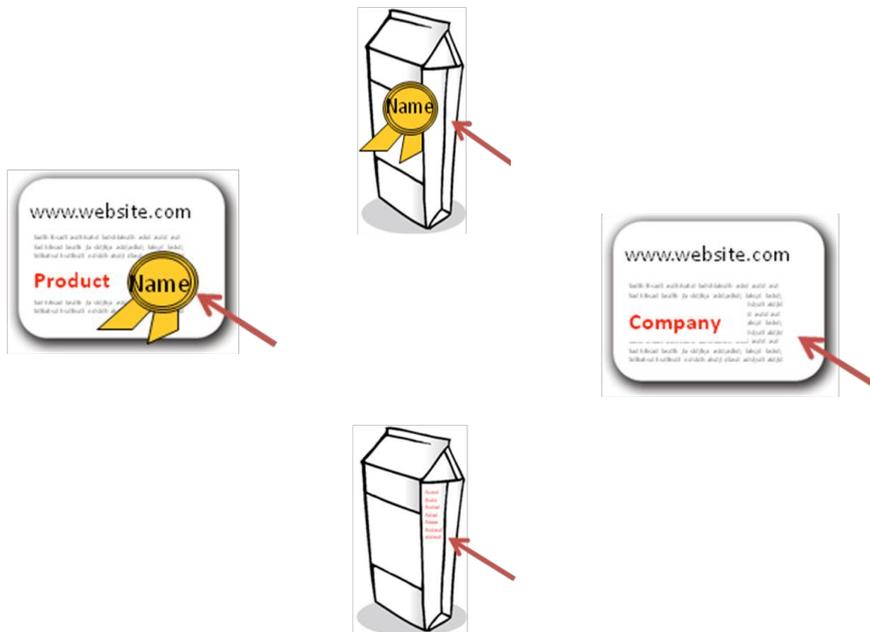


# BONSUCRO®

## Claims & Labelling: LOGO USE REQUIREMENTS Document

Version 5.02 January 2014



**BONSUCRO GUIDELINES**  
**ON LOGO USE AND RELATED CLAIMS**

Version 5.02 - January 2014

*CONTENT*

1. Introduction.....	2
2. Terms and Definitions .....	2
3. General Usage Requirements.....	4
3.1 Ownership of the logo and associated terms.....	4
3.2 Authorized use of the registered logo .....	4
3.3 Charges associated with logo use .....	5
3.4 Non-compliance consequences .....	5
4. Communication options .....	6
4.1 Claims and requirements .....	6
4.2 Combined claims.....	9
4.3 Graphic requirements .....	9
4.4 Display/placement of the logo on-product .....	10

## 1. INTRODUCTION

In this document you will find the guidelines for communications related to the Bonsucro logo and its related claims.

These guidelines have been developed to protect the value and integrity of the Bonsucro program. Proper use of the Bonsucro logo and claims will benefit both the Bonsucro organisation and its members.

## 2. TERMS AND DEFINITIONS

Below terms and definitions used in this document are explained in content order.

**Bonsucro:** A global multi-stakeholder non-profit organisation dedicated to reducing the environmental and social impacts of sugar cane production which links its name to a product, process or service that has been certified by an independent certification body as being in compliance with the applicable Bonsucro standard.

Vision: To be a leader in driving the market demand for certified sugarcane produced against sustainable standards.

Mission: Bonsucro aims to improve the social, environmental, and economic sustainability of sugarcane by promoting the use of a global metric standard, with the aim of continuously improving sugarcane production and downstream processing in order to contribute to a more sustainable future.

### Objectives:

- Bonsucro was set up to develop a Standard for sugar cane
- Bonsucro will also drive demand for the standard (by launching it in the marketplace and promoting it)
- Provides an industry forum - encouraging openness and discussion of the issues that need to be resolved in order to achieve transformation
- To motivate members to use and promote the Standards and the intent behind it.

