



Overview and Style Guide



Hello, and congratulations on your “PETA-Approved Vegan” certification!

We’re excited to have your company join the over 1,000 retailers worldwide—including H&M, SKECHERS, The Kooples, and Call It Spring—that are using the “PETA-Approved Vegan” logo to highlight their vegan clothes, accessories, and home decor goods.

First, a little bit about us. People for the Ethical Treatment of Animals (PETA) is the largest animal rights organization in the world, with more than 6.5 million members and supporters. We focus on the four areas in which the largest numbers of animals suffer the most intensely for the longest periods of time: in laboratories, the food industry, the clothing trade, and the entertainment business. We also work to address a variety of other issues, including the cruel killing of rodents, birds, and other animals who are often considered “pests” as well as cruelty to domesticated animals.

Every year, billions of animals suffer and die for clothing and accessories. Their skin is torn off to make leather, birds are held down while their feathers are ripped out by the handful, and small animals are kept in cramped cages for life before finally being killed for their fur. Sheep are often beaten and mutilated during shearings, and they’re also killed so that their skin can be used for shearling. Goats are similarly abused for cashmere and mohair. All this is done in the name of fashion. No matter what type of material it is or where it comes from, if the process involves an animal, it involves horrific cruelty. [Click here for more information about animals used in the clothing industry.](#)

The “PETA-Approved Vegan” logo is designed to highlight clothing, accessories, furniture, and home decor goods made of vegan alternatives to animal-derived materials such as leather, fur, wool, silk, feathers, or bone. It helps consumers identify vegan items at a glance while shopping and make purchases that align with their values.

Random spot checks are conducted as part of our program to make sure companies are complying with the requirement to use only vegan materials. Every month, a “PETA-Approved Vegan” company is randomly selected and one of its approved products is sent to a testing facility to see if any animal-derived materials or ingredients are found. After we receive the results, the company is notified and provided with the testing facility’s reports.

In the following sections, we have outlined the many ways you may use the logo and provided links to download logo options, social media announcement materials, and information on ways your company can further support our work and benefit from marketing promotions by becoming a PETA Business Friend.

Thank you for offering vegan products!

For all animals,

Suzie Sierra
Vegan Certification Specialist
suzieis@petaf.org • 757-213-8740



CLICK TO DOWNLOAD
'PETA-APPROVED VEGAN'
LOGO OPTIONS

Logo Placement Guideline

Companies that sell **only** products made of vegan materials can place the logo in the following locations:

- ▶ On labels and tags on clothing, accessories, furniture, and home decor items
- ▶ In look-books and on product webpages, website homepages, and social media
- ▶ On in-store and showroom signs and banners, business cards and other cards, paperwork, and stickers in packaging materials

Companies that sell **some** products made of nonvegan materials can place the logo in the following locations:

- ▶ On labels and tags on clothing, accessories, furniture, and home decor items made of all-vegan materials
- ▶ On webpages for vegan products

Please link the logo to PETAApprovedVegan.com.

XNO

DO NOT
use any variation
of the PETA logo:



XNO

DO NOT
use PETA Beauty Without
Bunnies Cruelty-Free logos:



XNO

ATTN.: SUPPLIERS AND MANUFACTURERS:
DO NOT
transfer usage of the logo to any
unauthorized brand or company.



Lettering Style Guide

In an easy-to-read font, please use
"PETA-Approved Vegan" this way:

- ▶ "PETA" is in all capital letters.
- ▶ "Approved" and "Vegan" are capitalized
- ▶ There's a single hyphen between "PETA" and "Approved."

