

**RAINFOREST
ALLIANCE
REGENERATIVE
SEAL
GRAPHIC GUIDELINES**

THE SEAL³

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WELCOME TO THE RAINFOREST ALLIANCE REGENERATIVE SEAL

We've created this guide to make sure we all use the Rainforest Alliance seals in consistent, credible ways to ensure they become recognized symbols of our movement for a better world. This guide defines what our seals mean and shows you how they can be used on your products.

By using our seals, your company can show the world that you are helping create a world where people and nature thrive in harmony. Our seals are symbols for continuous progress, and markers of an alliance committed to driving economic development, building resilient communities, and protecting our environment.

We also know the brands that make up our alliance are at different stages of their sustainability journeys. So, if you're not yet certified, or are going above and beyond, this guide will describe how you can show your customers that you are part of an alliance for people and nature. Any use of our name or seal must follow the Labeling and Claims Policy. Click [here](#) for more information.



WHAT THE RAINFOREST ALLIANCE REGENERATIVE SEAL STANDS FOR

Our certification program—including the Rainforest Alliance’s Sustainable Agriculture Certification and Regenerative Agriculture Certification—supports better farmer livelihoods, human rights, good environmental practices, and climate resilience.

It shows consumers that these products have met rigorous requirements to help build a better world for people and nature.

The Rainforest Alliance seal is a bold mark of change.

It represents a vision of sustainability based on continuous improvement, transparency, and shared responsibility between farmers, companies, and forest communities. Because only together can we restore the harmony between people and nature and create a world where we thrive together.



USING THE SEAL

Official Rainforest Alliance Regenerative seal



Color breakdown

The Rainforest Alliance Regenerative seal is available in our primary color pairing of green with or without white. The secondary pairing is black with or without white. The seal should appear in Pantone 3165 green or the equivalent CMYK or RGB values on the right.

The green or black single-color versions may be used when the seal is printed over light colored materials or backgrounds.

In special cases only, (where other text and graphics are being printed in white over a darker background) the reverse white version may be used. As the reverse white version is *not* an inverse version of the green or black single-color, please make sure the right design file is used.

In specific cases where using one of our brand colors is technically not feasible, companies can apply for an exception. In these cases, only colors close, or similar to, our primary green and black brand colors, and part of the brand's color palette, may be considered. Only in the case of monochrome packaging, can the seal be printed in the color used on pack.

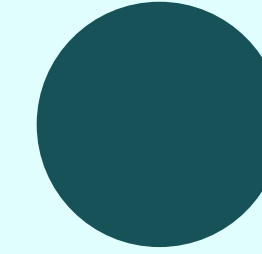
Green and white version



Green single color version



Color breakdown



RGB 23 82 89
 CMYK 93 60 50 40
 Pantone 3165
 Hex #175259

Reverse white version



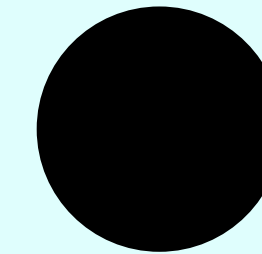
Black and white version



Black single color version

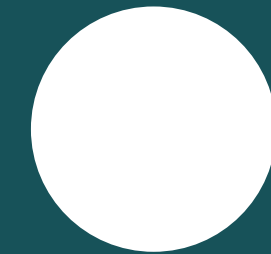


Color breakdown



RGB 0 0 0
 CMYK 0 0 0 100
 Pantone Process Black
 Hex #000000

Color breakdown



RGB 255 255 255
 CMYK 0 0 0 0
 Hex #FFFFFF

Placement

To ensure that the Rainforest Alliance Regenerative seal is never compromised, the seal should stand alone so that it does not compete with existing text, graphics or images, including other certification marks.

The seal should never be displayed in a position or size where it could be confused with a business name, or a brand name of a product, or in any way that implies endorsement of initiatives not applicable to the Rainforest Alliance.

The seal should be placed prominently in order to maximize visibility and recognition.

The Rainforest Alliance Regenerative seal must never be printed across a fold line or wrap around a corner.

