



Rainforest Alliance Certified™

SmartWood Program Labeling Guidelines



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Seal Usage

Introduction & Welcome

Welcome to the Rainforest Alliance.

You are now part of a global effort to provide products that meet the highest environmental standards at their source, the forests and farms of the world. With thousands of other producers and companies, you are helping consumers make informed choices about the products they purchase. 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 mission of the Rainforest Alliance is to protect ecosystems and the people and wildlife that depend on them by transforming land-use practices, business practices and consumer behavior.

The Rainforest Alliance has programs in Agriculture, Forestry 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 identification of the Rainforest Alliance Certified™ seal is growing on a global basis every day. To learn more about these programs, please visit www.rainforest-alliance.org.

By promoting these products, you are part of the solution; by choosing to follow the path of independent third-party certification, you are ensuring that the highest standards are applied and that you can back up your claim of environmental attributes of where your product is sourcing.

This guide is meant to assist you in developing your brand for your products. We are working to support your efforts by allowing you to use the Rainforest Alliance Certified seal as part of your product promotion. More and more users are reporting that inclusion of the seal is an important component of their brand claims. We are happy to provide this service to you as a way to support the work you are doing.

The SmartWood Program

The Rainforest Alliance's oldest certification program, SmartWood, was founded in 1989 to certify responsible forestry practices. The SmartWood program pioneered the concept of forest and forest products certification, which has since taken hold around the world. Rainforest Alliance is accredited by the Forest Stewardship Council (FSC) and, today, is the world's leading nonprofit FSC certifier. Through independent auditing, certification and the promotion of certified forest products, the SmartWood program's purpose is to improve forest management by providing economic incentives to businesses that practice responsible forestry.



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Seal Usage

Marketing Products Bearing the Rainforest Alliance Certified™ Seal

The Rainforest Alliance Certified (RAC) seal is a symbol that indicates quality and commitment to effective conservation and sustainability practices. SmartWood program clients who hold FSC forest management and/or chain-of-custody certificates can use the RAC seal to gain the reward of a marketplace that increasingly demands responsible forest management practices.

The RAC seal is found in thousands of outlets throughout the United Kingdom, Europe, Japan, Australia, New Zealand, North, Central and South America. Businesses using or displaying the seal include hotels, restaurants, supermarkets, coffee shops, convenience stores, retail outlets, gourmet markets, tourist attractions, corporate offices, university campuses, lumber yards, woodworking shops, publishers, printers, furniture outlets, catalog companies and many others.

Approval to Use the Rainforest Alliance Certified Seal

As a general guide:

- In our forestry program, only SmartWood program certificate holders certified to the standards of the FSC may also use the RAC seal
- The RAC seal must be used in conjunction with the FSC logo and must be of similar size
- Each use of the RAC seal must be pre-approved following the same procedure you currently use for approval of use of the FSC trademarks
- Detailed approval guidelines are at the end of this document

The RAC seal may be used on product, on product packaging and also on off-product marketing, promotional and public information materials. All packaging and materials that bear the RAC seal and any text that refers to the work of Rainforest Alliance must be submitted for review and approval by your SmartWood Trademark Approver, prior to production.

Examples of On-product Labeling:

- Product packaging
- Product tags
- Product labels or brandings
- Product containers

Examples of Off-product Marketing Materials (also referred to as “promotional” use):

- Calendars
- Advertisements – print and TV
- Posters
- Plaques
- Newsletters
- Promotional merchandise
- Brochures
- Web sites
- Forest signs



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Special exceptions to the guidelines outlined in this document are considered and depend on the circumstances. For such requests or for questions regarding these guidelines, please contact your SmartWood Trademark Approver.

These guidelines were developed to protect the value and integrity of the RAC seal. Each use of the RAC seal by SmartWood program FSC certificate holders must be pre-approved by their SmartWood Trademark Approver. No one under any circumstance may copy, reproduce or otherwise use the RAC seal without receiving prior written approval from the SmartWood Trademark Approver.

Unauthorized use of the RAC seal is strictly prohibited. The Rainforest Alliance reserves the right to take legal action against any party that reproduces or copies the RAC seal without prior written authorization.



