



**SRP**

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**SRP Brand Manual & Claim Guidelines**  
**Version 2.0**

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# 1. General Information

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## About This Document

The credibility and good name of SRP and users of its trademarks depend upon upholding the SRP brand value, which is based on the effectiveness of its programs, tools and communications.

This Brand Manual and Claim Guidelines document sets out principles and policies to uphold brand value and provides branding guidance for consistent use of the SRP Organizational Logo, SRP-Verified Label, SRP Verification Claims, and Corporate Value Statements, including technical specifications, and various usage situations and illustrations of correct usage.

The Licensee is responsible for ensuring that Licensee's use of the SRP Claims, Logo or Label does not violate applicable laws and/or further applicable regulations. SRP assumes no responsibility in this respect.

All users of these logos shall follow this guidance, which will ensure a clear, simple, coherent, and positive image of the SRP across all communication channels.

For clarifications and questions on any of the topics in this manual and guidelines document, please contact the SRP Secretariat at [info@srpglobal.org](mailto:info@srpglobal.org).

## The SRP Name, Organizational Logo and SRP-Verified Label

The SRP name, Organizational Logo and SRP-Verified Label are registered trademarks of SRP. SRP retains all rights to control and use these trademarks, except for any specific permissions or rights granted to others as mentioned below of an agreement or contract and in this document.

SRP only grants the respective producer, producer group or supply chain partner ("Licensee") the non-transferable and non-sublicensable right to use the SRP Verification Claims and/or SRP Logo and/or Label in accordance with the relevant terms and provisions of the SRP Assurance Scheme.

The rights granted to the Licensee are:

1. subject to (i) verification of the Licensee's compliance under the provisions of the SRP Assurance Scheme (including Chain of Custody requirements) and (ii) Licensee's SRP membership.
2. strictly limited to third-party verification, the specific form of usage is defined in the SRP Verification Claims and Corporate Value Statements.

SRP is entitled to revoke the rights granted at any time in written form if the Licensee's use of the granted rights (i) violates legal requirements or rights of third-parties or (ii) is likely to have a negative impact on the reputation of SRP or the SRP Verification Claims and/or Logos/Labels.

## Regulatory compliance disclaimer

SRP approval of any label, logo use, or claim confirms alignment with SRP's requirements only. It does not constitute legal advice and does not guarantee compliance with all applicable laws, regulations, guidance, or enforcement practices in any jurisdiction (including the EU and national authorities).

Brand owners and licensees remain solely responsible for ensuring that all communications are compliant with applicable consumer protection and marketing laws, including any national interpretations and guidance. Because rules and enforcement expectations evolve, SRP may update this guidance and/or require claim adjustments over time. SRP recommends that brand owners obtain independent legal/regulatory review before market release, especially for off-pack and impact-focused claims.

## 2. SRP Organizational Logo

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### About the SRP Organizational Logo

The current SRP Organizational Logo was approved by the SRP Board in May 2020, replacing the original version used since April 2014. The graphic identity aims to uphold SRP's brand value and recognition and ensure consistent application across all our programs, tools and communication materials.



# SRP

## Logo Use Policy

### Who can use the SRP Organizational Logo?

The SRP Organizational Logo is primarily for the use of the organization and its members.

SRP members are encouraged to seek advice from the Secretariat for specific uses other than those listed in this document.

### In what ways can the SRP Organizational Logo be used?

Fair use of the SRP Organizational Logo by full SRP members is permitted and encouraged in appropriate non-commercial settings to raise awareness and visibility of SRP and its activities among stakeholders.

The following uses are generally permitted:

- To identify your company or organization as an SRP member. It may be used on websites, reports, brochures and corporate materials
- In technical and media articles, or in training and educational materials directly related to, or developed in collaboration with SRP
- In documents and/or other materials reviewed by SRP, that were designed to support use of the SRP Standard, Performance Indicators or SRP initiatives
- In connection with resource mobilization with/for SRP or SRP-related activities and
- In connection with conferences and other events related to SRP

Its use in scientific and non-marketing literature is also acceptable, provided that the reference is fair, accurate, complete and truthful and does not indicate a claim or imply unauthorized endorsement of any product or service.

### In what ways should the SRP Organizational Logo NOT be used?

The SRP Organizational Logo may NOT be used in any of the following ways:

- In any manner that, at the sole discretion of SRP, may risk discrediting or tarnishing the SRP's reputation and good name
- In any way that is false or misleading
- In any way that violates the rights of others
- In any way that violates any law, regulations, or other public policy
- In any way that misrepresents the relationship between SRP and the user, including but not

limited to any use of the logo that might be reasonably misconstrued as an endorsement, approval, sponsorship or verification by SRP of the user, the user's business or organization, or the user's products or services; and

- On-pack to support or demonstrate sustainability claims.

### What obligations apply to members and third parties using the SRP Organizational Logo?

General uses as described here are permitted and do not require members to request specific permission from the SRP Secretariat.

Third party organizations collaborating with SRP and/or with any of its members to promote their event and/or describe their activities should first obtain written permission from the SRP Secretariat before using the SRP Organizational Logo in any way.

Members take responsibility for the use of the SRP Organizational Logo. By using the logo in any form or context, the user indemnifies the SRP from any legal liability in relation to any consequences or damages ensuing, howsoever caused.

## Logo Variants, Size and Clear Space

### Primary (Full Color)

The SRP Organizational Logo should always be used against a white background. If any other background colors are used for unavoidable reasons, then enough contrast between the logo and background should be maintained to achieve clear visibility and legibility.



### Alternatives (Black and White)

The SRP Organizational Logo can appear in black/white only in exceptional cases (e.g. when printing a whole document in grayscale or if the color scheme of a specific campaign dictates such use). If the logo appears in white, enough contrast should be maintained.



