

**RAINFOREST  
ALLIANCE**  
**SUSTAINABLE AGRICULTURE**  
**SEAL**  
**GRAPHIC GUIDELINES**

# THE SEAL<sup>3</sup>

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# WELCOME TO THE RAINFOREST ALLIANCE 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.





# OUR SEALS ARE SYMBOLS OF CHANGE

For decades, we've been creating a more sustainable world by using social and market forces to protect nature and improve the lives of farmers and forest communities. By bringing diverse allies together, we are making deep-rooted change on some of our most pressing social and environmental issues.

Our alliance is all about transforming the way the world produces, sources, and consumes. Together with farmers and forest communities, companies, and consumers, we're all in to create a thriving future.



# WHAT THE RAINFOREST ALLIANCE 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**



What is the seal?

The Rainforest Alliance seal is a bold mark of change. It's a symbol for hope, action and progress. A way for brands to tell the story about the good that goes into their products.

It shows consumers that farmer, foresters and companies are taking steps to make their products more sustainable, creating a better future for people and nature.

Contact [customersuccess@ra.org](mailto:customersuccess@ra.org) with questions. Text statements must also be submitted to the Rainforest Alliance for prior written approval.

Official Rainforest Alliance Sustainable Agriculture seal

Horizontal version



Vertical version



Who can use our seal?

It can be used by :

- Farm enterprises that meet the Rainforest Alliance Sustainable Agriculture Standard.
- Businesses that sell products from these certified farms (with a signed License Agreement (2020 Version)).

Where can the seal be used?

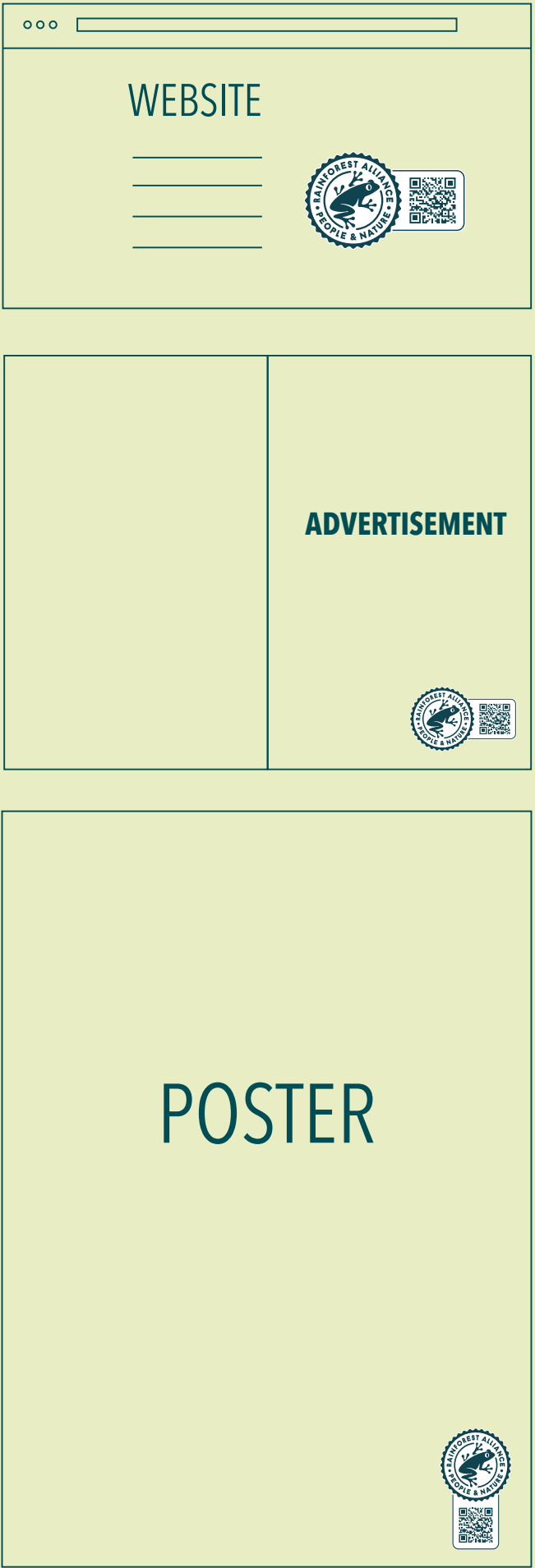
You can use the seal on:

