



**SRP**

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# **SRP Brand Manual**

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## 1. About This Document

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# About This Document

The credibility and good name of SRP and users of its trademarks depend upon upholding the SRP brandvalue, which is based on the effectiveness of its programs, tools and communications.

This updated Brand Manual sets out principles and policies to uphold brand value and provides branding guidance for consistent use of the SRP Organizational Logo and SRP-Verified Label, including technical specifications, and various usage situations and illustrations of correct usage.

All users of these logos are expected to follow this guidance, which will ensure a clear, simple, coherent, and positive image of the SRP across all communication channels.

For clarifications and questions on any of the topics in this manual, please contact the SRP Secretariat at [info@sustainableice.org](mailto:info@sustainableice.org).

## 2. SRP Organizational Logo

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# About the SRP Organizational Logo

The new SRP Organizational Logo was approved by the SRP Board in May 2020, replacing the original version used since April 2014. The new graphic identity aims to uphold SRP's brand value and recognition and ensure consistent application across all our programs, tools and communication materials.



## 2. SRP Organizational Logo

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# Logo Use Policy

### Who can use the SRP Organizational Logo?

The SRP Organizational Logo is primarily for the use of the organization and its members.

Use of the SRP Organizational Logo in relation to the SRP Assurance Scheme is covered in the "[Sustainable Rice Platform Assurance Scheme \(Version 1.3 August 2020\)](#)" Annex 7: SRP Member Communication and Claim/Logo/Label Guidelines (On And Off-Pack).

SRP members are encouraged to seek advice from the Secretariat for specific uses other than those listed in this Brand Manual and the Assurance Scheme v 1.3.

### In what ways can the SRP Organizational Logo be used?

Fair use of the SRP Organizational Logo by full SRP members is permitted and encouraged in appropriate non-commercial settings to raise awareness and visibility of SRP and its activities among stakeholders.

The following uses are generally permitted:

- To identify your company or organization as an SRP member. It may be used on websites, reports, brochures and corporate materials.
- In technical and media articles, or in training and educational materials directly related to, or developed in collaboration with SRP
- In documents and/or other materials reviewed by SRP, that were designed to support use of the SRP Standard, Performance Indicators or SRP initiatives
- In connection with resource mobilization with/for SRP or SRP-related activities and
- In connection with conferences and other events related to SRP.

Its use in scientific and non-marketing literature is also acceptable, provided that the reference is fair, accurate, complete and truthful and does not indicate a claim or imply unauthorized endorsement of any product or service.

### In what ways can the SRP Organizational Logo NOT be used?

The SRP Organizational Logo may NOT be used in any of the following ways:

- In any manner that, at the sole discretion of SRP, may risk discrediting or tarnishing the SRP's reputation and good name
- In any way that is false or misleading
- In any way that violates the rights of others
- In any way that violates any law, regulations, or other public policy
- In any way that misrepresents the relationship between SRP and the user, including but not limited to any use of the logo that might be reasonably misconstrued as an endorsement, approval, sponsorship or verification by SRP of the user, the user's business or organization, or the user's products or services; and
- On-pack to support or demonstrate sustainability claims.

### What are the responsibilities of members and third-party organizations in using the SRP Organizational Logo?

General uses as described here are permitted and do not require members to request specific permission from the SRP Secretariat.

Third party organizations collaborating with SRP and/or with any of its members to promote their event and/or describe their activities should first obtain written permission from the SRP Secretariat before using the SRP Organizational Logo in any way.

Members take responsibility for the use of the SRP Organizational Logo. By using the logo in any form or context, the user indemnifies the SRP from any legal liability in relation to any consequences or damages ensuing, howsoever caused.

## 2. SRP Organizational Logo

# Logo Variants, Size and Clear Space

### Primary (Full Color)

The SRP Organizational Logo should always be used against a white background. If any other background colors are used for unavoidable reasons, then enough contrast between the logo and background should be maintained to achieve clear visibility and legibility.



