

HOW TO LOOK OKAY

A BRAND BOOK GUIDING YOU TO PRESENT NEUTRAL®



Neutral®
Certified Responsibility™



License no. DK/016/049



License no. 19007



www.oeko-tex.com



CONTENT

We would like you to know Neutral® by heart. That's why we have made this brand book giving you tools for presenting Neutral® in both words and pictures at your web and social platforms.

Click directly on the pages and let's get started!

**DOWNLOAD ALL
MARKETING MATERIAL**

INTRODUCING NEUTRAL	5
GUIDELINE #1 LOGO	11
GUIDELINE #2 CERTIFICATES	19
GUIDELINE #3 COLOURS	29
GUIDELINE #4 TYPOGRAPHY	33
GUIDELINE #5 CATALOGUE	37
GUIDELINE #6 SOCIAL MEDIA	41
RESSOURCE KIT GLOSSARY	45



INTRODUCING NEUTRAL[®]



We would love for you to share the Neutral[®] stories with your friends. Here's the stories we would like you to share.

WHO ARE WE?

01 BANNERS

In case you need web banners, they are available for you [here](#). If you need a particular format, don't hesitate to contact us.

02 BRAND DESCRIPTION

When introducing Neutral® at your web platforms, we would like you to use our general brand description to the right. In that way, we make sure that the core of Neutral® is clearly communicated

03 QUOTES

You can use any of our quotes for your digital work when referring to the Neutral® brand. Feel free to use either the headlines or the full quote.



WEB BANNERS AVAILABLE FOR DOWNLOAD [HERE](#).

THIS IS NEUTRAL®

Neutral® is premium quality apparel for men, women and kids, manufactured and certified according to the highest social, ethical and environmental standards in the world. Defined and monitored by external organizations, the certificates guarantee that every Neutral® product is made with true regard for people and planet. Coming with Certified Responsibility labeling and hangtags, Neutral® shows commitment. That way, you can share your inspirational stories with great impact on a T-shirt you need anyway.

"IT'S EITHER OKAY - OR IT'S NOT OKAY"

Neutral® isn't about moral superiority, charity or clean conscience. It's as simple as cleaning up after ourselves and paying a fair price for people's hard work. It doesn't save the world. It doesn't make us better. But it's reasonable. And that makes it okay. Okay clothing. Certified okay!

- Lars Bech, co-founder of Neutral®

"WE BELIEVE IN BEING OKAY"

With 100% commitment to certified clothing, we can improve our planet, make workers healthier and give farmers hope. That's okay!

- Lars Bech, co-founder of Neutral®

WHO ARE WE?

04 NEUTRAL[®] NEWS

Never miss an opportunity to get to know us better. You can subscribe to our Neutral[®] News Newsletter where we keep you up to date on our newest initiatives, products and our certified responsibility. Subscribe to our newsletter [here](#).

05 AWARDS

It's with great honor that we have received recognition for our dedication to Certified Responsibility[™]. It emphasizes that certificates make a difference. If you like that story, feel free to share it.

06 VIDEOS

Another great way to show what Neutral[®] is all about is through our video. Simple and fun. Check it out [here](#).



WINNER OF CSR ABROAD 2015

The Ministry of Foreign Affairs of Denmark & Investment Fund for Developing Countries awarded Neutral® the CSR Abroad Prize. This prize goes to dedicated companies promoting social responsibility and sustainable growth in the developing world.

