

APRIL 2014

---

# Requirements and Guidelines for Use of the Rainforest Alliance Trademarks

---



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](http://www.rainforest-alliance.org)



## Contents

<b>Introduction</b>	<b>3</b>
<b>1. Overview</b>	<b>4</b>
<b>2. Design Specifications</b>	<b>6</b>
<b>3. The Rainforest Alliance Logo</b>	<b>10</b>
<b>4. The Rainforest Alliance Verified™ Mark</b>	<b>12</b>
<b>5. The Rainforest Alliance Certified™ Seal</b>	<b>16</b>
<b>6. Sourcing and Labeling Rules for Rainforest Alliance Certified™ Farm Products</b>	<b>20</b>
<b>7. Labeling Rules for Rainforest Alliance Certified™ Forest Products</b>	<b>32</b>



## Introduction

**T**his 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 verified through our forestry, carbon 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 has programs in forestry, agriculture, carbon 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](http://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. 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			
	<b>Who uses it:</b> 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.	<b>Where:</b> 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.	<b>How:</b> 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			
	<b>Who uses it:</b> Forest carbon, tourism, and certain forestry enterprises/projects that meet verification criteria developed or supported by the Rainforest Alliance.	<b>Where:</b> Off-product only. May be displayed on marketing materials, print and video advertisements, websites and corporate materials. Must never be displayed on product packaging.	<b>How:</b> 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			
	<b>Who uses it:</b> 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 handle or sell products from these certified farms or forests.	<b>Where:</b> On products, and marketing materials that promote products, from Rainforest Alliance Certified forests or farms. On certified forest products and promotional materials the certification seal accompanies an approved Forest Stewardship Council label.	<b>How:</b> 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 JPG and GIF file formats.

- EPS** Best for printing. File retains proper transparency for maintaining border on direct stickers and on-product printing.
- JPG** Good for websites or other low-resolution applications. File does not retain transparency.
- GIF** Best for PowerPoint presentations and Word documents.

### 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

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.

### 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. Whenever possible, 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 include a qualifying statement or disclaimer 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 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 should be set within a white or neutral box with an approved qualifying statement. The text of the statement must be at least 50 percent of the size of the logo or mark and appear within the box.

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.

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

With 30% certified  
coffee now, we're  
working towards  
buying all our coffee  
from Rainforest  
Alliance Certified™  
farms by 2015!

Examples of Correct Use of the Rainforest Alliance Marks with Backgrounds

A.

B.

C.

D.


E.

F.


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 only.
- D. The reversed white seal may only be used where other text and graphics are also being printed in white or knockouts over a darker background.
- E. RAV mark is shown properly placed in a white box with a sample qualifying statement.
- F. The Rainforest Alliance logo is shown properly placed in a white box with a sample qualifying statement.


Examples of Incorrect Use of the Rainforest Alliance Marks

A.


INCORRECT

B.

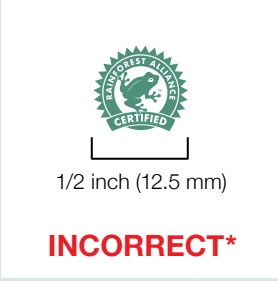
INCORRECT

C.


INCORRECT

D.


INCORRECT

E.

1/2 inch (12.5 mm)  
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. Place the mark in a bordered box or circle.
- C. Alter the design or content in any way.
- D. Pull graphic elements, such as the frog, out of the mark.
- E. Decrease the size below 3/4 inch (19 mm) wide.  
*\*Except in conjunction with the FSC mark.*
- F. Use the previous Rainforest Alliance Certified™ seal, retired in 2007.
- G. Allow background colors to show through.



# 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 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 and TOPS Relationships

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.

Tour operators that share our belief that sustainable tourism can help conserve nature and generate sustainable livelihoods may join the Rainforest Alliance’s international group of Tour Operators Promoting Sustainability (TOPS). Participants in the TOPS program may be granted limited use of the Rainforest Alliance 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](mailto: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 verified tourism businesses, carbon projects, and 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 Value Forest
- Generic Chain of Custody forestry certification or verification
- Carbon project verification under third party standards
- Verification of sustainable tourism requirements for tourism businesses (hotels, etc.)

