



2016

# RSPO RULES ON MARKET COMMUNICATIONS AND CLAIMS

Approved by the Board of Governors November 2016

Revised in January 2019

**RSPO**

Roundtable on  
Sustainable Palm Oil





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## Introduction

- 1.1. The Roundtable on Sustainable Palm Oil (RSPO) is a global, multi-stakeholder initiative on certified sustainable oil palm products. Members of the RSPO and participants in its activities come from many different backgrounds, including oil palm growers, manufacturers, financial institutions, retailers of oil palm products, environmental and social NGOs, and from many countries that produce or use oil palm products. The principal objective of the RSPO is ‘to promote the growth and use of sustainable palm oil through cooperation within the supply chain and open dialogue between its stakeholders’.
- 1.2. RSPO offers four supply models for organisations to promote their commitment to, and where applicable their use of, certified sustainable oil palm products. These supply chain models are:

Identity Preserved

Segregated

Mass Balance

Book & Claim

- 1.3. In the first three models, the chain of custody is certified for the RSPO Supply Chain Certification Standard (SCCS). There is physical control of oil palm products in the supply chain from the mill and its supply base and/or independent growers certified to RSPO Principles and Criteria through to the end product manufacturer.
- 1.4. The Book and Claim model is the RSPO Credits trading scheme that starts with the production of certified sustainable oil palm products from mills and their supply base, crushers and/or independent growers certified to RSPO Principles and Criteria or SCCS. However, the certified sustainable oil palm products may not physically enter the supply chain of the organisation that is purchasing the RSPO Credits. The rules for selling and buying RSPO Credits are included in the SCCS.

- 1.5. It is critical that organisations only make claims regarding their use of sustainable oil palm products that can be supported by the model they use. Organisations purchasing RSPO Credits must not state anything that may lead consumers to believe that the end product contains RSPO-certified oil palm product, with exceptions according to module A.
- 1.6. Part of this dialogue is to pass on information regarding the use of RSPO-certified sustainable oil palm products in an accurate and clear manner that can be easily understood by the stakeholder receiving this information. The rules set out in this document are supplementary to the RSPO SCCS and are broken down into 3 core areas of communication.
- **General Corporate Communication** for RSPO members wishing to confirm their status as members and their support of the RSPO's aims and principles.
  - **Business to Business Communication** where an RSPO member in the supply chain communicates to other organisations in the supply chain about either the presence of certified oil palm products in its products, or that its products support the production of certified sustainable palm oil.
  - **Business to Consumer Communication** where an RSPO member wishes to communicate to the end consumers that its product(s) contains or supports the production of RSPO-certified sustainable oil palm products.
- 1.7. To assist this process, the RSPO has developed an RSPO Trademark which can be used when an RSPO member complies with the rules set out in this document. The rules set out the requirements for RSPO members in relation to the three communication scenarios outlined in 1.6 and provides the specific requirements for each supply chain model as described in the RSPO SCCS.



- 1.8. Transparency is a key requirement of RSPO members and the RSPO expects any sustainability claims made in relation to sustainable oil palm products, regardless of whether RSPO itself is referenced in the claim, to be accurate and verifiable. RSPO members who make false or misleading claims will face sanctions from the RSPO. It is therefore recommended that all members fulfil the requirements set out in this document to ensure that any claims made keep with the aims and principles of the RSPO.



## Definitions

### **BOOK & CLAIM (RSPO CREDITS)**

Model that supports the production of RSPO-certified sustainable oil palm products through the sale of RSPO Credits. One RSPO Credit represents one metric tonne of RSPO-certified sustainable oil palm product.

### **COMMERCIAL TRADEMARK USE**

Trademark use by members that supply products containing RSPO certified sustainable oil palm products.

### **CONSUMER-FACING COMMUNICATION**

Communication targeting the consumer, for example packaging, catalogues, flyers, websites.

### **FOOD SERVICE COMPANY / COMPANIES**

Facility / facilities that serves any type of meals and / or snacks for immediate consumption onsite or for take away. This category includes full service restaurants, fast food outlets, caterers, cafeterias and other places that prepare, serve and sell food to consumers or public. It also includes retail bakeries, as those located in supermarkets conducting par-baking and food service companies that deliver to institutions.