### **Standard:**

Production Standard: principles and criteria for achieving sustainable production from sugarcane and all sugarcane derived products in respect of economic, social and environmental dimensions

Chain of Custody Standard: set of technical and administrative requirements for enabling the tracking of claims on the sustainable production of Bonsucro sugarcane and all sugarcane derived products along the entire supply chain after the mill and its cane supply base; through conversion, processing, manufacturing, transformation and trade to use of sugarcane and all sugarcane derived products.

**Certification:** Certification is the process through which an organisation grants recognition to a product that meets certain established criteria.

**Certification related terms:**

Accreditation: a process in which certification of competency, authority, or credibility is presented.

Audit: i.e. Conformity assessment, verification; demonstration that specified requirements relating to a product, process, system, person or body are fulfilled.

Certification Body: i.e. Conformity Assessment Body; Body that performs the audit.

**Chain of custody**: The supply chain of a product including all stages from the raw material required for an industrial process production up until the release of the product for consumption, including all stages of processing, transformation, manufacturing and distribution; set of administrative and technical requirements that prevents the mixing of Bonsucro sugar cane with non-Bonsucro sugar cane and all sugar cane derived products.

**Traceability**: The ability of each economic operator in the chain of custody to trace back the product or raw material one step back to the supplier and one step forward to the client.

Credit trading: i.e. Book & Claim; web-based system that provides tradable certificates for Bonsucro sugarcane to the sugar cane supply base. The supply base may then offer these certificates to end users who choose to support specific volumes of Bonsucro sugarcane and/or its derivatives. Retailers may base claims on certificates that were redeemed by their supplier(s).

Mass balance system: Traceability system which keeps track of the amount of sustainable raw material it sources and the amount of raw material it delivers and in which sustainability characteristics remain assigned to consignments.

Segregation: traceability system that ensures that at least 90% of the certified sugarcane and its derivatives delivered to the end user comes from Bonsucro certified sources.

**Communication related terms:**

Claim: Statement that declares the level of commitment of the company.

Membership Claim: refers to a statement that the Bonsucro members can use to show commitment towards Bonsucro's vision.

Off-product: Term applied to all statements, claims, label and such like used to promote products, companies or organisations, but which are not physically attached or applied to a product itself; Examples of off-product communication include the use of the logo in: posters, retail price lists, press releases, advertisements, websites, catalogues, newsletters, articles, counter materials, T-shirts, bags, etc.

On-product: refers to all communication that is printed directly on the product packaging; Term applied to any label, packaging or marking attached or applied to a product.

Examples of on-product communication include product tags, stencils, heat brands, retail packaging, protective packaging and plastic wrap.

Logo Use Requirements: guidelines for the correct use Bonsucro logo, name and claims used on-product and off-product about the Bonsucro programme.

CC&LC: Communication, Claims and Labelling Committee. Committee of marketing and communication experts within the organisation of Bonsucro with an advising role to the Bonsucro Board.

### 3. GENERAL USAGE REQUIREMENTS

#### 3.1 Ownership of the logo and associated terms

The Bonsucro logo and the term “Bonsucro” are the exclusive property of the Bonsucro organisation. The logo and related terms hold copyright protection trademark and are considered intellectual property of Bonsucro. Any use of the above-mentioned elements inconsistent with the requirements presented in this document, or other unauthorized use, violates Bonsucro’s rights.

It is a right and obligation of Bonsucro to carefully control the use of the Bonsucro logo in order to maintain its value to legitimate logo users.

Licenses for the use of the logo and any related claims (both for ‘on-product’ and ‘off-product’ situations) are issued by Bonsucro exclusively. Written approval of the use of the Bonsucro logo must be obtained from Bonsucro. Requests can be sent to [claims@bonsucro.com](mailto:claims@bonsucro.com).

