



patagonia[®]

Responsible Branding Guidelines

Approved Branding

Removable Logos (preferred)

- Removable Zipper Pulls
- Removable Woven Hem Labels
- Branded and Reusable Packaging
- Recycled Cloth Totes
- Reusable Luggage Tags
- Recycled Hang Tags - QR codes with message, donation voucher cards
- Companion Gifts - water bottles, reusable food containers and utensils, etc.

Responsible Attached Logos

- Off-Chest Embroidery
- Off-Chest Embroidered Patches
- Off-Chest Woven Patches
- No embroidery on waterproof garments

Patagonia does not offer in-house decoration, but we will be happy to ship orders to your decorator of choice.

Removable Woven Labels

Custom woven labels and embroidered patches can be easily removed from garments without damaging the fabric



Removable Zipper Pulls

Custom zipper pulls add a recycled, recyclable and fully removable branding element



Branded Recycled and Reusable Packaging

Reusable wrapping, recycled bundling, reusable cloth totes represent your brand through gifting



Reusable Luggage Tags

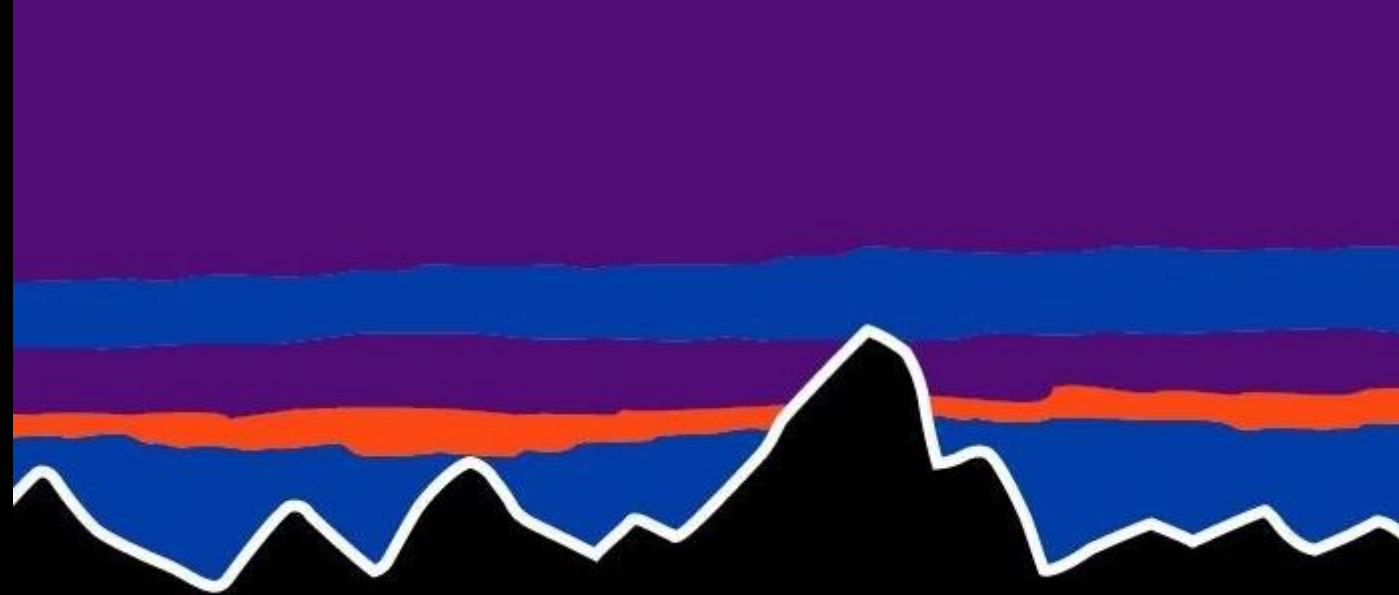
Move your brand's logo from bag to bag with reusable and transferable luggage tags



Hang Tags

Recycled paper hang tags with QR codes sharing various messages, seeded paper and Fairtrade bamboo hang tags





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