

**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 Rainforest Alliance Certified products. 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.

Official Rainforest Alliance Seal



What is the seal and who is it for?

The seal can be used by brands that have joined our alliance to create a world where people and nature can thrive in harmony.

It can be used by :

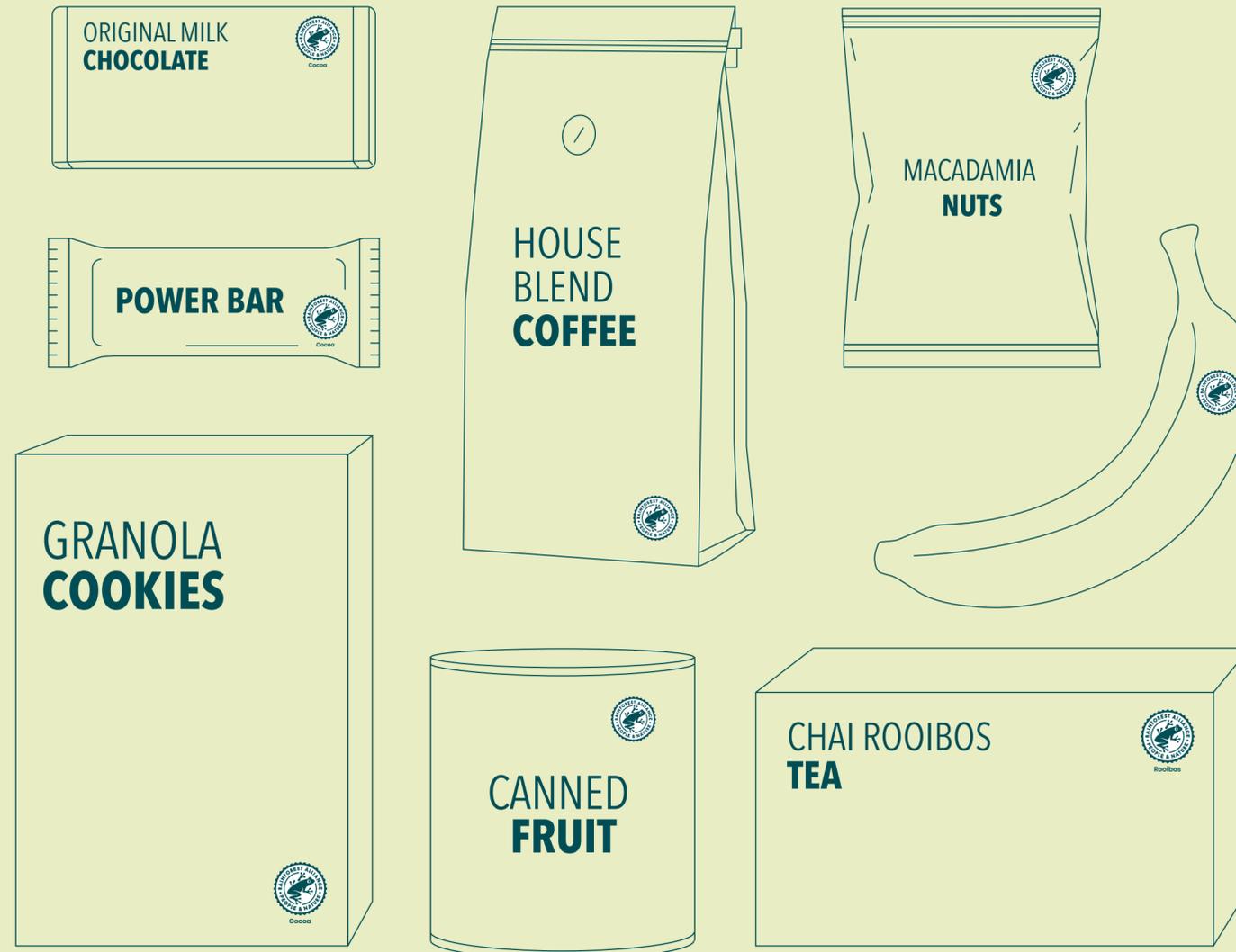
- Farm enterprises that meet the Rainforest Alliance Sustainable Agriculture Standard.
- Businesses that sell products from these certified farms (with a signed written agreement).
- Businesses that are part of our Forest Allies Program.

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.
- Forest Allies Partners should apply the seal in tandem with the FSC label. Specific guidelines on sizing and placement can be found in the appendix

Examples of seal on products



Examples of seals on marketing materials



Colour breakdown

The Rainforest Alliance seal is available in our primary colour 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-colour versions may be used when the seal is printed over light coloured materials or backgrounds. Note: Specific approval from the Rainforest Alliance to use this version of the seal is required.