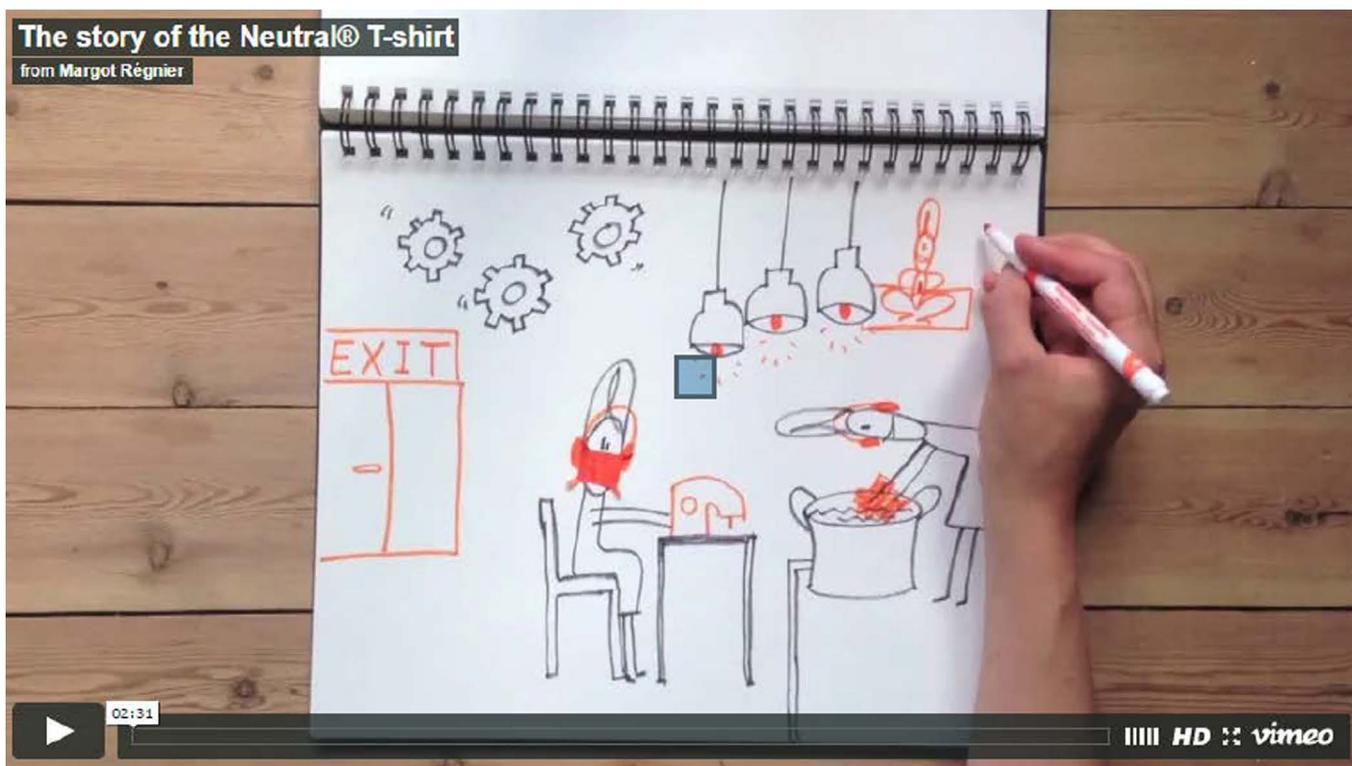
www.csrfonden.dk



WINNER OF SUSTAINIA FASHION 2013

Sustainia and their advisory board, including most notably **WWF & The Sustainable Apparel Coalition**, selected Neutral® as the most sustainable solution in the fashion sector.

www.sustainia.me





GUIDELINE #1

NEUTRAL[®] LOGO



The logo is the face of Neutral[®].
Let's make us look good!

WHAT'S OKAY?

01 TO USE OUR SCREEN LOGO

This is to be used for all screen work, including websites, social media, banners and presentations. Click [here](#) to download.

02 TO USE OUR NEGATIVE LOGO

This is to be used for all screen work, including websites, social media, banners and presentation when you have a dark background. Click [here](#) to download.

Do you need another format?

Choose between .jpeg .eps and .png right [here](#).

Neutral®
Certified Responsibility™

Neutral®
Certified Responsibility™

WHAT'S NOT OKAY?

01 TO REMOVE TAGLINE

The tagline Certified Responsibility™ is a part of the Neutral® logo and therefore cannot be removed.

02 TO CHANGE COLOURS

Not that we don't like colours. Black and white is just easier to read.

03 TO ROTATE

Let's keep our logo head straight.

04 TO STRETCH

Proportion is key. Don't change it.

~~Neutral®~~

~~Neutral®
Certified Responsibility™~~

~~Neutral®
Certified Responsibility™~~

~~Neutral®
Certified Responsibility™~~

ON BACKGROUNDS?

01 LEAVE SPACE

To preserve the visual independence of the Neutral® logo when placed next to text or graphics, a clear space must be maintained around it.

02 BUSY IMAGES

The Neutral® logo shall always be clearly visible and not be obscured by any other graphic or background pattern. The Neutral® logo cannot be used on a busy background - it should always be readable.

03 SIZE

The Neutral® logo must be used in a size proportional to the dimensions of the digital image. As a general rule, the logo (especially the tagline) must be readable.



