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Requirements and Guidelines for Use of the Rainforest Alliance Trademarks

Rainforest Alliance

The Rainforest Alliance works to conserve biodiversity and ensure sustainable livelihoods by transforming land-use practices, business practices and consumer behavior. www.rainforest-alliance.org

This document may be occasionally updated, replacing any versions previously issued. The current version of this document is available at: www.rainforest-alliance.org/marketing

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Introduction

This document contains the comprehensive rules and guidelines that govern the use of the Rainforest Alliance trademarks. It describes all current permissions and limitations related to use of the Rainforest Alliance logo, the Rainforest Alliance Verified™ mark, and the Rainforest Alliance Certified™ seal.

The purpose of this publication is to protect the value and integrity of the Rainforest Alliance trademarks, and to assist businesses and individuals in developing packaging and marketing materials that promote the sustainability aspects of their products, practices, or services.

By supporting independent third-party certification, sourcing Rainforest Alliance Certified products, or being certified through our forestry or tourism initiatives you are helping consumers make informed choices about the products and services they purchase.

We are working to support your efforts by allowing you to use the Rainforest Alliance trademarks. More and more users are reporting that inclusion of the Rainforest Alliance Certified seal or Rainforest Alliance Verified mark is an important component of their brand claims. We are happy to provide this service to help you promote your sustainably produced goods and services.

The Rainforest Alliance works with producers, manufacturers and consumers who are committed to protecting biodiversity, conserving resources for the good of the planet and future generations, and ensuring that workers, their families and communities are treated well.

The Rainforest Alliance convenes a Marks Committee on a monthly basis to discuss pertinent issues, and any changes to the use of marks manual are reviewed by our Marks Stewardship Panel. These committees also review and make decisions, generally based on ethical and health concerns, as to what kinds of products can carry the Rainforest Alliance Certified mark, verification mark or logo.

The Rainforest Alliance has programs in forestry, agriculture and tourism. Each of these programs supports credible third-party certification as a tool to ensure that the highest environmental and social standards are followed. Our programs impact millions of people worldwide, and recognition of the Rainforest Alliance name is growing on a global basis every day.

To learn more about our programs, please visit: ***www.rainforest-alliance.org.***

1. Overview

All use of the Rainforest Alliance marks requires pre-approval by the Rainforest Alliance. This section explains the scope and objective of this document, and the legal restrictions related to use of the Rainforest Alliance marks. It also provides general contact information and an overview and comparison of the marks.

1.1 Scope

This document applies to any business or organization wishing to use the Rainforest Alliance logo, the Rainforest Alliance Verified™ mark, or the Rainforest Alliance Certified™ seal. In most cases use of the marks is bound by a signed written agreement with the Rainforest Alliance, as only authorized licensees may use the marks on products and marketing materials. This document also applies to any potential non-authorized users of the Rainforest Alliance marks, such as journalists, academics, and media professionals.

1.2 Objective

This document is designed to protect the value and integrity of the Rainforest Alliance marks by ensuring accuracy, clarity, credibility, and consistency in how the marks are used. Questions about, and challenges to these rules and guidelines will generally be decided in favor of transparency, as determined by the Rainforest Alliance.

1.3 Trademark and Intellectual Property Protection

The Rainforest Alliance name, organizational logo, Rainforest Alliance Verified™ mark, and Rainforest Alliance Certified™ seal are registered trademarks of the Rainforest Alliance. Unauthorized use of these marks is strictly prohibited. The Rainforest Alliance reserves the right to take legal action against any party that reproduces or copies the Rainforest Alliance marks without prior authorization.

The Rainforest Alliance marks are proprietary, single graphic units that must never be altered from their original form. No element of the marks, such as the frog, may be pulled out of the mark to stand alone as a graphic image. The phrases "Rainforest Alliance Verified" and "Rainforest Alliance Certified" must carry the trademark symbol (™) in the first mention of these phrases in any text, including the first mention on individual web pages. In text that refers to the Rainforest Alliance, the organization name must be spelled out entirely, never abbreviated.

For the purposes of this document only, "Rainforest Alliance Certified" is abbreviated as "RAC." "Rainforest Alliance Verified" is abbreviated as "RAV" — again, in this document only.

Businesses requesting to use the Rainforest Alliance marks must sign a written agreement before artwork will be released. The Rainforest Alliance reserves the right to withhold approval for use of these marks at the Rainforest Alliance's sole discretion on any products, packaging or other materials.

1.4 Approval Required for Use of the Rainforest Alliance Marks

Unauthorized use of the Rainforest Alliance logo, the Rainforest Alliance Verified mark or the Rainforest Alliance Certified seal is strictly prohibited. The Rainforest Alliance greatly appreciates opportunities to work with businesses and organizations to promote practices and products that further our mission. Please contact us before using these marks in any way. **All use of the Rainforest Alliance marks requires approval.**

1.5 Comparison and Summary of the Rainforest Alliance Marks

The Rainforest Alliance Logo

Who uses it:	Where:	How:
Media publications, collaborators. In some circumstances businesses that are not eligible to use the other Rainforest Alliance marks may be granted permission to use the logo.	Off-product only. May be displayed on marketing materials, websites, and some corporate materials. Must never be displayed on product packaging or product marketing materials.	Must be accompanied by a pre-approved qualifying statement or descriptive text. Refer to Sections 2 and 3 for detailed rules, guidelines, and approval processes for use of the logo.

The Rainforest Alliance Verified™ Mark

Who uses it:	Where:	How:
Certain forestry enterprises/projects that meet verification criteria developed or supported by the Rainforest Alliance.	Off-product only. May be displayed on marketing materials, print and video advertisements, websites and corporate materials. Must never be displayed on product packaging.	Must be accompanied by a pre-approved qualifying statement or descriptive text. Refer to Sections 2 and 4 for detailed rules, guidelines, and approval processes for use of the verification mark.

The Rainforest Alliance Certified™ Seal

Who uses it:	Where:	How:
Farm enterprises certified to Sustainable Agriculture Network standards. Forest-products enterprises certified by the Rainforest Alliance to Forest Stewardship Council® standards. Tourism operations certified by the Rainforest Alliance. Businesses with a signed written agreement that handle or sell products from these certified farms or forests or offer tourism services from certified tourism operations.	On products, and marketing materials that promote products, from Rainforest Alliance Certified farms, forests certified by the Rainforest Alliance to Forest Stewardship Council standards and tourism operations certified by the Rainforest Alliance. On certified forest products and promotional materials the certification seal accompanies an approved Forest Stewardship Council label.	Used alone or accompanied by a pre-approved qualifying statement or disclaimer. Refer to Sections 2, 5, 6 and 7 for detailed rules, guidelines, and approval processes for use of the certification seal.

2. Design Specifications

The following specifications are particularly relevant to graphic designers, agencies and art directors who design materials that include the Rainforest Alliance marks, including the Rainforest Alliance logo, the Rainforest Alliance Verified (RAV) mark and the Rainforest Alliance Certified (RAC) seal. See Section 6 (for farm products) or Section 7 (for forest products) for additional design requirements regarding use of the Rainforest Alliance Certified seal on products and retail packaging.

2.1 File Formats

Once necessary agreements are signed and received, the Rainforest Alliance will furnish appropriate artwork files in EPS format. Artwork is also available in PNG format.

EPS Best for printing and high-resolution production.

PNG Good for use on-screen, in websites, presentations, Word docs, and other low-resolution applications.

2.2 Placement

To ensure that the Rainforest Alliance marks are never compromised, each mark should stand alone so that it does not compete with existing text, graphics or images, including other certification marks.

The marks should never be displayed in a position where they could be confused with a business name, or a brand name of a product, or in any way that implies endorsement of initiatives not applicable to the Rainforest Alliance. The marks should be placed prominently in order to maximize visibility and recognition.

To ensure the highest visual impact of the Rainforest Alliance marks, a minimum clear area must be maintained. Clear space around each mark should be approximately 20% of the width of the mark. No other elements should appear in this space.

2.3 Size Guidelines

The following minimum size guidelines ensures that the Rainforest Alliance marks are legible in all applications. To avoid the appearance of products or services being produced or sold by the Rainforest Alliance, the marks should always be smaller or less dominant than the primary brand name, business name, or logos.

On large marketing materials such as banners or displays, the size of the mark must be increased proportionately to the size of the material to ensure highest visibility. Scaling the size of each mark to the size of the packaging or marketing material is required. Refer to Section 6 for tiered sizing guidelines for agricultural products.

On packaging and marketing materials with more than one Rainforest Alliance mark in the layout, the initial or most prominent Rainforest Alliance mark must adhere to the sizing guidelines. Reduced sizing may be approved for secondary (additional) marks in the design, or for very small products or materials where the recommended sizes will not fit. Refer to Section 7 for further information about sizing ratios for forest products.

For very small products or materials where the mark cannot be reproduced legibly, or in cases where the business or brand prefers not to use a Rainforest Alliance mark, a text statement may be used instead, such as 'Cocoa from Rainforest Alliance Certified™ farms.' Contact trademarks@ra.org for guidelines. Text statements must also be submitted to the Rainforest Alliance for prior written approval.

2.4 Approved Color

The Rainforest Alliance marks are available in either green and white for color applications, or black and white for grayscale applications. The marks should appear in Pantone® 625 green or the equivalent CMYK or RGB values below.

For Print (CMYK)
56 Cyan
0 Magenta
44 Yellow
33 Black

For Screen and Web (RGB)
77 Red
145 Green
123 Blue

In special cases only, where marks and text are printed in white onto a color background, they may be approved in a reverse white format.

2.5 Placement of Qualifying Statements and Disclaimers

Many uses of the Rainforest Alliance marks require a qualifying word or statement to improve consumer understanding and increase awareness of the benefits of Rainforest Alliance's work.

Preferred placement of the statement is directly below or to the right of the mark. In some circumstances alternative placement of the statement may be approved.

Examples of acceptable placement of the qualifying statement or disclaimer text are provided on the following page.