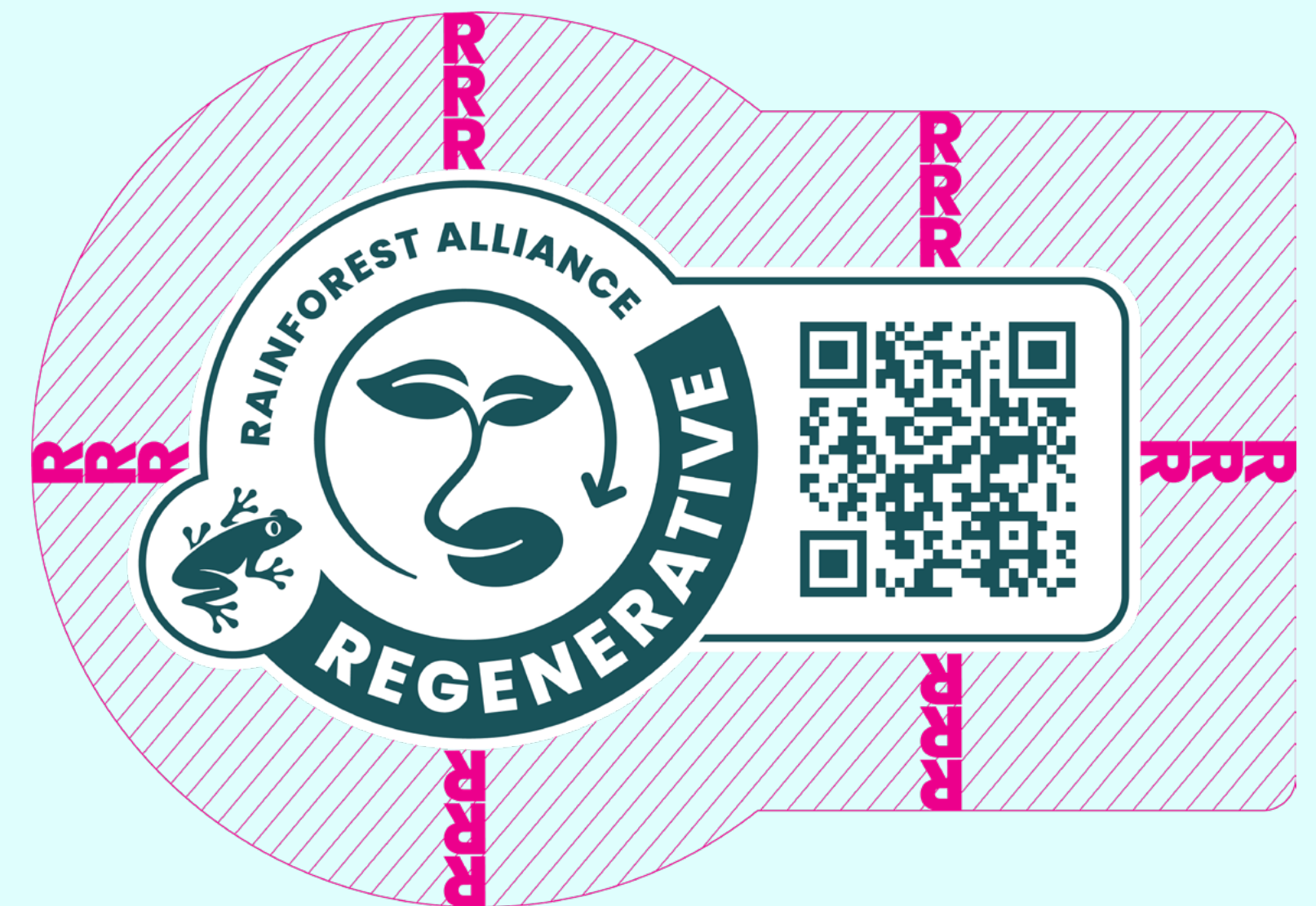
Exclusion zone

To ensure the highest visual impact of the Rainforest Alliance Regenerative seal, a minimum clear area must be maintained. Clear space around the seal should be equal to the height of 3 times 'R' of 'REGENERATIVE', as seen in the diagrams to the right.

