



## ‘PETA-Approved Vegan’ Logo

### About the [Logo](#)

- Designed specifically for clothing and accessory companies as an opportunity to showcase cruelty-free items and raise awareness
- Consumer-friendly: We hear from consumers every day who want to be able to identify cruelty-free products at a glance while shopping, and the use of our logo is the perfect way to reach them.
- Available for use free of charge

### Logo Placement Options

#### Print

- **Labels/tags:** Clothing and accessories, including furniture and home decor
- **Marketing materials:** In-store signs and banners, business and other cards, paperwork, and/or stickers in packaging materials
- **Gift cards**

#### Online

- Website (e.g., homepage, various webpages)
- Blog
- Monthly newsletter and e-mails
- Social media channels

### Popularity

*Hundreds* of retailers are authorized to use the “PETA-Approved Vegan” logo, including [Vaute Couture](#), [Freedom of Animals](#), [Cri de Coeur](#), [Esprit](#), and Pamela Anderson’s company, [Pammies Life](#). In a news release, Esprit’s global business manager said, “We are happy about the opportunity to work with PETA on more transparency in textile labelling and thus better inform our conscious consumers. It is a great accomplishment for Esprit to be able to transfer the philosophy of appealing vegan fashion to a commercial lifestyle product and we thank PETA for their support”.



PEOPLE FOR  
THE ETHICAL  
TREATMENT  
OF ANIMALS

#### Washington, D.C.

1536 16th St. N.W.  
Washington, DC 20036  
202-483-PETA

#### Los Angeles

2154 W. Sunset Blvd.  
Los Angeles, CA 90026  
323-644-PETA

#### Norfolk

501 Front St.  
Norfolk, VA 23510  
757-622-PETA

#### Oakland

554 Grand Ave.  
Oakland, CA 94610  
510-763-PETA

Info@peta.org

PETA.org

#### Affiliates:

- PETA Asia
- PETA India
- PETA France
- PETA Australia
- PETA Germany
- PETA Netherlands
- PETA Foundation (U.K.)