## 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.

### Use of the Rainforest Alliance Verified™ Mark

#### Who uses it:

Forest carbon, tourism, and certain forestry enterprises/projects that meet verification criteria developed or supported by the Rainforest Alliance.

#### Where:

Off-product only. May be displayed on marketing materials, print and video advertisements, websites and corporate materials. Must never be displayed on product packaging.

#### How:

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

#### Forestry and Wood Products

- 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

#### Carbon Projects

- Project verified by the Rainforest Alliance as meeting the [initiative name] Standard

#### Tourism Operators

- Verified as meeting Rainforest Alliance sustainable tourism requirements

See Section 2 for an example of the RAV mark with proper placement of the qualifying statement.

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 for Forestry and Carbon Initiatives

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.

## 4.6 Approval Procedures for Tourism Initiatives

1. Verification holder e-mails a draft of the promotional item containing the RAV mark for review to: [sustainabletourismmark@ra.org](mailto:sustainabletourismmark@ra.org).
2. The draft is reviewed using the following procedure:
  - 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 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.
  - d. The verification 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 use of the mark is in compliance, contact your regional RA-Cert representative. A list of regional offices is available online: [rainforest-alliance.org/about/racert/contact](http://rainforest-alliance.org/about/racert/contact) Or email [trademarks@ra.org](mailto:trademarks@ra.org)
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

Please contact the appropriate initiative below for requests to use the RAV mark or with any questions regarding its use.

Forestry and Carbon

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

Tourism

Send an e-mail to: [sustainabletourismmark@ra.org](mailto:sustainabletourismmark@ra.org)







## 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).

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 bearing the seal.

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.

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.

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

#### Use of the Rainforest Alliance Certified™ Seal

##### Who uses it:

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.

##### Where:

On products, and marketing materials that promote products, from Rainforest Alliance Certified forests or farms. On certified forest products and promotional materials the certification seal accompanies an approved Forest Stewardship Council label.

##### How:

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.

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) or Section 7 (for forest products).

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](http://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.

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.

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 or products from FSC certified forests. If applicable, such use must include a qualifying statement about the product(s) bearing the RAC seal.

#### Product 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](http://www.rainforest-alliance.jp)), as well as crop-specific information (such as [www.rainforest-alliance.org/coffee](http://www.rainforest-alliance.org/coffee)).

When providing a link to the Rainforest Alliance website, please use the complete URL: [rainforest-alliance.org](http://rainforest-alliance.org) including the dash in the middle and the .org at the end to maximize search engine effectiveness.

#### Product Videos and Television Ads

The RAC seal may appear in videos and television ads that promote products from Rainforest Alliance Certified farms or forests. 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.

#### 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 use 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 or FSC 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*

5.4 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.

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](mailto: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 come from farms that are managed according to the rigorous standards of the Sustainable Agriculture Network (SAN), where workers and their families enjoy dignified, safe conditions, and where wildlife and habitats are protected.

Our comprehensive farm management standards and traceability system ensure that certified ingredients and products bearing the RAC seal can be traced back to well-managed farms or farm groups that protect workers, wildlife and communities.

### 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 100% from Rainforest Alliance Certified farms, and no more than 10% unintentional or unforeseen 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.

### 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 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 the final product contains at least 90% of that ingredient. 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.

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) 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 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 only available for cocoa. 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) up to the factory entry

- point of the consumer goods manufacturing facility. In cocoa, components include beans, liquor, butter and powder.
- 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) 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, etc.). 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 cocoa from Rainforest Alliance Certified™ farms, helping protect the environment and farming communities. [www.brand.com/rainforestalliance](http://www.brand.com/rainforestalliance)
- Advances the production of Rainforest Alliance Certified™ sustainable cocoa. [www.brand.com/rainforestalliance](http://www.brand.com/rainforestalliance)

