

Textile Exchange

RDS Logo Use and Claims Guide 2.1



TextileExchange
Creating Material Change



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All companies shall have until January 1, 2017 to comply with the RDS Logo Use and Claims Guide 2.1. Artwork granted approval on or before December 31, 2016 may still be applied in 2017.

For more details on the RDS 2.0 transition policy, visit <http://responsibledown.org/>.

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Table of Contents

Introduction.....	4
How to use this Document	4
What is an RDS Claim?	5
Section A – Am I allowed to make an RDS Claim?	6
A1. Prerequisites for Product-Specific RDS Claims.....	6
A2. Prerequisites for RDS General Marketing Claims.....	6
Section B – What are the Requirements for RDS Claims?	8
B1. General Logo Use	8
B2. Logo Use with Product-Specific Claims.....	8
B3. Language for Product-Specific Claims.....	9
B4. Logo Use in General Marketing Claims.....	10
B5. Language for General Marketing Claims.....	11
B6. Logo Use Specifications.....	12
Section C – How are RDS Claims Approved?.....	14
C1. RDS Claim Approval Process	14
C2. Questions about RDS Claims.....	14
C3. RDS Logo Distribution.....	14
Section D – Misuse of RDS Claims	15



Introduction

The goal of the Responsible Down Standard is to ensure that the waterfowl in the down supply chain are treated humanely.

The Responsible Down Standard (RDS) is intended to ensure that independent third-party assessment of all aspects of animal rearing and handling, as well as chain of custody through the entire supply chain, will help to improve the welfare of animals and, at the same time, provide retailers and consumers alike with greater confidence in responsible sourcing.

The purpose of the *RDS Logo Use and Claims Guide 2.1* is to provide guidance for companies making claims about their use of RDS certified down. The intended users of the Guide are organizations providing auditing and certification services for the RDS (“Certification Bodies”), farms and companies selling RDS certified products to other companies (“certified Organizations”), and retailers selling certified RDS Product.

This *RDS Logo Use and Claims Guide 2.1* accompanies the Responsible Down 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 *RDS Logo Use and Claims Guide 2.1* and other relevant documents can be found online. Check the RDS website for more information: <http://responsibledown.org/>.

How to use this Document

This document sets forth the overall requirements for labeling with the RDS. Section A describes the prerequisites for making RDS claims or using the RDS 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 RDS Claim?

An RDS claim is any statement that makes reference to the RDS. RDS claims may include any combination of logo use, text claims, and/or links to additional information that mention the RDS.

RDS 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 RDS. These claims may be made on or off the products. Examples of Product-Specific claims include hangtags with the RDS logo, or reference to the RDS 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 RDS, purchases RDS certified products, or certifies in accordance with the RDS. Examples of General marketing claims include reference to the RDS 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 RDS name or RDS 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 RDS shall meet the requirements of this document.



Section A – Am I allowed to make an RDS Claim?

A1. Prerequisites for Product-Specific RDS Claims

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

- A1.1 All down in the product shall be RDS certified.
- A1.2 The product shall be RDS certified up through the seller in the final business-to-business transaction.

Example: Brand A sells RDS certified duvets to Retailer B. Brand A shall be RDS certified and the products Brand A sells shall be RDS certified. Retailer B is not required to be certified.

- A1.3 Any Product-Specific claims or statements about the RDS shall be 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 RDS 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 RDS (e.g. hangtags, sewn-in labels).
- A1.6 Any and all use of the RDS 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 RDS General Marketing Claims

- A2.1 Certified Organizations may make general marketing claims about the RDS, their certification to the RDS, and about the certification of their RDS 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 RDS marketing claims about the certified Content of all their products, including logo use. Some on-product claims may be used, see Section B5.2 for allowed language.
- A2.3 Non-certified organizations making general marketing claims about the RDS may include retailers or companies that have made the commitment to use RDS products.



Any associated claims about the RDS 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 RDS and non-RDS products, it shall not lead the consumer to assume that all products are RDS certified (e.g. "Retailer B sells RDS products.").

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



Section B – What are the Requirements for RDS Claims?

