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Consulted and resolved on the occasion of the meeting of members of Traumpass e. V. on 15th of May 2024., amended, consulted and resolved on the occasion of the virtual meeting of members of Traumpass e. V. on 22nd and 23rd of August 2024, consulted and resolved on the occasion of the virtual ordinary meeting of members of Downpass e. V. on 9th of December 2025

Guidelines for the use of the DOWNPASS logo

– and its use on DOWNPASS labels, DOWNPASS hangtags, DOWNPASS sales documents and in labelling / advertising / public relations –

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General introduction

The DOWNPASS Standard (DP) aims to promote the proper and responsible rearing of geese and ducks on farms worldwide. The same applies to the responsible production of down and feathers as by-products of the meat industry. Their traceability must be comprehensively documented so that the supply chain becomes transparent. In addition, the composition of the filling material is examined by purchasing DOWNPASS products at the point of sale. The auditing of animal rearing, the supply chain and the products is carried out by independent, accredited auditing organisations with the aim of strengthening trust in DOWNPASS products, promoting responsible animal rearing and the distribution of quality products.

Through the correct and consumer-friendly labelling of DOWNPASS fillings, the standard contributes to providing a decision-making aid in the market; the DOWNPASS trademark can be used on the DOWNPASS label, DOWNPASS hangtag and the DOWNPASS slogan "Animal welfare and quality". The standard is applicable to all down and feathers, down and feather fillings, and products filled with them, such as in the bedding, clothing and outdoor sectors.

The aim of this document is to make transparent the rules for using the "DOWNPASS" logo, for example as a DOWNPASS label or as a DOWNPASS hangtag, as well as the use of the DOWNPASS slogan "Animal welfare and quality": both for licensees of the trademark and for users, interested stakeholders and other market participants.

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Requirements for the use of the DOWNPASS logo

The logo may be used

- as a general and non-product-specific reference to product ranges
- on DOWNPASS certified products
- for identifying the certification of the filling components “down and feathers”
- in connection with product-specific statements
- for identifying the certification process according to the DOWNPASS standard
- for labelling finished articles / products (bedding articles / sleeping bags / clothing)
- in connection with related documents

All companies using the DOWNPASS logo must ensure that all claims are true, clear, and accurate. Regarding the use of the DOWNPASS logo for the above purposes, the following specifications (section 1-4) must be observed.

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1. Use of the DOWNPASS logo <u>without</u> DOWNPASS certification

A.

Non-certified companies may state in general statements that they carry DOWNPASS certified products in their product ranges. However, this is only permitted if proof can be provided that they purchase certified products manufactured by certified companies. These statements must be drafted neutrally so as not to suggest that the company is certified.

The regulation only applies to general information / references to product ranges that contain DOWNPASS certified products. It is not permitted for these companies to use the DOWNPASS logo to label products.

B.

Certification bodies (accredited auditing and/or testing organisations) may use the DOWNPASS logo to indicate their authorisation to certify/test fillings in accordance with the DOWNPASS Standard. The impression must not be given that the certification body / audit and/or testing organisation is DOWNPASS certified itself.

2. Use of the DOWNPASS logo on finished articles filled with DOWNPASS certified down and feathers

– **DOWNPASS labels and DOWNPASS hangtags** –

A.

Certified companies that sell bedding products with down and feathers that are 100% filled with DOWNPASS certified fillings may always mark these bedding products with the DOWNPASS logo if the DOWNPASS label is attached (sewn on / firmly attached) to the finished filled bedding product. In addition, the DOWNPASS logo may be used for general marketing statements / information, for example references / descriptions in advertisements, packaging inserts or other printed materials. This also applies to online use; in the case of online use, it must always be ensured that the text / image shows that the logo refers to products / product ranges consisting of certified products. General advertising statements about the DOWNPASS or the DOWNPASS logo may only be used on bedding articles if a label is permanently attached to the bedding articles. For additional use of DOWNPASS hangtags, see Section 2.D and Section 2.E.

B.

The DOWNPASS labels must be ordered by the certified company from an authorised body, currently lawyer's office Hünemohr (Blumenstraße 6, 65189 Wiesbaden, Germany, Email: kanzlei@rae-wiesbaden.de). The labels must be produced by an authorised printing company. This printing company sends the individually numbered labels to the certified manufacturer. The ordering party is obliged to use the individually coded DOWNPASS labels in the company as intended for products filled with certified filling material and to document the use of the labels. This documentation must be disclosed upon request. For additional use of DOWNPASS hangtags, see section 2.D.