- Rainforest Alliance Certified products.
- Marketing materials related to products carrying the seal.
  - On these materials, the seal should always be accompanied by a reference to our website [ra.org](http://ra.org) for more info, or to [ra.org/seal](http://ra.org/seal) when there's a possibility to hyperlink.
  - With regard to video materials, the URL can be included on the place where the video is hosted (e.g. YouTube video description, website, email newsletter, etc)
- Corporate communications about sourcing Rainforest Alliance Certified crops.

Examples of seal on products



Examples of seals on marketing materials





The Rainforest Alliance 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 Rainforest Alliance seal 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.

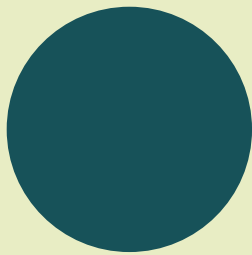
Green and white version



Green, single color version



Color breakdown



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

Reverse white version



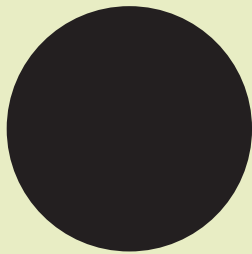
Black and white version



Black, single color version

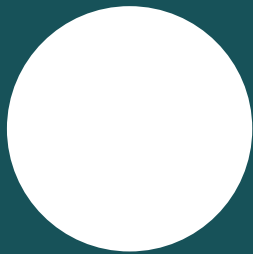


Color breakdown



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

Color breakdown

The Rainforest Alliance 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 Rainforest Alliance seal 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.

Horizontal version

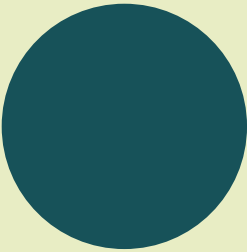
Green and white version



Green, single color version



Color breakdown

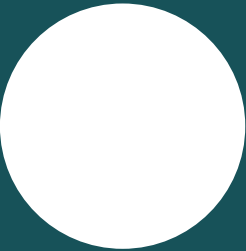


RGB 23 82 89  
CMYK 93 60 50 40  
Pantone 3165  
Hex #175259

Reverse white version



Color breakdown



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

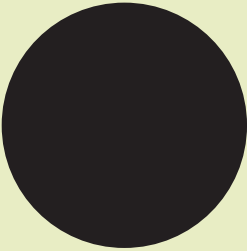
Black and white version



Black, single color version



Color breakdown



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



Placement

To ensure that the Rainforest Alliance 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 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 seal, a minimum clear area must be maintained. Clear space around the seal should be equal to the height of 3 times 'R' of Rainforest Alliance (this results in a circle 1.41 times the size of the seal), as seen on the diagram shown.

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

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

Languages

We do not offer translations of the seal in any language other than English.

Exclusion Zone  
(equal to 1.41 x the size of the seal)



Minimum size

To ensure that the QR code remains scannable, the vertical version of the Rainforest Alliance seal should never be used below the minimum size of 2.7 cm wide.

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

Please see pages 13–14 of this guide for further sizing guidance.





