



# FRIEND OF THE EARTH

Sustainable Agriculture

## RULES FOR THE USE OF Friend Of The Earth LOGO

### 1. AIM AND AREA OF APPLICATION

This procedure aims to regulate the use of the Friend of the Earth logo by FoE approved customers.

### 2. REFERENCES

The content of this procedure refers to the following FoE documents:

- Friend of the Earth Audit and Licensing Agreement

### 3. TERMS AND DEFINITIONS

Principal terms and definitions used are listed below:

**FoE:** Friend of the Earth

**Company:** Company under audit

**ALA:** Audit and Licensing Agreement

**SA:** Scientific and Technical Assistant

**MC:** International Marketing Coordinator

**OA:** Operational Assistant

**WSO:** World Sustainability Organisation

### 4. RESPONSIBILITIES

Operational Assistant is responsible for sending this document to the company together with the certificates once the audit has been finalized and the company approved.

The Marketing Coordinator could send this document in advance if the customer asks for it.

### 5. INSTRUCTIONS

#### 5.1 ALA Contents

The company which chooses to join the FoE project, if approved, could use the logo according to the following instructions.

- Company's customers are not authorized to use the logo; if they are interested in this they have to undergo a traceability audit and to pay annual royalties.
- The approved company cannot authorize its customers to use the FoE logo.
- WSO is the owner of the Trade Mark.
- The Audit and Licensing Agreement that the company signs indicates the name of the company which undergoes the audit and only this company, in case of approval, will be authorized to use the logo as a seal of approval.



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- The trade mark can only be used on the approved products specified on the certificate issued by Friend of the Earth at the end of the certification process.
- It can also be used on the promotional material related to the approved products.
- The user is asked to communicate any changes which may involve the approved company, including changes in the address, processed products, number of processing plants etc. It is also asked to refer to the trademark by reporting R= registered trademark of Friend of the Earth, in all business transactions and to remove the logo in case of revocation of its use by WSO.
- The company can submit a proposal for the use of the trademark to WSO.

## 5.2 *Technical Details*

The logo is sent to the company by the WSO Marketing Assistant in high resolution and it can be used on products and promotional materials in accordance to the following rules:

- Size should allow the reading of the internal text.
- Colours can be modified only with WSO approval (companies are requested to send a sample of what they would like to use and await WSO approval before going to print.)
- Internal text cannot be modified as the original trademark is in English, a further text may be added adapting it to the local language by using the same font.
- FoE logo can be used on approved products, packaging and promotional materials.

## 6. RELATED DOCUMENTS

Friend of the Earth Audit and Licensing Agreement