2.6 Backgrounds

Background colors or patterns must not show through the Rainforest Alliance marks; the only exception is when the seal appears on natural fibers or plain kraft paper.

The RAC seal is set on a white interior background, with a thin white outline around the edge to ensure it stands out from any background.

The Rainforest Alliance logo and RAV mark must appear with an accurate and approved qualifying statement. The text of the statement must be at least 50 percent of the size of the logo or mark.

Examples of correct and incorrect use of the marks are shown on the following pages.

2.7 Contact Information

All proposed uses of the Rainforest Alliance marks must be submitted to the Rainforest Alliance for prior written approval. Special exceptions to these design specifications may be considered and approved depending on the circumstances. Any requests for exceptions to these usage rules are carefully reviewed by a Rainforest Alliance panel. The panel's review may require a week or more depending on the nature of the request.

Please e-mail inquiries regarding these design specifications to:
trademarks@ra.org

Examples of Acceptable Placement of the Qualifying Statement or Disclaimer Text

A.

Over 75% Certified Tea

B.

30% Certified Orange Juice

C.

Packaging

D.

With 30% certified coffee now, we're working towards buying all our coffee from Rainforest Alliance Certified™ farms by 2020!

E.

[Insert Business Type] certified as meeting the Rainforest Alliance sustainable tourism standard

Examples of Correct Use of the Rainforest Alliance Marks with Backgrounds

A

B

C

D

The following visual examples show correct use of the Rainforest Alliance marks.

A. The RAC seal is shown properly placed on a solid color background

B. The RAC seal is shown properly placed on variegated background

C. The black and white seal is for printing on black and white materials.

D. The reversed white seal may only be used where other text and graphics are also being printed in white over a darker background.

E. The RAV mark is properly shown with an accurate explanatory statement.

F. The Rainforest Alliance logo is properly shown with an accurate qualifying statement.

E

Meets Rainforest Alliance requirements for Verification of High Conservation Values

F

Rainforest Alliance

Proud supporter of the Rainforest Alliance's work to protect biodiversity, conserve resources for the good of the planet and future generations and ensure that workers, their families and communities are treated well.

Examples of Incorrect Use of the Rainforest Alliance Marks

A

INCORRECT

B

INCORRECT

C

INCORRECT

D

1/2 inch (12.5 mm)

INCORRECT*

E

INCORRECT

F

INCORRECT

G

INCORRECT

The following are visual examples of some common incorrect uses of the Rainforest Alliance marks.

Please do not:

A. Change the color of the marks.

B. Alter the design or content in any way.

C. Pull graphic elements, such as the frog, out of the mark.

D. Decrease the size below 3/4 inch (19 mm) wide.
*Except in conjunction with the FSC® mark.

E. Use the previous Rainforest Alliance Certified™ seal, retired in 2007.

F. Allow background colors to show through.

G. Distort the marks from their original ratio of dimensions.

3. The Rainforest Alliance Logo

The Rainforest Alliance logo is the organizational brand mark and should not be confused with the Rainforest Alliance Certified™ seal or the Rainforest Alliance Verified™ mark.

Use of the logo may be approved on a case-by-case basis for general illustrative and promotional use, or to promote cause marketing relationships, SmartSource relationships, or other relationships with the Rainforest Alliance.

Businesses and operations licensed to use the Rainforest Alliance Certified (RAC) seal or Rainforest Alliance Verified (RAV) mark may not use the Rainforest Alliance logo. The logo must never appear on product packaging or labels, nor be used to directly promote products. Any and all use of the Rainforest Alliance logo requires prior written approval.

3.1 General Use of the Logo

Media professionals and publishers may use the logo for illustrative purposes. Organizations or individuals, such as grantors, foundations, certification partners or project collaborators that wish to promote their relationship with the Rainforest Alliance, and that have a written agreement for logo use may also be permitted to use the logo.

In publications or websites that reference the Rainforest Alliance, the logo should appear within or in close proximity to the article or mention of the Rainforest Alliance.

Any use of the logo to promote a relationship or collaboration with the Rainforest Alliance must appear with a pre-approved statement that accurately describes the nature of the relationship.

3.2 Cause Marketing Relationships

Corporations are key collaborators in advancing our cause, particularly by bringing resources to bear through creative cause marketing relationships that draw attention to issues of paramount importance. Corporate sponsorship of the Rainforest Alliance may be tailored to allow limited use of the Rainforest Alliance logo.

Businesses with which the Rainforest Alliance engages in a cause marketing relationship, and which have signed a written agreement that includes a license for logo use, may be approved to display the logo on materials or websites.

When used to promote a cause marketing relationship, the logo must appear with a pre-approved statement that describes the relationship with the Rainforest Alliance. The statement must include a URL linking to a web page with more information.

3.3 SmartSource

Businesses that work with Rainforest Alliance to improve sustainability practices, such as increased sourcing of Rainforest Alliance Certified products, may be permitted to use the Rainforest Alliance logo in certain circumstances. The Rainforest Alliance logo is limited to off-product use and may only be displayed on promotional materials or websites.

Through our SmartSource program, the Rainforest Alliance helps forest-product businesses establish more responsible purchasing practices.

SmartSource helps forestry businesses analyze their supply chain, better understand their sourcing risks and develop solutions to address their specific challenges. Forestry businesses engaged in the SmartSource program may be permitted to use the logo.

To be eligible to use the Rainforest Alliance logo, businesses must sign a contract or a memorandum of understanding that includes a license for logo use.

The Rainforest Alliance logo must never appear on product packaging. The logo must appear with a pre-approved qualifying statement that accurately describes the relationship with the Rainforest Alliance. The statement must describe accomplishments or on-going activities, not future intentions, and should include a URL linking to a web page with more information.

3.4 Qualifying Statements

The Rainforest Alliance logo and its accompanying qualifying statement must not be used in any way that could be misconstrued as an endorsement, certification or verification by the Rainforest Alliance.

Users of the logo should work with the Rainforest Alliance to develop a suitable qualifying statement. All statements must be pre-approved. See Section 2 for examples of how the statement should appear with the logo.

3.5 All Use Requires Approval

Unauthorized use of the Rainforest Alliance logo is strictly prohibited. Except for media professionals, no one under any circumstances may copy, reproduce or otherwise use the logo without receiving prior approval from the Rainforest Alliance. The Rainforest Alliance reserves the right to take legal action against any party that reproduces or copies the Rainforest Alliance logo without prior written authorization.

3.6 Contact Information

E-mail questions and requests for logo use to:
trademarks@ra.org.

Use of the Rainforest Alliance Logo

Who uses it:	Where:	How:
Media publications, collaborators. In some circumstances businesses that are not eligible to use the other Rainforest Alliance marks may be granted special permission to use the logo.	Off-product only. May be displayed on marketing materials, websites, and some corporate materials. Must never be displayed on product packaging or product marketing materials.	Must be accompanied by a pre-approved qualifying statement or descriptive text. Refer to Section 2 for detailed design specifications for use of the logo.

4. The Rainforest Alliance Verified™ Mark

The Rainforest Alliance Verified™ mark encourages the responsible use of natural resources and promotes a healthy market system that values sustainable production, sourcing and equitable trade.

Businesses that display the Rainforest Alliance Verified (RAV) mark are taking measurable steps to reduce their impacts on the planet and local communities, as verified by the Rainforest Alliance. Use of the RAV mark is currently awarded to certain forestry operations that meet criteria developed or endorsed by the Rainforest Alliance.

4.1 Use of the RAV Mark

The RAV mark may only be used on off-product marketing and public information materials. Examples of off-product materials include advertisements, brochures, posters, calendars, newsletters, websites, multimedia presentations and video productions.

The RAV mark may not be used on product labels. The mark must always be accompanied by an approved statement that identifies the Rainforest Alliance initiative or standard related to its use. Any use of the RAV mark requires a written agreement and prior approval.

4.2 Verification Initiatives

Businesses, projects and operations that have reached appropriate milestones as set forth and verified by the following Rainforest Alliance initiatives may apply for use of the RAV mark:

- SmartLogging
- SmartStep forestry verification
- Verification of High Conservation Values
- Generic Chain of Custody forestry certification or verification

4.3 Qualifying Statements

The RAV mark must include a qualifying statement that clearly identifies the standard or requirements related to its use. The statement must appear in close proximity to the RAV mark. See Section 2 for an example of the RAV mark with proper placement of the qualifying statement.

Use of the Rainforest Alliance Verified™ Mark

Who uses it:	Where:	How:
Certain forestry enterprises/ projects that meet verification criteria developed or supported by the Rainforest Alliance.	Off-product only. May be displayed on marketing materials, print and video advertisements, websites and corporate materials. Must never be displayed on product packaging.	Must be accompanied by a pre-approved qualifying statement or description. Refer to Section 2 for detailed design specifications for use of the verification mark.

Examples of Approved Qualifying Statements for Use with the RAV Mark

- Meets Rainforest Alliance requirements for SmartLogging
- Meets Rainforest Alliance requirements for Verification of High Conservation Value Forests
- Meets Rainforest Alliance requirements for Generic Chain-of-Custody
- Verified as meeting Rainforest Alliance minimum entry level requirements for SmartStep

The box above provides examples of approved qualifying statements for use with the RAV mark. While statements may be customized and submitted for approval, once the Rainforest Alliance approves the statement, it must not be altered in any way without resubmitting for approval.

4.4 All Use Requires Approval

Unauthorized use of the RAV mark is strictly prohibited. Except for media professionals, no one under any circumstances may copy, reproduce or otherwise use the mark without receiving prior written approval from the Rainforest Alliance. The Rainforest Alliance reserves the right to take legal action against any party that reproduces or copies the RAV mark without prior authorization.

4.5 Approval Procedures

1. Verification holder submits a draft of the promotional item containing the RAV mark to the Rainforest Alliance.

2. The draft is reviewed according to the rules and guidelines described in this document.

   a. The Rainforest Alliance makes every effort to review and respond to submission within five days or sooner.

   b. If any required elements are missing or incorrect, the verification holder is notified by the Rainforest Alliance Trademark Agent via e-mail (via fax or telephone if e-mail is not available).

   c. The verification holder edits as necessary and sends the revised material for a second review.