### Alternatives (Black and White)

The SRP Organizational Logo can appear in black/ white only in exceptional cases (e.g. when printing a whole document in grayscale or if the color scheme of a specific campaign dictates such use). If the logo appears in white, enough contrast should be maintained.



### Minimum Size - 12mm / 45 pixels

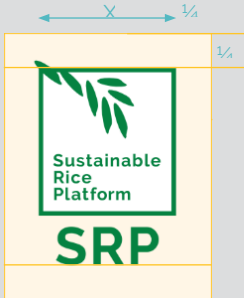
Measured across from the left edge of the logo frame to the right edge.



### Clear Space

To protect the logo, we recommend a minimum clearance area based on the width of the frame.

The logos should never be positioned closer than this to another logo or edge.



## 2. SRP Organizational Logo

# Logo Usage Do's & Don'ts

### Logo Usage

- Always use approved artwork files of the logo.

### Logo Usage Don'ts

- Don't modify the logo artwork files in any way
- Don't stretch or squeeze the logo
- Don't distort the logo
- Don't change the logo's orientation
- Don't add outlines to the logo
- Don't change the logo colors
- Don't alter the logo's font
- Don't add shadow or glow effects to the logo
- Don't place logo on a busy background
- Don't delete elements of the logo
- Don't create your own version of the logo
- Don't use the logo on-pack to support or demonstrate sustainability claims

### Photo Background

If you need to position the logo against an image, care should be taken to ensure visibility, contrast and legibility.

### Correct Usage Examples



### Incorrect Usage Examples

If you can't clearly see the logo against the background, then an alternative image should be found.



### 3. SRP-Verified Label

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## About the SRP-Verified Label

The SRP-Verified Label represents the integrity of claims to sustainable best practices according to the SRP Standard, as verified through the SRP Assurance Scheme. The SRP-Verified Label symbolizes a seal of approval, illustrated through the interpretation of a rice plant as a check mark.





### 3. SRP-Verified Label

# Label Use Policy

## Who can use the SRP-Verified Label?

Only eligible participants in the SRP Assurance Level 3 are authorized to use the SRP-Verified Label. Requirements, endorsed usage and restrictions are outlined in the [Sustainable Rice Platform Assurance Scheme \(Version 1.3 August 2020\)](#)" Annex 7: SRP Member Communication and Claim/Logo/Label Guidelines (On And Off-Pack).

	LEVEL 1 Self Assessment	LEVEL 2 2nd Party Verification	LEVEL 3 3rd Party Verification (Mass Balance)	LEVEL 3 3rd Party Verification (Product Segregation)	LEVEL 3 3rd Party Verification (Identity Preservation)
<b>On-pack SRP-Verified Label</b>	Not permitted	Not permitted	Not permitted	Allowed	

## In what ways can the SRP-Verified Label be used?

The SRP-Verified Label can be used for on-pack communication. Off-pack communication is only allowed to promote a SRP-Verified product.

### On-Pack Use

The SRP-Verified Label is used for on-pack communications, such as:

- Retail rice packs; and
- Bulk rice sacks or boxes.

Use of the SRP-Verified Label on-pack must be supported with a Verification Claim as outlined on page 12: "Use of SRP Verification Claim".

### Off-Pack Use

The SRP-Verified Label can be used off-pack on marketing materials that promote a SRP-Verified product, e.g. product flyers, product page in online-shops, etc. In this case an image of the SRP-Verified product (e.g. rice pack or rice box) needs to be part the marketing collateral.

For on-pack and off-pack use: Proposed label layouts and claim language must be approved by SRP before publishing or printing. Please send proposed label layouts and claims for approval to [info@sustainablerice.org](mailto:info@sustainablerice.org). The approval process can be found in the "[Sustainable Rice Platform Assurance Scheme V.1.3, Information Note 2](#)". Submissions are treated in strict confidence by the SRP Secretariat and materials are not externally shared.

