

**RAINFOREST
ALLIANCE
SEAL
GRAPHIC GUIDELINES**

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WELCOME TO THE NEW RAINFOREST ALLIANCE SEAL

These guidelines help you to show the world that you are committed to offering products produced by farmers, foresters, and/or companies working together to create a world where people and nature thrive in harmony. Our seal is a symbol for continuous progress, and a marker of our alliance of brands and businesses that never stop getting better. Those that are committed to driving economic development, building resilient communities and protecting our environment. So we've created this guide to make sure we all use the seal in a consistent, credible way. This guide defines what our seal means and shows you how it can be used on your products. Also, we know the brands that make our Alliance are at different stages of the journey on certification. So, if you're not quite there yet, or you're way ahead, this guide will describe how you can show your customers that you are part of an alliance for people and nature. Click [here](#) for more information on our seal.



OUR SEAL IS A SYMBOL OF CHANGE

This newly designed seal is part of our new brand identity, following the merger between the Rainforest Alliance and UTZ in 2018.

We are building an alliance to create a better future for people and nature by making responsible business the new normal. We work at the crossroads of business, agriculture and forests. By bringing diverse allies together we are making deep-rooted change on some of our most pressing social and environmental issues.

Our alliance is all about changing the way the world produces, sources and consumes. Together with farmers and forest communities, companies and consumers, we can create the positive change we all want to see.

WHAT THE NEW RAINFOREST ALLIANCE SEAL STANDS FOR



A fresh, modernized seal with a sleeker, more dynamic frog on product packaging will show consumers what we stand for and that they can be part of our Alliance by making better choices more easily.

It shows consumers that farmers, foresters and companies are taking steps to make their products more sustainable, creating a better future for people and nature.

The Rainforest Alliance seal is a bold mark of change. It's a symbol for hope, action and progress. A way for brands to tell the story about the good that goes into their products.

It represents a vision of a sustainability pathway

based on continuous improvement, transparency and shared responsibility between farmers, foresters and companies to reach our mission. Because only together can we restore the harmony between people and nature and create a world where we thrive together.

This seal can act as a bridge to connect you – the brands in our alliance working to create change – with those who want to support it. It has been brought to life with a new energy so that we can easily speak to the people looking for better products.

We've created this guide to make sure we all use the seal in a consistent, credible way to ensure it becomes a recognized symbol of our movement for good. This guide defines what our seal means and shows you how it can be used on your products.

USING THE SEAL

What is the seal?

The Rainforest Alliance seal is a bold mark of change. It's a symbol for hope, action and progress. A way for brands to tell the story about the good that goes into their products.

It shows consumers that farmer, foresters and companies are taking steps to make their products more sustainable, creating a better future for people and nature.

Non-frog seal

In a few selected markets, where frogs are culturally unacceptable for use on products, we offer a version of our certification seal that does not include a frog. Please see appendix for the non-frog seal.

Forest Allies seal

For our Forest Allies members we offer a differentiated Forest Allies Seal. Please see appendix for more details on using this version of the seal. Forest Allies members may not use the Rainforest Alliance seal.

Contact customersuccess@ra.org with questions. Text statements must also be submitted to the Rainforest Alliance for prior written approval.

Official Rainforest Alliance Seal



Who can use our seal?

It can be used by :