3. Once the promotional piece is in compliance with all of the elements required by the rules and guidelines described in this document, the Rainforest Alliance Trademark Agent sends formal approval to the verification holder with a copy of the approved use of the RAV mark.

4. The verification holder must retain a copy of the documented approval and approved mark use in their files as it may be requested by the Rainforest Alliance at some time in the future.

4.7 Contact Information

Contact your Rainforest Alliance representative. A list of regional offices is available online: www.rainforest-alliance.org/about/racert/contact

5. The Rainforest Alliance Certified™ Seal

An increasingly recognized symbol, the Rainforest Alliance Certified™ seal assures consumers that products from farms and forests are produced using environmentally and socially responsible practices.

The Rainforest Alliance Certified (RAC) seal is used to label and market products from farms and forests certified by an accredited certification body as meeting the rigorous, third-party standards of the Sustainable Agriculture Network (SAN) or the Forest Stewardship Council® (FSC). In addition it can be used to promote tourism Operators businesses - such as hotels, resorts and tour Providers operators - that are certified by the Rainforest Alliance to our rigorous tourism standards, recognized by the Global Sustainable Tourism Council (GSTC).

The RAC seal can be found in retail outlets, university campuses, corporate offices, hotels and tourism destinations, restaurants, lumber yards, woodworking shops, catalogs, printed publications and many other places throughout the world, especially in Europe, North America, Japan, Australia and Brazil.

5.1 Use of the RAC Seal

The RAC seal may be used on products, product packaging and on marketing and public information materials that promote products and services bearing the seal. The RAC seal may also be used by businesses certified by the Rainforest Alliance to FSC standards for general promotion of their FSC certification.

Product packaging includes retail packages, product labels, lumber tags, coffee cups, fruit stickers, etc. Off-product materials include product-related websites, social media, advertisements, press releases, posters, and other promotional items, as well as invoice templates and business-to-business materials.

Use of the Rainforest Alliance Certified™ Seal

Who uses it:	Where:	How:
Farm enterprises certified to Sustainable Agriculture Network standards. Forest-products enterprises certified by the Rainforest Alliance to Forest Stewardship Council standards. Businesses with a signed written agreement that sell products from these certified farms or forests. Tourism businesses certified by the Rainforest Alliance.	On products, and marketing materials that promote products from Rainforest Alliance Certified farms; forests certified by the Rainforest Alliance to Forest Stewardship Council standards; or tourism businesses certified by the Rainforest Alliance. On certified forest products and promotional materials the certification seal accompanies an approved Forest Stewardship Council label.	Used alone or accompanied by a pre-approved qualifying statement or disclaimer. Refer to Section 2 for detailed design specifications related to use of the certification seal.

Businesses that source products and ingredients from farms certified to the SAN standards may use the RAC seal to promote these products. Wood and paper products from operations certified as meeting the standards for FSC Forest Management certification or FSC Chain-of-Custody certification may also be marketed with the RAC seal in tandem with the FSC trademarks. Rainforest Alliance Certified tourism businesses may use the RAC seal to promote their services.

The RAC seal should be placed prominently on the front of product packaging in order to maximize visibility and consumer recognition.

In many cases the RAC seal should be accompanied by a qualifying statement or disclaimer in accordance with product-specific sourcing and labeling requirements. Use of the RAC seal requires prior approval and a written agreement with the Rainforest Alliance.

5.2 Labeling and Marketing Products

The most common use of the RAC seal is on product labels and packaging. Businesses are strongly encouraged to incorporate the RAC seal into the design of retail product packaging. For detailed sourcing and labeling rules, and approval procedures for products bearing the RAC seal, refer to Section 6 (for farm products), Section 7 (for forest products) or Section 8 (for tourism services).

In some circumstances, stickers or stamps bearing the RAC seal may be approved for use on products. The seal may also be approved for use on marketing materials to promote products bearing the RAC seal.

On-Product Use of Stickers and Stamps

We recognize that some businesses may use the same packaging or product labels for multiple products. Some products, such as lumber or coffee bags used for multiple blends, may be labeled with a stamp or sticker. In these cases, the Rainforest Alliance may allow use of a clear sticker or stamp bearing the RAC seal in accordance with design specifications in Section 2.

Businesses may also create stickers or stamps that include a custom qualifying statement or a disclosure of certified content and submit them for approval. For convenience, printed stickers and other promotional materials may be ordered online:
www.rainforest-alliance.org/marketing/promotional-materials

Off-Product Marketing Materials

The RAC seal may be used on marketing materials to promote products bearing the RAC seal or certified tourism services.

Prior to the launch of an agricultural product bearing the RAC seal, marketing materials may include the seal no more than six months before the product launch date, and only after approval has been granted for use on packaging and/or a public announcement has been made. This option is not available for certified forest products or tourism operations.

The seal may also be approved for use on business materials such as annual reports for businesses to communicate that they are sourcing agricultural ingredients from Rainforest Alliance Certified farms, products from FSC certified forests or tourism services from certified operations. If applicable, such use must include a qualifying statement about the product(s) bearing the RAC seal.

Websites

Businesses with a written agreement to use the RAC seal are encouraged to incorporate the seal on their websites. When displayed on websites, the seal must be tied to the product it represents and/or the work of the Rainforest Alliance. Web pages that incorporate the seal or that refer to the Rainforest Alliance must be submitted for review and approval.

The Rainforest Alliance takes measures to support businesses that are promoting products in different geographical regions where English is not the primary language spoken. We offer information through our website in French, German, Spanish, Swedish, and Japanese (e.g. www.rainforest-alliance.jp), as well as industry-specific information (such as www.rainforest-alliance.org/coffee).

When providing a link to the Rainforest Alliance website, please use the complete URL: rainforest-alliance.org including the dash in the middle and the .org at the end to maximize search engine effectiveness. For on-product or printed references to the Rainforest Alliance website, the short “ra.org” url may be used if space is an issue.

Videos and Television Ads

The RAC seal may appear in videos and television ads that promote products from Rainforest Alliance Certified farms, forests or tourism services. Prior to filming, a script and/or storyboard must be submitted to the Rainforest Alliance so that any required edits can be discussed and agreed to in the pre-production stage. Before a video containing the RAC seal is released, a review copy must be provided to the Rainforest Alliance via e-mail, link or other electronic transmission for official approval.

5.3 Non-Product-Related Use

In some circumstances, the RAC seal may be used in ways not related to direct labeling or promotion of Rainforest Alliance Certified

products. For example, the RAC seal may be used on non-product-specific materials such as media publications and corporate materials, or on paper products and packaging certified by the Rainforest Alliance to FSC standards. For tourism services, the RAC seal may be used on promotional materials such as websites, brochures, posters, calendars, newsletters and advertising (see above and Section 8).

Media Publications

The RAC seal may be used in publications or on materials that are not directly related to marketing certified products. Such use includes:

- Publications or media that describe Rainforest Alliance certification and/or the meaning of the RAC seal, i.e. magazine articles, books, pamphlets, websites, documentary films or other documents or media
- Lists of consumer labeling or certification systems
- Event or conference brochures and promotional materials that list the Rainforest Alliance as a participant, speaker, or sponsor, when the event relates to products that are or could be grown on Rainforest Alliance Certified farms

For media publications and other non-marketing uses of the RAC seal, the Rainforest Alliance requests the opportunity to review and approve materials in advance. We understand that in some circumstances this may not be feasible or may conflict with the autonomy of the media. Whenever possible, please ensure that use of the RAC seal follows these guidelines and notify us prior to publication.

Corporate Materials

Use of the RAC seal on business identification materials such as business cards or company publications may be approved on a limited basis.

Businesses and operations may use the seal on business cards, farm or forest signs, brochures and other materials for holdings that are certified to SAN, FSC or tourism standards by the Rainforest Alliance or an accredited certification body.

Businesses that handle products from Rainforest Alliance Certified farms or forests may also use the seal on business cards, wall plaques or in e-mail signatures, annual reports and other such corporate identity materials.

On corporate materials the RAC seal must clearly stand apart from the business brand or logo and must include a qualifying statement that describes the related work of the Rainforest Alliance. Following are examples of acceptable qualifying statements for business materials:

1. *We roast only Rainforest Alliance Certified™ coffees*
2. *Proud trader of Rainforest Alliance Certified™ cocoa*
3. *Our farms are Rainforest Alliance Certified™*
4. *FSC certified by the Rainforest Alliance*
5. *Our hotel is certified by the Rainforest Alliance for meeting sustainable tourism practices.*

5.4 All Use Requires Approval

Unauthorized use of the RAC seal is strictly prohibited. Except for media professionals, no one under any circumstances may copy, reproduce or otherwise use the RAC seal without receiving prior written approval from the Rainforest Alliance. The Rainforest Alliance reserves the right to take legal action against any party that reproduces or copies the RAC seal without prior written authorization.

See Section 6 for detailed approval processes for use of the RAC seal for farm products certified to SAN standards. See Section 7 for approval processes for use of the seal for forest products certified to FSC standards. See Section 8 for processes to use the seal for certified tourism businesses.

5.5 Contact Information

All proposed uses of the RAC seal must be submitted to the Rainforest Alliance for prior written approval. Please contact trademarks@ra.org for such requests, or with questions regarding these guidelines.

6. Sourcing and Labeling Requirements for Rainforest Alliance Certified™ Farm Products

This section explains the requirements for sourcing sufficient volumes of Rainforest Alliance Certified™ farm products or ingredients, manufacturing them into consumer goods, and ensuring traceability and chain of custody throughout the process so that the final product will be eligible to bear the Rainforest Alliance Certified seal.

6.1 Rainforest Alliance and the Sustainable Agriculture Network

The Rainforest Alliance Certified (RAC) seal is found in restaurants, supermarkets, airplanes, trains and hotels around the world. The seal assures consumers that products are sourced from farms that are managed according to the rigorous standards of the Sustainable Agriculture Network (SAN), which help protect farmers, forests, wildlife and local communities.