## In what ways can the SRP-Verified Label NOT be used?

Members and participating organizations who did not qualify for Level 3 Assurance are not authorized to use the SRP-Verified Label in any communications media.

Don't display the SRP-Verified Label on websites, reports or other materials to identify your company or organization as an SRP member or identify collaboration with SRP. For such use, please refer to the SRP Organizational Logo use policy (page 5).

### 3. SRP-Verified Label

# Label Variants, Size and Clear Space

#### Full Color

The SRP-Verified Label is only available in full color as shown here. When used against different background colors, enough contrast between the logo and background should be maintained to achieve clear visibility and legibility.



In ensuring good contrast, a white border may be added to protect the visibility and legibility of the SRP-Verified Label.



#### Minimum Size - 12mm / 45 pixels

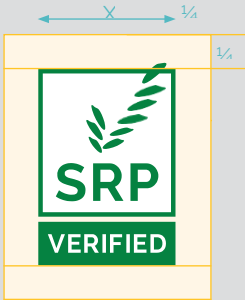
Measured across from the left edge of the label frame to the right edge.



#### Clear Space

To protect the label, we recommend a minimum clearance area based on the width of the frame.

The logos should never be positioned closer than this to another label, logo or edge.



### 3. SRP-Verified Label

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# Label Usage Do's & Don'ts

## Label Usage

- Always use approved artwork files of the label.
- When used against different background colors, enough contrast between the logo and background should be maintained to achieve clear visibility and legibility.

## Label Usage Don'ts

- Don't modify the label artwork files in any way
- Don't stretch or squeeze the label
- Don't distort the label
- Don't change the label's orientation
- Don't add outlines to the label
- Don't change the label colors
- Don't alter the label's font
- Don't add shadow or glow effects to the label
- Don't place label on a busy background
- Don't delete elements of the label
- Don't create your own version of the label

## Correct Usage Examples



- On-pack use (rice pack or rice sack)
- Image of rice pack bearing the SRP-Verified Label on a marketing brochure, website, etc.

## 4. SRP Verification Claims and Corporate Value Statements

# SRP Verification Claims

(For participants of the SRP Assurance Scheme)

Participants in the SRP Assurance Level 2 and 3 are permitted to use the SRP-Verified Label (as explained in Chapter X) and/or SRP Verification Claims on-pack as outlined below:

### On-pack SRP Verification Claims

	LEVEL 1 Self Assessment	LEVEL 2 2nd Party Verification	LEVEL 3 3rd Party Verification (Mass Balance)	LEVEL 3 3rd Party Verification (Product Segregation)	LEVEL 3 3rd Party Verification (Identity Preservation)
<b>ON-PACK Communications</b>	On-pack communications are only permitted for products that comply with Assurance Level 2 or Assurance Level 3 following the guidelines below. Please note: On-pack communications in combination with other logos and/or claims (in particular logos/claims representing sustainable rice production standards and resource use efficiency and climate change resilience in rice systems) are not permitted insofar as there is a risk that the other logos/claims may be attributed to SRP and/or the SRP Claims and/or Logos.				
<b>Verification Claim</b>	Not permitted	<b>Option 1</b> <b>Long:</b> "In partnership with the Sustainable Rice Platform, we are working towards verified sustainable rice to support farmer livelihoods and protect the environment: <a href="http://www.sustainablerice.org">www.sustainablerice.org</a> " <b>Short:</b> "Working towards sustainable rice farming: <a href="http://www.sustainablerice.org">www.sustainablerice.org</a> "	<b>Option 1</b> <b>Long:</b> "We partner with the Sustainable Rice Platform to independently verify sustainable rice farming methods to protect nature and help small farmers. For more information, visit <a href="http://www.sustainablerice.org">www.sustainablerice.org</a> " <b>Medium:</b> "We partner with the Sustainable Rice Platform to ensure our rice complies with the SRP Standard for Sustainable Rice. Learn more at <a href="http://www.sustainablerice.org">www.sustainablerice.org</a> " <b>Short:</b> "[Company name] supports sustainable rice farming; Learn more at <a href="http://www.sustainablerice.org">www.sustainablerice.org</a> "	<b>Option 1</b> <b>Long:</b> "Our rice is grown in compliance with the SRP Standard for Sustainable Rice Cultivation, to protect nature and help small farmers. Learn more at <a href="http://www.sustainablerice.org">www.sustainablerice.org</a> " <b>Short:</b> "Our rice is grown in compliance with the SRP Standard for Sustainable Rice Cultivation. Learn more at <a href="http://www.sustainablerice.org">www.sustainablerice.org</a> "	<b>Option 1</b> <b>Long:</b> "Our rice is grown in compliance with the SRP Standard for Sustainable Rice Cultivation to protect nature and help small farmers. Scan the QR code to learn more about the farm of origin, or visit <a href="http://www.sustainablerice.org">www.sustainablerice.org</a> " <b>Short:</b> "Our rice is grown under the SRP Standard for Sustainable Rice Cultivation. Scan the QR code to learn more about the farm of origin, or visit <a href="http://www.sustainablerice.org">www.sustainablerice.org</a> "
	No	<b>Option 2</b> <b>Long:</b> "We work towards verified sustainable rice in cooperation with the Sustainable Rice Platform, to protect people and planet: <a href="http://www.sustainablerice.org">www.sustainablerice.org</a> " <b>Short:</b> "Working towards sustainable rice farming: <a href="http://www.sustainablerice.org">www.sustainablerice.org</a> "	<b>Option 2</b> <b>Long:</b> "On average, X% of content sourced for this product is verified under the Sustainable Rice Standard. Learn more at <a href="http://www.sustainablerice.org">www.sustainablerice.org</a> " <b>Medium:</b> "From farm to table, we support sustainable rice farming methods advocated by the Sustainable Rice Platform. Learn more at <a href="http://www.sustainablerice.org">www.sustainablerice.org</a> " <b>Short:</b> "We support sustainable rice farming: <a href="http://www.sustainablerice.org">www.sustainablerice.org</a> "	<b>Option 2</b> <b>Long:</b> "Our SRP-Verified rice is grown and verified according to the Sustainable Rice Platform Standard for Sustainable Rice Cultivation, to protect nature and help rice farmers. Learn more at <a href="http://www.sustainablerice.org">www.sustainablerice.org</a> " <b>Short:</b> "Our SRP-Verified rice is grown in compliance with the SRP Standard for Sustainable Rice Cultivation: visit <a href="http://www.sustainablerice.org">www.sustainablerice.org</a> "	<b>Option 2</b> <b>Long:</b> "Our SRP-Verified rice is grown sustainably in partnership with the Sustainable Rice Platform to protect nature and empower small farmers. Scan the QR code to learn more about the farm of origin, or visit <a href="http://www.sustainablerice.org">www.sustainablerice.org</a> " <b>Short:</b> "Our SRP-Verified rice complies with the Sustainable Rice Platform Standard. Scan the QR code to learn more about the farm of origin, or visit <a href="http://www.sustainablerice.org">www.sustainablerice.org</a> "
	No	No	No	No	<b>Option 3</b> "This rice was grown sustainably at [name of farm] in [country of origin]. Scan the QR code to learn more, or visit <a href="http://www.sustainablerice.org">www.sustainablerice.org</a> "

