Textile Exchange
Organic Content Standard 2.0
Logo Use and Claims Guide

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Applicable for OCS 2.0
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Introduction

The **Goal** of the Organic Content Standard (OCS) is to ensure trust in organic content claims.

The purpose of the *OCS Logo Use and Claims Guide* is to provide guidance for companies making claims about their use of certified OCS organic products. The intended users of the Guide are organizations providing auditing and certification services for the OCS (“Certification Bodies”), companies selling OCS Certified products to other companies (“certified Organizations”), and retailers selling certified OCS Product.

This *OCS Logo Use and Claims Guide* accompanies the Organic Content Standard, and is a required element of the standard. The certification requirements connected to the use of the standard are drawn from the Content Claim Standard (CCS) requirements to ensure full chain of custody for the input material. Updates to the *OCS Logo Use and Claims Guide* and other relevant documents can be found online. Check the OCS website for more information: [http://organiccontent.org/](http://organiccontent.org/).

**How to use this Document**

This document sets forth the overall requirements for labeling with the OCS. Section A describes the prerequisites for making OCS claims or using the OCS logo. Section B describes allowed logo use and accompanying claims language needed to create a claim’s artwork. Section C describes the process of getting your claims approved prior to use.
What is an OCS Claim?

An OCS claim is any statement that makes reference to the OCS. OCS claims may include any combination of logo use, text claims, and/or links to additional information that mention the OCS. OCS claims fall under one or more of the following categories:

**Product-specific claim:** This type of claim indicates or implies that a specific product meets the requirements of the OCS. These claims may be made on or off the products. Examples of product-specific claims include hangtags with the OCS logo, or reference to the OCS in the description of a product or group of products in a catalog, website, or point of sale marketing.

**General marketing claim:** This type of claim indicates or implies that a company meets the requirements of the OCS, purchases OCS Certified products, or certifies in accordance with the OCS. Examples of general marketing claims include reference to the OCS on the CSR page of a website or in a general statement (that does not refer to a product) in a catalog or point of sale marketing.

**Business-to-business (B2B) claim:** This type of claim uses the OCS name or OCS logo to identify semi-finished batches or lots directly, or on invoices or shipping documents.

**Consumer-facing claim:** This type of claim is directed at consumers. Examples of consumer-facing claims are hangtags, product descriptions in catalogs or websites, in-store displays, etc.

Any claim that makes reference to the OCS shall meet the requirements of this document.
Section A – Am I allowed to make an OCS Claim?

A1. Prerequisites for Product-Specific OCS Claims

In order for products to be sold with consumer-facing OCS claims the following requirements shall be met:

A1.1 All claimed organic Content in the product shall be OCS Certified.

A1.2 The product shall be OCS Certified up through the seller in the final business-to-business transaction.

   Example: Brand A sells OCS certified shirts to Retailer B. Brand A shall be OCS Certified and the products Brand A sells shall be OCS Certified. Retailer B is not required to be certified.

A1.3 Any product-specific claims or statements about the OCS shall aligned with information from the relevant Transaction Certificate (e.g. product description, material content, etc.) and shall be true, accurate, and not misleading.

A1.4 The OCS may only be mentioned in connection with a product if the product category is listed on the Scope Certificate held by the certified Organization.

A1.5 Only certified Organizations may apply product-specific claims with reference to the OCS (e.g. hangtags, sewn-in labels).

A1.6 Any and all use of the OCS logo shall follow the guidelines in Section B.

A1.7 Approval of claim artwork shall be obtained before use following the guidelines in Section C1.

A2. Prerequisites for OCS General Marketing Claims

A2.1 Certified Organizations may make general marketing claims about the OCS, their certification to the OCS, and about the certification of their OCS products as long as all statements are true, accurate, and not misleading.

A2.2 Qualified certified Organizations using the 100% Claimed Material Exemption - described in Section D2 of the CCS- may make general OCS marketing claims about the organic Content of all their products, including logo use and on-product claims. See Section B5.2 for allowed language.

