



SRP

SRP Brand Manual & Claim Guidelines

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General Information

About This Document

The credibility and good name of SRP and users of its trademarks depend upon upholding the SRP brand value, which is based on the effectiveness of its programs, tools and communications.

This Brand Manual and Claim Guidelines document sets out principles and policies to uphold brand value and provides branding guidance for consistent use of the SRP Organizational Logo, SRP-Verified Label, SRP Verification Claims, and Corporate Value Statements, including technical specifications, and various usage situations and illustrations of correct usage.

All users of these logos are expected to follow this guidance, which will ensure a clear, simple, coherent, and positive image of the SRP across all communication channels.

For clarifications and questions on any of the topics in this manual and guidelines document, please contact the SRP Secretariat at info@sustainable.ice.org.

The SRP Name, Organizational Logo and SRP-Verified Label

The SRP name, Organizational Logo and SRP-Verified Label are registered trademarks of SRP. SRP retains all rights to control and use these trademarks, except for any specific permissions or rights granted to others as mentioned below of an agreement or contract and in this document.

SRP only grants the respective producer, producer group or supply chain partner ("Licensee") the non-transferable and non-sublicensable right to use the SRP Claims and/or SRP Logo and/or Label in accordance with the relevant terms and provisions of the SRP Assurance Scheme.

The rights granted to the Licensee are:

1. subject to (i) verification of the Licensee's compliance under the provisions of the SRP Assurance Scheme (including Chain of Custody requirements) and (ii) Licensee's SRP membership.
2. strictly limited to third-party verification, the specific form of usage is defined in the SRP Verification Claims and Corporate Value Statements.

SRP is entitled to revoke the rights granted at any time in written form if the Licensee's use of the granted rights (i) violates legal requirements or rights of third-parties or (ii) is likely to have a negative impact on the reputation of SRP or the SRP Claims and/or Logos/Labels.

The Licensee is responsible for ensuring that Licensee's use of the SRP Claims, Logo or Label does not violate applicable laws and/or further applicable regulations. SRP assumes no responsibility in this respect.

2. SRP Organizational Logo

About the SRP Organizational Logo

The current SRP Organizational Logo was approved by the SRP Board in May 2020, replacing the original version used since April 2014. The graphic identity aims to uphold SRP's brand value and recognition and ensure consistent application across all our programs, tools and communication materials.



2. SRP Organizational Logo

Logo Use Policy

Who can use the SRP Organizational Logo?

The SRP Organizational Logo is primarily for the use of the organization and its members.

SRP members are encouraged to seek advice from the Secretariat for specific uses other than those listed in this document.

In what ways can the SRP Organizational Logo be used?

Fair use of the SRP Organizational Logo by full SRP members is permitted and encouraged in appropriate non-commercial settings to raise awareness and visibility of SRP and its activities among stakeholders.

The following uses are generally permitted:

- To identify your company or organization as an SRP member. It may be used on websites, reports, brochures and corporate materials
- In technical and media articles, or in training and educational materials directly related to, or developed in collaboration with SRP
- In documents and/or other materials reviewed by SRP, that were designed to support use of the SRP Standard, Performance Indicators or SRP initiatives
- In connection with resource mobilization with/for SRP or SRP-related activities and
- In connection with conferences and other events related to SRP

Its use in scientific and non-marketing literature is also acceptable, provided that the reference is fair, accurate, complete and truthful and does not indicate a claim or imply unauthorized endorsement of any product or service.

In what ways can the SRP Organizational Logo NOT be used?

The SRP Organizational Logo may NOT be used in any of the following ways:

- In any manner that, at the sole discretion of SRP, may risk discrediting or tarnishing the SRP's reputation and good name
- In any way that is false or misleading
- In any way that violates the rights of others
- In any way that violates any law, regulations, or other public policy
- In any way that misrepresents the relationship between SRP and the user, including but not limited to any use of the logo that might be reasonably misconstrued as an endorsement, approval, sponsorship or verification by SRP of the user, the user's business or organization, or the user's products or services; and
- On-pack to support or demonstrate sustainability claims.

What are the responsibilities of members and third-party organizations in using the SRP Organizational Logo?

General uses as described here are permitted and do not require members to request specific permission from the SRP Secretariat.

Third party organizations collaborating with SRP and/or with any of its members to promote their event and/or describe their activities should first obtain written permission from the SRP Secretariat before using the SRP Organizational Logo in any way.

Members take responsibility for the use of the SRP Organizational Logo. By using the logo in any form or context, the user indemnifies the SRP from any legal liability in relation to any consequences or damages ensuing, howsoever caused.

