

**C1.3.1** 当使用标准标志作为模板时，单色标志（RWS、RMS、RAS、或 RDS），全白标志，或全黑标志。请联系[Claims@TextileExchange.org](mailto:Claims@TextileExchange.org) 有关使用方法的更多说明 模板。

**注意：** 获得认证的组织应联系其认证机构以获取相关的标准徽标模板文件。

**C1.3.2** 如果标准标志永久固定在产品内部（例如缝入或热转印标签），并且由于印刷限制或技术问题而无法使用批准的标志颜色，则认证机构和/或可持续纺织促进会 (Textile Exchange) 可酌情允许对标志进行轻微的颜色修改。



# Standards Logo Use Specifications



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Standards Logo Use Specifications V1.3 replaces Standards Logo Use Specifications V1.2 and is effective as of June 1, 2023. All assessments conducted after October 1, 2023 shall be conducted using Standards Logo Use Specifications V1.3.

Cover photo credit: Pearl Lung

English is the official language of *TE-302 Standards Logo Use Specifications*. In any case of inconsistency between versions, reference shall be made to the English version.

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*TE-302 Standards Logo Use Specifications* will be updated according to a revision schedule.

## Document Revision History

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## Introduction

### About the Standards Logo Use Specifications

The purpose of this document is to provide companies with clear guidelines for the use of all Textile Exchange Standards logos. The specifications outlined in this document are particularly relevant to graphic designers, art directors, marketing professionals, or anyone with responsibility for creating artwork for claims relating to Textile Exchange Standards.



This document supplements [TE-301 Standards Claims Policy](#) and all requirements within the policy must be read and understood thoroughly before applying a Standard logo.

### About Textile Exchange

Textile Exchange is a global non-profit driving positive impact on climate change across the fashion and textile industry. It guides a growing community of brands, manufacturers, and farmers towards more purposeful production from the very start of the supply chain.

Its goal is to help the industry to achieve a 45% reduction in the emissions that come from producing fibers and raw materials by 2030. To get there, it is keeping its focus holistic and interconnected, accelerating the adoption of practices that improve the state of our water, soil health, and biodiversity too.

For real change to happen, everyone needs a clear path to positive impact. That's why Textile Exchange believes that approachable, step-by-step instruction paired with collective action can change the system to make preferred materials and fibers an accessible default, mobilizing leaders through attainable strategies, proven solutions and a driven community.

**At Textile Exchange, materials matter.** To learn more, visit [TextileExchange.org](https://TextileExchange.org).

## Logo Use Authorization

The Standards logos are proprietary and for any authorized use and/or display; all logo use shall conform with the guidelines described in this document.

The Textile Exchange Standards logos are the intellectual property of Textile Exchange, who reserves all rights in relation thereto. Unauthorized display, copy, and/or use of any Standard logo without prior authorization, is strictly prohibited.

Any organization that uses a Standards logo shall do so in agreement with logo use terms and conditions through Textile Exchange (in the case of registering commitments – [see Section A](#)) or a licensing agreement with a certification body (CB), as applicable.

Certification bodies with a valid licensing contract with Textile Exchange will sublicense the right to use the applicable Standard logo(s) upon request/approval for all assured claims ([Section B](#)), in compliance with the requirements in this policy.

Textile Exchange reserves the right to take legal action against any party that uses, displays, and/or copies any Standard logo without prior authorization. Incidents of unlicensed or improper use of any Standards logo(s) will be handled in accordance with [ASR-110 Complaints and Feedback Policy](#) and the terms outlined in this document.

## Section A - Logo Guidelines

The below general guidelines apply to the use of all Textile Exchange Standards logos.

### A1. Distribution and File Formats

**A1.1** Textile Exchange only distributes Standards logos to certification bodies that have been approved to provide certification services. Companies should contact a certification body for copies of the logo(s).

**A1.1.1** For assured claims, organizations should contact their certification body or the certification body of their direct suppliers for copies of the relevant Standard logo. (see Section B – Assured Claims in [TE-301 Standards Claims Policy](#) for information on making assured claims.)

**A1.1.2** For all other claim categories, you may obtain the relevant Standard logo by registering a commitment to a Standard(s) through the [online registration form](#) or through a separate agreement with Textile Exchange.

**NOTE:** The claim approval or registration process for each claim category is described at the end of each category section in [TE-301 Standards Claims Policy](#).

**A1.2** The Standard logo shall be from the original design files. The below formats are provided.

**A1.2.1** EPS: Best for printing and high-resolution production.

**A1.2.2** PNG: Good for use on-screen, websites, presentations, Word documents, and other low-resolution applications.

**A1.2.3** JPG: Same uses as a PNG, but of a lower quality and faster loading time.

**A1.3** The Textile Exchange copyright symbol shall appear on all usage of a Standard logo, with the exception of assured product-related claims, which may use the non-copyrighted logos distributed by certification bodies.

