

# OEKO-TEX® Labelling Guide

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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®

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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® LEATHER STANDARD, OEKO-TEX® STeP, OEKO-TEX® ECO PASSPORT and OEKO-TEX® RESPONSIBLE BUSINESS and implements the product label OEKO-TEX® MADE IN GREEN.

### Testing Institutes

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Testing institutes are institutes 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

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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

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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

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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

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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® umbrella logo



Logo



Inspiring Confidence.

Logo + 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® 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.



PRODUCT BRAND

## 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



MADE IN  
GREEN



STANDARD  
100



LEATHER  
STANDARD



STeP



ECO  
PASSPORT



RESPONSIBLE  
BUSINESS

# 3. Logos



## Umbrella Brand Logo



### 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.
- ✗ 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](mailto:communication@oeko-tex.com)**

## Product Brand Logos



**MADE IN  
GREEN**



**STANDARD  
100**



**LEATHER  
STANDARD**



**ECO  
PASSPORT**



**RESPONSIBLE  
BUSINESS**



**STeP**

### 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.).
- ✗ 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](mailto:communication@oeko-tex.com)**

# Logo Do's & Don'ts

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## MATERIAL & PRODUCT FACTS



### Do:

- ✓ Website
- ✓ Annual Reports
- ✓ Sustainability Reports
- ✓ Marketing Materials

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## CERTIFICATES

- STANDARD 100**  
OEKO-TEX®  
STANDARD 100  
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**  
OEKO-TEX®  
STeP  
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 to improve health and safety and to promote high social standards at production sites.
- MADE IN GREEN**  
OEKO-TEX®  
MADE IN GREEN  
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®.

**Synthetics**

When a fabric is synthetic, it's a better synthetic, or healthier materials. Greenguard Gold Certified or for almost all of the synthetics we offer.

100% cotton

Interlock | 60° machine wash, suitable for tumble drying

OEKO-TEX®  
MADE IN GREEN

swisscotton

Innovation and high quality – premium Supima® cotton made into exquisite fabrics in Switzerland following high social and environmental standards. Extra-long fibres and careful harvesting make swiss-cotton fabrics exceptionally fine, easy to care for and durable. For an all-round wonderful feeling.

The Made in Green product label is not only issued based on compliance with strict social responsibility and ecological criteria; it also certifies that the textiles carrying the label have been tested for harmful substances. Made in Green by OEKO-TEX® is currently the most transparent and stringent label available. It allows consumers to trace production details along the delivery chain, all the way back to the raw materials. Made in Green by OEKO-TEX® is a product label for safe and sustainably produced ready-made garments. It combines certification requirements from OEKO-TEX® Standard 100 and STeP by OEKO-TEX®. Any item with the Made in Green label has a unique product ID or QR code that can be traced transparently by the consumer.

### Don't:

- ✗ On product
- ✗ Webshop

# 4. Labels

# Overview



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

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# General Information

## a. Who is permitted to use the label?

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

## b. Where to place it?

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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 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 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.

## 4.1 OEKO-TEX® MADE IN GREEN

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**

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](http://www.oeko-tex.com)



# General Information

## Advertisement Labels

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### 4.1 OEKO-TEX® MADE IN GREEN

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#### a. Who is permitted to use the 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.

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#### b. Where to place it?

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:**

- ✗ **The advertisement label shall never be used on products.**

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#### c. How to use on marketing materials:

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. 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 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.

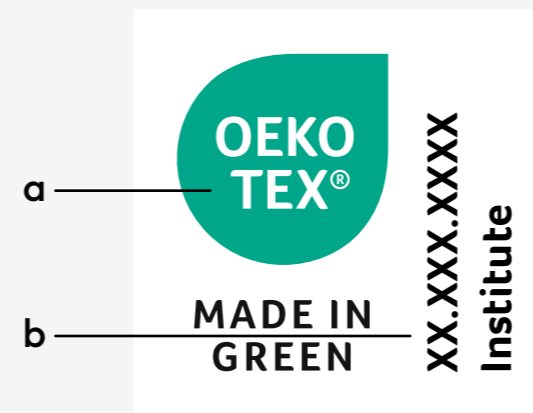
All OEKO-TEX® labels **must** include the following elements:

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

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:



# Label Design Guideline

## Horizontal Labels

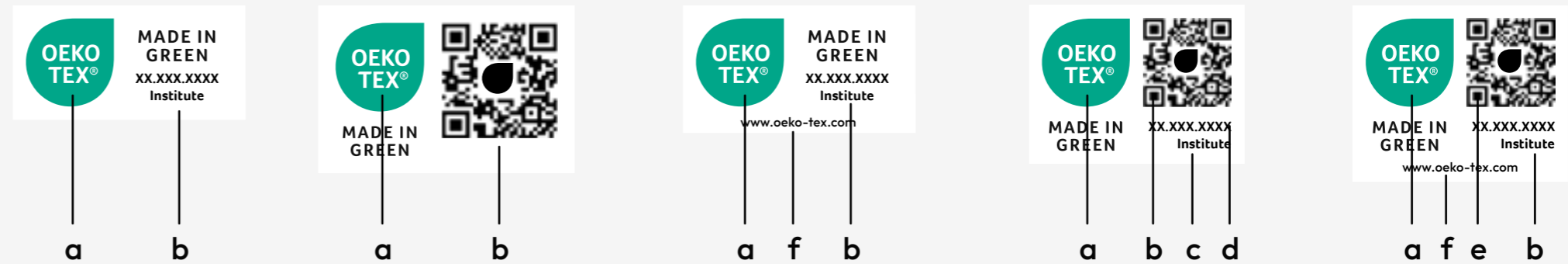
The label is the communication instrument provided by OEKO-TEX® for MADE IN GREEN labelled products.

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

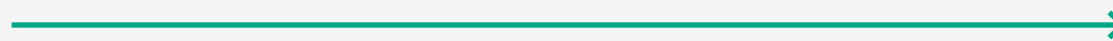
- a. OEKO-TEX® product brand logo
- b. Traceability Information  
(Testing Institute + Label number **or** QR-Code)

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



Mandatory



Maximum

# Label Design Guideline

## Vertical Labels

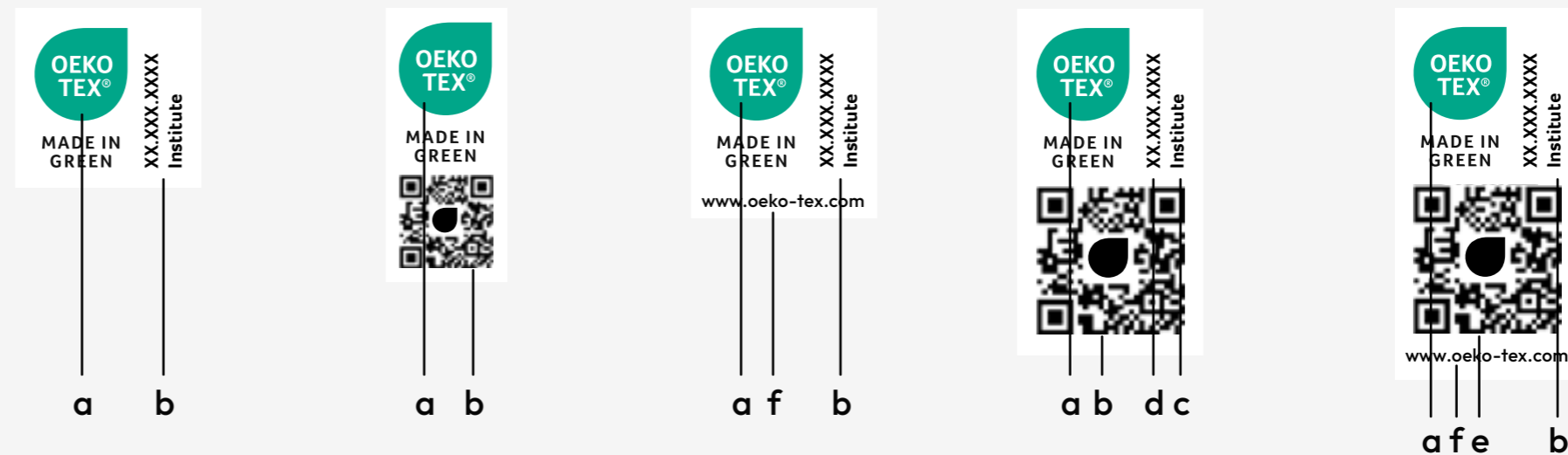
The label is the communication instrument provided by OEKO-TEX® for MADE IN GREEN labelled products.

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

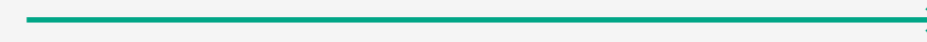
- a. OEKO-TEX® product brand logo
- b. Traceability Information  
(Testing Institute + Label number **or** QR-Code)

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




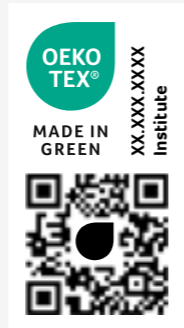








Maximum

# Label Design Guideline

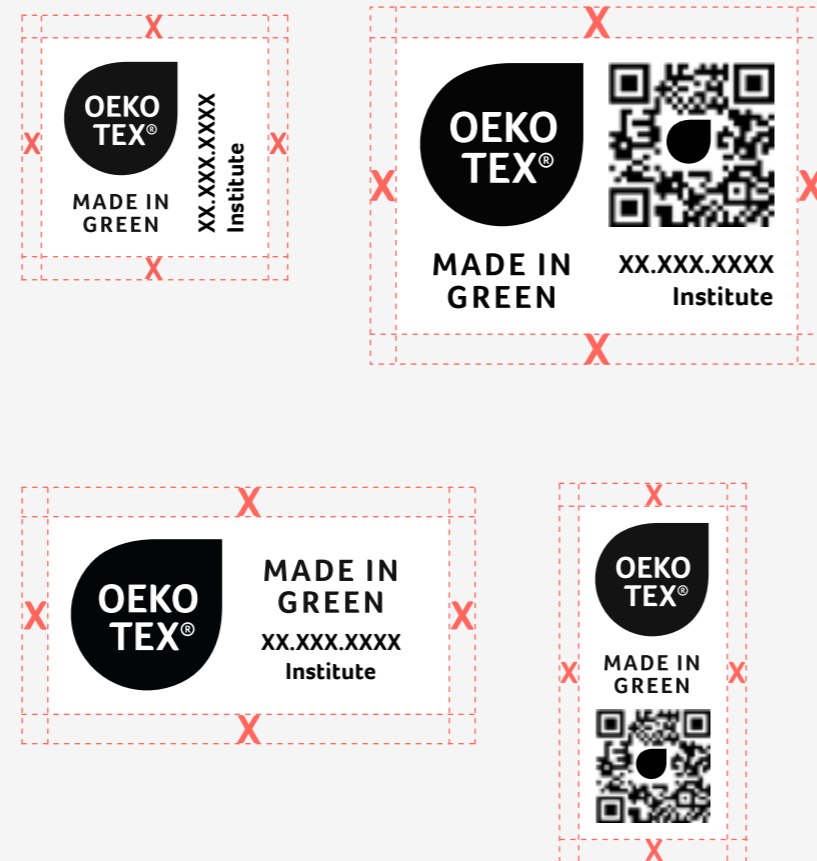
## Layout Overview + Minimum Sizes

ELEMENTS

ELEMENTS	Product Logo + Label Number + Institute	Product Logo + Label Number + Institute + Website	Product Logo + QR-Code	Product Logo + Label Number + Institute + QR-Code	Product Logo + Label Number + Institute + QR-Code + Website	Product Logo + Label Number + Institute	Product Logo + Label Number + Institute + Website	Product Logo + QR-Code	Product Logo + Label Number + Institute + QR-Code	Product Logo + Label Number + Institute + QR-Code + Website
										
<b>PRINT LABEL</b>	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	22.5 mm x 14.5 mm	24.5 mm x 20 mm
<b>WOVEN LABEL</b>	19 mm x 18.5 mm	19 mm x 21 mm	17 mm x 33.5 mm	19 mm x 32 mm	19 mm x 34 mm	30.5 mm x 17 mm	30.5 mm x 18.5 mm	26.5 mm x 18.5 mm	26.5 mm x 18.5 mm	28.5 mm x 24 mm

Labels shown larger than minimum size.