No other competing elements should appear in this space, such as other logos or text.

The Rainforest Alliance Regenerative seal may be placed on top of background photography and/or pattern, using the two color-version with white fill.

Exclusion Zone
(equal to 1.5x the size of the seal)



Minimum size

To ensure that the QR code remains scannable, the **vertical** version of the Rainforest Alliance Regenerative seal should never be used below the minimum size of 3 cm wide.

The **horizontal** version of the Rainforest Alliance Regenerative seal should never be used below the minimum size of 2.7 cm tall.

Please see pages 10-11 of this guide for further sizing guidance.



Minimum size

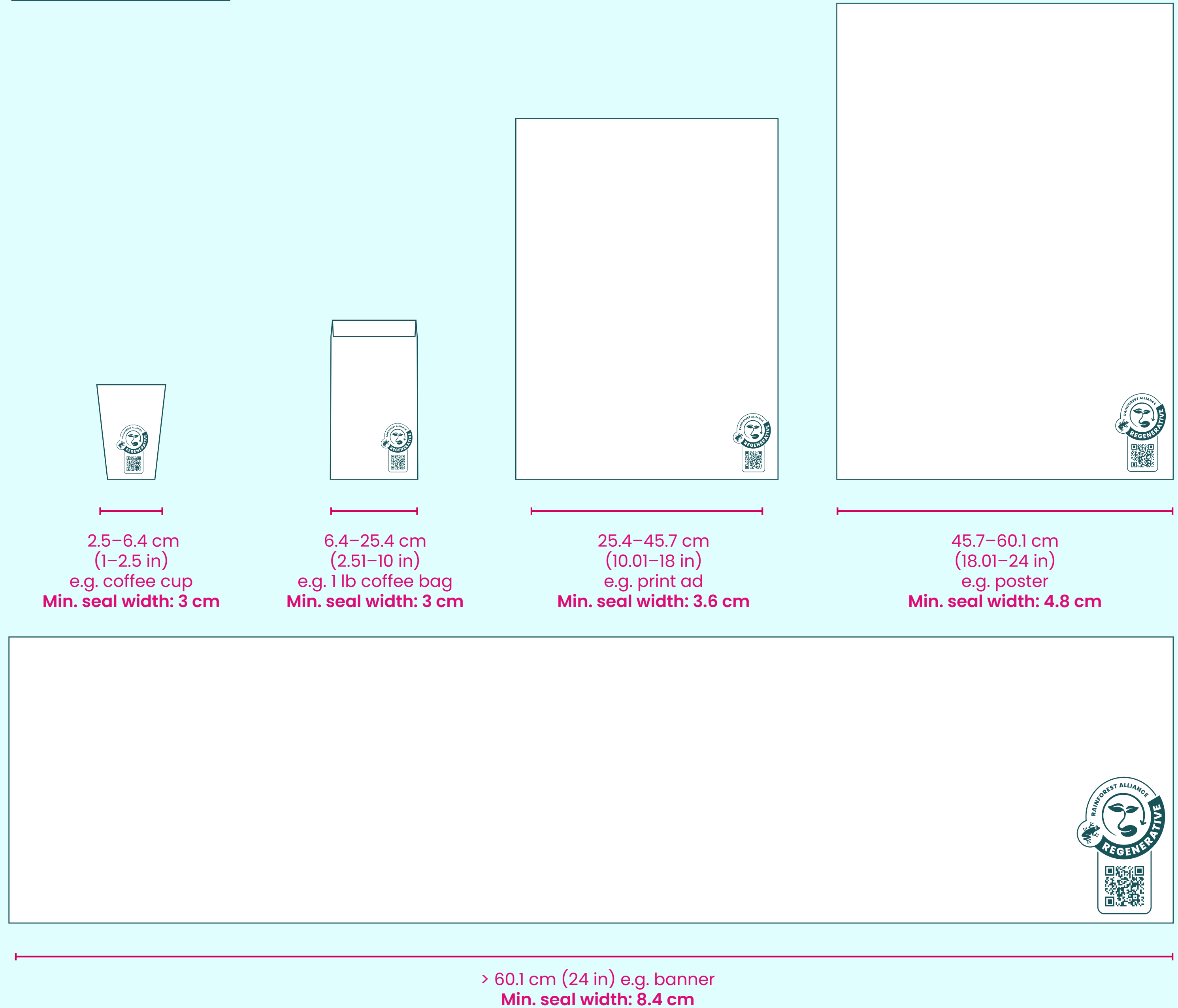
If you're using the seal on large marketing materials such as banners or displays, the size of the seal must be increased proportionately to the size of the material to ensure that the QR code can be scanned from a reasonable distance.