2. SRP Organizational Logo

Logo Variants, Size and Clear Space

Primary (Full Color)

The SRP Organizational Logo should always be used against a white background. If any other background colors are used for unavoidable reasons, then enough contrast between the logo and background should be maintained to achieve clear visibility and legibility.



Alternatives (Black and White)

The SRP Organizational Logo can appear in black/white only in exceptional cases (e.g. when printing a whole document in grayscale or if the color scheme of a specific campaign dictates such use). If the logo appears in white, enough contrast should be maintained.



Minimum Size - 12mm / 45 pixels

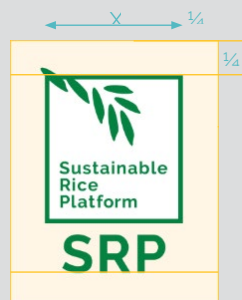
Measured across from the left edge of the logo frame to the right edge.



Clear Space

To protect the logo, we recommend a minimum clearance area based on the width of the frame.

The logos should never be positioned closer than this to another logo or edge.



2. SRP Organizational Logo

Logo Usage Do's & Don'ts

Logo Usage

- Always use approved artwork files of the logo.

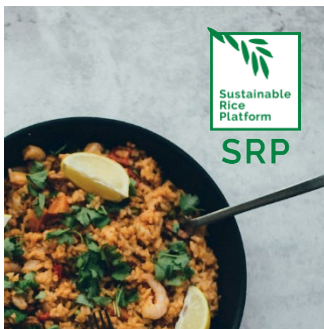
Logo Usage Don'ts

- Don't modify the logo artwork files in any way
- Don't stretch or squeeze the logo
- Don't distort the logo
- Don't change the logo's orientation
- Don't add outlines to the logo
- Don't change the logo colors
- Don't alter the logo's font
- Don't add shadow or glow effects to the logo
- Don't place logo on a busy background
- Don't delete elements of the logo
- Don't create your own version of the logo
- Don't use the logo on-pack to support or demonstrate sustainability claims

Photo Background

If you need to position the logo against an image, care should be taken to ensure visibility, contrast and legibility.

Correct Usage Examples



Incorrect Usage Examples

If you can't clearly see the logo against the background, then an alternative image should be found.



3. SRP-Verified Label

About the SRP-Verified Label

The SRP-Verified Label represents the integrity of claims to sustainable best practices according to the SRP Standard, as verified through the SRP Assurance Scheme. The SRP-Verified Label symbolizes a seal of approval, illustrated through the interpretation of a rice plant as a check mark.



3. SRP-Verified Label

Label Use Policy

Who can use the SRP-Verified Label?

Only eligible participants in the SRP Assurance Scheme under third-party verification are authorized to use the SRP-Verified Label.

In what ways can the SRP-Verified Label be used?

The SRP-Verified Label can be used for on-pack communication. Off-pack communication is only allowed to promote an SRP-Verified product.

On-Pack Use

The SRP-Verified Label is used for on-pack communications, such as:

- Retail rice packs; and
- Bulk rice sacks or boxes.

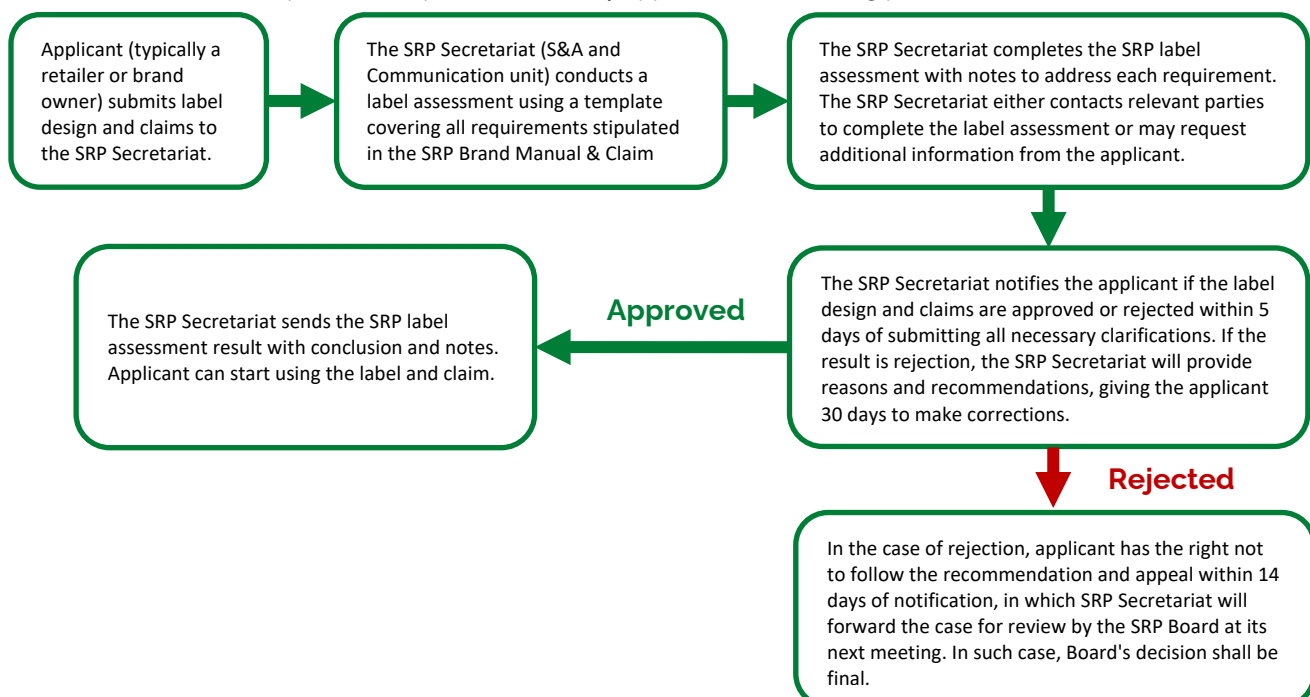
Use of the SRP-Verified Label on-pack must be supported with a Verification Claim as outlined in Section 4 "SRP Verification Claims".