### **MEMBER**

An organisation that is an 'ordinary', 'affiliate' or 'supply chain associate' member of the RSPO.

### **NON-COMMERCIAL TRADEMARK USE**

Trademark use by members that do not sell oil palm products but have been authorised by the RSPO to use a trademark for non-commercial use.

### **NEGATIVE CLAIM**

Claim which conflicts with the stated aims of the RSPO and/or implies that the removal of palm oil from a product is a preferable social or environmental sustainability outcome to the use of certified sustainable palm oil.

### **OIL PALM PRODUCTS**

Products produced by the oil palm, including its fruits and kernels. Depending on the context, the phrase ‘oil palm products’ in this document can also refer to products such as shells, palm kernels, palm kernel expeller, palm oil, palm kernel oil (PKO) or products derived thereof, palm (kernel) fatty acids (P(K)FAD), olein, stearin or products that are derived from fractionation of palm oil and palm kernel oil. Oil palm products may also refer to products containing any of the above.

### **OFF-PRODUCT CLAIMS**

Claims regarding the membership status of an individual member and/or their support of the aims of the RSPO.

### **PRODUCT-SPECIFIC CLAIMS**

A public statement that an individual product contains certified sustainable oil palm products. This is an on-product claim, such as a website, product packaging, product specification, shipping document etc.

### **ON PACK CLAIMS**

A claim which appears on packaging.

### **RSPO CERTIFIED OIL PALM PRODUCTS**

Any product that contains oil palm products properly sourced through the RSPO ‘Identity Preserved’ (IP), ‘Segregated’ (SG) or ‘Mass Balance’ (MB) supply chain models.

### **RSPO CORPORATE LOGO**

Logo used by the RSPO Secretariat and not allowed for use by RSPO members.

### **RSPO TRADEMARK**

The RSPO registered mark consisting of a rounded palm top accompanied by the letters ‘RSPO’, the (™) mark and accompanied by a valid license number.



This document sets mandatory requirements for RSPO members when making any communication about RSPO membership and use of RSPO certified oil palm products.

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## **RSPO LABEL**

RSPO Trademark as defined herein, for use in on-product communications. A label can also include a 'tag'. The tag is optional for IP/SG ('Certified') and mandatory for MB ('50% Mixed'), RSPO Credits and/or a 'story telling statement'.

## **TRADEMARK LICENSING BODY**

An organisation that has been authorised by the RSPO to issue licenses for the use of the RSPO Trademark.

## **Scope**

- 3.1. This document sets mandatory requirements for RSPO members when making any communication about RSPO membership and use of RSPO-certified oil palm products.
- 3.2. For RSPO supply chain or RSPO Principles and Criteria certified members, this document will form part of the audit requirements. Therefore, failure to comply with any of the requirements within these rules as outlined in this document will be dealt with by a non-conformance. For non-certified members, breaches of the rules contained herein will be dealt with by the RSPO Communications and Claims standing committee.
- 3.3. The rules contained in this document are designed to safeguard the reputation of the RSPO and the credibility of the RSPO Trademark and RSPO claims, and to promote the production and use of RSPO-certified oil palm products.

RSPO members wishing to use the RSPO Trademark must hold a trademark license from the RSPO. This will be granted on acceptance as a member. Existing members can apply separately. A unique identification number shall be issued to be used in conjunction with the RSPO Trademark. A list of unique numbers issued to RSPO members are available on the RSPO website ([www.rspo.org](http://www.rspo.org)).

RSPO retailer members who are not certified but want to use the RSPO Trademark must hold a trademark license or use the license of the end product manufacturer for on-product communications.

RSPO members shall avoid negative claims and seek to promote, and not to denigrate the aims and goals of RSPO, namely the production and use of CSPO.

- 3.4. Claims that abide by all of the relevant rules in this document will be deemed to be 'authorised'. Any claim using the name 'Roundtable on Sustainable Palm Oil', the letters 'RSPO' and/or the RSPO Trademark, which does not comply with the relevant rules, will be treated as unauthorised'. The RSPO reserves the right to publish any case of unauthorised communication, to request the offending member to comply with these rules, to make amends and/or to take legal action against any member that engages in 'unauthorised' claims. RSPO reserves the right to introduce or amend a formal claims approval basis as required.