A2.3 Non-certified organizations making general marketing claims about the OCS may include retailers or companies that have made the commitment to use OCS products.
Any associated claims about the OCS in relation to the organization or its products shall be true, accurate, and not misleading. See Sections B4.4 and B5.3 for further guidance.

Example: If Retailer B carries both OCS and non-OCS products, it shall not lead the consumer to assume that all products are OCS certified (e.g. “Retailer B sells OCS products.”).

A2.4 CBs may indicate that they are authorized to certify goods to OCS standards in their marketing and public relations materials. Any claims or statements about the OCS in relation to the CB or its products shall be true, accurate, and not misleading.

Section B – What are the Requirements for OCS Claims?

B1. General Logo Use

B1.1 For Business-to-Business claims of products, the OCS logo is not required (e.g. shipping labels or packing slips).

B1.2 When the OCS logo is present; it shall be kept at a reasonable distance from other product or content claims that do not refer to the OCS. See examples below:

<table>
<thead>
<tr>
<th>Allowed</th>
<th>Not Allowed (adjacent claim is not associated with the Organic Content Standard)</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="Organic100.png" alt="Organic100.png" /> Contains Organically Grown Cotton</td>
<td><img src="Organic100.png" alt="Organic100.png" /> Certified FairTrade</td>
</tr>
</tbody>
</table>

B2. Logo Use with Product-Specific Claims

B2.1 OCS logos shall be obtained from the Certification Body that has certified the product. Only certified Organizations may apply OCS logos (e.g. hang-tags, sewn-in labels) to products.

B2.2 When the OCS is referenced in product-specific claims, the OCS logo and required language from Section B3 shall appear adjacent to the claim. When the OCS reference
is not intended for the consumer (e.g. sewn-in labels), it is not required that the logo or language from Section B3 appear. Logo use shall follow the specifications set out in Section B6.

B2.3 Individual components of a product may be identified as certified to the OCS but only in a manner that makes it completely clear that only the identified component contains organic content, and not the whole product. For example, only the upper of a shoe is made with organic content, while the bottom is rubber.

B2.4 The OCS logo shall not be permanently printed on or affixed to any reusable packaging (e.g. shoeboxes, hangars).

B2.5 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.

B3. Language for Product-Specific Claims

B3.1 When an OCS logo appears in product-specific claims, the following shall appear adjacent:

1. Reference to the last certified Organization’s responsible Certification Body (i.e. Certification Body’s name and/or logo); and
2. Reference to the last certified Organization (i.e. certified Organization’s name and/or logo as it appears on the Scope Certificate and/or license number provided by the CB).

The Certification Body and certified Organization shall appear at least once on the product-specific claim of each product. See examples of allowed accompanying language below.

It shall be clear to what certification the information references (e.g. “Certified to the OCS by CB”). This is necessary when multiple certification logos are present on a product.

B3.2 When the OCS 100 logo appears, the following language shall appear adjacent to the logo (either “Made with” or “Contains” may be used; it is not required to use both”):

- “Made with/Contains 100% Organically Grown Material” (only for products that contain 100% Organic Material), or
- “Made with/Contains Organically Grown Material” (for products that contain 95% or more Organic Material, as long as the remaining content is not of the same type as the Organic Material).

B3.3 When the OCS Blended logo appears, the following language shall appear adjacent to the logo (either “Made with” or “Contains” may be used; it is not required to use both”):
• "Made with/Contains X% Organically Grown Material" for products that contain 5-99% Organic Material (there are no restrictions on the remaining content). "X" is to be replaced with the actual percentage of Organic Material being claimed, or
• "Made with/Contains a minimum of X% Organically Grown Material" when multiple percentages are used, but "X" shall be lowest of the percentages.

B3.4 The OCS may be used to certify organic-in-conversion materials and shall be labeled as such at all times. When the OCS Blended logo appears, the following language shall appear adjacent to the logo (either “Made with” or “Contains” may be used; it is not required to use both):

• “Made with/Contains 100% Organically Grown In-Conversion Material” or “Made with/Contains 100% Transitional Organically Grown Material” (only for products that contain 100% Organic Material), or
• “Made with/Contains Organically Grown In-Conversion Material” or “Made with/Contains Transitional Organically Grown Material” (for products that contain 95% or more Organic Material, as long as the remaining content is not of the same type as the Organic Material).
• “Made with/Contains X% Organically Grown In-Conversion Material” or “Made with/Contains X% Transitional Organically Grown” for products that contain 5-99% Organic Material (there are no restrictions on the remaining content). “X” is to be replaced with the actual percentage of Organic Material being claimed.