These comprehensive farm management standards and our traceability system help ensure that certified ingredients and products bearing the RAC seal can be traced back to well-managed farms or farm groups.

6.2 Percentage of Certified Content

The percentage of certified content used in a product determines how the seal may be used. The Rainforest Alliance encourages businesses to use 100% certified content, whenever possible, in any product bearing the RAC seal.

Only products that contain at least 90% Rainforest Alliance Certified content can bear the RAC seal on packaging without a qualifying statement. Products are only eligible to bear the RAC seal when the percentage of certified content reaches a minimum of 30%. The 30% certified content level is considered a starting point, however.

Businesses selling products bearing the RAC seal with less than 90% Rainforest Alliance Certified content are required to scale up over time and achieve 100% of the ingredient sourced from Rainforest Alliance Certified farms.

6.3 Qualifying Statements and Disclaimers

All products bearing the RAC seal should include qualifying statements about the Rainforest Alliance to improve consumer understanding and increase awareness of the benefits of Rainforest Alliance certification.

Products that blend certified content with non-certified content may be eligible to use the RAC seal, but require specific disclaimers on packaging and promotional materials to ensure transparency and avoid misleading consumers into believing that the entire product comes from Rainforest Alliance Certified farms.

Any claims, statements or disclaimers about Rainforest Alliance certification must be submitted for review and approval, including translations made from previously approved statements.

6.4 Sourcing Single Ingredient Products

The Rainforest Alliance encourages businesses selling single ingredient products to source 100% of these products from Rainforest Alliance Certified farms. In order for a product to bear the RAC seal without a disclaimer statement, the ingredient must be sourced 90-100% from Rainforest Alliance Certified farms, and no more than 10% mixing may occur such that the final product sold to consumers contains at least 90% certified content.

Single ingredient products must contain a minimum of 30% Rainforest Alliance Certified content in order to bear the seal on product packaging. These products must include a qualifying statement that discloses the percentage of certified content.

Businesses requesting use of the RAC seal on single ingredient products with less than 90% certified content must also agree to scale up the percentage of certified content over time with specific benchmarks and timelines under one of the following two options:

1. Scale up by a minimum of 15% of the total product volume annually. For example, a product that contains 30% Rainforest Alliance Certified content would need to be at least 45% Rainforest Alliance Certified within one year and 60% within two years.

2. Develop a scale-up plan with the Rainforest Alliance (see Section 6.10). This option allows more flexibility for businesses to work within the realities of sourcing, but still ultimately requires every agricultural product with the RAC seal to reach 100% Rainforest Alliance Certified content over time.

Products that include both natural and synthetic versions of the certified ingredient - such as rubber or vanilla - must include the synthetic components in the calculation of the percentage of certified content. However, due to differences in performance or function, the synthetic components do not need to be included in the scale-up plan.

6.5 Labeling Single Ingredient Products

Single ingredient products that are sourced 100% from Rainforest Alliance Certified farms may bear the RAC seal without a disclaimer statement on the packaging or in marketing materials.

Packaging for any single ingredient product that contains between 30% and 90% certified content (e.g. a blend of coffee from different origins) and bears the seal must include a qualifying statement that communicates the percentage quantity of certified content. This statement must be placed directly below or beside the seal on the package, must be clearly legible, and should be written in the local language to ensure consumer understanding. See examples in Section 2. Stickers with the seal alone (without a statement disclosing the percentage of certified content) can be used only on single-ingredient products that contain at least 90% Rainforest Alliance Certified content.

For off-product marketing materials that promote products containing 30% to 90% certified content, the percentage must be disclosed somewhere in the text near where the seal is used. This policy helps ensure that product labeling and promotion meets applicable regulations governing environmental marketing claims.

6.6 Sourcing Multi-Ingredient Products

The Rainforest Alliance's policy on multi-ingredient products is designed to assure consumers that in any product bearing the RAC seal, a significant amount of the core ingredient and/or a significant portion of the entire product is sourced from Rainforest Alliance Certified farms. This policy is also designed to assist businesses in meeting applicable regulations governing environmental marketing claims.

A "core" ingredient is:

- critical to the formulation of the product, and/or

- included in the product name or described on the front of the packaging.

Examples of "core" ingredients include: cocoa in a chocolate bar (including all cocoa-derived ingredients, such as cocoa mass or liquor, cocoa butter, cocoa powder), bananas in a fruit smoothie, macadamias in a macadamia nut cookie, tea leaves used to make ready-to-drink bottled tea beverages. Ingredients that would generally not be considered "core" include sweeteners (such as sugar, cane juice, stevia), flavorings (vanilla, cardamom), and oils (macadamia, soybean, palm) – unless included in the product name or described on the front of packaging (such as vanilla ice cream) or if comprising a significant percentage (at least 30%) of a product.

Products with non-core ingredients sourced 100% from RAC farms may not use the RAC seal, but the certified ingredients may be indicated as such in or near the list of ingredients on the package.

6.7 Labeling Multi-Ingredient Products

Depending upon the sourcing and manufacturing specifications for the product there are three options for using the RAC seal on composite or multi-ingredient products.

Option A: FULLY CERTIFIED CONTENT

100% of the named core ingredient is sourced from certified farms, and in the final product the named core ingredient contains at least 90% certified content. This is the recommended and most straightforward way to use the RAC seal on a composite product, and it requires no special disclaimers on the package.

The core ingredient must be identified under or near the seal as well as in the list of ingredients. Businesses labeling products under Option A may claim that the product "contains" or is "made from" [ingredient] from Rainforest Alliance Certified farms.

Where over 90% of the total ingredients (excluding water) are sourced from Rainforest Alliance Certified farms and contained in the final composite product, the RAC seal may be used without identifying any of the ingredients under or near the seal. However, all certified ingredients must be indicated in the list of ingredients, such as with an asterisk, and connected to a statement such as "*From Rainforest Alliance Certified™ farms" or simply "*Rainforest Alliance Certified™". Where asterisks or other markers are not allowed by law within the list of ingredients, the statement under the list of ingredients must specify the certified ingredients; for example, "Cocoa, sugar and palm oil from Rainforest Alliance Certified™ farms."

Although not required for products labeled under this option, inclusion of an approved qualifying statement explaining the Rainforest Alliance Certified program somewhere on the package is strongly encouraged to increase consumer understanding.

Option B: MINIMUM CERTIFIED CONTENT WITH SCALE UP PLAN

At least 30% of the identified core ingredient is from Rainforest Alliance Certified farms, and the business has a Rainforest Alliance approved plan for scaling up supplies from certified farms of the named ingredient(s) to 100% content over time.

With Option B, the core ingredient(s) must be identified under or near the seal as well as in the list of ingredients. For products with below 90% certified content, the percentage of the core ingredient's certified content must be disclosed on the package.

Option C: CONTROLLED BLENDING

This option applies to businesses manufacturing a high-volume, mainstream consumer product in one or more factories, where complete segregation and physical traceability of the certified core ingredient (i.e., cocoa, orange juice) from the factory gate to the finished product is not currently possible.

This option will be considered in the context of a publicly communicated commitment to sourcing core ingredients from Rainforest Alliance Certified farms in enough quantities to incentivize farmers to make the necessary improvements and investments. It requires written approval by the Rainforest Alliance and may be adapted to accommodate different factory layouts.

100% of the core ingredient(s) must be from certified farms and physical traceability is required from the farms to the factory manufacturing or blending the consumer product. A qualifying statement is required on pack and other labeling restrictions apply (see below).

As of the publication date of this document, Option C is available only for cocoa products and orange juice blends. Other categories may be considered in the future.

For Option C the following manufacturing requirements apply:

1. Businesses must source and deliver into the factory 100% of the core ingredient required to make the product, including all variations on the ingredient components used in the recipe (i.e. recipe matching). The core ingredient must remain physically segregated and traceable (with its corresponding Rainforest Alliance Transaction Certificates for cocoa) up to the factory entry point of the consumer goods manufacturing or blending facility. In cocoa, components include beans, liquor, butter and powder. For orange juice blends, components include all juice and ingredients derived from the fruit of Citrus sinensis.
2. The combined amounts of certified core ingredient input from each of the components must add up to 100% of the equivalent core ingredient output in the consumer product labeled with the RAC seal.
3. Certified inputs are delivered to the factory throughout the year according to a scheduled sourcing plan and always in advance of the first production of products labeled with the RAC seal. Volume reconciliation (bean equivalent for chocolate; juice equivalent for citrus) is required on an annual basis and calculated on documented traceability at real conversion ratios.

Where recipe matching and segregation for all variations of the core ingredient are not initially possible, the business may request a phase-in plan allowing alternative recipe components as substitutes (i.e. cocoa beans from different origins; powder solids accounting for cocoa butter solids; certified cocoa liquor when certified butter is unavailable; or orange juice blends with juice sourced from origins where there are no Rainforest Alliance Certified™ farms). In such cases, the business will be required to develop a written plan approved by the Rainforest Alliance and will be required to scale up to full recipe matching, normally within 18 months.

For Option C the following labeling requirements apply:

For multi-ingredient products bearing the RAC seal labeled under Option C rules, the core ingredient must be identified under or near the seal, and a statement and URL must be visibly placed elsewhere on the package. For example:

- *We buy orange juice from Rainforest Alliance Certified™ farms, helping protect the environment and farming communities. www.brand.com/rainforestalliance*
- *Advances the production of Rainforest Alliance Certified™ sustainable cocoa. www.brand.com/rainforestalliance*

The URL must direct readers to a website with a full explanation of the supply chain for the ingredients sourced from Rainforest Alliance Certified farms, for example, "www.brand.com/rainforestalliance."

Labeling Options for Multi-Ingredient Products Bearing the RAC Seal

Option A

- 100% of core ingredient sourced from certified farms.
- Core ingredient identified near the RAC seal.

Option B

- At least 30% of core ingredient from certified farms, must be scaled up over time.
- The percentage of RAC content of the core ingredient must be disclosed on pack.
- Core ingredient identified near the RAC seal.