Regardless of the application, we strongly recommend testing the QR code at the seal's intended size to be sure the intended audience is able to scan it.

On packaging and marketing materials with more than one Rainforest Alliance Regenerative seal in the layout, the initial or most prominent Rainforest Alliance Regenerative seal must adhere to the sizing guidelines.

Reduced sizing may be approved for secondary (additional) seals in the design, or for very small products or materials where the recommended sizes will not fit.

Sizing guidance - Vertical



Minimum size

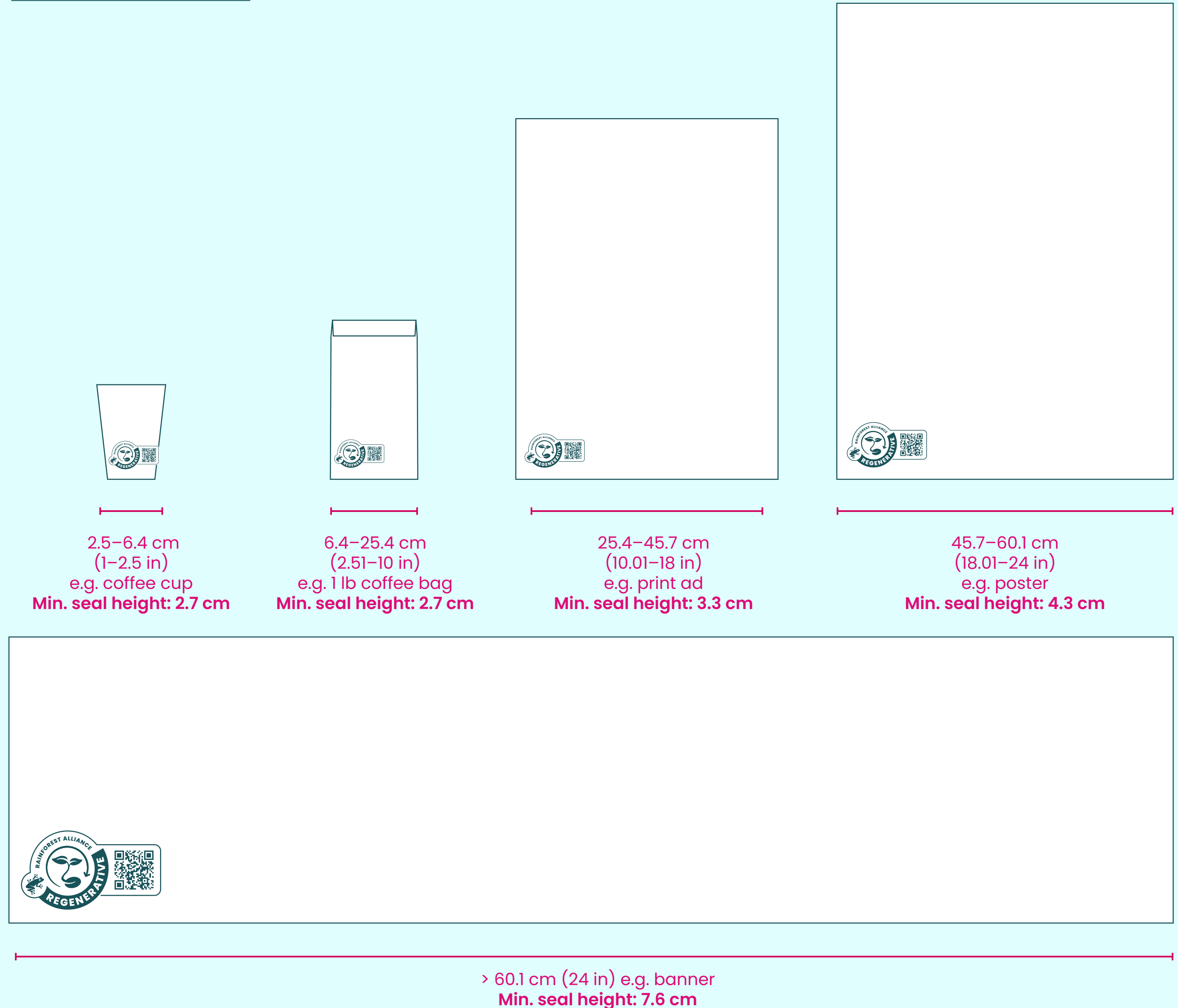
If you're using the seal on large marketing materials such as banners or displays, the size of the seal must be increased proportionately to the size of the material to ensure that the QR code can be scanned from a reasonable distance.

