



# Responsible Wool Standard Logo Use and Claims Guide



TextileExchange

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# Introduction

The RWS is intended to be a global benchmark for animal welfare and land management practices in sheep farming. To learn more about the Standard, visit <http://responsiblewool.org/>.

The purpose of this document is to provide companies with clear guidelines for making claims around the Responsible Wool Standard. In order for the Standard to meet its goals of protection of sheep and the land they graze, it is crucial that all parties respect labeling guidelines. The success of the Standard depends on the credibility of claims in the market.

This *RWS Logo Use and Claims Guide* accompanies the Responsible Wool Standard, and is a required element of the standard. Updates to the *RWS Logo Use and Claims Guide* and other relevant documents can be found online. Check the RWS website for more information: <http://responsiblewool.org/>.

## How to use this Document

Any organization planning to use the Responsible Wool Standard in any type of marketing or communication should carefully read this document, and ensure that all relevant staff are informed of its content. Certification Bodies are responsible for verifying General Marketing and Product-Specific claims meet the requirements of this document.

Section A introduces the RWS logo and how it may be presented. Section B explains General Marketing and the accompanying requirements. Section C outlines how Product-Specific claims may be made. Section D describes the process for getting RWS claims approved.

Throughout the standard the term 'shall' means that the requirement is obligatory and the term 'should' means that the requirement is recommended. The term 'may' indicates permitted practice.

# What is an RWS Claim?

An RWS claim is any statement that mentions or references the Standard. These claims may include any combination of logo use, text claims, and/or links to additional information that mention the RWS.

RWS claims fall under one or more of the following categories:

**General marketing claim:** Any claim that does not reference a specific product. These claims may indicate or imply that a company meets the requirements of the RWS, purchases RWS certified products, or certifies in accordance with the RWS. Examples include information on a website, banners at a trade show, mention of RWS in an advertisement, catalogue or point of sale marketing.

**Product-Specific claim:** Any claim that references a specific product. These claims indicate or imply that a specific product meets the requirements of the RWS. These claims may be made on or off the products. Examples include hangtags, online product description, catalogue product description, or point of sale marketing where the claim is connected to a specific product.

Both General marketing claims and Product-Specific claims may be either business-to-business (wholesale catalogues, trade shows, websites, etc) or consumer-facing claims (in-store displays, hangtags, catalogues, etc.). The RWS logo is not required for RWS business-to-business claims.

Any claim that makes reference to the RWS shall meet the requirements of this document.

## Misuse of RWS Claims

Textile Exchange will pursue all legal means to stop and remedy any unauthorized or misleading use of the RWS name or RWS logo. Textile Exchange will make public any misuse of the RWS name or RWS logo in order to maintain trust in the Responsible Wool Standard.

## Section A – RWS Logo Guidelines

- A1. Textile Exchange only distributes RWS logos to Certification Bodies that have been approved to provide RWS certification services. Companies should contact their Certification Body for copies of the logo. In all cases, the RWS logo shall be from the original design files.
- A2. The RWS logo and all wording therein shall be of a size large enough to be clear and legible. The RWS logo shall not be less than 10 mm or 0.39 inches in diameter.
- A3. The RWS logo shall not be permanently printed on or affixed to any reusable packaging (e.g. shoeboxes, hangers).
- A4. It is requested that the blue logo be used if possible. In all cases the logo shall be clear and recognizable. Guidelines have been provided for blue, black, white, and grey. No other colors are permitted.

### Color - RWS Logo Specifications



### Color value



RGB: 255, 255, 255  
CMYK: 0, 0, 0, 0.



RGB: 39, 53, 102  
CMYK: 89, 72, 9, 12.



## Correct Use



## Incorrect Use



Prohibited to make sheep or/and circle background transparent when the color RWS logo is used.

## Black RWS Logo Specifications



## Color value



RGB: 255. 255. 255  
CMYK: 0. 0. 0. 0.



RGB: 0. 0. 0  
CMYK: 74. 71. 64. 87.