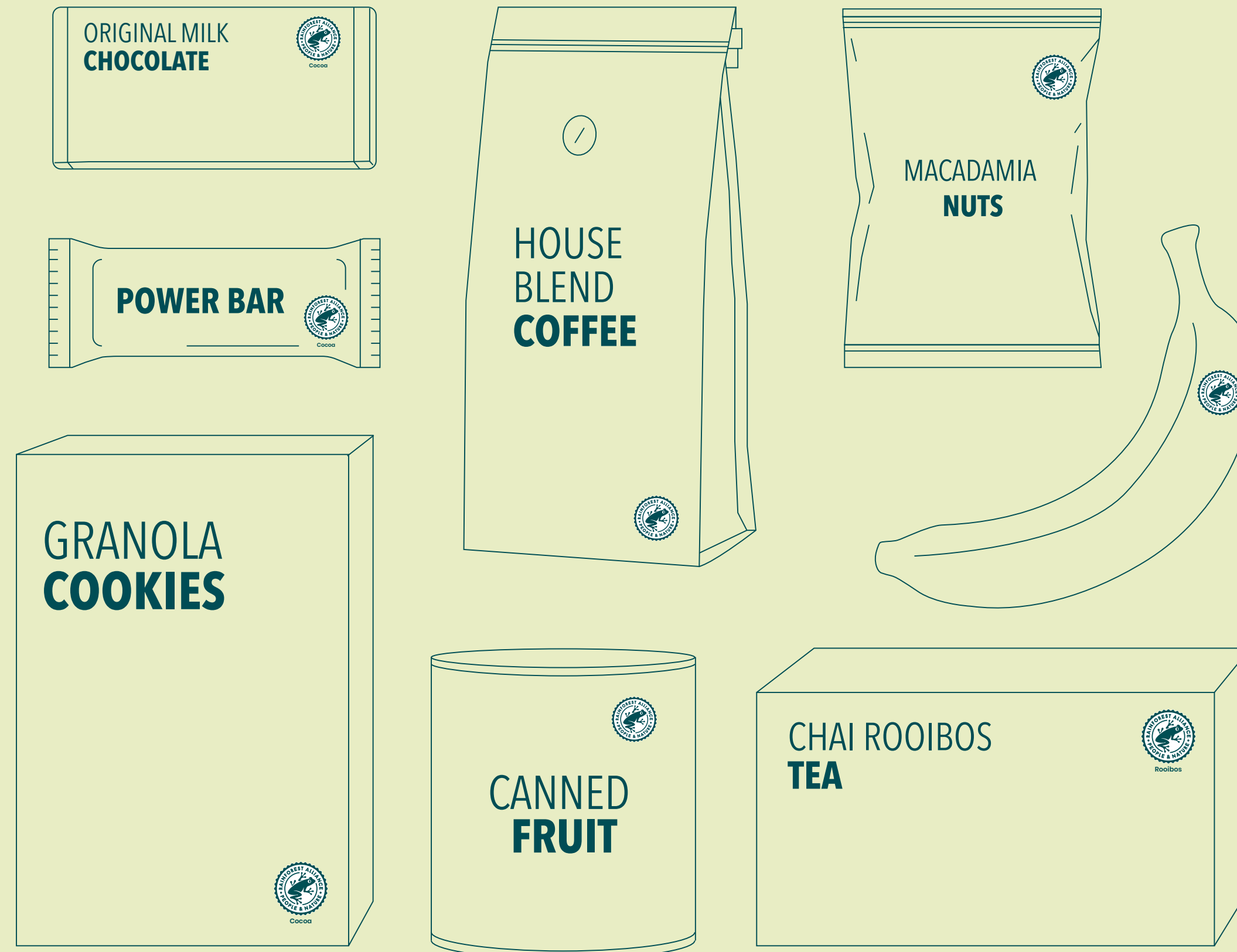
- Farm enterprises that meet the Rainforest Alliance Sustainable Agriculture Standard.
- Businesses that sell products from these certified farms (with a signed License Agreement (2020 Version)).
- Businesses that are part of our Forest Allies Initiative (see appendix for guidelines on seal usage).

Where can the seal be used?

