

# The Rainforest Alliance Verified™ Mark

## Usage Guidelines for Tourism Businesses



Verified as meeting  
Rainforest Alliance  
sustainable tourism  
requirements

### Introduction

Congratulations! You've been awarded the Rainforest Alliance Verified™ mark for your compliance with Rainforest Alliance–endorsed criteria.

The Rainforest Alliance Verified mark is a tool to encourage progress towards the responsible use of natural resources and promote a healthy market system that values sustainable production, sourcing and consumption and equitable trade and prepare businesses for certification.

We'd like to take this opportunity to introduce the verification mark and explain how it can be incorporated into your marketing efforts.

### Who Is Eligible to Use the Rainforest Alliance Verified Mark?

The Rainforest Alliance Verified mark will allow companies to advise their clients and customers that they are buying a product or service from a business that cares about its impact on the planet and local communities and has taken measurable steps to reduce that impact. Tourism businesses that have signed a verification agreement, achieve a score of at least 50% on their verification performance evaluation, and fulfill other requirements outlined in the Rainforest Alliance Verified Eligibility Guide may apply for the verification mark.

Verification does not constitute or attempt to substitute any third-party certification; on the contrary, verified businesses are obligated to eventually become certified if a program is available and operating in your country and accredited by the Tourism Sustainability Council (TSC).

## Using the Rainforest Alliance Verified Mark

The verification mark can only be used on off-product marketing and public information materials.

**All mark usage must be pre-approved by the Rainforest Alliance.** Detailed approval guidelines are provided at the end of this document.

### Examples of Off-Product Promotional Materials:

- Calendars
- Advertisements – print and TV
- Posters
- Newsletters
- Promotional materials
- Brochures
- Web sites

Special exceptions to the guidelines outlined in this document are considered and depend on the circumstances. For such requests or for questions regarding these guidelines, please contact the Rainforest Alliance by emailing [sustainabletourismmark@ra.org](mailto:sustainabletourismmark@ra.org).

These guidelines were developed to protect the value and integrity of the Rainforest Alliance Verified mark. No one under any circumstance may copy, reproduce or otherwise use the verification mark without receiving prior written approval from the Rainforest Alliance.

**Unauthorized use of the Rainforest Alliance Verified mark is strictly prohibited.** The Rainforest Alliance reserves the right to take legal action against any party that reproduces or copies the Rainforest Alliance Verified mark without prior written authorization.

### Trademark Information

The Rainforest Alliance Verified mark is a proprietary, single graphic unit that must never be altered from its original form. No element of the mark, such as the frog, may be pulled out of the mark to stand alone as a graphic image. The phrase “Rainforest Alliance Verified” must carry the trademark symbol (™) in the first mention of this phrase in any text. In text that refers to the Rainforest Alliance, the name of the organization must be spelled out entirely, never abbreviated.

## Verification Mark Placement

To ensure that the Rainforest Alliance Verified mark is never compromised, it should not compete with existing text, graphics or images, including certification seals. The mark should not appear in a position where it might be confused with a company or brand name of a product. Clear space around the verification mark should be approximately 20% of the height of the mark. No other elements may appear in this space.



Figure 1: Clear space around the verification mark should be approximately 20% of the height of the mark.



Figure 2: Verification mark is enclosed in a white rectangle. Placement on any color background other than white will appear similar to the above.

## Minimum Size Requirements

The Rainforest Alliance Verified mark should never be reproduced smaller than 1.59 inches (38mm) tall. The minimum size guideline ensures that the mark is consistent and legible in all applications. If you require a smaller size, please contact [sustainabletourismmark@ra.org](mailto:sustainabletourismmark@ra.org) for consideration.



Figure 3: The minimum size is 1.59 inches (38mm) tall.

Scaling the size of the mark for larger marketing material is permitted, such as banners or displays. In these cases, the mark size must be increased proportionately to the size of the material to ensure highest visibility.

## Approved Color of the Rainforest Alliance Verified mark

- To ensure consistency, the Rainforest Alliance Verified mark is approved for use in only one color:

Pantone® 625 U



RGB: 78 145 122



CMYK: 56 0 44 33



- No other color versions of the mark are permitted
- The green verification mark is set on a white background and it must stand out from any background color
- No background colors are permitted to show through the mark
- If necessary, the Rainforest Alliance Verified mark can be made available in black on a white background.

## Using the Correct Color

Please ensure that you use the correct color for your mark application. Pantone® or CMYK files must always be used for printed matter. The Rainforest Alliance Verified Mark is provided in Pantone® 625 and can be provided for CMYK files in black and white. The mark is also available as an RGB file in PNG format for use on Web sites or other digital-only applications, such as multimedia presentations.

## In Summary, Please Do Not...

- Change the color of the mark
- Alter the mark design or content in any way
- Allow background colors to show through the mark
- Remove the associated text from the mark
- Pull graphic elements, such as the frog, out of the mark
- Decrease the size below 1.59 inches (38mm) tall

## Submission & Review Procedures

1. Verification holder sends a draft of the promotional item containing the Rainforest Alliance Verified mark via email to [sustainabletourismmark@ra.org](mailto:sustainabletourismmark@ra.org) for review.
2. The draft is reviewed using the following procedure:
  - a. The Rainforest Alliance makes every effort to approve submissions that meet these guidelines within five (5) days or sooner.
  - b. If any required elements are missing or incorrect, the verification holder is notified by a Rainforest Alliance marketing representative via email (via fax or telephone if email is not available).

- c. The verification holder edits as necessary and sends the revised material for a second review.
  - d. The verification holder's response time to these edits will impact the turnaround time for any submissions that are not in initial compliance with the guidelines.
3. Once the promotional piece is in compliance with all of the elements required, a Rainforest Alliance marketing representative sends formal approval to the verification holder, with a copy of the approved verification mark use.
  4. The Rainforest Alliance maintains a copy of the approval and approved verification mark in the Sustainable Tourism program office in San Jose, Costa Rica.
  5. The verification holder must retain a copy of the documented approval and approved mark use in their files as it may be viewed by a Rainforest Alliance assessor at some time in the future.

## Questions

If you have additional questions regarding the use of the Rainforest Alliance Verified mark, please contact [sustainabletourismmark@ra.org](mailto:sustainabletourismmark@ra.org).



The Rainforest Alliance works to conserve biodiversity and ensure sustainable livelihoods by transforming land-use practices, business practices and consumer behavior.

*Established June 2010*