B1. General Logo Use

- B1.1 For Business-to-Business claims of products, the RDS logo is not required (e.g. shipping labels or packing slips).
- B1.2 When the RDS logo is present; it shall be kept at a reasonable distance from other product or Content claims that do not refer to the RDS. See examples below:

Allowed



RDS Certified

Not Allowed (*adjacent claim is not associated with the Responsible Down Standard*)



Certified FairTrade

B2. Logo Use with Product-Specific Claims

- B2.1 RDS logos shall be obtained from the Certification Body that has certified the product. Only certified Organizations may apply RDS logos (e.g. hang-tags, sewn-in labels) to products.
- B2.2 When the RDS is referenced in Product-Specific claims, the RDS logo and required language from Section B3 shall appear adjacent to the claim. When the RDS 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 RDS. For example, only the top layer of a sleeping bag may be made with RDS certified down, while the bottom layer may use synthetic fill. Product-Specific RDS claims are prohibited if the product contains any non-certified down.
- B2.4 The RDS logo shall not be permanently printed on or affixed to any reusable packaging (e.g. shoeboxes, hangers).
- 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 RDS 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 RDS by CB"). This is necessary when multiple certification logos are present on a product.

B3.2 RDS logos may also be accompanied by additional language as long as it is true, accurate, and not misleading. For example:

- Certified to the RDS
- Responsible Down Standard Certified
- Contains RDS Certified Down
- RDS Certified Down
- Responsibledown.org
- *Additional language may also be used, such as:* "The goal of the Responsible Down Standard is to ensure that the waterfowl in the down supply chain are treated humanely."

The RDS 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



B3.3 Examples of Proper Logo and Claim Use

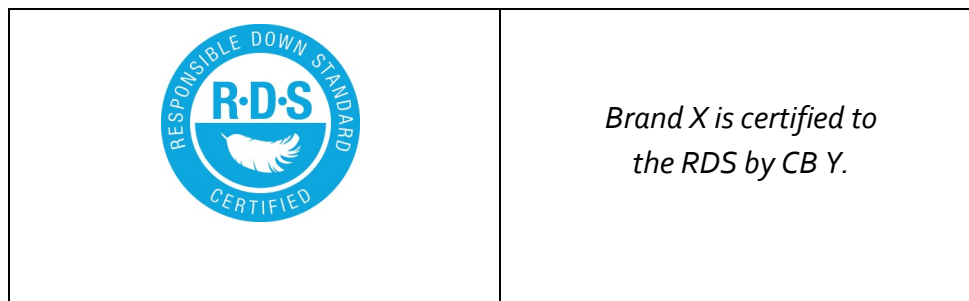
Example #1



Example #2

Front:

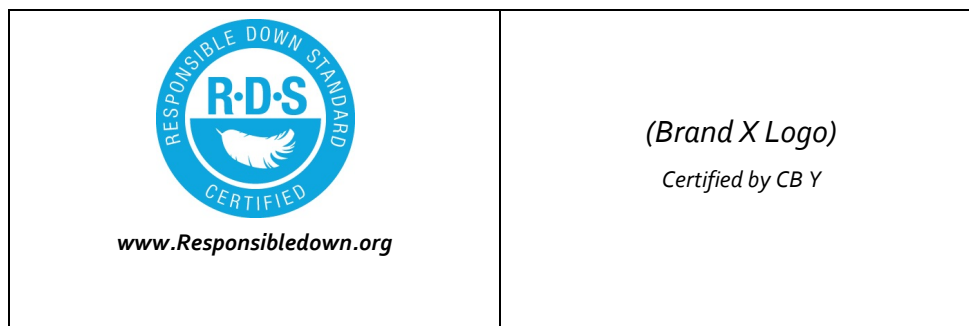
Back:



Example #3

Front:

Back:



B4. Logo Use in General Marketing Claims

B4.1 For General marketing claims, it is encouraged to use an RDS logo, but not required.



