



Guidelines

for use of

Approved

Color-Safe

Identifier

Program



Developed by

TEXTILE INDUSTRY AFFAIRS

GUIDELINES FOR USE OF "APPROVED COLOR-SAFE" IDENTIFIER

DEAR QUALIFIED USER:

Congratulations. Providing your products qualify, you are invited to display a no-cost identifier trademark that is a proven marketing tool.

The "Approved Color Safe" identifier concept has been "in-store" tested and returned impressive sales results. Garments displaying the identifier average 33% higher sales volume over similar items without the identifier. The color-safe program is based on years of research that documents the consumers' preference for bleach-safe apparel. Consumers perceive apparel safe for laundering in color-safe (non-chlorine) bleach to represent better quality, value and durability.

The Color-Safe identifier is designed to work as a selling tool in any of several applications.

Consider using it on a separate hang tag or sticker or incorporated into your current brand tags and labels. To get the full benefit of the "certified and approved" quality, value and durability image that this symbol projects, consider including it in all your appropriate advertising and point-of-sale materials.

For over 20 years, Textile Industry Affairs, a unit of the Clorox Company, has been providing free care label assistance to the apparel / textile professional. We are proud to have developed this free program as a part of our on-going commitment to serve the industry.

Please do not hesitate to call with any questions regarding this program, or any other care related issue we can assist you with.

Sincerely,



Eric J. Essma
General Manager
Textile Industry Affairs
The Clorox Company



SIZE & PLACEMENT USE

The identifier has been designed to retain its character in both large and small sizes. However, the identifier must not be used smaller than 1/2"* in width.

Whenever possible the identifier needs to be isolated from distracting elements. The minimum surrounding space is 1/8".

UNACCEPTABLE USES

- Do not extend or distort the identifier in any direction.
- Do not add other graphic elements.
- Do not alter the typestyles.
- Do not use outline version of the symbol

COLOR USE

Color facilitates recognition and enhances memorability. It needs to be correctly and consistently used to serve these purposes effectively.

An important part of the Color-Safe identifier is the proper and consistent use of its designated colors. These are Pantone® 185 Red and Pantone® 286 Blue.

When one color is only available, the identifier may be run in all black, all Pantone 185 Red, or all Pantone 286 Blue.

Although there is some room for color deviations, outside of the benefits of color consistency, there are important corporate trademark issues that need to be protected.

Any color deviation from these color requires prior approval from Textile Industry Affairs.

TYPOGRAPHIC USE

A consistent typographic style has been developed to work with the identifier. The coordination and consistent style will establish and reinforce the "Color-Safe" visual recognition.

The approved fonts are:

FUTURA BOLD
HELVETICA COMPRESSED REGULAR

CORRECT IDENTIFIER & COLOR VARIATIONS



Minimum size: 1/2 inch
Minimum space around identifier: 1/8 inch



*When using identifier smaller than 1 inch, please use specially prepared version with increased type size of the word "Approved"



Pantone®
185 Red

Pantone®
286 Blue.

SPECIAL NOTE - DO NOT USE THESE PRINTOUTS FOR REPRODUCTION.

Textile Industry Affairs will provide reproduction quality art in either Macintosh® or MS-Dos/ Windows® format or high-resolution printouts at no charge.

REPRODUCTION QUALITY ART OF "APPROVED COLOR-SAFE" IDENTIFIER

This "Approved Color Safe" Identifier is a registered trademark of Textile Industry Affairs, The Clorox Company.

Although there is no fee for its use, Any use without express written consent is strictly prohibited.

Please contact Mr. Eric J. Essma, General Manager Textile Industry Affairs at 1-800-424-5514 for authorization.

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