# Label Design Guideline Safe Zone + Placement

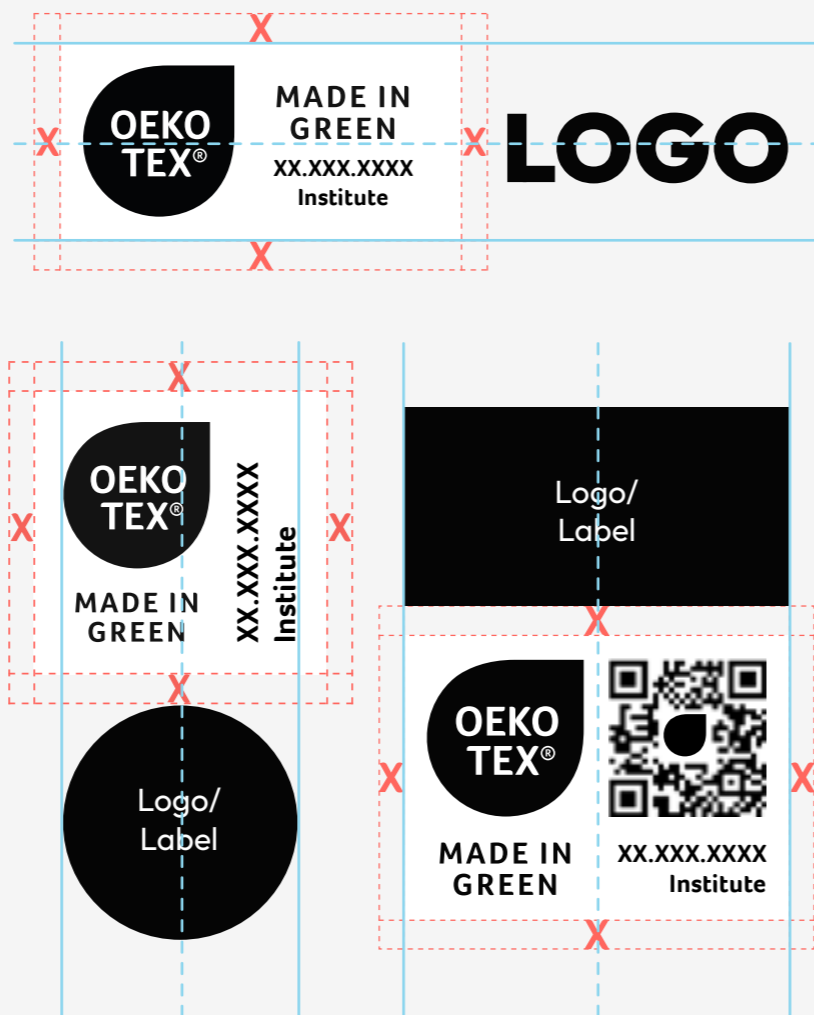


**Please note:**  
Minimum safe zone 'X' is the size of the 'X' in the OEKO-TEX® Logo.

# 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



## 4.1 OEKO-TEX® MADE IN 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® 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](mailto:communication@oeko-tex.com)**

\* No printing of white background necessary.



# Label Design Guideline

## Colour Values


**OEKO-TEX® Green**
**Black**
**White**
**PRINT**

Pantone U

Green U

Black U

-

Pantone C

Green C

Black C

-

CMYK

c84 m0 y57 k0

c0 m0 y0 k98

c0 m0 y0 k0

RAL DESIGN

170 60 45

000 30 00

000 90 00

**DIGITAL**

RGB

r0 g166 b135

r5 g5 b5

r255 g255 b255

HEX

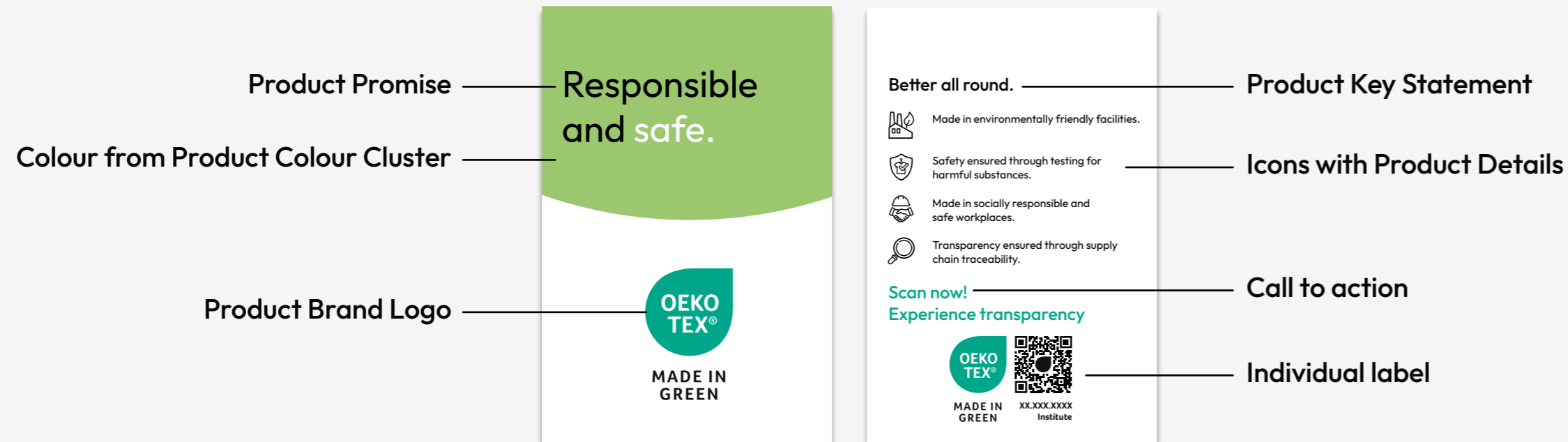
#00AC8C

#050505

#FFFFFF

# 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](http://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

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<b>4.2.3 Hangtag Design Guide</b>	
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# General Information

## a. Who is permitted to use the label?

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- ✓ 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 it?

---

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



## How to use 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.

## 4.2 OEKO-TEX® STANDARD 100

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](http://www.oeko-tex.com)

# General Information Advertisement Labels

## a. Who is permitted to use the 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 it?

---

- ✓ On marketing materials that promote STANDARD 100 certified products.

**Please note:**

- ✗ **The advertisement label shall never be used on products.**

## c. How to use 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.

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.

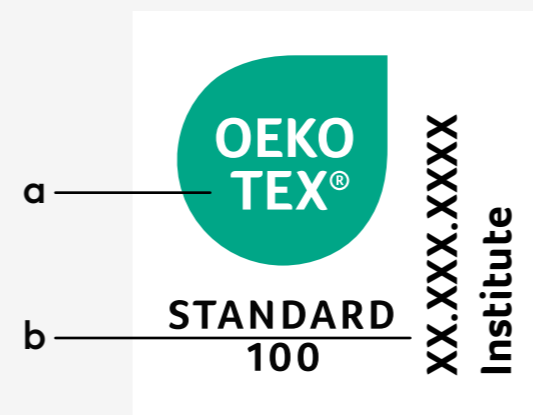
All OEKO-TEX® labels **must** include the following elements:

- 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:



# Label Design Guideline

## Horizontal Labels

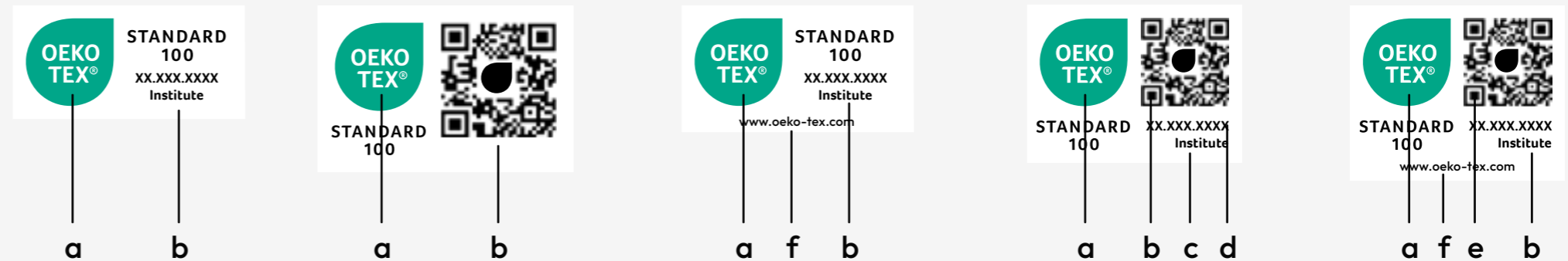
The label is the communication instrument provided by OEKO-TEX® for certified products.

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

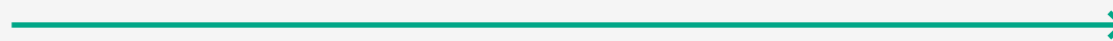
- a. OEKO-TEX® product brand logo
- b. Traceability Information  
(Testing Institute + Certificate number **or** QR-Code)

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



Mandatory



Maximum



# Label Design Guideline Vertical Labels

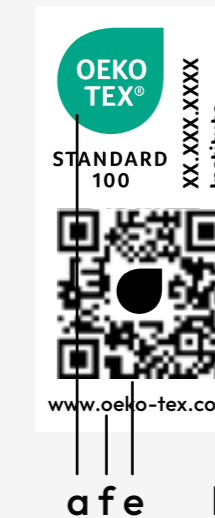
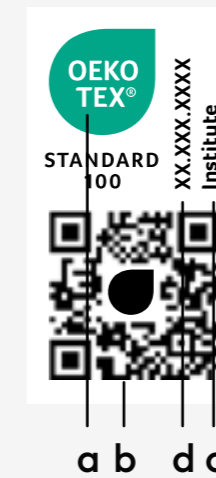
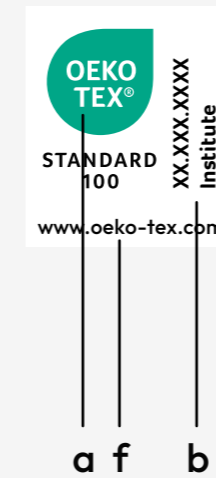
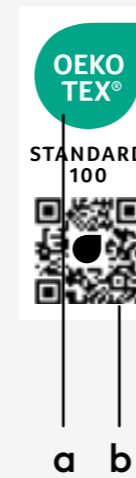
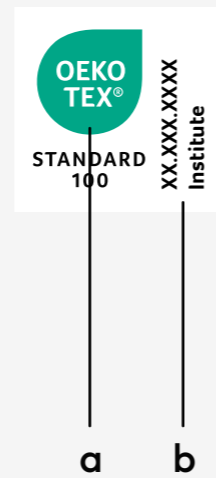
The label is the communication instrument provided by OEKO-TEX® for certified products.

