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 an integrated and binding part of the standards.

2. Information

Key Terms & Definitions Organisation

OEKO-TEX®

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

OEKO-TEX® issues the certifications
OEKO-TEX® STANDARD 100,
OEKO-TEX® ORGANIC COTTON,
OEKO-TEX® LEATHER STANDARD,
OEKO-TEX® STeP,
OEKO-TEX® ECO PASSPORT and
OEKO-TEX® RESPONSIBLE BUSINESS
and the product label
OEKO-TEX® MADE IN GREEN.

Testing Institutes

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

Certificate

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

MADE IN GREEN label

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

Certificate Number

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

MADE IN GREEN Label Number/Product ID

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

Key Terms & Definitions
Marks

OEKO-TEX® umbrella brand

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

OEKO-TEX® umbrella logo

Logo

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® 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

OEKO-TEX® provides labels as a communication tool for certified and qualified products, production facilities or management systems.

OEKO-TEX® customers and partners are permitted to use OEKO-TEX® labels upon fulfillment of the requirements applicable to the relevant standards. There are different types of labels. Please learn more about this labels in the relevant Product Brand Section of this Labelling Guide.

Brand Architecture

Umbrella Brand

Product Brands

MADE IN GREEN

STANDARD 100

ORGANIC COTTON

LEATHER STANDARD

STeP

ECO PASSPORT

RESPONSIBLE BUSINESS

3. Logos

Umbrella Brand Logo

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

✓ OEKO-TEX® testing institutes, media publications, collaborating organisations.

b. Where to place it?

✓ Off product only.

✓ May be displayed on marketing material, websites and corporate materials.

X Must never be displayed on product packaging or product marketing materials.

c. How to use it?

In cases where a non-product specific reference to OEKO-TEX® has to be made, approval to use the OEKO-TEX® brand logo may be requested. Upon request, the use of the OEKO-TEX® umbrella brand logo is reviewed and approved individually by OEKO-TEX® or the corresponding institutes.

The OEKO-TEX® umbrella brand logo on websites or marketing materials should appear within clear proximity to the mention. The nature of the relationship must be described accurately in a pre-approved statement.

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

Product Brand Logos

MADE IN GREEN

STANDARD 100

ORGANIC COTTON

LEATHER STANDARD

STeP

ECO PASSPORT

RESPONSIBLE BUSINESS

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

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

✓ Distributers or retailers who carry at least one product with a valid certificate or product ID.

✓ OEKO-TEX® testing institutes, media publications, collaborating organisations.

b. Where to place it?

✓ Off product only.

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

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

c. How to use it?

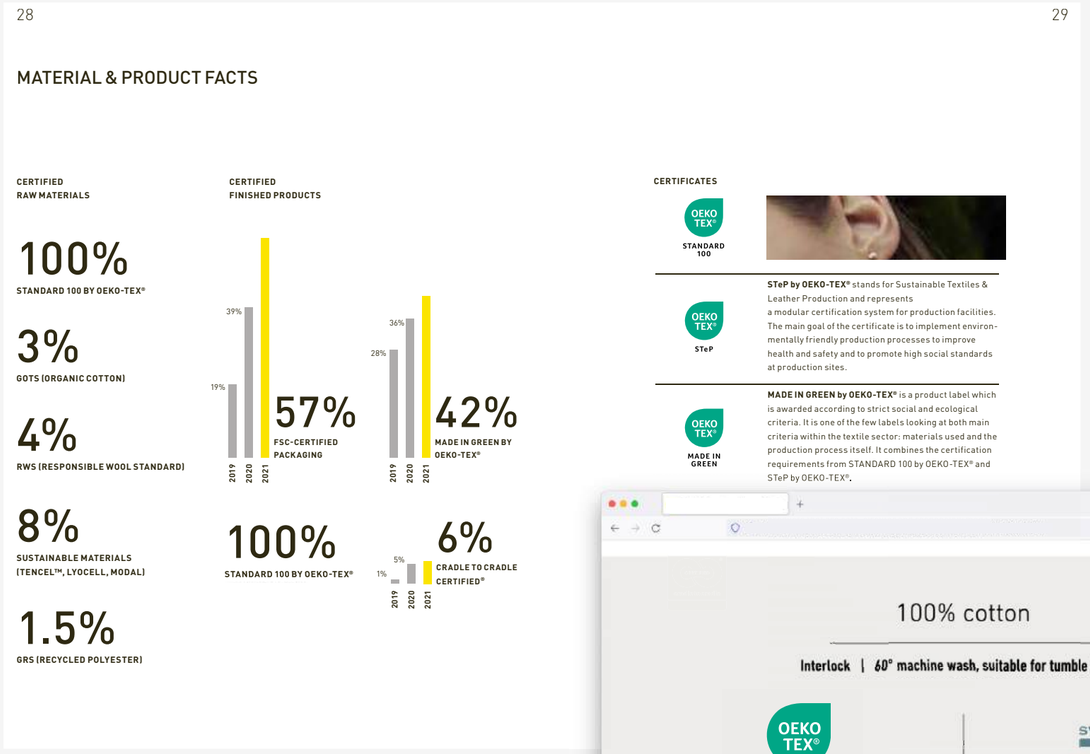
A clear distinction between certified and uncertified products and companies must be made. A reference to look for the label on qualified products is highly recommended.

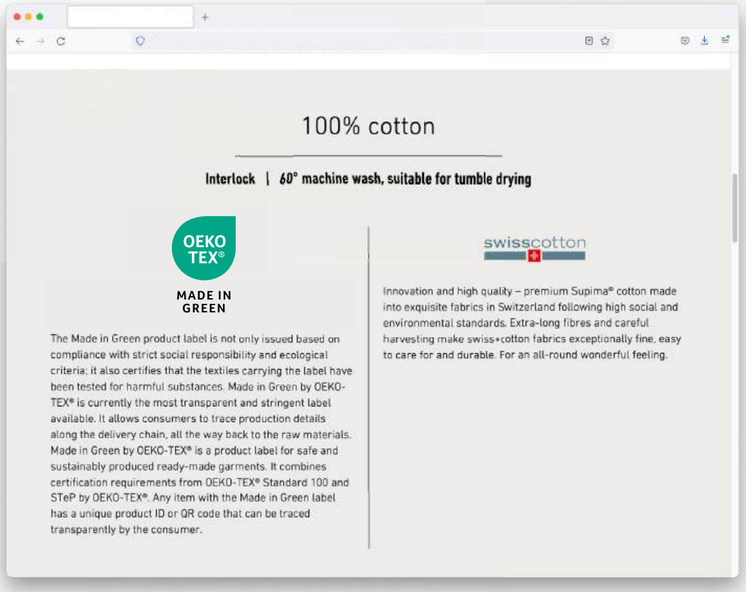
If OEKO-TEX® product brand logos are used for general advertisement, the physical products must be marked with the valid corresponding label, including the label number and the institute.

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

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

Logo Do's & Don'ts





Do:

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

Don't:

- X On product
- X Webshop / Product Page

4. Labels

Overview

The OEKO-TEX® label is the tool for certified or qualified products, production facilities or management systems.

OEKO-TEX® customers and partners are permitted to use OEKO-TEX® labels upon fulfillment of the requirements applicable to the relevant standards.

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

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

* Example label layouts shown with the mandatory elements.

4.1 OEKO-TEX® MADE IN GREEN

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General Information

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

- ✓ 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 the MADE IN GREEN label?

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

c. Where to find the MADE IN GREEN label?

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

Please note:

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

General Information

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

The OEKO-TEX® MADE IN GREEN label may be used on products and product packaging to identify specific products that have qualified for that label.

The label should be visibly placed and easy to access for consumers on hangtag, tag, woven label or packaging.

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

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

Packaging material covers the label number

Labellayout manually changed after downloading file through the Label Editor

General Information

How to use the MADE IN GREEN label on marketing materials

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

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

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

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

OEKO-TEX® strongly recommends using the label to promote products. However, we recognise that sometimes the design-solution won't allow it. In these cases, a second option to promote the MADE IN GREEN labelled products is available. This is done through text, which shall be in visual adjacency to the promoted product.

The text must contain the following information: full OEKO-TEX® product brand name, Product ID number / MADE IN GREEN Label number, institute.

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

Example:

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

Please note:

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

General Information Advertisement Labels

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

- ✓ OEKO-TEX® customers with at least one valid specific MADE IN GREEN label, if logistics makes it necessary to work internally with one uniform label.
- ✓ Retailers may receive their own MADE IN GREEN advertisement label if they sell MADE IN GREEN labelled products in their assortment.

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

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

Please note:

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

c. How to use the MADE IN GREEN 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. OEKO-TEX®recognizes the need to broadly reference 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 MADE IN GREEN qualified products and unqualified products.

It is mandatory that the displayed label includes all the mandatory components for a MADE IN GREEN label (see page 19).

Label Design Guideline
Label Elements

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

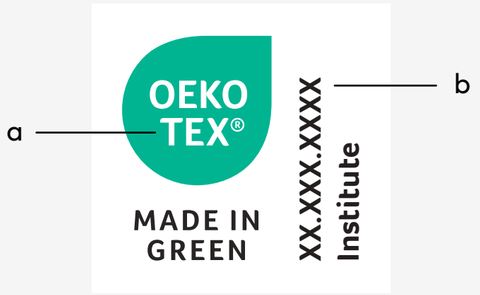
All OEKO-TEX® labels must include the following elements:

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

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

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

Mandatory Elements:



All Elements:

Label Design Guideline
Horizontal Labels

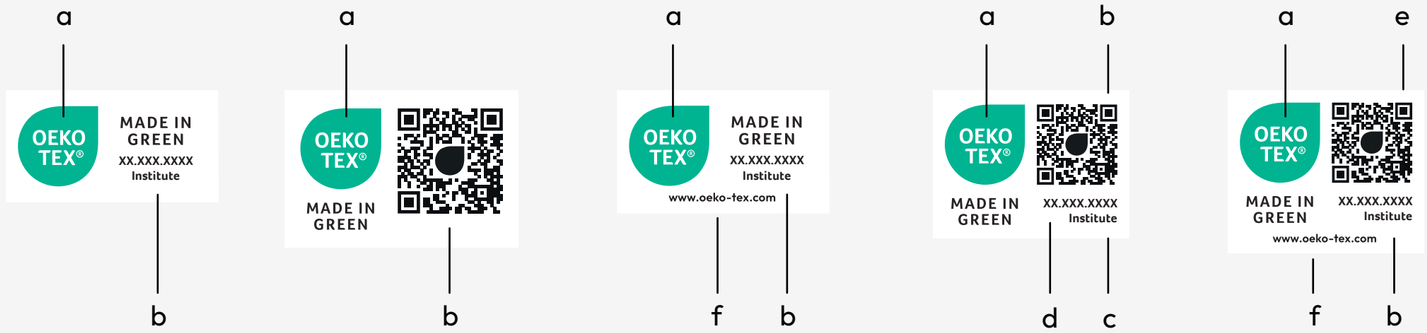
OEKO-TEX® provides the label as a communication tool for MADE IN GREEN qualified products.

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

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

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

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



Mandatory → Maximum

Label Design Guideline
Vertical Labels

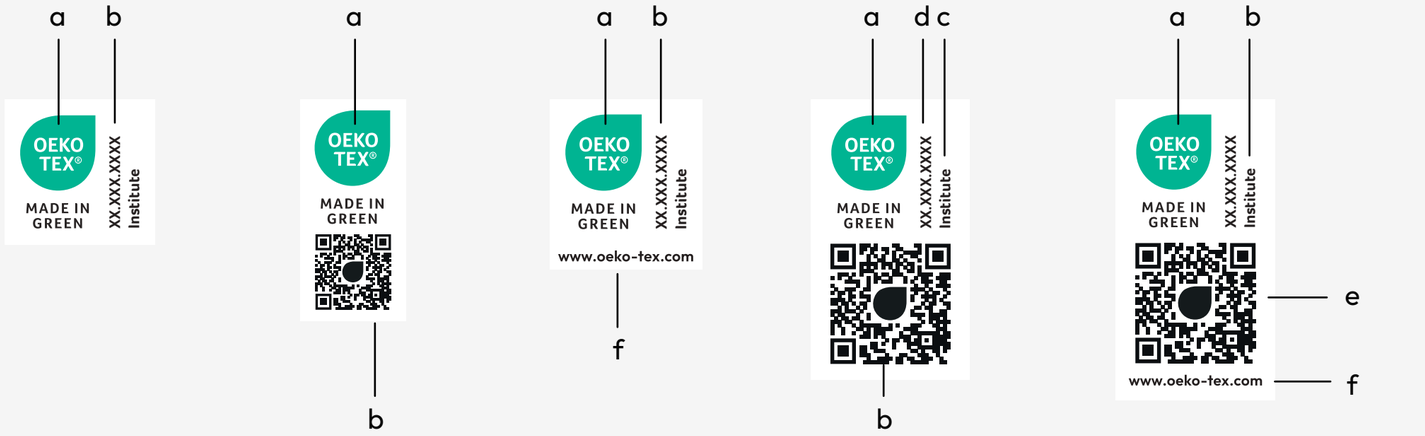
OEKO-TEX® provides the label as a communication tool for MADE IN GREEN qualified products.