- B4.2 A certified Organization may use the RDS logo in marketing and public relations materials to indicate its use of the RDS, 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 RDS 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 RDS 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 RDS logos to indicate that they are authorized to certify goods to RDS 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) RDS Product in accordance with the Responsible Down Standard in its marketing and public relations materials. Any statement made about the RDS must be true, accurate, and not misleading.
- B5.2 Certified Organizations using the 100% Claimed Material Exemption – described in Section D2 of the CCS – may make general statements in marketing, public relations, and on-product claims about the certified down Content of all their products (e.g. “All of our down is certified to the Responsible Down Standard.”).
- B5.3 A non-certified organization may indicate their use of the RDS. 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 Responsible Down Standard in our use of down.” A non-certified organization shall be willing and able to show proof of its claim (e.g. Transaction Certificates of its RDS products purchased).

The following language may not appear in RDS 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 all RDS down by Fall 2016.” or “Brand X supports the RDS and is committed to certification within the next three years.”

B6. Logo Use Specifications


B6.1 In all cases, the RDS 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 - RDS Logo Specifications

Writing	‘RESPONSIBLE DOWN STANDARD CERTIFIED’: shall appear shall appear in white “xx” font face with a blue background. ‘RDS’ shall appear in blue “xx” font face with a white or transparent background.	
Feather	White, inside blue	
Colors	Blue color shall be RGB: 23, 148, 214; CMYK: 82, 0, 92, 0; or Pantone: PMS 2995. White color shall be RGB: 255, 255, 255; CMYK: 100, 79, 44, 93; or Pantone: Coated Black 6	
Background	<u>It is strongly recommended that the Blue logo be used if possible. In all cases the white or transparent background color shall not appear with gradient, but as a solid color. When the background is not white, care shall be taken to ensure the logo is still clear and recognizable.</u>	

Black RDS Logo Specifications

Writing	‘RESPONSIBLE DOWN STANDARD CERTIFIED’: shall appear shall appear in white “xx” font face with a black background. ‘RDS’ shall appear in black “xx” font face with a white or transparent background.	
Feather	White or transparent, inside black	
Color	<u>Black</u>	
Background	<u>In all cases the white or transparent background color shall not appear with gradient, but as a solid color. When the background is not white, care shall be taken to ensure the logo is still clear and recognizable.</u>	



White RDS Logo Specifications

Writing	<p>'RESPONSIBLE DOWN STANDARD CERTIFIED': shall appear shall appear in white "xx" font face with a black background.</p> <p>'RDS' shall appear in white "xx" font face with a dark transparent background.</p>	
Leaf	Dark background, inside white	
Color	<u>White</u>	
Background	<u>In all cases the dark background color shall not appear with gradient, but as a solid color. Care shall be taken to ensure the logo is clear and recognizable.</u>	

- B6.3 The RDS logo and all wording therein shall be of a size large enough to be clear and legible. The RDS logo shall not be less than 10 mm or 0.39 inches in diameter.



Section C – How are RDS Claims Approved?

C1. RDS Claim Approval Process

- C1.1 Certified Organizations shall send all artwork containing Product-Specific or General Marketing RDS Claims to their Certification Body for approval prior to use.
- C1.2 Non-certified organizations shall send all artwork containing Product-Specific or General Marketing RDS 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 All artwork intended for product application shall be approved by the Certification Body prior to being applied to the products.
- C1.4 Certification Bodies are to review artwork for compliance with the *RDS Logo Use and Claims Guide* and give approval through the "Label Release Form".

C2. Questions about RDS Claims

- C2.1 Certified Organizations with questions regarding RDS Claims may contact their Certification Body.
- C2.2 Non-certified organizations with questions regarding Product-Specific RDS claims may contact the responsible Certification Body of the certified Organization. A non-certified organization with questions regarding RDS General marketing claims may contact either the responsible Certification Body or Textile Exchange.
- C2.3 Certified Organizations with questions regarding RDS General marketing claims should contact its Certification Body.
- C2.4 Certification Bodies may direct questions to Textile Exchange.

C3. RDS Logo Distribution

- C3.1 Certified Organizations may request RDS logo files from their Certification Body.
- C3.2 Non-certified organizations may request RDS logos from the Certification Body of their RDS certified supplier. The Certification Body may request a signed agreement or Approved Label Release Form prior to distribution.
- C3.3 Textile Exchange does not distribute RDS logos, except to Certification Bodies.



Section D – Misuse of RDS Claims

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