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

ELEMENTS

ELEMENTS	Product Logo + Label Number + Institute	Product Logo + Label Number + Institute + Website	Product Logo + QR-Code	Product Logo + Label Number + Institute + QR-Code	Product Logo + Label Number + Institute + QR-Code + Website	Product Logo + Label Number + Institute	Product Logo + Label Number + Institute + Website	Product Logo + QR-Code	Product Logo + Label Number + Institute + QR-Code	Product Logo + Label Number + Institute + QR-Code + Website
<b>PRINT LABEL</b>	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	22.5 mm x 14.5 mm	24.5 mm x 20 mm
<b>WOVEN LABEL</b>	19 mm x 18.5 mm	19 mm x 21 mm	17 mm x 33.5 mm	19 mm x 32 mm	19 mm x 34 mm	30.5 mm x 17 mm	30.5 mm x 18.5 mm	26.5 mm x 18.5 mm	26.5 mm x 18.5 mm	28.5 mm x 24 mm

\* Labels shown larger than minimum size.

# Label Design Guideline

## PPE

**ELEMENTS**

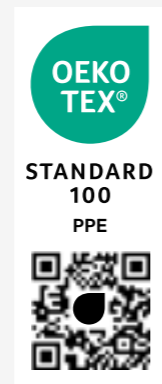
Product Logo  
+ Label Number  
+ Institute



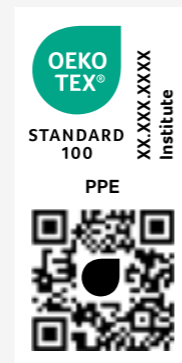
Product Logo  
+ Label Number  
+ Institute  
+ Website



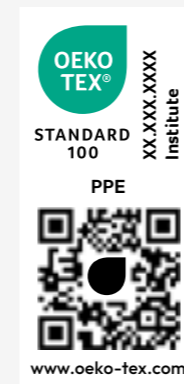
Product Logo  
+ QR-Code



Product Logo  
+ Label Number  
+ Institute  
+ QR-Code



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



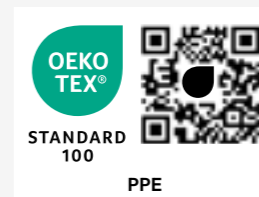
Product Logo  
+ Label Number  
+ Institute



Product Logo  
+ Label Number  
+ Institute  
+ Website



Product Logo  
+ QR-Code



Product Logo  
+ Label Number  
+ Institute  
+ QR-Code



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



**PRINT LABEL** 15 mm x 17 mm

15 mm x 20 mm

13 mm x 32.5 mm

15 mm x 31 mm

15 mm x 33 mm

26.5 mm x 15 mm

26.5 mm x 17.5 mm

22.5 mm x 17 mm

24.5 mm x 21 mm

24.5 mm x 23 mm

**WOVEN LABEL** 19 mm x 21 mm

19 mm x 24 mm

17 mm x 36.5 mm

19 mm x 35 mm

19 mm x 37 mm

29.5 mm x 19 mm

30.5 mm x 21.5 mm

26.5 mm x 21.5 mm

28.5 mm x 25 mm

28.5 mm x 27 mm

\* Labels shown larger than minimum size.

# Label Design Guideline

## Special Articles

**ELEMENTS**

	Product Logo + Label Number + Institute	Product Logo + Label Number + Institute + Website	Product Logo + QR-Code	Product Logo + Label Number + Institute + QR-Code	Product Logo + Label Number + Institute + QR-Code + Website	Product Logo + Label Number + Institute	Product Logo + Label Number + Institute + Website	Product Logo + QR-Code	Product Logo + Label Number + Institute + QR-Code	Product Logo + Label Number + Institute + QR-Code + Website
<b>PRINT LABEL</b>	15 mm x 17 mm	15 mm x 20 mm	13 mm x 32.5 mm	15 mm x 31 mm	15 mm x 33 mm	26.5 mm x 15 mm	26.5 mm x 17.5 mm	22.5 mm x 17 mm	24.5 mm x 21 mm	24.5 mm x 23 mm
<b>WOVEN LABEL</b>	19 mm x 21 mm	19 mm x 24 mm	17 mm x 36.5 mm	19 mm x 35 mm	19 mm x 37 mm	29.5 mm x 19 mm	30.5 mm x 21.5 mm	26.5 mm x 21.5 mm	28.5 mm x 25 mm	28.5 mm x 27 mm

\* Labels shown larger than minimum size.

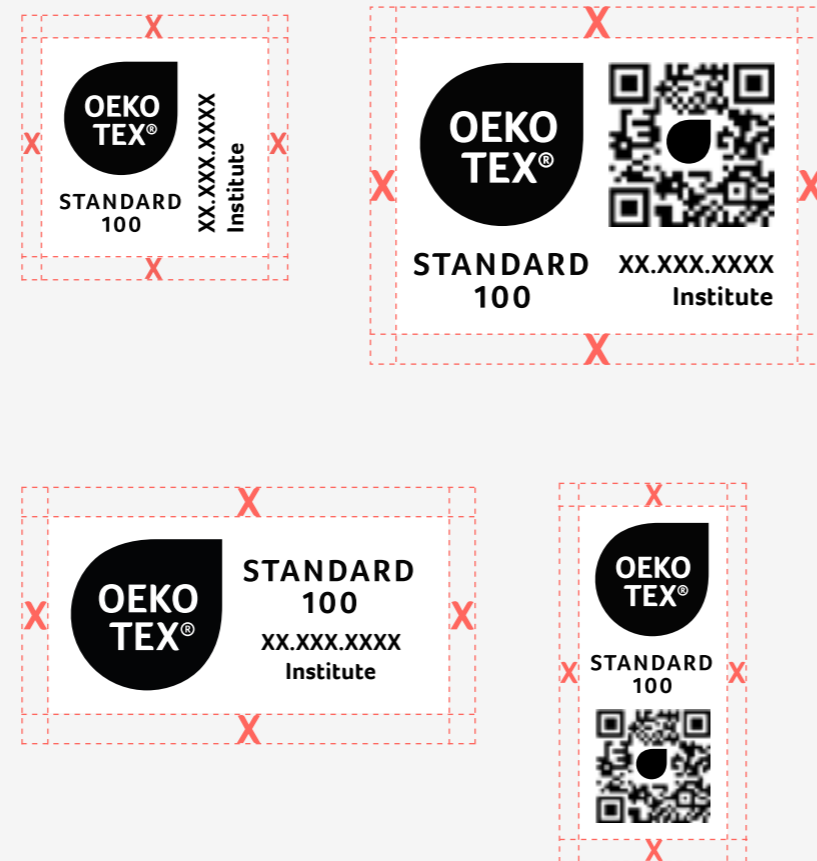
# Label Design Guideline Safe Zone + Placement



## STANDARD 100

Please note:

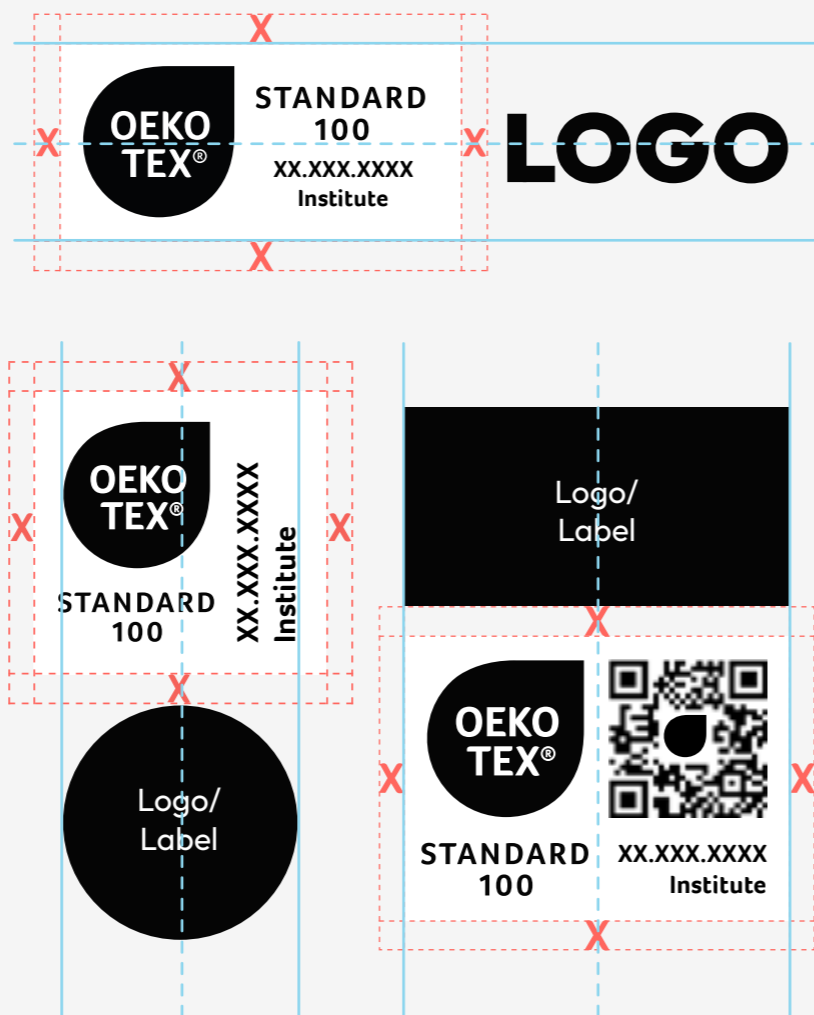
Minimum safe zone 'X' is the size of the 'X' in the OEKO-TEX® Logo.



# Label Design Guideline Co-branding + Placement



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



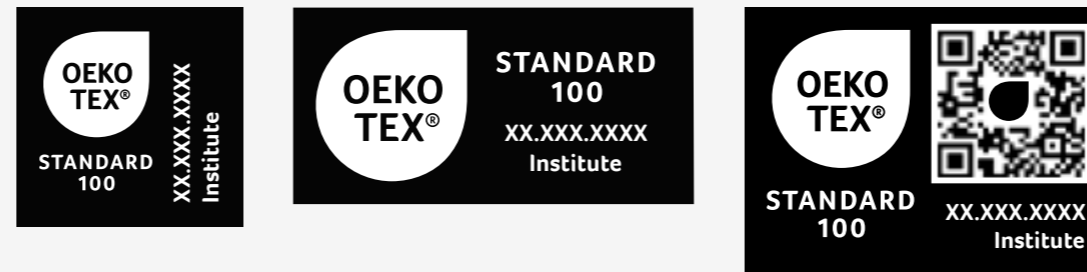
# Label Design Guideline Colour Variants

## 4.2 OEKO-TEX® STANDARD 100

### 1. Positive OEKO-TEX® Green + Black\*



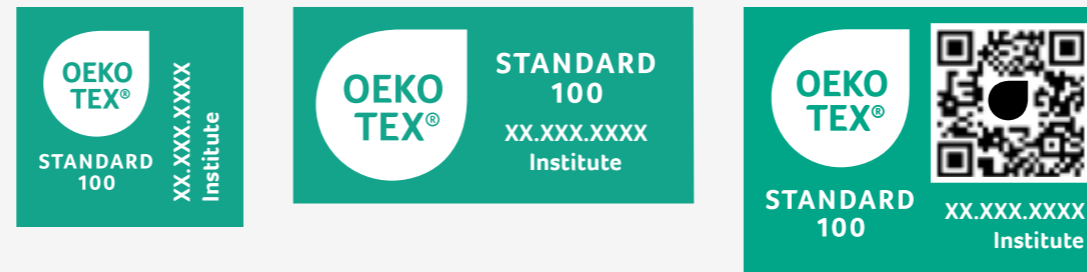
### 3. Negative White + Black



### 2. Positive Black (Monochrome)\*



### 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](mailto:communication@oeko-tex.com)**

\* No printing of white background necessary.