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

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

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

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



Label Design Guideline
Layout Overview + Minimum Sizes

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

Elements	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 18 mm	24.5 mm x 20 mm
Woven Label	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

Label Design Guideline
Safe Zone + Placement

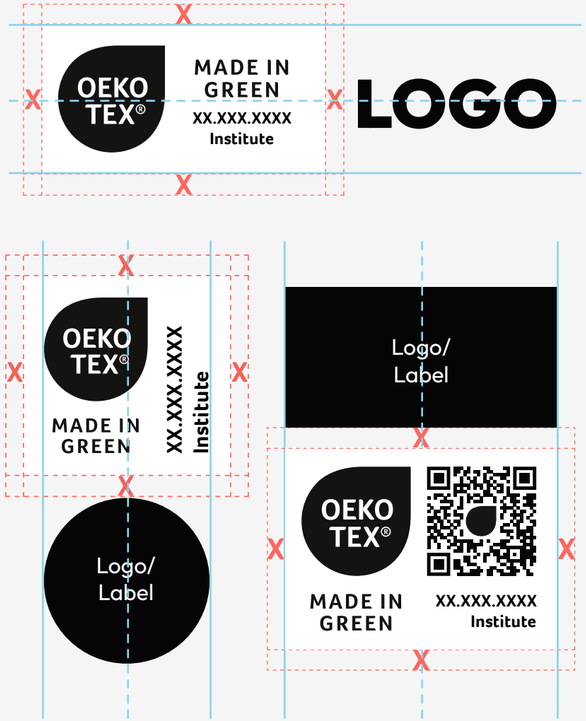
Please note:

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

Label Design Guideline
Co-branding + Placement

Please note:

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



Label Design Guideline
Colour Variants

1. Positive OEKO-TEX® Green + Black*

2. Positive Black (Monochrome)*

3. Negative White + Black

4. Negative White + OEKO-TEX® Green

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

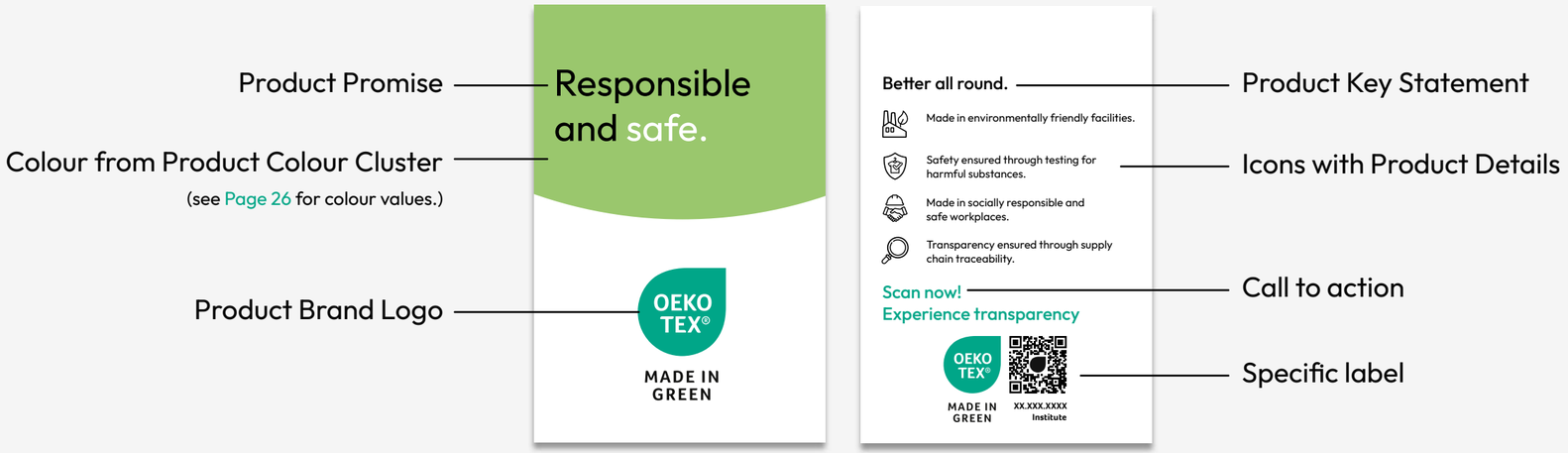
Please send your requests for approval to your contact person in the relevant testing institute or to the OEKO-TEX® secretariat:
communication@oeko-tex.com

* No printing of white background necessary.

Label Design Guideline
Colour Values

	OEKO-TEX® Green	**Black**	**White**	**Light Green**
PRINT				
Pantone U	Green U	Black U	–	359 U
Pantone C	Green C	Black C	-	359 C
CMYK	c84 m0 y57 k0	c0 m0 y0 k98	c0 m0 y0 k0	c47 m0 y70 k0
RAL DESIGN	170 60 45	000 30 00	000 90 00	130 80 50
DIGITAL				
RGB	r0 g166 b135	r5 g5 b5	r255 g255 b255	r125 g205 b119
HEX	#00AC8C	#050505	#FFFFFF	#7DCD77
TEXTILE				
FHI Polyester TSX	16-1402 TSX	17-1402 TSX	-	14-0255 TSX
FHI Cotton TCX	16-5431 TCX	18-0306 TCX	-	14-0156 TCX

Hangtag Design Guideline
Layout Elements



a. Who gets the hangtag?

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

b. Where to place it?

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

Please note:

- Hangtag use is not mandatory.
- The hangtag does not cover any special country-specific label requirements.

MADE IN GREEN Messaging

What is the Product Promise?

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

What is the Key Statement?

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

What is the Product Description?

A detailed statement communicating all the product benefits.

Product Promise

Responsible and safe.

Key Statement

Better all round:
responsibly produced and safety tested

Product Description

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

In use:

- ✓ Brochures
- ✓ Hang-tags
- ✓ Headlines
- ✓ Product Information
- ✓ ...

MADE IN GREEN Messaging
Approved Statements - B2B directed

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

Focus: Traceability

Our OEKO-TEX® MADE IN GREEN labelled products can be traced using their unique product ID.

+

supplement

... and the oeko-tex.com Label Check.

Complete Statement:

Our OEKO-TEX® MADE IN GREEN labelled products can be traced using their unique product ID and the oeko-tex.com Label Check.

Focus: Safety + Production

[Every/Each/This/Our] OEKO-TEX® MADE IN GREEN labelled item[s] was [were] ...

+

supplement 1

... extensively tested according to OEKO-TEX® safety criteria for consumer health.

+

supplement 2

... [and] produced in certified and audited production facilities.

Example Complete Statements:

This OEKO-TEX® MADE IN GREEN labelled item was produced in certified and audited facilities.

Our OEKO-TEX® MADE IN GREEN labelled items were extensively tested according to OEKO-TEX® safety criteria for consumer health and produced in certified and audited production facilities.

...

MADE IN GREEN Messaging
Approved Statements - B2C directed

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

Focus: Informed Purchasing Decisions

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

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

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

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

Where to use:

- ✓ Online Shop Product Description
- ✓ Corporate Sustainability Communication
- ✓ POS Communication
- ✓ ...

Do:

- ✓ choose the appropriate details in the texts for your promotion.

4.2 OEKO-TEX® STANDARD 100

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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, online product pages, product flyers, product packaging, etc.

c. Where to find the STANDARD 100 label?

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

Please note:

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

General Information

d. How to use the STANDARD 100 label on product

The OEKO-TEX® STANDARD 100 label may be used on products and product packaging to identify specific products that have qualified for that label.

The label should be visibly placed and easy to access for consumers on hangtag, tag, woven label or packaging.

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

e. How not to use the STANDARD 100 label on product

Label number and institute missing

Label too small, number not readable

General Information

How to use the STANDARD 100 label on marketing materials

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

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

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

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

OEKO-TEX® strongly recommends using the label to promote products. However, we recognise that sometimes the design-solution won't allow it.

In these cases, a second option to promote the STANDARD 100 certified products is available. This is done through text, which shall be in visual adjacency to the promoted product.

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

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

Example:

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

Please note:

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

General Information Advertisement Labels

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

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

b. Where to place the STANDARD 100 advertisement label?

✓ On marketing materials that promote STANDARD 100 certified products.

Please note:

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 advertisment label. OEKO-TEX® recognizes the need to broadly reference OEKO-TEX® on marketing materials, such as catalogues, brochures and POS (Point of Sale) material.

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

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

It is mandatory that the displayed label includes all the mandatory components for a STANDARD 100 label (see page 36).

Label Design Guideline
Label Elements

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

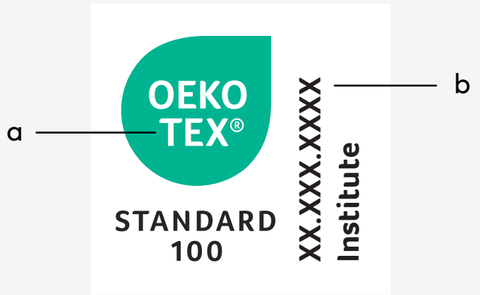
All OEKO-TEX® labels must include the following elements:

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

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

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

Mandatory Elements:



All Elements:

Label Design Guideline
Horizontal Labels

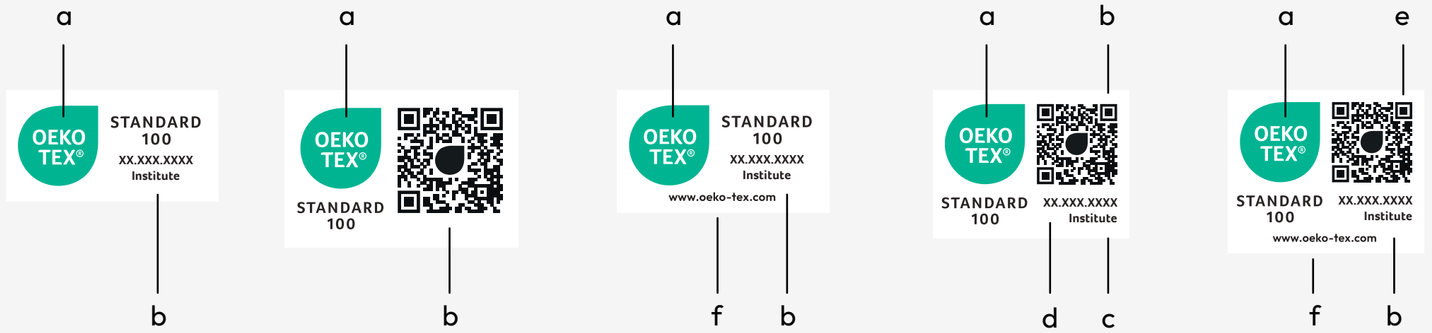
OEKO-TEX® provides the product label as a communication tool for certified products.

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

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

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

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



Mandatory → Maximum

Label Design Guideline
Vertical Labels

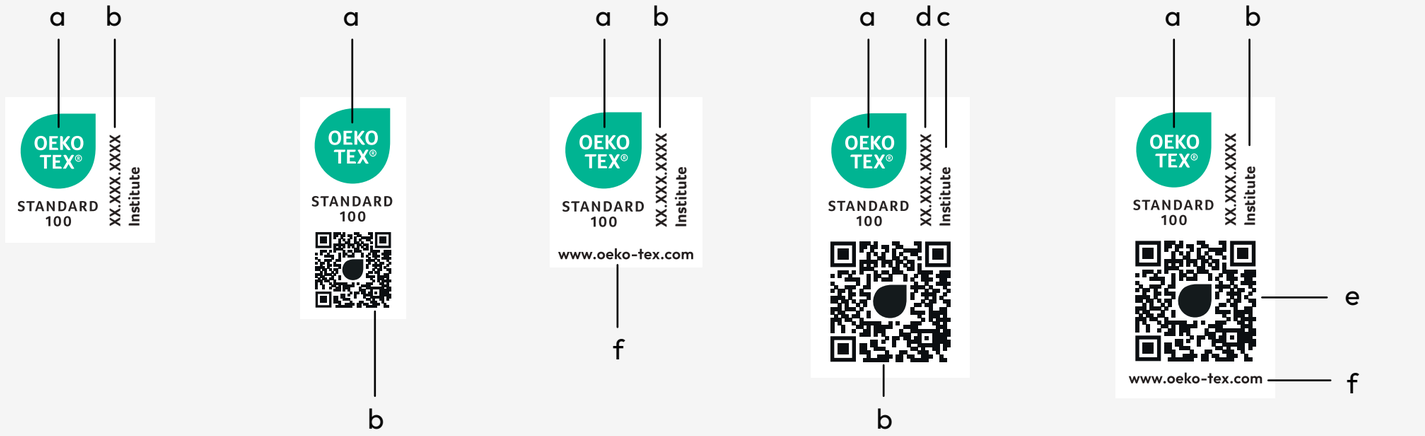
OEKO-TEX® provides the product label as a communication tool for certified products.

