

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

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<sup>1</sup> The official language of this document is in English. In the case of inconsistency between translated versions, the official language shall prevail. In case of questions please contact [info@proterrafoundation.org](mailto:info@proterrafoundation.org) .

## 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, and full respect for workers' and communities' dignity.

The ProTerra Foundation aims towards land conversion-free agricultural practices in food and feed supply chains, including supporting the production of alternative raw materials.

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

Business enterprises that support the ProTerra Foundation's mission and vision must sign a membership declaration to commit to:

- Supporting the credibility of the ProTerra Standards and their uptake in whatever context operations exist.
- Raising awareness about the 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 Standards, their interpretations and the ProTerra Monitoring and Verification (MRV) Standard and promotes them globally as the preferred verification and certification systems for evidencing social responsibility, sustainability, and traceability 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 ensure that all services and claims based on the ProTerra Standards are provided on a reliable, high-quality level and are consistent worldwide.

ProTerra Foundation provides capacity-building activities for trainers and auditors to excel in their performance against the ProTerra Standards. 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 to become more sustainable and respectful of human dignity.

In the context of these activities, the ProTerra Foundation owns several logos and seals and grants their 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).

Only Certification Bodies approved by the ProTerra Foundation may use the ProTerra Certified and MRV Verified Seals on Annual Certificates and Traceability Certificates of Compliance. Further information on the logos and seals that can be used on Annual Certificates and Traceability Certificates can be found in this document.


By sourcing ProTerra-certified or ProTerra MRV-verified 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 Seals.

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

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

### 3. Overview of ProTerra Logos and Seals

#### 3.1. ProTerra Foundation Logo

	<p><b>DESCRIPTION:</b> The ProTerra Foundation Logo is the organisational brand mark of the ProTerra Foundation and is not to be confused with the ProTerra Certified Seal.</p> <p><b>WHO USES:</b> <b>Partner organisations</b> that wish to communicate their relationship with the ProTerra Foundation. <b>Media professionals</b>, publishers, universities and the public sector may use the logo for illustrative purposes. <b>Businesses and operations licensed</b> to use the ProTerra Certified Seal <b>may not use</b> the ProTerra Foundation Logo on product packages or product marketing material.</p> <p><b>WHERE TO USE IT:</b> 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>
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**Specific remarks:**

The ProTerra Foundation Logo and its accompanying qualifying statement must not be used in any way that could be misconstrued as being equivalent to 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:

- Accurately describe the nature of the relationship between the company and the ProTerra Foundation;
- Describe accomplishments or ongoing activities and include a URL linking to a web page with more information.

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

The ProTerra Logo is the organisational brandmark of the ProTerra Foundation and should not be confused with the ProTerra Certified or MRV Seals.

- 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, or other relationships with the ProTerra Foundation.
- Businesses and operations licensed to use the ProTerra Certified or MRV Verified Seals may not use the ProTerra Logo on product packages or product marketing material.
- Any and all use of the ProTerra Logo must be in accordance with these guidelines.

**General use of the ProTerra Foundation Logo**


Media professionals and publishers may use the logo for illustrative purposes. Businesses, organisations 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 an 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 / MRV verified products, may be permitted to use the ProTerra Foundation Logo.

## Qualifying Statements<sup>2</sup>

- The ProTerra Foundation Logo and its accompanying qualifying statement must not be used in any way that could be misconstrued as being equivalent to 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 approved by the ProTerra Foundation.

## 3.2. ProTerra Network Member Logo

	<p><b>DESCRIPTION:</b> The ProTerra Network Member Logo is the network brand mark and is <b>not to be</b> confused with the ProTerra Foundation Logo, or the ProTerra Certified or MRV Verified Seals.</p> <p><b>WHO USES:</b> Only Members of the ProTerra Network have the exclusive right to use this logo.</p> <p><b>WHERE TO USE IT:</b> 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>
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### Specific remarks:

Please note that this logo can only be used by companies that are members of the ProTerra Network and in line with the guidelines of this document and must never be used on packages and product marketing material.