A corporate communication is one made by any RSPO member that highlights its membership of RSPO and/or its commitment to the principles of RSPO.

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## General Corporate Communications

- 4.1. A corporate communication is one made by any RSPO member that highlights its membership of the RSPO and/or its commitment to the principles of the RSPO. Corporate communication is an 'off-product' claim.
- 4.2. In corporate communications a member is allowed to:
- a. display its RSPO membership status
  - b. display the RSPO web address ([www.rspo.org](http://www.rspo.org))
  - c. state that the member supports the work of the RSPO
  - d. state the member's history with regard to the RSPO
  - e. use the RSPO Trademark to promote its membership of the RSPO.

Additionally, where an RSPO member displays the RSPO Trademark in digital format, this must be accompanied by the text 'Check our progress at [www.rspo.org](http://www.rspo.org)' where the link must lead to the member's profile page.

- 4.3. In corporate communications, RSPO members must not make any statement that may lead consumers to believe that RSPO membership by itself implies the selling of RSPO certified oil palm products.
- 4.4. Members must ensure that all communication is consistent, clear, and cannot mislead consumers or other stakeholders as to the certified content of oil palm products in the member's own products.
- 4.5. Members are not allowed to use the RSPO corporate logo as shown below. This is for the sole use of the RSPO Secretariat.

The RSPO logo consists of the letters 'RSPO' in a bold, orange, sans-serif font. The letters are slightly italicized and have a modern, clean appearance.

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Roundtable on Sustainable Palm Oil

## Business to Business Communications

- 5.1. Business to business communication relates to RSPO members in the supply chain selling to and/or communicating with other organisations in the supply chain about the use of certified sustainable oil palm products.
- 5.2. When confirming the sale of certified oil palm products, members must adhere to the requirements of the RSPO SCCS. This includes stating the supply chain model and certificate number under which the claim is being made.
- 5.3. Where a distributor or wholesaler takes title to products containing certified sustainable oil palm products, the requirements of the RSPO SCCS can follow either of two options:
  - A. If the distributor or wholesaler holds only a Distributor license, it may only communicate RSPO-certified oil palm products by linking the product to the manufacturer using the manufacturer's SCCS certificate number. This covers both brand and own brand products. However, in the case of own brand products it is essential that customers are aware that the product has been made on behalf of the distributor or wholesaler, with specific evidence either through on-pack claims or documentation.
  - B. If the distributor or wholesaler is supply chain-certified they should follow the requirements outlined in section 5.2.
- 5.4. A certified member can provide information to its customers detailing the presence of certified palm oil contained within a product even if it is not eligible for a product-specific under RSPO rules.

The end product must not be labelled as certified or sold in such a way that implies RSPO certification.



For example, a retailer or food service company may require a breakdown of all palm-based ingredients within an end product and the certified status of each. This information may be provided by a certified RSPO member without constituting a product specific claim.

## Business to Consumer Communications

- 6.1. Only RSPO members that have supply chain certification are allowed to make business to consumer claims about the certified sustainable oil palm products contained within product(s), which are known as ‘product-specific’ claims **or on pack claims**.  
**Product-specific claims are voluntary, examples of claims which are deemed as product-specific market claims can be found on RSPO guidance documents.**
- 6.2. Only RSPO members who have supply chain certification are authorised to use the RSPO Trademark and/or RSPO label, with the exception of RSPO Credits and of retailers in accordance with 6.8. below.
- 6.3. When on-pack claims on RSPO-certified sustainable oil palm products are used, the RSPO Trademark and associated identification number must be present.
- 6.4. Business to consumer communication shall not include information about the claimant’s RSPO membership status.
- 6.5. Members shall not communicate to consumers information about their suppliers’ RSPO membership status.
- 6.6. Use of the RSPO Trademark is restricted to claims about RSPO-certified sustainable palm oil products and it is not authorised for use in relation to any other ingredient.
- 6.7. Use of any other trademark or logo to highlight the presence of RSPO-certified sustainable oil palm products is an unauthorised product-specific claim.