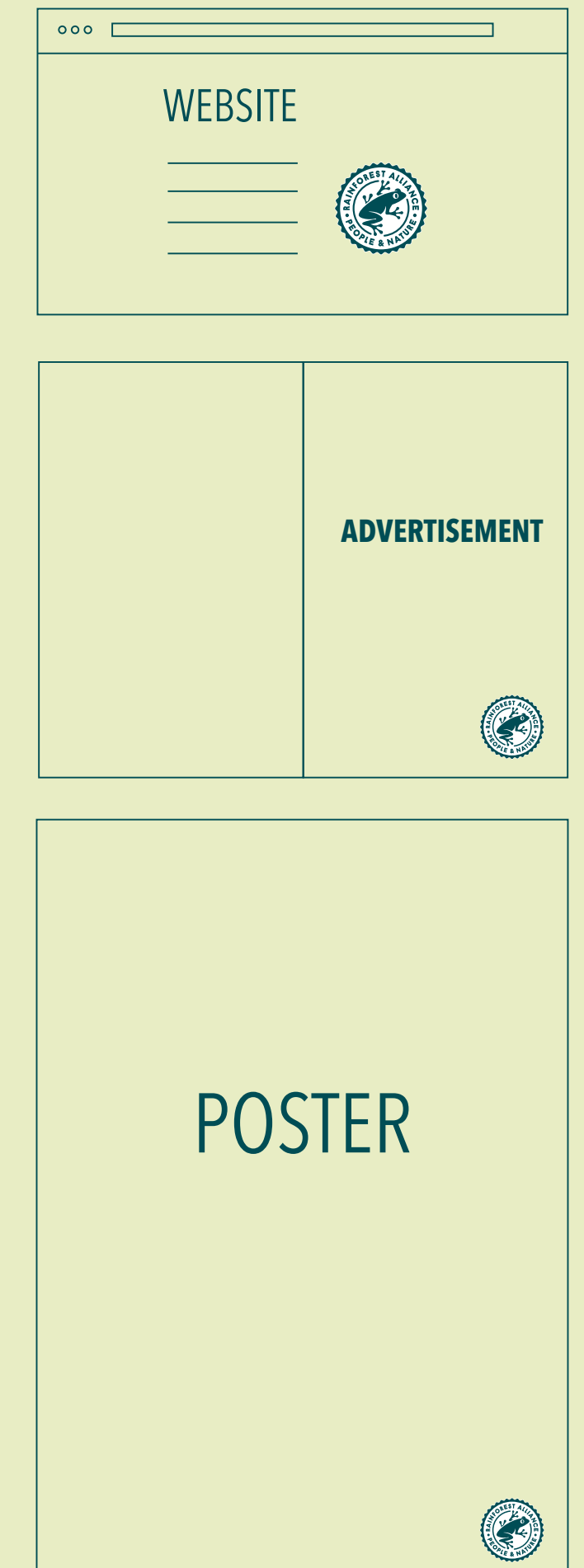
You can use the seal on:

- Rainforest Alliance Certified products.
- Marketing materials related to products carrying the seal.
 - On these materials, the seal should always be accompanied by a reference to our website ra.org for more info, or to ra.org/seal when there's a possibility to hyperlink.
 - With regard to video materials, the URL can be included on the place where the video is hosted (e.g. youtube video description, website, email newsletter, etc)
- Corporate communications about sourcing Rainforest Alliance Certified crops.

Examples of seal on products



Examples of seals on marketing materials



Color breakdown

The Rainforest Alliance seal is available in our primary color pairing of green with or without white. The secondary pairing is black with or without white. The seal should appear in Pantone 3165 green or the equivalent CMYK or RGB values on the right.

The green or black single-color versions may be used when the seal is printed over light colored materials or backgrounds.

In special cases only, (where other text and graphics are being printed in white over a darker background) the Rainforest Alliance seal reverse white version may be used. As the reverse white version is not an inverse version of the green or black single-color, please make sure the right design file is used.

In specific cases where using one of our brand colors is technically not feasible, companies can apply for an exception. In these cases, only colors close, or similar to, our primary green and black brand colors, and part of the brand's color palette, may be considered. Only in the case of monochrome packaging, can the seal be printed in the color used on pack.