## Correct Use

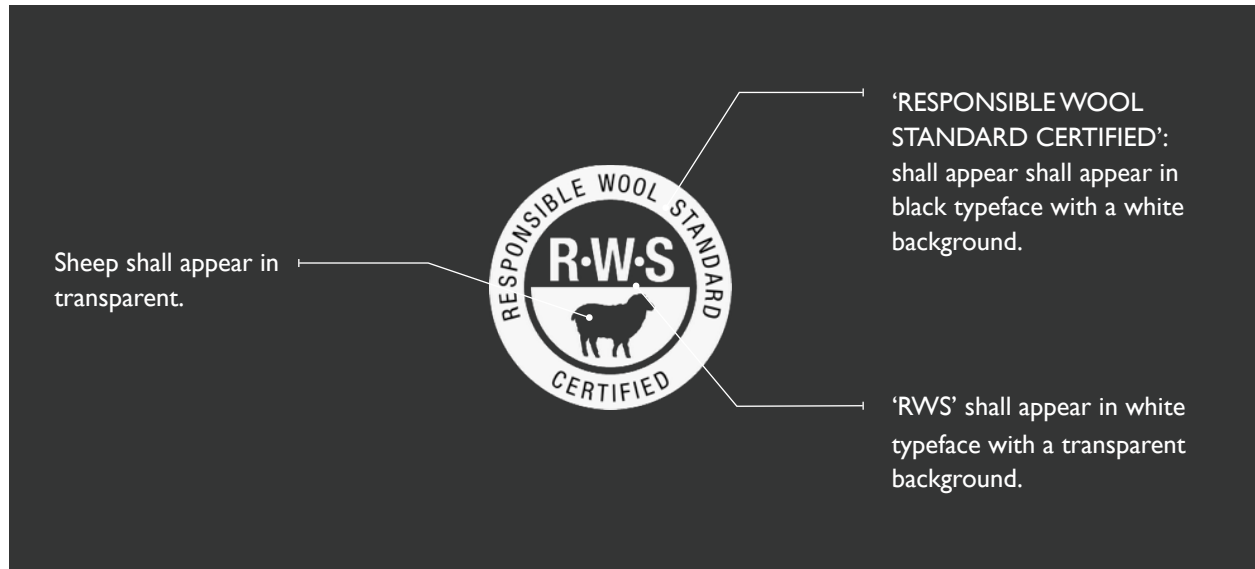


## Incorrect Use

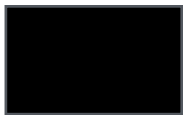


Prohibited to make sheep in white  
and transparent behind "RWS"

## White RWS Logo Specifications



## Color value



RGB: 0. 0. 0

CMYK: 74. 71. 64. 87.



RGB: 255, 255, 255

CMYK: 0. 0. 0. 0.

## Correct Use



## Incorrect Use

Prohibited to fill any color inside sheep and/or behind "RWS"



## Grey RWS Logo Specifications



## Color value



RGB: 255, 255, 255

CMYK: 0, 0, 0, 0.



RGB: 109, 109, 109

CMYK: 51, 43, 39, 2.

## Correct Use

The grey logo may only be used on a black or white background.



## Section B – RWS General Marketing Claims

### B1. General Guidelines

- B1.1 The following organizations may make RWS General marketing claims:
- Certified Organizations
  - Certification bodies (to indicate they are authorized to provide RWS certification services)
  - Non-certified Organizations (limited to commitments of use, future use or percentage or volume goals, see *Sections A2.5*)

### B2. Allowed language - RWS General marketing claims

- B2.1 All RWS General marketing claims shall be true, accurate, and not misleading. All claims shall be able to be verified through certification documents.

**Example A:** If Retailer B carries both RWS and non-RWS products, it shall not lead the consumer to assume that all products are RWS certified. The claim: “Retailer B sells RWS products.” is not allowed in this case.

**Example B:** Brand ABC makes a public commitment such as, “We commit to using only RWS wool by 2020.” This is allowed.

- B2.2 A Certified Organization may indicate that it is certified to produce (or sell) RWS Products in accordance with the Responsible Wool Standard in its marketing and public relations materials. Any statement made about the RWS shall be true, accurate, and not misleading.
- B2.3 Certified Organizations using the 100% Claimed Material Exemption (see Section D2 of the CCS) – may make general statements in marketing, public relations, and on-product claims about the certified Wool Content of all their products (e.g. “All of our Wool is certified to the Responsible Wool Standard.”).
- B2.4 A non-certified Organization may indicate their use of the RWS: commitments of future use or percentage or volume goals. A non-certified Organization shall be willing and able to show proof of its claim (e.g. Transaction Certificates of its RWS products purchased).
- B2.5 The following language may not appear in RWS General marketing Claims of non-certified Organizations:
- “Certified” or any wording that indicates certification of a product or the non-certified Organization.

