

# ID<sup>®</sup> IDENTITY ECOLABEL

## - How to use it correctly in your marketing



Whenever you market any EU Eco label ID<sup>®</sup> product, we would like to draw your attention to the following guidelines.

- ✓ The marketing must not be misleading. In other words, when using environmental logos, there must never be any doubt as to which specific products are ecolabelled.
- ✓ Specifications for the logo in question – such as size, text, colour and shape – must be complied with (see the specifications under the individual ecolabels).
- ✓ The guidelines apply to printed materials and on various digital platforms, including SoMe and websites.

## EU Ecolabel



Figure 1: Minimum dimensions of the EU Ecolabel logo

The EU Ecolabel is the official ecolabel of the European Union. In the textile industry, the focus is on more sustainable agriculture, energy efficiency, less pollution in the production process and fewer hazardous substances. The Ecolabel is your guarantee that clothing bearing the EU Ecolabel impacts the environment as little as possible. The EU Ecolabel ensures that the clothing does not contain pesticide residues or other environmentally harmful chemicals. It also ensures that eco-friendly dyes have been used and that wastewater is handled responsibly.

### How to use the EU Ecolabel as a retailer in your marketing:

1. The EU Ecolabel is a registered trademark.
2. The EU Ecolabel (certificate) is linked to the specific ID<sup>®</sup> product (style) concerned and may only be used for this product.
3. The EU Ecolabel may not be used with other products that are not certified.
4. The product text or logo must clearly indicate that the product/style is an ID<sup>®</sup> product.
5. The EU Ecolabel logo must be visible and readable.
6. The EU Ecolabel logo (excluding licence number) may not be smaller than 10.6 x 10.6 mm.
7. Both the EU Ecolabel logo and the licence number must be visible in the marketing materials.

PRO Wear<sup>by ID<sup>®</sup></sup> **GEYSER**<sup>by ID<sup>®</sup></sup> *Seven Seas*<sup>by ID<sup>®</sup></sup>