# Label Design Guideline

## Colour Values



### OEKO-TEX® Green

### Black

### White

#### PRINT

Pantone U

Green U

Black U

-

Pantone C

Green C

Black C

-

CMYK

c84 m0 y57 k0

c0 m0 y0 k98

c0 m0 y0 k0

RAL DESIGN

170 60 45

000 30 00

000 90 00

#### DIGITAL

RGB

r0 g166 b135

r5 g5 b5

r255 g255 b255

HEX

#00AC8C

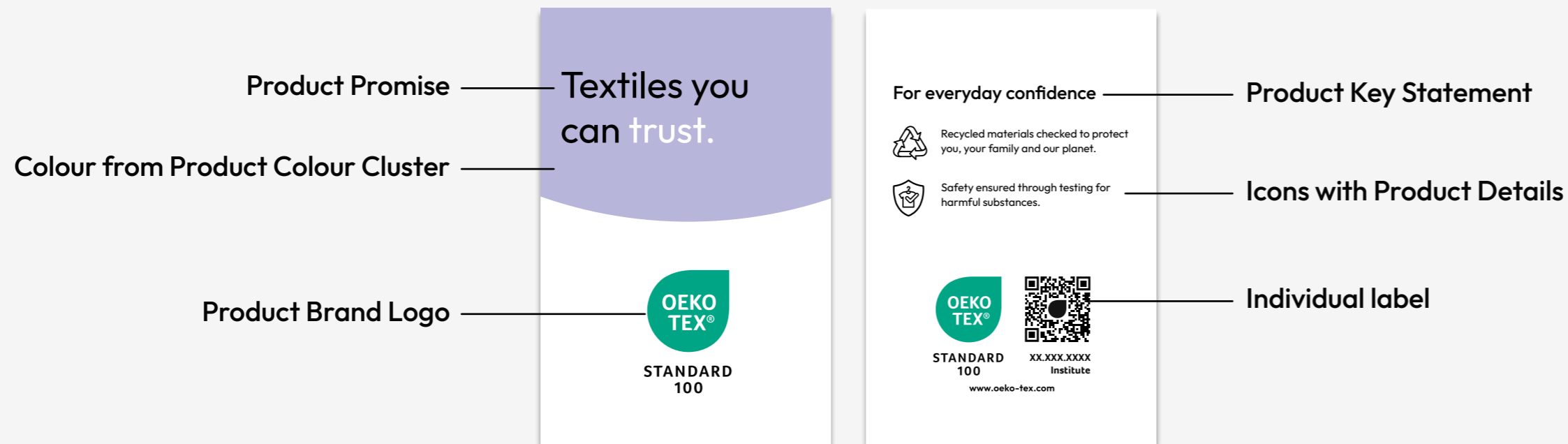
#050505

#FFFFFF



# Hangtag Design Guideline

## Layout Elements



### 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](http://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® LEATHER STANDARD

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<b>4.3.2 Label Design Guide</b>	
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Special Articles	50
Safe Zone + Placement	51
Co-branding + Placement	52
Colour Variants	53
Colour Values	54

# General Information

## a. Who is permitted to use the label?

---

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

## b. Where to place it?

---

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

## 4.3 OEKO-TEX® LEATHER STANDARD

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](http://www.oeko-tex.com)

# General Information

## Advertisement Labels

### a. Who is permitted to use the 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 it?

---

- ✓ On marketing materials that promote LEATHER STANDARD certified products.

**Please note:**

- ✗ **The advertisement label shall never be used on products as product labels, e.g. on hangtags, tags, etc.**

### c. How to use it 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. 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)

# Label Design Guideline

## Label Elements

The label is the communication instrument provided by OEKO-TEX® for certified products.

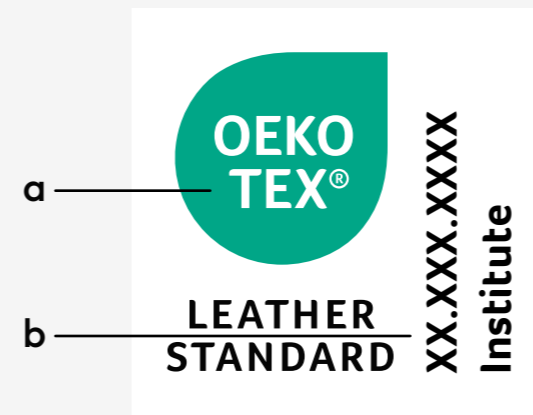
All OEKO-TEX® labels **must** include the following elements:

- 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:



# 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



Mandatory



Maximum

# Label Design Guideline

## Vertical Labels

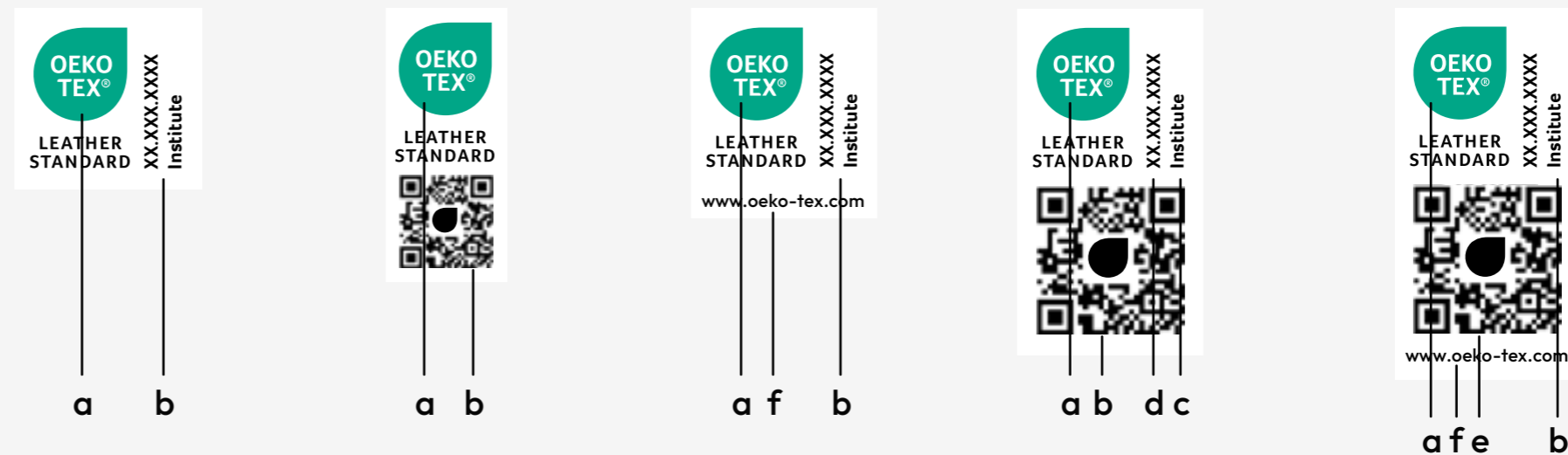
The label is the communication instrument provided by OEKO-TEX® for certified products.

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

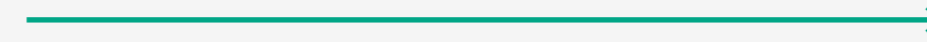
- a. OEKO-TEX® product brand logo
- b. Traceability Information  
(Testing Institute + Certificate number **or** QR-Code)

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





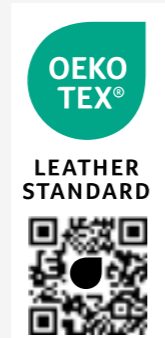
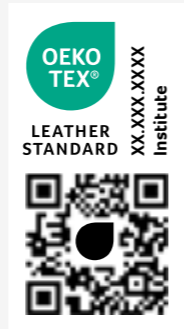
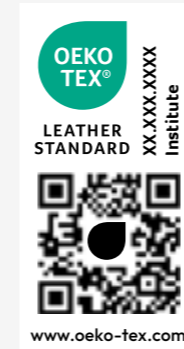



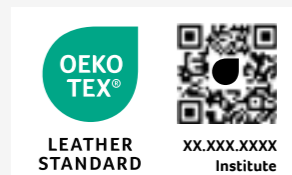

Maximum



# Label Design Guideline

## Layout Overview + Minimum Sizes

**ELEMENTS**

	Product Logo + Label Number + Institute	Product Logo + Label Number + Institute + Website	Product Logo + QR-Code	Product Logo + Label Number + Institute + QR-Code	Product Logo + Label Number + Institute + QR-Code + Website	Product Logo + Label Number + Institute	Product Logo + Label Number + Institute + Website	Product Logo + QR-Code	Product Logo + Label Number + Institute + QR-Code	Product Logo + Label Number + Institute + QR-Code + Website
										
<b>PRINT LABEL</b>	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 20.5 mm
<b>WOVEN LABEL</b>	19 mm x 18.5 mm	19 mm x 21 mm	17 mm x 33.5 mm	19 mm x 32 mm	19 mm x 34 mm	30.5 mm x 17 mm	30.5 mm x 18.5 mm	26.5 mm x 18.5 mm	32.2 mm x 22.5 mm	32.2 mm x 24.5 mm

\* Labels shown larger than minimum size.

# Label Design Guideline

## Special Articles

**ELEMENTS**

	Product Logo + Label Number + Institute	Product Logo + Label Number + Institute + Website	Product Logo + QR-Code	Product Logo + Label Number + Institute + QR-Code	Product Logo + Label Number + Institute + QR-Code + Website	Product Logo + Label Number + Institute	Product Logo + Label Number + Institute + Website	Product Logo + QR-Code	Product Logo + Label Number + Institute + QR-Code	Product Logo + Label Number + Institute + QR-Code + Website
<b>PRINT LABEL</b>	15 mm x 17 mm	15 mm x 20 mm	13 mm x 32.5 mm	15 mm x 31 mm	15 mm x 33 mm	26.5 mm x 15 mm	26.5 mm x 17.5 mm	22.5 mm x 17 mm	28.2 mm x 20.5 mm	28.2 mm x 20.5 mm
<b>WOVEN LABEL</b>	19 mm x 21 mm	19 mm x 24 mm	17 mm x 36.5 mm	19 mm x 35 mm	19 mm x 37 mm	29.5 mm x 19 mm	30.5 mm x 21.5 mm	26.5 mm x 21.5 mm	32.2 mm x 24.5 mm	32.2 mm x 27.5 mm

\* Labels shown larger than minimum size.