Off-Pack Use

The SRP-Verified Label can be used off-pack on marketing materials that promote an SRP-Verified product, e.g. product flyers, product page in online-shops, etc. In this case an image of the SRP-Verified product (e.g. rice pack or rice box) needs to be part the marketing collateral.

For on-pack and off-pack use: Proposed label layouts and claim language must be approved by SRP before publishing or printing. Please send proposed label layouts and claims for approval to info@sustainablerice.org. Submissions are treated in strict confidence by the SRP Secretariat and materials are not externally shared.

In order to facilitate an impartial, transparent and timely approval, the following process has been defined:



3. SRP-Verified Label

In what ways can the SRP-Verified Label NOT be used?

Members and participating organizations who did not qualify for third-party verification are not authorized to use the SRP-Verified Label in any communications media.

The SRP-Verified Label cannot be used for Mass Balance products.

Don't display the SRP-Verified Label on websites, reports or other materials to identify your company or organization as an SRP member or identify collaboration with SRP. For such use, please refer to the SRP Organizational Logo use policy.

	3rd Party Verification (Mass Balance)	3rd Party Verification (Product Segregation)	3rd Party Verification (Identity Preservation)
On-pack SRP-Verified Label	Not permitted	Allowed	

3. SRP-Verified Label

Label Variants, Size and Clear Space

Full Color

The SRP-Verified Label is only available in full color as shown here. When used against different background colors, enough contrast between the logo and background should be maintained to achieve clear visibility and legibility.



In ensuring good contrast, a white border may be added to protect the visibility and legibility of the SRP-Verified Label.



Minimum Size - 12mm / 45 pixels

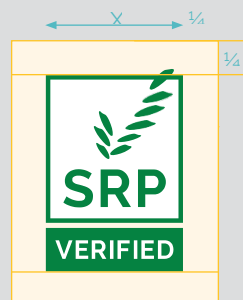
Measured across from the left edge of the label frame to the right edge.



Clear Space

To protect the label, we recommend a minimum clearance area based on the width of the frame.

The logos should never be positioned closer than this to another label, logo or edge.



3. SRP-Verified Label

Label Usage Do's & Don'ts

Label Usage

- Always use approved artwork files of the label.
- When used against different background colors, enough contrast between the logo and background should be maintained to achieve clear visibility and legibility.

Label Usage Don'ts

- Don't modify the label artwork files in any way
- Don't stretch or squeeze the label
- Don't distort the label
- Don't change the label's orientation
- Don't add outlines to the label
- Don't change the label colors
- Don't alter the label's font
- Don't add shadow or glow effects to the label
- Don't place label on a busy background
- Don't delete elements of the label
- Don't create your own version of the label

Correct Usage Examples



- On-pack use (rice pack or rice sack)
- Image of rice pack bearing the SRP-Verified Label on a marketing brochure, website, etc.

4. SRP Verification Claims and Corporate Value Statements

SRP Verification Claims

(For SRP Assurance Scheme participants)

In order to be able to make a claim relating to SRP the producer or producer group needs to comply fully with the relevant provisions set out in the SRP Assurance Scheme and this SRP Brand Manual & Claims Guidelines document.

