



# Regulations on Graphics

## Small Producers' Symbol

Version 6. 2017-05-29  
Edition 1. 2017-05-29  
Translation 2017-06-30



## 1 INTRODUCTION

- 1.1 The objective of this document is to specify the rules to be applied in the use of the Small Producers' Symbol graphics.
- 1.2 This document is an annex to the Small Producers' Symbol Handbook.
- 1.3 This document applies to all users of the Small Producers' Symbol, including both certified Small Producers' Organizations and registered Buyers that have signed a User's Contract for the Small Producers' Symbol with *SPP Global*, and hereafter referred to as "Users."
- 1.4 Use of the Small Producers' Symbol by any entity that has not signed a contract or an agreement with *SPP Global* is not permitted without prior authorization.
- 1.5 This version of the Regulations on Graphics replaces previous versions, which are no longer effective as of the publication of this version. However, Users may use the version of the Regulations on Graphics that was in effect at the time they signed the User's Contract for the Small Producers' Symbol for a period of one year, or until the copies printed before notification of this new version run out.
- 1.6 If *SPP Global* detects use of the Symbol by entities that have not signed the User's Contract for the Small Producers' Symbol or detects non-compliance with current Regulations, it will request the timely correction of the inappropriate use or non-compliance.
- 1.7 In the case that an entity or user fails to act in accordance with *SPP Global's* resolutions or acts in bad faith outside the framework of the User's Contract of the Small Producers' Symbol, *SPP Global* reserves the right to initiate civil or legal actions against the companies that are incorrectly using the Small Producers' Symbol.
- 1.8 This document was approved by the Board of Directors on July 13, 2017.

