



# RSPO

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Roundtable on Sustainable Palm Oil

# RSPO Trademark Usage and Guidelines



## RSPO Trademark



On 1st June 2011, the RSPO has charted its new path endeavors to making sustainable palm oil the norm – with the official release of the much-expected RSPO Trademark program that aims to bridge the gap between the upstream and downstream palm oil production and distribution system to make it whole. It is undeniably a significant move bringing the RSPO Members closer to the consumers through the adoption of a globe-shape palm top label on the products – the RSPO Trademark.

The master logo consists of palm top label with “RSPO” at the bottom, is being registered in more than sixty countries worldwide, including all major palm oil markets. The RSPO will actively reach out to consumers and other stakeholders in important consumer markets such as Europe, India and China to support the further transition to sustainable palm oil and the trademark will play a central role in these efforts.

In other words, the RSPO Trademark signals the use of RSPO-certified Sustainable Palm Oil.

- ✓ Well-informed choice for consumers; and responsible consumer can now identify and differentiate products that are being sourced sustainably, from others.
- ✓ Seal of commitment on palm-derived product as more member companies can now act responsibly protecting the environment, social causes, and wildlife conservations.
- ✓ Booth demand on market uptake for RSPO certified palm products
- ✓ Producer and users of CSPO will benefit economically from the higher demand for CSPO/CSPKO

### Basic Requirements

There are four basic requirements to meet before a RSPO Member can start using Trademark:

1. RSPO Member
2. Supply Chain Certified
3. at least 95% of all palm-derived components in the product is RSPO-certified
4. Has been granted with RSPO Trademark License

## Approved Trademark Master Logos

RSPO has created three different versions of Trademark to maximize usability across varieties of applications. Illustrated below are different ways in which the RSPO Trademark can be used - Full colour, Black, and White. Please ensure that the logo's legibility is in no way compromised and that the different colours are all equally visible against the background. We suggest that when placing the logo over a coloured background you use the Black or White version. The full colour logo works best on a white background.



Note : Trademark master logos should always be reproduced from digital master artwork files. It should never be "recreated," altered, amended or distorted.

Licensed members (click [here](#) to apply) can now use the logo in Product-related Communication, including in packaging, labels, advertisements, flyers, brochures, posters, displays, newsletters, websites, emails, letters, offerings, invoices, (annual) reports, or media interviews.

For non-commercial use of logo by organizations that do not sell palm product containing goods, e.g. NGOs or industry organizations promoting certified sustainable palm products, news media, and anyone who intend to use the logo for educational purpose promoting RSPO and sustainable palm oil, please fill up the [Request Form for Written Approval](#) specifying the context surrounding the use of logo.

## Clearance Area

In order to promote ultimate visibility and impact, RSPO has designated minimum clear space around the logo to prevent the logo from being too 'cluttered' with other objects or graphics. It's quite simple – just make sure there is an area the same width as the "SP" of the logo, all the way around as illustrated below. The size of the clear space increases or decreases in proportionate with the size of logo used. Please allow more space whenever possible.

## Minimum Size

It's important that we have a minimum size for the logo to make sure that it is used within its optimum dimensions and to ensure its reproduction remains constant.

On printed materials, the word “CERTIFIED SUSTAINABLE PALM OIL” or the “Line” should measure at least 10mm (0.4 inches) across; while the License Number has to measure at least 7pt (2.4mm) in size.

The diagram illustrates the logo specifications in three parts:

- Clearance Area:** Shows the logo with a dashed rectangular border around it, indicating the required clear space.
- Minimum Size:** Shows the logo with a red horizontal line across the palm fronds, indicating a minimum width of 10mm.
- License Number:** Shows the license number 'RSPO-11060000' with arrows pointing to the 'RSPO' and the number, indicating the font must be Calibri and at least 7pt in size.

## Colours

The master logo is available in three different versions - COLOUR, BLACK, and WHITE. While Members are advised to use the colour version whenever possible, use of black or white version may be recommended depending on printing capacity and background colours of printing materials. However, members are not allowed to create or modify the logo, tag, statement, and colours in any way other than resizing the artworks provided by RSPO licensing body.