### Minimum Size - 12mm / 45 pixels

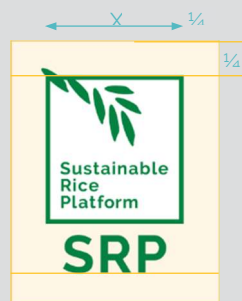
Measured across from the left edge of the logo frame to the right edge.



### Clear Space

To protect the logo, we recommend a minimum clearance area based on the width of the frame.

The logos should never be positioned closer than this to another logo or edge.



# Logo Usage Do's & Don'ts

## Logo Usage

- Always use approved artwork files of the logo.

## Logo Usage Don'ts

- Don't modify the logo artwork files in any way
- Don't stretch or squeeze the logo
- Don't distort the logo
- Don't change the logo's orientation
- Don't add outlines to the logo
- Don't change the logo colors
- Don't alter the logo's font
- Don't add shadow or glow effects to the logo
- Don't place logo on a busy background
- Don't delete elements of the logo
- Don't create your own version of the logo
- Don't use the logo on-pack to support or demonstrate sustainability claims

## Photo Background

If you need to position the logo against an image, care should be taken to ensure visibility, contrast and legibility.

## Correct Usage Examples



## Incorrect Usage Examples

If you can't clearly see the logo against the background, then an alternative image should be found.



## 3. SRP-Verified Label

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### About the SRP-Verified Label

The SRP-Verified Label represents the integrity of claims to sustainable best practices according to the SRP Standard, as verified through the SRP Assurance Scheme. The SRP-Verified Label symbolizes a seal of approval, illustrated through the interpretation of a rice plant as a check mark.



# Label Use Policy

## Who can use the SRP-Verified Label?

Only eligible participants in the SRP Assurance Scheme under third-party verification are authorized to use the SRP-Verified Label.

## In what ways can the SRP-Verified Label be used?

The SRP-Verified Label can be used for on-pack communication. Off-pack communication is only allowed to promote an SRP-Verified product.

### On-Pack Use

The SRP-Verified Label is used for on-pack communications, such as:

- Retail rice packs;
- Bulk rice sacks or boxes; and
- Packs of multi-ingredient products in which rice is a core and SRP-verified ingredient.

Use of the SRP-Verified Label on-pack must be supported with an SRP Verification Claim as outlined in Section 4 "SRP Verification Claims". For multi-ingredient products, the applicable SRP Verification Claims are detailed in Section 5.

### Off-Pack Use

The SRP-Verified Label can be used off-pack on marketing materials that promote an SRP-Verified product, e.g. product flyers, product page in online shops, etc. In this case an image of the SRP-Verified product (e.g. rice pack or rice box) needs to be part the marketing collateral.

### SRP Label and Claim Assessment

This process applies to the **SRP-Verified Label** and all associated **on-pack and off-pack SRP Verification Claims**. Use of the **SRP organizational logo** (for corporate, partnership, or membership purposes) follows a separate approval process, check SRP Organizational Logo.

All **SRP-Verified Label and claim uses** must:

- Be **traceable and linked to verified product data in SRP RiceTrace**;
- Be **pre-approved** by the SRP Secretariat prior to use; and
- Correspond to products verified under the **SRP Standard and Assurance Scheme** (Identity Preservation or Segregation Chain of Custody (CoC) models for on-pack label use; Mass Balance CoC model for claims only).

Applications are accepted **only** from Participating Operators or brand owners with active **RiceTrace access** and a valid **Verification Statement**. For SRP-Verified products packed or sold under a private-label brand that is neither an SRP member nor a Participating Operator, use of the SRP-Verified Label must follow the Private Label Agreement requirements outlined in Section 6.

Submit proposed **label designs and claim texts** via **RiceTrace** → **“SRP-Verified Label & Claim”** with following information:

- Contact person email, who's handling the SRP label and claim assessment;
- SRP verified supplier;
- Type of rice;
- Applicable **CoC model** (IP or Segregation or Mass Balance);
- Exact **claim wording** and label artwork (final version);
- Product name(s), pack size(s), and intended market(s)

## For multi-ingredient products

### For IP / Segregation models:

- Confirmation that all rice ingredients used in the product are SRP-Verified (IP/Seg) and classified as a core ingredient, as defined in Section 5
- Confirmation that the product meets the core-ingredient criteria (≥30% by weight where applicable, named in product name/FOP, or essential to formulation)
- Confirmation that the SRP-Verified Label will be used only for IP/Seg
- For performance-related claims (e.g., GHG reduction): % reduction, method, baseline year, and CAB reference