Labeling Options for Multi-Ingredient Products Bearing the RAC Seal		
Option A	Option B	Option C
<ul style="list-style-type: none"><li>• 100% of core ingredient sourced from certified farms.</li><li>• Core ingredient identified near the RAC seal.</li></ul>	<ul style="list-style-type: none"><li>• At least 30% of core ingredient from certified farms, must be scaled up over time.</li><li>• The percentage of RAC content of the core ingredient must be disclosed on pack.</li><li>• Core ingredient identified near the RAC seal.</li></ul>	<ul style="list-style-type: none"><li>• No percentage threshold for core ingredient in product due to high-volume manufacturing constraints.</li><li>• Qualifying statement required.</li><li>• Core ingredient identified near the RAC seal.</li></ul>

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



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](http://www.brand.com/rainforestalliance).”

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 their products must provide traceability documentation to demonstrate that these products contain crops grown on Rainforest Alliance Certified farms (or that the certified crops are delivered to the factory in the case of Option C for multi-ingredient products). In most cases, documentation is in the form of a Transaction Certificate/s provided by the Rainforest Alliance or an automated system. Transaction certificates must be requested at least quarterly for all purchases of Rainforest Alliance Certified coffee, cocoa and tea. In other crops, a copy of other appropriate documentation such as invoices, contracts or bills of lading will be required to confirm traceability.

6.9 Chain of Custody

Businesses wishing to use the RAC seal must also comply with the Rainforest Alliance and Sustainable Agriculture Network 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](http://www.rainforest-alliance.org/agriculture/coc) 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](http://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 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 similar)
- 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 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](http://www.rainforest-alliance.org/marketing)

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 ensures 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](http://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 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 benefit from improved efficiency, reduced costs and better management practices. Workers 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 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](http://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](http://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. Farm owners [or Farmers] must commit to a process of continuous improvement, and their farms are audited each year in order to maintain their certification. 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](http://www.rainforest-alliance.org).

6.14 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.

6.15 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](http://www.rainforest-alliance.org/farmproducts), and click on “Register Here.” 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 by signing in with your User ID and password.
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 by clicking on “Request Artwork” online under the “Use of Seal” tab on the “Use of Seal Guidelines” page. You will be prompted to supply your business’s official legal name and legal

jurisdiction to generate a license agreement which will be signed and e-mailed to you within five (5) business days. Please allow time for your own legal representative to review it. Then sign and e-mail back a scanned copy of the signed agreement and the RAC seal artwork will be e-mailed to you in EPS format. RAC seal artwork files are also available to registered businesses in JPG and GIF formats as needed.

4. Confirm traceability by requesting a transaction certificate from the Rainforest Alliance or your supplier of the RAC products. This ensures that the product or ingredient you’ve purchased was actually produced by a Rainforest Alliance Certified farm.
5. Submit materials for approval online under the “Use of Seal” tab on the “Submission Status” page, click on “New Submission.” You will be asked a few questions about the proposed use of the seal and will be prompted to upload files with the layouts requiring approval. Files can be uploaded in almost any format, up to 4 files and 20MB per submission. 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 under the “Use of Seal” tab and select “Submission Status” 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, 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](http://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, visit the Rainforest Alliance Certified Marketplace online at: [www.rainforest-alliance.org/farmproducts](http://www.rainforest-alliance.org/farmproducts)

6.16 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](mailto: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

FSC Certified Paper & Packaging

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 content, 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.



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



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, not confined in a box or circle, 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](http://www.rainforest-alliance.org)?

• 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.

☐ 9. Do any images and text about the seal accurately reflect the standards and the meaning of the certification? Tips and recommendations:

☐ 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?
- 28
- Farm Products
- 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™<br><i>In France only:</i> 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 <i>In France only:</i> (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 maataloilta 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.
- 29

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:	2012	2013	2014	2015	2016	2017	2018
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

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

By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_

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 2011	Segregated content @ 30%	
Phase 2	June 2012	Option C Full Recipe Match for Liquor Butter equivalent at xx% made up by powder equivalent entering into xxxx product line	
Phase 3	June 2014	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

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

By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_

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. Rediscovered Wood certificate holders may also use the seal but may not use the 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 other logos and be accompanied by a statement that ties it to the work of the Rainforest Alliance. For example: "We sell products which are FSC certified by the Rainforest Alliance."

