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AUSTRALIA

Ethical Clothing Australia

Trademark usage guidelines for accredited brands

Version 1.0 – June 2010

This document provides guidelines about how accredited brands can use the Ethical Clothing Australia trademark on their Australian-made textile, clothing and footwear products and other specified promotional materials.

The same guidelines also apply to the use of the Ethical Textiles Australia and Ethical Footwear Australia trademarks.

This document should be viewed in conjunction with the Ethical Clothing Australia *Licensing Agreement for accredited brands*.

(Trademark Registration for the Ethical Clothing Australia logos is currently pending.)

Introduction

As the Ethical Clothing Australia trademark is vital to the success of our accreditation and labelling system it is essential that all entities using it help to maintain its integrity and ensure a consistent approach is taken in presenting it to consumers.

Part 1 of this document outlines the products that the Ethical Clothing Australia trademark can be used on.

For example, in addition to using the trademark on care and swing tags attached to their Australian-made garments, licensed accredited brands can display the trademark on certain promotional materials such as stationary, websites and advertisements. Likewise, there are certain products on which the trademark cannot be displayed,

Part 2 of this document explains how the Ethical Clothing Australia trademark can be displayed on appropriate products and materials.

For example, this section provides guidelines regarding the minimum size the trademark must be displayed and how the trademark can be used in colour.

Please note that the *Trademark usage guidelines for accredited brands* are subject to change from time to time.

If you have questions or need further assistance, please contact the Ethical Clothing Australia office.

T: 03 9419 0222

F: 03 8415 0818

E: info@ethicalclothingaustralia.org.au

W: www.ethicalclothingaustralia.org.au

Part 1

The first step to using the Ethical Clothing Australia trademark is signing the Licensing Agreement.

A copy of the Licensing Agreement can be obtained by contacting the Ethical Clothing Australia office. The Licensing Agreement details the conditions and limitations regarding use of the trademark and must be signed by authorised representatives from Ethical Clothing Australia and the accredited brand.

As detailed in the Licensing Agreement, there are conditions and limitations to how accredited brands can use the Ethical Clothing Australia trademark.

Garment and care tags

Accredited brands may only display the Ethical Clothing Australia trademark on Australian-made textile, clothing and footwear (TCF) goods made for their own brands.

Accredited brands are not allowed to sub-license the trademark to other businesses. This means that you can only display the trademark on TCF products that are produced and sold under your own label or brand.

There are numerous ways an accredited brand can display the Ethical Clothing Australia trademark on their Australian-made garments, these include:

- printing or embroidering the trademark directly onto the garment
- attaching specific woven tags to the garment
- incorporating the Ethical Clothing Australia trademark on care instructions, garment labels etc.

All tags featuring the trademark must be made in Australia by an approved supplier.

Approved suppliers

Currently, the approved supplier of garment and care tags is Cash's Australia Pty Ltd.

Cash's Australia is located at 10 Rocklea Drive, Port Melbourne 3207. Cash's Australia sales manager, Travis Webber, can provide further information and assistance about your labelling needs. Travis can be contacted directly on (03) 9285 2021 or by email: twebber@cashs.com.au

In order to protect the integrity of the Ethical Clothing Australia trademark and guard against counterfeit and unauthorised usage, security protections have been integrated into the garment labels and swing tags at the point of

manufacture. This protection is achieved by incorporating fluorescent yarns and inks which are not visible to the naked eye.

Swing tags

The trademark can also be displayed on tags attached to the accredited brand's Australian-made garments, for example, on swing tags and stickers.

Generic Ethical Clothing Australia branded swing tags can be purchased 'off the shelf' from the approved supplier or brands may incorporate the trademark in the design of their own swing tags.

It is highly recommended that swing tags are also sourced from an approved supplier (Cash's Australia), due to the specifically designed security features described above. However, accredited brands may source swing tags featuring the Ethical Clothing Australia trademark from other suppliers as long as they have received written permission from Ethical Clothing Australia to do so.

Packaging

Accredited brands may display the Ethical Clothing Australia trademark on packaging that relates to the retail of their products. For example, wrappings and carry bags.

When the trademark is displayed on packaging, the following text must accompany the trademark:

[Insert your brand name here] is accredited and licensed to display the Ethical Clothing Australia trademark on its Australian-made garments.

If the term 'garment' does not adequately describe a brand's textile, clothing and footwear products, written permission to use an alternative word can be sought from Ethical Clothing Australia.

Promotional materials

Accredited brands may display the Ethical Clothing Australia trademark on certain promotional materials such as signage, advertisements, stationary and websites.

However, the trademark cannot be displayed on any non-textile, clothing and footwear promotional items that are sold or given away (other than packaging as explained above).

For example, an accredited brand cannot create a range of coffee mugs that feature the trademark if the brand intends to sell or give them away.

When the trademark is displayed on promotional materials or advertisements the following text must accompany the trademark:

[Insert your brand name here] is accredited and licensed to display the Ethical Clothing Australia trademark on its Australian-made garments.

If the term 'garment' does not adequately describe a brand's textile, clothing and footwear products, written permission to use an alternative word can be sought from Ethical Clothing Australia.

Websites & other electronic mediums

Accredited brands are permitted to display the Ethical Clothing Australia trademark on their websites and other electronic media such as facebook pages..

When the trademark is displayed on an accredited brand's electronic media, the following text must accompany the trademark:

[Insert your brand name here] is accredited and licensed to display the Ethical Clothing Australia trademark on its Australian-made garments.