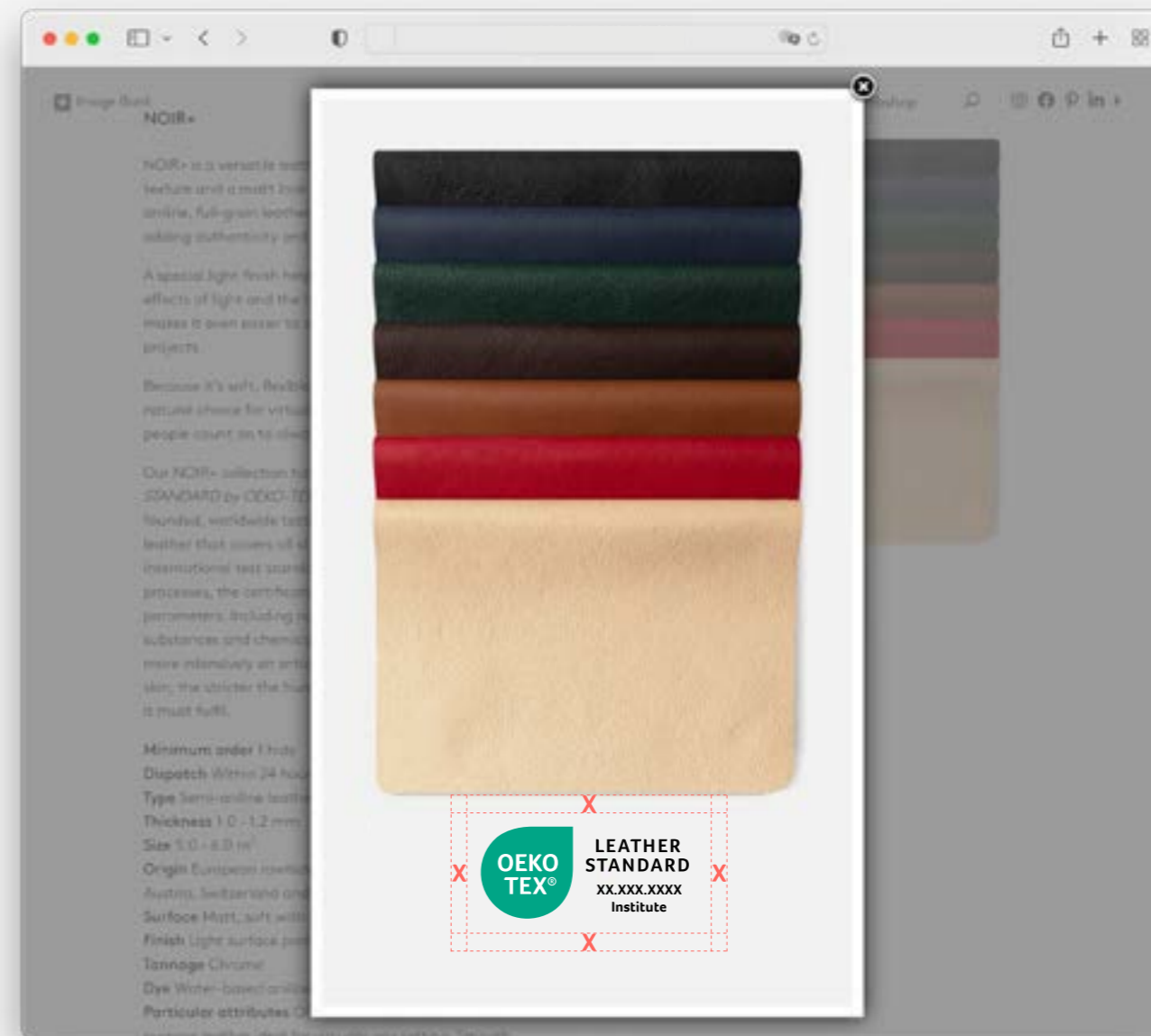
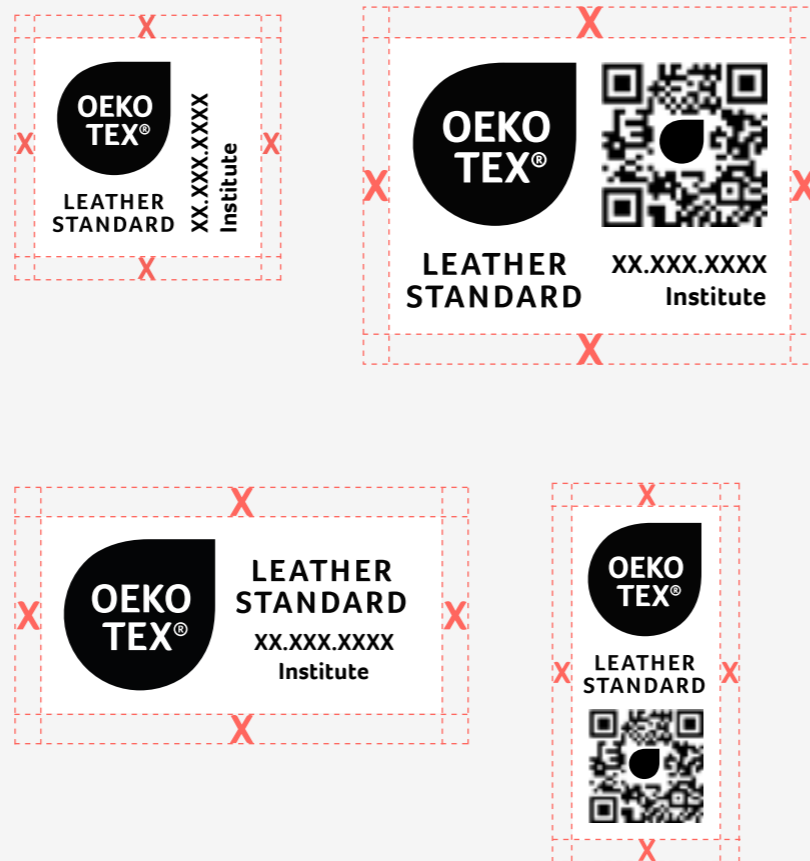
# Label Design Guideline Safe Zone + Placement



## LEATHER STANDARD

Please note:

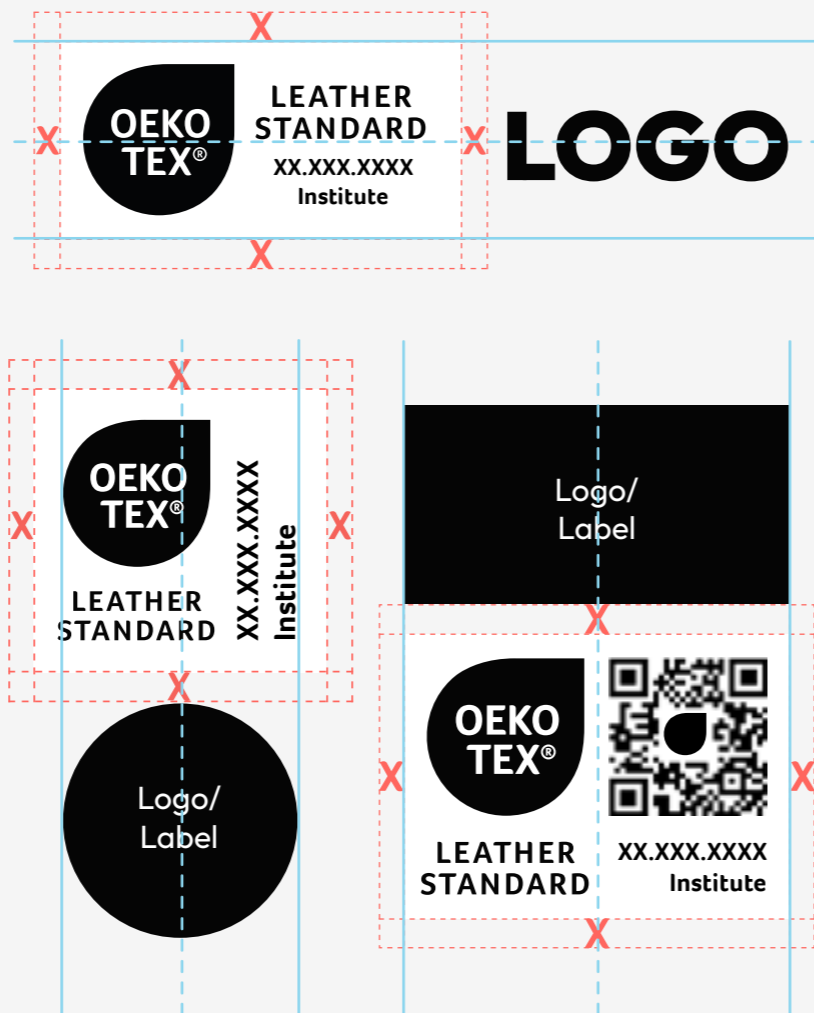
Minimum safe zone 'X' is the size of the 'X' in the OEKO-TEX® Logo.



# Label Design Guideline Co-branding + Placement



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



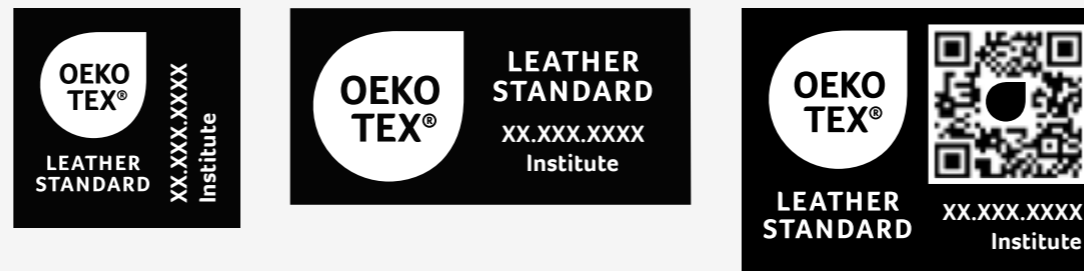
# Label Design Guideline Colour Variants

## 4.3 OEKO-TEX® LEATHER STANDARD

### 1. Positive OEKO-TEX® Green + Black\*



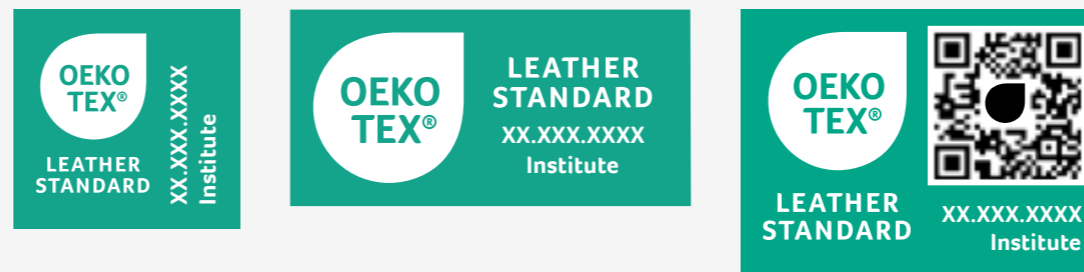
### 3. Negative White + Black



### 2. Positive Black (Monochrome)\*



### 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](mailto:communication@oeko-tex.com)**

\* No printing of white background necessary.

# Label Design Guideline

## Colour Values


**OEKO-TEX® Green**
**Black**
**White**
**PRINT**

Pantone U

Green U

Black U

-

Pantone C

Green C

Black C

-

CMYK

c84 m0 y57 k0

c0 m0 y0 k98

c0 m0 y0 k0

RAL DESIGN

170 60 45

000 30 00

000 90 00

**DIGITAL**

RGB

r0 g166 b135

r5 g5 b5

r255 g255 b255

HEX

#00AC8C

#050505

#FFFFFF

## 4.4 OEKO-TEX® STeP

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Co-branding + Placement	63
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Colour Values	65

# General Information

## a. Who is permitted to use the label?

---

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

## b. Where to place it?

---

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 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.