The ProTerra Network Member Logo and its accompanying qualifying statement must not be used in any way that could be misconstrued as an endorsement by the ProTerra Foundation of the company's business practices or as being equivalent to a certification or verification under a ProTerra Standard.

In publications or websites that reference 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 Member Logo must appear with a qualifying statement, which must:


- Be approved by the ProTerra Foundation Secretariat;

<sup>2</sup> May refer to sustainability goals or categories, approved by the Board of Directors or the Managing Director. Qualifying Statements should be prepared based on ISEAL guidance: Sustainability Claims Good Practice Guide Annexes D and E.

- Accurately describe the nature of the relationship between the company and the ProTerra Foundation;
- Describe accomplishments or ongoing activities and include a URL linking to a web page with more information.

**All other specifications defined in this document with regard to colours, sizes and font must be respected.**

### 3.3. ProTerra Certification Logo

Image	Who uses it	Where to use it	How to use it
	<p>LOGO/SEAL</p> <p>Economic actors along the food and feed supply chain who are members of the ProTerra Network and have a valid certification to the ProTerra Standards.</p>	<p><b>On certification documents, certified products,</b> and on product marketing material for approved single or multi-ingredient products as defined in this document and in the ProTerra Standards.</p>	<p>Used alone or accompanied by a pre-approved qualifying statement.</p>
<p><b>IMPORTANT:</b></p> <p>Other qualifying expressions can be used with the ProTerra Certification Logo, 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 raw materials grown under environmentally and socially responsible practices and without using genetically modified crops or (alternative) 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 a 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 certified products. Product packaging includes retail packages, product labels, lumber tags, coffee cups, fruit stickers, etc.

- The ProTerra Certified Seal may be used on off-product materials, including product-related websites, social media, advertisements, press releases, posters, and other promotional items. All off-product materials must specifically and exclusively relate and refer to certified products.
- The ProTerra Certified Seal should be placed prominently on the front of product packaging in order to maximise visibility and consumer recognition.

### **Labelling and Marketing products**

The most common use of 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.

- ProTerra Certified Seal may be used on marketing materials to promote certified products. Prior to the launch of a product bearing the ProTerra Certified Seal, the successful certification process shall be finalised. Please also refer to 3.3.1.2. Percentage of Certified Content.
- The ProTerra Certified Seal may also be used for use on business materials, such as annual reports for businesses to communicate that the company is sourcing from ProTerra-certified sources. If applicable, such use must include a qualifying statement about the product(s) specifically 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 linked to the product it represents.

### **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 systems.
- 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 uses 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, the use of the ProTerra Certified Seal must follow these guidelines and be notified to the ProTerra Foundation 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 agricultural ingredients and raw materials bearing the ProTerra Seal are non-GMO and can be traced back to well-managed farms and processors that protect biodiversity, the 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 valid ProTerra certificate expressing compliance with the ProTerra Standard related to the relevant scope.

**Multi-ingredient products:** In order to use the ProTerra Certified Seal, the entire core ingredient and a significant portion of the total product must be covered by a valid ProTerra certificate or equivalent recognised sustainability criteria<sup>3</sup>.

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% or more of volume.

In the case of multi-ingredient products, claims must clearly make reference to core ingredients and to the percentage of non-core ingredients that are covered by a valid ProTerra certificate.

### Products and ingredients from animals fed with ProTerra-certified non-GMO feed components

The ProTerra Foundation’s policy for products derived 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) are 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 or products, covered by a valid ProTerra certificate.

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

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<sup>3</sup> Recognition of equivalence is obtained via a formal benchmarking process agreed with the ProTerra Foundation. Please refer to the ProTerra Foundation Guidelines for Standards Evaluation and Benchmarking available at the ProTerra Foundation webpage.



Only products that apply identify preservation and segregation chain of custody models can make qualifying statements.

For qualifying statements related to traceability and chain of custody, the text must clearly refer to the chain of custody model certified. Qualifying text in products, off-product materials, traceability certificates and documentation using ProTerra's Seals must be placed next to the ProTerra Seal and the location and text must be approved by the ProTerra Foundation.