Neutral
Certified Responsibility™

This Sweatshirt is okay.
Certified okay.
M

Neutral
Certified Responsibility™

This is okay.
Certified okay.

Visit us at neutral.com



Our certificates are more than just
funky looking stamps.
They are your guarantee.
Learn more at neutral.com

GUIDELINE #2

CERTIFICATES



The certificates are very important to us.
Please take good care of them.

WHAT'S OKAY?

01 THREE VISUALS TO CHOOSE FROM

You can either use the certificate box, certificate banner or use the certificates next to the Neutral[®] logo. These three ways of displaying the certificates together with the Neutral[®] logo can be used for all screen work, including websites, banners and presentations.

02 THE NEUTRAL[®] LOGO & CERTIFICATES

The certificate boxes is a part of the Neutral[®] brand and is created as a part of our visual identity. The certificate boxes must always be accompanied by the Neutral[®] logo. They cannot stand alone.

03 LICENSE NUMBERS

License numbers must always be shown under the relevant certificate. These cannot be removed.

All versions can be dowloaded right [here](#).

Neutral[®]

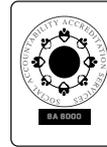
Certified Responsibility[™]



License no. DK/016/049



License no. 19007



Neutral[®]

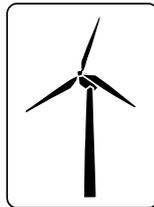
Certified Responsibility[™]



License no. DK/016/049



License no. 19007



Neutral[®]

Certified Responsibility[™]



License no. DK/016/049



License no. 19007



WHAT'S NOT OKAY?

01 TO REORDER

The certificates must always be in the same order. (100% certified organic cotton, EU Ecolabel, Fairtrade, SA8000, Neutral Responsibility, Oeko-Tex)

02 TO CHANGE COLOURS

Each certificate is approved by look and in black & white by each organisation. Colours can therefore not be added.

03 TO REMOVE

The six certificates constitute what we call Certified Responsibility™. They all go hand in hand and cannot be separated.

04 TO RESIZE

The certificates should always be kept proportional to the Neutral® logo. Each box should be minimum 13mm in width.

05 CERTIFICATES WITHOUT LOGO

The certificate boxes must always be accompanied by the Neutral® logo. They cannot stand alone.

1.

~~Neutral[®]
Certified Responsibility[™]~~



2.

~~Neutral[®]
Certified Responsibility[™]~~



3.

~~Neutral[®]
Certified Responsibility[™]~~



4.

~~Neutral[®]
Certified Responsibility[™]~~



5.



WHAT'S OKAY TO WRITE?

01 EXPLAINING OUR CERTIFICATES

If you want to explain what Certified Responsibility™ is all about, and what value the certificates bring to our products, you can use the descriptions next to each certificate.

02 ONLY OFFICIAL TEXTS

Please note that these are the official texts written by the organizations and therefore the only texts you are allowed to use. You cannot change or shorten them.

Download our certificate guides [here](#).



GOTS

100% organic cotton by GOTS Sustainable Textile methods certified and inspected by Control Union. The aim of the standard is to ensure the textiles are made using organic raw materials and environmentally and socially responsible methods.

License no. CU810963



EU ECOLABEL

The official EU label for Greener Products. Ecolabelled products have a comparatively modest impact on air, water, soil, quality, natural resource consumption, global warming and biodiversity. Products must pass rigorous environmental fitness tests, with results verified by an independent body. The label adorns top performing products only.

License no. DK/016/049



FAIRTRADE

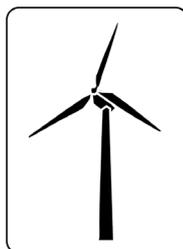
The Fairtrade Certification Mark is your independent guarantee that the cotton in this product has been certified in accordance with international Fairtrade Standards. www.info.fairtrade.net

License no. 19007



SA8000

SA8000 is based on the principles of international human rights norms. It measures the performance of companies in eight key areas: child labour, forced labour, health and safety, free association and collective bargaining, discrimination, disciplinary practices, working hours and compensation.



NEUTRAL® RESPONSIBILITY

Renewable energy powers the Neutral® production. That way, making Neutral® clothing contributes to cleaner environments and fights climate change. In times of surplus, energy not needed for production is directed to local networks.