- 6.8. RSPO members who are retailers or food service companies can apply for an RSPO Trademark license for use in business to consumer communications, provided they can demonstrate the validity of these claims to an RSPO-accredited certification body (CB). This will be undertaken via a remote audit, prior to the trademark use, during which the retailer or food service company will need to demonstrate that the use of the trademark is in compliance with the rules contained within this document and that the claim itself can be supported through a certified supply chain. Any other palm oil claims, including those highlighting the absence of palm oil, must be highlighted to the CB during the audit to ensure that all claims comply with the requirements of these rules. The CB will confirm the outcome of these audits, to be conducted annually, to RSPO who may continue to grant a trademark license or withdraw permission based upon the audit findings. This is in keeping with the rules applying to RSPO supply chain certified members. The guidance document for audits is available on [www.rspo.org](http://www.rspo.org).
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#### **MODULE A – IDENTITY PRESERVED AND SEGREGATED SPECIFIC RULES**

When a RSPO member makes a product-specific claim that a product is either Identity Preserved (IP) or Segregated (SG) certified, the following conditions must be met.

##### **Certified oil palm content**

- For IP, 95% or above of the oil palm content must be RSPO IP-certified.
- For SG, 95% or above of the oil palm content must be SG, or a combination of SG and IP.
- Where there is any percentage of non-certified oil palm within the product, the reason for this must be fully justified and an action plan for moving to fully certified oil palm must be in place, in accordance with the requirements of the RSPO SCCS. In addition, the volume of non-certified oil palm products must be covered by the purchase of RSPO Credits of equivalent volume.

#### IP & SG CLAIMS LABEL OPTIONS



Please refer to Annex 1 for more logo options

#### Messaging

Messaging ALLOWED in storytelling in product-related communications may include some or all of the following elements:

- The oil palm products contained in this product have been certified to come from RSPO sources. [www.rspo.org](http://www.rspo.org)
- By choosing this product, you are sure it contains RSPO-certified palm oil. For more information: [www.rspo.org](http://www.rspo.org)
- RSPO-certified sustainable oil palm products were kept apart from other oil palm products throughout the supply chain. [www.rspo.org](http://www.rspo.org)
- Certified sustainable oil palm products can be traced back to RSPO-certified mills and plantations. [www.rspo.org](http://www.rspo.org)
- The entire supply chain is monitored by independent, RSPO-accredited auditors. [www.rspo.org](http://www.rspo.org)
- RSPO-certified sustainable palm oil has been produced to stringent environmental and social criteria. [www.rspo.org](http://www.rspo.org)
- References to (or images of) particular RSPO-certified production units, if the relationship to those units can be shown by company records.

#### Labelling and Trademark for On Pack Claims

Members are allowed to use the RSPO label in one of the following ways:

- RSPO Trademark which includes the tag 'CERTIFIED' or
- RSPO Trademark which includes the tag 'This product contains certified sustainable palm oil'.

Wherever the RSPO Trademark is displayed, the applicable trademark license number must be shown immediately under or next to the trademark or the 'statement'. Font must be Calibri, font size must be at least 4 pt (1.4 mm or 0.06 inch).

In on-pack communications, the RSPO Trademark can be printed anywhere on the pack.

Further guidance on use of the trademark is provided in the RSPO Trademark License Terms and Conditions and in Annex 1 of this document.

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## **MODULE B – MASS BALANCE SPECIFIC RULES**

For a member to make a claim that a product is Mass Balance (MB) certified, the following conditions must be met.

### **Minimum Mass Balance Content**

- 95% or above of the oil palm content must be RSPO MB-certified.
- Where there is any percentage of non-certified oil palm within the product, the reason for this must be fully justified and an action plan for moving to fully certified oil palm must be in place, in accordance with the requirements of the RSPO SCCS. In addition, the non-certified volume must be covered by equivalent volume of RSPO Credits.

### **Messaging**

Messaging ALLOWED in storytelling in product-related communications includes:

- [Oil palm products]/[palm oil]/[palm kernel oil] from RSPO-certified mills and plantations were mixed with non-certified oil palm products in the supply chain.
- The volume of [oil palm products]/[palm oil]/[palm kernel oil] in this product reflects an equivalent volume of palm oil or palm kernel oil produced by RSPO-certified mills and plantations.

In off-product communications, reference to (or images of) particular-RSPO certified production units, if the relationship to those units can be shown in company records is allowed.