Regardless of the application, we strongly recommend testing the QR code at the seal's intended size to be sure the intended audience is able to scan it.

On packaging and marketing materials with more than one Rainforest Alliance Regenerative seal in the layout, the initial or most prominent Rainforest Alliance Regenerative seal must adhere to the sizing guidelines.

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Sizing guidance - Horizontal



Using the seal on different backgrounds

1. Correctly used on a solid color background.
2. Correctly used on a variegated color background.
3. In black and white for printing on black and white materials.
4. The reversed white seal may only be used where other text and graphics are also being printed in white over a darker background.
5. In single-color green on an appropriate light background.
6. In single-color black on an appropriate light background.

How not to use the seal

Please do not:

1. Change the color of the seals without explicit approval from Rainforest Alliance.
2. Alter the design or content in any way.
3. Pull graphic elements, such as the Regenerative icon, out of the seal.
4. Decrease the size below minimum (see pages 9–11).
5. Invert one of the dark seal designs to create a white seal, as the design is slightly different.
6. Add a shape around the seal and/or product labeling in such a way that it seems part of the seal design.
7. Tilt the seal or distort it from the original ratio of dimensions.
8. Use a single color version on a variegated color background.

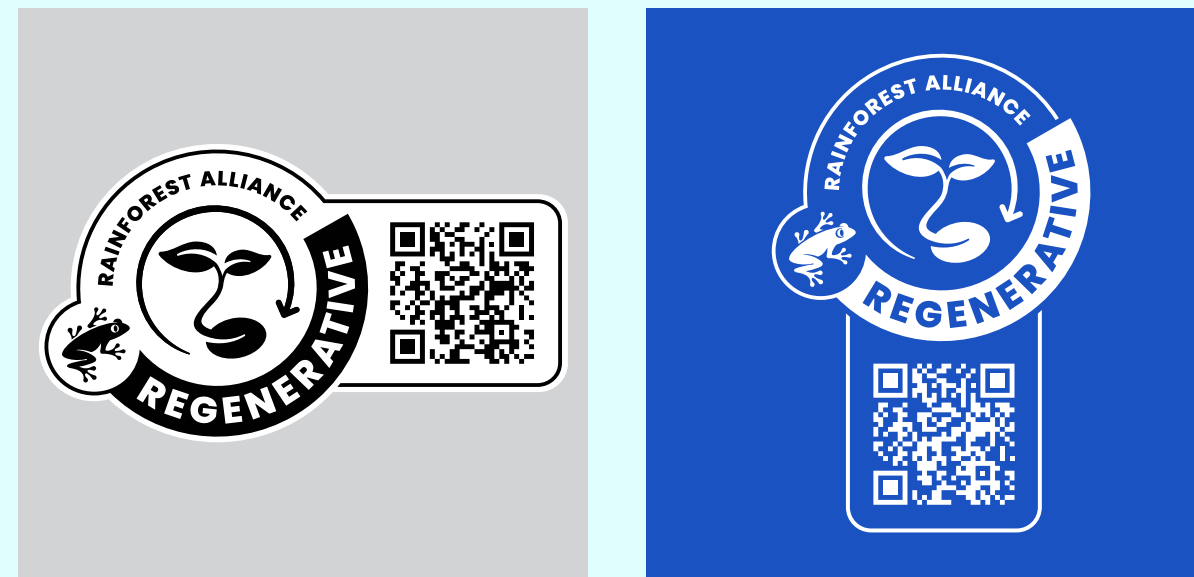
These rules apply to both the horizontal and vertical versions of the Regenerative seal.

