

## Guidelines and Requirements for the Use of the ProTerra Logos and Seals

### Contents

|  |          |
|--|----------|
| <b>Guidelines and Requirements for the Use of the ProTerra Logos and Seals</b> ..... | <b>1</b> |
| 1. Introduction.....   | 2        |
| 2. Purpose of this document .....  | 2        |
| 3. Overview on ProTerra Logo and Seals.....  | 3        |
| 3.1. ProTerra Foundation Logo.....   | 3        |
| 3.2. ProTerra Network Member logo .....  | 5        |
| 3.3. ProTerra Certification and Verification Logos .....                             | 6        |
| 3.3.1. The ProTerra Certified Seal .....   | 6        |
| 3.3.1.1. Use of the ProTerra Certified Seal.....                                     | 7        |
| 3.3.2. The ProTerra Verified Seal .....  | 9        |
| 3.3.2.1. Use of the ProTerra Verified Seal .....                                     | 9        |
| 4. Trademark and intellectual property protection .....                              | 10       |
| 4.1. Approval required for Use of the ProTerra Marks .....                           | 10       |
| 5. Design Specifications.....  | 10       |
| 5.1. Graphics Files.....   | 10       |
| 5.2. Placement.....  | 10       |
| 5.3. Size Guidelines.....  | 11       |
| 5.4. Recommended Sizing Ratios of ProTerra Marks to Material or Packaging.....       | 11       |
| 5.5. Approved Colors.....  | 11       |
| 6. Force Majeure .....   | 12       |
| 7. Use of seals and logos .....  | 12       |
| 7.1. Approval Procedures .....   | 13       |

## 1. Introduction

The ProTerra Foundation's mission is to be a global network of businesses supporting more sustainable agricultural practices in food and feed supply chains, conversion away from GMOs, and full respect of workers and communities' dignity.

We envisage a world where all businesses contribute to the protection of biodiversity by switching to sustainable production, conserve natural resources and ensure that local communities are enabled to thrive.

Businesses enterprises which support the ProTerra Foundation mission and vision may sign a membership declaration to commit to:

- Support the credibility of the ProTerra Certification Standards and their uptake in whatever context operations exist.
- Raising awareness about impacts of agriculture on biodiversity and climate change.
- Empowering farms and businesses throughout the food supply chain to implement environmentally and socially responsible business practices.

ProTerra Foundation is the owner of the ProTerra Certification Standard and promotes it globally as the preferred verification and certification system for evidencing social responsibility, sustainability, traceability and Non-GMO requirements in food and feed supply chains.

ProTerra Foundation does not perform any inspections, certifications or verifications itself. However, it takes all necessary measures to oversee that all services and claims based on the ProTerra Standard are provided on a reliable, high-quality level and are consistent worldwide.

ProTerra Foundation provides capacity building activities to trainers and auditors to excel in their performance against the ProTerra Standard. It also provides capacity building to members of the ProTerra Network to help them meet their sustainability commitments.

ProTerra Foundation builds strategic partnerships to implement projects that aim at transforming food and feed supply chains in becoming more sustainable and respectful of human dignity.

In the context of these activities, the ProTerra Foundation owns several logos and seals and grants its use to relevant stakeholders.

## 2. Purpose of this document

This document contains comprehensive rules and guidelines that govern the use of the ProTerra Logos both in business-to-business transactions (B2B) and end-consumer products (business-to-consumer, or B2C).

The use of the ProTerra Verified Seal and ProTerra Certified Seal on Annual Certificates, Traceability Certificates of Compliance, and Chain of Custody Certificates, is allowed to Certification Bodies approved by the ProTerra Foundation, but is not the objective of this document and is to be defined

separately. Further information on the seals that can be used on Annual Certificates and Traceability Certificates can be found under 3.3.


By sourcing ProTerra certified products, market players are helping consumers make informed choices about the products and services they purchase. The ProTerra Foundation is working to support these efforts by allowing economic actors to use the ProTerra Logo and Seal.

This document applies to any business or organisation wishing to use the ProTerra Foundation Logo, ProTerra Network Member logo, the ProTerra Certified Seal or the ProTerra Verified Seal mentioned in this document.

**The use of the ProTerra logos is bound by a signed written agreement with the ProTerra Foundation.** An e-mail fulfils the requirement of the written form.