B3.5 Those applying the claim are responsible for checking the laws of the country of sale. For example, with products sold in the US, no reference may be made to “organic-in-conversion” or “contains”.

B3.6 OCS logos may also be accompanied by additional language as long as it is true, accurate, and not misleading. For example:

• Certified to the OCS
• OrganicContent.org
• The goal of the Organic Content Standard (OCS) is to ensure trust in organic content claims.

The OCS logo may not be accompanied by additional language that implies the product has been certified organic, meets broad environmental, or social requirements. For example:

• 100% Organic Sheets
• Ethically produced
• Environmentally responsible
• 100% Sustainable
B3.7  Examples of Proper Logo and Claim Use

Example #1

```
Made with Organically Grown Cotton  
Certified by (CBs name or logo)  
(Certified Organization name or CB license number)
```

Example #2

Front:  
Back:

```
Brand X is certified to  
the OCS by CB Y.  

Made with 50% In-Conversion Organically  
Grown Cotton
```

Example #3

Front:  
Back:

```
(Brand X Logo)  
Certified by CB Y  

Made with 100%  
Organically Grown Cotton  
www.OrganicContent.org
```

B4.  Logo Use in General Marketing Claims

B4.1  For general marketing claims, it is encouraged to use an OCS logo, but not required.
**B4.2** A certified Organization may use the OCS logo in marketing and public relations materials to indicate its use of the OCS, as long as it has taken steps to ensure that all statements are true, accurate, and not misleading.

**B4.3** Qualified certified Organizations using the 100% Claimed Material Exemption – described in Section D2 of the CCS – may use the OCS logo in marketing, public relations, and on-product claims. See Section B5.2 for language guidance.

**B4.4** A non-certified organization may use the OCS logo in general marketing claims, as long as it has taken steps to ensure that all associated statements are true, accurate, and not misleading. However, the use shall not in any way imply that the Organization itself is certified. See Section B5.3 for language guidance.

**B4.5** CBs may use the OCS logos to indicate that they are authorized to certify goods to OCS standards in their marketing and public relations materials, as long as it has taken steps to ensure that all statements are true, accurate, and not misleading.

**B5. **Language for General Marketing Claims

**B5.1** A certified Organization may indicate that it is certified to produce (or sell) OCS Product in accordance with the Organic Content Standard in its marketing and public relations materials. Any statement made about the OCS must be true, accurate, and not misleading.

**B5.2** Qualified certified Organizations using the 100% Claimed Material Exemption – described in Section D2 of the CCS – may make general statements in its marketing, public relations, and on-product claims about the certified organic Content of all their products (e.g. “All of our cotton is certified to the Organic Content Standard.”).

**B5.3** A non-certified organization may indicate their use of the OCS. General marketing claims may appear in online publications, catalogs, and any other location. These claims may be stated in general terms, such as “We support the Organic Content Standard in our use of organic cotton.” A non-certified organization shall be willing and able to show proof of its claim (e.g. Transaction Certificates of its OCS products purchased).

The following language may not appear in OCS 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 percentage of certified Claimed Material or products.

Statements about intended use - similar to the following may be used: “Our Brand plans to source OCS cotton for all our products by Fall 2016.” or “Brand X supports the OCS and is committed to certify all of our products within the next three years.”

When any claim is attached to a specific product or group of products, this becomes a product specific claim, and shall meet the requirements in Section B3.

**B6. Logo Use Specifications**

**B6.1** In all cases, the OCS logo shall be from the original design files provided by Textile Exchange or the relevant Certification Body.

