

bluesign

CORPORATE LOGO & COMMUNICATION GUIDELINE

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Who This Guide Is For

This document applies to:

- bluesign System Partner companies with an executed agreement
- Organizations collaborating with bluesign on specific projects or campaigns

Please note:

This guideline applies only to the use of the bluesign company logo. It does not cover product labeling or the use of certification marks.

Communication guideline v3.1 Chapter 3-5 remain valid for product labeling. An updated guideline will be provided at a later date.

This guide ensures that bluesign System Partner companies and collaborating organizations correctly and consistently communicate their association with bluesign.

bluesign company logo and bluesign logo with System Partner label are always used in reference to the company and partnerships and **MUST NOT** be used in any form of product description and labeling!

USAGE OF LOGOS

01

Who can use Corporate logo vs. logo with System Partner label.

bluesign → Collaborators through memberships and sponsorships

bluesign
SYSTEM PARTNER → bluesign System Partner companies

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bluesign LOGO USAGE

02

Source of vector files:

Contact marketing team at marketing@bluesign.com to source vector file and get official approval for use.

Organizations and associations that collaborate with bluesign—whether through joint initiatives, projects, sponsorships, or memberships—may use the bluesign logo after formal authorization by bluesign.

- The bluesign logo is the universal signature of our brand.
- The company communication can be used for press releases, newsletters, on your company website and other communication materials for joint projects or strategic collaborations with bluesign.
- It may not be used in connection with any product marketing/communication.
- It must be used according to strict spacing, size, and color guidelines.
- Do not alter, stretch, recolor, or modify the bluesign logo in any way.
- Use only the provided high-resolution vector files.

Approval by bluesign marketing team is required.

Contact marketing@bluesign.com.

Non-compliance with the authorized use of the bluesign logo constitutes a breach of contract and must be remedied by the user within thirty (30) days of written notice from bluesign technologies ag. Failure to cure such non-compliance may result in contract termination and loss of permission to use the bluesign logo in any form.

bluesign

The official version of the bluesign logo is shown here. The logo may not be modified in any way.

In order to maintain, protect, and strengthen the bluesign brand, all usage of the logo must correspond with the guidelines stated in this manual.

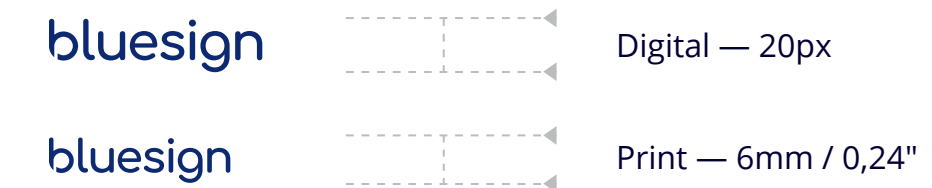
Through consistent use in all of our communications, the logo becomes a visual shorthand that identifies bluesign and symbolically embodies its values, goals and personality.



The clearspace ensures legibility and impact of the logo by isolating it from competing visual elements, such as text and supporting graphics. This space should be considered as the absolute minimum safe distance,

ensuring the logo has plenty of room to breathe. As a rule, the minimum clearspace around the logo is equal to the height of the letter "e".