### 3. Overview on ProTerra Logo and Seals

#### 3.1. ProTerra Foundation Logo

|   |   |
|---|---|
|  | <p><b>DESCRIPTION:</b><br/>The ProTerra Foundation Logo is the organisational brand mark and is not to be confused with the ProTerra Certified Seal or the ProTerra Verified Seal.<br/><b>Any and all use of the ProTerra Foundation Logo requires prior written approval.</b></p> <p><b>WHO USES:</b><br/><b>Partner organisations</b> that wish to communicate their relationship with the ProTerra Foundation.<br/><b>Media professionals</b>, publishers, universities and the public sector may use the logo for illustrative purposes.<br/><b>Businesses and operations licensed</b> to use the ProTerra Certified Seal or ProTerra Verified Seal may not use the ProTerra Foundation Logo on product packages or product marketing material.</p> <p><b>WHERE TO USE IT:</b><br/>It may be displayed in marketing material, publications, CSR Reporting, websites and other corporate material.</p> <p><b>Off-product only:</b> It must never be used on packages and product marketing material.</p> |
|---|---|

Specific remarks:

Before using it, request the ProTerra Foundation to provide you with a written agreement for the use of the ProTerra Foundation Logo (an e-mail fulfils the requirement of a written agreement).

The ProTerra Foundation Logo and its accompanying qualifying statement must not be used in any way that could be misconstrued as a certification or verification by the ProTerra Foundation.

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

In the promotion of a relationship or collaboration with the ProTerra Foundation, the logo must appear with a qualifying statement, which must:

Be pre-approved by the ProTerra Foundation Secretariat;

Accurately describe the nature of the relationship;

Describe accomplishments or on-going activities and include a URL linking to a web page with more information.

All other specifications defined in this document with regard to colors, sizes and font are to be respected.

The ProTerra Logo is the organizational landmark and should not be confused with the ProTerra Certified Seal or the ProTerra Verified Seal.

- The 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 ProTerra Foundation.
- Businesses and operations licensed to use the ProTerra Certified Seal or ProTerra Verified Seal may not use the ProTerra Logo on product packages or product marketing material. Any and all use of the ProTerra Logo requires prior written approval.

### **General Use of the ProTerra Foundation Logo**


Media professionals and publishers may use the logo for illustrative purposes. Businesses, organizations such as grantors, foundations or project collaborators that wish to promote their relationship with the ProTerra Foundation, and that have a written agreement for logo use may also be permitted to use the logo.

- In publications or websites that reference the ProTerra Foundation, the logo should appear within or in close proximity to the article or mention of the ProTerra Foundation. Any use of the logo to promote a relationship or collaboration with the ProTerra Foundation must appear with a pre-approved statement that accurately describes the nature of the relationship.
- Businesses or organisations that work with ProTerra Foundation to improve sustainability practices, such as increased sourcing of ProTerra Certified products, may be permitted to use the ProTerra Foundation Logo.

### Qualifying Statements<sup>1</sup>

- The ProTerra Foundation Logo and its accompanying qualifying statement must not be used in any way that could be misconstrued as a certification or verification by the ProTerra Foundation.
- Users of the logo should work with the ProTerra Foundation to develop a suitable qualifying statement. All statements must be pre-approved.

### 3.2. ProTerra Network Member logo

|  |  |
|--|--|
|  | <p><b>DESCRIPTION:</b><br/>The ProTerra Network Member Logo is the network brand mark and is not be confused with the ProTerra Foundation logo, the ProTerra Certified Seal or the ProTerra Verified Seal.</p> <p><b>WHO USES:</b><br/>Only Members of the ProTerra Network have the exclusive right to use this logo.</p> <p><b>WHERE TO USE IT:</b><br/>It may be displayed in marketing material, publications, CSR Reporting, websites and other corporate material.<br/>Off-product only: It must never be used on packages and product marketing material.</p> |
|--|--|

#### Specific remarks:

Before using it, request the ProTerra Foundation to provide you with an assessment that the use of the ProTerra Network Members logo is used in line with the guidelines of this document.

Please note that this logo can only be used by companies who are members of the ProTerra Network.

The ProTerra Network Members logo and its accompanying qualifying statement must not be used in any way that could be misconstrued as an inappropriate endorsement, certification or verification by the ProTerra Foundation.



In publications or websites that reference the membership to the ProTerra Network, the logo should appear within or in close proximity to the article or mention of the ProTerra Foundation.