Examples of correct use of the seal



1

2



3

4



5

6

Examples of incorrect use of the seal



1

2

3



4

5

6



7

8

Product labelling

Some uses of the Rainforest Alliance Regenerative seal require a qualifying word or statement to improve consumer understanding and increase awareness of the benefits of Rainforest Alliance’s work.

Product labelling requirements are determined by two main factors:

- a) Whether a product is made of a single, or multiple ingredients.
- b) The percentage of certified content used in manufacturing.

This is a brief guide to how product labelling should be applied.

Please refer to the full *Rainforest Alliance Labeling and Claims Policy* for more detailed guidance on product labelling requirements, eligibility and the permissions process.

The certified crop name below the seal must appear in Poppins SemiBold font (in Title case), centre aligned beneath the seal. The crop name text should appear in a single color that matches the color(s) of the seal and should be clearly legible.

The Poppins SemiBold font can be found and downloaded for free at: <https://fonts.google.com/specimen/Poppins>

(See appendix for typefaces to use for product labelling in languages that use non-latin alphabets, such as Arabic, Russian, and Greek.)

One certified ingredient



Coffee

Multiple certified ingredients



Coffee & Vanilla

One certified ingredient volume



60% Certified Coffee

Typographic sizing & proportions



Coffee & Vanilla

Ingredient font size examples



Cocoa & Vanilla

Seal height: 3.3 cm
Ingredient information: 11 pt



Cocoa & Vanilla

Seal height: 2.7 cm
Ingredient information: 9 pt

Extended ingredient or claim information



40% Certified Coffee

At least 40% of the coffee Lavazza sources is from Rainforest Alliance Certified farms. Percentage may vary by capsule.

APPENDIX

URL variant

QR codes allow consumers to easily scan for more info, but an alternate version of the Regenerative seal with a URL is also available for situations where space is limited.

