

A person wearing a green long-sleeved shirt, a light-colored quilted vest, a dark cap, and a shoulder bag stands with their back to the camera, leaning against a black bicycle. They are positioned on a yellow tactile paving strip at a train station platform. A train is blurred in the background, moving from right to left, with its lights creating streaks of red, orange, and yellow. The station has a metallic structure and overhead lights. The text 'patagonia®' is overlaid in a large, bold, black font, and 'Branding Guidelines' is overlaid in a smaller, white font below it.

patagonia[®]
Branding Guidelines

Approved Branding

Removable Logos

- Removable Zipper Pulls - woven loops
- 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.

Non- Approved Branding

Permanently Attached Logos

- Embroidery
- Screen Print
- Dye Sublimation
- Non-woven Zipper Pulls
- Iron-on-patches
- Any Chest Logos



Removable Woven Zipper Pulls

Beyond the Office, Out of the Landfill

Patagonia has transitioned away from allowing permanently attached additional logos to our products, and we want to be clear about why.



Recyclable Woven Zipper Pull

Custom zipper pulls add a recyclable and fully removable branding element



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Removable Woven Labels

Each day at Patagonia, we look for ways to use our business to save our home planet. As a clothier, that starts with creating goods that last—if not forever, then for a really, really long time. Using a garment for just over two additional years, for example, cuts its overall footprint by 82 percent, and we build our gear to be used for decades.



Recyclable Woven Label

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



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Branded Recycled and Reusable Packaging

What we've learned is that adding an additional non-removable logo reduces the life span of a garment, often by a lot, for trivial reasons. People change jobs, and the extra logo makes for an awkward re-gift. People tend not to pass embroidered gear down to their kids, and not everyone wants to be an advertisement on weekends, even if they're proud to go into work on weekdays. The result? Perfectly good gear ends up forgotten in the closet—or worse, gets tossed in the trash.

SOURCED NATURALLY

REUSABLE HEMP PRODUCTS

Apparel items are bundled using recycled hemp paper and hemp cord to create a unique and branded gifting experience for the end user.



Reusable Hemp Paper Bundle



Recycled Craft Paper Sleeve



Organic Fiber String Bundle

Recycled Cloth Totes

Millions of discarded textiles end up in landfills each year, and we're not okay being a part of that. Knowing how deeply you care about your colleagues, family and fellow humans, we don't think you are either.



Reusable Luggage Tags

When we made this decision, we accepted that it might cost us some business. But we hope you'll see this shift for what it is: another of our ongoing efforts to support a healthy planet—and a call to action. By joining us in extending the life of the gear you wear and use, you're making a statement about your own commitment to sustainability.



Recycled Felt Luggage Tag



Recycled Felt Luggage Tag



Recycled Luggage Tag

Recycled Hang Tags

Thank you for being a Patagonia customer and advocate, and please reach out to discuss other ideas for bringing Patagonia items to your team. But most of all, thank you for understanding, and giving a damn about saving our home planet.



Fairtrade Bamboo Hangtag



Seeded Paper Hangtag



Fairtrade Bamboo Hangtag



Recycled Paper Hangtag with QR