OEKO-TEX

The Oeko-Tex Standard 100 comprehensively addresses the human ecology component of textile products. It evaluates and screens for any harmful substances present within processed textiles, which are intended to come into contact with consumers.

License no. ZHGO 034436

NEUTRAL® ILLUSTRATIONS

01 THE ILLUSTRATED CERTIFICATE GUIDE

We have teamed up with the talented artist MAT MAKES STUFF, who have explained our certificates by illustrations. You are more than welcome to use our "OKAY" texts combined with our illustrations for a more fun way to explain our certificates.

02 NEUTRAL® PRODUCTION MAP

You can also choose to use our illustrated production map, showing the Neutral® production - from okay cotton to okay t-shirt!

03 EDITING THE ILLUSTRATIONS

We know you'd like to change both colours and add or erase illustrations to make it match your project. Unfortunately this is not an option. You can only use the production map and illustrated guide in their original shape and colours.

Download our selection of illustrated certificate guides right [here](#).

NEUTRAL® CERTIFICATE GUIDE

PLANET



GOTS
Neutral® products are made from 100% organic cotton certified by GOTS. It's biological fertilizers and earthworms instead of chemicals, cleaner rivers and groundwater, enriched biodiversity and toxic free handpicking by the farmers.



FAIRTRADE
Fairtrade isn't charity. It's an okay way to trade. Farmers growing Neutral® cotton receive a fair price for their crops. With the Fairtrade minimum price and Fairtrade Premium, they can invest in better tools or send their kids to school.



EU ECOLABEL
We treat and reuse wastewater and reduce and recycle waste. We only use the most environmentally friendly dyes and continuously innovate the way we make clothing. All according to the highest industry requirements demanded by the EU Ecolabel.



SA8000
Factory workers are hardworking people. It's okay when they have good, safe working conditions. By using SA8000, the highest international labour standard, we know that's the case.



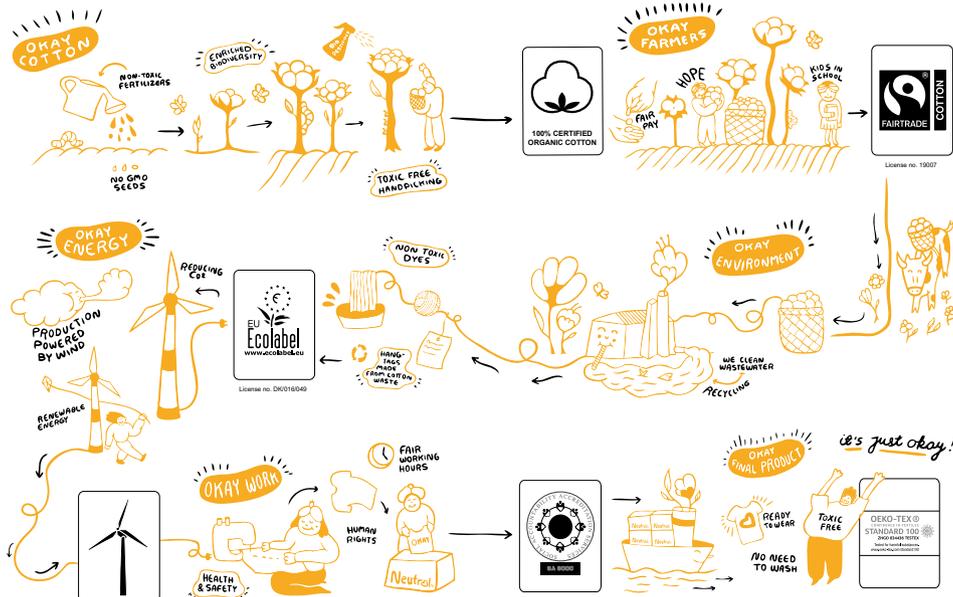
NEUTRAL® RESPONSIBILITY
Instead of using conventional energy Neutral® products are manufactured using renewable energy. That way, Neutral® Responsibility helps reduce CO2 and is beneficial for both local environment and global climate.



Oeko-TEX
Oeko-tex screens your finished product for hazardous chemicals and any other harmful substances. That way, Oeko-tex becomes your final okay stamp and guarantee. Neutral® clothing is clean and ready to wear. No need to wash, just 100% okay!



FROM OKAY COTTON



To OKAY T-SHIRT! Neutral.
Our Fairtrade Cotton is by



GUIDELINE #3

COLOURS



The Neutral® world is black, white and orange - most of the time.