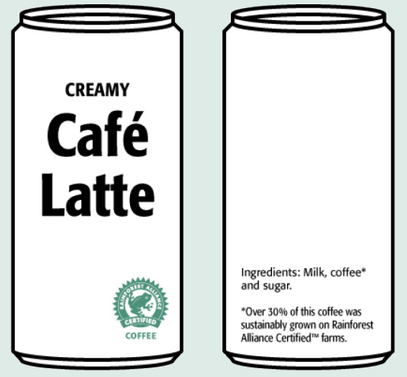
Option C

- 100% of core ingredient sourced from certified farms.
- No percentage threshold for core ingredient in product due to high-volume manufacturing constraints.
- Qualifying statement required.
- Core ingredient identified near the RAC seal.

Examples of Labeling Options for Multi-Ingredient Products Bearing the RAC Seal

Option A

Option B



Option C

This site must provide sufficient information about the business's sourcing policy and the limits to traceability of the ingredients from certified farms so that a consumer or any interested party is fully and clearly informed that the product may not contain ingredients from certified farms. For example:

We ensure that all of the cocoa we purchase for [brand name] and have delivered to our factories is traceable to Rainforest Alliance Certified™ farms. This traceability ensures that the farmers making the improvements to earn certification benefit from their efforts. However, given the volumes of chocolate produced for multiple brands at our factory/ies, we are unable to guarantee traceability through the final production phase – the individual chocolate product you buy in stores. We are committed to significantly increase the volume of cocoa we purchase from Rainforest Alliance Certified™ farms, and we will incorporate more and more of this cocoa into each of our products produced at the [company manufacturing facility/ies].

The website should also contain information about the company's commitment to sustainable agriculture, the benefits of certification to farm communities and the environment, and details about representative farms. Note that all website content relating to Rainforest Alliance certification must be pre-approved by the Rainforest Alliance.

Businesses using the RAC seal under Option C may not claim that their finished products "contain" certified ingredients, but instead must focus claims on the purchasing commitment, claiming "we source" or "we buy" the certified ingredients, highlighting traceability of the certified products into their factories and where possible, mentioning the impact that the sourcing policy has at origin, i.e. "supporting cocoa-growing communities in West Africa."

6.8 Traceability

All businesses requesting approval to use the RAC seal on or off their products must have their own traceability and segregation system to demonstrate that inputs are sourced from certified farms and that their outputs include RAC content, as appropriate. They must have documentation to demonstrate that the origin of their inputs as well as the composition of their outputs are in accordance with their output product claims. Invoices, contracts, bills of lading or other documentation should indicate the crop, origin, harvest month/year and farm name or certificate number. For coffee, cocoa and tea businesses must request a transaction certificate or validation of their sale or output product at the time that their product changes ownership and/or possession. These must be in place before use of the RAC seal will be approved. For questions or assistance, please contact traceability@ra.org.

6.9 Chain of Custody

Businesses wishing to use the RAC seal must also comply with the Sustainable Agriculture Network/Rainforest Alliance Chain of Custody Standard and Policy. Businesses must document their processes for maintaining traceability of the certified products and product separation to confirm the percentage of certified content in their products. The Rainforest Alliance may request an audit of this documentation or other form of verification as part of the Chain of Custody requirements. See www.rainforest-alliance.org/agriculture/coc or contact agcoc@ra.org for more information.

6.10 Scale-Up Plan

A scale-up plan is an agreement between a business sourcing agricultural products and the Rainforest Alliance, used either as a scale-up plan to attain the 100% sourcing threshold for a seal-bearing product or when businesses apply Option C to achieve full recipe matching in a multi-ingredient product. Examples of scale-up plans are included on pages 30-31.

6.11 Sustainable Sourcing of Secondary Ingredients

The Rainforest Alliance encourages businesses to adopt sustainable sourcing practices for all content or ingredients in their products, and to source these from Rainforest Alliance Certified farms whenever possible. Some composite products that qualify for using the seal, because the core ingredient (such as cocoa in chocolate) is from certified farms, may also contain other ingredients from production systems (such as non-certified palm oil in chocolate) associated with serious environmental impacts. In such cases, the Rainforest Alliance will require a risk assessment for these ingredients before the use of the RAC seal is granted on these products.

If the level of risk is considered to be high, manufacturers must develop a sustainable sourcing plan to acquire these ingredients from certified or responsibly managed sources when they are available in the needed quantities, qualities and forms. See the policy online at: www.rainforest-alliance.org/agriculture/documents/sustainable_sourcing_policy.pdf.

6.12 Force Majeure

Situations may arise that are genuinely outside of a business' control, and despite the business' best efforts to prevent these situations, products bearing the RAC seal are temporarily unable to meet the 30% minimum certified content threshold described in these guidelines, or fall below the percentage of certified content declared on pack.

The Rainforest Alliance may grant temporary authorization for continued use of the seal after

Approved Qualifying Statements for Use with the RAC Seal for Farm Products

1. The Rainforest Alliance Certified™ seal means that farmers follow more sustainable agricultural practices that protect forests, rivers, soils and wildlife, while being good community neighbors. Rainforest Alliance certification also helps ensure that workers have just wages and improved access to dignified living conditions, health care and education for their children. To learn more about the Rainforest Alliance, visit www.rainforest-alliance.org.
2. The Rainforest Alliance Certified™ seal on our [product] promotes environmental responsibility, social equity and economic viability for farm communities.
3. Buying [product] with the Rainforest Alliance Certified™ seal supports a healthier planet and an improved quality of life for farming communities.
4. Buying products with the Rainforest Alliance Certified™ seal helps support the rights and well-being of farm workers, the conservation of natural resources and the protection of wildlife and the environment.
5. Rainforest Alliance Certified™ – good for people and the planet.
6. Rainforest Alliance certification helps farmers manage their land sustainably/responsibly.
7. Rainforest Alliance certification helps protect the environment and ensure sustainable livelihoods.
8. Farmers who earn the Rainforest Alliance Certified™ seal protect waterways, soils, forests and sensitive ecosystems, helping to maintain a clean water supply for their families and nearby communities, and preserving habitats for local wildlife.
9. Rainforest Alliance Certified™ farms meet standards that help improve the quality of life for farm families, protect wildlife and waterways and conserve forests.
10. Environmentally and socially responsible practices are used on Rainforest Alliance Certified™ farms.
11. Rainforest Alliance Certified™ farms can benefit from improved efficiency, reduced costs and better management practices. Workers can benefit from a cleaner, safer workplace and decent housing. Farmers have better access to specialty buyers, contract stability, favorable credit options, publicity, technical assistance and premium markets.
12. Rainforest Alliance Certified™ farms meet comprehensive standards for sustainable agriculture that help protect wildlands, waterways, wildlife habitat and the rights and welfare of workers, their families and communities. To learn more about the Rainforest Alliance, visit www.rainforest-alliance.org.
13. Rainforest Alliance Certified™ farms meet rigorous environmental, social and economic standards developed by the Sustainable Agriculture Network, a coalition of grassroots groups that promote productive agricultural systems, biodiversity conservation and human development.
14. [insert crop name such as coffee or tea] from Rainforest Alliance Certified™ farms is grown in ways that benefit farm families, wildlife and the environment. To learn more about the Rainforest Alliance, visit www.rainforest-alliance.org.
15. The Rainforest Alliance is an international nonprofit organization that works to conserve biodiversity and promote the rights and welfare of workers, their families and communities. Farms that meet comprehensive standards for sustainability earn the Rainforest Alliance Certified™ seal. These standards help ensure that soils, waterways and wildlife habitat are protected and that farm workers are paid just wages, work in safe conditions and have improved access to decent housing, medical care and schools for their children. By shopping for products bearing the Rainforest Alliance Certified™ seal, consumers can support a healthy environment and help to improve the quality of life for farm families. To learn more about the Rainforest Alliance, visit www.rainforest-alliance.org.

For more statement options and messaging guidance, visit http://www.rainforest-alliance.org/business/marketing/messaging

a full analysis of each individual case and only if one of the following events has occurred at the farm or supplier at origin, or at the factory or warehouse where the certified products are stored or manufactured:

- Natural disasters (earthquakes, hurricanes, fires, floods or other similar events)
- War, insurrection, explosion or other proven acts of violence
- Political, governmental or regulatory circumstances

If such authorization is granted by the Rainforest Alliance, the business must immediately correct the declared percentage of certified content on the packaging when possible. When this is not possible, the business must post information on its website to disclose and explain the temporary interruption to consumers. If the disruption becomes permanent, the business must stop using the seal or find an alternative supplier. Unless caused by one of the events listed above, changes in crop prices, quality, or supply shortages will not be deemed "force majeure" situations.

6.13 Supply Shortages

In the event of a supply shortage that results in a product bearing the RAC seal to contain less than 90% certified content, or less than the percentage of certified content claimed on the package, the company marketing the product labeled with the RAC seal must include a disclaimer statement on their website for the duration of the shortage. The statement must disclose the shortage and the timing of the impact, and if possible indicate the actual percentage of certified content for the product during that period.

The company responsible for the shortage (often a brand's supplier) must buy an additional amount of Rainforest Alliance Certified crop equal to the shortfall so that farms do not suffer a decrease in demand. If a farm is responsible for the supply shortage or fails to deliver on a contract, the brand must buy an equivalent amount of certified crop from other Rainforest Alliance Certified farms.

6.14 Qualifying Statements

Businesses using the RAC seal can increase a product's consumer appeal by educating consumers about the environmental, social and economic benefits of Rainforest Alliance certification.

Please use one or more of the qualifying statements on the following page for on-product packaging and off-product marketing materials bearing the RAC seal. All materials that include text about the Rainforest Alliance, including the examples above, must receive prior approval from the Rainforest Alliance.

Additional marketing support tools and messaging guidelines are available at www.rainforest-alliance.org/marketing

6.15 All Use Requires Approval

Except for media professionals, no one under any circumstances may copy, reproduce or otherwise use the RAC seal without receiving prior written permission from the Rainforest Alliance.

