



Logo Use Policy

Guidelines for using the three signature logos of Worldwide Responsible Accredited Production (WRAP).

www.wrapcompliance.org

info@wrapcompliance.org

A WRAP certification represents assurance of socially responsible production, and use of our logo indicates an entity has either affirmatively undergone a successful audit and been certified or that it has partnered with our organization to help promote social compliance in the manufacturing industry. They are available to parties who manufacture, buy, or sell products made in a facility that is certified at the gold or platinum levels. They may also be used by any of our accredited monitoring firms and corporate partners.

We have three logos: (1) the main logo, (2) the “Certified Facility” logo, and (3) the “MADE IN A CERTIFIED FACILITY” logo. These assets are the exclusive property and registered trademarks of **Worldwide Responsible Accredited Production (WRAP)**. PNG and vector/SVG file versions of each one are available for download on www.wrapcompliance.org.

WRAP’s logos are typically used on stakeholders’ websites, social media graphics, event promotions and signage, newsletters, products, marketing collateral, and more.

Where used, these logos must appear as they do below. They must not be stretched or warped. Their colors must not be distorted and they may only be applied against a white background. If you would like to apply one of our logos to a tinted background, please reach out to our [Communications Manager](#) to coordinate as this may be permitted under certain circumstances.

In all instances of use, care must be taken to ensure the logo is put in proper context. Specifically, it should be clear that the use of a WRAP logo is not intended to make or imply a product quality claim. For instance, if the logo is to be placed on a product, the user should utilize the “MADE IN A CERTIFIED FACILITY” version.

Production facilities

A production facility may use the “Certified Facility” logo as long as it holds a valid WRAP gold or platinum certification. The facility must maintain full compliance with [WRAP's 12 Principles](#) during its certification period. The facility or facility group is responsible for ensuring that the logo's use is limited to the certification period. Facilities may use the logo on websites, business cards, social media, and other materials.

Buyers

Brands and retailers may use WRAP logos on consumer goods, packaging, websites, social media, corporate social responsibility reports, and related materials if the facilities that produce their goods are WRAP-certified at the gold or platinum level and maintain their certification status in compliance with our guidelines.

Monitors

Monitoring firms may use our logos on their websites, business cards, promotional materials, and social media provided they remain WRAP accredited as long as the logos are in use.



**Certified
Facility**



**MADE IN A
CERTIFIED
FACILITY**