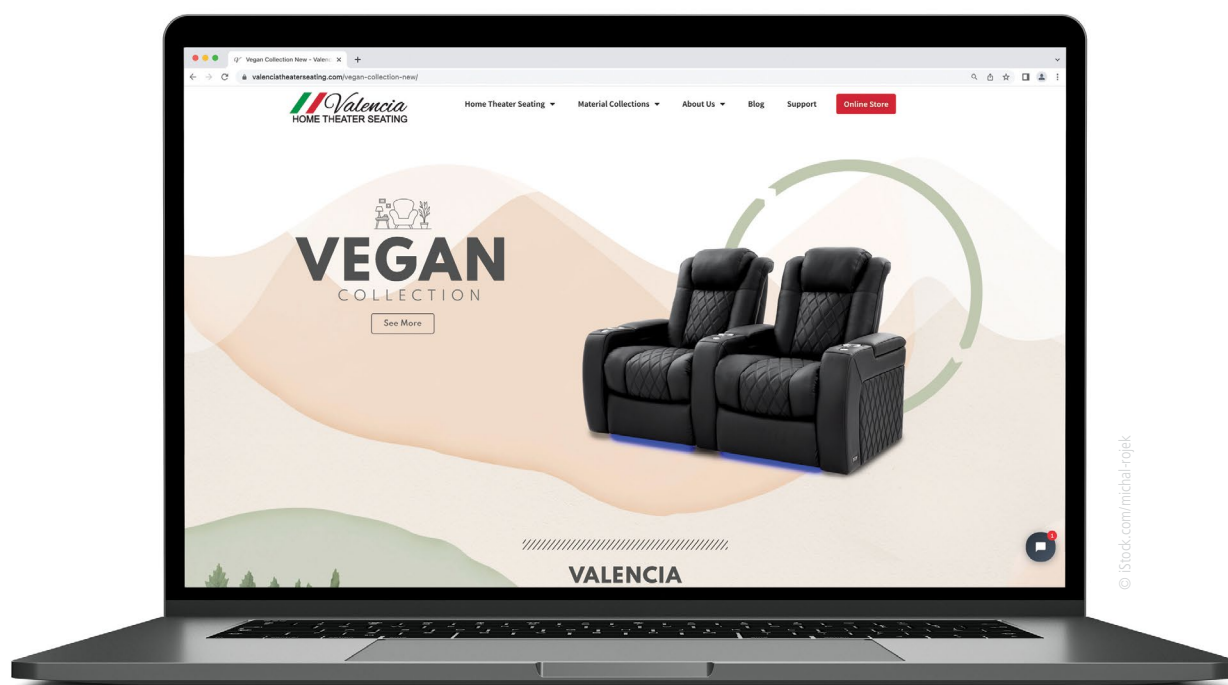
DO NOT USE THIS WAY:
(not a comprehensive list)

- | | |
|-----------------------|-----------------------|
| ✗ Peta-Approved Vegan | ✗ PETA-approved vegan |
| ✗ peta-Approved Vegan | ✗ PETA-Approved vegan |
| ✗ PETA Approved Vegan | ✗ PETA-approved Vegan |
| ✗ PETA Approved-Vegan | ✗ PETA-Approved VEGAN |
| ✗ PETA-Approved-Vegan | |



CLICK TO DOWNLOAD
THE '100% PLANT WOOL'
LOGO

Create a Landing Page for Vegan Products!



Becoming “PETA-Approved Vegan”—certified is **just** the beginning. Here are just a few of the many things that a landing page for your vegan products will allow you to do:

- ▶ Talk up your brand’s passion for vegan and sustainable options.
- ▶ Highlight your accomplishments, especially anything that benefits animals or the environment.
- ▶ Discuss the vegan materials that you offer and why you chose them.

- ▶ Inspire your customers by displaying photos of people wearing or using your products.
- ▶ Provide links to all the vegan options that you sell.

We’re happy to help with reviewing any materials or providing examples of other companies’ landing pages for their vegan products. E-mail us at PETAApprovedVegan@peta.org for more assistance.



CLICK TO DOWNLOAD
'PETA-APPROVED VEGAN'
ANNOUNCEMENT OPTIONS

Announcement Materials

We've created announcement materials that are ready for you to use on social media.
Please tag [@peta](#) and use our hashtags [#PETAApprovedVegan](#) and [#EndSpeciesism](#).

PETA Social Media



[@peta](#)



[official.peta](#)



[@officialpeta](#)



[@peta](#)



[PETA](#)

Promotional Consideration

Your company's name is listed at [PETAApprovedVegan.com](#) throughout its yearlong certification. For further promotional offerings, please consider our partnership program, PETA Business Friends.

For PETA Business Friends, we launch a yearlong promotional campaign that includes an image and a name listing at [PETAApprovedVegan.com](#), in online shopping guides and on "favorite pick"-style webpages, in e-mails sent to approximately 600,000 people, at our events, and elsewhere.

Best of all, a tax-deductible PETA Business Friends gift from your company would help create a brighter future for animals, and we hope the referrals and potential resulting sales would show the value of your gift.

You can find additional details about PETA Business Friends, including instructions for joining, at [PETABusinessFriends.com](#).

THANK YOU!