Using the seal

Minimum size

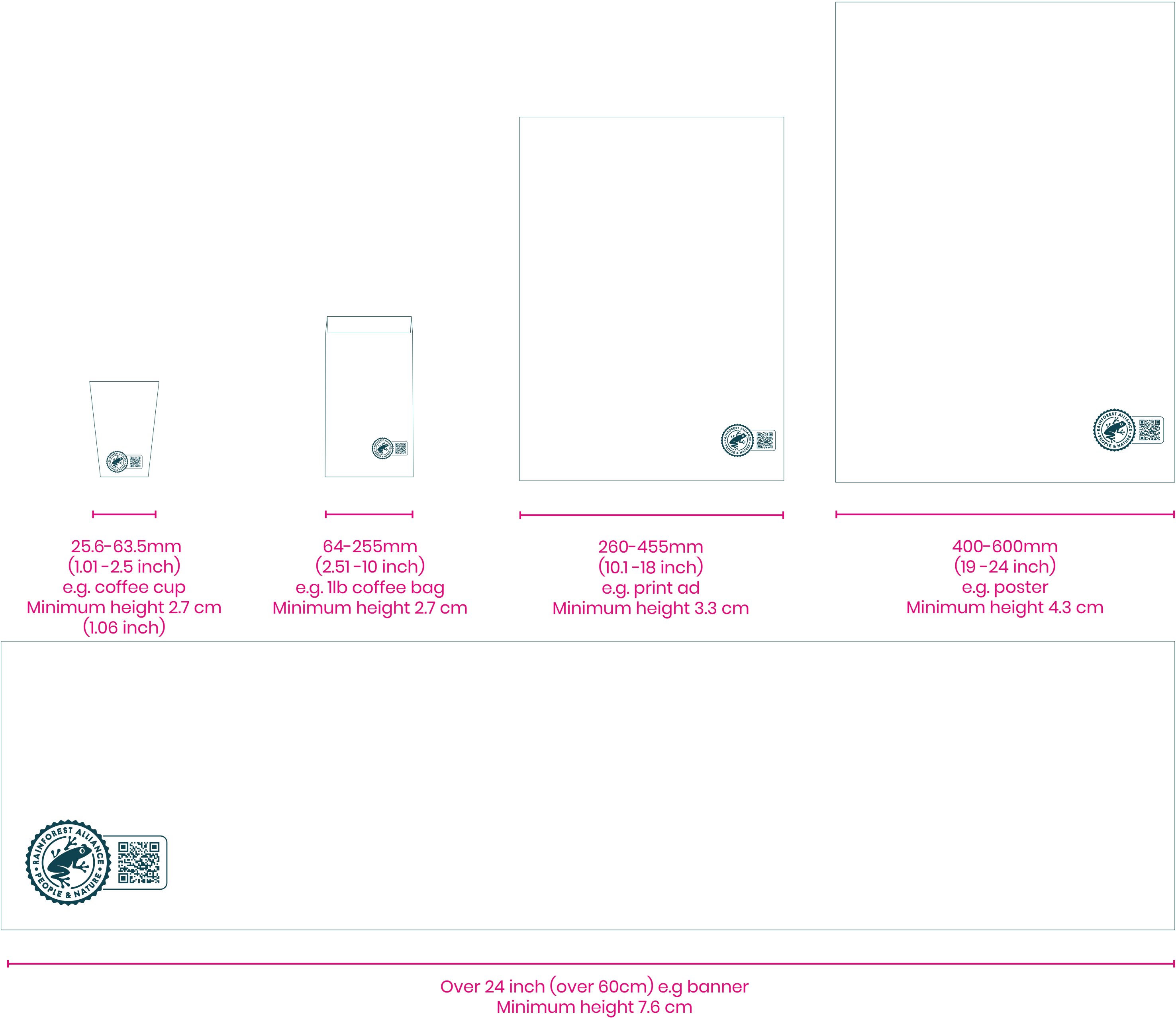
If you're using the seal on large marketing materials such as banners or displays, the size of the seal must be increased proportionately to the size of the material to ensure that the QR code can be scanned from a reasonable distance.