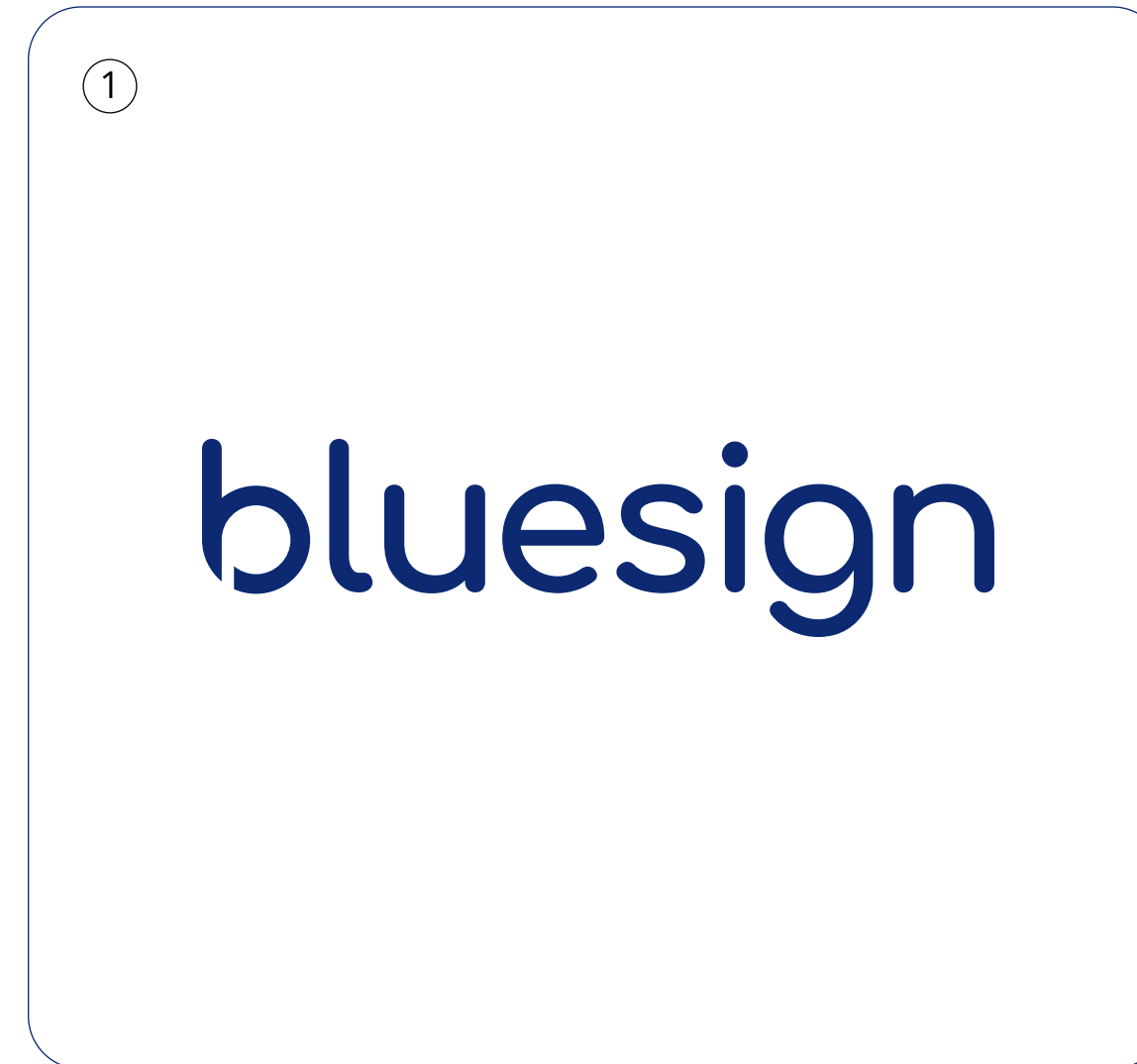
When scaling the logo, a minimum size must be adhered to so that legibility is retained. When printed, the logo must be at least 6mm in height. When displayed digitally, it must be at least 20px in height.



Color is the first visual thing we remember, and a powerful asset in building brand recognition. The main color of the logo is “Dark Sapphire” blue.

In situations where the official bluesign logo in “Dark Sapphire” blue cannot be used, two alternatives in black or white (as shown here) are available.

If color is not an option for technical reasons or if the brand colors lack contrast or competes with other visual elements, use either the black or white logo options.



1. Dark Sapphire Blue on light backgrounds
2. White on dark backgrounds
3. Black on white backgrounds
4. White on black backgrounds

bluesign LOGO WITH SYSTEM PARTNER LABEL

3.1	Conditions of use	13
3.2	Overview	14
3.3	Logo space	15
3.4	Color usage	16

03

Source of vector files:

Contact marketing team at marketing@bluesign.com to source vector file and get official approval for use.

1. Once the bluesign System Partner agreement has been signed, you are considered a bluesign System Partner and allowed to promote this in compliance with the conditions of use defined in the trademark license and the visual and written communication guidelines described in this section.
2. Only bluesign System Partner companies may use the bluesign logo with the System Partner label.
3. The bluesign logo with the System Partner label may be used in press releases, event banners, newsletters, company websites, informational mailings, brochures, flyers, catalogs, or other communication and marketing materials to highlight the partner's commitment to applying the bluesign System.
4. Logo must be placed clearly in marketing materials, maintaining visibility and legibility and cannot be combined with unapproved elements or altered in any way.
5. The label and texts are always used in reference to the partnership and must not be used in any form of product description or product related communication applications such as on packaging or in product factsheets.

Non-compliance with the authorized use of the bluesign logo constitutes a breach of contract and must be remedied by the user within thirty (30) days of written notice from bluesign technologies ag. Failure to cure such non-compliance may result in contract termination and loss of permission to use the bluesign logo in any form.