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Trademark Information

The RAC seal is a proprietary, single graphic unit that must never be altered from its original form. No element of the seal, such as the frog, may be pulled out of the seal to stand alone as a graphic image. The phrase “Rainforest Alliance Certified” must carry the trademark symbol (™) in the first mention of this phrase in any text. In text that refers to the Rainforest Alliance, the name of the organization must be spelled out entirely, never abbreviated.

Use of Rainforest Alliance Organizational Logo

The Rainforest Alliance organizational logo is not permitted for use on product packaging or for off-product marketing materials that refer to a product from a SmartWood program FSC certificate holder.

A.



B.



Figure 1. The Rainforest Alliance organizational logo (A), not to be confused with the RAC seal (B), is not permitted for use on product packaging or off-product promotional materials tied to a product from a SW certificate holder.

RAC Seal Placement

To ensure that the RAC seal is never compromised, it should stand alone on packaging and public information materials so that it does not compete with existing text, graphics or images, including other certification marks. The seal should not appear on these materials in a position where it might be confused with a company or brand name of a product. The seal should be placed prominently on the front of product packaging, along with the FSC logo and required FSC elements.



Rainforest Alliance Certified™ SmartWood Labeling Guidelines Seal Usage

To ensure the visual impact of the RAC seal, a minimum clear area has been defined. Clear space around the seal should be approximately 20% of the width of the seal. No other elements may appear in this space.



Figure 2. Clear space around the seal should be 20% the width of the seal. In this case, the seal is 1.25 in. (31.25mm) across and a margin of 1/4 in. (6.25mm) has been left on all sides.

Minimum Size Requirements

Following minimum size guidelines ensures that the seal is consistent and legible in all applications. For product packaging and marketing materials, the RAC seal should never be reproduced smaller than 1 inch (25mm) across. **See below for how to handle requests for smaller size reproduction.**

CORRECT ✓



INCORRECT ✗



Figure 3. In the “correct” example, the seal is exactly 1 in. (25 mm) across and remains legible. When it is reduced to 1/2 in. (12.5 mm) across (the “incorrect” example), it becomes illegible.

Scaling the size of the seal to the size of the marketing material is permitted. On large marketing materials such as banners or displays, the seal size must be increased in diameter proportionately to the size of the material to ensure highest visibility. Requests for approval of smaller minimum size will be reviewed on a case-by-case basis to ensure appropriate use. The review and any approval will be made by the SmartWood Trademark approver.



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Seal Usage

Approved Color of the RAC Seal

- ❑ To ensure consistency, the RAC seal is approved for use in only one color: Pantone® 625 green
- ❑ No other color versions of the seal are permitted
- ❑ The green RAC seal is set on a white background and has a thin white outline around the edge of the seal to ensure that it stands out from any background color
- ❑ For black and white materials only, the RAC seal is available in black on a white background
- ❑ No background colors are permitted to show through the seal

A.



B.



C.



Figure 4. The RAC seal is shown properly placed on both a solid color background (A) and a variegated background (B). The black and white seal (C) is for printing on black and white promotional materials only.

Refer to the “File Format & Color Reference” section of this document for additional information.



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Seal Usage

Use of Stickers Bearing RAC Seal

The Rainforest Alliance strongly prefers that companies incorporate the RAC seal into the design of their retail product packaging. It is recognized, however, that some companies use the same packaging or product labels for multiple products. In this case, the Rainforest Alliance grants permission to use a clear sticker that bears the RAC seal in Pantone® 625 green. Stickers may only be used when the FSC logo is represented as well.

Use of RAC Seal on Corporate Identification Materials

To protect the Rainforest Alliance as an independent, third-party certifier, permission granted to use the RAC seal on corporate identification materials such as business cards and letterhead is limited. Companies may use the RAC seal on these applications only if:

- 100% of holdings are Rainforest Alliance Certified
- 100% of product handled is Rainforest Alliance Certified

In these cases, the RAC seal must be represented in a way that clearly links it to the work of the Rainforest Alliance so that it does not appear to endorse a company. To accomplish this, 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 only FSC Rainforest Alliance certified products”.

Use of RAC Seal on Web Sites

The SmartWood program encourages active certificate holders to incorporate the RAC seal on their Web sites and to include a link to the Rainforest Alliance Web Site: www.rainforest-alliance.org.