Messaging NOT ALLOWED in storytelling in product-related communications:

- Anything that can lead consumers to believe that RSPO-certified palm products are (certified to be) part of the product.

#### Labelling and Trademark for On Pack Claims

Members are allowed to use the RSPO label in one of the following ways:

- Surrounded by the text: 'Certified Sustainable Palm Oil'.
- The RSPO label MUST contain the tag 'MIXED'. The tag MIXED designates oil palm products sourced under the Mass Balance (MB) supply chain system, which administratively balances inputs and outputs of certain palm oil volumes. The tag 'MIXED' on a product does not guarantee that the product itself contains the certified material; some or all of it may reside in a product that does not carry a claim.
- The RSPO label can also include the statement: '[The palm oil contained in this product] contributes to the production of certified sustainable palm oil'.

Wherever the RSPO Trademark is displayed, the applicable trademark license number must be shown immediately under or next to the trademark or the 'statement'. Font must be Calibri, font size must be at least 4 pt (1.4 mm or 0.06 inch).

In on-pack communications, the RSPO Trademark can be printed anywhere on the pack.

Further guidance on use of the trademark is provided in the RSPO Trademark License Terms and Conditions and in Annex 1 of this document.

#### MASS BALANCE CLAIMS LABEL OPTIONS



Please refer to Annex 1 for more logo options



## PARTIAL PRODUCTS CLAIMS LABEL OPTIONS



Please refer to Annex 1 for more logo options

## MODULE C – PARTIAL **ON PACK** PRODUCT CLAIMS

To increase awareness among consumers of the availability of sustainable oil palm products and to help accelerate the uptake, it is permissible to make a claim on-product when the percentage of the oil palm content is less than 95% certified, but only when the following conditions have been met:

- The member making the claim is the end product manufacturer, is an RSPO member and is certified against the RSPO SCCS or is an RSPO retailer member authorised to use the trademark by the RSPO.
- At least 50% of the oil palm content has been supplied through an RSPO-certified supply chain as IP, SG or MB.
- The remainder of the oil palm content that is not RSPO certified is covered by the purchase of RSPO Credits to an equivalent volume.

The product-specific claim is limited to only the following phrase: 'This product contributes to the production of certified sustainable palm oil'.

The use of the RSPO label with this claim is mandatory and must include the tag '50% MIXED'. No other percentage is allowable within this claim.

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## MODULE D – COMBINED SUPPLY CHAIN MODELS SPECIFIC RULES

Where a mixture of inputs supplied through different RSPO supply chain models are present in a product, the following applies:

|                         |                                   |
|-------------------------|-----------------------------------|
| 75% IP + 20% SG => 95%  | SG claim is made                  |
| 65% SG + 30% MB => 95%  | MB claim is made                  |
| 55% MB + 40% B&C => 95% | partial product claim can be made |
| 45% SG + 55% B&C < 50%  | B&C claim can be made             |

Where one supply chain model accounts for 95% of the oil palm content, the claim for this specific model may be made:

|                          |                      |
|--------------------------|----------------------|
| 95% IP + 5% MB => 95% IP | IP claim can be made |
| 95% SG + 5% MB => 95% SG | SG claim can be made |
| 95% MB + 5% C => 95% MB  | MB claim can be made |

## CREDITS PRODUCTS CLAIMS LABEL OPTIONS



Please refer to Annex 1 for more logo options

## MODULE E – BOOK AND CLAIM SPECIFIC RULES

Claims made under the Book and Claim model need to apply the RSPO label with the tag CREDITS.

RSPO members who have purchased RSPO Credits are entitled to claim their support for the production of certified sustainable palm oil. These claims can be made anywhere – in store, on-pack, in marketing materials – provided that they abide by the rules below.

**Messaging ALLOWED in storytelling in product-related communications includes:**

- Supports the production of certified sustainable palm (kernel) oil
- Supporting certified sustainable palm (kernel) oil

**Messaging NOT ALLOWED in storytelling in product-related communications:**

- Anything that can lead consumers to believe that the product contains sustainable oil palm products.

Retailers of branded products, with the manufacturer's written permission, can claim their support off product. Retailers of own label products, who may have purchased the Credits for themselves or asked their manufacturer to do so on their behalf, can make both on and off product claims.

