

Document name	Use of the RTRS Institutional logo for CBs Version 1.0
Document reference	RTRS_INSTLOGO_CBs_V1.0
Date	13 July 2011
Produced by	RTRS Secretariat- Technical Unit.



Round Table on Responsible Soy Association

Index

Index.....	2
I. Introduction	3
II. Development:.....	3
III. Scope	3
IV. The RTRS logo.....	4
Basic rules for its reproduction and application	4
V. The isologotype	5
VI. The authorized logo for the RTRS certificates.....	6
VII. Color Code	7
VIII. Unaccepted Versions.....	8
IX. Minimum Size.....	9
X. Design Grid.....	10
XI. Area of Isolation	11



Round Table on Responsible Soy Association

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. 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.



Round Table on Responsible Soy Association

V. 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 two institutional isologotypes, the letters RTRS and the letters RTRS + Round Table on Responsible Soy Association.



Round Table on Responsible Soy Association



Round Table on Responsible Soy Association

VI. The authorized logo for the RTRS certificates

The only logo authorized to be used in the certificates issued by the certification body, is the isologotype formed by the letters RTRS, and the following information shall be included:

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









Round Table on Responsible Soy Association

VII. Color Code

Institutional colors are an identifying element when recognizing the organization. Their proper use allows the RTRS's perceptual characteristics to remain intact.

Due to the need to reproduce the image on different graphic and digital supports, equivalences have been determined to ensure a consistent and personality-generating identification. Black and white, single color, and negative versions have been developed to be used when, for example, the isologotype is applied to a colored background that makes it difficult to read the color version. Moreover, these versions are offered so that they can be adapted to single color printings, such as a black and white newspaper. Should it be necessary to make single color printings, the visual identity is adapted to green or black ink.

Colorversion		Green  Pantone 384 C Quadrachromy: C: 18 / Y: 100 / K: 31 Web: R: 144 / G: 161 / B: 7
		Gray  Pantone Cool Gray 7 Quadrachromy: K: 37 Web: R: 161 / G: 161 / B: 161
Black and white version		Black  K: 70  K: 37
Single colorversion		
Negative version		

Round Table on Responsible Soy Association

VIII. Unaccepted Versions

Proper use of application rules is vital to achieve the right identity recognition.

The following are some forbidden examples of changes or transformations made to the RTRS isologotype.



Do not change the color



Do not switch colors



Do not draw an outline to the letters



Do not eliminate symbols



Do not distort



Do not write on top



Do not use inappropriate backgrounds



Do not rotate



Do not alter proportions

Do not alter or change typography



Do not use description above the green line





Round Table on Responsible Soy Association

IX. Minimum Size

To be able to read the isologotype well a minimum reproduction size has been set. Greater reductions would lead to loss of legibility as well as the risk of impasto when printing.

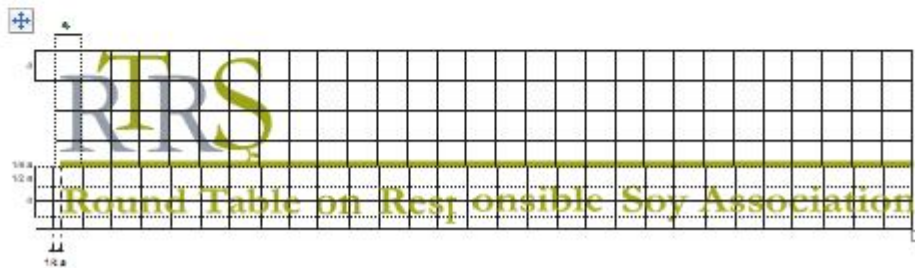
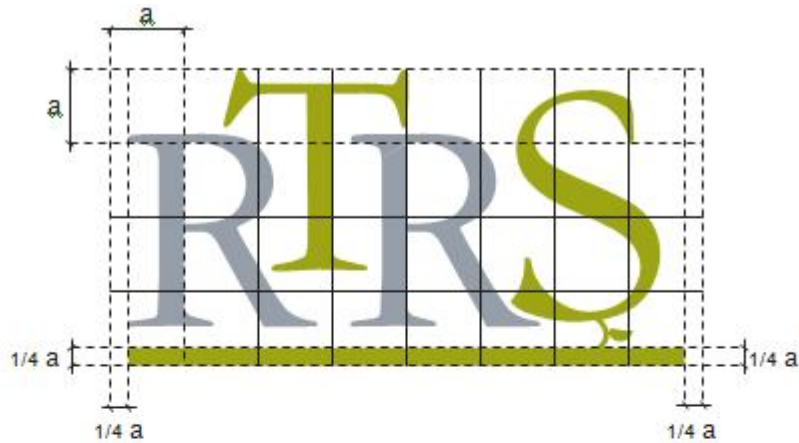
As regards enlargements, they can be made without restrictions provided harmonic and proportional balance of the graphic material is taken into consideration.

Initials should not be smaller than 0.65 cm high, while the whole isologotype should be 1 cm high.



X. Design Grid

The isologotype has been designed on a homogeneous square grid. However, in most situations it should be reproduced by electronic means from an original.



XI. Area of Isolation

The area of isolation shows the minimum distance that should exist between the isologotype and any other graphic or typographic element or the limit of the material (for example, the end of a piece of paper). This area of isolation should be respected in all kinds of supports (graphic, television, web, etc.) and is defined by the “S” character.

The area of isolation should not be smaller than an “S” all around the RTRS isologotype.



XII. 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.

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”.