In cases where packaging or materials bearing the RAC seal must be printed before all sourcing and traceability can be confirmed, a Conditional Approval may be granted. Once the pending issues are resolved, official approval can be granted, but until pending issues are resolved, the materials bearing the seal must not be made public.

All packaging and materials that use the Rainforest Alliance name or bear the RAC seal must be submitted for review to the Rainforest Alliance. Refer to Section 2 for specific design specifications and requirements. A checklist is provided at the end of this section summarizing the key points of the review. Artwork that meets the criteria in this list is more likely to be quickly approved.

6.16 Approval Procedures

The Rainforest Alliance appreciates your choice to promote products grown on certified farms. Any business or organization wishing to market Rainforest Alliance Certified products must first register with the Rainforest Alliance, sign a license agreement, and ensure that all sourcing, manufacturing and traceability requirements have been met.

Please follow these steps to gain approval to use the seal on all packaging and marketing materials for agricultural products from Rainforest Alliance Certified farms:

1. Register with the Rainforest Alliance through the Rainforest Alliance Certified Marketplace online at www.rainforest-alliance.org/farmproducts Registration takes just a few minutes and earns you a listing in our online directory. Once registered, you may access the online system at any time.

2. Begin sourcing products or ingredients from certified farms, and ensure that your purchasing and production meet the sourcing and manufacturing requirements outlined in these guidelines so that your products will be eligible to bear the RAC seal.

3. Sign a license agreement and the RAC seal artwork will be available to you.

4. Confirm traceability by requesting a transaction certificate from the Rainforest Alliance or your supplier of the RAC products (see 6.8 above). This ensures that the product or ingredient you've purchased was actually produced by Rainforest Alliance Certified farms.

5. Submit materials for approval online in Marketplace at www.rainforest-alliance.org/farmproducts. If you like, you may also submit draft text prior to developing layouts by uploading them into Marketplace or e-mailing them to us. We will review these and provide you with comments to help ensure accuracy before the text is rendered into final artwork.

6. Expect a response with approval or comments within five business days. You will receive an e-mail announcing your approval or advising that there are necessary adjustments to bring the artwork into compliance with these guidelines. Visit Marketplace to see what changes are needed, or to check the status of your submission at any time. Final artwork must be submitted to receive final approval.

7. Within 12 months of your registration date, complete your Chain of Custody Risk Assessment (CRA) at http://apps.san.ag/cra/aq.php to apply for Chain of Custody certification in order to remain eligible to continue using the RAC seal. For more information about the Chain of Custody Standard and Policy, visit: www.rainforest-alliance.org/agriculture/coc

NOTE: In order to provide consistent support to all registered businesses around the world, the Rainforest Alliance requests that businesses plan to allow sufficient time for the review and approval of artwork. The Rainforest Alliance makes every effort to approve submissions that meet the requirements outlined in this manual within five business days. If there is a need for edits to bring the artwork into compliance, the Rainforest Alliance will work toward giving final approval within 10 days of the first date of receipt of the artwork, provided that businesses are able to respond to edits and resubmit artwork within this timeframe. For materials that are not in English, Spanish or French, please submit artwork in a format that allows the text to be copied for translation or provide a translation to facilitate the review and approval of your submission.

To register or submit artwork bearing the seal for review and approval, or for more detailed instructions, visit the Rainforest Alliance Certified Marketplace online at: www.rainforest-alliance.org/farmproducts

6.17 Contact Information

All proposed uses of the RAC seal must be submitted to the Rainforest Alliance for prior written approval. Please contact us for such requests, or with questions regarding these guidelines.

For use of the RAC seal for products grown on farms certified to SAN standards, send an e-mail to:
RAC@ra.org

To report a suspected misuse of the RAC seal for farm products, please use our online form at https://goo.gl/6cxVvS or send an email to RAC@ra.org.

Recommended Sizing Ratios of Rainforest Alliance Marks Relative to Materials or Packaging		
If the shortest side of material is:	**Minimum height is:**	**For Example:**
1.01 – 2.5 inch (26-63.5mm)	Min. 3/4 inch (19mm)	200ml canned coffee
2.51 – 10 inch (64mm-25.5cm)	Min. 1 inch (25mm)	1 lb. coffee bag
10.1 – 18 inch (26-45.5cm)	Min. 1.5 inch (38mm)	print ad
19 – 24 inch (46-60cm)	Min. 2 inch (50mm)	poster
over 24 inch (over 60cm)	Min. 4 inch (100mm)	banner

Pre-Approval Checklist for Use of the Rainforest Alliance Certified Seal

The following checklist can assist registered businesses in developing materials that meet the rules and guidelines for use of the Rainforest Alliance Certified™ (RAC) seal. If artwork meets all the following criteria, it most likely follows the guidelines and will be approved. Completion of this checklist is not a substitute for approval. All use of the Rainforest Alliance marks requires prior written approval.

General use of the RAC seal:

- ☐ 1. Do the marketing materials promote products from Rainforest Alliance Certified farms?
- ☐ 2. Is the seal used in high resolution Pantone 625 green, or in black?
- ☐ 3. Does the seal show a white outline and an interior white background around the frog?
- ☐ 4. Is the seal at least 3/4 inch (19mm) in diameter?
- ☐ 5. Is the seal free of interference and crowding from other images or text, and not altered in any way?
- ☐ 6. Is there a superscript "™" after the word "Certified" the first time the phrase "Rainforest Alliance Certified" appears, and is the "C" capitalized in the word "Certified" in this phrase?
- ☐ 7. Is Rainforest Alliance correctly spelled out, not abbreviated as "RA" or simply "Rainforest?"
- ☐ 8. Is there any text to make consumers aware of the meaning of the Rainforest Alliance Certified™ seal? If space is limited, is it possible to at least add the URL: www.rainforest-alliance.org?
- ☐ 9. Do any images and text about the seal accurately reflect the standards and the meaning of the certification? Tips and recommendations:
  - Include text that describes the social and environmental benefits of certification and, if space permits, the economic advantages as well
  - Use words like "comprehensive," "holistic" and "rigorous" when referring to the standards
  - Use images of forested lands, wildlife, and workers and families benefitting from certification
  - Consider using pre-approved qualifying statements
  - Avoid terms that can be confused with other certification programs, e.g. "organic," "fairly traded," "fair wages," "food safety" etc.
- ☐ 10. If packaging contains between 30% and 90% certified content, is there text clearly stating this percentage near the seal?
- ☐ 11. If product contains multiple ingredients, is the Rainforest Alliance Certified product a core ingredient, and is there a statement and/or text declaring which ingredient is certified?
- ☐ 12. Have transaction certificates or other traceability documentation for the Rainforest Alliance Certified™ product(s) or ingredient(s) been provided?

Translation Guide for Use of the Rainforest Alliance Certified Seal

The following are approved translations of commonly used terms when referring to Rainforest Alliance Certified™ products in marketing materials.

"the Rainforest Alliance Certified™ seal"	
Spanish	el sello Rainforest Alliance Certified™
Italian	il marchio Rainforest Alliance Certified™
Portuguese	o selo Rainforest Alliance Certified™
French	le label Rainforest Alliance Certified™ *In France only:* le label Rainforest Alliance Vérifié (In France, the word « vérifié » must be used instead of « certifié » due to French law).
German	das Siegel Rainforest Alliance Certified™
Dutch	het Rainforest Alliance Certified™ zegel
Swedish	Rainforest Alliance sigillet
Danish	seglet Rainforest Alliance Certified™
Finnish	sinetti Rainforest Alliance Certified™
Norwegian	forseglingen Rainforest Alliance Certified™
Japanese	レインフォレスト・アライアンス認証マーク

"(coffee/tea/cocoa) from Rainforest Alliance Certified™ farms"	
Spanish	(café/té/cacao) de fincas certificadas Rainforest Alliance
Italian	(caffè/tè/cacao) da aziende agricole certificate Rainforest Alliance
Portuguese	(café/chá/cacau) de fazendas certificadas Rainforest Alliance
French	(café/thé/cacao) de fermes certifiées Rainforest Alliance *In France only:* (café/thé/cacao) de fermes vérifiées Rainforest Alliance
German	(Kaffee/Tee/Kakao) von Rainforest-Alliance-zertifizierten Farmen
Dutch	(koffie/thee/cacao) van Rainforest Alliance gecertificeerde boerderijen
Swedish	(kaffe/te/kakao) från Rainforest Alliance certifierade odlingar
Danish	(kaffe/te/kakao) fra Rainforest Alliance-certificerede farme
Finnish	(kahvia/teetä/kaakaota) varmennettujen maatiloilta Rainforest Alliance
Norwegian	(kaffe/te/kakao) fra Rainforest Alliance sertifiserte gårder
Japanese	レインフォレスト・アライアンス認証農園産（コーヒー/茶/カカオ）

Note: *The word "Certified™" should be capitalized and followed by a superscript "TM" symbol when written in English, but these are not needed when the word "Certified" is translated to other languages.*

Sample Coffee Scale-up Plan

The Rainforest Alliance applauds and recognizes the commitment that COMPANY X has made to sourcing sustainably-produced agricultural products and to working with the Rainforest Alliance to increase its purchases of Rainforest Alliance Certified™ products over time.

Priority will be given to existing brands bearing the Rainforest Alliance Certified™ seal, scaling these up to sourcing 100% certified coffee in the near term. Then, new brands bearing the seal will be added over a period of several years.