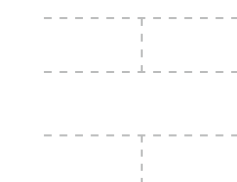
The image displays the bluesign logo with the System Partner label. The word "bluesign" is written in a dark blue, lowercase, rounded sans-serif font. Below it, the words "SYSTEM PARTNER" are written in a lighter blue, uppercase, sans-serif font. The "SYSTEM PARTNER" text is positioned under the first part of "bluesign", specifically under "bluesi".



The clearspace ensures legibility and impact of the logo by isolating it from competing visual elements, such as text and supporting graphics. This space should be considered as the absolute minimum safe distance,

ensuring the logo has plenty of room to breathe. As a rule, the minimum clearspace around the logo is equal to the height of the letter "e".

When scaling the logo, a minimum size must be adhered to so that legibility is retained. When printed, the logo must be at least 6mm in height. When displayed digitally, it must be at least 20px in height.



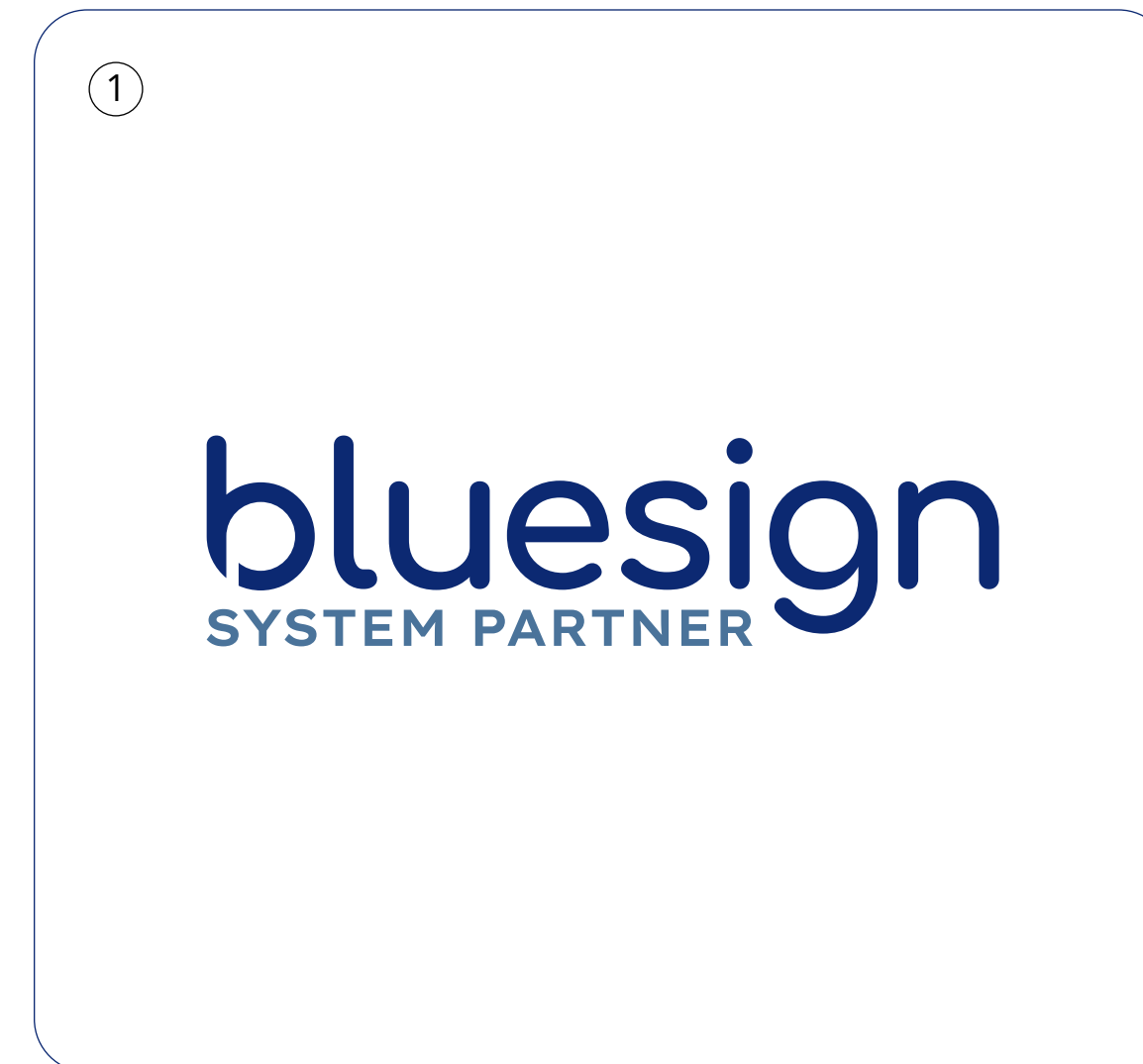
Digital — 20px

Print — 6mm / 0,24"

Color is the first visual thing we remember, and a powerful asset in building brand recognition. The main color of the logo is “Dark Sapphire” blue.