### For Mass Balance model:

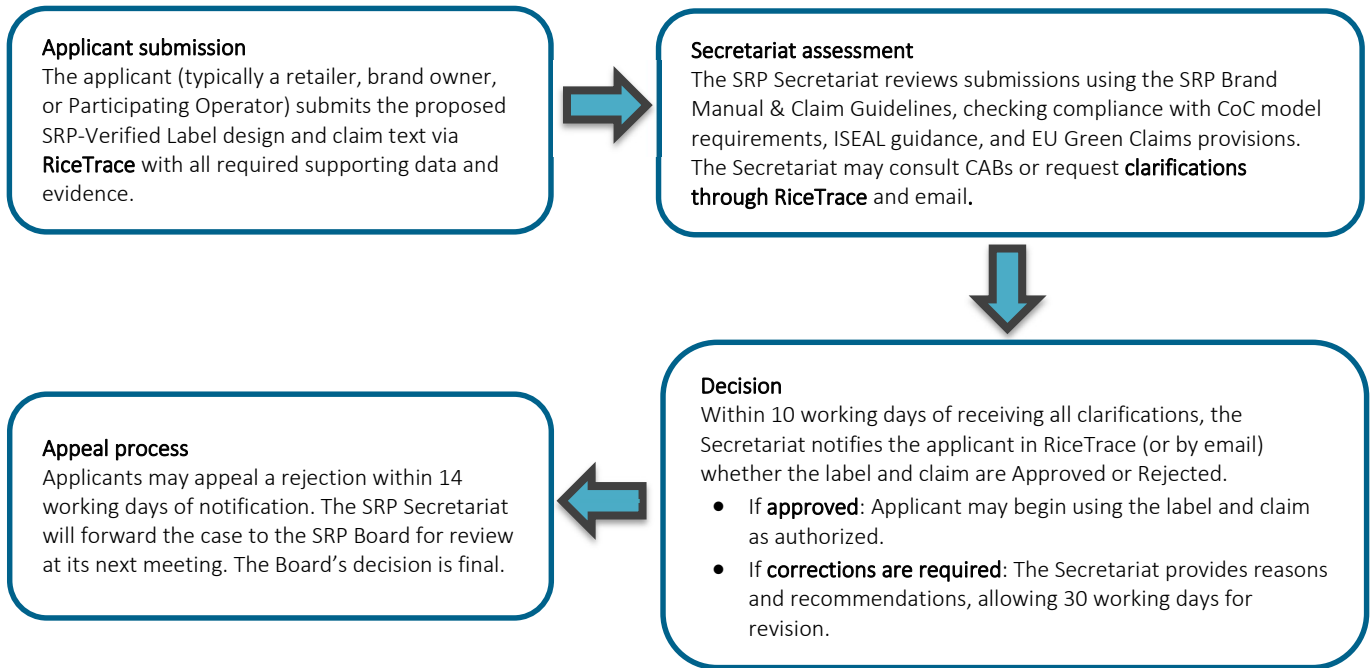
- Confirmation that the product includes rice ingredients sourced under the SRP Mass Balance model
- Confirmation that no ingredient-level on-pack statement such as “SRP-Verified Rice” is used, as this is not permitted under MB
- Submission of the Mass Balance on-pack claim, using one of the wording as provided in Section 5 (Mass Balance Claims)
- Confirmation that the SRP-Verified Label is not used on MB products
- Confirmation that the placement and design of the claim do not cause consumer confusion with IP/Seg verified claims

All submissions are treated in **strict confidence** by the SRP Secretariat. Assessments follow a defined checklist to ensure **impartial, transparent, and timely decisions**.

## SRP Label and Claim Assessment

Please note that broad, vague, or absolute environmental claims (e.g., “green,” “eco-friendly,” “environmentally responsible,” “climate-friendly,” etc.) must not be used unless supported by specific verified data and approved by the SRP Secretariat.

Claims must be specific, qualified, and limited to the verified aspect. If a claim references environmental or social impacts (e.g., emissions reduction, water savings, livelihoods), it is only permitted when supported by verified data and accompanied by clear context (what was measured, which year/baseline, and scope).



**Note:**

The SRP-Verified Label and associated claims **cannot be used** for:

- Products under the **Mass Balance** CoC model; or
- Products not linked to verified data in **RiceTrace**.

**In what ways can the SRP-Verified Label NOT be used?**

Members and participating organizations who did not qualify for third-party verification are not authorized to use the SRP-Verified Label in any communications media.

The SRP-Verified Label cannot be used for Mass Balance products.

Don't display the SRP-Verified Label on websites, reports or other materials to identify your company or organization as an SRP member or identify collaboration with SRP. For such use, please refer to the SRP Organizational Logo use policy.

	3rd Party Verification (Mass Balance)	3rd Party Verification (Product Segregation)	3rd Party Verification (Identity Preservation)
<b>On-pack SRP-Verified Label</b>	Not permitted	Allowed	

## Label Variants, Size and Clear Space

### Full Color

The SRP-Verified Label is only available in full color as shown here. When used against different background colors, enough contrast between the logo and background should be maintained to achieve clear visibility and legibility.



In ensuring good contrast, a white border may be added to protect the visibility and legibility of the SRP-Verified Label.



### Minimum Size - 12mm / 45 pixels

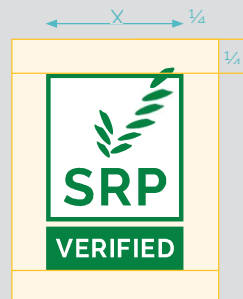
Measured across from the left edge of the label frame to the right edge.



### Clear Space

To protect the label, we recommend a minimum clearance area based on the width of the frame.

The logos should never be positioned closer than this to another label, logo or edge.



# Label Usage Do's & Don'ts

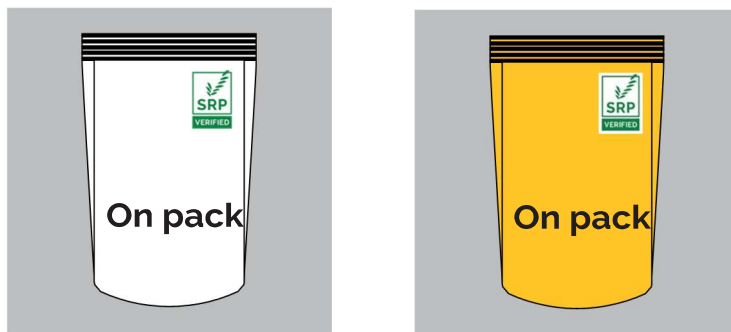
## Label Usage

- Always use approved artwork files of the label.
- When used against different background colors, enough contrast between the logo and background should be maintained to achieve clear visibility and legibility.

## Label Usage Don'ts

- Don't modify the label artwork files in any way
- Don't stretch or squeeze the label
- Don't distort the label
- Don't change the label's orientation
- Don't add outlines to the label
- Don't change the label colors
- Don't alter the label's font
- Don't add shadow or glow effects to the label
- Don't place label on a busy background
- Don't delete elements of the label
- Don't create your own version of the label
- Don't use the SRP-Verified Label in combination with generic environmental claims (e.g. "eco-friendly," "climate-neutral," "planet-positive")

## Correct Usage Examples



- On-pack use (rice pack or rice sack)
- Image of rice pack bearing the SRP-Verified Label on a marketing brochure, website, etc.