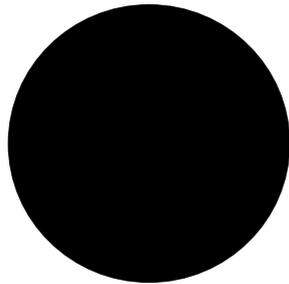
THE NEUTRAL® COLOUR PALETTE

01 THE MAGIC OF RECOGNITION

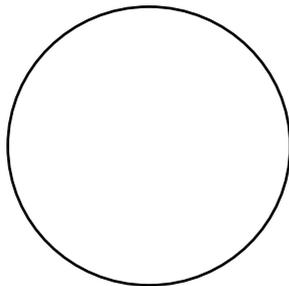
Our palette is black, white and orange. Find their codes to the right.

We want people to think about Neutral® when they see these three colours in combination. So when using colours in connection to Neutral®, please make sure you use the right ones.

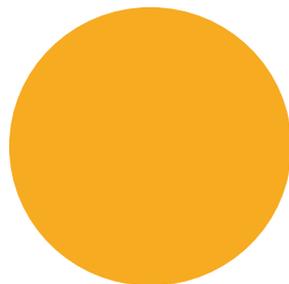
We like to keep it clean and simple.



BLACK, 100%



WHITE, 100%



ORANGE

CMYK: 1, 38, 91, 0

HEX: #f7a932



GUIDELINE #4

TYPOGRAPHY



Sustainable storytelling is beautiful.
Especially with the right fonts.

NEUTRAL® FONTS

01 OPEN SANS EXTRABOLD

This font is used for titles or highlighted words in a sentence. Please always use this font in UPPERCASE. You can download the Open Sans fonts right [here](#).

02 ARIAL REGULAR

This font is used for paragraphs and general text. Feel free to use it either in UPPERCASE or lowercase.

A

**ABCDEFGHI
JKLMNOPQR
STUVXYZ
1234567890**

[Download](#)

Aa

ABCDEFGHI
JKLMNOPQR
STUVXYZ

abcdefghi

jklmnopqr

stuvwxyz

1234567890



GUIDELINE #5

CATALOGUE



The Neutral® catalogue is a great way to show our range of sustainable clothing. We have a few different options for you to share it.

NEUTRAL[®] CATALOGUE

01 FULL SCREEN READING

The Neutral[®] Catalogue is available as an online magazine. Enjoy reading it [here](#) - or feel free to share the direct link with whoever you believe would enjoy it too: https://issuu.com/neutralcom/docs/neutral_katalog_2023?fr=sYmM1ZTU3NzgXMjc

02 EMBED ON WEBSITE

If you need the Neutral[®] Catalog embedded on your website, this is an option too. Just copy paste the following embed code:

```
<div style="position:relative;padding-top:max(60%,326px);height:0;width:100%"><iframe allow="clipboard-write" sandbox="allow-top-navigation allow-top-navigation-by-user-activation allow-downloads allow-scripts allow-same-origin allow-popups allow-modals allow-popups-to-escape-sandbox allow-forms" allowfullscreen="true" style="position:absolute;border:none;width:100%;height:100%;left:0;right:0;top:0;-bottom:0;" src="https://e.issuu.com/embed.html?d=neutral_katalog_2023&u=neutralcom"></iframe></div>
```

03 PDF FORMAT

If you prefer the Neutral[®] Catalogue as a PDF we got it covered for you. You can download it right [here](#).



NEUTRAL® CATALOGUE

FULL SCREEN LINK:

https://issuu.com/neutralcom/docs/neutral_katalog_2023?fr=sYmM1ZTU3Nzgx-Mjc

EMBED ON WEBSITE:

```
<div style="position:relative;padding-top:max(60%,326px);height:0;width:100%"><iframe allow="clipboard-write" sandbox="allow-top-navigation allow-top-navigation-by-user-activation allow-downloads allow-scripts allow-same-origin allow-popups allow-modals allow-popups-to-escape-sandbox allow-forms" allowfullscreen="true" style="position:absolute;border:none;width:100%;height:100%;left:0;right:0;top:0;bottom:0;" src="https://e.issuu.com/embed.html?d=neutral_katalog_2023&u=neutralcom"></iframe></div>
```