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

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

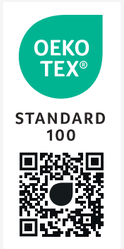
The modular construction allows the following elements to be added to the label:

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



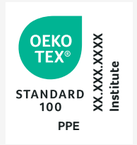
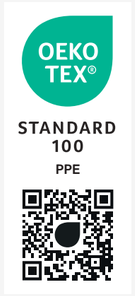
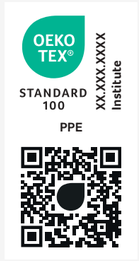
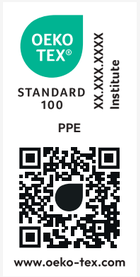
Label Design Guideline
Layout Overview + Minimum Sizes

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

Elements	Product Logo + Label Number + Institute	Product Logo + 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 18 mm	24.5 mm x 20 mm
Woven Label	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

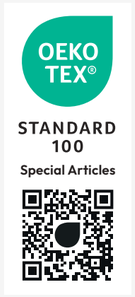
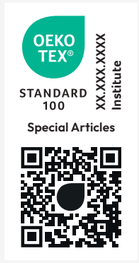
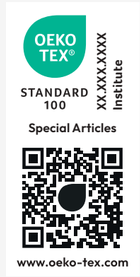
Label Design Guideline
PPE

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

Elements	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

Label Design Guideline Special Articles

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

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

Label Design Guideline
Safe Zone + Placement

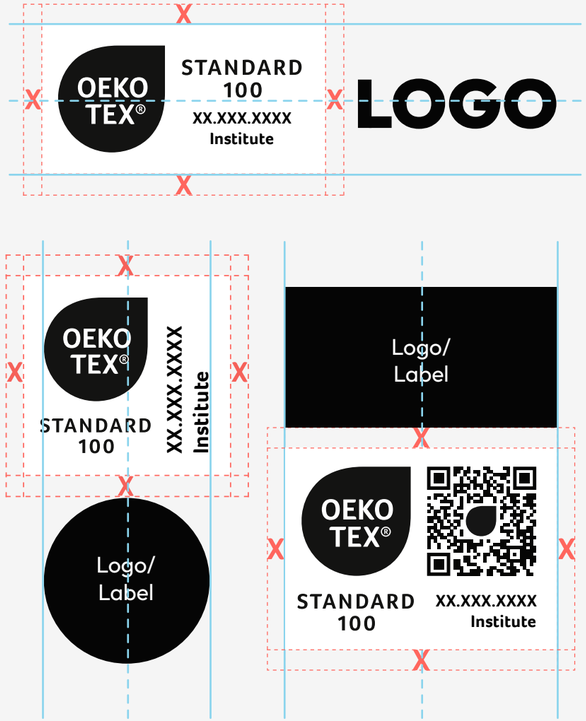
Please note:

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

Label Design Guideline
Co-branding + Placement

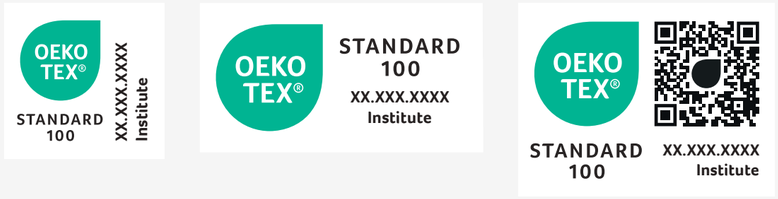
Please note:

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



Label Design Guideline
Colour Variants

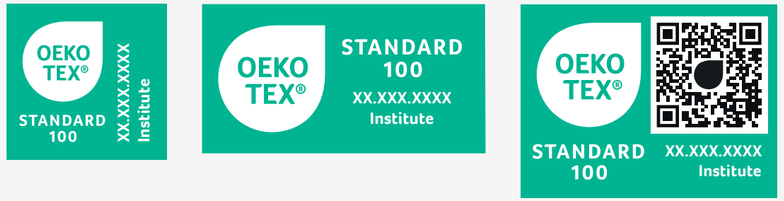
1. Positive OEKO-TEX® Green + Black*



2. Positive Black (Monochrome)*

3. Negative White + Black

4. Negative White + OEKO-TEX® Green



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

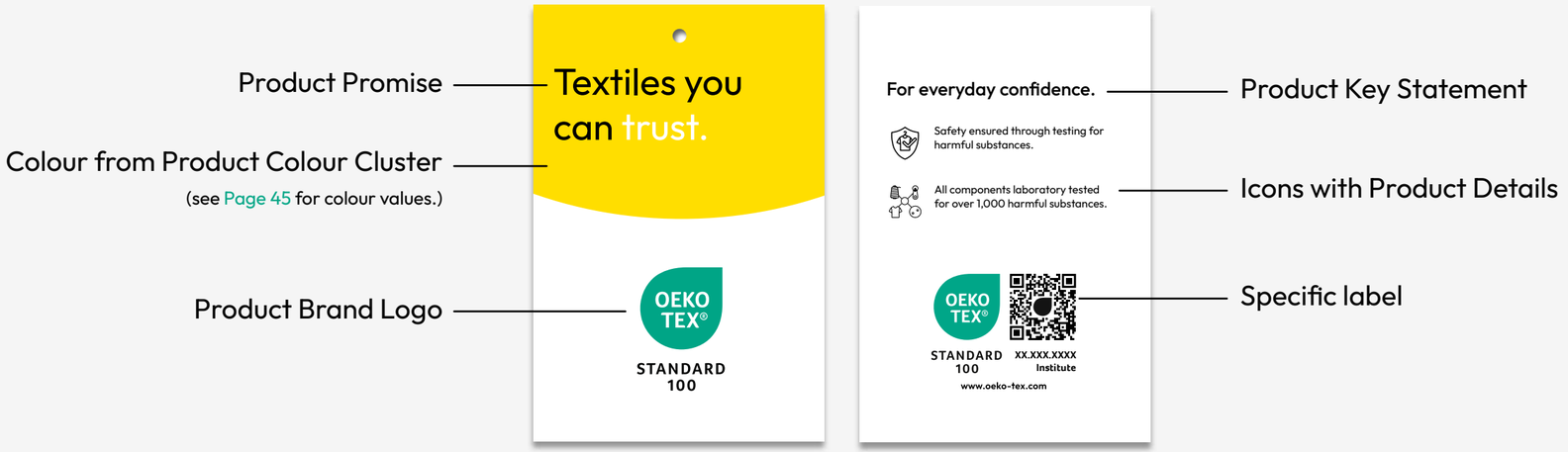
Please send your requests for approval to your contact person in the relevant testing institute or to the OEKO-TEX® secretariat: communication@oeko-tex.com

* No printing of white background necessary.

Label Design Guideline
Colour Values

	OEKO-TEX® Green	**Black**	**White**	**Purple**	**Yellow**
PRINT					
Pantone U	Green U	Black U	–	7445 U	7548 U
Pantone C	Green C	Black C	-	7445 C	7548 C
CMYK	c84 m0 y57 k0	c0 m0 y0 k98	c0 m0 y0 k0	c32 m29 y0 k0	c0 m9 y100 k0
RAL DESIGN	170 60 45	000 30 00	000 90 00	290 70 15	080 80 80
DIGITAL					
RGB	r0 g166 b135	r5 g5 b5	r255 g255 b255	r172 g168 b199	r255 g201 b21
HEX	#00AC8C	#050505	#FFFFFF	#ACA8C7	#FFC915
TEXTILE					
FHI Polyester TSX	16-1402 TSX	17-1402 TSX	-	15-3814 TSX	13-0763 TSX
FHI Cotton TCX	16-5431 TCX	18-0306 TCX	-	15-3817 TCX	13-0859 TCX

Hangtag Design Guideline STANDARD 100
Layout Elements



a. Who gets the hangtag?

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

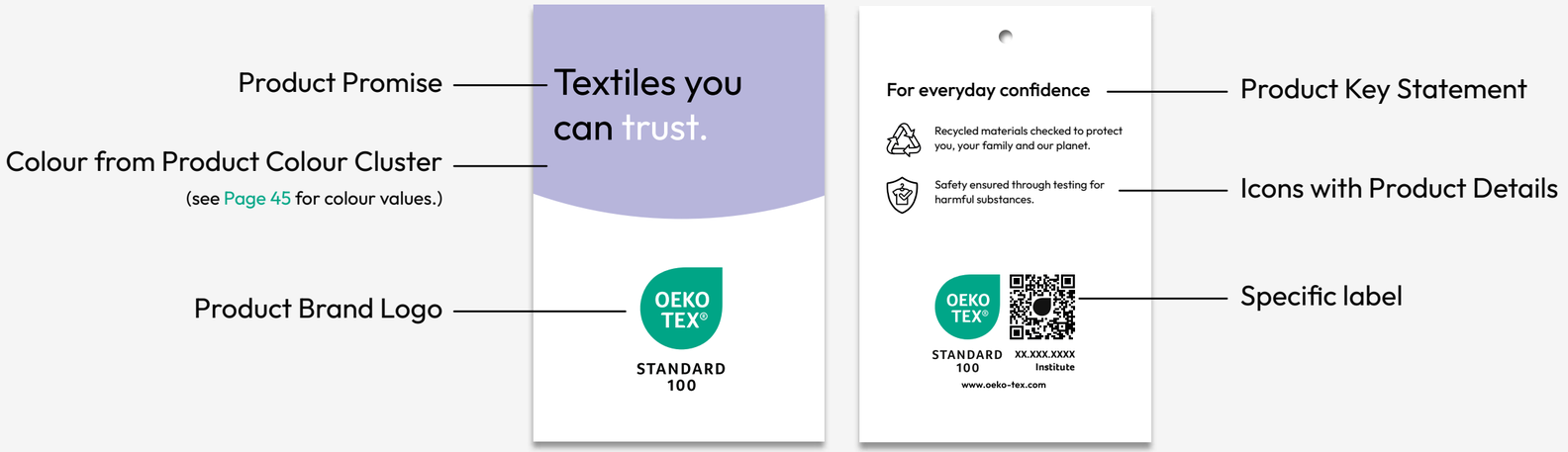
b. Where to place it?

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

Please note:

- The hangtag does not cover any special country-specific label requirements.
- Hangtag use is not mandatory.

Hangtag Design Guideline STANDARD 100 recycled materials Layout Elements



a. Who gets the hangtag?

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

b. Where to place it?

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

Please note:

- The hangtag does not cover any special country-specific label requirements.
- Hangtag use is not mandatory.

STANDARD 100 Messaging

What is the Product Promise?

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

What is the Key Statement?

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

What is the Product Description?

A detailed statement communicating all the product benefits.

Product Promise

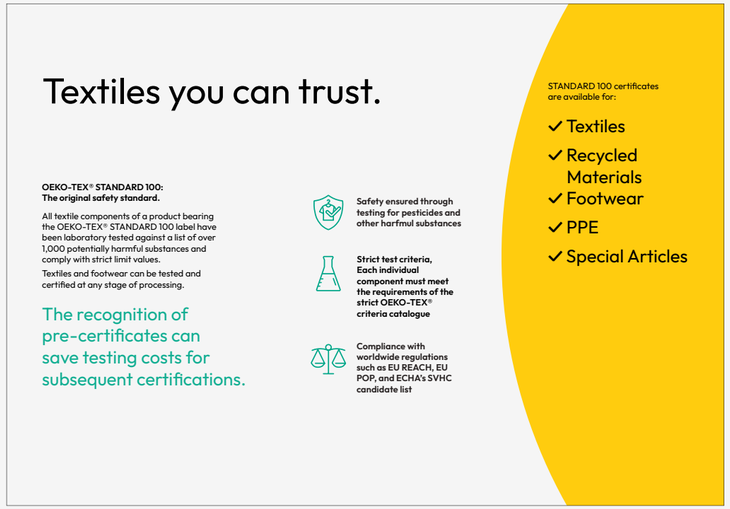
Textiles you can trust.

Key Statement

The original safety standard:
for everyday confidence

Product Description

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



In use:

- ✓ Brochures
- ✓ Hang-tags
- ✓ Headlines
- ✓ Product Information
- ✓ ...

STANDARD 100 Messaging
Approved Statements - B2B directed

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

Focus: Compliance

1 Our OEKO-TEX® STANDARD 100 certified [products] have been independently tested for harmful substances according to [extensive] scientific criteria

+

supplement

... that go beyond global regulations.

2 Using OEKO-TEX® STANDARD 100 certified products help [you] comply with chemical requirements, such as REACH and CPSIA.

3 The comprehensive OEKO-TEX® STANDARD 100 testing criteria are based in science [and stay ahead of global regulations].

Complete Statement:

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

Focus: Safety, Product Class 1

This product is certified to OEKO-TEX® STANDARD 100 product class 1, with testing to the strictest requirements

+

supplement

... and limit values

+

supplement

, safe enough for babies.

Complete Statement:

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

Focus: Lab Tested

Each component of [an/this] OEKO-TEX® STANDARD 100 certified product has been laboratory tested and meets [strict] limit values for over 1,000 harmful substances.