When displayed on Web sites, the RAC seal must be tied to the product it represents and to the work of SmartWood/Rainforest Alliance. Web pages incorporating the RAC seal must also include the FSC logo and required FSC elements and be submitted for review and approval to their designated SmartWood Trademark Approver.



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Approved Product Statements

Approved Product Statements for Product Packaging & Off-product Promotions

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

Companies may propose their own text or use the following approved statements for on-product packaging and off-product marketing materials:

- A. The mission of the Rainforest Alliance is to protect ecosystems and the people and wildlife that depend on them by transforming land-use practices, business practices and consumer behavior.
- B. The Rainforest Alliance is an international nonprofit conservation organization that certifies forestry and agricultural operations, ensuring that they meet rigorous standards for the conservation of natural resources and the rights and welfare of workers and local communities.

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



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File Format & Color Reference

Files of the RAC Seal Provided

RAC Seal files are available to active SmartWood program FSC certificate holders in the following digital formats: GIF and EPS.

Filename

Suggested Usage

RAC_PANTONE.gif
RAC_BW.gif

GIF- Functions exactly like a JPG file. Good for Web sites or other low-resolution application. File does not retain transparency. Not best for printing. Use GIF when placing the seal on a Web site or other digital only medium.

RAC_PANTONE.eps
RAC_BW.eps

EPS - Best for printing. File retains proper transparency for maintaining border on die-cut stickers and on-product printing.

Choosing the Correct Color Space

Please ensure that you choose the correct color space for your seal application. Pantone® files must always be used for printed matter. The RAC seals are provided as a Pantone® file in color and in black and white. The seal is also provided in GIF format for use on Web sites or other digital-only applications, such as multimedia presentations.

For Professional Printing

Pantone® ■ 625
CMYK ■ 69% Cyan ■ 21% Magenta ■ 57% Yellow ■ 7% Black

For On-screen / Web Applications

RGB ■ 95 Red ■ 157 Green ■ 132 Blue



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Visual Examples of Infringements

The following visual examples are provided to clarify some commonly seen incorrect uses of the RAC seal.

Please Do Not...

- A. change the color of the seal
- B. place the seal in a box
- C. allow background colors to show through the seal
- D. alter the seal design or content in any way
- E. pull graphic elements of the seal, such as the frog, out of the seal
- F. use the Rainforest Alliance logo on product packaging or on off-product marketing materials that refer to a product from a SmartWood program FSC certificate holder
- G. decrease the size below 25 mm in diameter

A.



INCORRECT X

B.



INCORRECT X

C.



INCORRECT X

D.



INCORRECT X

E.



INCORRECT X

F.



INCORRECT X

G.



1/2 in (12.5 mm)

INCORRECT X



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Approval Process

SmartWood Program Review Procedures

1. Rainforest Alliance SmartWood program (SW) FSC certificate holder sends a draft of the label or promotional item containing RAC seal use via email to be reviewed by their designated SW Trademark Approver.
 - a. RAC seal use must also include the FSC logo and required FSC elements.
 - b. Drafts should be sent via email whenever possible
 - c. If email is not available, drafts may be sent via fax
2. The seal use draft is reviewed according to the RAC Seal Guidelines and the FSC Brand Pack and/or FSC Trademark Policy Manual (version 2003).
 - a. SW makes every effort to approve submissions that meet the labeling guidelines within five (5) days or sooner.
 - b. If any required labeling elements are missing or incorrect, the certificate holder is notified by the SW Trademark Reviewer via email (via fax or telephone if email is not available).
 - c. The certificate holder edits as necessary and sends the revised material 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 labeling guidelines.
3. Once the on-product or promotional piece is in compliance with all of the elements required by the RAC Seal and FSC Labeling Guidelines, the SW Trademark Approver sends formal approval to the certificate holder, with a copy of the approved RAC/FSC seal use.
 - a. The SW Trademark Approver forwards a copy of the approval and approved RAC/FSC seal use to the appropriate SW staff
4. The SW Certification Administrator maintains a copy of the approval and approved RAC/FSC seal use at SW headquarters.
5. The certificate holder must retain a copy of the documented approval and approved RAC/FSC seal use in their files as it may be viewed by a SW auditor at some time in the future.

Note: RAC seal use by RA/SW FSC certificate holders must comply with the RAC Seal Use Guidelines and the FSC Brand Pack and/or FSC Trademark Manual (version 2003).