DOWNLOAD PDF HERE



NEUTRAL® PRODUCT & COLOUR GUIDE 2023

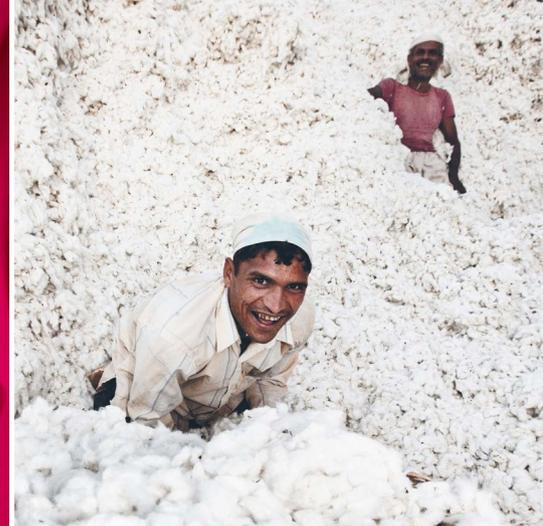
FULL SCREEN LINK:

https://issuu.com/neutralcom/docs/neutral_productcolourguide_2023_online_version_300?fr=sOTq4NzU3NzgxMjc

EMBED ON WEBSITE:

```
<div style="position:relative;padding-top:max(60%,326px);height:0;width:100%"><iframe allow="clipboard-write" sandbox="allow-top-navigation allow-top-navigation-by-user-activation allow-downloads allow-scripts allow-same-origin allow-popups allow-modals allow-popups-to-escape-sandbox allow-forms" allowfullscreen="true" style="position:absolute;border:none;width:100%;height:100%;left:0;right:0;top:0;bottom:0;" src="https://e.issuu.com/embed.html?d=neutral_productcolourguide_2023_online_version_300&u=neutralcom"></iframe></div>
```

DOWNLOAD PDF HERE



GUIDELINE #6

SOCIAL MEDIA



We would only love it if you would like to share the Neutral® story on your social platforms!

WHAT'S OKAY TO SHARE?

01 PICTURES

It's okay to share all Neutral® pictures available on our Download page: packshots, detail shots, lifestyle & studio pictures.

02 PICTURE USAGE RIGHTS

We love when you use our pictures - but please notice our pictures have a right of use which expires. It's your responsibility to comply with these dates. You can always check when our pictures expire here: <https://neutral.com/pages/downloads>

03 CERTIFICATES

It's okay to share our certificates - when accompanied with the Neutral® logo and follows the rest of our guidelines (see p. 20-23). If you need some text to go along with the certificates, please use the official certificate texts (see p. 25-27).

04 RE-POSTS

Neutral® is on Instagram & LinkedIn - we would only be happy if you would like to re-post our material. Just remember to link directly back to us and to use the official Neutral® Hashtags.



[@neutral_certifiedokay](https://www.instagram.com/neutral_certifiedokay)



[linkedin.com/company/neutral-com](https://www.linkedin.com/company/neutral-com)



LIFESTYLE PICTURES AVAILABLE FOR DOWNLOAD [HERE](#).
RIGHT OF USE FOR OUR CURRENT LIFESTYLE PICTURES EXPIRE 31/12-2024.

**PLEASE USE THE OFFICIAL NEUTRAL® HASHTAGS
WHENEVER YOU POST SOME OF OUR MATERIALS:**

**#neutralcom #certifiedokay
#certifiedresponsibility**

OTHER OKAY HASHTAGS:

#OKAYCOTTON #OKAYFARMERS #OKAYENVIRONMENT
#OKAYWORK #OKAYENERGY #OKAYCLOTHING



RESSOURCE KIT

GLOSSARY

Thank you for reading our brand book.

Click directly on what you need to download below.
If you have any questions, requests or doubts please
contact us at neutral@neutral.com

[Neutral® Catalog and Guides](#)

[Customize Neutral®](#)

[Logos and Certificates](#)

[Presentations](#)

[Product Detail Sheets](#)

[Product Pictures](#)

[Showroom](#)

[Videos](#)

[Website Material](#)

THANKS FOR READING!



©2023 neutral.com ApS - all rights reserved - www.neutral.com

Neutral[®]

Certified Responsibility[™]



100% CERTIFIED
ORGANIC COTTON



License no. DK018/048



License no. 19007



OEKO-TEX[®]
STANDARD 100
HIGHEST CLASS
Standard for harmful substances
www.oeko-tex.com