Except for on-pack use of the SRP-Verified Label and off pack Verification Claims, all permitted communications (Logos and Claims) require full SRP membership of the producer, producer group or supply chain partner.

Participants using SRP third-party verification are permitted to use the SRP-Verified Label as explained below.

On-pack SRP Verification Claims

ON-PACK Communications	On-pack communications are only permitted for products that comply with third-party verification following the guidelines below. Please note: On-pack communications in combination with other logos and/or claims (in particular logos/claims representing sustainable rice production standards and resource use efficiency and climate change resilience in rice systems) are not permitted insofar as there is a risk that the other logos/claims may be attributed to SRP and/or the SRP Claims and/or Logos.		
	3rd Party Verification		
	Mass Balance	Product Segregation	Identity Preservation
Verification Claim	<p>Option 1</p> <p>Long: "We partner with the Sustainable Rice Platform to independently verify sustainable rice farming methods to protect nature and help small farmers. For more information, visit www.sustainablerice.org"</p> <p>Medium: "We partner with the Sustainable Rice Platform to ensure our rice complies with the SRP Standard for Sustainable Rice. Learn more at www.sustainablerice.org"</p> <p>Short: "[Company name] supports sustainable rice farming; Learn more at www.sustainablerice.org"</p>	<p>Option 1</p> <p>Long: "Our rice is grown in compliance with the SRP Standard for Sustainable Rice Cultivation, to protect nature and help small farmers. Learn more at www.sustainablerice.org"</p> <p>Short: "Our rice is grown in compliance with the SRP Standard for Sustainable Rice Cultivation. Learn more at www.sustainablerice.org"</p>	<p>Option 1</p> <p>Long: "Our rice is grown in compliance with the SRP Standard for Sustainable Rice Cultivation to protect nature and help small farmers. Scan the QR code to learn more about the farm of origin, or visit www.sustainablerice.org"</p> <p>Short: "Our rice is grown under the SRP Standard for Sustainable Rice Cultivation. Scan the QR code to learn more about the farm of origin, or visit www.sustainablerice.org"</p>
	<p>Option 2</p> <p>Long: "On average, X% of content sourced for this product is verified under the Sustainable Rice Standard. Learn more at www.sustainablerice.org"</p> <p>Medium: "From farm to table, we support sustainable rice farming methods advocated by the Sustainable Rice Platform. Learn more at www.sustainablerice.org"</p> <p>Short: "We support sustainable rice farming; www.sustainablerice.org"</p>	<p>Option 2</p> <p>Long: "Our SRP-Verified rice is grown and verified according to the Sustainable Rice Platform Standard for Sustainable Rice Cultivation, to protect nature and help rice farmers. Learn more at www.sustainablerice.org"</p> <p>Short: "Our SRP- Verified rice is grown in compliance with the SRP Standard for Sustainable Rice Cultivation; visit www.sustainablerice.org"</p>	<p>Option 2</p> <p>Long: "Our SRP-Verified rice is grown sustainably in partnership with the Sustainable Rice Platform to protect nature and empower small farmers. Scan the QR code to learn more about the farm of origin, or visit www.sustainablerice.org"</p> <p>Short: "Our SRP-Verified rice complies with the Sustainable Rice Platform Standard. Scan the QR code to learn more about the farm of origin, or visit www.sustainablerice.org"</p>
	-	-	<p>Option 3</p> <p>"This rice was grown sustainably at [name of farm] in [country of origin]. Scan the QR code to learn more, or visit www.sustainablerice.org"</p>

4. SRP Verification Claims and Corporate Value Statements

Off-pack SRP Verification Claims

OFF-PACK Communications	<p>Off-pack communications via website, social media or print materials are allowed following the guidelines below.</p> <p>The use of below Verification Claims requires compliance with the respective requirements under third-party verification as set forth in this document, with no requirement for full SRP membership.</p> <p>Please note: Off-pack communications in combination with other labels, logos and/or claims (in particular labels/logos/claims representing sustainable rice production standards and resource use efficiency and climate change resilience in rice systems) are not permitted insofar as there is a risk that the other labels/logos/claims may be attributed to SRP and/or the SRP Claims and/or Logos.</p>		
	3rd Party Verification Mass Balance	3rd Party Verification Product Segregation	3rd Party Verification Identity Preservation
Verification Claim	<p>The permitted 'verification claims' are also permitted for off-pack use in connection with a specific brand/sub-brand, provided all rice of the respective brand/ sub-brand is produced in compliance with third-party verification (Mass Balance).</p>	<p>The permitted 'verification claims' are also permitted for off-pack use in connection with a specific brand/sub-brand, provided all rice of the respective brand/ sub-brand is produced in compliance with third-party verification. (Product segregation).</p>	<p>The permitted 'verification claims' are also permitted for off-pack use in connection with a specific brand/sub-brand, provided all rice of the respective brand/ sub-brand is produced in compliance with third-party verification. (Identity preservation).</p>