Rainforest Alliance Regenerative seal
URL variant



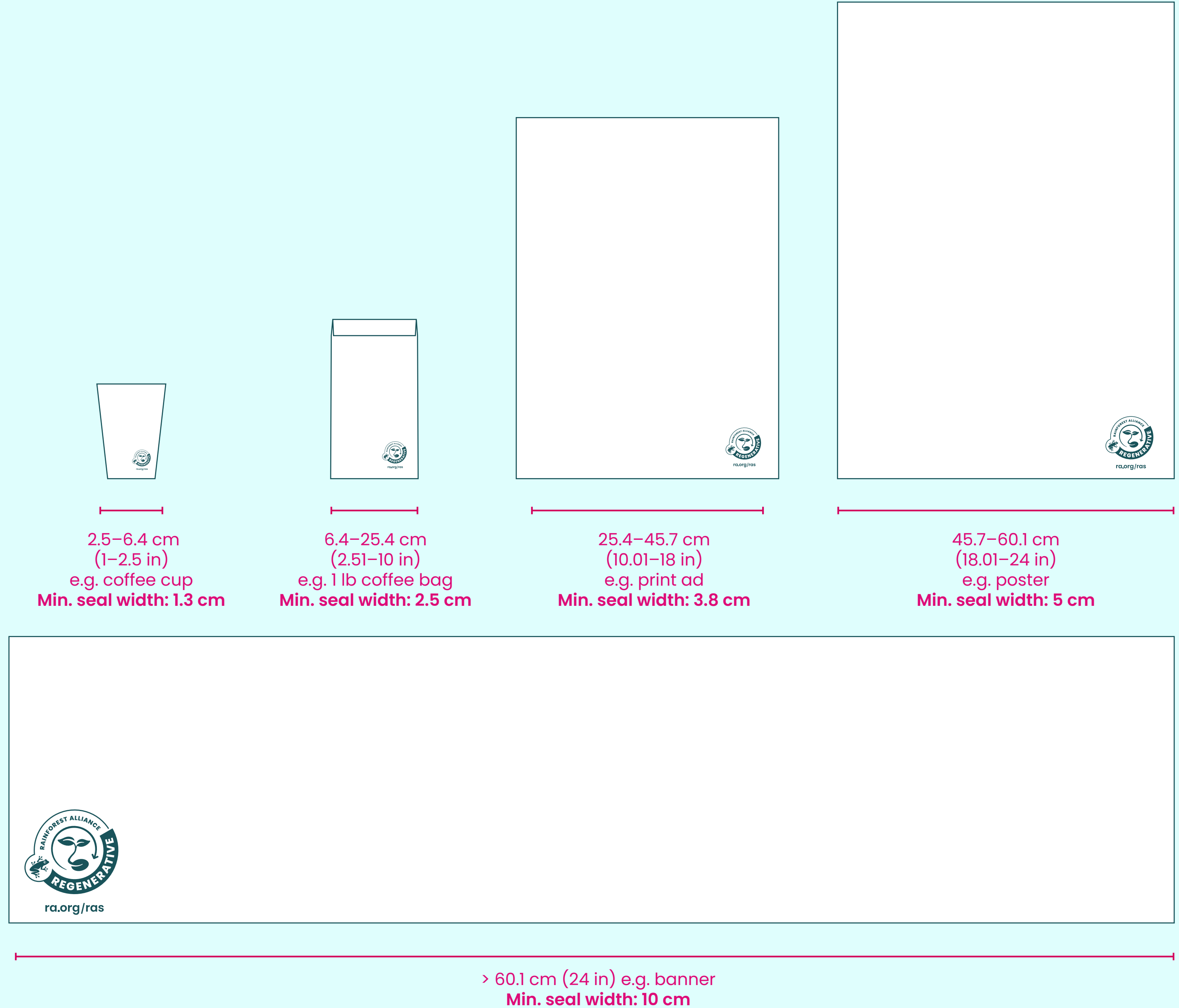
ra.org/ras

Using the URL variant

With no QR code that must be kept scannable, the URL variant of the seal can be used at smaller sizes. However, the diameter of the seal should never be used below the minimum of 1.3 cm. Note that the minimum diameter is context-dependent, and increases proportionately for larger materials.

All other guidelines in this document concerning the use of the Regenerative seal apply to the URL variant unless otherwise noted.

Sizing guidance - URL variant



Non-latin typefaces for product labelling

Use the listed typefaces for product labelling in languages that use **non-latin alphabets**, such as Arabic, Cyrillic, and Greek.

They can be found for free at:

Arabic:

https://fonts.google.com/specimen/Cairo?subset=arabic&preview.size=24&preview.text_type=alphabet

Chinese:

<https://fonts.adobe.com/fonts/source-han-sans-traditional-chinese>

Cyrillic & Greek:

<https://fonts.google.com/specimen/Roboto?subset=cyrillic#standard-styles>

Japanese

<https://fonts.adobe.com/fonts/source-han-sans-japanese>

Korean

<https://fonts.adobe.com/fonts/source-han-sans-korean>

Arabic: Cairo Semi-bold

ء ي و ه ن م ل ك ق ف غ ع ظ ط ض ص ش س ز ر ذ د خ ح ج ث ت ب أ

Chinese: Source Han Sans CN Medium

這句話後來演變成「飲水思源」這個成語，意為喝水的時候想一想流水的源頭，比喻不忘本。

Cyrillic: Roboto Medium

АБВГДЕЁЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ
абвгдеёжзийклмнопрстуфхцчшщъыьэюя

Greek: Roboto Medium

ΑΒΓΔΕΖΗΘΙΚΛΜΝΞΟΠΡΣΤΥΦΧΨΩ
αβγδεζηθικλμνξοπρστυφχψω

Japanese: Source Han Sans JP Medium

新しい時代のこころを映すタイプフェイスデザイン

Korean: Source Han Sans KR Medium

동해 물과 백두산이 마르고 닳도록 하느님이 보우하사 우리나라 만세



**RAINFOREST
ALLIANCE**