STANDARD 100 Messaging
Approved Statements - B2C directed

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

Focus: Safety

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

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

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

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

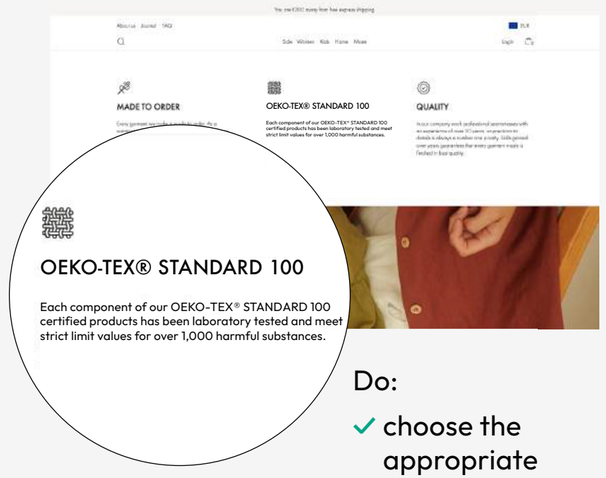
Focus: Trust

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

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

Where to use:

- ✓ Online Shop Product Description
- ✓ Corporate Sustainability Communication
- ✓ POS Communication



Do:

- ✓ choose the appropriate details in the texts for your promotion.

4.3 OEKO-TEX® ORGANIC COTTON

4.3.1 General Information 52

4.3.2 Label Design Guide

Label Elements 55

Horizontal Labels 56

Vertical Labels 57

Layout Overview + Minimum Sizes 58

Safe Zone + Placement 60

Co-branding + Placement 61

Colour Variants 62

Colour Values 63

4.3.3 Hangtag Design Guide

Hangtag Elements 64

4.3.4 Product Messaging

Product Definition 65

Approved Statements - B2B 66

Approved Statements - B2C 67

General Information

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

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

b. Where to place the ORGANIC COTTON label?

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

c. Where to find the ORGANIC COTTON label?

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

Please note:

Promoting ingredient labelling (referencing ORGANIC COTTON certified components when the entire product is not certified) is never allowed.

General Information

d. How to use the ORGANIC COTTON label on product

The OEKO-TEX® ORGANIC COTTON label may be used on products and product packaging to identify specific products that have qualified for that label.

The label should be visibly placed and easy to access for consumers on hangtag, tag, woven label or packaging.

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

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

Labellayout manually changed after downloading file through the Label Editor

General Information

How to use the ORGANIC COTTON label on 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 goods that are actually labelled with an OEKO-TEX® ORGANIC COTTON label may be advertised as such. This means that a ORGANIC COTTON label may only be displayed in brochures, catalogues, online shops or other media such as social media in connection with the product whose ORGANIC COTTON certificate number it bears.

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

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

OEKO-TEX® strongly recommends using the label to promote products. However, we recognise that sometimes the design-solution won't allow it. In these cases, a second option to promote the ORGANIC COTTON certified products is available. This is done through text, which shall be in visual adjacency to the promoted product.

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

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

Please note:

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

Label Design Guideline
Label Elements

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

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

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

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

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

Mandatory Elements:

All Elements:

Label Design Guideline
Horizontal Labels

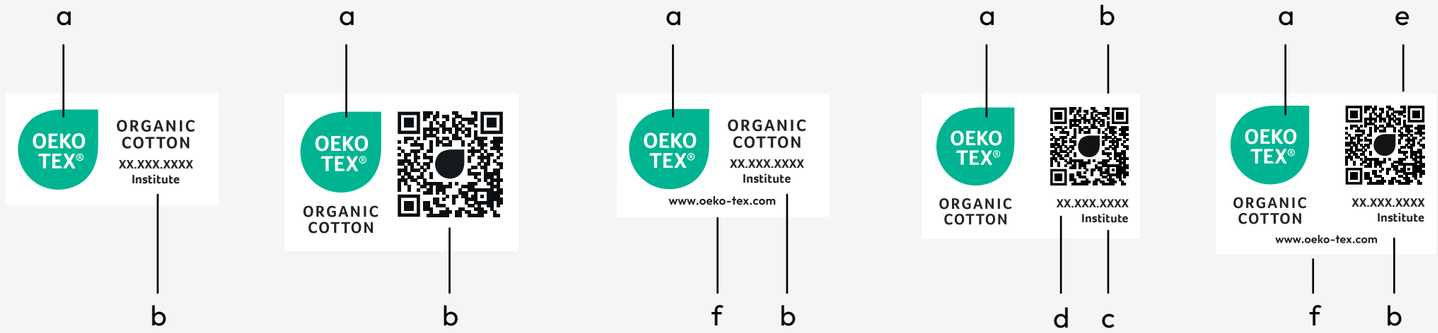
OEKO-TEX® provides the product label as a communication tool for certified products.

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

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

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

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



Mandatory → Maximum

Label Design Guideline
Vertical Labels

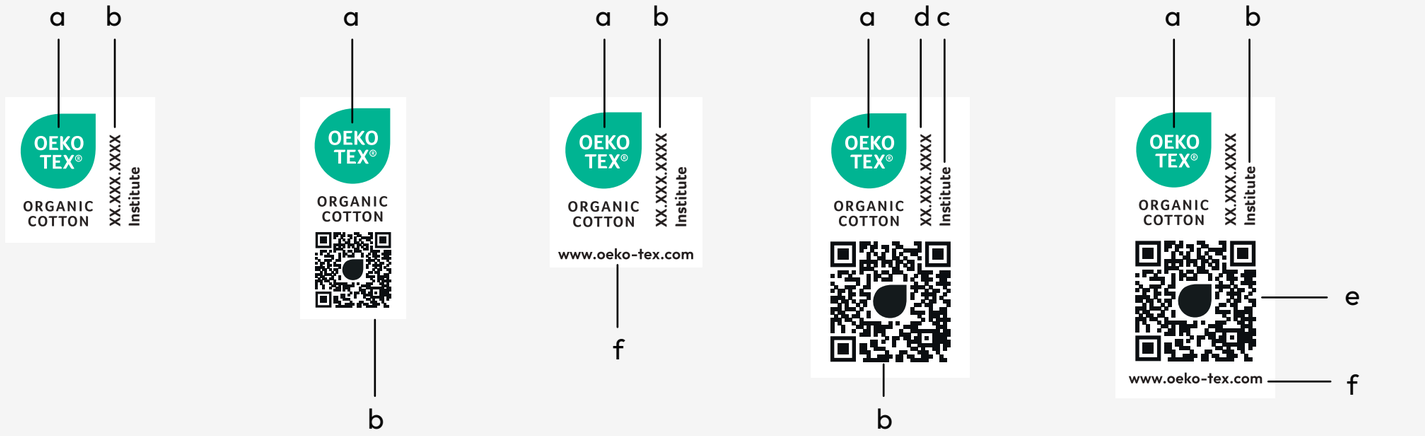
OEKO-TEX® provides the product label as a communication tool for certified products.

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

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

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

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



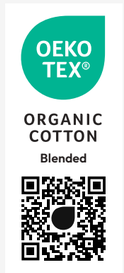
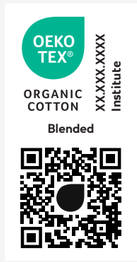
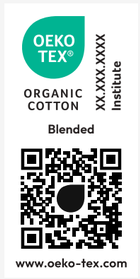
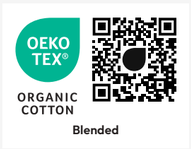
Label Design Guideline
Layout Overview + Minimum Sizes

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

Elements	Product Logo + Label Number + Institute	Product Logo + 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	28.2 mm x 18 mm	28.2 mm x 20 mm
Woven label	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

Label Design Guideline Blended

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

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	28.2 mm x 21 mm	28.2 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

Label Design Guideline
Safe Zone + Placement

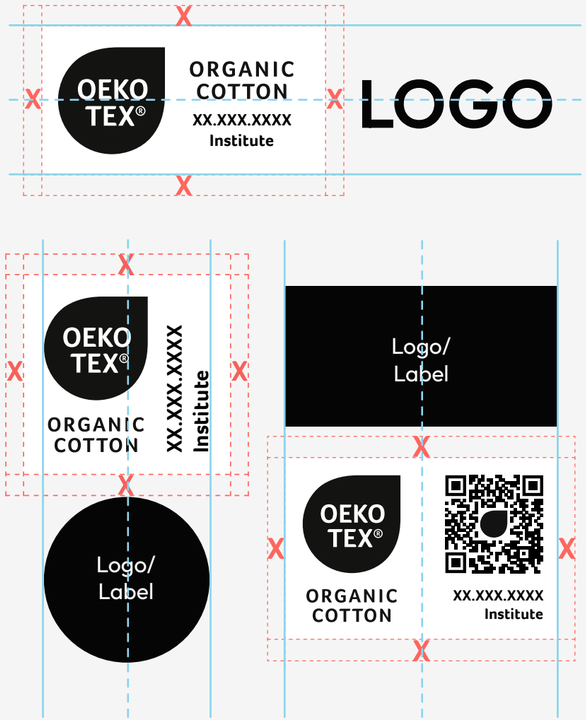
Please note:

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

Label Design Guideline
Co-branding + Placement

Please note:

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



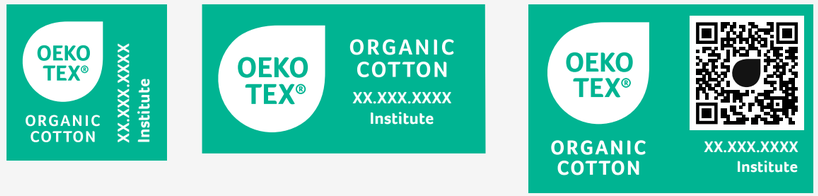
Label Design Guideline
Colour Variants

1. Positive OEKO-TEX® Green + Black*

2. Positive Black (Monochrome)*

3. Negative White + Black

4. Negative White + OEKO-TEX® Green



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

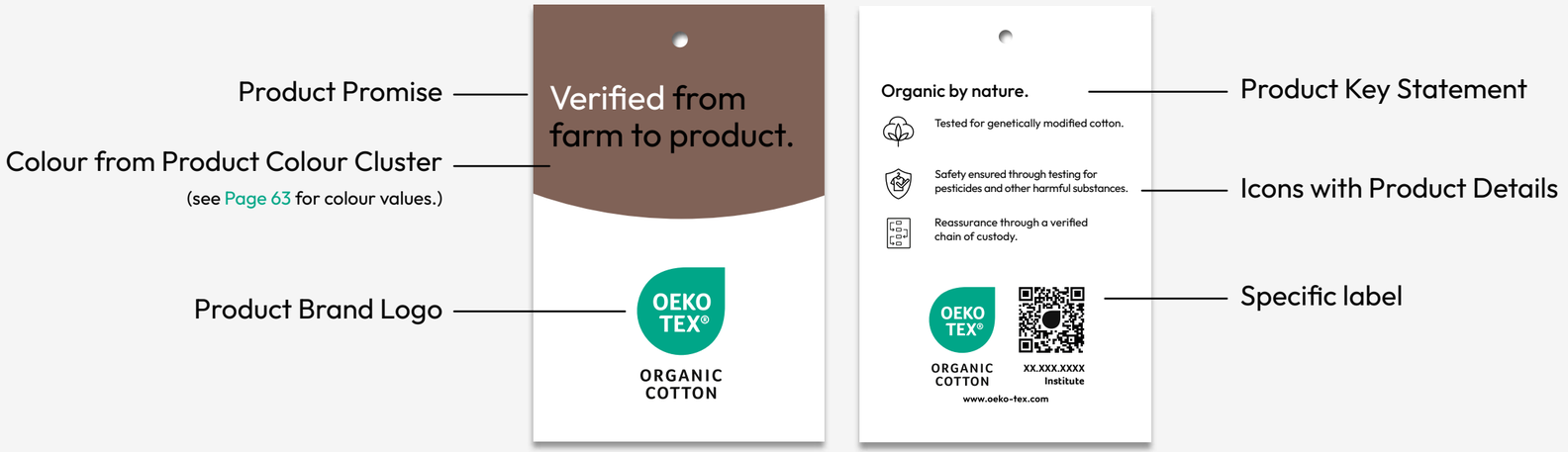
Please send your requests for approval to your contact person in the relevant testing institute or to the OEKO-TEX® secretariat: communication@oeko-tex.com

* No printing of white background necessary.

Label Design Guideline
Colour Values

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

Hangtag Design Guideline
Layout Elements



a. Who gets the hangtag?

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

b. Where to place it?

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

Please note:

- The hangtag does not cover any special country-specific label requirements.
- Hangtag use is not mandatory.

ORGANIC COTTON Messaging

What is the Product Promise?

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

What is the Key Statement?

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

What is the Product Description?

A detailed statement communicating all the product benefits.