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 seal in the layout, the initial or most prominent Rainforest Alliance 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 (Horizontal version)



Using the seal

Minimum size

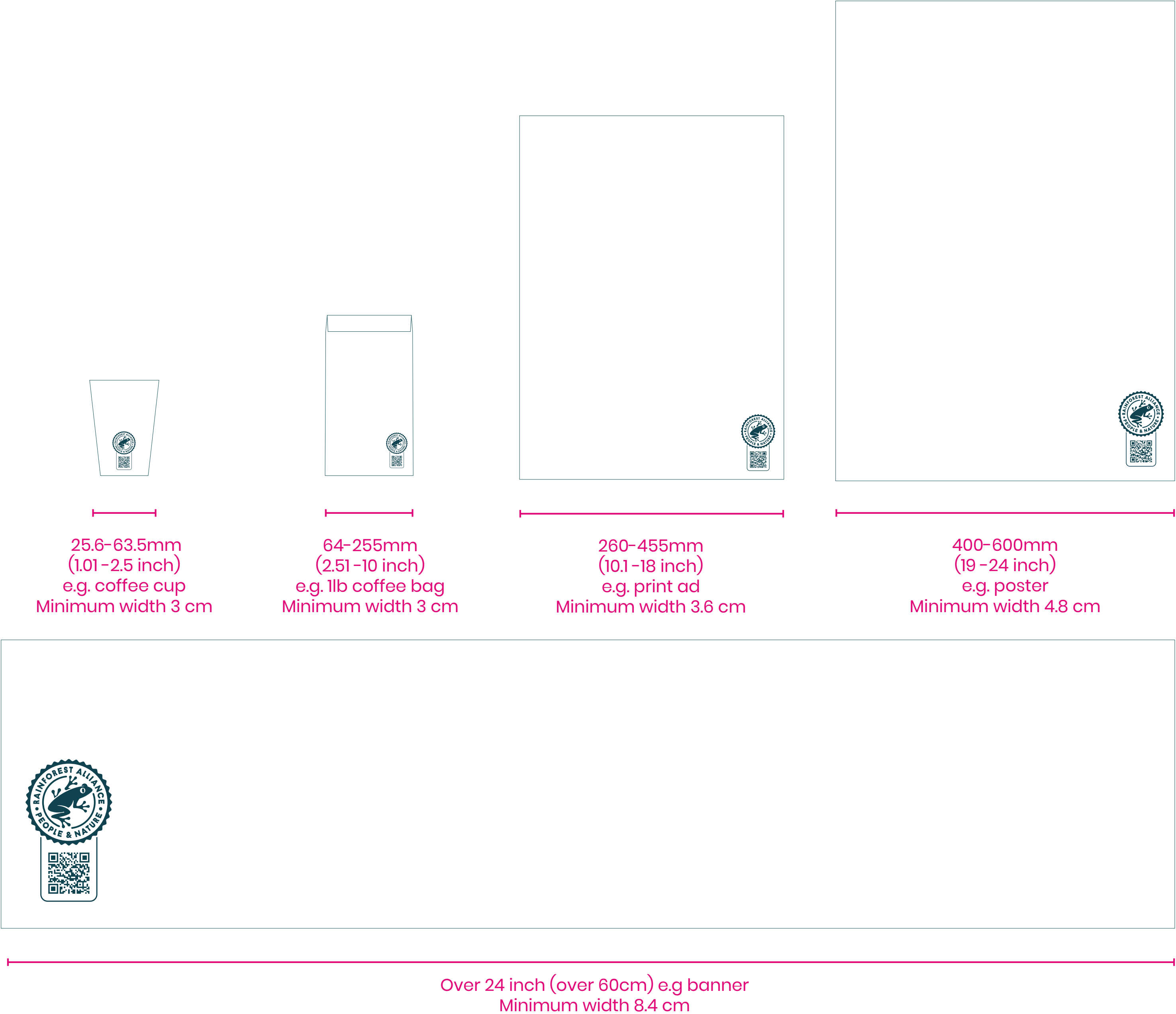
If you’re using the seal on large marketing materials such as banners or displays, the size of the seal must be increased proportionately to the size of the material to ensure that the QR code can be scanned from a reasonable distance.