**IMPORTANT:** The ProTerra Foundation may request Certification Bodies (CBs) to perform additional audits of this documentation or other forms of verification as part of the Chain of Custody requirements.

### 3.3.3 Qualifying Statements

While statements may be customised and submitted for approval, once the ProTerra Foundation has approved the statement, it must not be altered in any way without resubmitting it for approval. ProTerra **suggests** the use of the following general qualifying statements:



**ProTerra Foundation Logo and ProTerra Network Member Logo:** As a member of the ProTerra Network, [we/Organisation Name] work to promote more sustainable practices in food and feed supply chains, conversion away from GMOs and from deforestation, while having full respect for workers and communities' dignity.

**ProTerra Certified Seal:** [Name of product] has been produced in accordance with [full name of the specific ProTerra Standard].


#### General aspects

The organisation making claims associated with certification should provide access to further information (e.g., on its website) related to the scope of certification, validity of certification and the ProTerra Principles and key requirements covered. Information should be presented easily and straightforwardly. Please note that claims associated with ProTerra made by an organisation **must** be made in line with the legal permissions for claims in the country where the product is being commercialised.


### 3.4. ProTerra Standard Interpretation Logos

Image	Who uses it	Where to use it	How to use it
 	<p>LOGO/SEAL</p> <p>Economic actors along the food and feed supply chain who are members of the ProTerra Network and have a valid independent certification to the ProTerra Standard and apply the Interpretation(s) at farm level for certification or verification (in the case of sampling) audits.</p>	<p>On marketing material as defined in this document.</p>	<p>Used alone or accompanied by a pre-approved qualifying statement.</p>
<p><b>IMPORTANT:</b></p> <p>Since the interpretations may apply a reduced set of indicators compared to the ProTerra Standard, all certificates and communication related to the certification must clearly refer to the ProTerra Standard Interpretation applied, and in the case of the Smallholder Interpretation, the associated level (entry, intermediate or advanced) shall also be indicated. This ensures transparent communication with stakeholders.</p> <p>Other qualifying expressions can be used with the ProTerra Standard Interpretation logos, upon approval by the ProTerra Foundation.</p>			

### 3.5. ProTerra MRV Standard Logo

Image	Who uses it	Where to use it	How to use it
	LOGO/SEAL Economic actors along the food and feed value chain who are members of the ProTerra Network and have a valid independent verification to the ProTerra MRV Standard.	On product marketing material as defined in this document.	Used alone or accompanied by a pre-approved qualifying statement.
<b>IMPORTANT:</b> Other qualifying expressions can be used with the ProTerra MRV Standard Logo, upon approval by the ProTerra Foundation.			

### 3.6. The ProTerra MRV Standard Verified Seal

Image	Who uses it	Where to use it	How to use it
	LOGO/SEAL Economic actors along the food and feed supply chain who are members of the ProTerra Network and have a valid MRV Verification to the ProTerra MRV Standard.	On verification documents, verified products, and on product marketing as defined in this document and in the ProTerra MRV Standard.	Used alone or accompanied by a pre-approved qualifying statement.
<b>IMPORTANT:</b> Other qualifying expressions can be used with the ProTerra MRV Standard Verified Seal, upon approval by The ProTerra Foundation.			

The economic operators that have been verified under the ProTerra MRV Standard are committed to establishing an economically and environmentally sustainable, and socially responsible supply chain.

The commitment involves:

- Promote a raw material supply chain that is free from illegal and /or legal deforestation, and land-use change or conversion.
- Respect the rights of workers, indigenous peoples, and local communities.
- Ensure that sourcing is fully compliant with national and local environmental laws and regulations, as well as applicable international laws.
- Take affirmative actions to mitigate identified potential risks associated with commodities and products or demonstrate that the risk is negligible.
- Assess risks by identifying the factual circumstances of their activities and business relationships and evaluate these facts against the environmental impacts, social impacts, and applicable national and international laws and standards.

### 3.6.1. Use of the ProTerra MRV Standard Logo and MRV Standard Verified Seal

Businesses that source products covered by a valid independent verification may use the ProTerra MRV Standard Logo and Seal to promote these products.