- “Product” or any reference to specific products or product categories.
- Any percentage or wording that indicates exact percentage or volume of certified Claimed Material or products.

**Example of General marketing claim:**



**ADVERTISEMENT IN A BILLBOARD**



# Section C – RWS Product-Specific Claims

## C1. General Guidelines

The following criteria shall be met for products sold with consumer-facing RWS product-specific claims:

- C1.1 The product contains only RWS Certified Wool (i.e. no non-certified wool). When the percentage of RWS wool of the product or component is less than 10%, the percentage of certified content shall be listed with the language reference in C2.1.

**Product Example:** *A sweater contains 5% RWS-Certified wool, 80% cotton, and 15% polyester. If the company uses the RWS logo, the percentage of wool shall be included with the C2.1 language.*

**Component Example:** *A pair of shoes include shoelaces that contain 5% RWS-Certified wool, and 95% nylon. If the company uses the RWS logo, the percentage of wool shall be included with the C2.1 language. It is not necessary to calculate the overall percentage of RWS wool.*

- C1.2 The product is RWS certified up through the seller in the last business-to-business transaction.

**Example:** *Brand A sells RWS certified sweaters to Retailer B. Brand A shall be RWS certified and the products Brand A sells shall be RWS certified. Retailer B is not required to be certified.*

- C1.3 An valid Scope Certificate is held by the final Certified Organization and includes the correct product category.
- C1.4 All claims and associated artwork have been approved by an approved Certification Body (see Section D).
- C1.5 Printed RWS claims (e.g. hangtags, sewn-in labels) are attached to Certified Products by Certified Organizations only.
- C1.6 When the RWS logo is present; it shall be kept at a reasonable distance from other product or Content claims that do not refer to the RWS. See examples below:

Allowed



**RWS Certified Wool**  
**ABC 12345678**

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



**RWS Certified First-Class Quality Wool**  
**ABC Cert 12345678**

## C2. Allowed language - RWS Product-specific claims

C2.1 RWS Product-specific claims shall include the following:

1. RWS Logo
2. Reference to the last certified Organization's responsible Certification Body (i.e. Certification Body's name and/or logo); and
3. Reference to the last certified Organization (i.e. certified Organization's name and/or logo as it appears on the Scope Certificate and/or certification number provided by the CB).
4. Percentage of certified content, if required by C1.1.

The Certification Body and certified Organization shall appear at least once on the Product-Specific claim of each product. All required information shall be included next to the RWS logo that will reasonably be seen first. When the RWS claim is not intended for the consumer, it is not required that the logo appear.

C2.2 RWS logos may also be accompanied by additional language as long as it is true, accurate, and not misleading.

For example:

- Certified to the RWS
- Responsible Wool Standard Certified
- Contains RWS Certified Wool
- ResponsibleWool.org
- *Additional language may also be used, such as: "The goals of the Responsible Wool Standard are to protect the sheep that supply the wool and the land they graze."*

C2.3 The RWS logo may not be accompanied by additional language that implies the product has been certified to meet broad environmental or social requirements.

For example:

- Ethically produced
- Environmentally responsible
- 100% Sustainable

C2.4 Individual components of a product may be identified as certified to the RWS. For example, only the upper of a shoe is made with RWS certified wool.

Product-Specific RWS claims are prohibited if the product contains any non-certified wool. All other requirements still apply.