## 4. SRP Verification Claims and Corporate Value Statements

### Off-pack SRP Verification Claims

<b>OFF-PACK Communications</b>	<p>Off-pack communications via website, social media or print materials are allowed following the guidelines below.</p> <p>The use of below Verification Claims requires compliance with the respective requirements under Assurance Level 2 or Assurance Level 3 as set forth in this document, with no requirement for full SRP membership.</p> <p>Please note: Off-pack communications in combination with other labels, logos and/or claims (in particular labels/logos/claims representing sustainable rice production standards and resource use efficiency and climate change resilience in rice systems) are not permitted insofar as there is a risk that the other labels/logos/claims may be attributed to SRP and/or the SRP Claims and/or Logos.</p>				
<b>Verification Claim</b>	No	The permitted 'verification claims' (as listed in 2.1.2) are also permitted for off-pack use in connection with a specific brand/sub-brand, provided all rice of the respective brand/sub-brand is produced in compliance with SRP Assurance Level 2.	The permitted 'verification claims' (as listed in 2.1.2) are also permitted for off-pack use in connection with a specific brand/sub-brand, provided all rice of the respective brand/sub-brand is produced in compliance with SRP Assurance Level 3 (Mass balance, Group level).	The permitted 'verification claims' (as listed in 2.1.2) are also permitted for off-pack use in connection with a specific brand/sub-brand, provided all rice of the respective brand/sub-brand is produced in compliance with SRP Assurance Level 3 (Product segregation).	The permitted 'verification claims' (as listed in 2.1.2) are also permitted for off-pack use in connection with a specific brand/sub-brand, provided all rice of the respective brand/sub-brand is produced in compliance with SRP Assurance Level 3 (Identity preservation).

More information can be found in the "[Sustainable Rice Platform Assurance Scheme document \(Version 1.3 August 2020\)](#)" Annex 7: SRP Member Communication and Claim/Logo/Label Guidelines (On And Off-Pack).

## Corporate Value Statements (SRP Members only)

<b>OFF-PACK Communications</b>	<p>Off-pack communications via website, social media or print materials are allowed following the guidelines below.</p> <p>The Corporate Value Statements require full SRP membership and apply to all SRP members regardless of their participation in the SRP Assurance Scheme.</p>
<b>Corporate Value Statements</b>	<ul style="list-style-type: none"> <li>"We are a proud member of the Sustainable Rice Platform, a global alliance dedicated to helping rice farmers and protecting the environment: <a href="http://www.sustainablerice.org">www.sustainablerice.org</a>"</li> <li>"[Company name] is an active member of the Sustainable Rice Platform – a global alliance working to promote eco-friendly rice farming, empower small farmers and reduce the environmental footprint of rice. Learn more at <a href="http://www.sustainablerice.org">www.sustainablerice.org</a>"</li> <li>"Working with the Sustainable Rice Platform, [Company name] helps small farmers grow rice sustainably and increase their resilience to climate change. Learn more at <a href="http://www.sustainablerice.org">www.sustainablerice.org</a>"</li> </ul>

## 5. General Guidance

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# Brand Colors

### Primary Color

The updated SRP green reflects a contemporary look while maintaining the core brand color, for which SRP is widely known.

**PANTONE 7731**  
**CMYK 88/25/100/11**  
**RGB 0/125/54**  
**HEX# 007d36**

### Secondary Colors

If you are working on a piece of SRP brand communication, these additional colors can be utilized to support your work.

Using the recommended colors will ensure cohesion across the SRP brand.

**PANTONE 7409**  
**CMYK 0/24/93/0**  
**RGB 254/199/0**  
**HEX# fec700**

**PANTONE 7700**  
**CMYK 100/0/0/50**  
**RGB 0/98/139**  
**HEX# 00628b**

**PANTONE 7709**  
**CMYK 63/6/24/0**  
**RGB 91/184/196**  
**HEX# 5bb8c4**

## 5. General Guidance

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# SRP Font

### Raleway

The typeface family "Raleway" has been selected for the SRP Organizational and Verified logos. It is an elegant sans-serif and open-source typeface family originally designed by Matt McInerney.

This typeface renders well in print, online, digital and mobile products.

### **Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890**

### Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Other weights and italic versions are available which gives flexibility if needed across communications.

You can download the Raleway font free of charge at:

<https://fonts.google.com/specimen/Raleway?query=raleway>.

## 6. Contact Information

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# Contact Information

### **Secretariat**

Email: [info@sustainablerice.org](mailto:info@sustainablerice.org)

Website: [www.sustainablerice.org](http://www.sustainablerice.org)