



Round Table on Responsible Soy Association

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This is a public document of the Round Table on Responsible Soy Association (RTRS), for any comments regarding the content of this document or the RTRS Standard please contact the:

RTRS Technical Unit

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The RTRS official languages are English, Spanish and Portuguese, however in case of any inconsistency between different versions of the same document, please refer to the English version as the official one.



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I. Introduction

Rules contained in this document govern the off-product use of the RTRS logo in both its corporate communication and its recognized Certification Bodies communications.

The RTRS corporate visual identity is its name's registered graphic representation. This visual identity should not be changed in its configuration, proportions and spatial relations, which should always be respected regardless of its size or reproduction conditions.

This document contains rules of use for all RTRS-related communications for Certification Bodies. These rules and regulations have been designed to protect the value and integrity of the RTRS visual identity and institutional image. The institutional nature of this manual demands its implementation and correct use among all recognized Certification Bodies.

In order to easily find each part, this document structure has been designed according to analysis parameters and paying attention to each of the elements making up the visual identity. Due to the design's own dynamics and in order to meet the institution and its members demands, new applications might be developed and incorporated to future versions of this manual.

For any questions regarding these rules, please contact the RTRS Technical Unit at: logo.claims@responsiblesoy.org cc: technical.unit@responsiblesoy.org

II. Development:

RTRS Technical Unit – RTRS Secretariat

III. Scope

RTRS Considers its trademarks to be among its most valuable intellectual property assets. This document has to be used along with the RTRS Use of the Logo and Claims Policy. This document sets the requirements and provides the guidelines on the use of the RTRS Institutional logo to be used by Certification Bodies.

This document becomes effective on July 13th 2011 and shall be applicable worldwide.

RTRS may modify this policy from time to time and users will be obliged to comply with the updated policy immediately after it is made available or public by the RTRS (including without limitation, by posting the new policy in the RTRS website).

IV. Changes in version

December 2011:

In IV. Incorporation of new institutional logos

In VI: Clarification for proper use of the logo on the certificates RTRS

Changes in the numbering

April 2014

Update of data and references to the RTRS use of the logos and claims policy

V. The RTRS logo

Basic rules for its reproduction and application

The following rules should be applied to the reproduction and application of the RTRS institutional logos:

1. The RTRS has the copyright to its visual identity and RTRS trademarks, which is considered intellectual property. Any use of the RTRS trademark contrary to the rules of this document and the document of the RTRS use of the Logo and Claims Policy violates the RTRS rights and should be treated as copyright infringement.
2. RTRS recognized certification Bodies are authorized to use the institutional logo and make the claims allowed in the use of the logo and claims Policy, and to comply with all the rules contained in this document in their corporate communication (any company or group's communication related to its production and marketing including websites, letter headings, merchandise, brochures, newsletters, etc.).
3. The RTRS reserves the right to object to any use of the RTRS trademarks (or any other trademark confusingly similar to the RTRS trademark) that the RTRS deems to be illegitimate in spite of this use not being expressly forbidden nor established by the RTRS use of the logo and claim Policy and this document.
4. Rules and design templates given to suppliers and members should always derive from files at the RTRS Secretariat – Technical Unit. This should be the only valid source.
5. To avoid unrecommended adaptations and results, reproduction should always be digital. Members can obtain digital files of the visual identity at the RTRS Secretariat.
6. A high standard of reproduction is essential in order to guarantee proper legibility and understanding. The relationships among texts, codes, line thickness, tone values, and typographic sizes and bodies are governed by carefully studied values which should not be altered or adapted.
7. All materials should always be reproduced based on the specified color models (Pantone). Low quality reproductions will result in unacceptable lower effectiveness of the visual identity and corporate image performance.



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VI. The isologotype

The RTRS isologotype is one of its most important elements. It reflects the organization and its members' nature.

If used properly, it will contribute to creating a consistent institutional image that will unify and facilitate both internal and external communications.

The RTRS has three institutional isologotypes: Institutional Logo 1 ('Leaf+ Acronym'), RTRS Institutional Logo 2 (Acronym) & RTRS Institutional Logo 3 (Acronym + Full Name)

Institutional Logo 1 ('Leaf+ Acronym')



RTRS Institutional Logo 2 (Acronym)



RTRS Institutional Logo 3 (Acronym + Full Name)



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Note: For proper use of these logos refer to Annex A, point A3 "Institutional Logo Use" of the "RTRS Use of the Logo & Claims V 4.0".

For the graphics requirements for the use of these logos, see Annex B of the "RTRS Use of the Logo & Claims V 4.0".



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VII. The authorized logo for the RTRS certificates

The only logo authorized to be used in the certificates issued by the certification body, is the RTRS Institutional Logo 2, and the following information shall be included:

- RTRS claim
- RTRS trademark license code
- RTRS website address

Example for full recognition:



(Name of Certification body) is an RTRS full
recognized Certification Body
N° XXXXXXXXXX
www.responsiblesoy.org

Note: For Further Information about claims of Certification Bodies, refer to point VII of this document and/or the "RTRS Use of the Logo & Claims V 4.0".



VIII. Allowed Claims for Certification Bodies

When the RTRS institutional logo is used by RTRS recognized Certification Bodies that have signed a trademark license agreement with RTRS, the following information shall be included:

- RTRS claim
- RTRS trademark license code
- RTRS website address

1.1 RTRS recognized CB

1.1.1 All RTRS recognized CBs using RTRS trademarks must sign a Trademark License Agreement with the RTRS, as part of their membership application or renewal.

1.1.2 Claims for RTRS recognized CB are set out in Table 1. Text in square brackets [example] may be altered by the organization to refer to the specific organization about which the claim or communication is being made.

1.2 RTRS description

1.2.1 In addition to the claims in Table 1, RTRS Trademark License holders may also choose to include a description of the RTRS. When this option is used, only the following statements shall be used:

- i. RTRS certification assures socially and environmentally responsible practices of soy farmers.
- ii. The Round Table on Responsible Soy assures responsible practices of soy growers for community relations, labour rights, legal compliance, business, agriculture and the environment.



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Table 1: Allowable claims for RTRS recognized Certification Bodies

Note: All Certification Bodies, shall follow the requirements of the RTRS Use of the Logo and Claims Policy and all other requirements established in this document.

Certification Body	Approved RTRS Certification Body – Full recognition + Valid RTRS License code or recognition contract	“[We] OR [name of organization] is an RTRS full recognized Certification Body”.
	Approved RTRS Certification Body – preliminary recognition + Valid RTRS License code or recognition contract	“[We] OR [name of organization] a preliminary recognized RTRS Certification Body”.