For on-product claims:

- Must use the RSPO label with the tag CREDITS
- Must display the trademark license number
- 100% of the oil palm-based ingredients must be covered by RSPO Credits or physical certified material.

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## **MODULE F – RSPO NEXT**

This module applies to members who wish to participate in the RSPO NEXT programme and communicate their involvement in the supply chain or to other external stakeholders.

### **RSPO NEXT Eligibility Criteria**

The main criteria for participation in RSPO NEXT are defined separately and can be found on the RSPO website ([www.rspo.org](http://www.rspo.org)).

The RSPO NEXT module has been developed as an RSPO NEXT Credits programme. Once eligible for participation, the member can purchase RSPO NEXT Credits. Once 20% of the total oil palm products usage, by volume, or 150,000 MT – whichever is the lower – is covered by RSPO NEXT Credits, claims can be made. These thresholds remain valid for the first three years of participation.

Three years following the initial purchase of RSPO NEXT Credits, the minimum threshold rises to 50% of the member's oil palm products by volume, regardless of whether claims have been made in the interim.

### **RSPO NEXT Credits**

RSPO NEXT Credit purchases can be made retrospectively at the end of the period, at the beginning of the period in anticipation of future trading or during the period on an 'as required' basis. This reflects the rules for standard RSPO Credits which can be obtained from the RSPO website ([www.rspo.org](http://www.rspo.org)).

### **RSPO NEXT General Corporate Communications**

When a member purchases the required level of RSPO NEXT Credits they are permitted to make general corporate communications in relation to this.

Rules for general corporate requirements can be found in section 4 of this document. When making the communication in relation to RSPO NEXT, the organisation must include full disclosure of palm oil use by the member as a whole and the proportion that is supporting RSPO NEXT. For example:

*‘We use the equivalent of 1,000 MT of oil palm products and 200 MT supports the production of RSPO NEXT oil palm products.’*

## Annex 1 : RSPO Trademark Usage and Guidance

### A.1. Approved Trademark Masters

- A.1.1. RSPO has created three different versions of its trademark to maximise usability across varieties of applications. Illustrated below are different ways in which the RSPO Trademark can be used: FULL COLOUR, or any MONOCHROME colour scheme.

Please ensure that the trademark's legibility is in no way compromised and that the different colours are all equally visible against the background. RSPO recommends that when placing the logo over a coloured background, the Black or White version is used.



**Note:** *trademark masters should always be reproduced from digital master artwork files. It should never be 'recreated', altered, amended or distorted.*

- A.1.2. Certified members and approved retailers can use the trademark in product-related communication, including in packaging, labels, advertisements, flyers, brochures, posters, displays, newsletters, websites, emails, letters, offerings, invoices, (annual) reports, or media interviews.
- A.1.3. For non-commercial use of the trademark by organisations that do not sell palm product containing goods, e.g. NGOs or industry organisations promoting certified sustainable palm products, news media, and anyone who intend to use the logo for non-commercial educational purposes promoting RSPO and sustainable palm oil, please fill in the request form for written approval specifying the context surrounding the use of logo.



## A.2. Clearance Area

- A.2.1. In order to promote ultimate visibility and impact, RSPO has designated minimum clear space around the trademark to prevent the trademark from being too ‘cluttered’ with other objects or graphics. It’s quite simple – just make sure there is an area the same width as the ‘SP’ of the logo, all the way around as illustrated RSPO Rules on Market Communications and Claims 18 below. The size of the clear space increases or decreases in proportion to the size of trademark used. Please allow more space whenever possible.

## A.3. Minimum Size

- A.3.1. RSPO specifies a minimum size for the trademark to ensure that it is used within its optimum dimensions and that its reproduction remains consistent.
- A.3.2. On printed materials, the word ‘CERTIFIED SUSTAINABLE PALM OIL’ or the ‘line’ should measure at least 10mm (0.4 inches) across; while the license number has to measure at least 4pt (1.4mm) in size.



## A.4. Colours

- A.4.1. RSPO members are advised to use the colour version whenever possible. However black, white or any monochrome version may be recommended depending on printing capacity and background colours of printing materials. Members are not allowed to create or modify the trademark, tag, statement, and colours in any way other than resizing the artworks provided by RSPO licensing body.