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 seal in the layout, the initial or most prominent Rainforest Alliance 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 version)





How to use the seal on different backgrounds

The visuals on this page show the correct and incorrect use of the Rainforest Alliance seal on example backgrounds.

1. The seal correctly placed on a solid color background.
2. The seal correctly placed on a variegated color background.
3. Seal 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. Seal in single color green on appropriate light background.
6. Seal in single color black on 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 anyway.
3. Pull graphic elements, such as the frog, out of the seal.
4. Decrease the size below 2.7 cm tall.
5. Inverse one of the dark seal designs into the Reverse white seal, as the design is slightly different.
6. Add a panel around the Rainforest Alliance seal and/or product labeling in such a way that is 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.

Applicable to both horizontal and vertical versions

Examples of correct use of the seal



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Examples of incorrect use of the seal



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Product labelling

Many uses of the Rainforest Alliance 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), center 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 seal artwork with the crop name included is available for download in the Claims Platform. Please be advised that the seal artwork with the certified crop name included is limited to only a specific selection of crops.

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



Cocoa

Multiple certified ingredients



Cocoa  
& Vanilla

One certified ingredient volume



60% Certified  
Hibiscus

Combined certified ingredients volume



65% Certified  
Herbs & Spices

Typographic sizing  
& proportions



Cocoa  
& Vanilla

Extended ingredient  
or claim information



60% Certified  
Palm Oil

With 60% certified palm oil now,  
we’re working towards buying  
all our palm oil from Rainforest  
Alliance Certified farms in 2025.



Product labelling

Many uses of the Rainforest Alliance 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:

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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



Cocoa

Multiple certified ingredients



Cocoa  
& Vanilla

One certified ingredient volume



60% Certified  
Hibiscus

Combined certified ingredients volume



65% Certified  
Herbs & Spices

Typographic sizing  
& proportions



Cocoa  
& Vanilla

Extended ingredient  
or claim information



60% Certified  
Palm Oil

With 60% certified palm oil now, we’re working towards buying all our palm oil from Rainforest Alliance Certified farms in 2025.

# **SHARING YOUR IMPACT**



Rainforest Alliance certification isn't a tick-box exercise or a one-size-fits-all program. For brands that are going above and beyond our minimum standard certification requirements, you can share your progress and impact with claims.

View our tools to help you market your products with our seal at <https://www.rainforest-alliance.org/business/marketing-sustainability/using-our-logo-and-seal/>, or contact us at [marketing@ra.org](mailto:marketing@ra.org) to join us on this journey.



# APPENDIX



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](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

## Using the seal

### Non-QR code seal

In cases of space restrictions, the non-QR code version of the seal with URL can be used.

Contact [customersuccess@ra.org](mailto:customersuccess@ra.org) with questions. Text statements must also be submitted to the Rainforest Alliance for prior written approval.

Rainforest Alliance Sustainable Agriculture Seal, no QR code



**ra.org**



Placement

To ensure that the Rainforest Alliance 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 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 seal, a minimum clear area must be maintained. Clear space around the seal should be equal to the height of 3 times 'R' of Rainforest Alliance (this results in a circle 1.41 times the size of the seal), as seen on the diagram shown.

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

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

Languages

We do not offer translations of the seal in any language other than English.

Exclusion Zone  
(equal to 1.41 x the size of the seal)



'R' Height

Minimum size

The Rainforest Alliance seal should never be used below the minimum size of 13mm.

Please see page 26 of this guide for further sizing guidance.