In situations where the official logo in “Dark Sapphire” blue and “Queen Blue” cannot be used, two alternatives in black or white (as shown here) are available.

If color is not an option for technical reasons or if the brand colors lack contrast or competes with other visual elements, use either the black or white logo options.



1. Dark Sapphire Blue and Queen Blue on light backgrounds
2. White on dark backgrounds
3. Black on white backgrounds
4. White on black backgrounds

MESSAGING

04

What is bluesign?

bluesign partners with the textile industry to reduce adverse impact across the value chain.

What does bluesign offer?

A comprehensive solution for brands, manufacturers and chemical suppliers to improve sustainability in the textile supply chain.

What does it mean to partner with bluesign?

Being a bluesign System Partner means committing to reduce adverse impact of your company by following the bluesign Criteria and using bluesign expert know how.

Very early in your supply chain, bluesign helps you implement clean chemicals, reduce waste and emissions, and make environmentally responsible choices—empowering you to deliver sustainable products that people can trust.

What does bluesign System mean?

The bluesign System Partnership is built on the bluesign System. The bluesign System is an internationally recognized and respected framework that promotes sustainable practices in the textile industry. By partnering with bluesign, you are committed to ensuring the responsible use of resources, minimizing our ecological footprint, and fostering safe working conditions throughout the supply chain and a safer choice for end consumers.

bluesign Boilerplate (for Press Releases & Media):

bluesign helps the textile industry reduce its impact on people and the planet. Through a structured system for sustainable chemical management and responsible manufacturing, we empower brands, manufacturers, and chemical suppliers to create safer, more responsible products. By eliminating harmful substances at the start of production, we ensure textiles & accessories meet the highest safety and environmental standards. Since 2000, over 850 industry leaders have partnered with bluesign to drive meaningful change. bluesign is part of SGS, the world's leading testing, inspection, and certification company.

TERMINOLOGY USAGE IN TEXT

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General Rules for Using bluesign in Text

- Always write *bluesign* in all lowercase.
- Do not use the registered symbol (®) with *bluesign*.
- Do not use quotation marks around *bluesign*.
- When referring to the official registered company name, always write *bluesign technologies ag* in all lowercase.

System Partner Name Usage in text

- Use only initial capitalization (e.g., *System Partner*).
- Do not pluralize *Partner*; instead, use *System Partner companies* for plural references.
- When context allows, *bluesign* can be omitted (e.g., *our System Partner* instead of *our bluesign System Partner*).

Other Terminology Usage Guidelines in text

1. Use initial capitalization for terminology names (e.g., *bluesign System*).
2. Do not use the registered symbol (®) with *bluesign*.
3. When introducing key terms, they should generally be used with bluesign for clarity.
However, in longer passages, repetition can be avoided where the meaning remains clear.
4. The following terms are typically used with *bluesign*, unless context allows for omission:
 - *bluesign System*
 - *bluesign Assessment*
 - *bluesign Restricted Substances List*
 - *bluesign Criteria*
 - *bluesign Chemical Assessment*
 - *bluesign System Black Limits*
 - *bluesign Company Assessment*
 - *bluesign System Substance List*

SUMMARY AND CONTACT INFORMATION



For any communication concerning articles, chemical products and consumer products that meet the bluesign criteria please refer to previously issued bluesign Communication Guidelines 2024. Communication guideline v3.1 Chapter 3-5 remain valid for product labeling. An updated guideline will be provided at a later date.

System Partner or a collaborating organization using bluesign logo is obligated to comply with amended guidelines and shall adapt all physical and digital uses of the bluesign logo in media and communications materials (websites, social media, print etc.) at its own expense within 6 months of receipt of written notice of the change in the form of this guideline.

This document ensures that bluesign branding is used consistently and correctly by partners and collaborators.

bluesign technologies ag reserves the right to update these guidelines at any time. Partners and collaborators will be informed in writing of any changes.

Contact marketing@bluesign.com for question, requests, access to respected files or approval of any modification.

Contact

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