#F18B00

R241 G139 B0

C 0 M 53 Y 100 K 0

PANTONE Orange 021U



#2CA142

R60 G150 B0

C 76 M 0 Y 100 K 12

PANTONE 7739 C



#000000

R0 G0 B0

C 0 M 0 Y 0 K 100

PANTONE P Process Black U

## A.5. Background Colour Variation

- A.5.1. The graphics below illustrate some of the good examples of trademark use on a white / light-coloured background.



- A.5.2. The following are the examples of trademark use on **dark and light-coloured background**.



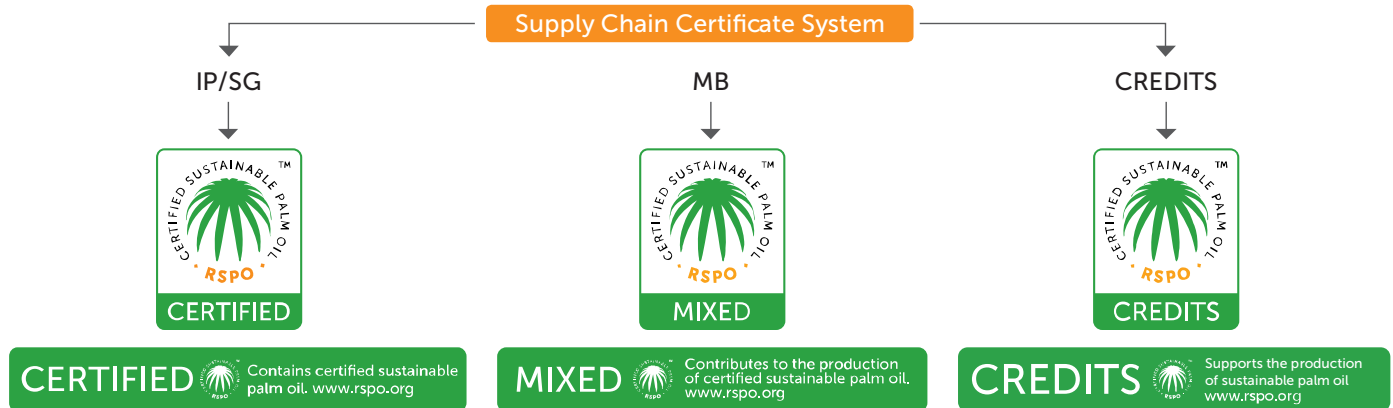
## A.6. Supply Chain Models

A.6.1. The RSPO has defined four supply chain systems to guide the trading of RSPO certified sustainable palm products:

1. Identify Preserved (IP)
2. Segregated (SG)
3. Mass Balance (MB)
4. Book & Claim (B&C).

A.6.2. There are four different sets of trademark packages specifically designed for members certified in accordance to supply chain models, and one package for the Book & Claim supply chain.

1. Identify Preserved (IP) and Segregated (SG) – ‘CERTIFIED’ Trademark package
2. Mass Balance (MB) – ‘MIXED’ Trademark package
3. Partial Product Claim – ‘50% Mixed’
4. Credits.



## A.7. Trademark Packages

### A.7.1. Supply Chain Certification model: **Identity Preserved / Segregation**

Tag : 'CERTIFIED'

Statement : 'This product contains certified sustainable palm oil'.



### A.7.2. Supply Chain Certification model: **Mass Balance**

Tag : 'MIXED'

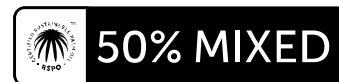
Statement : 'Contributes to the production of certified sustainable palm oil'.



#### A.7.3. Partial Product Claim

Tag : '50% MIXED'

Statement : 'This product contributes to the production of certified sustainable palm oil'.



#### A.7.4. RSPO Credits Claim

Tag : CREDITS

Statement : 'Supports the production of sustainable palm oil'.



## A.8. Language Options

- A.8.1. RSPO has translated the trademark labels for use by licensed members covering different markets. Please visit [www.rspo.org](http://www.rspo.org) for up to date details of available languages.