Product Promise

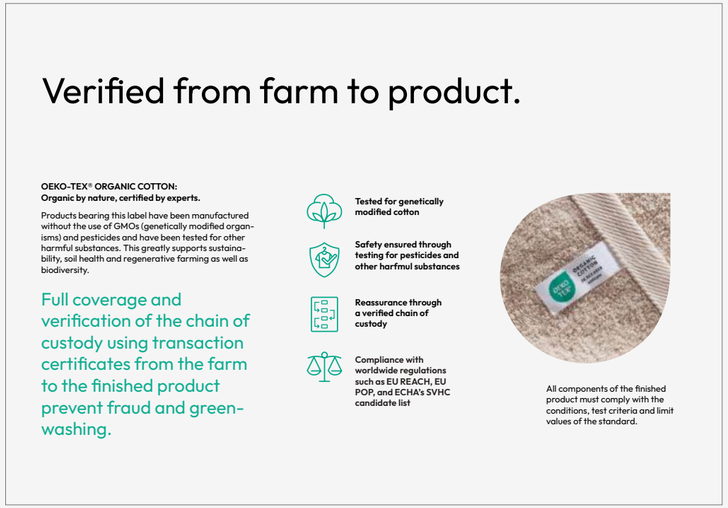
Verified from farm to product.

Key Statement

Organic by nature:
certified by the experts

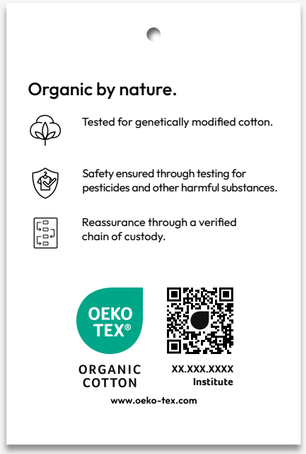
Product Description

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



In use:

- ✓ Brochures
- ✓ Hang-tags
- ✓ Headlines
- ✓ Product Information
- ✓ ...



ORGANIC COTTON Messaging Approved Statements - B2B directed

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

Focus: Trust & Safety

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

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

ORGANIC COTTON Messaging
Approved Statements - B2C directed

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

Focus: Trust & Safety

1 Our [product] is OEKO-TEX® ORGANIC COTTON certified and tested according to extensive, scientific standards

+

supplement

... to protect your health and nature.

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

Where to use:

- ✓ Online Shop Product Description
- ✓ Corporate Sustainability Communication
- ✓ POS Communication

4.4 OEKO-TEX® LEATHER STANDARD

4.4.1	General Information	69
	Advertisement Labels	72
4.4.2	Label Design Guide	
	Label Elements	73
	Horizontal Labels	74
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4.4.3	Product Messaging	
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	Approved Statements - B2B	83
	Approved Statements - B2C	84

General Information

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

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

c. Where to find the LEATHER STANDARD label?

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

Please note:

Promoting ingredient labelling (referencing LEATHER STANDARD certified components when the entire product is not certified) is never allowed.

General Information

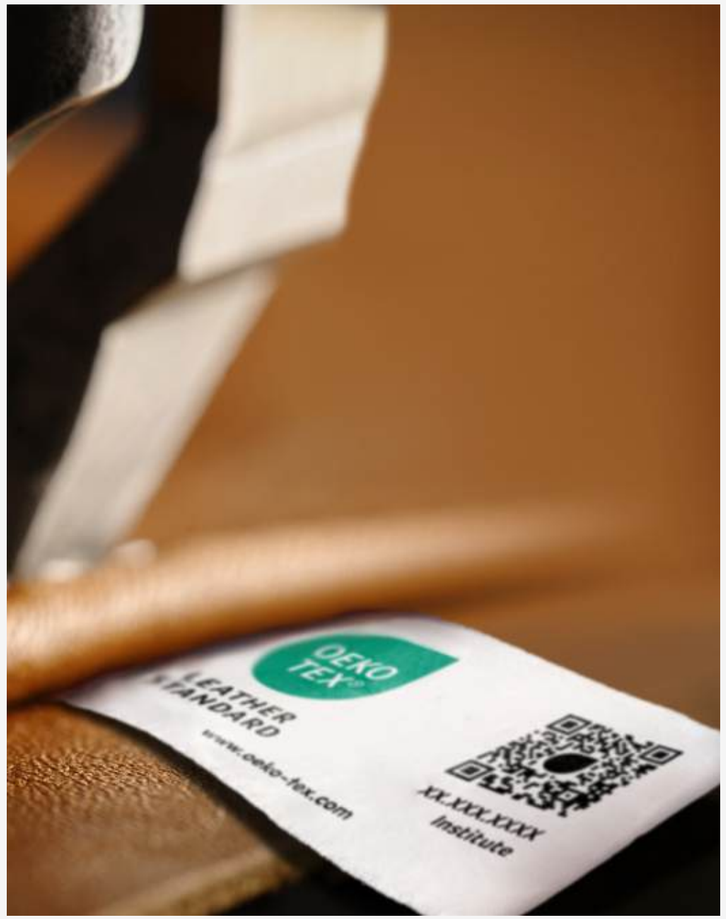
d. How to use the LEATHER STANDARD label on product

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

e. How not to use the LEATHER STANDARD label on product



Labellayout manually changed after downloading file through the Label Editor

General Information

How to use the LEATHER STANDARD label on marketing materials

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

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

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

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

OEKO-TEX® strongly recommends using the label to promote products. However, we recognise that sometimes the design-solution won't allow it. In these cases, a second option to promote the LEATHER STANDARD certified products is available. This is done through text, which shall be in visual adjacency to the promoted product.

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

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

Please note:

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

General Information Advertisement Labels

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

✓ OEKO-TEX® customers with at least one valid specific LEATHER STANDARD certification, where logistics makes it necessary to work internally with one uniform label.

b. Where to place the LEATHER STANDARD advertisement label?

✓ On marketing materials that promote LEATHER STANDARD certified products.

Please note:

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

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 advertisment label. OEKO-TEX® recognizes the need to broadly reference to OEKO-TEX® on marketing materials, such as catalogues, brochures and Point of Sale (POS) material.

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

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

It is mandatory that the displayed label includes all the mandatory components for a LEATHER STANDARD label (see page 73).

Label Design Guideline
Label Elements

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

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

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

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

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

Mandatory Elements:

All Elements:

Label Design Guideline
Horizontal Labels

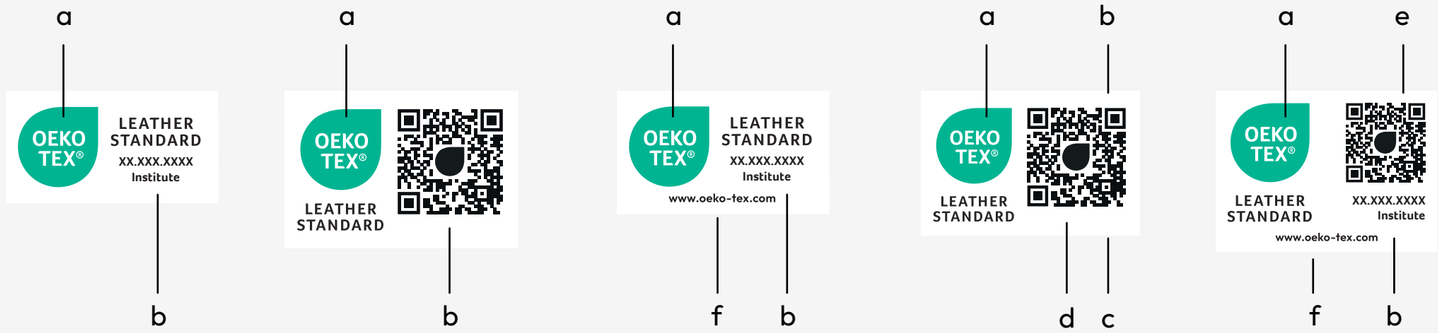
OEKO-TEX® provides the label as a communication tool for certified products.

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

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

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

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



Mandatory → Maximum

Label Design Guideline
Vertical Labels

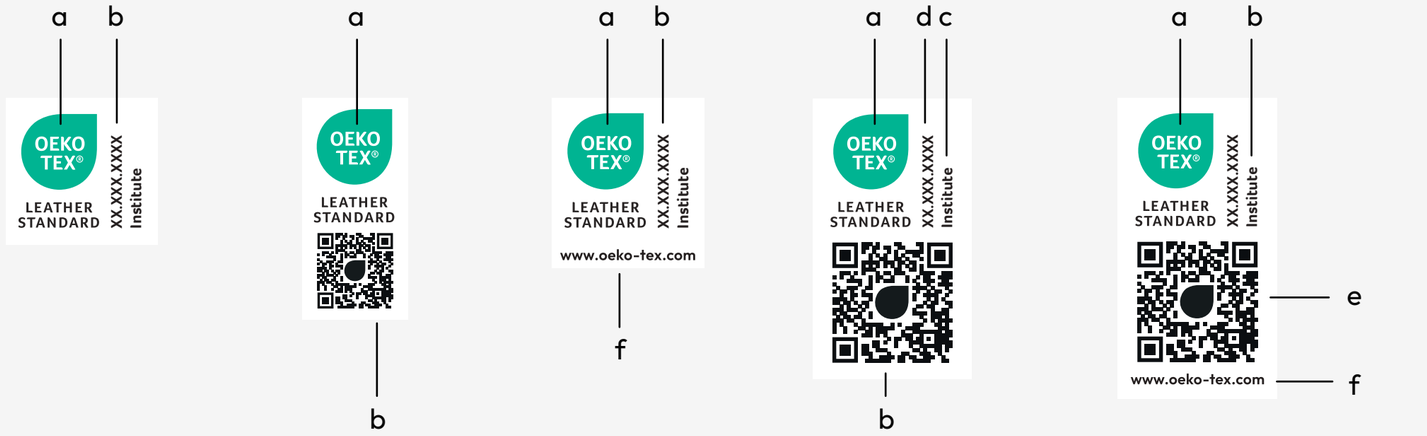
OEKO-TEX® provides the label as a communication tool for certified products.

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

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

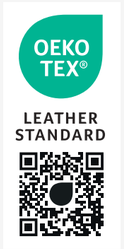
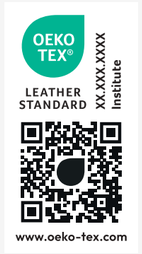
The modular construction allows the following elements to be added to the label:

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



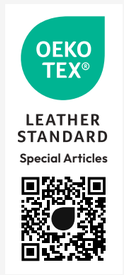
Label Design Guideline
Layout Overview + Minimum Sizes

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

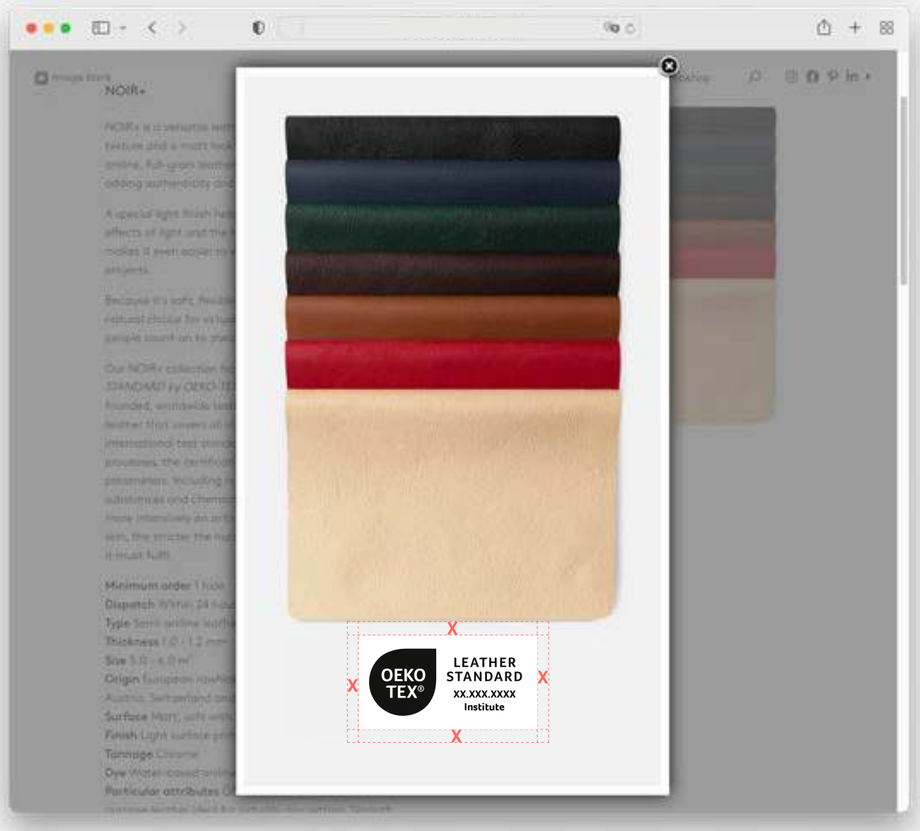
Elements	Product Logo + Label Number + Institute	Product Logo + Label Number + Institute + Website	Product Logo + QR-Code	Product Logo + Label Number + Institute + QR-Code	Product Logo + Label Number + Institute + QR-Code + Website	Product Logo + Label Number + Institute	Product Logo + Label Number + 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	28.2 mm x 18 mm	28.2 mm x 20 mm
Woven label	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

