Sustainable
Rice
Platform

SRP

SRP Brand Manual 2020

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1.

About This Document

The credibility and good name of both SRP and users of its trademarks depend on upholding the SRP brand value, which is based on effective programmes, tools and communications.

This Brand Manual sets out principles and policies to uphold brand value, and provides branding guidance for use of the SRP Organizational and SRP Verified logos, including technical specifications, and including 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, please contact the SRP Secretariat at secretariat@sustainablerice.org

2. SRP Organizational Logo

About the Organizational Logo

The new SRP Organizational Logo was approved by the SRP Executive Board in May 2020, replacing the original version used since April 2014. The new graphic identity aims to uphold SRP's brand value and recognition, and ensure consistent application across all of our programmes, 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. Use of the SRP Organizational Logo in relation to the SRP Assurance Scheme is covered in the SRP Communications and Claims Guide.

SRP members are encouraged to seek advice from the Secretariat for specific uses other than those listed in the SRP Brand Manual and the SRP Communications and Claims Guide.

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 the SRP and its activities among stakeholders.

The following uses are generally permitted:
- On Member's website, reports and corporate materials to support its membership in the SRP;
- 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;
- Is false or misleading;
- Violates the rights of others;
- 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

Full Colour

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

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 colour scheme of a specific campaign dictates such use). If the logo appears in white, enough contrast should be maintained.

Modified Version

Under special circumstances and only after all options have been exhausted, the SRP Secretariat may at its discretion use this modified version. The exclusive right to use the modified version rests with the Secretariat for corporate communications.

3. SRP Verified Logo

About the SRP Verified Logo

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

3. SRP Verified Logo

Logo Use Policy

Who can use the SRP Verified Logo?

Only eligible participants in the SRP Assurance Level 3 are authorized to use the SRP Verified Logo. Requirements, endorsed usage and restrictions are outlined in the SRP Communications and Claims Guide.

In what ways can the SRP Verified Logo be used?

The SRP Verified Logo is used for on-pack communications, such as:
• Retail rice packs; and
• Bulk rice sacks or boxes.

Use of the SRP Verified Logo on-pack must be supported with a Verification Claim as specified in the SRP Communications and Claims Guide.

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

Members and participating organizations who did not qualify for Level 3 Assurance are not authorized to use the SRP Verified Logo in any communications media.

In addition, the SRP Verified Logo is intended for on-pack use only. Therefore a stand-alone off-pack use for marketing (i.e. website, brochure, etc.) is not allowed. However, use of the SRP Verified Logo as part of a rice pack image on any marketing collateral (i.e. brochure, promotional video, etc.) is permitted.

3. SRP Verified Logo

# Logo Variants

Full Colour

The SRP Verified Logo is only available in full colour as shown here. When used against different background colours, 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 logo
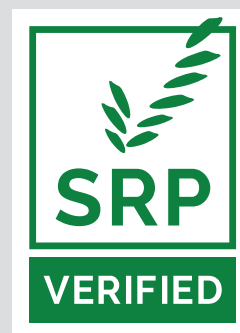
Allowed Use:

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

Not Allowed:
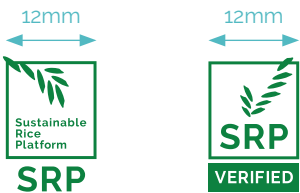
- On other materials other than on-pack; or on-pack image

4. General Guidance

Minimum Size and Clear Space

Minimum Size -
12mm / 45 pixels

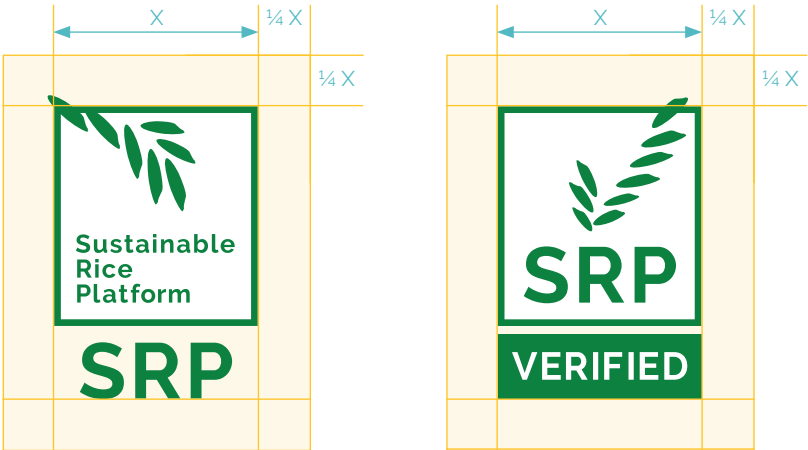Measured across from the left edge of the logo frame to the right edge.

This minimum size applies to both the Organizational and Verified logos.

Clear Space

To protect the logos 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.

4. General Guidance

Correct and Incorrect Usage

Correct Usage Examples

Incorrect Usage Examples

SRP Organizational Logo

SRP Verified Logo

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

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

- Always use approved artwork files of the logo
- Never modify the logo artwork files in any way
- Do not:
  Stretch
  Distort
  Add outlines
  Change colours
  Alter the font
  Add shadows
  Delete elements
  Create your own version

4. General Guidance

Brand Colours

Primary Colour

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

PANTONE 7731
CMYK 88/25/100/11
RGB 0/125/54
HEX# 007d36

Secondary Colours

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

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

PANTONE 7409
CMYK 0/24/93/0
RGB 254/199/0
HEX# fec700

PANTONE 7700
CMYK 100/0/0/50
RGB 0/98/139
HEX# 00628b

PANTONE 7709
CMYK 63/6/24/0
RGB 91/184/196
HEX# 5bb8c4

4. General Guidance

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
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Regular
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

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

5.

Contact Information

Secretariat

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Website: www.sustainablerice.org