

Sustainable Rice Platform (SRP) Publication Policy

v 17 January 2019

1. Introduction

- 1.1. The purpose of this policy is to provide guidance on the fair and correct use of the Sustainable Rice Platform (SRP) name and logo.
- 1.2. All materials with commercial value produced by members and partners bearing the SRP name and/or logo must be reviewed and cleared by the Secretariat prior to publication, reproduction, or electronic dissemination.
- 1.3. The Sustainable Rice Platform shall not be held liable in the event of any dispute arising from use of non-approved materials by any member, or damages resulting from contractual obligations based on such non-approved materials.

2. Scope

- 2.1. This policy applies to the following types of materials:
 - 2.1.1. **Online:** Website/page, video, email newsletter
 - 2.1.2. **Press:** Joint press release, joint press confence, joint news/web stories
 - 2.1.3. **Print:** Brochure, business card, stationery, literature
 - 2.1.4. **Publication:** Books or book chapters, guideline, report, policy briefs, standard, protocol
 - 2.1.5. **Public relations:** Conference, events, sponsorships
 - 2.1.6. **Training:** *Third-party training modules, presentations, report, etc.*
- 2.2. This policy also applies to official publications and organizational/corporate materials not specified herein, so long as SRP name or logo is used.

3. Logo

- 3.1. The Sustainable Rice Platform logo represents the credibility of programmes, tools and communication materials developed by the Sustainable Rice Platform.
- 3.2. The logo was launched on 26 April 2014, replaced the use of both IRRI and UN Environment logos on SRP publications and materials. This unified graphic identity strengthens the organization's name and image via a distinctive mark applied consistently throughout all of our programmes, tools and communication materials.

3.3. Trademark protection of the logo was granted by the Intellectual Property Office of the Philippines in 17 December 2017. The ® sign has been added to the original mark to signify SRP's ownership and exclusive rights to use the logo/trademark.



PMS 356C | RGB: 0 122 51 | CMYK: 91 4 100 25 | HEX: 007A33

- 3.4. The policy describes the logo and defines general classes of acceptable and prohibited use. It does not attempt to define every imaginable use of the logo, but provides a clear guideline for reasonable fair use.
- 3.4.1. The logo colour, proportion and typeface shall all be retained, and the logo shall not be altered or decorated in any way.
 - 3.4.2. The logo specification is as follows: Pantone Matching System (PMS) colour 356.
 - 3.4.3. The logo appears best against a clean background color, not an image. However, if there is an occasion to use the logo against an image, caution must be taken to ensure visibility, contrast and legibility.
 - 3.4.4. Only full SRP members may use the logo. Observers, dialogue partners and external consultants, contractors and other third parties are generally not entitled to use the logo except within the context of specific SRP activities, in which case prior written consent must be obtained from the Secretariat.
 - 3.4.5. It is, however, acceptable for Members to grant permission to third parties, such as news organizations, to use the logo for promotional purposes.
- 3.5. The Interim Board shall have final authority over use of logo by any member, including authorization, suspension or prohibition of use, investigation of allegations of improper use, and in the case of continued breach of this Policy, impositions of sanctions at the sole discretion of the Interim Board. The Interim Board's decision shall be final.
- 3.6. The Sustainable Rice Platform may at its discretion modify this policy at any time, providing a minimum 30 days' notice via the Sustainable Rice Platform website and email notification to all members.

3.7. The logo is available for download at the Members' Area of the Sustainable Rice Platform website, in high and low resolution formats.

4. In what ways can the logo be used?

4.1. Fair use of the SRP logo is permitted and encouraged to broaden awareness and visibility of the Sustainable Rice Platform and its activities. Its use in scientific and other non-marketing literature is also acceptable, so long as the reference is fair, accurate, complete and truthful and does not indicate or imply endorsement of any commercial product or service. The following typical uses are permitted:

- 4.1.1. On the Member's business cards, corporate brochure, stationery, literature, or website, including for online media, a functioning link to the SRP website;
- 4.1.2. In documents and/or other materials reviewed by the Secretariat, which were designed to support the use of the SRP Standard and Performance Indicators or other SRP activities;
- 4.1.3. In connection with joint grant proposals or other resource mobilization activities for the SRP or SRP-related activities in which the SRP has been informed and involved; and
- 4.1.4. In connection with conferences and other SRP-related events.

4.2. For Corporate Values Statements, please refer to Clause 5.

4.3. External entities collaborating with SRP who wish to use the SRP logo and name to promote their event and/or describe their activities should first obtain written approval from the Secretariat.