- The ProTerra MRV Standard Logo and Seal may be used on marketing and public information materials that promote verified products.
- The ProTerra MRV Standard Logo and Seal may be used on off-product materials, including product-related websites, social media, advertisements, press releases, posters, and other promotional items. All off-product materials must specifically and exclusively relate and refer to verified products.

For **media publications** and other non-marketing uses of the ProTerra MRV Standard Logo and 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. The use of the ProTerra MRV Standard Logo and Seal must follow these guidelines and be notified to the ProTerra Foundation before publication.

**Corporate Materials:** On corporate materials, the ProTerra MRV Standard Logo and 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.

**IMPORTANT:** The ProTerra Foundation may request Certification Bodies (CBs) to perform additional audits of this documentation or other forms of verification as part of the requirements.

### 3.7. ProTerra Module Logos

Image	Who uses it	Where to use it	How to use it
	LOGO/SEAL Economic actors along the food and feed supply chain who are members of the ProTerra Network and have a valid independent certification to the ProTerra Standard or the MRV Standard and apply the Module(s) at farm level in addition to the certification or verification audits.	On marketing material as defined in this document.	Used alone or accompanied by a pre-approved qualifying statement.
<p><b>IMPORTANT:</b>            Since the modules may cover additional indicators compared to the ProTerra and MRV Standards, all certificates and communication related to the ProTerra certification and MRV verification must clearly refer to the ProTerra Module applied. This ensures transparent communication with stakeholders.</p> <p>Other qualifying expressions can be used with the ProTerra Module logos, upon approval by the ProTerra Foundation.</p>			

## 4. Trademark and intellectual property protection

The name ProTerra and the graphics used with the ProTerra logos and seals are registered trademarks of the ProTerra Foundation.

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

The ProTerra Trademarks are proprietary, single graphic units that must never be altered from their original form. The organisation name must be spelled out entirely in a text that refers to the ProTerra Foundation, never abbreviated. Besides the colour version, the use of a black/white or monochromatic version is accepted, subject to prior approval by the ProTerra Foundation.

The ProTerra Foundation reserves the right to withhold approval for the 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 Logos and Seals

The ProTerra Foundation greatly appreciates opportunities to work with businesses and organisations to promote practices and products that further its mission. Please contact the ProTerra

Foundation before using these Logos and/or Seals in any way. All use of the ProTerra Logos and Seals 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 Certified Seal and the ProTerra MRV Standard Logo and Seal.

### 5.1. Graphics Files

Once the necessary agreements have been signed and received, the ProTerra Foundation will provide the appropriate graphic files.

### 5.2. Placement

To ensure that the ProTerra Logos and Seals 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 it 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 maximise 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

The 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 the 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 do 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 Colours

The ProTerra Marks are available in colour, or in black and white for greyscale applications. Whenever possible, the marks should appear in the following colours (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 colours of the leaves.

Monochromatic display must be in black and white or in one of the colours 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 colours or patterns must not show through the ProTerra Marks.

The ProTerra Certified Seal is 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.

The MRV Standard Verified logo must be placed on a solid light background to ensure clarity. The word “Verified” appears directly below the logo, enclosed within a prominent green border. Adequate spacing should be maintained around both the logo and the “Verified” label to prevent visual clutter and ensure the logo remains clearly visible against colored or patterned backgrounds.

## 6. Force Majeure

Situations may arise that are genuinely outside of a business's control, and despite the business's best efforts to prevent these situations, products bearing the ProTerra Certified Seal or ProTerra MRV Standard Verified Seal may be temporarily unable to meet the requirements described above.

In such cases, the ProTerra Foundation may grant temporary authorisation for continued use of the seals after a full analysis of each individual situation and only if one of the following events has occurred at the farm level or supplier at origin, or at the factory or warehouse where the certified/verified 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 authorisation 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. The ProTerra Foundation reserves the right to disclose this information to its stakeholders.

If the disruption becomes permanent, the business must stop using the seal or find an alternative supplier and a recertification audit may be deemed necessary. Unless caused by one of the events listed above, changes in crop prices, quality, or supply shortages will not be deemed "force majeure" situations.