Label Design Guideline Special Articles

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

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	28.2 mm x 21 mm	28.2 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	32.2 mm x 24.5 mm	32.2 mm x 27.5 mm

Label Design Guideline
Safe Zone + Placement



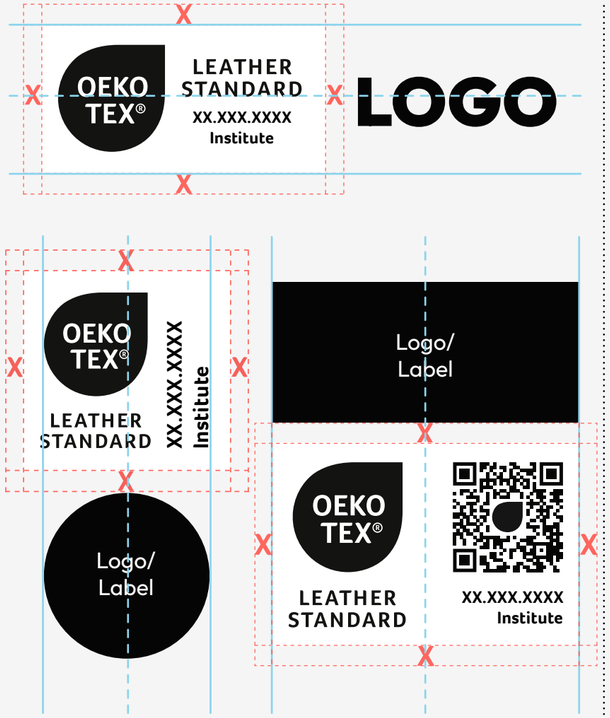
Please note:

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

Label Design Guideline
Co-branding + Placement

Please note:

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



Label Design Guideline
Colour Variants

1. Positive OEKO-TEX® Green + Black*

2. Positive Black (Monochrome)*

3. Negative White + Black

4. Negative White + OEKO-TEX® Green

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

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

* No printing of white background necessary.

Label Design Guideline
Colour Values

	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
TEXTILE			
FHI Polyester TSX	16-1402 TSX	17-1402 TSX	-
FHI Cotton TCX	16-5431 TCX	18-0306 TCX	-

LEATHER STANDARD Messaging

What is the Product Promise?

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

What is the Key Statement?

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

What is the Product Description?

A detailed statement communicating all the product benefits.

Product Promise

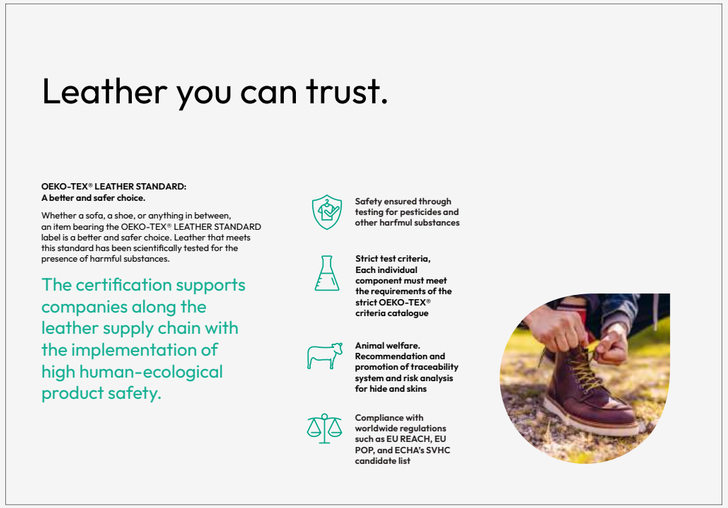
Leather you can trust.

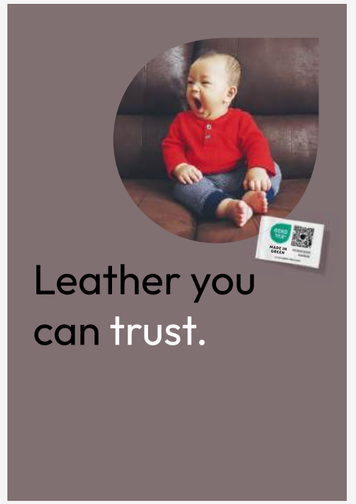
Key Statement

A better and safer choice:
tested with you in mind

Product Description

Whether a sofa, a shoe, or anything in between, an item bearing the OEKO-TEX® LEATHER STANDARD label is a better and safer choice for your health. Leather that meets this standard has been scientifically tested for harmful substance.





In use:

- ✓ Brochures
- ✓ Hang-tags
- ✓ Headlines
- ✓ Product Information
- ✓ ...

LEATHER STANDARD Messaging Approved Statements - B2B directed

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

Focus: Lab Tested

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

+

supplement

... for over 1,000 harmful substances.

LEATHER STANDARD Messaging
Approved Statements - B2C directed

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

Focus: Trust

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

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

Where to use:

- ✓ Online Shop Product Description
- ✓ Corporate Sustainability Communication
- ✓ POS Communication
- ✓ ...

4.5 OEKO-TEX® STeP

4.5.1 General Information 86

4.5.2 Label Design Guide

Label Elements 88

Horizontal Labels 89

Vertical Labels 90

Layout Overview + Minimum Sizes 91

Safe Zone + Placement 92

Co-branding + Placement 93

Colour Variants 94

Colour Values 95

4.5.3 Product Messaging

Product Definition 96

Approved Statements - B2B 97

General Information

a. Who is permitted to use the STeP label?

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

b. Where to place the STeP label?

✓ On marketing materials that promote the certified facility, such as PR or corporate communication.

X Must never be displayed on products.

c. Where to find the STeP label?

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

General Information

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

The OEKO-TEX® STeP label shall be used on marketing materials. It can be used to promote STeP certified facilities through catalogues, flyers, fair stands, social media or company websites.

The connection between the label or the certificate number with the certified production facility must be recognisable at all times and for everyone. Therefore, only facilities that are actually certified can be associated with the OEKO-TEX® STeP label and advertised as such. This means that a STeP label may only be displayed in brochures, catalogues or other media in connection with the production facility whose certificate number it bears.

The company-related label shall never be used on products and on product marketing.

OEKO-TEX® strongly recommends using the STeP label to promote company initiatives.

However, we recognise the possibility that sometimes the design-solution won't allow it. In these cases, a second option to promote the STeP certified company is available. This is done 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

Please note:

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

Label Design Guideline
Label Elements

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

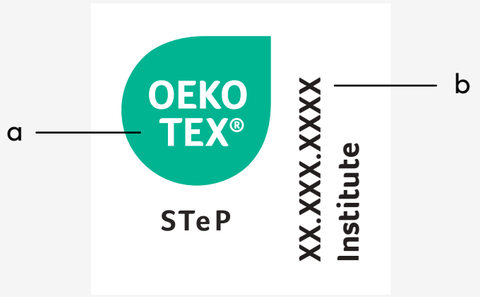
All OEKO-TEX® labels must include the following elements:

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

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

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

Mandatory Elements:



All Elements:

Label Design Guideline
Horizontal Labels

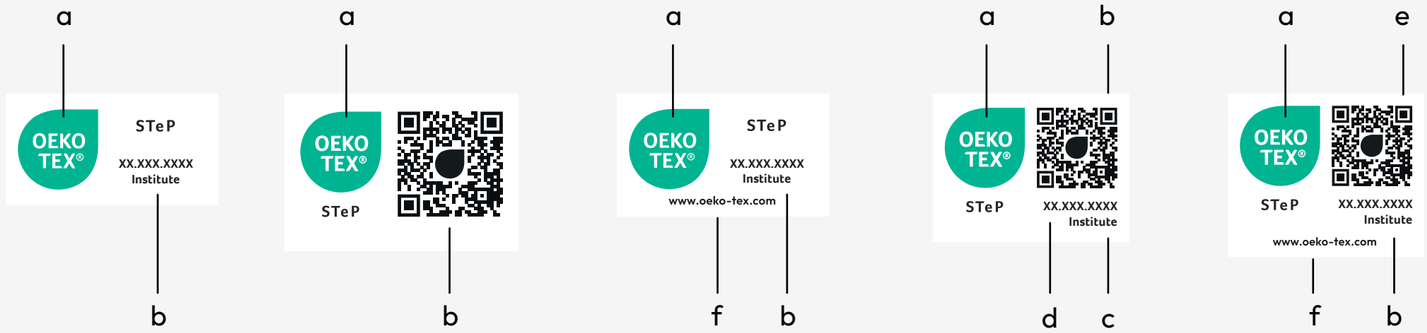
OEKO-TEX® provides the label as a communication tool for certified facilities.

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

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

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

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



Mandatory → Maximum

Label Design Guideline
Vertical Labels

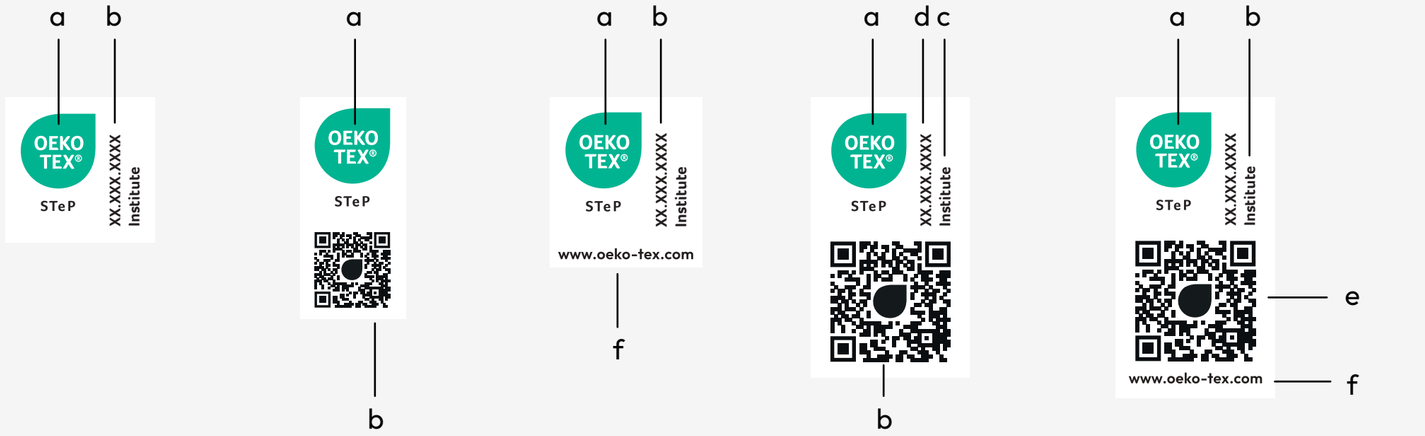
OEKO-TEX® provides the label as a communication tool for certified facilities.