Minimum size 13mm  
(Not to scale)



**ra.org**



The Rainforest Alliance 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 Rainforest Alliance seal 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



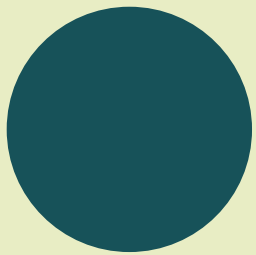
ra.org

Green, single color version



ra.org

Color breakdown



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

Reverse white version



ra.org

Black and white version



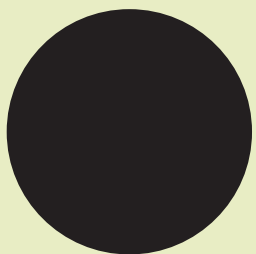
ra.org

Black, single color version



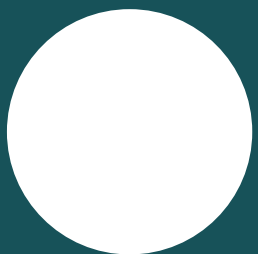
ra.org

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

Using the seal

Minimum size

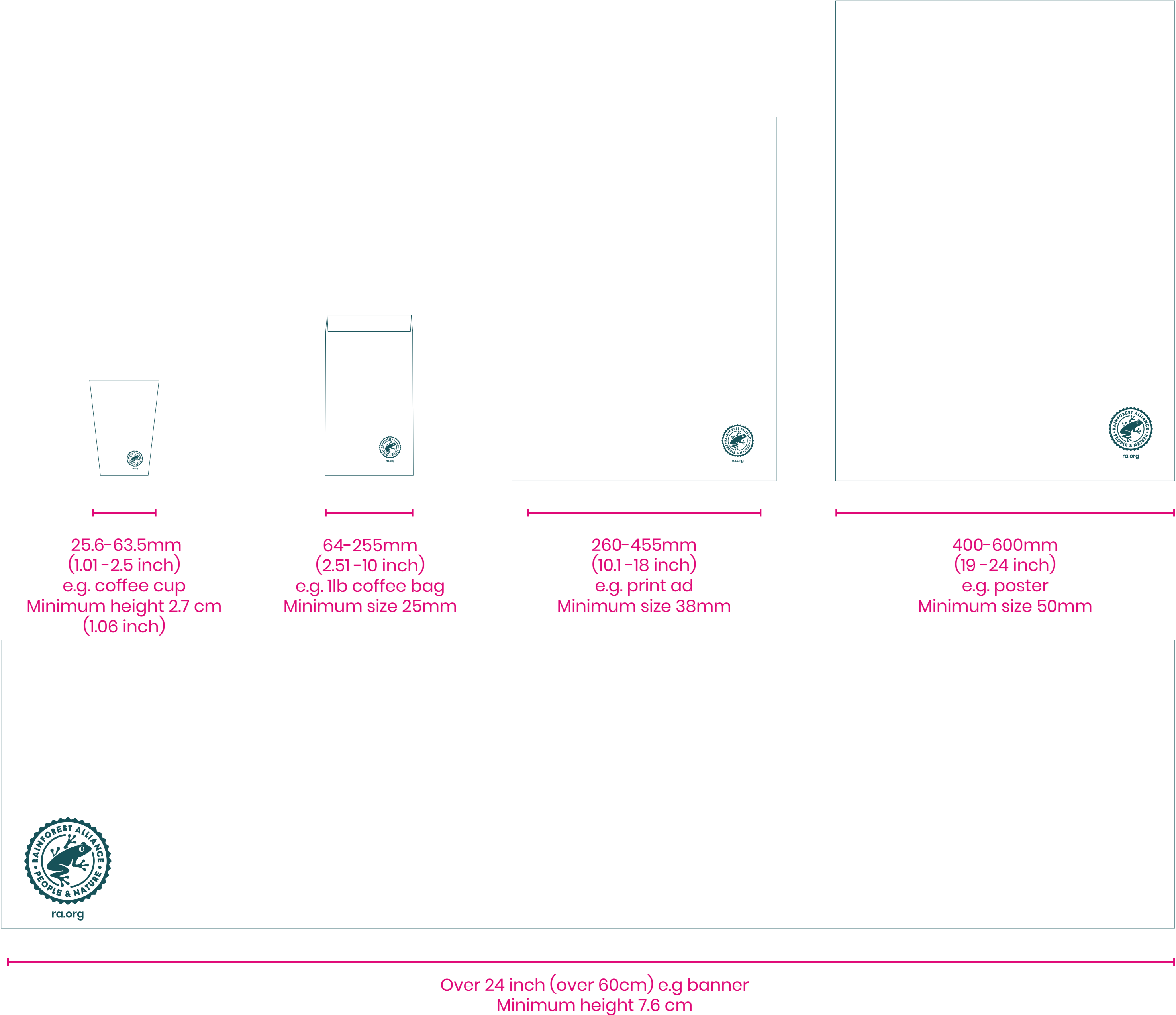
If you're using the seal on large marketing materials such as banners or displays, the size of the seal must be increased proportionately to the size of the material to ensure highest visibility.