C.

Certified companies that produce finished products other than bedding articles filled with certified down and feathers (e.g. garments / sleeping bags) may use DOWNPASS labels for advertising / general promotional activities for these products. If DOWNPASS labels are used for other finished products, the procedure described in section 2.B must be followed. For additional use of DOWNPASS hangtags, see section 2.D and section 2.E. *[Note: The use of the DOWNPASS logo is permitted here without it being explicitly mentioned -> see page 3 “Requirements for the use of the DOWNPASS logo”]*

D.

The additional use of DOWNPASS hangtags on bedding articles is only permitted in conjunction with a securely sewn-on DOWNPASS label. For all other finished articles, the DOWNPASS hangtag may also be used without a DOWNPASS label. For the design of the hangtag, see section 3.C.

E.

The DOWNPASS label and / or the DOWNPASS hangtag may only be attached to finished articles that are filled with 100% certified down and feathers. The DOWNPASS label and / or the DOWNPASS hangtag may also be attached to multi-chamber pillows, provided that they fulfil the requirements of § 4 (3) of the Regulations of Use for the European Union certification trademark.

F.

Certified companies that sell DOWNPASS certified down and feathers that have not been filled into bedding articles or other finished products may also use the DOWNPASS label. This applies, for example, to transport packaging such as sacks. A DOWNPASS label may be affixed there. Regarding the purchase of labels, see section 2.B. Each DOWNPASS label must contain a control number assigned by Traumpass e. V.

3. Specifications for the reproduction of the DOWNPASS logo, the production of DOWNPASS labels and of the DOWNPASS hangtag

– **DOWNPASS labels and DOWNPASS hangtags** –

A. DOWNPASS logo

The DOWNPASS logo is provided by the Traumpass e. V. office or authorised bodies.

Specifications for the DOWNPASS logo:

- The colour definitions are as follows:
  Gold: CMYK 25/40/65/0
  Red: CMYK 0/98/98/25
  Black: CMYK 0/0/0/100
  Further specifications for the DOWNPASS logo can be found in Enclosure 1, Corporate Design Guide
- The DOWNPASS logo and the text it contains must be large enough for everything to be clearly legible.
- The DOWNPASS logo must be obtained from the Traumpass e. V. office (info@traumpass.com).

B. DOWNPASS labels

The design of the DOWNPASS label is binding and may only be changed / adapted by the standard owner (Traumpass e. V.). All DOWNPASS labels are individually numbered and may only be ordered from the authorised office (currently lawyer's office Hünemohr). Production / printing and dispatch are carried out by the printing company / companies authorised by Traumpass e. V.

C. DOWNPASS hangtags

DOWNPASS hangtags must display the DOWNPASS logo (see section 3.A) in the prescribed form. Text and further design of the hangtag(s) can be devised by the user. Approval must be given by the Traumpass e. V. office or another authorised body..

4. Misuse

Traumpass e. V. will take legal action against unauthorised use of the DOWNPASS logo, DOWNPASS label tags, DOWNPASS hangtags or advertising statements in connection with the DOWNPASS. This includes abusive, false, competition and / or trade mark law infringements.

Enclosure 1 to the guidelines for the use of the DOWNPASS logo - DOWNPASS Corporate Design Guide

1. The trademark

The DOWNPASS stands for the audited combination of animal welfare and quality in down and feather fillings for bedding, garments and outdoor articles. We are a modern, contemporary trademark that reflects the sustainable orientation of an industry that works with a by-product of the fowl meat industry that neither needs to be produced separately nor to be disposed of in an environmentally harmful way at the end of its life cycle.
The inspection of animal husbandry, of the supply chain and of the products is carried out by independent, accredited testing organizations with the aim of strengthening confidence in DOWNPASS products, promoting responsible animal husbandry and the distribution of quality products.
The DOWNPASS symbolizes international ethically correct sourcing and traceable, transparent supply chains. The label shows that strict animal welfare criteria and the highest product quality are not a contradiction in terms, but can be perfectly combined.