**B6.2** Unless otherwise noted, the logo shall appear as follows:

**Color - OCS 100 Logo Specifications**

<table>
<thead>
<tr>
<th>Writing</th>
<th>‘ORGANIC 100’ shall appear shall appear in white “Cabin bold” font face with a green background. ‘content standard’ shall appear shall appear in white or transparent “Helvetica bold” font face with a black background.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaf</td>
<td>Green, inside white</td>
</tr>
<tr>
<td>Colors</td>
<td>Green color shall be RGB: 25, 151, 93; CMYK: 82, 0, 92, 0; or Pantone: 355 Uncoated. Black color shall be RGB: 16, 24, 32; CMYK: 100, 79, 44, 93; or Pantone: Coated Black 6</td>
</tr>
</tbody>
</table>

**Color – OCS Blended Logo Specifications**

<table>
<thead>
<tr>
<th>Writing</th>
<th>‘ORGANIC BLENDED’ shall appear in green “Cabin bold” font face with a white or transparent background. ‘content standard’ shall appear in white or transparent “Helvetica bold” font face with a black background.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaf</td>
<td>Outlined in green, inside white or transparent</td>
</tr>
<tr>
<td>Colors</td>
<td>Green color shall be RGB: 25, 151, 93; CMYK: 82, 0, 92, 0; or Pantone: 355 Uncoated. Black color shall be RGB: 16, 24, 32; CMYK: 100, 79, 44, 93; or Pantone: Coated Black 6</td>
</tr>
</tbody>
</table>
## Grey scale - OCS 100 Logo Specifications

<table>
<thead>
<tr>
<th>Writing</th>
<th>“ORGANIC 100” shall appear in white “Cabin bold” font face with a grey background. “content standard” shall appear in white “Helvetica bold” font face with a black background.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaf</td>
<td>Black, inside white</td>
</tr>
<tr>
<td>Color</td>
<td>Grey color shall be RGB: 107, 107, 107 or #6b6b6b Black color shall be RGB: 23, 23, 23 or #171717</td>
</tr>
</tbody>
</table>

## Grey scale - OCS Blended Logo Specifications

<table>
<thead>
<tr>
<th>Writing</th>
<th>“ORGANIC BLENDED” shall appear in black “Cabin bold” font face with a white or transparent background. “content standard” shall appear in white “Helvetica bold” font face with a black background.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaf</td>
<td>white, outlined in black</td>
</tr>
<tr>
<td>Color</td>
<td>Grey color shall be RGB: 107, 107, 107 or #6b6b6b Black color shall be RGB: 23, 23, 23 or #171717</td>
</tr>
</tbody>
</table>

B6.3 The OCS logo and all wording therein shall be of a size large enough to be clear and legible. The OCS logo shall not be less than 10 mm or 0.39 inches in diameter.
Section C – How are OCS Claims Approved?

C1. OCS Claim Approval Process
   C1.1 Certified Organizations shall send all artwork containing Product-Specific OCS Claims to their Certification Body for approval prior to use.
   C1.2 Non-certified organizations shall send all artwork containing Product-Specific OCS Claims to the responsible Certification Body of the certified Organization for approval prior to use. Certified Organizations may apply for artwork approval on behalf of a non-certified organization.
   C1.3 Certification Bodies are to review artwork for compliance with the OCS Logo Use and Claims Guide and give approval through the “Label Release Form”.

C2. Questions about OCS Claims
   C2.1 Certified Organizations with questions regarding OCS Claims may contact their Certification Body.
   C2.2 Non-certified organizations with questions regarding product-specific OCS claims may contact the responsible Certification Body of the certified Organization. A non-certified organization with questions regarding OCS general marketing claims may contact either the responsible Certification Body or Textile Exchange.
   C2.3 Certified Organizations with questions regarding OCS general marketing claims should contact its Certification Body.
   C2.4 Certification Bodies may direct questions to Textile Exchange.

C3. OCS Logo Distribution
   C3.1 Certified Organizations may request OCS logo files from their Certification Body.
   C3.2 Non-certified organizations may request OCS logos from the Certification Body of their OCS Certified supplier.
   C3.3 Textile Exchange does not distribute OCS logos, except to Certification Bodies.
Section D – Misuse of OCS Claims

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