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.

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

Green and white version



Green, single colour version



Colour breakdown



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

Reverse white version



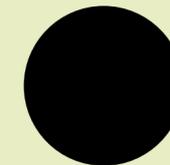
Black and white version



Black, single colour version



Colour breakdown



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

Colour 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 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 appear on the same face of any packaging and should 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, 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.



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.'

Contact trademarks@ra.org for guidelines. Text statements must also be submitted to the Rainforest Alliance for prior written approval.

Sizing guidance



How to use the seal on different backgrounds

The following visual examples show correct use of the Rainforest Alliance seal.

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. Note: Specific approval from the Rainforest Alliance to use this version of the seal is required.
5. Seal in single colour green on appropriate light background. Note: Specific approval from the Rainforest Alliance to use this version of the seal is required.
6. Seal in single colour black on appropriate light background. Note: Specific approval from the Rainforest Alliance to use this version of the seal is required.

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. Use the previous Rainforest Alliance Certified seal
6. Distort the seals from the original ratio of dimensions.

Examples of correct use of the seal



1

2



3

4



5

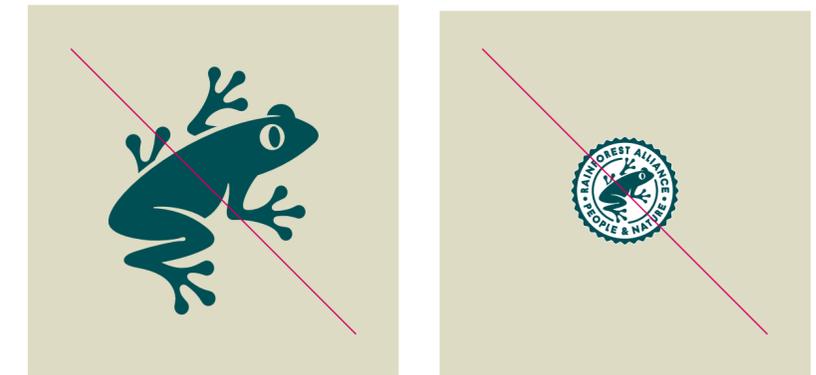
6

Examples of incorrect use of the seal



1

2



3

4



5

6

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 typeface used for product labelling is Poppins SemiBold. The information is written in title case, is centre aligned beneath the seal and should match the colour of the seal as shown.

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.)

If the ingredient volume is part of a longer claim statement then it can be positioned to the side of the Rainforest Alliance seal as shown far right.

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



Cocoa & Vanilla

RA seal diameter: 26mm
Ingredient information: 9pt



Cocoa & Vanilla

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.

Note: Specific approval from the Rainforest Alliance is required.



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 د 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 Partners

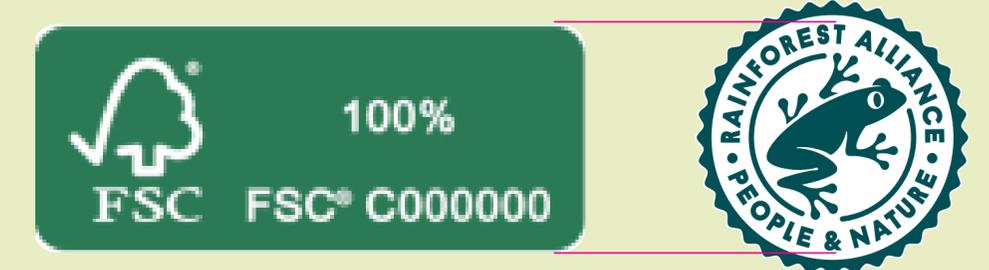
On products certified to FSC standards, the Rainforest Alliance Certified seal should be placed prominently on the front of the product packaging or label, along with the FSC label. Examples of on-product use include lumber, furniture, non-timber forest products, paper, fiber and tissue products. The Rainforest Alliance Certified seal should be scaled proportionally to the FSC label. When the FSC label contains multiple languages and increases in height, the size of the seal should also be increased.

On-Product Labeling

For FSC portrait trademarks, the RAC seal is no taller than the height of the FSC portrait label or portrait mini label.



For FSC landscape trademarks, the text within the RAC seal is no taller than the height of the FSC landscape label or landscape mini label.



Off-Product

Promotional Use RAC seal is no taller than the height of the FSC panel (minus the promotional statement)