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

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

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

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

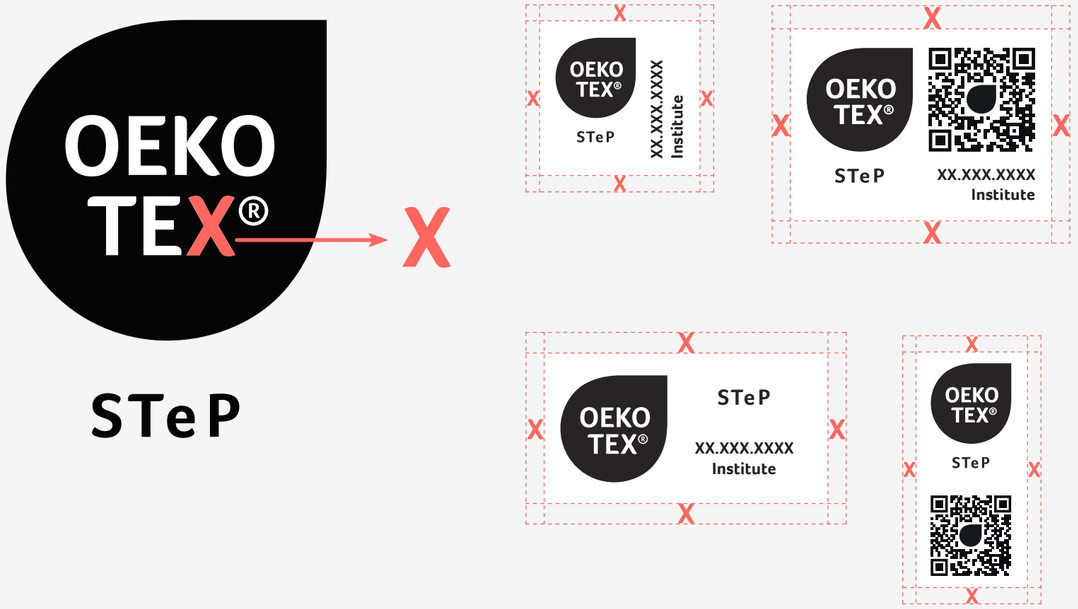


Label Design Guideline
Layout Overview + Minimum Sizes

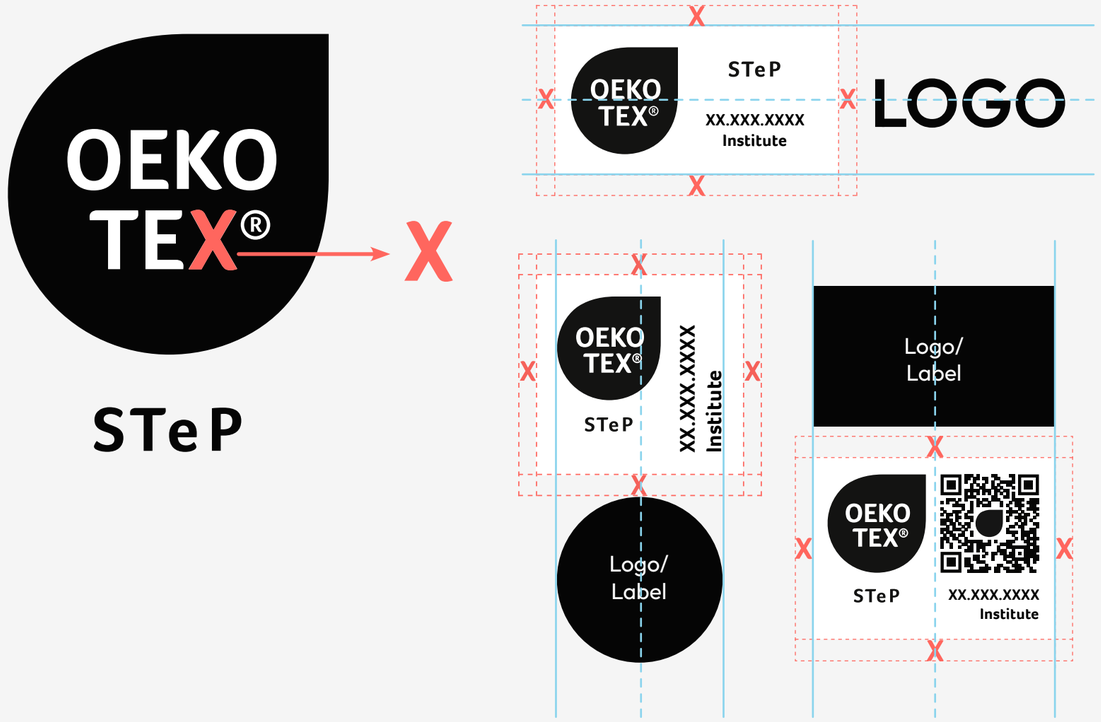
The minimum sizes help to ensure readability. The larger the more customer-friendly. Labels downloaded through the Label Editor are larger than the minimum size.

Elements	Product Logo + Label Number + Institute	Product Logo + 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 18 mm	24.5 mm x 20 mm
WOVEN LABEL	--	--	--	--	--	--	--	--	--	--

Label Design Guideline
Safe Zone + Placement



Label Design Guideline
Co-branding + Placement



Label Design Guideline
Colour Variants

1. Positive OEKO-TEX® Green + Black*

2. Positive Black (Monochrome)*

3. Negative White + Black

4. Negative White + OEKO-TEX® Green

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

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

* No printing of white background necessary.

Label Design Guideline
Colour Values

	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

STeP Messaging

What is the Product Promise?

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

What is the Key Statement?

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

What is the Product Description?

A detailed statement communicating all the product benefits.

Product Promise

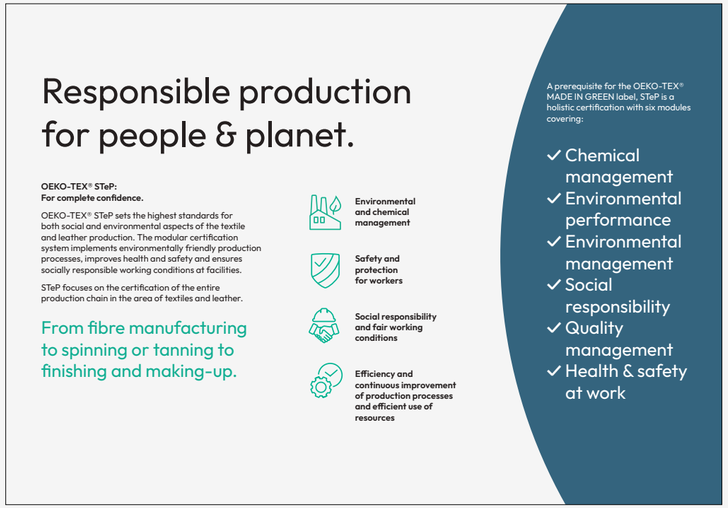
Responsible production for people and planet.

Key Statement

The highest standards:
for complete confidence

Product Description

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



In use:

- ✓ Brochures
- ✓ Headlines
- ✓ Company Information
- ✓ ...

STeP Messaging
Approved Statements - B2B directed

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

Focus: STeP System

1 Our facility earned OEKO-TEX® STeP certification after comprehensive assessment of our production processes.

2 Our facility has been OEKO-TEX® STeP certified after a comprehensive analysis and assessment of our chemical management, environmental performance, environmental management, worker health and safety, social responsibility and quality management.

3 This facility has been independently audited and certified according to [strict/rigorous] OEKO-TEX® STeP criteria.

4 Choosing our OEKO-TEX® STeP certified facility makes obtaining your [OEKO-TEX® MADE IN GREEN label/ OEKO-TEX® RESPONSIBLE BUSINESS certification] more efficient and affordable.

4.6 OEKO-TEX® ECO PASSPORT

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4.6.3	Product Messaging	
	Product Definition	109
	Approved Statements - B2B	110
4.6.4	References to other Standards	111

General Information

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

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

b. Where to place the ECO PASSPORT label?

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

c. Where to find the ECO PASSPORT label?

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

General Information

d. How to use the ECO PASSPORT label on product:

The OEKO-TEX® ECO PASSPORT label may be used on chemical product packaging to identify specific chemicals that have qualified for that label.

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

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

How to use the ECO PASSPORT label on marketing materials:

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

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

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

OEKO-TEX® strongly recommends using the label to promote products. However, we recognise that sometimes the design-solution won't allow it. In these cases, a second option to promote the ECO PASSPORT certified products is available. This is done through text, which shall be in visual adjacency to the promoted product.

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

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

Example:

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

Please note:

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

Label Design Guideline
Label Elements

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

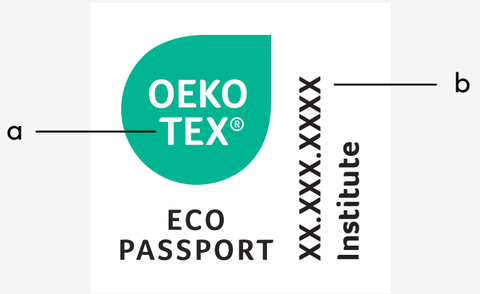
All OEKO-TEX® labels must include the following elements:

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

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

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

Mandatory Elements:



All Elements:

Label Design Guideline
Horizontal Labels

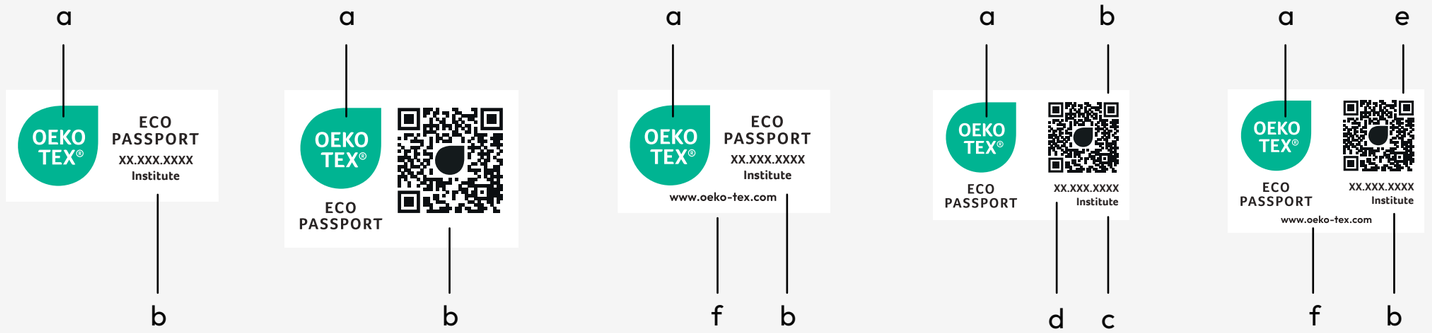
OEKO-TEX® provides the label as a communication tool for certified chemicals.

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

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

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

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



Mandatory → Maximum

Label Design Guideline
Vertical Labels

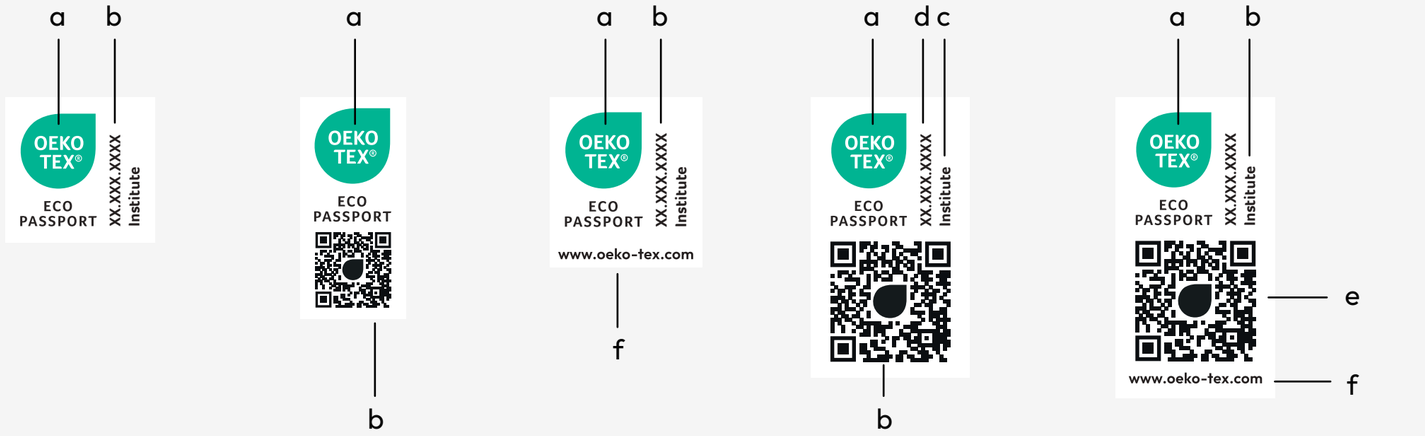
OEKO-TEX® provides the label as a communication tool for certified chemicals.

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

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

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

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

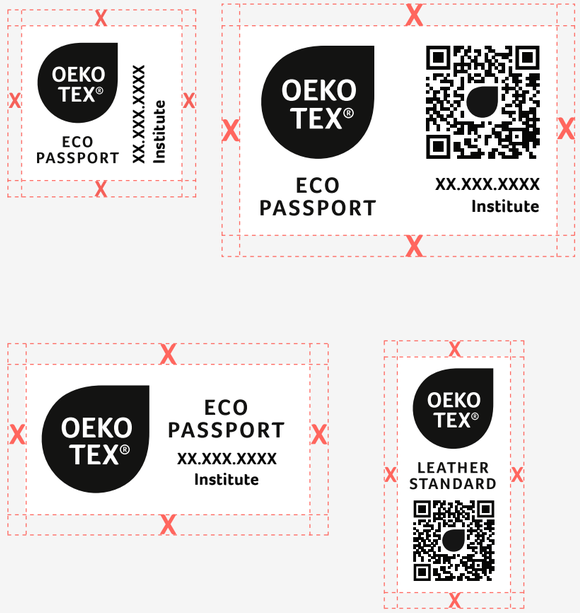


Label Design Guideline
Layout Overview + Minimum Sizes

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

Elements	Product Logo + Label Number + Institute	Product Logo + 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	28.2 mm x 18 mm	28.2 mm x 20 mm
Woven label	--	--	--	--	--	--	--	--	--	--