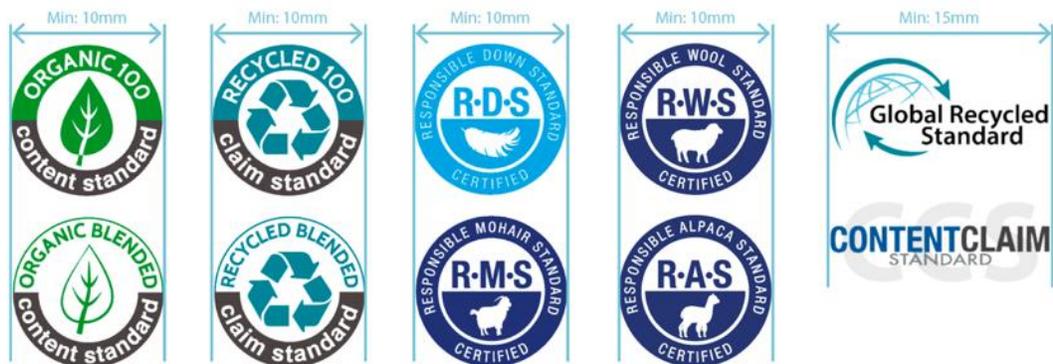


## A2. Size and Position

**A2.1** The Standard logo and all wording therein shall be of a size large enough to be clear and legible.

**A2.1.1** The OCS, RCS, RDS, RWS, RMS, and RAS logos shall not be less than 10 mm or 0.39 inches in diameter.

**A2.1.2** The GRS and CCS logos shall not be less than 15 mm or 0.59 inches in diameter. (Note: Diagram below is not shown to scale)



**A2.2** Adequate space of approximately 20% of the width of the mark shall be left around the logo. The logo shall not overlap with any other logos or text.



**A2.3** Fonts for text claims accompanying the logo shall be clear and legible, and set to an appropriate size for the place that it is printed (e.g. labels, hangtags).

**A2.4** The Standard logo shall be kept at a reasonable distance from any other logo, image, statement, or claim that does not refer to the Standard.

See examples:

Allowed



RWS Certified Wool  
ABC 12345678

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



RWS Certified  
First-Class Quality Wool

- A2.5** Standard logo stencils for the RAF standards (RWS, RMS, and RAS) may be used on bags or bales used to carry certified raw material only (e.g. wool bales, bags of down). Certified organizations shall contact their certification body to obtain the associated standard logo stencil files. Please see C1.3.1 for more details on the use of stencils.
- A2.6** The URL for the relevant Standard or [TextileExchange.org/Standards](https://TextileExchange.org/Standards) shall be embedded (i.e. added as a hyperlink) in the image of all digital uses of the Standard logo(s).
- A2.6.1** An organization may embed a link to a company webpage with content related to the relevant Standard, provided the URL for the relevant Standard appears somewhere on that webpage.

### A3. Placement of Allowed Language

- A3.1** The allowed language shall be kept at a reasonable distance from other product or content claims that do not refer to the Standard.
- A3.2** Where logo use is permitted, the allowed language shall appear near the relevant Standard logo. Recommended placement of the allowed language is directly below or to the side of the logo.

**NOTE:** In some instances of product-related claims, the allowed language may be permitted to appear in a different location from the logo. (see B3.11.1 and B3.12 in [TE-301 Standards Claims Policy](#))

**Examples of Placement of Allowed Language:**

A.



100% RWS Wool  
Certified by ABC Cert  
12345678

B.



The outer shell of this raincoat contains  
85% RCS certified recycled polyester.  
Certified by ABC Cert 12345678

C.

We are certified to the  
GRS, which certifies  
recycled material from  
the source to final  
product.



D.



ABC Brand is committed to sourcing  
100% of our down from RDS certified  
sources by 2025.

In the above examples: A. is a product-related claim, B. is a product-related claim, C. is a claim by certified organizations, and D. is a corporate commitment claim.

## Section B - Approved Colors

All Textile Exchange Standard logos come in color, black, white, and grayscale versions for different applications.