Corporate Value Statements

(SRP Members only)

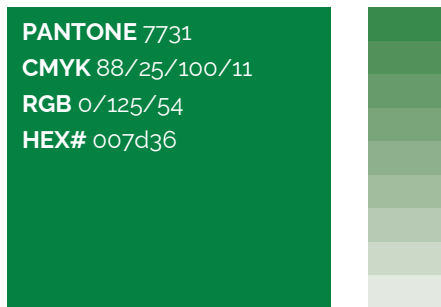
OFF-PACK Communications	<p>Off-pack communications via website, social media or print materials are allowed following the guidelines below.</p> <p>The Corporate Value Statements require full SRP membership and apply to all SRP members regardless of their participation in the SRP Assurance Scheme.</p>
Corporate Value Statements	<ul style="list-style-type: none"> • "We are a proud member of the Sustainable Rice Platform, a global alliance dedicated to helping rice farmers and protecting the environment: www.sustainablerice.org" • "[Company name] is an active member of the Sustainable Rice Platform – a global alliance working to promote eco-friendly rice farming, empower small farmers and reduce the environmental footprint of rice. Learn more at www.sustainablerice.org" • "Working with the Sustainable Rice Platform, [Company name] helps small farmers grow rice sustainably and increase their resilience to climate change. Learn more at www.sustainablerice.org"

5. Technical / printing specifications

Brand Colors

Primary Color

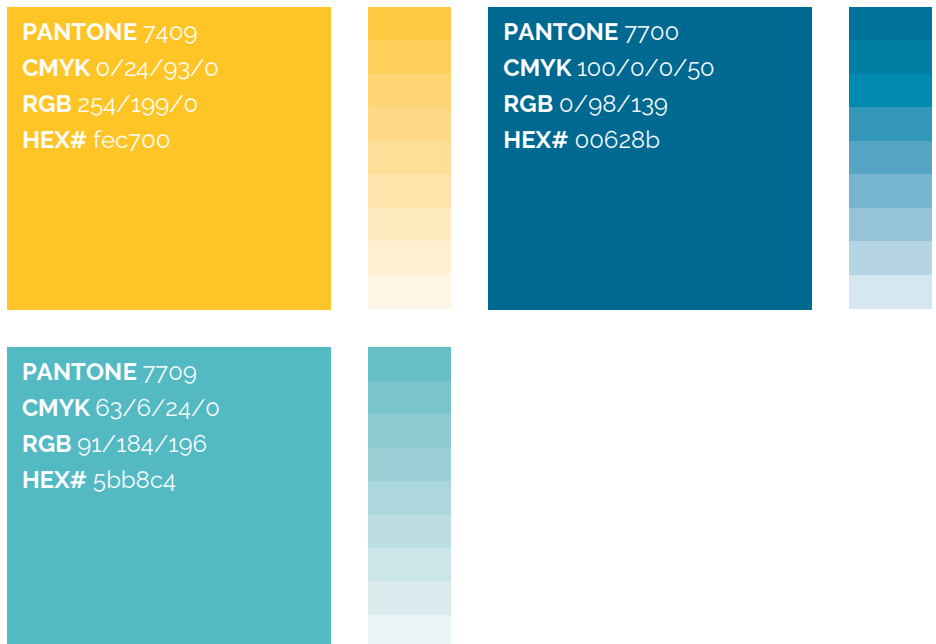
The updated SRP green reflects a contemporary look while maintaining the core brand color, for which SRP is widely known.



Secondary Colors

If you are working on a piece of SRP brand communication, these additional colors can be utilized to support your work.

Using the recommended colors will ensure cohesion across the SRP brand.



5. Technical / printing specifications

SRP Font

Raleway

The typeface family "Raleway" has been selected for the SRP Organizational and Verified logos. It is an elegant sans-serif and open-source typeface family originally designed by Matt McInerney.

This typeface renders well in print, online, digital and mobile products.

Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Other weights and italic versions are available which gives flexibility if needed across communications.

You can download the Raleway font free of charge at:

<https://fonts.google.com/specimen/Raleway?query=raleway>.

6. Contact Information

Contact Information

Secretariat

Email: info@sustainablerice.org

Website: www.sustainablerice.org

November 2023

Ref: NO-011123-ED-EN-054

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