If the term 'garment' does not adequately describe a brand's textile, clothing and footwear products, written permission to use an alternative word can be sought from Ethical Clothing Australia.

When displaying the trademark on a website, it is appreciated if brands link the image and/or the 'Ethical Clothing Australia' words in the text passage to www.ethicalclothingaustralia.org.au and that the image file be named, 'ethical_clothing_australia'.

Ethical Clothing Australia staff can provide you with pre-prepared coded graphics to add such a link to your website.

Stationary

Accredited brands may display the Ethical Clothing Australia trademark on their printed and electronic corporate stationary. For example, on letterheads, with compliments slips, business cards and email signatures.

Part 2

The Ethical Clothing Australia trademark has been designed to be versatile and to work well with varied brands and styles. The Ethical Clothing Australia trademark can be used in different colours, at different sizes, and with or without the text component.

Configurations

The standard configuration of the Ethical Clothing Australia trademark has the text sitting beneath the graphic component of the square and stitched 'e'.

An alternate 'horizontal' version of the trademark can also be used as can a version of the trademark without the text component.

Use of the version without text is only encouraged when the trademark is displayed at sizes that make the text difficult to read – see below for more information about sizing.

Examples of the allowable configurations of the trademark



Colours

In Ethical Clothing Australia's own branded and promotional materials, the trademark is usually displayed as either black-on-white, white-on-black, or grey.

Example of the standard colours used by Ethical Clothing Australia



However, accredited brands are free to change the colour of the Ethical Clothing Australia trademark to suit their own branding needs.

For example, if a particular shade of blue features heavily in your business's branding, you could display the trademark in the same blue.

The trademark can also be used 'in reverse', ie, the box and text component appears in white and the stitched 'e' either takes its colour from the background or remains black.

When using the trademark on a black or very dark background, be sure to use the reversed version and not a version in which any part of the trademark will be hard to distinguish.

Whilst you can change the colour of the trademark, multiple colours (other than black and white) cannot be used in a single representation of the trademark. For example, you cannot create a version of the trademark with the square in red while the stitched 'e' is green and the text is blue.

The trademark is mono-coloured. You can change the colour of it or change the colour of the background that it sits on, but you cannot mix and match (unless you wish to use either the standard black or white for the square and e.)

Examples of correct use



Examples of incorrect use



Standard colours

If you are not wanting to customise the trademark to match your brands corporate colours, the black used in Ethical Clothing Australia promotional materials is *Pantone Black* and the grey is *Pantone Cool Grey 8*.



Sizes

On paper at print resolution the text featured in the trademark should remain readable as long as the width of the trademark is more than 10mm.

When displayed at or below 10mm wide, the text component of the design should be dropped and the graphic component (the square with the stitched e) should be displayed alone.

Example of incorrect use: *text component is too small to read*



Examples of correct use: *the text component has been dropped*



When screen printing the trademark or using it on woven tags etc, the resolution will often be significantly lower which results in the text becoming unreadable at different sizes.

As different businesses have different approaches and equipment with different capabilities, we have not specified at what size - when being printed, embroidered etc - the text component of the trademark should be dropped. Instead, licensed brands should make their own judgement about how clear the text will look at a particular size, and where necessary, use the logo without the text.

Free space

When using the trademark on materials that have not been sourced from the approved supplier, be mindful to provide an adequate amount of free space around the logo.

Free space is an area that contains no text and graphic elements such as imagery, borders, other logos or symbols, (This does not exclude you from placing the trademark flush on the edge of design.)



Examples of correct use



Example of incorrect use: *inadequate free space around the trademark*



Although the Ethical Clothing Australia trademark can be displayed alongside other logos and objects (provided an adequate amount of free space is used) it cannot be incorporated into any other logo, word, or heading etc.

 **Example** of incorrect use



Footwear and Textiles

Ethical Clothing Australia has filed a trademark series containing a 'clothing' variation, a 'textiles' variation, and a 'footwear' variation.



Although promotion of the accreditation and labelling system centres around the Ethical Clothing Australia name and logo, licensed brands can seek written permission to utilise the other variations where appropriate.

Apart from limitations on which type of TCF products the trademark variations can appear on, all of the same conditions apply as outlined in the *Licensing Agreement* and this *Trademark usage guidelines for accredited brands* document.

Checklist

As discussed above, the Ethical Clothing Australia trademark has been designed to be versatile and be effective in a range of contexts and for a range of brands. If you experience any difficulties using the trademark or identify any areas in which these guidelines do not meet your requirements, please contact Ethical Clothing Australia to discuss how the guidelines could be improved.

We value your feedback and recognise that the ultimate success of the initiative relies on accredited brands effectively using the trademark on their Australian-made TCF products and promotional materials.

Before proceeding, please consider the following questions.

- Have you signed the licensing agreement with Ethical Clothing Australia?
- Have you checked with Ethical Clothing Australia staff that you have the most up-to-date version of the *Trademark Usage Guidelines*?
- Do you have a clear understanding on what products the trademark can be displayed on?
- Have you decided to use generic Ethical Clothing Australia branded garment/swing tags or will you design your own tags in keeping with your own branding style which incorporate the trademark?
- Have you contacted Ethical Clothing Australia to discuss your plans and ask any questions you may have?
- Have you contacted Cash's Australia about your garment-tag requirements?
- Have you received the print-quality electronic files of the trademarks from Ethical Clothing Australia?