## 4. SRP Verification Claims and Corporate Value Statements

### SRP Verification Claims

(For SRP Assurance Scheme participants)

In order to be able to make a claim relating to SRP the producer or producer group needs to comply fully with the relevant provisions set out in the SRP Assurance Scheme and this SRP Brand Manual & Claims Guidelines document. Claims must be clear, factual, and limited to what has been verified. Statements should avoid exaggeration, broad environmental claims, or implications beyond the verified rice component.

Except for on-pack use of the SRP-Verified Label and off pack SRP Verification Claims, all permitted communications (Logos and Claims) require full SRP membership of the producer, producer group or supply chain partner.

Participants using SRP third-party verification are permitted to use the SRP-Verified Label as explained below.

### Volume Integrity of Claims

All SRP-related claims must remain within the limits of verified volumes recorded in RiceTrace. This applies to single-ingredient and multi-ingredient products, including private-label arrangements.

SRP may request confirmation or supporting information to ensure that cumulative claims do not exceed verified volumes.

### On-pack SRP Verification Claims

<b>ON-PACK Communications</b>	<p>On-pack communications are only permitted for products that <b>comply with third-party verification</b> following the guidelines below.</p> <p><b>Note for Mass Balance:</b> The SRP-Verified Label must not appear on products verified under the Mass Balance CoC model. Mass Balance products may only display on-pack text claims describing sourcing through the SRP verification system, and cannot use the SRP-Verified Label. Mass Balance communications must not be presented in a way that could lead a consumer to believe the physical rice in the pack is SRP-verified, segregated, or traceable to a specific origin.</p> <p><b>Combination with other logos or claims:</b> On-pack use of the SRP-Verified Label together with other sustainability labels or claims (for example, those relating to sustainable rice production, resource use efficiency, organic certification, or climate resilience) is not permitted where there is a risk of consumer confusion or implied endorsement by SRP. Where products carry multiple certifications (e.g., <i>Organic</i> and <i>SRP-Verified</i>), all claims must be clearly distinguished, accurately described, and pre-approved by the SRP Secretariat to ensure transparent and credible communication.</p> <p><b>Claims must:</b></p> <ul style="list-style-type: none"> <li>(i) state or clearly imply the applicable SRP CoC model;</li> <li>(ii) match verified product/batch scope recorded in RiceTrace and the Verification Statement</li> <li>(iii) use authorized, model-specific phrasing listed in this section; and</li> <li>(iv) Impact-focused claims may only be made when supported by verified data derived from SRP Performance Indicators or other evidence validated under the SRP Assurance Scheme</li> </ul>		
	<b>Mass Balance NO SRP Label – only claim</b>	<b>Segregation</b>	<b>Identity Preservation</b>
<b>SRP Verification Claim</b>	<p><b>Short</b></p> <p>Our rice is verified to the SRP standard's, Mass Balance model. Visit <a href="http://www.sustainablerice.org">www.sustainablerice.org</a></p> <p>This product is sourced through the SRP verification system following the Mass Balance model. Visit <a href="http://www.sustainablerice.org">www.sustainablerice.org</a></p>	<p><b>Short</b></p> <p>This pack contains only rice from SRP-verified sources. Visit <a href="http://www.sustainablerice.org">www.sustainablerice.org</a></p> <p>Made entirely with SRP-verified rice handled under the Segregation model to maintain verified origin. Visit <a href="http://www.sustainablerice.org">www.sustainablerice.org</a></p>	<p><b>Short</b></p> <p>This rice comes from SRP-verified farms and is fully traceable to its origin. Visit <a href="http://www.sustainablerice.org">www.sustainablerice.org</a></p> <p>This rice was grown by SRP-verified farmers and kept identity-preserved to ensure full traceability. Visit <a href="http://www.sustainablerice.org">www.sustainablerice.org</a></p>

	<p><b>Expanded (with QR)</b> Our rice is verified according to the SRP standard, complying with its Mass Balance model. This ensures that SRP-verified rice supports farmers with good agricultural practices, while the rice might come from mixed sources. Scan the QR code</p>	<p><b>Expanded (with QR)</b> Produced from rice verified under the SRP Standard for Sustainable Rice Cultivation and kept segregated from non-verified rice throughout processing and packing. Scan the QR code for verified origin and supply-chain information</p>	<p><b>Expanded (with QR)</b> This rice was grown by SRP-verified farmers under the SRP Standard for Sustainable Rice Cultivation and kept identity-preserved through processing. Scan the QR code to view verified farm and origin details</p>
	<p><b>Educational</b> By sourcing rice through the SRP Mass Balance model, this product supports verified improvements in sustainable rice production at the system level. The SRP mass-balance supply-chain model tracks and reconciles verified volumes administratively. More on SRP Mass Balance: <a href="http://www.sustainablerice.org">www.sustainablerice.org</a></p>	<p><b>Impact-focused (with no data)</b> Sourced from SRP-verified farms under SRP Standard. Verified Segregation ensures the rice remains separate from non-verified rice throughout processing. Learn more at <a href="http://www.sustainablerice.org">www.sustainablerice.org</a></p> <p><b>Impact-focused (with PI data)</b> Sourced from SRP-verified farms demonstrating verified improvements in resource-use practices. Verified Segregation maintains the integrity of these verified inputs through the supply chain. Learn more at <a href="http://www.sustainablerice.org">www.sustainablerice.org</a></p>	<p><b>Impact-focused (with no data)</b> Grown by SRP-verified farmers and traceable back to the verified farm under the SRP Standard. Identity Preservation maintains full traceability from farm to pack. Learn more at <a href="http://www.sustainablerice.org">www.sustainablerice.org</a></p> <p><b>Impact-focused (with PI data)</b> Grown by SRP-verified farmers and traceable back to the verified farm under the SRP Standard. This traceability supports fair livelihoods and responsible resource use. Learn more at <a href="http://www.sustainablerice.org">www.sustainablerice.org</a></p>

