

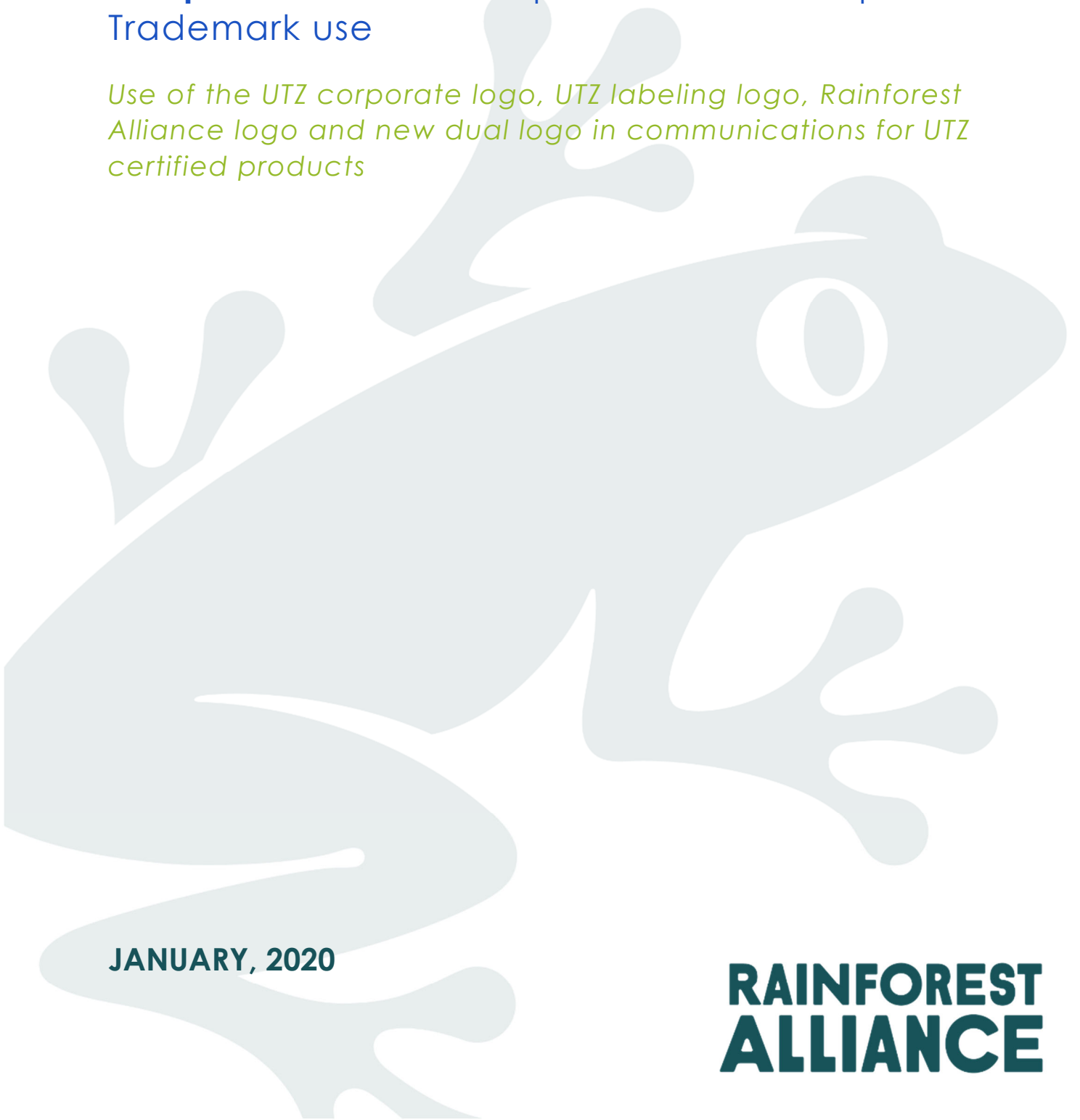
ADDENDUM TO THE UTZ LABELING & TRADEMARK POLICY