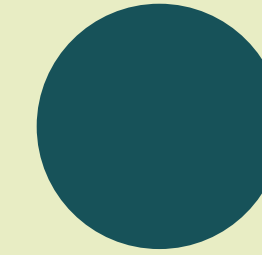
Green and white version



Green, single color version



Color breakdown



RGB 23 82 89
 CMYK 93 60 50 40
 Pantone 3165
 Hex #175259

Reverse white version



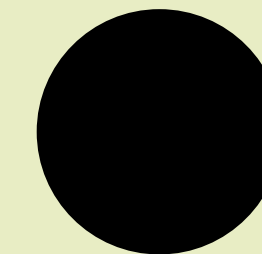
Black and white version



Black, single color version

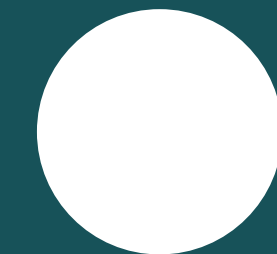


Color breakdown



RGB 0 0 0
 CMYK 0 0 0 100
 Pantone Process Black
 Hex #000000

Color breakdown



RGB 255 255 255
 CMYK 0 0 0 0
 Hex #FFFFFF

Placement

To ensure that the Rainforest Alliance seal is never compromised, the seal should stand alone so that it does not compete with existing text, graphics or images, including other certification marks.

The seal should never be displayed in a position or size 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 Rainforest Alliance.

The seal should be placed prominently in order to maximize visibility and recognition.

The Rainforest Alliance seal must never be printed across a fold line or wrap around a corner.

Exclusion zone

To ensure the highest visual impact of the Rainforest Alliance seal, a minimum clear area must be maintained. Clear space around the seal should be equal to the height of 3 times 'R' of Rainforest Alliance (this results in a circle 1.41 times the size of the seal), as seen on the diagram shown.

No other competing elements should appear in this space, such as other logos or text.

The Rainforest Alliance Seal may be placed on top of background photography and/or pattern, using the two colour-version with white fill.

Languages

We do not offer translations of the seal in any language other than English.

Exclusion Zone
(equal to 1.41 x the size of the seal)



Minimum size

The Rainforest Alliance seal should never be used below the minimum size of 13mm.

Please see page 12 of this guide for further sizing guidance.

Minimum size 13mm
(Not to scale)



Minimum size

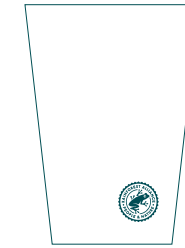
If you're using the seal on large marketing materials such as banners or displays, the size of the seal must be increased proportionately to the size of the material to ensure highest visibility.

On packaging and marketing materials with more than one Rainforest Alliance seal in the layout, the initial or most prominent Rainforest Alliance seal must adhere to the sizing guidelines.

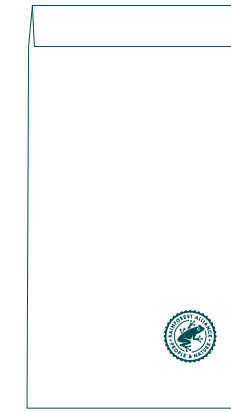
Reduced sizing may be approved for secondary (additional) seals in the design, or for very small products or materials where the recommended sizes will not fit.

For very small products or materials where the seal cannot be reproduced legibly, or in cases where the business or brand prefers not to use a Rainforest Alliance seal, a text statement may be used instead, such as 'Coffee from Rainforest Alliance Certified farms.'