We want to be perceived as a strong label and as an alternative to uncontrolled procurement channels, while expressing responsibility for sustainable bio-based filling materials.

2. Use

Companies[1], using the DOWNPASS logo must ensure that all statements are true, clear and accurate. The following specifications must be observed when using the DOWNPASS logo for advertising purposes.

Use of the DOWNPASS logo for **trading companies** without DOWNPASS certification:
Non-certified companies may state in general statements that they stock DOWNPASS-certified products in their product ranges. This is only permitted if proof can be provided that they purchase certified products manufactured by

[1] The specifications for the use of the DOWNPASS logo for certified producers and for certification organizations are summarized in a separate document, which can be requested from the Traumpass e.V. office, Thomas-Mann-Str.9 in 55122 Mainz.

certified companies. These statements must be drafted neutrally so as not to suggest that the company itself is certified.

The regulation only applies to general information / references to product ranges that contain DOWNPASS-certified products. It is not permitted for these companies to use the DOWNPASS logo to label products.

3. Trademark universe

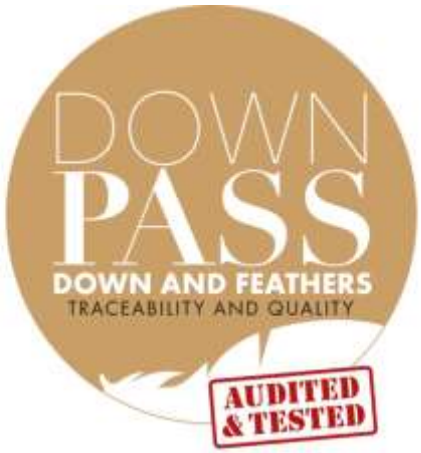
The following basic elements are the DNA of the DOWNPASS appearance. They make communication recognizable and unique.

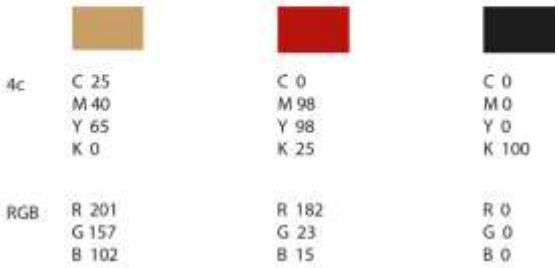
Logo

The DOWNPASS logo has graphic and textual components.
It may only be used in the combination shown in one of the 23 languages.

The neutral version, without stamp, written explanation and mention of the website, may only be used by the associations Traumpass e.V./Downpass e.V. for superordinate communication purposes and is not available for individual use.

To ensure that the logo is used in the correct typography and always in the correct proportions and dimensions, the logo must be used in its original file. The logo must not be reproduced independently.
All logo variants and templates approved for use are available for download at brand.downpass.com after registration and activation by the association.





Colors

Gold:	CMYK 25/40/65/0	RGB 201/157/102
Red:	CMYK 0/98/98/25	RGB 182/23/15
Black:	CMYK 0/0/0/100	RGB 0/0/0

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Typography

Minimum size

Complete logo: Print: 20 mm / Web: 100 px

White space or protected space

The protected space around the overall logo in the white space to other elements corresponds to 1/4 of the overall height. The specified protected space must always be observed and serves as a minimum value. If compliance with the free space in the context of special formats is at the expense of the visual effect and legibility, further solutions can be developed in consultation with DOWNPASS. The logo must not be positioned on a product; the protected space must be observed.

4. Variants and individualization

Monochrome variant

For 1C printing on white advertising material, the logo may be used in black/grey tones. Adaptation to the user's color scheme is not permitted.

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5. Horizontal formats

6. Vertical formats

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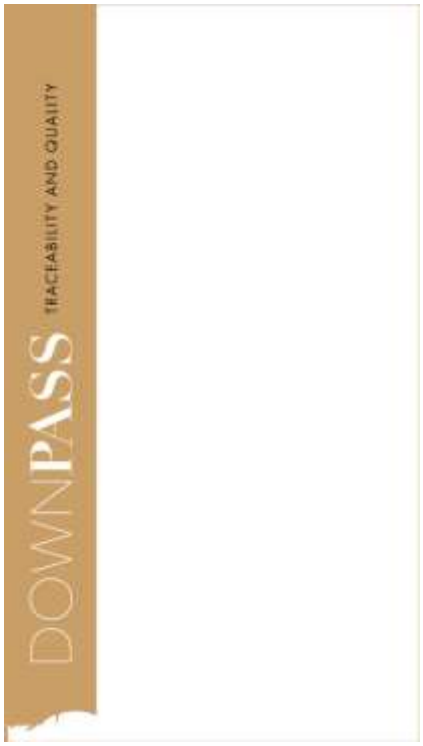
7. Special formats for social media - templates