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.

Anyone who wants to use the RAC seal to market Rainforest Alliance Certified forest products must first register with the Rainforest Alliance, sign a written agreement, and ensure that all sourcing, manufacturing and traceability requirements have been met through award of an FSC certificate.

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

## 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](http://www.rainforest-alliance.org/about/racert/contact) or email [trademarks@ra.org](mailto:trademarks@ra.org)

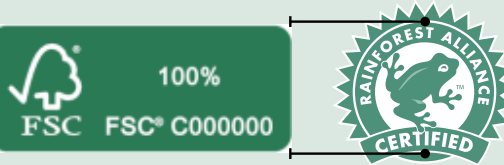
Examples of the RAC Seal Scaled to the FSC Trademarks

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 has since certified to Forest Stewardship Council standards more than \*51 million hectares (\*126 million acres) in over \*65 countries around the world. To learn more about the Rainforest Alliance, visit [www.rainforest-alliance.org](http://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](http://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](http://www.rainforest-alliance.org).
- \* Up-to-date figures available upon request.

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?	<input type="checkbox"/>
Type of FSC Label	Is the appropriate label used according to the approved FSC product group claim category?	<input type="checkbox"/>
Trademark Symbol	Has the appropriate trademark symbol (™ or ®) been chosen for the label?	<input type="checkbox"/>
FSC Label Size	Does the FSC label meet one of the following sizes:	
	Landscape – 12 mm tall	<input type="checkbox"/>
	Portrait – 17 mm wide	<input type="checkbox"/>
	Mini Label Portrait – 11 mm wide	<input type="checkbox"/>
	Mini Label Landscape – 8 mm tall	<input type="checkbox"/>
FSC Label Color	Is the FSC label in black, white, or Pantone 626c?	<input type="checkbox"/>
Clear space	Is there clear space around the FSC label equal to the height of the letters 'FSC' in the logo?	<input type="checkbox"/>
Product Type	If required, is the appropriate Product Type inserted in the FSC label?	<input type="checkbox"/>
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.	<input type="checkbox"/>
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?	<input type="checkbox"/>
Trademark Symbol	Has the appropriate trademark symbol (™ or ®) been chosen?	<input type="checkbox"/>
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 <u>layouts</u> 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	<input type="checkbox"/>
Product Promotion	Products promoted as FSC certified are included in the approved Product Group Schedule <u>and</u> 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?	<input type="checkbox"/>
	Will the text elements be legible once printed?	<input type="checkbox"/>
Color	Is the FSC Promotional Panel in black, white, or Pantone 626c?	<input type="checkbox"/>
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.	<input type="checkbox"/>
	Products, promotional materials, and/or organization's activities do not appear to be endorsed by FSC.	<input type="checkbox"/>
	The FSC trademarks shall not be used in a way that could cause confusion, misinterpretation or loss of credibility to the FSC certification scheme.	<input type="checkbox"/>
Clear space	Is there clear space around the FSC logo equal to the height of the letters 'FSC' in the logo?	<input type="checkbox"/>



Rainforest Alliance Certified™ (RAC) Seal		
Note: Use of the RAC Seal requires use of the FSC logo in the same item		
Size	For <i>on-product</i> 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	<input type="checkbox"/>
	For <i>promotional</i> 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)	<input type="checkbox"/>
Color	Is the RAC Seal in Pantone 625 or black?	<input type="checkbox"/>
	White or other colors are not permitted	<input type="checkbox"/>
	No background colors are permitted to show through the seal	<input type="checkbox"/>
Clear Space	Is there clear space around the RAC Seal equal to 20% of the size of the RAC Seal?	<input type="checkbox"/>

*\*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.*



233 Broadway, 28th Floor  
New York, NY 10279-2899  
T: +1.212.677.1900  
F: +1.212.677.2187  
[www.rainforest-alliance.org](http://www.rainforest-alliance.org)