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

Note: This section was designed to provide appropriate use guidelines for members who wish to use and display the logo and associated communication messages for Corporate Value Statements, which align the organization's culture and practice with the SRP's broader goals and values.

Until the SRP Assurance Framework is officially launched and operationalized, 'Claims' as evidence of certification and verification under the Sustainable Rice Platform's Assurance Framework are not permitted. Amendments to this Publication Policy may be made to reflect the requirements of the SRP Assurance Framework.

5. Corporate Values Statements

5.1. Corporate value statements must not make any claims of compliance with, or certification/verification under the SRP Standard, whether explicit or implicit, unless and until such certification/verification has been granted in accordance with the provisions of the SRP Assurance Framework.

- 5.2. Members may use the logo and develop corporate values statements referencing SRP only following prior approval of the full text and context by the Secretariat, and on submission of a written undertaking by the Member to abide by this policy and, indemnify SRP from any liability arising from use or misuse of the SRP logo or accompanying text.
- 5.3. Such permission shall not be transferrable to Agents or other third parties without prior consent given by official resolution of the Secretariat.
- 5.4. Corporate value statements may be placed on corporate communication materials for a limited duration and must be phased out by 31 October 2019. Following this period, users are expected to migrate to the certification/verification scheme under the SRP Assurance Framework.
- 5.5. On-product use of the SRP logo is currently not permitted. The development of a logo for products verified according to the SRP Standard as well as a logo for those working towards the SRP Standard has been recommended as part of the SRP Retailer Engagement Strategy.
- 5.6. Once such permission has been given, any subsequent amendment or change of use must also be approved by the Secretariat.
- 5.7. The Secretariat reserves the right to withdraw such permission at any time, with 30 days' written notice, in the event of misuse, ambiguity or consumer misunderstanding, and the Sustainable Rice Platform and members of the Secretariat or Interim Board shall not be held liable for any resulting losses or damages incurred.
- 5.8. All information concerning use of the SRP logo and corporate value statements by its members shall be considered non-competitive and in the interests of transparency shall be disclosed by SRP as part of its periodic reporting to the Membership.

6. Prohibitions

- 6.1. Notwithstanding the foregoing, the logo may NOT be used in any of the following ways:
 - 6.1.1. in any manner that, in the sole discretion of the SRP discredits or tarnishes SRP's reputation and goodwill;
 - 6.1.2. is false or misleading;
 - 6.1.3. violates the rights of others;
 - 6.1.4. violates any law, regulations, or other public policy
 - 6.1.5. misrepresents the relationship between SRP and the user, including but not limited to any use of the logo that might be reasonably construed as an endorsement, approval, sponsorship, or certification by SRP of the user, the user's business or organization, or the user's products or services, or that might be reasonably construed as support or encouragement to purchase or utilize the user's products or services.

7. Violations

- 7.1. The Sustainable Rice Platform reserves the right to impose at its sole discretion appropriate sanctions against members found to violate the provisions contained in Publication Policy, including a written warning or, for a repeated offence, suspension or exclusion from SRP membership. The Sustainable Rice Platform's decision, by resolution of the Interim Board, shall be final.

8. Request and Approval Process

- 8.1. Members and partners who wish to seek approval from the Secretariat must submit the following to Secretariat@sustainablerice.org:
 - 8.1.1. Letter of request
 - 8.1.2. Completed request form (see Annex 1)
 - 8.1.3. Draft text and art work to be reviewed and approved

9. Questions?

Questions regarding this policy s should be directed to the SRP Secretariat at Secretariat@sustainablerice.org

17 January 2019

Annex 1. Request Form

Please provide requested information and supporting documents. Kindly send the completed form with attachments to Secretariat@sustainableice.org.

I. Organizational information

Organization			
Contact Person		Position	
Email Address		Contact Number	

II. Type of material

- ☐ **Online:** Website/page, video, email newsletter
- ☐ **Press:** Joint press release, joint press confence, joint news/web stories
- ☐ **Print:** Brochure, business card, stationery, literature
- ☐ **Publication:** Books or book chapters, guideline, report, policy briefs, standard, protocol
- ☐ **Public relations:** Conference, events, sponsorships
- ☐ **Others:** _____

III. Supporting documents

- ☐ Letter of request
- ☐ Draft copy or statement
- ☐ Accompanying artwork or mock-up of material for reproduction
- ☐ Others:

For internal use only

Date received by Secretariat		Date endorsed to Advisory Committee	
Secretariat comments		Advisory Committee comments	

Remarks:

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