#### 3.2 Authorized use of the registered logo

The Bonsucro logo is a trademark that Bonsucro licenses for use by certified producers, importers, traders, distributors and other registered members of the Bonsucro program who comply with the Bonsucro production and/or chain of custody standard and are committed to Bonsucro’s vision in the path for a more sustainable sugarcane sector. In order to receive authorization to use the Bonsucro logo, the user must:

- Be a registered Bonsucro member;
- agree and comply with the requirements presented in this document;
- Producers to hold a valid certification; and
- Receive approval by Bonsucro in writing.

Licensed organisations shall take full responsibility for the use of the Bonsucro logo, including when involving third parties acting on their behalf (such as investors, parent companies, sub-contractors and service providers).

### **3.3 Charges associated with logo use**

No licensing fee will be charged for the use of the Bonsucro logo and claim.

The administration fee for the use of the logo will initially be set at £0.02 GBP per tonne of cane equivalent. Or £0.10 per tonne of certified sugar (using the 10% recoverable sugar set in the Production standard - 5.3.1.

Primarily this charge will be levied to cover the costs of administration. A review of the level of this charge will be ongoing and will depend on the volume of claims and labels being used.

An administration fee for approving member's packaging design will be charged based on actual spent hours.

### **3.4 Non-compliance consequences**

The Bonsucro logo and any related claims may not be used in any manner that misleads buyers by:

- Confusing the Bonsucro logo or Bonsucro claims with any other label, trademark, brand or logo,
- associating the Bonsucro logo and/or the Bonsucro name with products that are not certified by Bonsucro,
- implying that non-certified products or processes are endorsed by Bonsucro,
- using the name of Bonsucro or the attached logo or claims as a brand name or part of a brand name of sugarcane derivatives or any other food product,
- using a company's own designed claims and labelling system for Bonsucro certified sugar instead of the Bonsucro logo and claims, for reasons of name awareness.
- implying that Bonsucro is a health claim.

Bonsucro reserves the right to withhold or withdraw permission to use the Bonsucro logo or any Bonsucro related claims if it considers that the user failed to comply with the rules and terms of this document. Permission of use may also be withdrawn based on misuse of the logo, namely in situations that can cause confusion, misinterpretation, or a loss of credibility to the Bonsucro program. Interpretation of these rules is at the sole discretion of Bonsucro. Non-compliance with the requirements may additionally have a consequence the de-listing of the user from the Bonsucro member directory.

Furthermore, claims and statements associated with Bonsucro shall be substantiated and verifiable.

Additionally, the user will not apply the logo in any manner that diminishes or damages the image and reputation of Bonsucro, and will not adopt, use or register any corporate name, trade name, trademark, domain name, service mark or any other designation confusingly similar with the Bonsucro logo.

## 4. COMMUNICATION OPTIONS

### 4.1 Claims and requirements

In the following overview you will find the communication options for members of Bonsucro. As a member you have the opportunity to communicate about your strategic path towards sustainable sugar cane. At the same time you have the option not to communicate at all. If you decide to communicate, you can communicate about the responsibility of your product and about the journey towards sustainability. Communication can take place 'on-product' and 'off-product'. The implications and requirements for the choice of communication are elaborated in the overview below.

The mentioned claims are approved by the Bonsucro organisation.

Members can submit proposals for equivalent wordings to be reviewed and approved at [claims@bonsucro.com](mailto:claims@bonsucro.com). An administration fee based on actual spent hours will be charged.