Chapter 3: General Requirements for Off-pack Trademark use

Use of the UTZ corporate logo, UTZ labeling logo, Rainforest Alliance logo and new dual logo in communications for UTZ certified products

JANUARY, 2020

**RAINFOREST
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3. GENERAL REQUIREMENTS FOR OFF-PACK TRADEMARK USE

Many of our member companies refer to their partnership with UTZ to support communications with consumers and other stakeholders. Now that UTZ and the Rainforest Alliance have merged into one organization with the name of Rainforest Alliance, it is no longer accurate to refer to UTZ as a separate organization. This document replaces Chapter 3 and point 1.3 of the [UTZ Labeling and Trademark Policy](#) and provides guidance to companies wishing to promote their relationship with the Rainforest Alliance while sourcing UTZ certified products.

3.1 ORGANIZATIONAL LOGO OPTIONS

For off-pack communications, companies may now use the UTZ labeling logo, the Rainforest Alliance organizational logo or a new “part of” dual logo, depending upon the context of use – see below.

3.1.1 UTZ Labeling logo

The UTZ labeling logo (including the word “Certified” within the logo) should now be used even off pack when promoting or referring to a **specific UTZ certified product**, e.g. “We source UTZ certified cocoa for our [brand] chocolate bars.”



3.1.2 Rainforest Alliance organizational logo

The Rainforest Alliance organizational logo may only be used in off-pack communications **without reference to certification**, e.g. “We work with the Rainforest Alliance as a partner in our commitment to sustainability.”



3.1.3 “Part of” dual logo

The new [“part of” dual logo](#) below can be used when making a broad or corporate level claim off pack **about purchases of UTZ certified materials**, e.g. “We work with the Rainforest Alliance to source products from UTZ certified farms” or “We support more sustainable cocoa farming by sourcing UTZ certified cocoa.” It should also be used for off-pack claims about **projects with UTZ certified farms**, such as “We’re partnering with the Rainforest Alliance on our project to empower UTZ certified coffee farmers to improve gender equity in their communities.”



Part of the

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3.2 ACCOMPANYING TEXT REQUIRED

Off-pack trademark use of either the Rainforest Alliance organizational logo or the “part of” dual logo must be accompanied by a text statement/claim to explain the context of the logo use. See 3.1.2 and 3.1.3 for examples. Using one of these logos without any explanation is not permitted. The use of the UTZ labeling logo off pack without a text statement or explanation is permitted but not recommended.

3.3 INDEPENDENT RELATIONSHIP

The UTZ labeling logo must be clearly identifiable as an independent product certification label and should be smaller than the company or brand logo. The UTZ labeling logo must not be used in any way that implies endorsement of the company brand, or instead of the company brand. Similarly, the Rainforest Alliance logo and the “part of” dual logo may only be used in describing a company’s relationship with the Rainforest Alliance as an independent organization.

3.4 ADVERTISEMENTS

For advertisements, the company or brand that is being advertised must be clear. Companies must avoid implying that the advertiser is UTZ or the Rainforest Alliance.

3.5 THE RAINFOREST ALLIANCE CERTIFIED™ SEAL

Companies utilizing the Rainforest Alliance’s [mutual recognition](#) process for applicable crops (such as cocoa and tea) may be eligible to use the Rainforest Alliance Certified seal off pack and on pack in reference to sourcing products from UTZ certified farms and/or Rainforest Alliance Certified farms. Use of the Rainforest Alliance Certified seal must comply with the [Requirements and Guidelines for use of the Rainforest Alliance Trademarks](#). Claims guidance for mutual recognition can be found [on our website here](#).



3.6 APPROVAL PROCESS

All on pack and off pack company communication, using the UTZ labeling logo, the Rainforest Alliance organizational logo or the “part of” dual logo must be submitted to and approved by the Rainforest Alliance prior to printing or publication, as per the current [approval guidelines here](#).

For any questions or support, please contact cs@ra.org.