The ProTerra Foundation must immediately be informed about *force majeure* situations.

## 7. Use of Seals and Logos

### All Use Requires Approval

Unauthorised use of the ProTerra Foundation Logo, ProTerra Network Member Logo, ProTerra Certified Seals, ProTerra MRV Standard and ProTerra MRV Standard Verified Seals is strictly prohibited.

Except for media professionals, no one may copy, reproduce or otherwise use the marks under any circumstances without receiving prior written approval from the ProTerra Foundation. Webpages incorporating the Logos or Seals or referring 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 authorisation.

### 7.1. Approval Procedures

The ProTerra Foundation supports the promotion of **ProTerra- certified products and ProTerra MRV-verified products**. Any business or organisation wishing to use the ProTerra Logos or Seals or to market ProTerra-certified/verified products must apply to become a member of the ProTerra



Members' Network, sign the Membership Declaration, and ensure that all sourcing, manufacturing and traceability requirements have been met.

For certified/verified organisations, the usage of the Certification Seal or Verification Seal is only possible during the period of time of the validity of the ProTerra certification or verification statements or certificate issued by the certification body. Suspended certificates or declarations automatically result in suspended authorisation to make claims.

The ProTerra Certification Procedure applies and is fully part of the application for the usage of the Logo and Seals.

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

- 1) Apply to become a member of the ProTerra Members' Network with the ProTerra Membership application form.
- 2) Sign and return the Membership declaration to [info@proterrafoundation.org](mailto:info@proterrafoundation.org).

Confirmation by ProTerra Foundation is expected within a maximum of 10 business days from the receipt of the full documentation/information mentioned above.

ProTerra Certified Seal and ProTerra MRV Standard Verified Seal artworks files will be made available to registered businesses in different formats based on the outcome of the approval by the ProTerra Foundation. If approved, the organisation may proceed with the use of Logos and Seals, ensuring that all of the requirements of these Guidelines are met and observing the validity of its certification or verification as applicable. If rejected, adjustments can be made and resubmitted to the ProTerra Foundation for re-evaluation.

Approval of cases not described above will be considered and decided on a case-by-case basis. It is finally noted that compliance with ProTerra Guidelines on the usage of Logos and Seals is part of the certification/verification audits, with a specific ProTerra indicator associated with it.

## 7.2 Withdrawal and Suspension

If misused claims are identified, they will be investigated by the ProTerra Foundation or the approved certification body to understand the extent, origin, reason and the necessary steps to rectify this situation.

If rectification cannot be implemented in a short time frame (1 month), the ProTerra Foundation may suspend (or withdraw, depending on the situation), the authorisation for the use of Logos and Seals. ProTerra will actively communicate with the organisation to strive to find a solution for the issues identified. In all cases, the ProTerra Foundation will communicate in written form to affected stakeholders the issues identified, corrective actions taken and eventual suspensions or withdrawals.

The length of suspension/withdrawal will depend on the nature and extent of the misuse identified and will be decided on a case-by-case basis.

Violation of the terms of authorisation and unauthorised use may result in legal action being taken by the ProTerra Foundation.

### 7.3 Monitoring Use of Claims

ProTerra Foundation will strive to identify where there are major risks of misuse of claims. This will be done by periodic informal risk analysis based on existing results and temporary facts. The perceived risks will be regularly discussed with the Board of Directors of the ProTerra Foundation and may lead to a revision of this document.

Monitoring of the claims made will include:

- The certification and verification process itself (the assurance process is the main monitoring approach used by ProTerra when monitoring claims). Compliance with the ProTerra Guidelines on the Use of Logos and Seals is part of the audits.

All organisations that are members of the ProTerra Network are listed on the ProTerra Foundation website.

Complaints related to claims should be communicated by email to [info@proterrafoundation.org](mailto:info@proterrafoundation.org). These will be managed according to the ProTerra Fraud and Conflict of Interest Prevention Policy. Suggestions and feedback are welcome and can also be sent to [info@proterrafoundation.org](mailto:info@proterrafoundation.org).

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

These Guidelines will be reviewed at least every 5 years, taking into account feedback received.