### Off-pack SRP Verification Claims

<p><b>OFF-PACK Communications</b></p>	<p>Off-pack communications via website, social media or print materials are permitted if they comply with the respective requirements under third-party SRP verification as defined in this document.</p> <p>These communications must clearly indicate the applicable SRP CoC model (Mass Balance, Product Segregation, or Identity Preservation) and be supported by verifiable data recorded in SRP RiceTrace.</p> <p>SRP verification claims may be used off-pack when all rice marketed under a brand or sub-brand is sourced and handled through the SRP verification system in line with the applicable CoC model (Mass Balance, Segregation, or Identity Preservation).</p> <p><b>European market note (off-pack):</b> For the European market, off-pack sustainability claims should be assessed case-by-case against applicable legal requirements and national authority guidance. SRP may request additional substantiation, context text, and/or consumer-facing disclosures as part of the SRP label/claim approval process.</p>		
	<p><b>Mass Balance</b></p>	<p><b>Segregation</b></p>	<p><b>Identity Preservation</b></p>
<p><b>SRP Verification Claim</b></p>	<p>"This brand participates in the SRP Mass Balance verification system for responsible rice sourcing."</p> <p>"Rice volumes associated with this brand are managed through the SRP Mass Balance system."</p> <p>"Under the SRP Mass Balance system, verified rice volumes are accounted for administratively and linked to our sourcing program."</p>	<p>"Sourced through the SRP Segregation model, which keeps verified rice separate during processing and handling."</p> <p>"Rice under this brand is managed according to the SRP Segregation model to maintain verified origin."</p> <p>"This brand sources rice handled according to the SRP Segregation model, ensuring physical separation along the supply chain."</p>	<p>"Rice under this brand is maintained under the SRP Identity Preservation model, ensuring traceability from farm to final pack."</p> <p>"This brand sources rice handled according to the SRP Identity Preservation model to maintain full origin traceability."</p> <p>"Our supply chain uses the SRP IP model, ensuring verified rice remains identity-preserved throughout processing."</p>

## Corporate Value Statements (SRP Members only)

<b>OFF-PACK Communications</b>	<p>Off-pack communications via website, social media or print materials are allowed following the guidelines below.</p> <p>The Corporate Value Statements <b>require full SRP membership</b> and apply to all SRP members regardless of their participation in the SRP Assurance Scheme.</p>
<b>Corporate Value Statements</b>	<ul style="list-style-type: none"> <li>• "We are a proud member of the Sustainable Rice Platform, a global alliance working to advance responsible and climate-resilient rice production. Learn more at <a href="http://www.sustainablerice.org">www.sustainablerice.org</a>"</li> <li>• "We are a proud member of the Sustainable Rice Platform, a global alliance working to promote continuous improvement in rice production practices.</li> <li>• "[Company name] is an active member of the Sustainable Rice Platform, supporting collaborative efforts to improve social, environmental, and economic outcomes in rice value chains. Learn more at <a href="http://www.sustainablerice.org">www.sustainablerice.org</a>"</li> <li>• "[Company name] is an active member of the Sustainable Rice Platform, a global alliance dedicated to advancing responsible rice production and strengthening rice value chains.</li> <li>• "Working with the Sustainable Rice Platform, [Company name] participates in a global initiative aimed at strengthening rice farming communities and promoting better agricultural practices. Learn more at <a href="http://www.sustainablerice.org">www.sustainablerice.org</a>"</li> <li>• "Through the Sustainable Rice Platform, [Company name] engages in collective action to promote better farming practices and support long-term resilience in rice production systems. Learn more at <a href="http://www.sustainablerice.org">www.sustainablerice.org</a>"</li> </ul>

### **Note on Market-Specific Claim Guidance**

*In certain markets, additional explanatory wording may be permitted under controlled conditions to support consumer understanding of SRP verification.*

*Such use is governed exclusively by **Section 7: Market-Specific Guidance for Sustainability Claims** and does not alter the scope, meaning, or verification requirements of SRP Verification Claims set out in this section.*

*All SRP-related claims remain subject to third-party verification, volume integrity, proportionality, and prior approval by the SRP Secretariat.*

## 5. Multi-ingredient Products

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### About Multi-ingredient Products

A multi-ingredient product contains more than one ingredient, including rice (e.g., rice crisps, rice flour, rice starch) together with other non-rice ingredients. Where the SRP-Verified Label is used (Identity Preservation or Segregation), all rice ingredients in the product must be SRP-Verified and sourced through SRP-verified supply chains. For example, a chocolate bar formulated with SRP-verified rice crisps together with other non-rice ingredients.

Clear and accurate claim enable consumers understand which components are SRP-Verified and ensures transparent communication about the product's rice sourcing.

### Why multi-ingredient claims and labelling matter

1. **Transparency:** It helps consumers understand the composition of the product they are purchasing. By labelling a product as containing SRP-Verified rice, consumers can make informed choices based on their preferences and values.
2. **Credibility:** It ensures that products claiming to contain SRP-Verified rice are verified, maintaining the integrity of the SRP verification and building trust with consumers.
3. **Market Differentiation:** Products with SRP-Verified rice can be distinguished from others in the market, potentially attracting consumers who prioritize sustainability and ethical sourcing.
4. **Compliance:** It ensures that products meet regulatory standards and guidelines for labelling, require accurate disclosure of ingredients and sourcing.
5. **Consumer Demand:** As more consumers seek out sustainable and ethically produced goods, clear labelling helps meet this growing demand and supports the movement towards more responsible consumption.

### Core Ingredient

In order to qualify for use of the SRP-Verified Label and claim on multi-ingredient pack, the rice component must meet at least one of the following as a "**core ingredient**":

1. Comprises **≥30%** of the total recipe by weight (e.g. mochi cake made from rice flour) OR
2. Is named in the **product name and/or front-of-pack imagery** (e.g. Rice grain energy chocolate bar) OR
3. Is **essential to the product's formulation** (e.g. Beer made from fermented Rice)

All rice ingredients included in the product must be SRP-verified if the SRP-Verified Label is used. Non-rice grains (e.g., wild rice, quinoa, barley) do not require SRP verification.