The ProTerra Network Members logo must appear with a qualifying statement, which must:

- Be pre-approved by the ProTerra Foundation Secretariat;
- Accurately describe the nature of the relationship;
- Describe accomplishments or on-going activities and include a URL linking to a web page with more information.

All other specifications defined in this document with regard to colors, sizes and font are to be respected.

### 3.3. ProTerra Certification and Verification Logos

| Image   | Who uses it   | Where to use it   | How to use it  |
|---|---|---|--|
|    | <p>LOGO/SEAL<br/>Economic actors along the value chain for food and feed that have both a valid certification to the ProTerra Standard and a written agreement to be entitled to use the ProTerra Certified Seal.</p> | <p><b>On product</b>, and on product marketing material for approved products, multi-ingredient products or multi-ingredient products as defined in this document.</p> <p>On Annual Certificates and Traceability Certificates for certified consignments of product.</p> | <p>Used alone or accompanied by a pre-approved qualifying statement.</p> |
|    | <p>LOGO/SEAL<br/>Economic actors along the value chain for food and feed that have both a valid certification to the ProTerra Standard and a written agreement to be entitled to use the ProTerra Seal.</p>           | <p>On product, and on product marketing material for approved products, multi-ingredient products or multi-ingredient products as defined in this document.</p> <p>On Annual Certificates and Traceability Certificates for verified consignments of product.</p>         | <p>Used alone or accompanied by a pre-approved qualifying statement.</p> |
| <p><b>IMPORTANT:</b><br/>Other qualifying expressions can be used with the ProTerra certification and verification logos, upon approval by The ProTerra Foundation.</p> |   |   |  |

#### 3.3.1. The ProTerra Certified Seal

The ProTerra Certified seal assures consumers that products are based on agricultural products grown under environmentally and socially responsible practices and without using genetically modified crops or products.

The ProTerra Certified seal is used to label and market products having a valid certificate for responsible production without GMOs and full traceability – identity preservation, along the value chain.

### 3.3.1.1. Use of the ProTerra Certified Seal

Businesses that source products covered by valid ProTerra certificate may use the ProTerra Certified Seal to promote these products.

- The ProTerra Certified 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.
- The ProTerra Certified Seal should be placed prominently on the front of product packaging in order to maximize visibility and consumer recognition.

#### **Labelling and Marketing products**

The most common use for the ProTerra Certified Seal is on product labels and packaging. Businesses are strongly encouraged to incorporate the ProTerra Certified Seal into the design of retail product packaging.

- The ProTerra Certified Seal may be used on marketing materials to promote products bearing the ProTerra Certified Seal. Prior to the launch of a product bearing the ProTerra Certified Seal, marketing materials may include the seal no more than three 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.
- The seal may also be approved for use on business materials such as annual reports for businesses to communicate that they are sourcing from ProTerra certified sources. If applicable, such use must include a qualifying statement about the product(s) bearing the ProTerra Certified Seal.
- Businesses with a written agreement to use the ProTerra Certified Seal are encouraged to incorporate the seal on their websites. When displayed on websites, the seal must be tied to the product it represents. Webpages that incorporate the seal or that refer to the ProTerra Foundation must be submitted for review and approval.

#### **Non-product-related use**

In some circumstances, the ProTerra Certified Seal may be used in ways not related to direct labelling or promotion of ProTerra certified products. For example, the ProTerra Certified Seal may be used on

non-product-specific materials such as media publications and corporate materials. Such use includes:

- Publications or media that describe ProTerra Certification and/or the meaning of the ProTerra Certified Seal, i.e. magazine articles, books, pamphlets, websites, documentary films or other documents or media.
- Lists of consumer labelling or certification system.
- Event or conference brochures and promotional materials that list the ProTerra Foundation as a participant, speaker, or sponsor, when the event relates to products certified under the ProTerra Certification Scheme.

For **media publications** and other non-marketing use of the ProTerra Certified Seal, the ProTerra Foundation requests the opportunity to review and approve materials in advance. It is understood that in some circumstances this may not be feasible or may conflict with the autonomy of the media. Whenever possible, use of the ProTerra Certified Seal must follow these guidelines and notified to the ProTerra Foundation us prior to publication.

**Corporate Materials:** On corporate materials, the ProTerra Certified Seal must clearly stand apart from the business brand or logo, and must include a qualifying statement that describes the related work of the ProTerra Foundation.