## A.9. DOs and DON'Ts of Using the RSPO Trademark

| Do                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Don't                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"><li>• Use the original graphics of RSPO Trademark</li><li>• Only use trademark artwork provided by the RSPO licensing body, or downloaded from the RSPO website</li><li>• Always maintain the clearance area for the trademark</li><li>• Always use the most appropriate trademark colour version to maximise the impact of the trademark standing out from the background and other graphics next to it</li><li>• Use a trademark no smaller than the approved minimum size</li><li>• Place your trademark license number immediately below or next to the trademark.</li></ul> | <ul style="list-style-type: none"><li>• Remove any element from, or add any object to the trademark</li><li>• Alter the colours of the trademark</li><li>• Distort the proportions of the trademark</li><li>• Redesign or recreate the trademark artwork</li><li>• Use the trademark or parts of the trademark to create a different design</li><li>• Use the trademark as a read-through in text</li><li>• Use special effects or patterns with the trademark</li><li>• Enclose the trademark within a shape</li><li>• Apply shadow behind the trademark</li><li>• Create background patterns with the trademark</li><li>• Link the trademark to other URL sites other than the RSPO home page or the respective RSPO member profile page.</li></ul> |

## A.10. Correct Trademark Usage

### A.10.1. Licensed members must take note of the following when using the trademark:



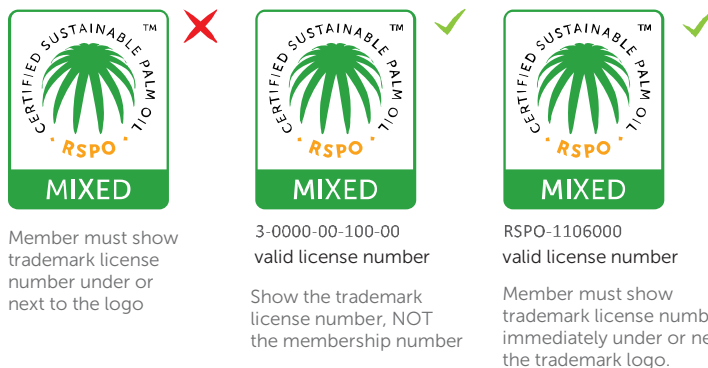
For Supply Chain Certified:  
**IP/SG**

Members can choose to include the tag  
'CERTIFIED' for trademark use in print.



Supply Chain Certified:  
**MB**

Members must include the tag  
'MIXED' for trademark use in print.



Member must show  
trademark license  
number under or  
next to the logo

3-0000-00-100-00  
valid license number

Show the trademark  
license number, NOT  
the membership number

RSPO-1106000  
valid license number

Member must show  
trademark license number  
immediately under or next to  
the trademark logo.

Members must show their trademark  
license number (not the membership no.  
or supply chain certificate no.)  
immediately under or next to the  
trademark label.

**Note :** The product 'manufacturer' must  
use its own trademark license number on  
pack / product, or that of the retailer  
when producing retailer-branded  
products (where the retailer has been  
awarded a trademark license).

## A.11. Incorrect Trademark Usage

A.11.1. These are examples of incorrect use of RSPO Trademark :



DO NOT remove any element from, or add any object to the trademark.



DO NOT remove the 'TM' sign from the trademark. For markets / countries where a certificate of registration has been issued for the RSPO trademark visit [www.rspo.org](http://www.rspo.org).



DO NOT rotate, manipulate or distort the proportions of the trademark.



DO NOT redesign or recreate the trademark artwork;

DO NOT use the trademark or parts of the trademark to create a different design.



✗ We will use the  logo on product labels.  
All customer inquiries on products..

DO NOT use the trademark in titles, headlines, or as a read-through in text.



DO NOT use special effects or patterns with the trademark.



DO NOT frame the trademark within a shape.



DO NOT create background patterns with the trademark.

## A.12. Correct RSPO Credits Usage and Guidance

Tag : CREDITS  
Statement : 'Supports the production of sustainable palm oil'.



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Please contact the RSPO Trademark & Licensing Executive for inquiries about the use of the RSPO Trademark, application process, and RSPO rules on market communication and claims.

Email: [trademark@rspo.org](mailto:trademark@rspo.org)

Tel: +603-2302 1500





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**RSPO will transform markets  
to make sustainable palm oil  
the norm**

FIND OUT MORE AT:

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