When multiple rice components (e.g., rice crisps, rice flour) are used, each must be sourced from SRP-verified supply chains under Identity Preservation or Segregation models.

## Eligibility by Chain of Custody model

A multi-ingredient product may carry the SRP-Verified Label only when the rice inputs are handled under **Identity Preservation (IP)** or **Segregation (Seg)** throughout the supply chain. Multi-ingredient products using **Mass Balance (MB)** shall not use the SRP-Verified Label but may use SRP-approved system-level claims describing sourcing through the SRP verification system under the MB model. Approved MB on-pack claims must be clearly distinguished from IP/Seg claims and must not imply that the rice in the pack has been physically segregated or identity-preserved.

## When not using the label

### **For Identity Preservation (IP) and Segregation (Seg):**

When a multi-ingredient product is eligible for SRP-Verified Label and Claim use, but the organization chooses not to place the label on-pack, the SRP-Verified rice may be highlighted in **text** on-pack and/or indicated in the **list of ingredients** as "SRP-Verified Rice", with a reference to [www.sustainable-rice.org](http://www.sustainable-rice.org). When the label is used, an accompanying SRP Verification Claim is **mandatory**.

### **For Mass Balance (MB):**





Because Mass Balance does not guarantee that the rice in the pack is physically SRP-Verified, **ingredient-level descriptions** such as "SRP-Verified Rice" **must not be used**. Instead, the following approved Mass Balance on-pack system-level claims may be used:

- "Sourced through the SRP Mass Balance model."
- "Sourced through the SRP Mass Balance model, which tracks and reconciles verified rice volumes administratively."

MB claims must not imply that the specific rice in the pack is SRP-Verified.

## Labelling and Claim Requirements

<p><b>ON-PACK Communications</b></p>	<p>On-pack communications are only permitted for products that comply with third-party verification following the guidelines below.</p> <p><b>Ingredients List mark:</b> Place a superscript symbol (e.g., an asterisk or another symbol that is not already used elsewhere on the design) directly after each certified ingredient(s) in the list of ingredients. The same superscript symbol is then additionally placed at the end of the ingredient list, followed by the text 'SRP-Verified Rice'. Where not legally permitted, the superscript symbol is omitted and the text next to the ingredient list identifies the verified ingredients instead, e.g., "SRP-Verified Rice".</p> <p><b>Disclosure link:</b> Include a link to <a href="http://www.sustainable-rice.org">www.sustainable-rice.org</a>. When the SRP-Verified Label is present, also provide a QR code or URL linking to a product-specific landing page disclosing: CoC model (IP/Seg), origin scope (farm/group/region, consistent with model), relevant Verification Statement/TC reference, and the period of validity.</p> <p><b>Proportionality:</b> Claims must apply only to the rice component (unless the entire product is verified in the same scope). Avoid wording, imagery, or placement that could imply that non-rice ingredients are SRP-verified.</p> <p><b>Prominence:</b> The SRP-Verified Label and any SRP claim must not dominate the pack design in a way that suggests the whole product is SRP-verified. Where needed, include a short qualifier such as: "Applies to the rice ingredient only."</p>
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<p><b>Ingredients examples</b></p>	<p><b>Ingredients List Mark (with superscript)</b>                  Ingredients: Rice crisps<sup>*</sup>, cocoa butter, milk powder, sugar, natural flavor.  <sup>*</sup> SRP-Verified Rice. Find out more at <a href="http://www.sustainablerice.org">www.sustainablerice.org</a>.</p> <p><b>Where superscript is not legally permitted</b>                  Ingredients: Rice crisps (SRP-Verified Rice), cocoa butter, milk powder, sugar, natural flavor.                  Learn more about the Sustainable Rice Platform at <a href="http://www.sustainablerice.org">www.sustainablerice.org</a>.</p> <p><b>Multi-ingredient with QR and disclosure</b>                  Ingredients: Rice flour<sup>*</sup>, palm sugar, coconut milk, vanilla.  <sup>*</sup> SRP-Verified Rice. Verification details (origin, model, and validity) are available via QR code or at <a href="http://brandwebsite.com">brandwebsite.com</a> OR <a href="http://www.sustainablerice.org">www.sustainablerice.org</a>.</p> <p><b>Proportionality in multi-ingredient claim layout</b>                  Contains SRP-Verified Rice from verified farms following the SRP Standard for Sustainable Rice Cultivation.                  (Other ingredients are not SRP-verified.)</p> <div style="display: flex; flex-wrap: wrap;"> <div style="width: 50%; padding: 5px;"> <p><b>INGREDIENTS:</b>                      Rice crisps<sup>*</sup>, cocoa butter, milk powder, sugar, natural flavor</p> <p><sup>*</sup>SRP-Verified Rice.                      Find out more at <a href="http://www.sustainablerice.org">www.sustainablerice.org</a></p>  </div> <div style="width: 50%; padding: 5px;"> <p><b>INGREDIENTS:</b>                      Rice crisps (SRP-Verified Rice), cocoa butter, milk powder, sugar, natural flavor</p> <p>Find out more at <a href="http://www.sustainablerice.org">www.sustainablerice.org</a></p>  </div> <div style="width: 50%; padding: 5px;"> <p><b>INGREDIENTS:</b>                      Rice flour<sup>*</sup>, palm sugar, coconut milk, vanilla</p> <p><sup>*</sup>SRP-Verified Rice                      Verification details (origin, model and validity) are available via QR Code or at <a href="http://brandwebsite.com">brandwebsite.com</a> or at <a href="http://sustainablerice.org">sustainablerice.org</a></p>  </div> <div style="width: 50%; padding: 5px;"> <p><b>INGREDIENTS:</b>                      Rice flour<sup>*</sup>, palm sugar, coconut milk, vanilla</p> <p><sup>*</sup>Contains SRP-Verified Rice from verified farms following the SRP Standard for Sustainable Rice Cultivation. Other ingredients are not SRP-Verified.</p>  </div> </div>		
	<p><b>Mass Balance</b></p>	<p><b>Segregation</b></p>	<p><b>Identity Preservation</b></p>
<p><b>Claim Use on-pack</b></p>	<p><b>Short</b>                  Sourced through the SRP Mass Balance model. Visit <a href="http://www.sustainablerice.org">www.sustainablerice.org</a></p> <p><b>Expanded (with QR)</b>                  Sourced through the SRP Mass Balance model. Scan the QR code to learn more</p> <p><b>System-level</b>                  Sourced through the SRP Mass Balance model, which tracks and reconciles verified rice volumes administratively. Find out more at <a href="http://www.sustainablerice.org">www.sustainablerice.org</a></p>	<p><b>Short</b>                  Contains SRP-verified rice kept separate from conventional rice. Visit <a href="http://www.sustainablerice.org">www.sustainablerice.org</a></p> <p><b>Expanded (with QR)</b>                  This product contains SRP-verified rice handled under the Segregation model. Scan the QR code for origin and verification details information</p> <p><b>Impact-focused</b>                  Contains SRP-verified rice from verified farms applying improved resource-use practices and demonstrating verified progress under the SRP Performance Indicator framework. Segregation ensures these verified inputs reach the final product. Scan the QR code to learn more</p>	<p><b>Short</b>                  Contains SRP-verified rice kept identity-preserved through the supply chain. Visit <a href="http://www.sustainablerice.org">www.sustainablerice.org</a></p> <p><b>Expanded (with QR)</b>                  This product contains SRP-verified rice from farms verified to the SRP Standard and kept identity-preserved through the supply chain. Scan the QR code to view verified farm and origin details</p> <p><b>Impact-focused</b>                  Contains SRP-verified rice from farms applying verified good practices for responsible resource use and improved farmer livelihoods, as measured under the SRP Performance Indicator framework. Traceable to verified farm groups. Scan the QR code to learn more</p>