- C2.5 The brand or retailer is responsible to check on the labeling laws of the country(ies) of sale to ensure they are meeting all legal requirements

### Examples of Correct Product-specific claims

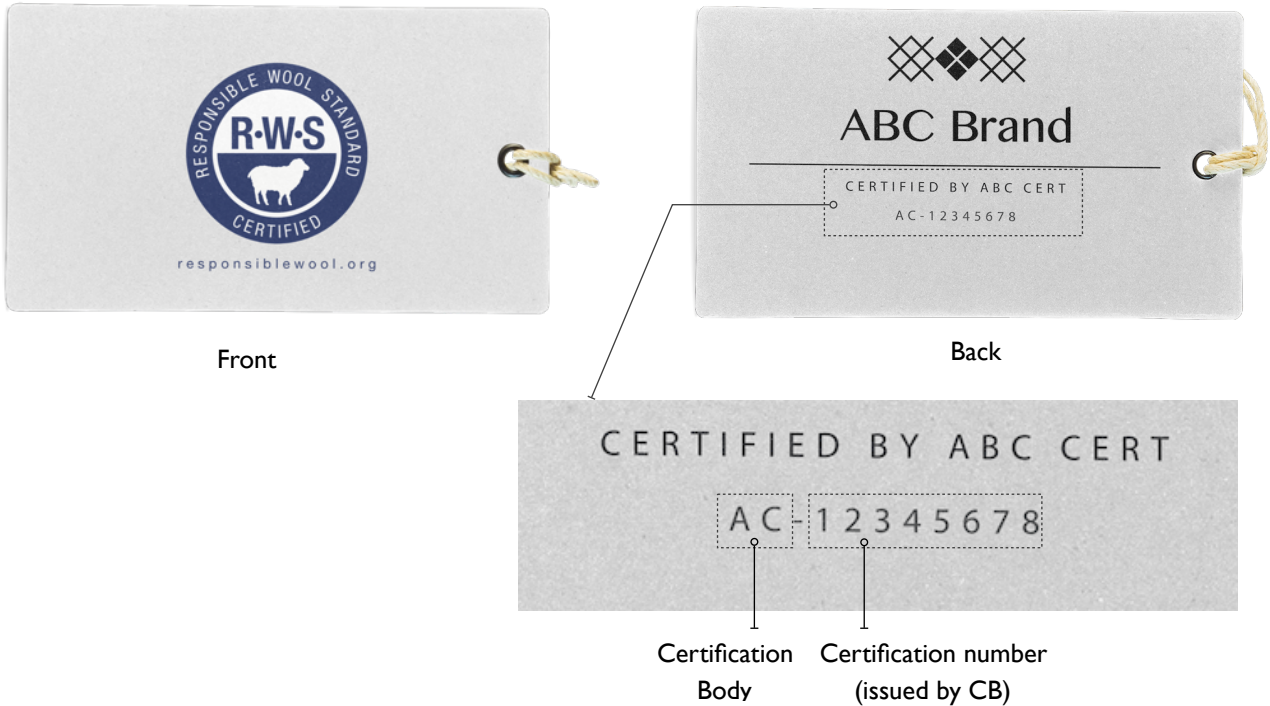
#### Example #1



Example #2



Example #3







## Section D – RWS Claims Approval

### D1. RWS Claim Approval Process

- D1.1 All artwork intended for product application shall be approved by the Certification Body prior to being applied to the products.

Certified Organizations shall send all RWS artwork to their Certification Body for approval prior to use.

Non-certified Organizations shall send all RWS artwork to the responsible Certification Body for approval prior to use. Certified Organizations may apply for artwork approval on behalf of a non-certified Organization.

- D1.2 Certification Bodies are to review artwork for compliance with the *RWS Logo Use and Claims Guide* and give approval through the “Label Release Form”.

### D2. Questions about RWS Claims

- D2.1 Certified Organizations with questions regarding RWS Claims may contact their Certification Body.

- D2.2 Non-certified Organizations with questions regarding RWS claims may contact the responsible Certification Body or Textile Exchange.

- D2.3 Certification Bodies may direct questions to Textile Exchange as needed.

### D3. RWS Logo Distribution

- D3.1 Certified Organizations may request RWS logo files from their Certification Body.

- D3.2 Non-certified Organizations may request RWS logos from the Certification Body of their RWS certified supplier. The Certification Body may request a signed agreement or Approved Label Release Form prior to distribution.

- D3.3 Textile Exchange does not distribute RWS logos, except to Certification Bodies.