### 3.3.1.2. Percentage of Certified Content

The comprehensive ProTerra standard and traceability system ensures that certified ingredients and products bearing the ProTerra Certified Seal are Non-GMO and can be traced back to well-managed farms and processors that protect biodiversity, environment and workers.

**Single-ingredient products and core ingredient(s):** In order to use the ProTerra Certified Seal, 100% of the single ingredient and/or core ingredient(s) must have been produced by organisations covered by a ProTerra valid certificate, which express compliance with the ProTerra Standard related to the relevant scope..

**Multi-ingredient products:** In order to use the ProTerra Certified Seal the totality of the core ingredient and a significant portion of the entire product is to be covered by a valid ProTerra Certificate or equivalent recognized sustainability criteria.

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; or
- An ingredient with a portion of 20% of volume or more.

### **Products and ingredients from animals fed with ProTerra certified Non-GMO feed components:**

The ProTerra Foundation’s policy on products from animals fed with ProTerra Non-GMO feed components is designed to assure consumers that in any product bearing the ProTerra Certified Seal:

- the totality of the feed used is compliant with the national requirements for Non-GMO labelling in the country where the product is sold; and
- core feed components (e.g. soymeal) is being produced in compliance with the ProTerra Standard and are covered by a valid ProTerra Certificate.



### **Traceability and Chain of Custody**

As part of their certification, all businesses requesting approval to use the ProTerra Certified Seal on their products must provide traceability documentation to demonstrate that these products contain crops or ingredients derived from crops, covered by a valid ProTerra certificate.

Businesses must document their processes for maintaining traceability of the certified products and identity preservation of certified ingredients.

**IMPORTANT:** The ProTerra Foundation may request certifications bodies to perform additional audits of this documentation or other forms of verification as part of the Chain of Custody requirements.

### [3.3.2. The ProTerra Verified Seal](#)

Businesses that display the ProTerra Verified Seal are taking measurable steps toward the social and environmental criteria lay at the ProTerra Standard.

The ProTerra Verified Seal serves to communicate consumers of the efforts taken by the business to support social and environmental practices through the food and feed supply chain.

#### [3.3.2.1. Use of the ProTerra Verified Seal](#)

The ProTerra Verified Seal can be used on product. The seal must always be accompanied by an approved statement that identifies the ProTerra initiative or standard related to its use.

**For products with multiple ingredients**, one or more certified or verified under ProTerra Standard and other ingredients certified or verified under other sustainability standards approved as equivalent to ProTerra, such products may be able to bear the ProTerra Verified Seal, once the validity of each such certification is verified.

**IMPORTANT:** Under no circumstances, there will be genetically modified ingredients in the composition of a product that holds ProTerra Verification Seal.

The ProTerra Verified Seal may also 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.

Businesses with a written agreement to use the ProTerra Verified Seal are encouraged to incorporate the seal on their websites. When displayed on websites, the seal must be tied to the product it represents.

### **Qualifying Statements**

The ProTerra Verified Seal must include a qualifying statement that clearly identifies the standard, initiative or requirements related to its use. The statement must appear in close proximity to the ProTerra Verified Seal. While statements may be customized and submitted for approval, once the ProTerra Foundation approves the statement, it must not be altered in any way without resubmitting for approval.

## 4. Trademark and intellectual property protection

The ProTerra name and organizational graphics used with the ProTerra Certified Seal and the ProTerra Verified Seal are registered Trademarks of the ProTerra Foundation.

Unauthorized use of these Trademarks is strictly prohibited in any form. The ProTerra Foundation reserves the right to take legal action against any party that reproduces or copies the ProTerra Trademarks without prior authorization.

The ProTerra Trademarks are proprietary, single graphic units that must never be altered from their original form. In text that refers to the ProTerra Foundation, the organization name must be spelled out entirely, never abbreviated. Besides the color version, also the use of a black/white or monochromatic version are accepted.

The ProTerra Foundation reserves the right to withhold approval for use of these Marks at the ProTerra Foundation's sole discretion on any products, packaging or other materials.

### 4.1. Approval required for Use of the ProTerra Marks

The ProTerra Foundation greatly appreciates opportunities to work with businesses and organizations to promote practices and products that further its mission. Please contact ProTerra Foundation before using these Marks logos and/or seals in any way. All use of the ProTerra Marks requires approval from the Foundation.

## 5. Design Specifications

The following specifications are particularly relevant to graphic designers, agencies and art directors who design materials that include the ProTerra Marks, including the ProTerra Logo, the ProTerra Verified Seal and the ProTerra Certified Seal.