## About SRP Performance Indicators (PIs)

SRP PIs provide the quantitative basis for measuring verified improvements in social, environmental, and economic outcomes achieved by SRP-verified producers. The SRP PIs track measurable progress in areas such as:

- Water use efficiency
- Nutrient and pest management
- Greenhouse gas emissions (GHG)
- Biodiversity and soil health
- Farmer income, labor conditions, and gender equity

## Using PI data to support impact-focused claims

Impact-focused claims (e.g., "reduced emissions," "improved resource efficiency," or "enhanced livelihoods") must be substantiated by **verified data** drawn from the relevant SRP Performance Indicators, validated during third-party verification under the SRP Assurance Scheme.

Producers and Participating Operators intending to make such claims should:

1. **Collect and maintain complete PI datasets** through farm or project-level monitoring.
2. **Ensure PI data is uploaded to SRP RiceTrace** or equivalent data platform as part of annual verification.
3. **Work with their Conformity Assessment Body (CAB)** to confirm that performance data have been reviewed, verified, and included in the verification report.
4. **Link the claim directly** to the corresponding PI category (e.g., GHG reduction, water productivity, or income improvement) and reference the year or comparison baseline.

Only verified PI results that demonstrate measurable improvement may be used in public communications. If no verified data are available, such impact-focused claims must not be used.

The SRP Secretariat may request documentation of the verified PI data used to substantiate any impact-focused claim as part of the label and claim approval process.

## 6. Private Label Use

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### Overview

In certain markets, SRP-Verified products may be packed and sold under a third-party brand (private label). To maintain credibility and traceability, SRP requires that all private-label use of the SRP-Verified Label and claims be governed by a formal Private Label Agreement (PLA).

Private Label Owners are **not SRP members and not verified** under the SRP Assurance Scheme; therefore, they may only use SRP-related claims through a PLA linked to a Verified Unit. The PLA mechanism is intended primarily for retailer or buyer-owned private-label arrangements and does not replace normal SRP membership or participation requirements for brands actively operating within the SRP system.

### What the PLA Covers

A Private Label Agreement clearly defines:

- Who is responsible for using the SRP-Verified Label (the Verified Unit, not the private-label brand owner).
- Which products and volumes may carry SRP-Verified claims.
- How packaging artwork must be submitted and approved (via RiceTrace).
- What is allowed and not allowed regarding use of SRP labels and claims.
- What happens if misuse occurs (suspension, recall, or corrective actions).

The PLA protects the integrity of the SRP-Verified Label and ensures consistent communication to consumers.

### Conditions for Private Label Use

Private label use is permitted only when:

- Products are verified under Identity Preservation (IP) or Segregation (Seg) models.
- A valid PLA is signed between the Verified Unit and the Private Label Owner.
- The Verified Unit submits all artwork for SRP approval via RiceTrace.
- Verified volumes and batches are traceable in RiceTrace.
- No repacking, relabeling, or alteration occurs after packing by the Verified Unit.

Products under Mass Balance are not eligible for use of the SRP-Verified Label.

### Artwork and Claim Approval

All packaging and claim text for private-label use must:

- Follow the SRP Brand Manual & Claim Guidelines;
- Use only approved SRP Verification claim language appropriate to the applicable CoC model;
- Be pre-approved by the SRP Secretariat.

Submission route: **RiceTrace** → **"SRP-Verified Label & Claim" assessment process**

## What Private Label Owners Are Not Allowed to Do

Private Label Owners may not:

- Use the SRP Organizational Logo;
- Use SRP-related claims beyond the scope of verified volumes;
- Make broader environmental or impact claims unless supported by validated PI data;
- Alter the SRP-Verified Label or create derivative versions.

## Enforcement & Misuse

SRP may suspend or revoke private-label authorization in cases of:

- Misuse of labels
- Breach of PLA
- Misrepresentation
- Negative reputational impact

Consequences follow the SRP Misuse Protocol and may include removal of claims, notification to CABs, or product recall.