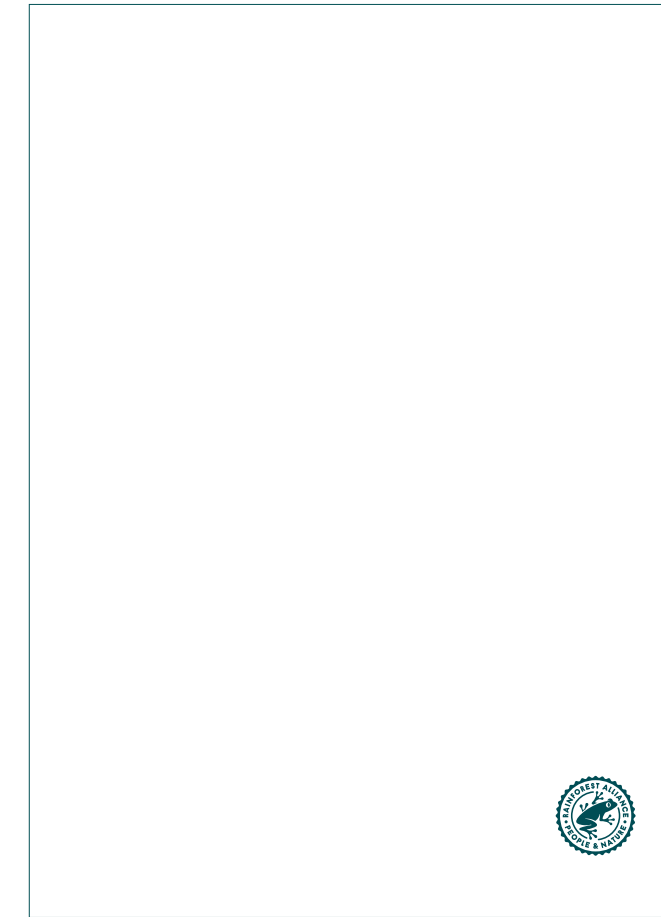
Sizing guidance



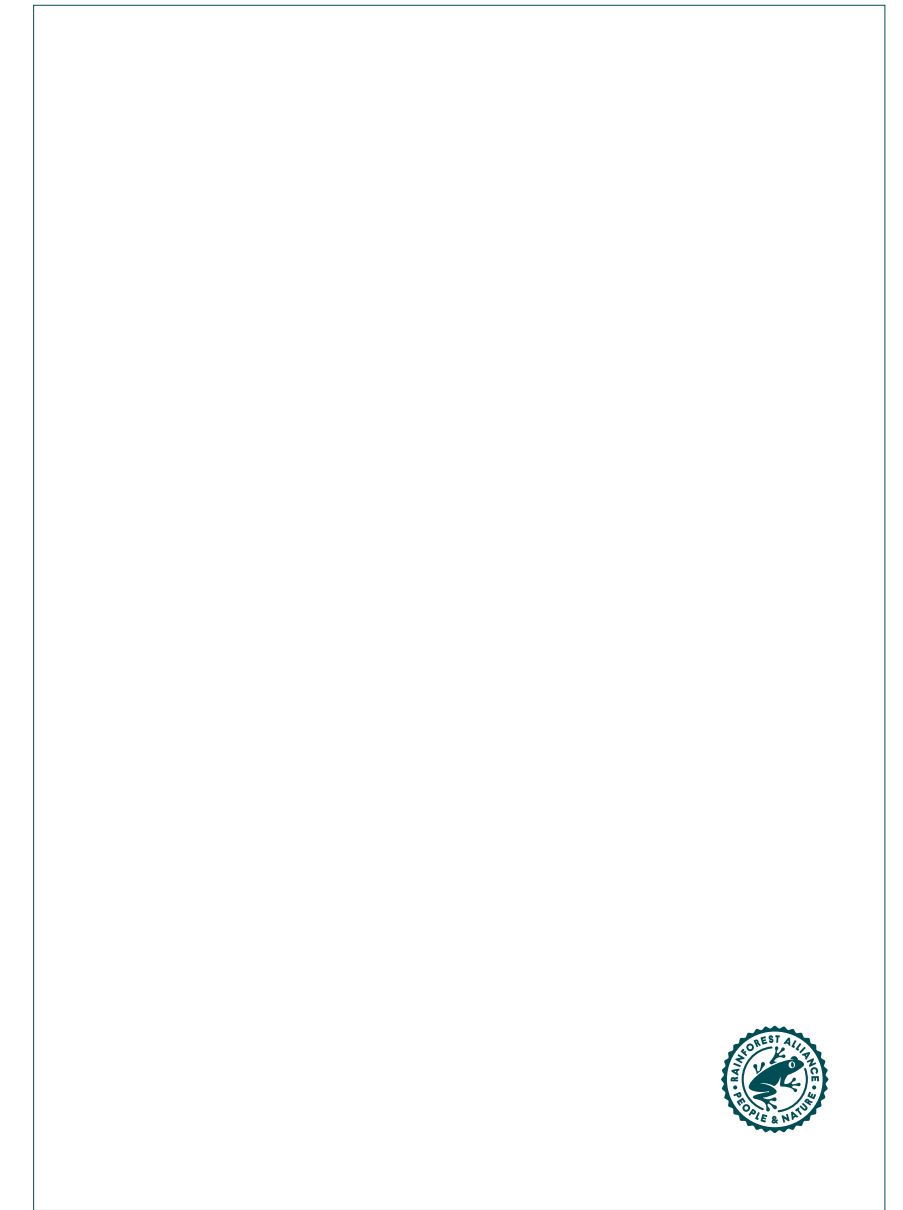
25.6-63.5mm
(1.01-2.5 inch)
e.g. coffee cup
Minimum size 13mm