### 5.1. Graphics Files

Once necessary agreements are signed and received, the ProTerra Foundation will furnish appropriate graphics files.

### 5.2. Placement

To ensure that the ProTerra 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 ProTerra Foundation. The marks should be placed prominently in order to maximize visibility and recognition.

To ensure the highest visual impact of the ProTerra 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.

### 5.3. Size Guidelines

Following minimum size guidelines ensure that the ProTerra Marks are legible in all applications. To avoid the appearance of products or services being produced or sold by the ProTerra Foundation, 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.

On packaging and marketing materials with more than one ProTerra mark in the layout, the initial or most prominent ProTerra 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.

### 5.4. Recommended Sizing Ratios of ProTerra Marks to Material or Packaging

| If the shortest side of the Material is | Minimal height is |
|---|-------------------|
| 25 – 64 mm (1 – 2.5 in.)                | 20 mm (0.75 in.)  |
| 65 mm – 25 cm (2.5-10 in.)              | 25 mm (1.0 in.)   |
| 26 – 45 cm (10-18 in.)                  | 40 mm (1.5 inch)  |
| 46 - 60 cm (19-24 in.)                  | 50 mm (2.0 in.)   |
| Over 60 cm (over 24 in.)                | (4.0 in.)         |

### 5.5. Approved Colors

The ProTerra Marks are available in color, or in black and white for grayscale applications. Whenever possible, the Marks should appear in the following colors (Pantone)

3015 C (dark blue - letters)

1375 C (orange leaf)

240 C (magenta leaf)

369 C (green leaf)

032 C (red leaf)

284 C (light blue leaf)

The green border uses the same green as the leaf.

Other possible borders will use one of the colors of the leaves.

Monochromatic display must be in black and white or in one of the colors of the leaves.

### **Placement of Qualifying Statements and Disclaimers**

Many users of the ProTerra marks include a qualifying statement or disclaimer to improve consumer understanding. Preferred placements of the statement are directly below.

### **Backgrounds**

Background colors or patterns must not show through the ProTerra Marks.

The ProTerra Verified Seal and the ProTerra Certified Seal are set to a white interior background with a thin green outline around the edge to ensure it stands out from any background.

The ProTerra Logo should be set in a white or neutral box with an approved qualifying statement. The text of the statement must be at least 50% of the size of the logo or the mark and appear within the box.

## 6. 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 ProTerra Certified Seal are temporarily unable the requirements described above.

ProTerra Foundation 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 farm level 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 ProTerra Foundation, the business must include a disclaimer 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.

## 7. Use of seals and logos

### **All Use Requires Approval**

Unauthorized use of the ProTerra Verified Seal and ProTerra Certified Seal 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 ProTerra Foundation. Web pages that

incorporate the Seals or that refer to the ProTerra Foundation must be submitted for review and approval.

The ProTerra Foundation reserves the right to take legal action against any party that reproduces or copies the ProTerra Logos or Seals without prior authorization.

## 7.1. Approval Procedures

The ProTerra Foundation supports the promotion of ProTerra certified products. Any business or organization wishing to use the ProTerra Logo or Seal or to market ProTerra certified products must apply as a Member of the ProTerra Member's Network, sign the Agreement for the Use of the ProTerra Logo and Seal, and ensure that all sourcing, manufacturing and traceability requirements have been met.

Please follow these steps to gain approval to use the Pro Terra Logo or Seal in off product communication or on-product (packaging and marketing materials):

Apply as a member of the ProTerra Members' Network with the [ProTerra Membership application form](#).

Sign the Agreement of the Use of the ProTerra Logo and Seal and send it back to [info@proterrafoundation.org](mailto:info@proterrafoundation.org).

ProTerra Certified Seal artwork files will be made available to registered businesses in different formats.

Submission of materials for approval to [info@proterrafoundation.org](mailto:info@proterrafoundation.org).

Approval of cases not described above will be examined and decided individually.

This document may be occasionally updated, replacing any versions previously issued. The current version of this document is available on the [ProTerra Website](#).

**Please email inquiries to use the Logo or one of the Seals to [info@proterrafoundation.org](mailto:info@proterrafoundation.org)**

---

<sup>i</sup> May refer to sustainability goals or categories, approved by the Board of Directors or the Managing Director

Approved by ProTerra Board, September 2019