The image shows three versions of the RSPO logo:

- Color:** The full logo with green palm fronds and orange 'RSPO' text.
- Black:** The logo with black palm fronds and black 'RSPO' text.
- White:** The logo with white palm fronds and white 'RSPO' text on a black background.

|                  |                 |
|------------------|-----------------|
| Green            | Orange          |
| PMS 362          | PMS 151         |
| CMYK 76/0/100/12 | CMYK 0/42/100/0 |
| RGB 60/150/0     | RGB 238/127/0   |

## Background Colour Variation

Graphics below illustrate some of the good examples of logo use on **white / light-coloured background**.



The following are the examples of logo use on **black / dark-coloured background**.



## Trademark by Supply Chain Models

The RSPO has defined four supply chain systems to guide the trading of RSPO-certified sustainable palm products:

1. Identify Preserved (IP)
2. Segregated (SG)
3. Mass Balance (MB)
4. Book & Claim (B&C).

And, there are two different sets of logo packages specifically designed for members being certified in accordance to supply chain models:

- 1.) Identify Preserved (IP) and Segregated (SG) – “CERTIFIED” logo package
- 2.) Mass Balance (MB) – “MIXED” logo package



## Logo Packages

Supply Chain Certification model : **Identity Preserved / Segregation**

Tag : **“CERTIFIED”**

Statement : **“This product contains certified sustainable palm oil.”**

1. RSPO logo with palm tree icon, RSPO-0000000

2. RSPO logo with palm tree icon, RSPO-0000000

3. **CERTIFIED** RSPO-0000000

4. This product contains certified sustainable palm oil. www.rspo.info RSPO-0000000

5. **CERTIFIED** This product contains certified sustainable palm oil. www.rspo.info RSPO-0000000

6. **CERTIFIED SUSTAINABLE PALM OIL** RSPO **CERTIFIED**

7. **CERTIFIED SUSTAINABLE PALM OIL** **CERTIFIED** This product contains certified sustainable palm oil. www.rspo.info RSPO-0000000

8. **CERTIFIED SUSTAINABLE PALM OIL** This product contains certified sustainable palm oil. www.rspo.info RSPO-0000000

Supply Chain Certification model : **Mass Balance**

Tag : **“MIXED”**

Statement : **“Contributes to the production of certified sustainable palm oil.”**

1. **MIXED** RSPO-0000000

2. **MIXED** Contributes to the production of certified sustainable palm oil. www.rspo.info RSPO-0000000

3. **CERTIFIED SUSTAINABLE PALM OIL** RSPO **MIXED**

4. **CERTIFIED SUSTAINABLE PALM OIL** **MIXED** Contributes to the production of certified sustainable palm oil. www.rspo.info RSPO-0000000

## Language Options

RSPO has translated the trademark labels into 11 languages for use by licensed members covering different markets.

|                |  |                   |  |
|----------------|--|-------------------|--|
| <b>ENGLISH</b> |  | <b>PORTUGUESE</b> |  |
| <b>GERMAN</b>  |  | <b>JAPANESE</b>   |  |
| <b>FRENCH</b>  |  | <b>RUSSIAN</b>    |  |
| <b>DUTCH</b>   |  | <b>DANISH</b>     |  |
| <b>SPANISH</b> |  | <b>MANDARIN</b>   |  |
| <b>ITALIAN</b> |  |                   |  |

NOTE: Logos available in both the :- “CERTIFIED” for IP/SG; and “MIXED” for MB

## DO's and DON'T of Using RSPO Trademark

| DO's   | DON'T  |
|--|--|
| <ul style="list-style-type: none"> <li>• Use the original graphics of RSPO Trademark</li> <li>• Use only logo artworks that are provided by RSPO licensing body, or downloaded from RSPO website</li> <li>• Always maintain clearance area for logos</li> <li>• Always use the most adequate logo colour version to maximize impacts of the logo standing out from background and other graphics next to it.</li> <li>• Use the logo not smaller than the approved minimum size.</li> <li>• Place your trademark license number immediately below or next to the logo</li> </ul> | <ul style="list-style-type: none"> <li>• Remove any element from, or add any object to the logo</li> <li>• Alter the colours of the logo.</li> <li>• Distort the proportions of the logo</li> <li>• Redesign or recreate the logo artwork.</li> <li>• Use the logo or parts of the logo to create a different design</li> <li>• Use the logo as a read-through in text.</li> <li>• Use special effects or patterns with the logo.</li> <li>• Enclose the logo within a shape.</li> <li>• Apply shadow behind the logo.</li> <li>• Create background patterns with the logo</li> <li>• Link the logo to other url sites other than the RSPO home page or the respective RSPO Member Profile page</li> </ul> |