On packaging and marketing materials with more than one Rainforest Alliance seal in the layout, the initial or most prominent Rainforest Alliance 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.

For very small products or materials where the seal cannot be reproduced legibly, or in cases where the business or brand prefers not to use a Rainforest Alliance seal, a text statement may be used instead, such as 'Coffee from Rainforest Alliance Certified farms.'

Sizing guidance





How to use the seal on different backgrounds

The visuals on this page show the correct and incorrect use of the Rainforest Alliance seal on example backgrounds.

1. The seal correctly placed on a solid color background.
2. The seal correctly placed on a variegated color background.
3. Seal 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. Seal in single color green on appropriate light background.
6. Seal in single color black on 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 anyway.
3. Pull graphic elements, such as the frog, out of the seal.
4. Decrease the size below 13mm wide.
5. Inverse one of the dark seal designs into the Reverse white seal, as the design is slightly different.
6. Add a panel around the Rainforest Alliance seal and/or product labeling in such a way that is seems part of the seal design.
7. Tilt the seal or distort it from the original ratio of dimensions.

Examples of correct use of the seal



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2



3



4



5



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Examples of incorrect use of the seal



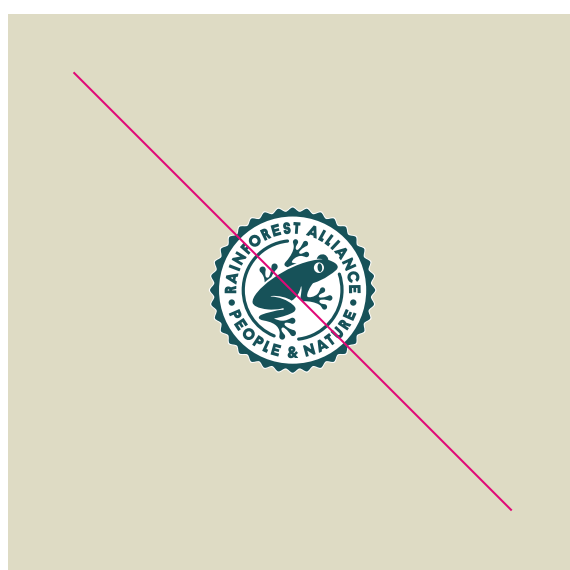
1



2



3



4



5



6



7

Product labelling

Many uses of the Rainforest Alliance 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), center 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 seal artwork with the crop name included is available for download in the Claims Platform. Please be advised that the seal artwork with the certified crop name included is limited to only a specific selection of crops.

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



Cocoa

Multiple certified ingredients



Cocoa  
& Vanilla

One certified ingredient volume



60% Certified  
Hibiscus

Combined certified ingredients volume



65% Certified  
Herbs & Spices

Typographic sizing & proportions



Cocoa  
& Vanilla

Ingredient font size examples



RA seal diameter: 26mm  
Ingredient information: 9pt



RA seal diameter: 20mm  
Ingredient information: 8pt

Extended ingredient or claim information



60% Certified  
Palm Oil

With 60% certified palm oil now, we’re working towards buying all our palm oil from Rainforest Alliance Certified™ farms in 2025.