	Posts / shared photos	Stories/reels
Instagram	1080 x 1080 pixels	1080 x 1920 pixels



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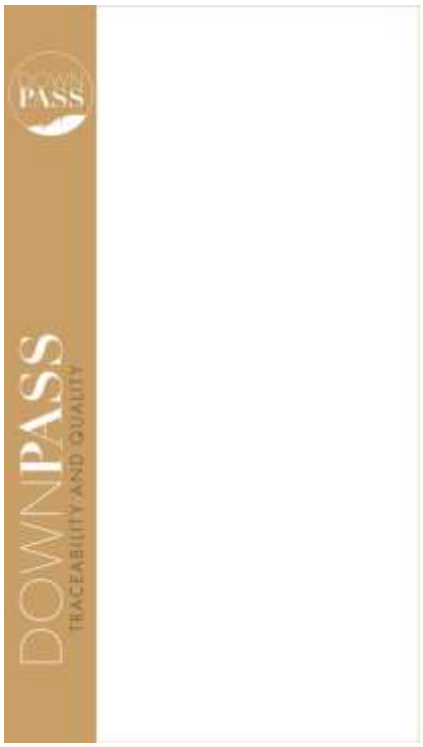
	Posts / shared photos	**Stories/reels**
Instagram	Portrait photos 1080 x 1350	1080 x 1920 pixels
		

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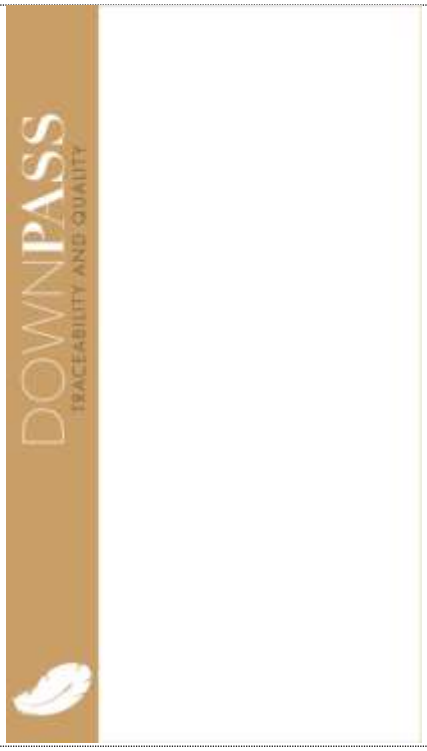
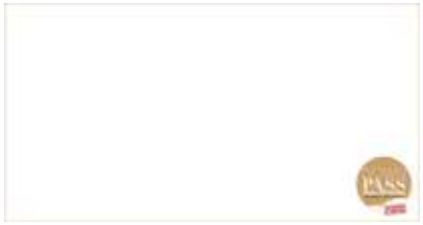
	Posts / shared photos	**Stories/reels**
		
Instagram	Portrait photos 1080 x 1350 	
Facebook	1200 x 630 pixels 	1080 x 1920 pixels *see Instagram templates*

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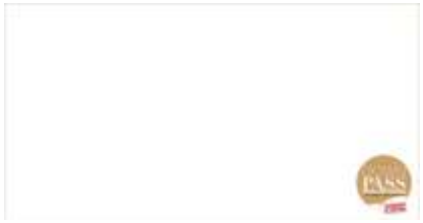
	Posts / shared photos	**Stories/reels**
LinkedIn	1200 x 627 Pixel 	No templates available
LinkedIn	1200 x 627 Pixel	

8. Misuse / abuse

Traumpass e. V. will take legal action against unauthorized use of the DOWNPASS logo or advertising statements in connection with the DOWNPASS. This includes misuse / abuse, false advertising, violations of competition and/or trademark law.

Mainz, August 2024