## Notes on Correct Logo Usage

Licensed member has to take note of the following when using the logo:

|   |   |  |
|---|---|--|
|  |  | <p>For Supply Chain Certified:<br/><b>IP/SG;</b></p> |
|---|---|--|

Members can choose to include the Tag “CERTIFIED” for trademark use in print.

|   |   |  |
|---|---|--|
|  |  | <p>Supply Chain Certified: <b>MB</b></p> |
|---|---|--|

Members Must include the Tag “MIXED” for trademark use in print.

|  |  |
|--|--|
|  |  |
|--|--|

Member must show trademark license no. under or next to the Logo

Member must show trademark license no., not the membership no.

Member must show trademark license number (not the membership no. or supply chain certificate no.) immediately under or next to the trademark label.

|   |  |
|---|--|
|  | <p>Member must show trademark license no. immediately under or next to the Trademark Logo.</p> |
|---|--|

Note: The product “Manufacturer” must use its own Trademark License No. on pack / product; while the “Retailer” can use the trademark license mainly in off-pack / product-related communication.

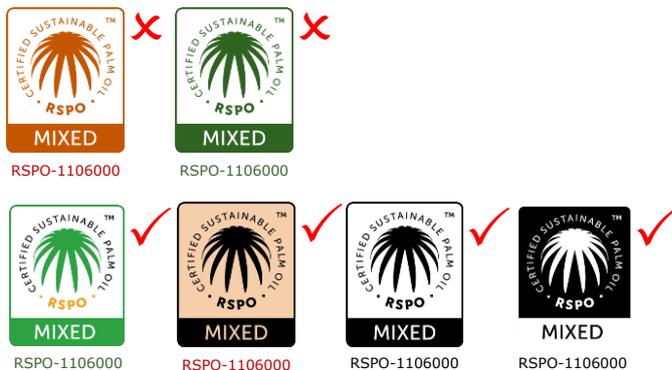
## Incorrect Logo Usage

These are examples of incorrect use of RSPO Trademark:

|   |  |
|---|--|
|  | <p>DO NOT remove any element from, or add any object to the logo</p> |
|---|--|

|   |   |
|---|---|
|  | <p>DO NOT remove the “TM” sign from logo (for markets / countries where certificate of registration has been issued for RSPO Trademark. Refers “Trademark Worldwide Registration”</p> |
|---|---|

on RSPO website)



DO NOT alter the colours of the logo.

Note: Colour of trademark label must not be altered regardless of the packaging's background colour.



DO NOT Rotate, manipulate, or distort the proportions of the logo



DO NOT redesign or recreate the logo artwork; or

DO NOT use the logo or parts of the logo to create a different design.

**We will use the  logo on product. All customer inquiries on products....**

DO NOT use the logo in title, headlines, or as a read-through in text



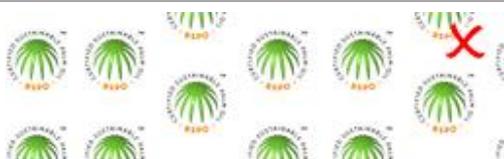
DO NOT use special effects or patterns with the logo



DO NOT frame the logo within a shape



Apply shadow behind the logo



Create background patterns with the logo



Please contact Trademark & Licensing Manager for further inquiries about usage of RSPO Corporate Logo, Trademark, Trademark Application Process, and RSPO Rules on Communication & Claims. Email : [trademark@rspo.org](mailto:trademark@rspo.org) ; Tel : +603-2302 1500

Or, you may refer to the RSPO Rules on Communications & Claims, downloadable from: [http://www.rspo.org/en/rspo\\_rules\\_on\\_market\\_communications\\_and\\_claims](http://www.rspo.org/en/rspo_rules_on_market_communications_and_claims)