Label Design Guideline
Safe Zone + Placement



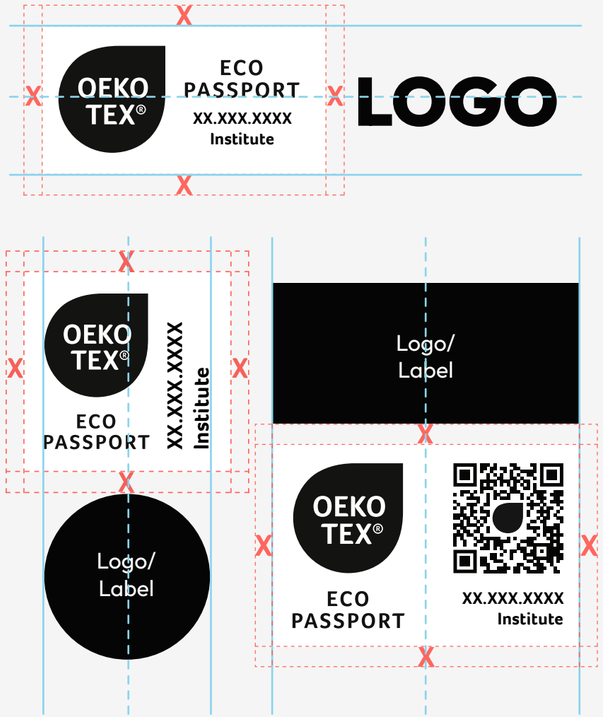
Please note:

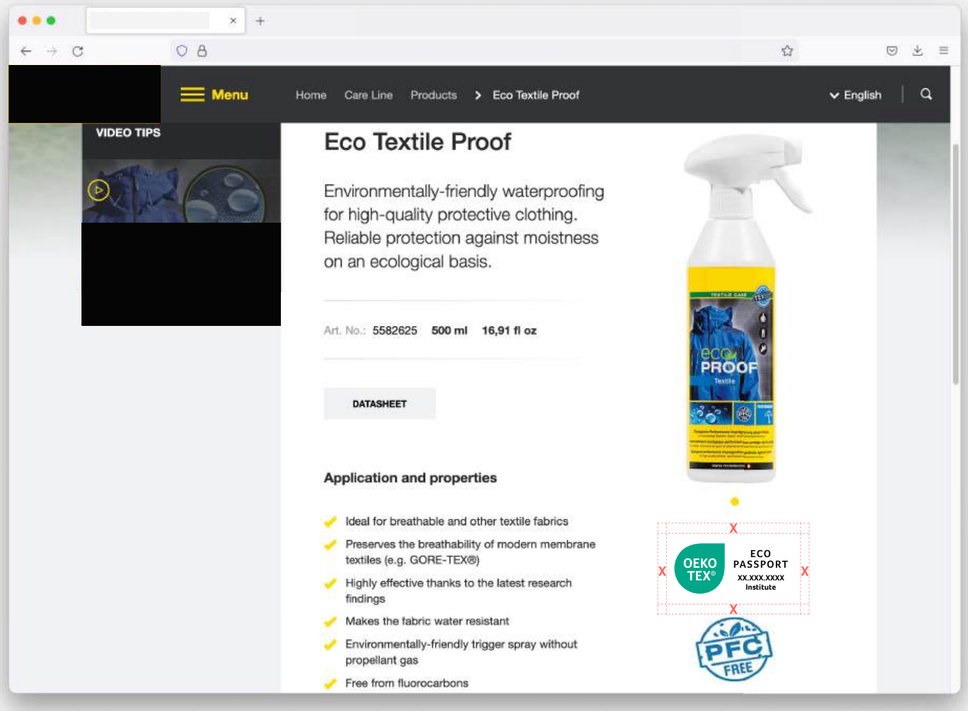
Minimum safe zone 'X' is the size of the 'X' in the OEKO-TEX® Logo.

Label Design Guideline
Co-branding + Placement

Please note:

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





Label Design Guideline
Colour Variants

1. Positive OEKO-TEX® Green + Black*

2. Positive Black (Monochrome)*

3. Negative White + Black

4. Negative White + OEKO-TEX® Green

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

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

* No printing of white background necessary.

Label Design Guideline
Colour Values

	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

ECO PASSPORT Messaging

What is the Product Promise?

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

What is the Key Statement?

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

What is the Product Description?

A detailed statement communicating all the product benefits.

Product Promise

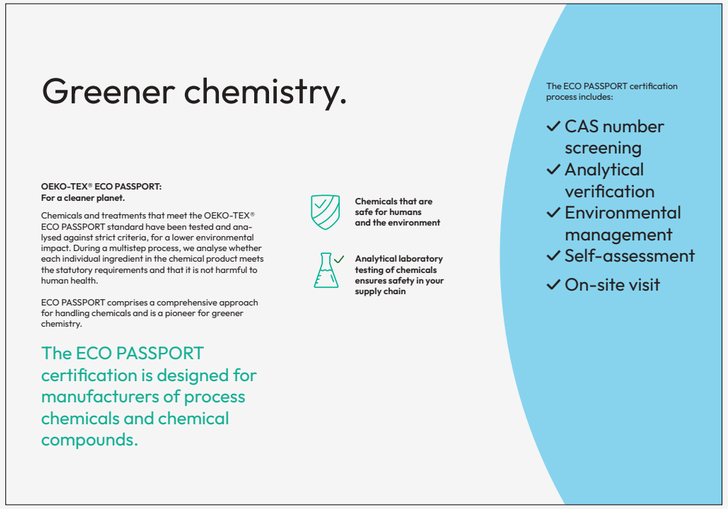
Greener chemistry.

Key Statement

Rigorously tested:
for a cleaner planet

Product Description

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



In use:

- ✓ Brochures
- ✓ Headlines
- ✓ Product Information
- ✓ ...

ECO PASSPORT Messaging
Approved Statements - B2B directed

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

Focus: Compliance

1 Our OEKO-TEX® ECO PASSPORT certified [chemicals/dyes/auxiliaries] help you comply with global safety regulations and supply chain requirements.

2 OEKO-TEX® ECO PASSPORT certified chemicals align with industry initiatives, such as ZDHC and contribute to safer products.

Focus: OEKO-TEX® System Modularity Benefits

1 Choosing our OEKO-TEX® ECO PASSPORT certified [chemicals/dyes/auxiliaries] simplifies your OEKO-TEX® STANDARD 100 and STeP certification processes.

2 Using OEKO-TEX® ECO PASSPORT certified chemicals makes the process of obtaining downstream OEKO-TEX® certifications [, such as OEKO-TEX® STANDARD 100/OEKO-TEX® LEATHER STANDARD/OEKO-TEX® ORGANIC COTTON/OEKO-TEX® STeP,] more efficient and affordable.

ECO PASSPORT
References to other Standards

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

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

4.7 OEKO-TEX® RESPONSIBLE BUSINESS

4.7.1	General Information	113
4.7.2	Label Design Guide	
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4.7.3	Product Messaging	
	Product Definition	122
	Approved Statements - B2B	123

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.

X Must never be displayed on products.

General Information

c. How to use the RESPONSIBLE BUSINESS label on marketing materials:

The OEKO-TEX® RESPONSIBLE BUSINESS label should be used on marketing materials. It can be used to promote RESPONSIBLE BUSINESS certified companies through catalogues, flyers, fair stands, social media or company websites.

The connection between the label or the certificate number with the certified company must be recognisable at all times and visible for everyone. Therefore, only companies that are actually certified can be associated with the OEKO-TEX® RESPONSIBLE BUSINESS label and advertised as such. This means that a OEKO-TEX® RESPONSIBLE BUSINESS label may only be displayed in brochures, catalogues or other media in connection with the company whose certificate number it bears.

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

OEKO-TEX® strongly recommends using the RESPONSIBLE BUSINESS label to promote company initiates.

However, we recognise the possibility that sometimes the design-solution won't allow it. In these cases, a second option to promote the certified company is available. This is done is through text.

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

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

Example:

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

Please note:

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

Label Design Guideline
Label Elements

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

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

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

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

c. Testing institute.
d. Label number.
e. OEKO-TEX® website

Mandatory Elements:

All Elements:

Label Design Guideline
Label Layouts

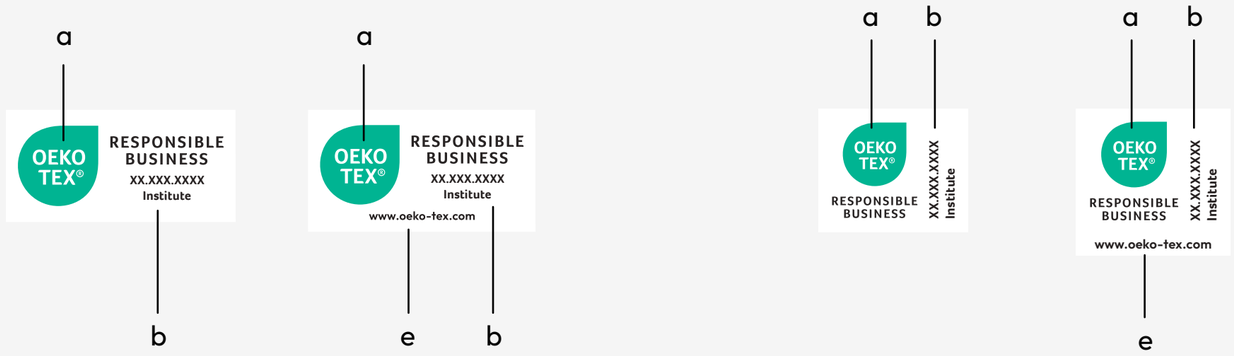
OEKO-TEX® provides the label as a communication tool for certified companies.

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

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

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

e. OEKO-TEX® website



Mandatory → Maximum

Label Design Guideline
Layout Overview + Minimum Sizes

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

Elements	Product Logo + Label Number + Institute	Product Logo + Label Number + Institute + Website	Product Logo + QR-Code	Product Logo + Label Number + Institute + QR-Code
Print label	18 mm x 14.5 mm	18 mm x 17 mm	28.7 mm x 13 mm	28.7 mm x 14.5 mm
Woven label	--	--	--	--

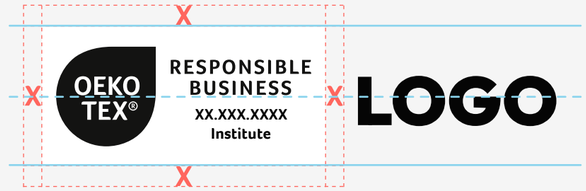
Label Design Guideline
Safe Zone + Placement

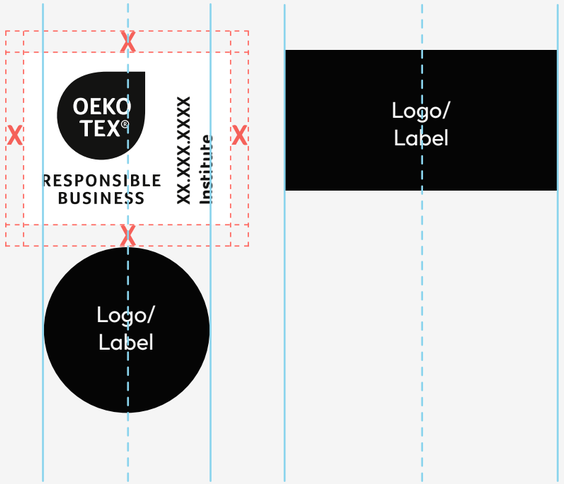
Please note:

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

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

1. Positive OEKO-TEX® Green + Black*

2. Positive Black (Monochrome)*

3. Negative White + Black

4. Negative White + OEKO-TEX® Green

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

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

* No printing of white background necessary.

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

RESPONSIBLE BUSINESS Messaging

What is the Product Promise?

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

What is the Key Statement?

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

What is the Product Description?

A detailed statement communicating all the product benefits.

Product Promise

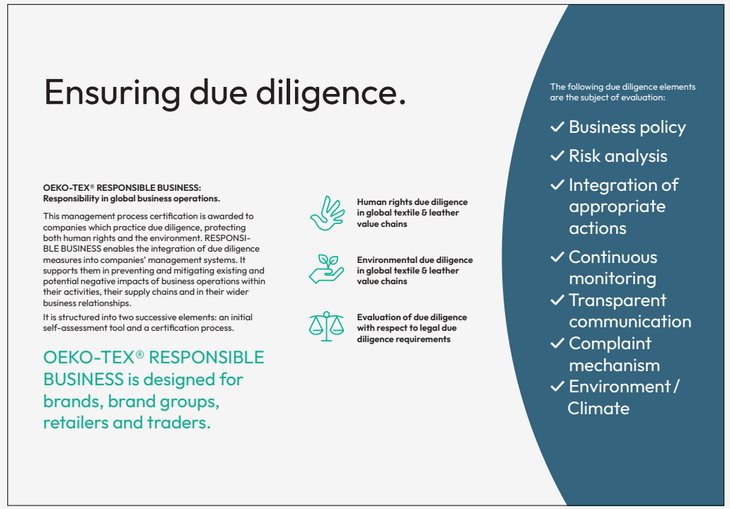
Ensuring due diligence.

Key Statement

Peace of mind:
responsibility in global business operations

Product Description

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



In use:

- ✓ Brochures
- ✓ Headlines
- ✓ Company Information
- ✓ ...

RESPONSIBLE BUSINESS Messaging Approved Statements - B2B directed

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

Focus: Compliance

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

2 Our OEKO-TEX® RESPONSIBLE BUSINESS certification [independently] proves that we are protecting human rights in our own operations and throughout our global chain.

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Have questions? No Problem! We are happy to help.

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