

## **Publication Policy: Documents, Logo, On-pack claims**

### **1. Documentation**

- 1.1. All documents produced by Sustainable Rice Platform (SRP) members including guidelines, proposals, reports, policies, standards, protocols, webpages and other official publication not specified herein that carry the SRP logo are required to be internally reviewed and cleared by the Secretariat prior to publication or electronic dissemination.
- 1.2. The Sustainable Rice Platform shall not be held liable in the event of any dispute arising from use of non-approved documents by any member, or damages resulting from contractual obligations based on such non-approved documents.

### **2. Sustainable Rice Platform Logo**

- 2.1. The Sustainable Rice Platform logo represents the credibility of programmes, tools and communication materials developed by the Sustainable Rice Platform.
- 2.2. This policy was designed in order to provide appropriate use guidelines for members who wish to use and display the logo and associated communication messages for two broad categories of usage:
  - As evidence of certification under the Sustainable Rice Platform's assurance programme
  - As a corporate Core Value Statement.
- 2.3. The policy describes the logo in clear terms 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.
- 2.4. The Advisory Committee 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 imposition of sanctions in the case of continued breach of this Policy. The Advisory Committee's decision shall be final; appeals shall be dealt with via an arbitration process.
- 2.5. 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. About the Logo**

- 3.1. The SRP Logo was launched in 26 April 2014, and replaced use of the IRRI and UN Environment 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.

- 3.2. Trademark protection of the logo is being applied for by the International Rice Research Institute on behalf of the Sustainable Rice Platform.

#### 4. Technical details

- 4.1. The logo colour, proportion and typeface shall all be retained, and the logo shall not be altered or decorated in any way.



- 4.2. The logo specification is as follows: Pantone Matching System (PMS) colour 356.

- 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, extreme caution must be taken to ensure visibility, contrast and legibility.

**Important:**

*Never separate elements of the logo  
Never modify or recreate the logo  
Always use approved artwork files*

- 4.4. The logo must be placed on the upper right side of the page of official documents (e.g. reports, letters, etc.). For other creative materials, the logo may be placed in any section, with great consideration of visibility, contrast and legibility.

- 4.5. When used alongside UN Environment and IRRI logos, the SRP logo must be placed in the middle, as follows:



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

#### 5. Who can use the logo?

- 5.1. Only full SRP members may use the logo. Observers, dialogue partners and external consultants, contractors or 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, which must also inform the Advisory Committee.
- 5.2. It is, however, acceptable for Members to grant permission to third parties, such as news organizations, to use the logo for promotional purposes.

#### 6. In what ways can the logo be used?

- 6.1. Fair use of the SRP logo will be permitted and encouraged in appropriate settings to raise awareness and visibility of the Sustainable Rice Platform and its activities among all stakeholders including consumers. 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 unauthorized endorsement of any product. The following uses are permitted:
  - 6.1.1. On the Member's business cards, stationery, literature, or website;
  - 6.1.2. In scientific literature, media articles, training and/or other educational materials directly related to, or developed in collaboration with, the Sustainable Rice Platform;
  - 6.1.3. In documents and/or other materials reviewed by the SRP, which were designed to support the use of the SRP Standard and Performance Indicators or other SRP activities;
  - 6.1.4. In connection with resource mobilization for the SRP or SRP-related activities;
  - 6.1.5. In connection with conferences and other events related to SRP
- 6.2. On product packaging and commercial promotional media (note 7.2 regarding certification claims).
- 6.3. With the exception of commercial use on packaging or advertising media, Members are not required to obtain advance permission to use the SRP logo for the above uses.
- 6.4. External entities collaborating with SRP who wish to use the SRP logo to promote their event and/or describe their activities should first obtain written approval from the SRP Secretariat.
- 6.5. 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.

## **7. Corporate Values Statements**

- 7.1. Corporate values statements are defined as statements that align the organization's culture and practice with SRP's broader goals and values. They must be restricted in scope to reflect this

Example:

*"[Member X] is a member of/supports the Sustainable Rice Platform"*

*"[Member X] – driving sustainable rice production through the Sustainable Rice Platform"*

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

- 7.3. Members may produce the SRP logo and corporate values statements referencing SRP on advertising material and retail packaging only following prior approval of the full text and context by the Advisory Committee, and on submission of a written undertaking by the Member to abide by this Logo Usage Guideline and, indemnify SRP from any liability arising from use or misuse of the SRP logo or accompanying text.
- 7.4. Such permission shall not be transferrable to Agents or other third parties without prior consent given by official resolution of the Advisory Committee.
- 7.5. Once such permission has been given, any subsequent amendment or change of use must also be approved by the Advisory Committee.
- 7.6. The Advisory Committee 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 Advisory Committee shall not be held liable for any resulting losses or damages incurred.
- 7.7. 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.

## **8. Prohibitions**

- 8.1. Notwithstanding the foregoing, the logo may NOT be used in any of the following ways:
  - 8.1.1. in any manner that, in the sole discretion of the SRP discredits or tarnishes SRP's reputation and goodwill;
  - 8.1.2. is false or misleading (note 9.1 regarding certification claims);
  - 8.1.3. violates the rights of others;
  - 8.1.4. violates any law, regulations, or other public policy
  - 8.1.5. 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.

## **9. Violations**

- 9.1. The Sustainable Rice Platform reserves the right to impose at its sole discretion appropriate sanctions against members found to violate the provisions contained in these Guidelines, 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 Advisory Committee, shall be final.

## 10. Questions?

Questions regarding the Logo Usage Guidelines should be directed to the SRP Secretariat at [Secretariat@sustainablerice.org](mailto:Secretariat@sustainablerice.org)

20 April 2017