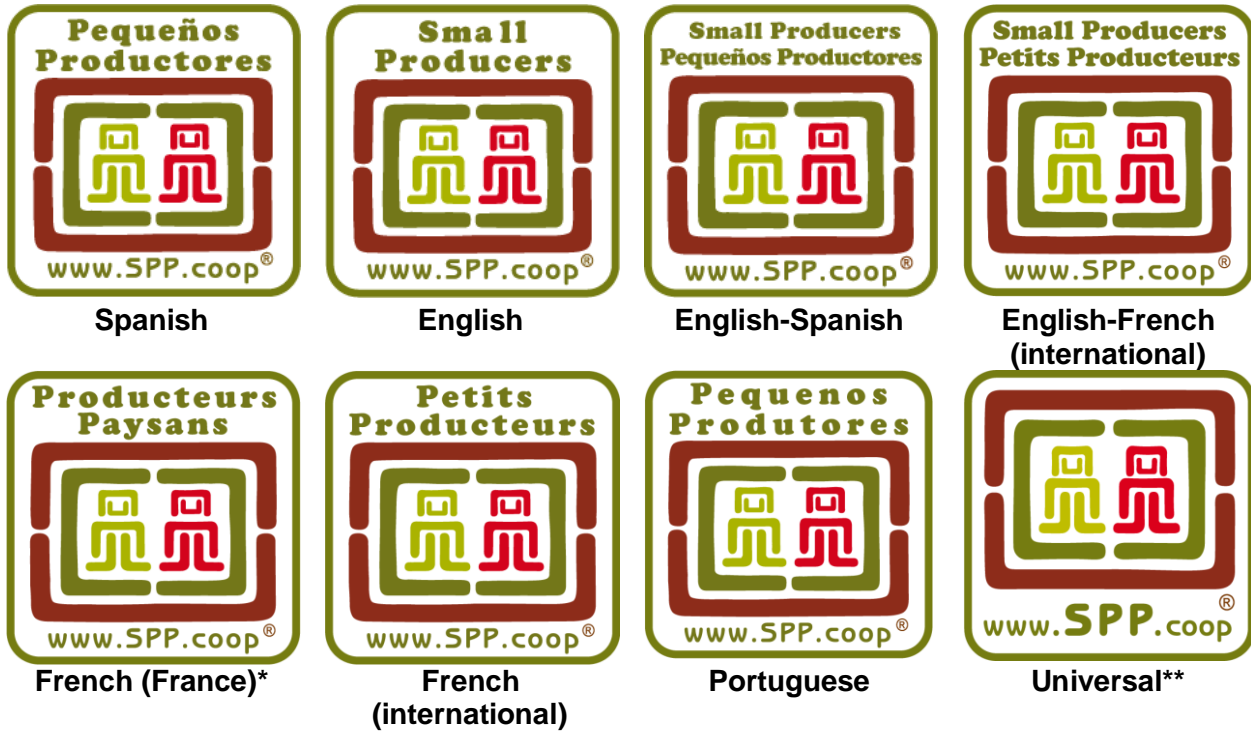
## 2 GRAPHIC DESIGN

- 2.1 *SPP Global* has a number of authorized graphic versions of the Small Producers' Symbol for different applications. There are graphic images in different languages; there are black-on-white versions and multi-color versions. The versions that include the link to the Small Producers' Symbol web site should be used. Below some of the authorized versions are



presented as examples. Versions in other languages are available through *SPP Global* and will be sent if requested.

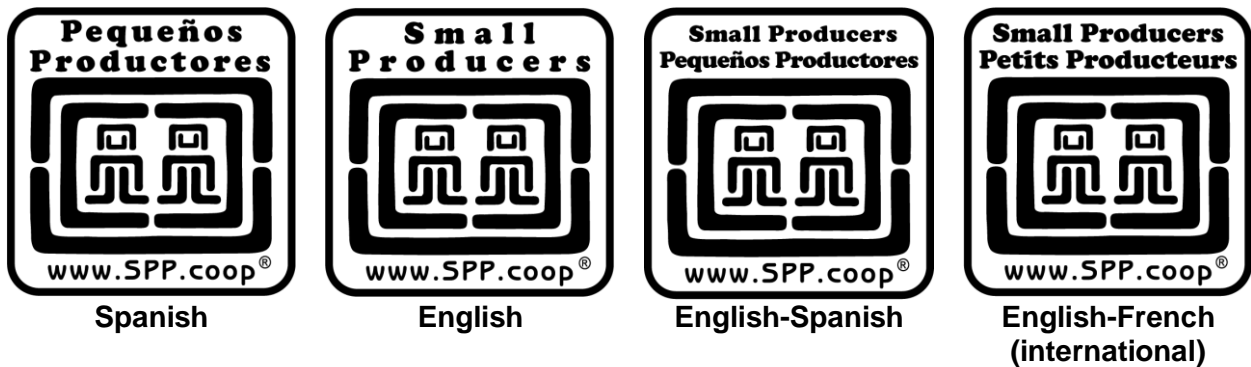
**Option A: Color**



\* The authorized version in the French market does not say “Petits Producteurs” but rather “Producteurs Paysans.”

\*\* If the Universal version is used, it is requested that the words “Small Producers' Symbol” are placed near the logo in at least one important language for the market in question.

**Option B: Single-color**





French (France)\*



French (international)



Portuguese



Universal\*\*

\* The authorized version in the French market does not say “Petits Producteurs” but rather “Producteurs Paysans.”

\*\* If the Universal version is used, it is requested that the words “Small Producers' Symbol” are placed near the logo in at least one important language for the market in question.