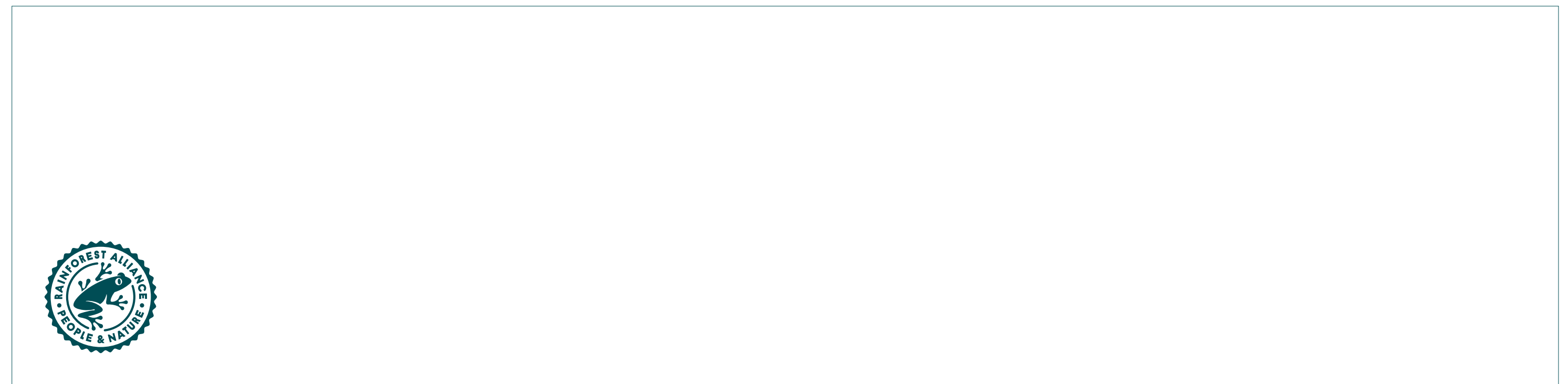
64-255mm
(2.51-10 inch)
e.g. 1lb coffee bag
Minimum size 25mm



260-455mm
(10.1-18 inch)
e.g. print ad
Minimum size 38mm



400-600mm
(19-24 inch)
e.g. poster
Minimum size 50mm



Over 24 inch (over 60cm) e.g banner
Minimum size 100mm

How to use the seal on different backgrounds

The visuals on this page show the correct and incorrect use of the Rainforest Alliance seal on example backgrounds.