To achieve that outcome, the Rainforest Alliance and COMPANY X agree to work together according to the following milestones for percentages and product launches:

Percentage certified by:	**2014**	**2015**	**2016**	**2017**	**2018**	**2019**	**2020**
Brand A	*<30%*	*30%*	*45%*	*55%*	*75%*	*80%*	*100%*
Brand A - Premium	30%	45%	50%	60%	100%	100%	100%
Brand A - Café Mocha	0	30%	30%	50%	60%	75%	100%
Brand A - Decaf	0	0	30%	30%	60%	60%	100%
Brand B	*<30%*	*30%*	*45%*	*60%*	*75%*	*85%*	*100%*
Brand B - Chef's Choice	30%	40%	50%	60%	75%	90%	100%
Brand B - Café Latte	30%	40%	45%	70%	85%	90%	100%
Brand B - Decaf	0	0	30%	45%	60%	75%	100%
Brand C	*50%*	*55%*	*60%*	*75%*	*80%*	*90%*	*100%*
Brand C - Guatemalan	100%	100%	100%	100%	100%	100%	100%
Brand C - Kenyan	0	0	30%	45%	50%	80%	100%
Brand C - 100% Colombian	30%	60%	70%	80%	90%	100%	100%

The Rainforest Alliance agrees to make every reasonable effort to coordinate certification of coffee farms to achieve sufficient volume to meet the above targets. To achieve these targets, however, it may also be necessary in certain origins for COMPANY X to invest in assisting farmers to meet the rigorous SAN Standards required for Rainforest Alliance certification. Financial investment at the farm level should be discussed and agreed separately, either directly with suppliers, the producer farms or groups, or with the Rainforest Alliance.

Signed for and on the behalf of Company X

By: _____
Name:
Title:

Signed for and on the behalf of RAINFOREST ALLIANCE, INC.

By: _____
Name:
Title:

Sample Cocoa Scale-up Plan - Option C

Company Name: **Company Representative:** **Contact Information:**			
SmartSource Plan Effective Date:			
Product Line/s or Brand/s Subject to Scale-up Plan:			
Crop to be sourced from Rainforest Alliance Certified™ farms:			
SmartSource Plan Description:			
Please describe the intent of the plan and any relevant details as appropriate: (Examples include: Phase-in to full recipe match, including details and timeline, planned investments at origin, approach taken during initial 18-month phase-in, etc.)			
Factory Layout and Product Flow (Inputs) – Please attach files as necessary			
	Name & Location		**Annual Volumes**
Factory 1			
Factory 2			
Factory 3			
Anticipated Timeline to Achieve SmartSource Scale Up – Please attach files as necessary			
Product Name	**Date of Activity or Completion**	**Status**	**Total Annual Certified Product Volume (MT)**
Phase 1	December 2015	Segregated content @ 30%	
Phase 2	June 2016	Option C Full Recipe Match for Liquor Butter equivalent at xx% made up by powder equivalent entering into xxxx product line	
Phase 3	June 2018	Full recipe match Option C	
RECONCILIATION DOCUMENTATION REQUIRED ON AN ANNUAL BASIS			
Please provide sample documents which will be used to reconcile scale-up plan on an annual basis			

Signed for and on the behalf of Company X

By: _____
Name:
Title:

Signed for and on the behalf of RAINFOREST ALLIANCE, INC.

By: _____
Name:
Title:

7. Labeling Requirements for Rainforest Alliance Certified™ Forest Products

Forest-product operations certified by the Rainforest Alliance against the Forest Stewardship Council® Forest Management or Chain-of-Custody standards may use the Rainforest Alliance Certified seal in tandem with applicable FSC trademarks.

7.1 Rainforest Alliance and the Forest Stewardship Council®

The Rainforest Alliance is one of the founders of the Forest Stewardship Council (FSC), the most respected forestry standard-setter in the world. The Rainforest Alliance is an FSC-accredited certifier, and has certified the most hectares of forest and the greatest number of community and indigenous operations in the world.

Forest-product operations that are certified to the rigorous, third-party standards of the FSC by the Rainforest Alliance may use the Rainforest Alliance Certified (RAC) seal with applicable FSC trademarks to label and market the products they produce, and to promote their commitment to responsible forestry practices. Please refer to FSC-STD-50-001 for complete requirements on use of the FSC trademarks.

7.2 Use of the Rainforest Alliance Certified Seal with FSC Trademarks

The RAC seal may be used in conjunction with applicable FSC trademarks on products certified to the FSC standards and related promotional materials, or off-product for promotion of a business's status as an FSC certificate holder. When displayed with the FSC trademarks, the RAC seal should be reproduced in accordance with FSC requirements and specifications.

All packaging and materials that bear the RAC seal or name, and/or the FSC label, must be submitted to the Rainforest Alliance for approval.

7.3 On-Product Labeling

On products certified to FSC standards, the RAC seal should be placed prominently on the front of the product packaging or label, along with the FSC label. Examples of on-product use include lumber, furniture, printed materials made with FSC-certified paper such as brochures, journals and postcards, paper composite materials and product packaging.

For product packaging and other on-product labeling, the RAC seal should be reproduced in accordance with FSC trademark requirements. The RAC seal should be scaled proportionally to the FSC label (see examples on page 34). When the FSC label contains multiple languages and increases in height, the size of the seal should also be increased.

7.4 Off-Product Promotional Use

Off-product use of the Rainforest Alliance Certified seal may accompany the FSC promotional panel. Examples of off-product materials include websites, advertising, press releases, brochures, catalogues, social media, posters and some corporate materials.

Businesses may use the RAC seal in conjunction with the FSC logo on e-mail signatures, wall plaques, annual reports, and other business materials. The RAC seal must stand apart from the marks of non-FSC forest certification schemes in such a way that ensures Rainforest Alliance certification does not apply to that scheme. A statement should be included to connect the RAC seal to FSC. For example: "Certified by the Rainforest Alliance to FSC standards".

Certificate holders may use the RAC seal on business cards in conjunction with the FSC on-product mini label only when printed on FSC certified paper, per FSC-STD-50-001. FSC promotional claims are not permitted on business cards.

7.5 Approved Qualifying Statements

Businesses using the RAC seal with an FSC mark may increase a product's consumer appeal by educating consumers about the environmental, social and economic benefits of Rainforest Alliance certification.

Businesses may propose custom statements or use one or more of the approved qualifying statements listed on page 34.

All language about the Rainforest Alliance that is used for on-product packaging and/or promotional (off-product) materials must be reviewed and approved in writing by a Rainforest Alliance Trademark Agent.

7.6 Approval Procedures

No one under any circumstances may copy, reproduce or otherwise use the RAC seal without receiving prior written permission from the Rainforest Alliance.

Businesses that would like to use the RAC seal must hold a valid FSC certificate and sign a certification agreement issued by the Rainforest Alliance.

1. Certificate holder submits a draft of the artwork containing the RAC seal as instructed by their designated Rainforest Alliance Trademark Agent.

2. The draft is reviewed according to the rules and guidelines described in this document.

   a. The Rainforest Alliance makes every effort to review submissions that meet these guidelines within 24 hours.

   b. If any required elements are missing or incorrect, the certificate holder is notified by the Rainforest Alliance Trademark Agent via e-mail (via fax or telephone if e-mail is not available).

   c. The certificate holder edits as necessary and sends the revised material to the Trademark Agent for a second review.

   d. The certificate holder's response time to these edits will impact the turnaround time for any submissions that are not in initial compliance with the guidelines.

3. Once the material is in compliance with all of the elements required by the rules and guidelines described in this document, the Rainforest Alliance Trademark Agent sends formal approval to the certificate holder with a copy of the approved use of the RAC seal.

4. Certificate holder must retain a copy of the documented approval and approved seal use in their files for five years, as it may be requested by a Rainforest Alliance auditor during that time.

7.7 Contact Information

All proposed uses of the RAC seal must be submitted to the Rainforest Alliance for prior written approval. Please contact us for such requests, or with questions regarding these guidelines.

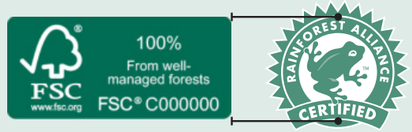
Contact your regional RA-Cert representative.
A list of regional offices is available online:
www.rainforest-alliance.org/about/racert/contact
or email trademarks@ra.org

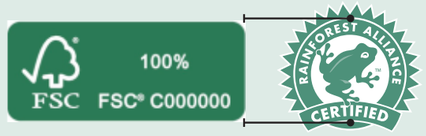
Examples of the RAC Seal Scaled to the FSC Trademarks

On-Product Labeling

For FSC portrait trademarks, the RAC seal is no taller than the height of the FSC portrait label or portrait mini label.

For FSC landscape trademarks, the text within the RAC seal is no taller than the height of the FSC landscape label or landscape mini label.





Off-Product Promotional Use

RAC seal is no taller than the height of the FSC panel (minus the promotional statement)

Examples of Approved Qualifying Statements for Use with the RAC Seal for Forest Products

1. We are FSC certified by the Rainforest Alliance.
2. [Product] is FSC certified by the Rainforest Alliance.
3. FSC certification by the Rainforest Alliance benefits the environment and local communities.
4. FSC certification by the Rainforest Alliance supports a healthy environment.
5. FSC certification by the Rainforest Alliance supports the growth of responsible forestry practices.
6. The Rainforest Alliance works to conserve biodiversity and ensure sustainable livelihoods by transforming land-use practices, business practices and consumer behavior.
7. The Rainforest Alliance is an international nonprofit conservation organization that certifies forestry operations, ensuring that they meet rigorous standards for the conservation of natural resources and the rights and welfare of workers and local communities.
8. The Rainforest Alliance pioneered the concept of responsible forestry certification in 1989 and is a founding member of the Forest Stewardship Council. To learn more about the Rainforest Alliance, visit www.rainforest-alliance.org
9. [insert forest product such as wood] from Forest Stewardship Council forests certified by the Rainforest Alliance is responsibly harvested to benefit communities, wildlife and the environment. To learn more about the Rainforest Alliance, visit www.rainforest-alliance.org.
10. Forest Stewardship Council certified forest operations certified by the Rainforest Alliance meet comprehensive standards that protect the environment and the rights and welfare of workers, their families and communities. To learn more about the Rainforest Alliance, visit www.rainforest-alliance.org.

Use of FSC Certified Paper & Packaging for Farm Products

As the world's leading nonprofit FSC certifier of forestlands, the Rainforest Alliance encourages use of FSC certified paper for product packaging and corporate and promotional materials.

Printers and packaging businesses holding FSC certificates from the Rainforest Alliance are eligible to use the RAC seal in conjunction with the FSC label on the materials produced using FSC-certified paper.