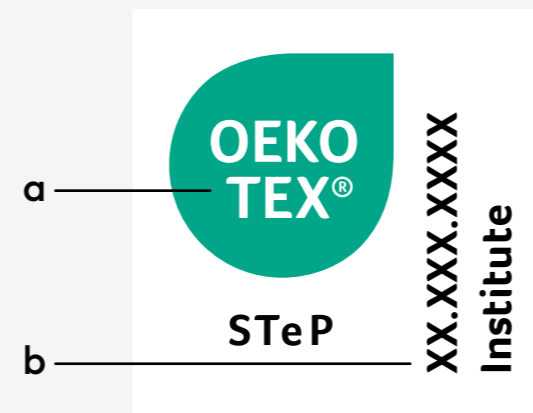
All OEKO-TEX® labels **must** include the following elements:

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

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:



# 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:

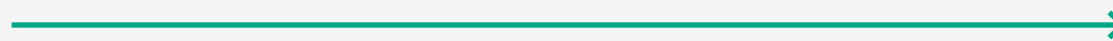
- a. OEKO-TEX® product brand logo
- b. Traceability Information  
(Testing Institute + Certificate number **or** QR-Code)

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



Mandatory



Maximum

# Label Design Guideline Vertical Labels

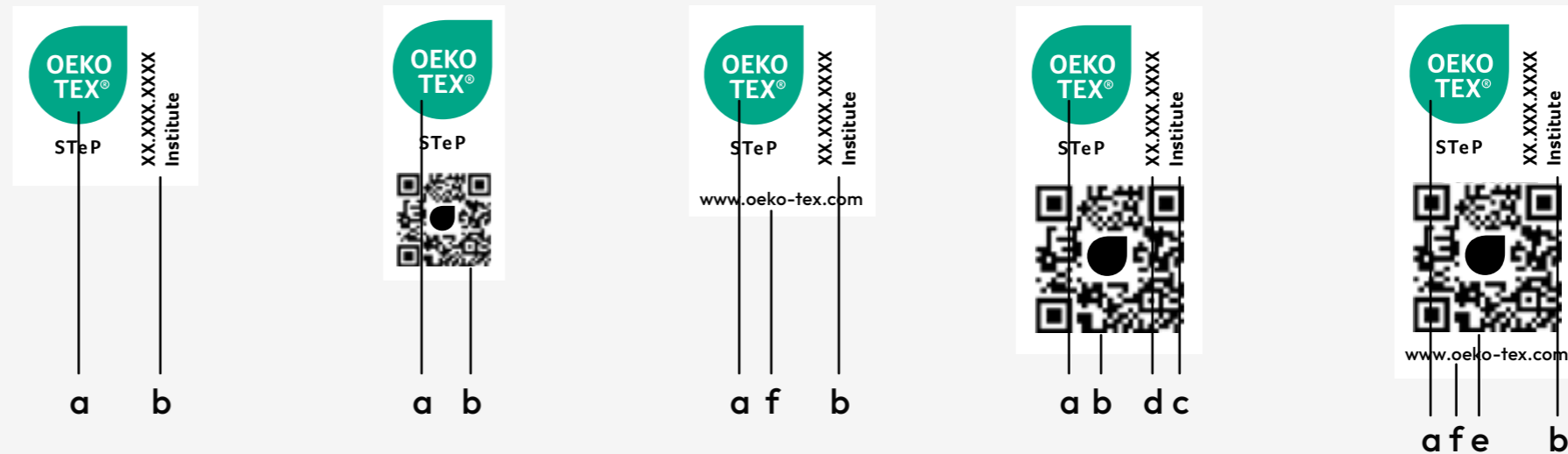
The label is the communication instrument provided by OEKO-TEX® for certified production facilities.

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



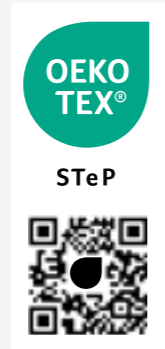

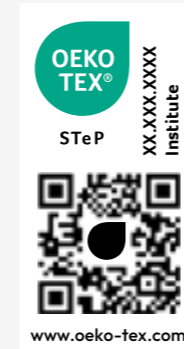







Maximum

# Label Design Guideline

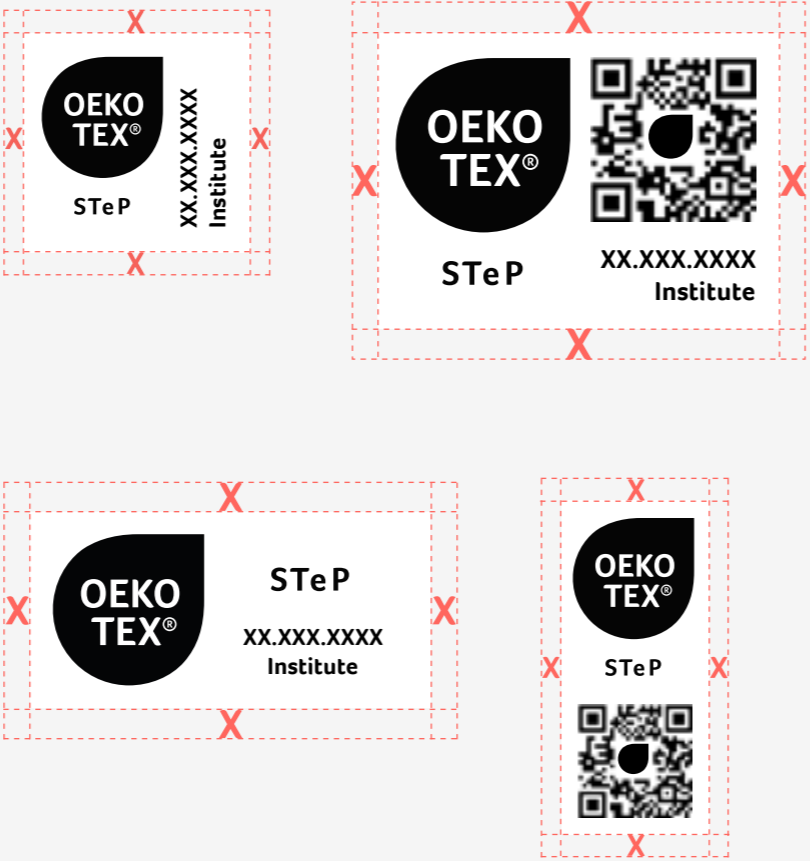
## Layout Overview + Minimum Sizes

ELEMENTS

ELEMENTS	Product Logo + Label Number + Institute	Product Logo + Label Number + Institute + Website	Product Logo + QR-Code	Product Logo + Label Number + Institute + QR-Code	Product Logo + Label Number + Institute + QR-Code + Website	Product Logo + Label Number + Institute	Product Logo + Label Number + Institute + Website	Product Logo + QR-Code	Product Logo + Label Number + Institute + QR-Code	Product Logo + Label Number + Institute + Website + QR-Code
										
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	22.5 mm x 14.5 mm	24.5 mm x 20 mm
WOVEN LABEL	--	--	--	--	--	--	--	--	--	--

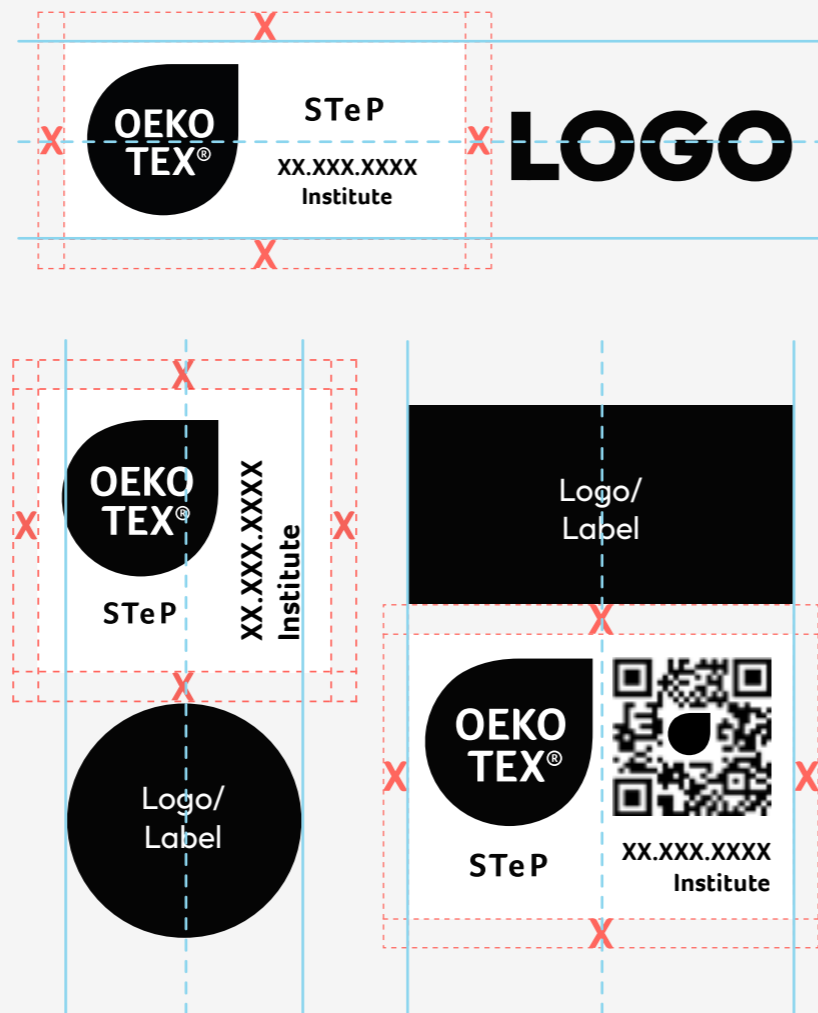
\* Labels shown larger than minimum size.

# Label Design Guideline Safe Zone + Placement



# Label Design Guideline

## Co-branding + Placement



# Label Design Guideline Colour Variants

## 4.4 OEKO-TEX® STeP

### 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](mailto:communication@oeko-tex.com)**

\* No printing of white background necessary.



# Label Design Guideline

## Colour Values



### OEKO-TEX® Green

### Black

### White

#### PRINT

Pantone U

Green U

Black U

-

Pantone C

Green C

Black C

-

CMYK

c84 m0 y57 k0

c0 m0 y0 k98

c0 m0 y0 k0

RAL DESIGN

170 60 45

000 30 00

000 90 00

#### DIGITAL

RGB

r0 g166 b135

r5 g5 b5

r255 g255 b255

HEX

#00AC8C

#050505

#FFFFFF

## 4.5 OEKO-TEX® ECO PASSPORT

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Co-branding + Placement	74
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# General Information

## a. Who is permitted to use the label?

---

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

## b. Where to place it?

---

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

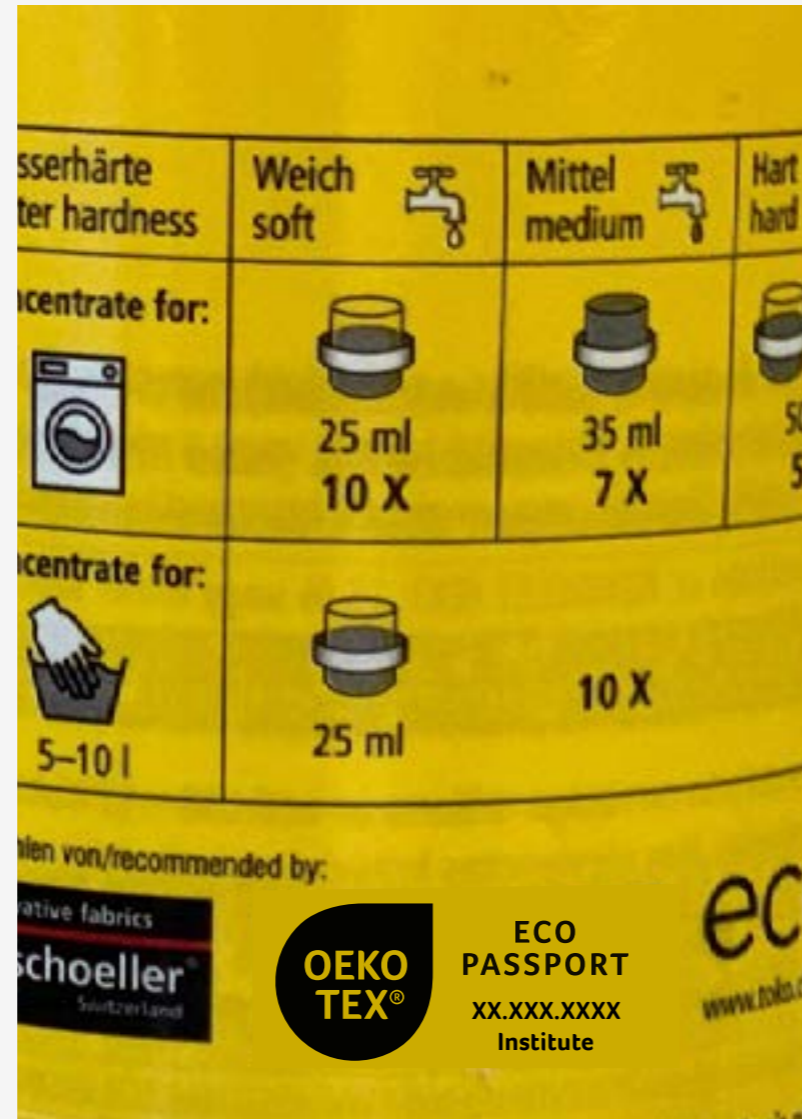
# General Information

## c. How to use on product:

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®.