1. The seal correctly placed on a solid colour background.
2. The seal correctly placed on a variegated colour background.
3. Seal in black and white for printing on black and white materials.
4. The reversed white seal may only be used where other text and graphics are also being printed in white over a darker background.
5. Seal in single colour green on appropriate light background.
6. Seal in single colour black on appropriate light background.

How not to use the seal

Please do not:

1. Change the colour of the seals without explicit approval from Rainforest Alliance.
2. Alter the design or content in anyway.
3. Pull graphic elements, such as the frog, out of the seal.
4. Decrease the size below 13mm wide.
5. Inverse one of the dark seal designs into the Reverse white seal, as the design is slightly different.
6. Add a panel around the Rainforest Alliance seal and/or product labeling in such a way that it seems part of the seal design.
7. Tilt the seal or distort it from the original ratio of dimensions.

Examples of correct use of the seal



1

2



3

4



5

6

Examples of incorrect use of the seal



1

2

3



4

5

6



7

Product labelling

Many uses of the Rainforest Alliance seal require a qualifying word or statement to improve consumer understanding and increase awareness of the benefits of Rainforest Alliance’s work.

Product labelling requirements are determined by two main factors:

- a) Whether a product is made of a single, or multiple ingredients.
- b) The percentage of certified content used in manufacturing.

This is a brief guide to how product labelling should be applied.

Please refer to the full *‘Rainforest Alliance Labelling & Trademarks Policy – Use And Approval Of The Rainforest Alliance Marks’* for more detailed guidance on product labelling requirements, eligibility and the permissions process.

The certified crop name below the seal must appear in Poppins SemiBold font (in Title case), centre aligned beneath the seal. The crop name text should appear in a single color that matches the color(s) of the seal and should be clearly legible. The seal artwork with the crop name included is available for download in Marketplace. Please be advised that the seal artwork with the certified crop name included is limited to only a specific selection of crops.

The Poppins SemiBold font can be found and downloaded for free at: <https://fonts.google.com/specimen/Poppins>

(See appendix for typefaces to use for product labelling in languages that use non-latin alphabets, such as Arabic, Russian, and Greek.)

One certified ingredient



Cocoa

Multiple certified ingredients



Cocoa & Vanilla

One certified ingredient volume



60% Certified Hibiscus

Combined certified ingredients volume



65% Certified Herbs & Spices

Typographic sizing & proportions



Cocoa & Vanilla

Ingredient font size examples



RA seal diameter: 26mm
Ingredient information: 9pt



RA seal diameter: 20mm
Ingredient information: 8pt

Extended ingredient or claim information



60% Certified Palm Oil

With 60% certified palm oil now, we’re working towards buying all our palm oil from Rainforest Alliance Certified™ farms in 2025.

SHARING YOUR IMPACT

Brands going above and beyond certification

Rainforest Alliance certification isn't a tick-box exercise or a one-size-fits-all program. For brands that are going above and beyond our minimum standard certification requirements, you can share your progress and impact with claims.

View our tools to help you market your products with our seal at <https://www.rainforest-alliance.org/business/marketing-sustainability/new-seal>, or contact us at marketing@ra.org to join us on this journey.



APPENDIX

Non-latin typefaces for product labelling

Use the listed typefaces for product labelling in languages that use **non-latin alphabets**, such as Arabic, Cyrillic, and Greek.