There are different types of FSC labels depending on the content of the paper/packaging material. The FSC certified business will apply the necessary label and claim applicable to its product.

When using the RAC seal to indicate certified paper or packaging, the FSC certified material (e.g. Paper, Wood, Packaging) must be listed below the RAC seal as in the following example. See Section 2 for detailed design specifications for use of the RAC seal.

PACKAGING

To learn more about sourcing FSC certified paper and packaging and using these trademarks, ask your vendors or visit: rainforest-alliance.org/forestry/certification

RAINFOREST ALLIANCE TRADEMARK REVIEW CHECKLIST*

For use of the FSC trademarks as outlined in FSC-STD-50-001 (V1-2)

FSC ON-PRODUCT LABEL USE		
FSC Trademark License Code	Is the assigned FSC Trademark License Code inserted in the FSC label?	☐
Type of FSC Label	Is the appropriate label used according to the approved FSC product group claim category?	☐
Trademark Symbol	Has the appropriate trademark symbol (™ or ®) been chosen for the label?	☐
FSC Label Size	Does the FSC label meet one of the following sizes:	
	Landscape – 12 mm tall	☐
	Portrait – 17 mm wide	☐
	Mini Label Portrait – 11 mm wide	☐
	Mini Label Landscape – 8 mm tall	☐
FSC Label Color	Is the FSC label in black, white, or Pantone 626c?	☐
Clear space	Is there clear space around the FSC label equal to the height of the letters 'FSC' in the logo?	☐
Product Type	If required, is the appropriate Product Type inserted in the FSC label?	☐
Additional text	There are no references to or marks of other forestry certification schemes (SFI, PEFC, etc.) relating to the certification status of the product.	☐

FSC PROMOTIONAL USE *Note: all use of the FSC trademarks, including the acronym "FSC", shall be approved under promotional requirements*		
FSC Trademark License Code	Is the assigned FSC Trademark License Code inserted in the FSC Promotional Panel?	☐
Trademark Symbol	Has the appropriate trademark symbol (™ or ®) been chosen?	☐
FSC Promotional Claim	Is an appropriate FSC promotional statement placed beneath the FSC Promotional Panel? (1) The Mark of Responsible Forestry, or (2) Responsible Forest Management Notes: Alternative wording and/or extra information require approval from FSC via Rainforest Alliance. Alternative layouts may be reviewed and approved by your Rainforest Alliance Trademark Agent. If an alternative layout is used, has the appropriate trademark symbol (™ or ©) been chosen? (1) Placed with the FSC logo (2) Placed after the FSC initials before the license code (3) Placed after "FSC" and/or "Forest Stewardship Council" for the first use in any text	☐
Product Promotion	Products promoted as FSC certified are included in the approved Product Group Schedule and meet the eligibility requirements for FSC labeling.	
Size	Does the FSC logo (checkmark-and-tree with FSC initials) meet the minimum 10 mm height requirement?	☐
	Will the text elements be legible once printed?	☐
Color	Is the FSC Promotional Panel in black, white, or Pantone 626c?	☐
Additional text	The FSC trademarks shall not be used together with the marks of other forest certification schemes in a way which implies equivalence or in a way which is disadvantageous to the FSC trademarks in terms of size or placement.	☐
	Products, promotional materials, and/or organization's activities do not appear to be endorsed by FSC.	☐
	The FSC trademarks shall not be used in a way that could cause confusion, misinterpretation or loss of credibility to the FSC certification scheme.	☐
Clear space	Is there clear space around the FSC logo equal to the height of the letters 'FSC' in the logo?	☐

Rainforest Alliance Certified™ (RAC) Seal *Note: Use of the RAC Seal requires use of the FSC logo in the same item*		
Size	For *on-product* use, are the RAC seal and FSC trademarks sizing guidelines followed? RAC seal can be the same height as the FSC portrait label "Rainforest Alliance Certified" text within the RAC seal can be the same height as the FSC landscape label	☐
	For *promotional* use, are the RAC seal and FSC trademarks sizing guidelines followed? RAC seal can be the same height as the FSC panel (minus the promotional statement)	☐
Color	Is the RAC Seal in Pantone 625 or black?	☐
	White or other colors are not permitted	☐
	No background colors are permitted to show through the seal	☐
Clear Space	Is there clear space around the RAC Seal equal to 20% of the size of the RAC Seal?	☐

**Disclaimer: This checklist covers most of the key requirements but it is necessary for certificate holders to be familiar with and follow all applicable trademark requirements per FSC-STD-50-001 (V1-2) and this manual.*

8. Labeling Requirements for Rainforest Alliance Certified™ Tourism Businesses

This section outlines the requirements and opportunities for using the Rainforest Alliance name and the Rainforest Alliance Certified seal to promote tourism businesses certified by the Rainforest Alliance.

8.1 The Rainforest Alliance and the Global Sustainable Tourism Council

The Rainforest Alliance works with hotels, resorts, tour operators and other tourism businesses to help improve their environmental, social and economic practices. Our standards for tourism businesses have been recognized by the Global Sustainable Tourism Council (GSTC) and are fully aligned with the GSTC criteria.

Our tourism standards address key topics to achieve a sustainable tourism model at any tourism business. Whether it is a hotel or a tour operator that implements their principles, our standards promote conformance with important aspects of sustainable tourism development, such as responsible water and energy use, conservation of biodiversity at destinations, sustainable management of waste and respect for labor rights, equity and local cultures.

8.2 Eligibility

Tourism businesses that have a valid certification agreement and Rainforest Alliance certificate are eligible to use the Rainforest Alliance Certified seal. The seal allows companies to advise their clients and guests that they are receiving a service from a business that cares about its impact on the planet and local communities and has taken measurable steps to reduce that impact. Tourism businesses that conform to all mandatory critical criteria, achieve at least 70% conformance to the overall sustainable tourism standard and fulfill other requirements outlined in the Sustainable Tourism Certification resource materials (available upon request) may apply for the certification seal.

8.3 Marketing Tourism Services

Tourism businesses that have achieved certification may use the RAC seal and Rainforest Alliance name to promote their certified operation. Appropriate publications for use include web pages, brochures, posters, promotional calendars, email signatures, videos, social media posts, sustainability reports and other materials to convey to consumers and guests that the business meets the Rainforest Alliance standards for sustainable tourism.

When businesses wish to promote their certification in text or narrative, great care must be taken to ensure factual and accurate statements that clearly represent the service that the Rainforest Alliance provides. Due to the growing number of Rainforest Alliance certification services and the growing public awareness of the Rainforest Alliance Certified seal, certified tourism businesses must consider the following conditions:

a. The Rainforest Alliance name and RAC seal must not be used in a way that could cause confusion, misinterpretation or loss of integrity of the Rainforest Alliance tourism certification program (such as on a hotel restaurant menu where none of the menu items are sourced from Rainforest Alliance Certified farms). All uses of the seal and name must be approved by the Rainforest Alliance prior to publication.

b. The use of the Rainforest Alliance name and seal must not imply that the Rainforest Alliance endorses, participates in or is responsible for activities performed by the business, outside the scope of certification.

c. The Rainforest Alliance name must not be used in brand names, company names or website domain names. Rainforest Alliance trademarks can be used only to describe the certification of the tourism business.

8.4 Claims and Qualifying Statements

The Rainforest Alliance Certified seal may be used for off-product promotional items. Examples of off-product materials include websites, advertising, press releases, brochures, catalogues, social media, posters and some corporate materials.

When the seal is used to promote certified tourism businesses, it must be used with a qualifying statement that clearly identifies the type of tourism business that is certified. Where there can be confusion as to what is certified (e.g. menus, paper brochures, wooden signs), it may be necessary to include additional disclaimers to clarify the type of certification being promoted.

In all cases, text is required to provide the context for RAC seal use promoting tourism services, and this text must be placed immediately next to or below the seal wherever it is used. Note color, size and exclusion zone guidelines in section 5.

Text claims can be full statements or simple words describing the certified entity under the seal. For example:

a. Text under Seal:

Hotel

Tour Operator

Resort

Operadora de Turismo

b. Qualifying statements next to the seal:

[Insert Business Type] certified as meeting the Rainforest Alliance sustainable tourism standard

8.5 Approval Procedures

Tourism businesses that would like to use the RAC seal must undergo an audit to the Rainforest Alliance sustainable tourism standard, sign a certification agreement with the Rainforest Alliance and receive a valid certificate.

Except for media professionals, no one under any circumstance may copy, reproduce or otherwise use the RAC seal without receiving prior written permission from the Rainforest Alliance.

Please follow these steps to gain approval to use the seal and/or the Rainforest Alliance name on any marketing materials for Rainforest Alliance Certified tourism businesses:

1. Certificate holder submits a draft of the artwork containing the RAC seal and/or Rainforest Alliance name as instructed by the designated Rainforest Alliance Trademark Agent. For more information email: trademarks@ra.org

2. The draft is reviewed according to the rules and guidelines described in this document.

   a. The Rainforest Alliance makes every effort to review submissions that meet these guidelines in a timely manner, usually no later than 5 working days.

   b. If any required elements are missing or incorrect, the certificate holder is notified by the Rainforest Alliance Trademark Agent via e-mail (via fax or telephone if e-mail is not available).

   c. The certificate holder edits as necessary and sends the revised material to the Trademark Agent for a second review.

3. Once the artwork meets all of the elements required by the rules and guidelines described in this document, the Rainforest Alliance Trademark Agent sends formal approval to the certificate holder with a copy of the approved use of the RAC seal.

4. Certificate holders must retain a copy of the documented approval and corresponding artwork in their files for five years, as it may be requested by a Rainforest Alliance auditor during that time.

8.6 Contact Information

All proposed uses of the RAC seal must be submitted to the Rainforest Alliance for prior written approval. Please contact us for such requests, or with questions regarding these guidelines.

Contact your regional RA-Cert representative.
A list of regional offices is available online:
http://www.rainforest-alliance.org/business/contact
or email trademarks@ra.org

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