## How to use on marketing materials:

The ECO PASSPORT label should be used on product marketing materials. It can be used to promote OEKO-TEX® ECO PASSPORT certified products through catalogues, flyers, product websites or any other media such as Social Media in connection with a ECO PASSPORT 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 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.

## 4.5 OEKO-TEX® ECO PASSPORT

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 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](http://www.oeko-tex.com)

# Label Design Guideline

## Label Elements

The label is the communication instrument provided by OEKO-TEX® for certified products.

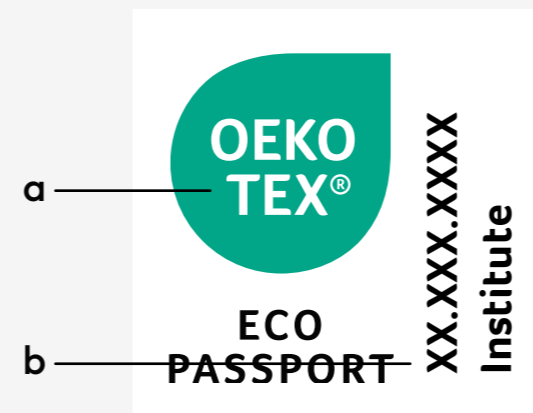
All OEKO-TEX® labels **must** include the following elements:

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

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:



# 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



Mandatory



Maximum

# Label Design Guideline Vertical Labels

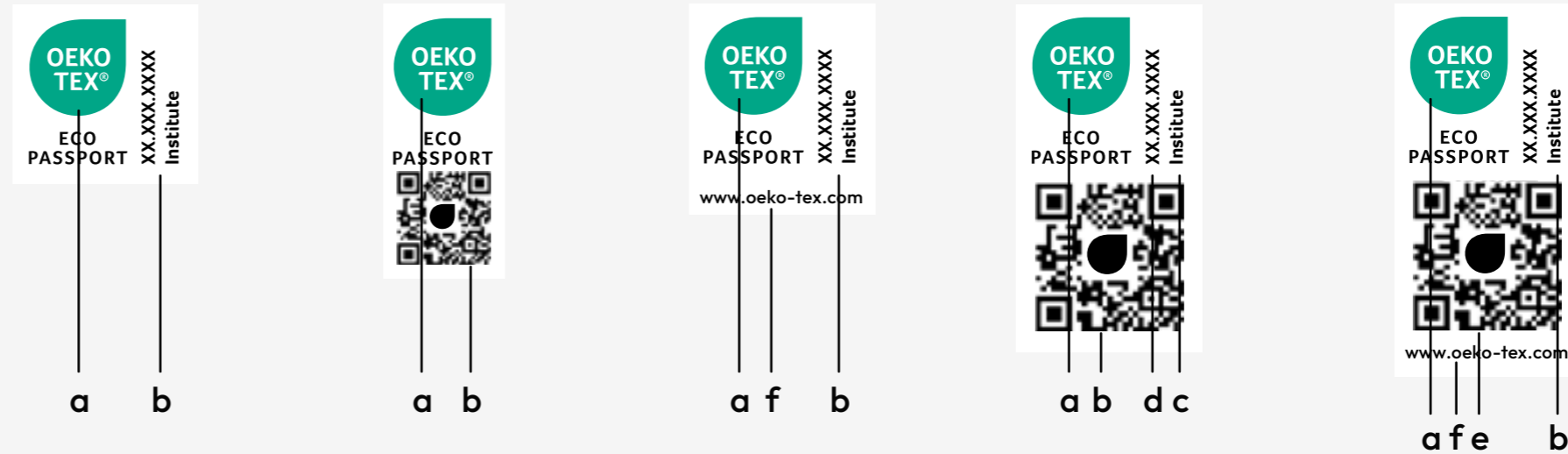
The label is the communication instrument provided by OEKO-TEX® for certified products.

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

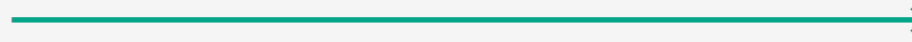
- a. OEKO-TEX® product brand logo
- b. Traceability Information  
(Testing Institute + Certificate number **or** QR-Code)

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



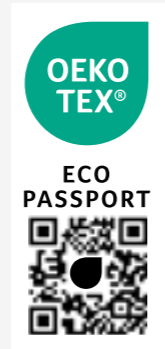
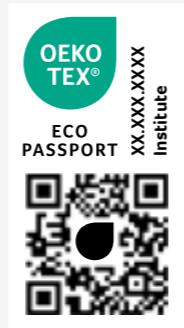








Maximum

# Label Design Guideline

## Layout Overview + Minimum Sizes

ELEMENTS

ELEMENTS	Product Logo + Label Number + Institute	Product Logo + Label Number + Institute + Website	Product Logo + QR-Code	Product Logo + Label Number + Institute + QR-Code	Product Logo + Label Number + Institute + QR-Code + Website	Product Logo + Label Number + Institute	Product Logo + Label Number + Institute + Website	Product Logo + QR-Code	Product Logo + Label Number + Institute + QR-Code	Product Logo + Label Number + Institute + QR-Code + Website
										
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	22.5 mm x 14.5 mm	24.5 mm x 20 mm
WOVEN LABEL	--	--	--	--	--	--	--	--	--	--

\* Labels shown larger than minimum size.

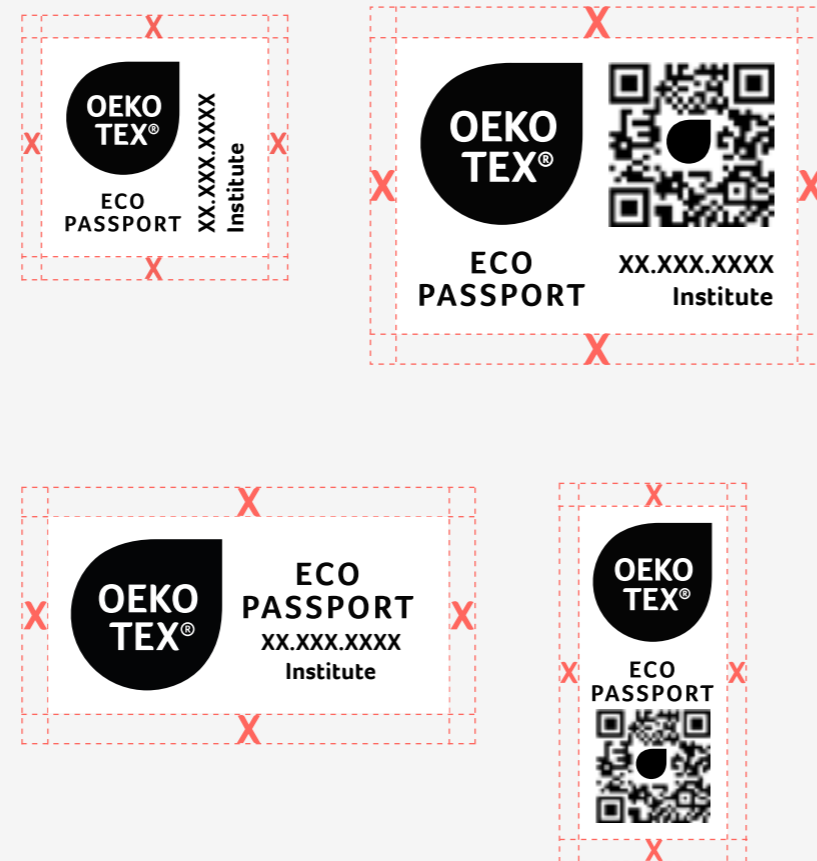


# Label Design Guideline Safe Zone + Placement



Please note:

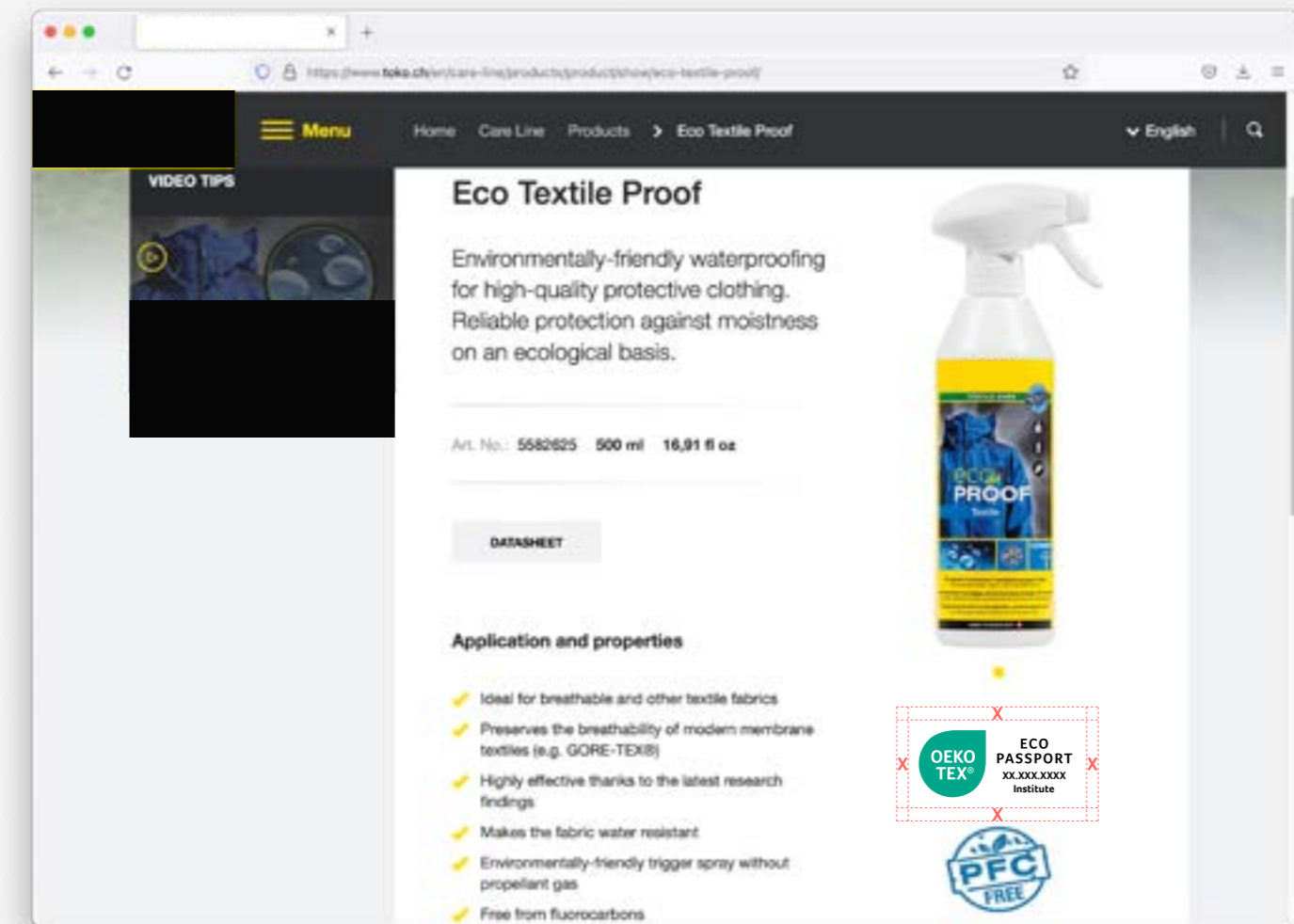
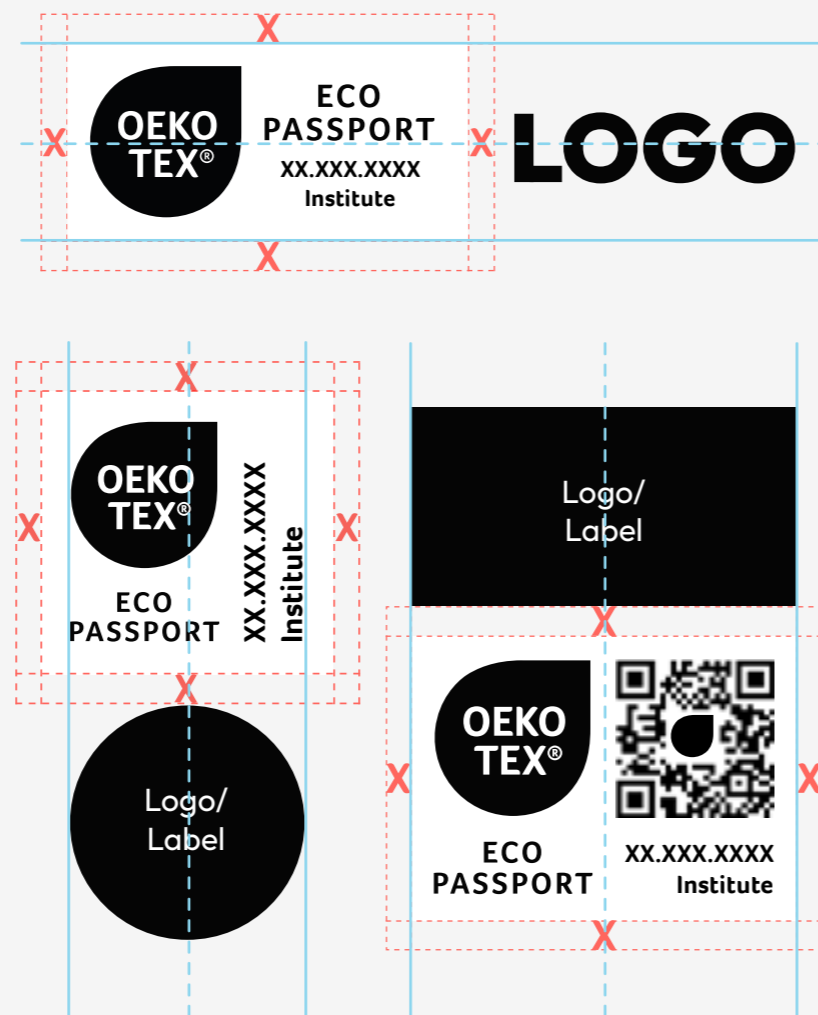
Minimum safe zone 'X' is the size of the 'X' in the OEKO-TEX® Logo.



# Label Design Guideline Co-branding + Placement



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



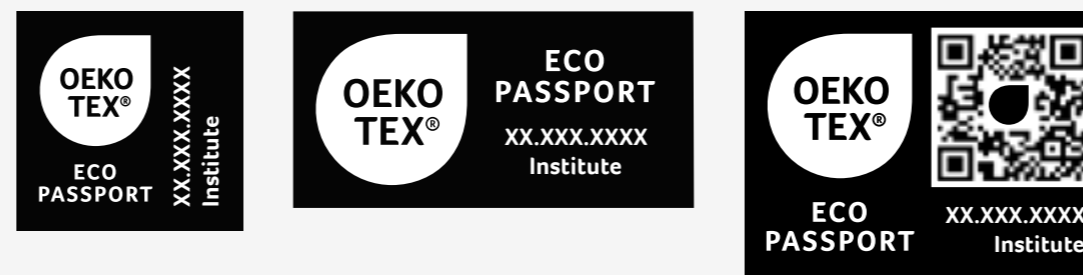
# Label Design Guideline Colour Variants

## 4.5 OEKO-TEX® ECO PASSPORT

### 1. Positive OEKO-TEX® Green + Black\*



### 3. Negative White + Black



### 2. Positive Black (Monochrome)\*



### 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](mailto:communication@oeko-tex.com)**

\* No printing of white background necessary.

# Label Design Guideline

## Colour Values


**OEKO-TEX® Green**
**Black**
**White**
**PRINT**

Pantone U

Green U

Black U

-

Pantone C

Green C

Black C

-

CMYK

c84 m0 y57 k0

c0 m0 y0 k98

c0 m0 y0 k0

RAL DESIGN

170 60 45

000 30 00

000 90 00

**DIGITAL**

RGB

r0 g166 b135

r5 g5 b5

r255 g255 b255

HEX

#00AC8C

#050505

#FFFFFF

## 4.6 OEKO-TEX® RESPONSIBLE BUSINESS

<b>4.6.1 General Information</b>	78
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Co-branding + Placement	85
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Colour Values	87

# General Information

## a. Who is permitted to use the label?

---

- ✓ OEKO-TEX® customers with a valid RESPONSIBLE BUSINESS certificate.

## b. Where to place it?

---

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 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 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 is 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.

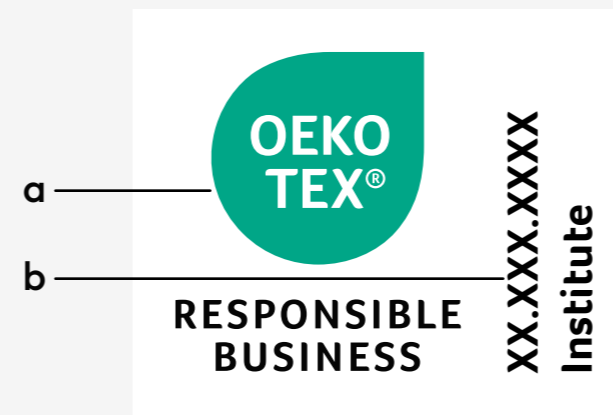
All OEKO-TEX® labels **must** include the following elements:

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

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:





# 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 + Certificatel 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)

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

ELEMENTS

ELEMENTS	Product Logo + Label Number + Institute	Product Logo + Label Number + Institute + Website	Product Logo + QR-Code	Product Logo + Label Number + Institute + QR-Code	Product Logo + Label Number + Institute + QR-Code + Website	Product Logo + Label Number + Institute	Product Logo + Label Number + Institute + Website	Product Logo + QR-Code	Product Logo + Label Number + Institute + QR-Code	Product Logo + Label Number + Institute + QR-Code + Website
										
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	24.5 mm x 14.5 mm	24.5 mm x 20 mm
WOVEN LABEL	--	--	--	--	--	--	--	--	--	--

Labels shown larger than minimum size.

# Label Design Guideline Safe Zone + Placement



## RESPONSIBLE BUSINESS

Please note:

Minimum safe zone 'X' is the size of the 'X' in the OEKO-TEX® Logo.



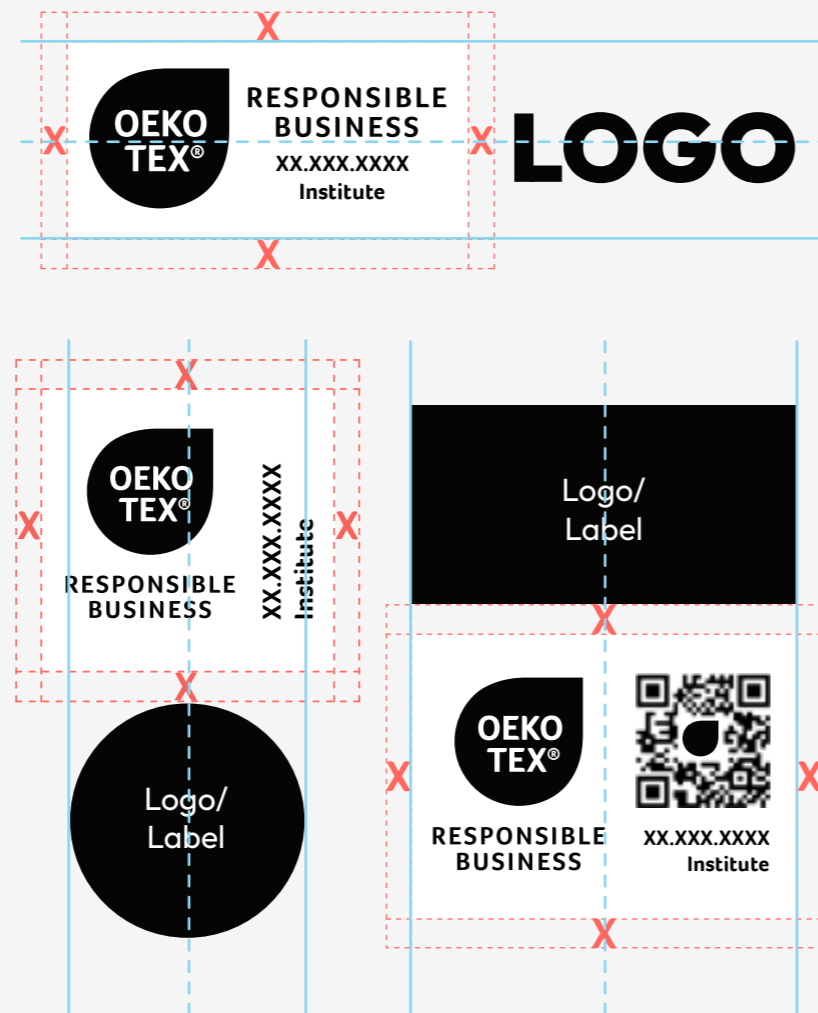
# Label Design Guideline Co-branding + Placement



## RESPONSIBLE BUSINESS

Please note:

Minimum safe zone 'X' is the size of the 'X' in the OEKO-TEX® Logo.



# Label Design Guideline Colour Variants

## 4.6 OEKO-TEX® RESPONSIBLE BUSINESS

### 1. Positive OEKO-TEX® Green + Black\*



### 3. Negative White + Black



### 2. Positive Black (Monochrome)\*



### 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](mailto:communication@oeko-tex.com)

\* No printing of white background necessary.

# Label Design Guideline

## Colour Values



	OEKO-TEX® Green	Black	White
<b>PRINT</b>			
Pantone U	Green U	Black U	-
Pantone C	Green C	Black C	-
CMYK	c84 m0 y57 k0	c0 m0 y0 k98	c0 m0 y0 k0
RAL DESIGN	170 60 45	000 30 00	000 90 00
<b>DIGITAL</b>			
RGB	r0 g166 b135	r5 g5 b5	r255 g255 b255
HEX	#00AC8C	#050505	#FFFFFF

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.

Reach us at

[communication@oeko-tex.com](mailto:communication@oeko-tex.com)

0041 44 501 26 00

© OEKO-TEX®

Design: Schwitzke ID