They can be found for free at:

Arabic:

https://fonts.google.com/specimen/Cairo?subset=arabic&preview.size=24&preview.text_type=alphabet

Chinese:

<https://fonts.adobe.com/fonts/source-han-sans-traditional-chinese>

Cyrillic & Greek:

<https://fonts.google.com/specimen/Roboto?subset=cyrillic#standard-styles>

Japanese

<https://fonts.adobe.com/fonts/source-han-sans-japanese>

Korean

<https://fonts.adobe.com/fonts/source-han-sans-korean>

Arabic: Cairo Semi-bold

ء ي و ه ن م ل ك ق ف غ ع ظ ط ض ص ش س ز ر ذ ذ خ ح ج ث ت ب أ

Chinese: Source Han Sans CN Medium

這句話後來演變成「飲水思源」這個成語，意為喝水的時候想一想流水的源頭，比喻不忘本。

Cyrillic: Roboto Medium

АБВГДЕЁЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ
абвгдеёжзийклмнопрстуфхцчшщъыьэюя

Greek: Roboto Medium

ΑΒΓΔΕΖΗΘΙΚΛΜΝΞΟΠΡΣΤΥΦΧΨΩ
αβγδεζηθικλμνξοπρστυφχψω

Japanese: Source Han Sans JP Medium

新しい時代のこころを映すタイプフェイスデザイン

Korean: Source Han Sans KR Medium

동해 물과 백두산이 마르고 닳도록 하느님이 보우하사 우리나라 만세

Non-frog seal

In a few select markets, where frogs are culturally unacceptable for use on products, we offer a version of our certification seal that does not include a frog. The requirements for use are identical to those for the regular version of the seal.

Requests for the use of this version need to be submitted for approval and need to be based on local consumer evidence.

The non-frog seal is not available for use in the following markets:

- North, Central & South America
- Europe including Russia and Turkey
- Japan
- China
- Australia & New Zealand

Non-frog seal



Forest Allies Members

To use the Forest Allies seal on a product, the applicable Forest Stewardship Council® (FSC) trademark(s) must also be present and FSC labeling requirements must be met. Examples of on-product use include lumber, furniture, non-timber forest products, paper, fiber and tissue products. Please refer to the full 'Rainforest Alliance Labelling & Trademarks Policy – Use And Approval Of The Rainforest Alliance Marks' for more detailed guidance on product labelling requirements, eligibility and the permissions process.

The graphic requirements are:

- The FSC label must be present in order to use the Forest Allies seal on-product
- The seal shall not disadvantage the FSC label in any way
- The seal shall not imply there is a formal relationship between the FSC certification and Forest Allies membership.
- Reference to the Rainforest Alliance website is required, we prefer, "[Company name] is a member of Forest Allies. Find out more at ra.org."
- The same graphic guidelines apply to the Forest Allies seal as described for the Rainforest Alliance seal on page 13.

For promotional use the seal can be used alone - however, the promotion needs to promote Forest Allies and not a specific product or brand.

Forest Allies seal

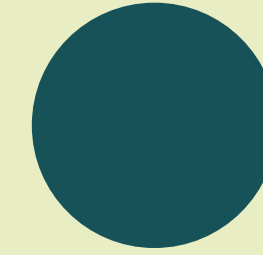
Green and white version



Green, single color version



Color breakdown



RGB 23 82 89
CMYK 93 60 50 40
Pantone 3165
Hex #175259

Reverse white version



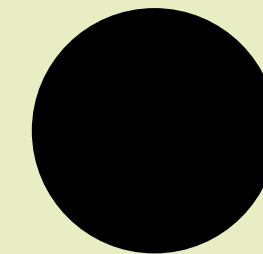
Black and white version



Black, single color version

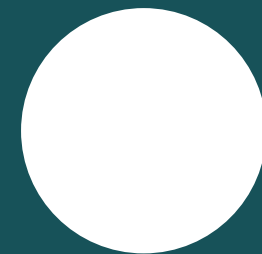


Color breakdown



RGB 0 0 0
CMYK 0 0 0 100
Pantone Process Black
Hex #000000

Color breakdown



RGB 255 255 255
CMYK 0 0 0 0
Hex #FFFFFF