### B1. Color Logos



Color	Pantone	CMYK	RGB	Hex
 Blue	4152 C	96,66,12,0	17,86,151	115697
 Dark Gray	446 C	0,0,0,85	65,65,67	424143
 Mid Gray	4278 C	0,0,0,60	127,130,133	7F8285
 Light Gray	663 C	0,0,0,12	234,234,234	EAEAEA



Color	Pantone	CMYK	RGB	Hex
 Green	2418 C	86,16,100,3	10,142,57	0A8E39
 Warm Gray	4287 C	0,10,0,85	72,68,68	4A4545
 White	n/a	0,0,0,0	255,255,255	FFFFFF



Color	Pantone	CMYK	RGB	Hex
 Teal	2231 C	100,0,31,23	0,130,148	008294
 Warm Gray	4287 C	0,10,0,85	72,68,68	4A4545
 White	n/a	0,0,0,0	255,255,255	FFFFFF



Color	Pantone	CMYK	RGB	Hex
 Teal	2231 C	100,0,31,23	0,130,148	008294
 Light Teal	630 C	57,0,15,0	110,194,216	6EC2D8
 Black	Black 6 C	0,0,0,100	3,4,5	030304



Color	Pantone	CMYK	RGB	Hex
 Light Blue	2202 C	80,12,0,0	0,164,222	00A4DE
 White	n/a	0,0,0,0	255,255,255	FFFFFF



Standard	Color	Pantone	CMYK	RGB	Hex	
RMS &		Dark Blue	3581 C	100,89,22,8	37,52,115	253473
RWS		White	n/a	0,0,0,0	255,255,255	FFFFFF

**NOTE:** The color versions of the circular Standards logos (OCS 100, OCS Blended, RCS 100, RCS Blended, RDS, RWS, RMS, and RAS) do not have transparent backgrounds.

## B2. White Logos



Standard	Color	Pantone	CMYK	RGB	Hex	
All		White	n/a	0,0,0,0	255,255,255	FFFFFF

**NOTE:** The white versions of the circular Standards logos (OCS 100, OCS Blended, RCS 100, RCS Blended, RDS, RWS, RMS, and RAS) have transparent backgrounds.

### B3. Black Logos



Standard	Color	Pantone	CMYK	RGB	Hex
All	 Black	Black 6 C	0,0,0,100	3,4,5	030304

**NOTE:** The black versions of the circular Standards logos (OCS 100, OCS Blended, RCS 100, RCS Blended, RDS, RWS, RMS, and RAS) do not have transparent backgrounds.

### B4. Grayscale Logos



Standard	Color	Pantone	CMYK	RGB	Hex
*	 Dark Gray	446 C	0,0,0,85	65,65,67	424143
All**	 Mid Gray	4278 C	0,0,0,60	127,130,133	7F8285
CCS only	 Light Gray	663 C	0,0,0,12	234,234,234	EAEAEA

*\*Dark Gray is used for GRS, OCS 100, OCS Blended, RCS 100, RCS Blended, and CCS only*

*\*\*RDS, RMS, RWS, and RAS use Mid Gray only*

**NOTE:** The grey versions of the circular Standards logos (OCS 100, OCS Blended, RCS 100, RCS Blended, RDS, RWS, RMS, and RAS) do not have transparent backgrounds.

## Section C - Logo Application

### C1. General Guidelines

**C1.1** The appropriate logo color shall be used for the background it is applied to.

**C1.1.1** Whenever possible, the color version of the relevant Standard logo should be used.

**C1.1.2** When applying over a darker background, the white version of the relevant Standard logo should be used.

**NOTE:** The white Standard logo is reversed out (transparent) to increase contrast with the background behind it.

**C1.1.3** When color printing is not available, the grayscale, black, or white versions of the relevant Standard logo may be used.

**C1.1.4** When only black and white or single-color printing is available, the black or white versions of the relevant Standard logo may be used.

**C1.2** Standards logos shall be applied to backgrounds with sufficient contrast for optimal visibility. Any color background may be used, provided there is sufficient contrast.



**NOTE:** Special precautions should be taken when applying the CCS or GRS logos as they may blend into the background more easily.



**C1.3** Standards logos shall not be modified in any manner (e.g. change approved colors, add transparency to the inside of non-white logos, skew or distort the logo).

**C1.3.1** When applying a Standard logo as a stencil, slight modification and transparency is permitted with single color logos (RWS, RMS, RAS, or RDS), all white logos, or all black logos. Please contact [Claims@TextileExchange.org](mailto:Claims@TextileExchange.org) for more instructions on using stencils.

**NOTE:** Certified organizations shall contact their certification body to obtain the associated standard logo stencil files.

**C1.3.2** In cases where a Standard logo is permanently affixed to the inside of a product (e.g. sewn-in or heat transferred labels), and use of the approved logo colors is not possible due to printing limitations or technical issues, slight color modification of the logo may be permitted on a case-by-case basis at the discretion of the certification body and/or Textile Exchange.