## Communication options for supply chain members

Industry	Origin of sugar cane	Claim	Level of communication
As a company we are using sugar cane as a	We are buying	You can claim	On-/off-product
1. Single product	> 90% Certified sugar cane (segregation)	The sugar in this product is responsibly produced.	On -and off-product
	>30% Certified sugar cane (mass balance or segregation)	The sugar used in this product contributes to the sustainable production of sugarcane	On-and off-product
	Credits	Our company demonstrates support to the sustainable production of sugarcane by purchasing x% through credit trading.	Off-product
	We don't yet buy certified sugar/credits, but are committed to doing so in the near future.	We are a member of Bonsucro.	Off-product
3. Hidden ingredient in our products: • These products only contain sugar made of cane. • Sugar cane is not in the top 3 of ingredients used for this products.	> 90% Certified sugar cane (segregation)	Our company purchases our sugar from responsible sources.	On-and off-product
	>30% Certified sugar cane from different sources (mass balance or segregation)	The X used in this product contributes to the sustainable production ...	On-and off- product
	Credits	Our company demonstrates support to the sustainable production of sugarcane by purchasing x% through credit trading.	Off-product
	We don't yet buy certified sugar/credits, but are committed to doing so in the near future	We are a member of Bonsucro.	Off -product
4. Hidden ingredient in our products: • These products contain sugar made of cane and other sources (ie Ethanol)	> 90% Certified sugar cane (segregation)	The sugar in this product comes from mixed responsible sources.	On- and off-product
	>30% Certified sugar cane from different sources (mass balance or segregation)	The sugar in this product contributes to the sustainable production of sugarcane.	On- and off-product
	Credits	Our company demonstrates support to the sustainable production of sugarcane by purchasing x% through credit trading..	Off-product
	We don't yet buy certified sugar/credits, but are committed to doing so in the near future.	We are a member of Bonsucro.	Off-product

## Communication options for producers

Industry	Level of certification	Claim	Level of communication
5. Producer	>90% of the sugar cane we grow is certified	We are a Certified Bonsucro Member	On- and off product
	>0% of the sugar cane we grow is certified	x% of our sugarcane is certified Bonsucro and we are committed to ...	On- and off product
	We have not yet been audited against the Bonsucro Standards	As a Bonsucro Member we are working towards Bonsucro Certification	Off product

### Notes:

1. Members are only allowed to use the Bonsucro logo in combination with the claim and on the level of communication as mentioned in this overview.
2. The mentioned claims are approved by the Bonsucro organisation.
3. Members can submit proposals for equivalent wordings to be reviewed and approved at [claims@bonsucro.com](mailto:claims@bonsucro.com).
4. The administration fee for the use of the logo will initially be set at £0.02 GBP per tonne of cane equivalent. Primarily this charge will be levied to cover the costs of administration. £0.10 per tonne of certified sugar (using the 10% recoverable sugar set in the Production standard - 5.3.1).
5. For reasons of continuous improvement the Mass Balance % will be periodically reviewed and increased. The increase will be communicated to the members 6 months in advance by Bonsucro.
6. Members are not obliged to communicate.
7. Certified producers can communicate: We are a certified member of Bonsucro

## 4.2 Combined claims

If products contain sugar cane (derivatives) sourced through more than one traceability system the following rules apply:

1. On-product communication should be based on the less strict traceability system (Segregation>Mass Balance)
2. Off-product a company may elaborate on the stricter traceability systems.

## 4.3 Graphic requirements



We have two master logo arrangements. These give us flexibility when applying the brand to the various collateral and members products.

Full colour is the primary expression of the logo as it applies to external communications such as print, online and TV.

Whenever possible, Bonsucro logo should be reproduced in the preferred full-colour version.

The stacked logo is preferred for use on all packaging, promotional work and stationery promoting maximum visual impact.

### Co Branding

The preferred logo for use on all packaging, promotional work and stationery promoting maximum visual impact.

### 4.3 Display/placement of the logo on-product



#### Minimum Size

It is important to maintain clear legibility of the logo. It is therefore important that the logo is not used smaller than the minimum size set.



## Safe Area

It's good to have an exclusion zone around the logo for the purposes of standout. This is measured by using the cap height from the 'N' of the particular logo.



**Do's and Don'ts**

To ensure that our logo is used consistently and with care, it is important that we protect it. The following examples show what not to do when using the logo. Always use the logo artwork supplied.