## 7. Market-Specific Guidance for Sustainability Claims

### Background and Rationale

Different consumer markets have different product regimes and policies relating to sustainability claims. This guidance as a whole relates to what may be included on pack with reference to EU requirements. This section sets out what may be done in other markets where the requirements are less strict or well defined.

In certain markets, environmental and sustainability claims on food products may be made without mandatory regulatory pre-clearance or standardized verification requirements. In these Markets, consumers are frequently exposed to broad or self-declared sustainability claims that are not subject to independent review prior to market placement.

To support clear consumer understanding while maintaining the credibility of the SRP-Verified Label, SRP allows a limited set of **clearly defined, verification-anchored explanatory descriptors**, subject to strict conditions and prior approval, as outlined in this section.

This guidance applies **in addition to** all requirements set out elsewhere in this Brand Manual & Claim Guidelines and does not weaken or replace existing claim controls.

### Scope

This section applies only to products placed on markets classified by SRP as Low-Preclearance Claims Markets (LPCM).

For the purpose of this document, LPCM are defined as:

Markets where environmental or sustainability claims on consumer products may generally be made without mandatory ex-ante regulatory approval, standardized verification thresholds, or formal claim substantiation requirements prior to market placement.

SRP does not publish or maintain a fixed list of LPCM countries. Market classification is determined by the SRP Secretariat based on regulatory context and may evolve over time.

Use of LPCM provisions is permitted only when explicitly confirmed by SRP as part of the label and claim approval process.

### Eligibility

Use of the LPCM provisions is permitted only when all of the following conditions are met:

1. The product is verified under:
  - a. Identity Preservation (IP), or
  - b. Segregation (Seg) Chain of Custody models;

Products verified under the **Mass Balance** Chain of Custody model are **not eligible** for the use of explanatory sustainability descriptors under this section.

2. The SRP-Verified Label is used on pack;
3. The claim applies **only to the rice component** and does not imply verification of non-rice ingredients or the full product;
4. All wording and artwork are submitted to and approved by the SRP Secretariat prior to use; and
5. The product is intended for placement on a market confirmed by SRP as an LPCM.

## Front-of-Pack

In LPCM only, the following explanatory descriptors may be used on the front of pack in conjunction with the SRP-Verified Label:



Sustainably Grown Rice

Front-of-pack explanatory descriptors must:

- be placed **adjacent to** the SRP-Verified Label;
- remain **subordinate in visual hierarchy** to the product name;
- not function as a standalone headline or brand claim;
- not imply whole-product sustainability verification or endorsement beyond the verified rice component; and
- not create an overall impression that the product, brand, or company is verified beyond the SRP-verified rice component.

The following are **not permitted** on the front of pack:

- "Sustainably grown rice" without explicit SRP qualification;
- "Sustainable rice" or equivalent terms;
- broad or generic environmental claims (e.g. "eco-friendly," "climate-friendly," "planet-positive");
- any sustainability wording not explicitly linked to SRP verification; and
- claims or visual treatments that could reasonably be interpreted as self-declared sustainability claims.

## Back-of-Pack

When a front-of-pack explanatory descriptor is used under this section, at least one of the following explanations must appear on the back of pack:

Option A	Option B	Option C
<p>This rice is verified to the Sustainable Rice Platform (SRP) Standard, which promotes responsible farming practices, efficient water use, and improved livelihoods for rice farmers. Visit <a href="http://www.sustainablerice.org">www.sustainablerice.org</a>.</p>	<p>SRP verification means this rice was grown following internationally recognized sustainability practices for rice cultivation. Visit <a href="http://www.sustainablerice.org">www.sustainablerice.org</a>.</p>	<p>This product contains rice verified under the SRP Standard for Sustainable Rice Cultivation. Verification details are available via QR code</p>

### Traceability Disclosure

At least one of the following traceability elements must be included on pack:

- a QR code linking to product-specific verification information; OR
- a URL referencing SRP verification details;

Traceability disclosures must enable access to meaningful, product-specific verification information and must not be purely symbolic.

## 8. Technical / printing specifications

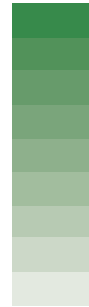
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### Brand Colors

#### Primary Color

The updated SRP green reflects a contemporary look while maintaining the core brand color, for which SRP is widely known.

**PANTONE** 7731  
**CMYK** 88/25/100/11  
**RGB** 0/125/54  
**HEX#** 007d36



#### Secondary Colors

If you are working on a piece of SRP brand communication, these additional colors can be utilized to support your work.

Using the recommended colors will ensure cohesion across the SRP brand.

**PANTONE** 7409  
**CMYK** 0/24/93/0  
**RGB** 254/199/0  
**HEX#** fec700



**PANTONE** 7700  
**CMYK** 100/0/0/50  
**RGB** 0/98/139  
**HEX#** 00628b



**PANTONE** 7709  
**CMYK** 63/6/24/0  
**RGB** 91/184/196  
**HEX#** 5bb8c4



# SRP Font

## Raleway

The typeface family "Raleway" has been selected for the SRP Organizational and Verified logos. It is an elegant sans-serif and open-source typeface family originally designed by Matt McInerney.

This typeface renders well in print, online, digital and mobile products.

## **Bold**

**ABCDEF GHIJKLMNOPQRS TUVWXYZ  
abc de fghijklmnopqrstuvwxyz1234567890**

## Regular

ABCDEF GHIJKLMNOPQRS TUVWXYZ  
abc de fghijklmnopqrstuvwxyz1234567890

Other weights and italic versions are available which gives flexibility if needed across communications.

You can download the Raleway font free of charge at:  
<https://fonts.google.com/specimen/Raleway?query=raleway>.

## 9. Contact Information

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### Secretariat

Email: [info@srpglobal.org](mailto:info@srpglobal.org)

Website: [www.sustainablerice.org](http://www.sustainablerice.org)

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