2.2 Regarding Option B, the term ‘single-color’ refers to the fact that the Symbol appears in only one color that contrasts with any chosen background color. It could be black on white, as presented above. It is also acceptable, however, to use other contrasting colors, as long as the text remains legible and the graphic elements visible. Below are some examples:



2.3 Authorized colors for the multi-color image are:

COLOR	REFERENCE	PANTONE® EQUIVALENT
<b>Dark brown:</b>	Outer frame of symbol	Pantone® 175 C
<b>Light green:</b>	Human figure on left	Pantone® 383 C
<b>Medium green:</b>	Inner frame of symbol; text and label frame	Pantone® 5757 C
<b>Red</b>	Human figure on right	Pantone® 1795 C

2.4 The typography of the design is as follows:

Pequeños Productores/Small Producers (or equivalent): **Cooper Std Black**

www.SPP.coop: **ITC Benguiat Gothic – Bold**



2.5 Selection of approved options for the different applications of the Symbol's graphic image:

Application Technique	Applied Option
Direct reproduction on material, Black and White (or scale of grays)	B
Direct reproduction on material, in Color (without authorized Pantone® colors)	B
Direct reproduction on material, in Color (including authorized Pantone® colors)	A
Reproduction on Adhesive Labels	A
Digital Reproductions	A

2.6 Designs must include the Registered Trademark Symbol ®.

2.7 *SPP Global* has several versions of the designs in different (combinations of) languages that will be provided to the User in their digital form when requested.

2.8 The corresponding digital files of commonly used basic formats will be provided by *SPP Global*.

2.9 A sufficient level of quality in the reproduction must be assured at all times and in such a way that the text is legible and the graphic image of the authorized design is highly defined. The Symbol's design must never be changed, whether by mistakes in the reproduction process, or intentionally applied modifications of the design. In the table at the end of this document, some examples are given of designs that are not permitted.

2.10 If the Small Producers' Symbol is applied on an adhesive label, the label is to be authorized or provided by *SPP Global* (in the latter case, production and delivery costs will be charged).

2.11 The minimum size for any reproduction of the Small Producers' Symbol must permit easy legibility; thus, generally speaking, no less than 10 mm x 10 mm in size.

2.12 The size of the letters in "Small Producers" in the graphic image of the symbol should be considerably smaller than the size of the letters in the product's brand name.

2.13 The use of the Small Producers' Symbol is permitted in the following items, as long as the regulations on colors and variations previous specified are respected:

2.13.1 Bottling, packaging, and wrapping material for the product.

2.13.2 On the product itself, in the case of fruit, for example.



- 2.13.3 Advertising material related to one or several of the products endorsed by the Symbol in the terms of these regulations, including digital material (for example, web pages or electronic bulletins).
  - 2.13.4 Institutional promotional material and letterhead, as well as facilities in the case of Small Producers' Organizations that have signed a User's Contract.
  - 2.13.5 The Symbol may only be used as part of the institutional letterhead of Intermediaries or Maquila Companies, or in direct relation with the company's name or trademarks, if they work exclusively with products certified with the Small Producers' Symbol.
  - 2.13.6 Institutional promotional material and letterhead as well as facilities in general in the case of Buyers whose total product volume consists of more than 50% of products originating from Small Producers' Organizations certified by the Small Producers' Symbol or other certification systems. This does not apply if the Buyer has not made any purchases with the Small Producers' Symbol.
  - 2.13.7 In facilities and promotional material of restaurants or cafés: if 100% of one or several of their key products originate from Small Producers' Organizations certified by the Small Producers' Symbol, with prior authorization by *SPP Global*.
- 2.14 In the case of unforeseen situations or doubts, *SPP Global* will resolve requests by Users, concerning any use of the Symbol that differs from the specifications given above, within a maximum period of 10 workdays, with a negative or positive response.
- 2.15 Digital original copies that meet the User's needs will be provided by *SPP Global* within a maximum period of 5 workdays after having received the request, which should be sent in written form.

### **3 PLACEMENTS PERMITTED**

- 3.1 Regulations on placement of the Symbol on products, using an adhesive label or directly reproducing the Symbol on product packaging, are:
- 3.2 Symbol should be placed in such a manner that the text can be easily read.



- 3.3 It should be placed on a visible part of the product, thus not on the bottom of the product facing downward when product is stored on a shelf.
- 3.4 It should be placed in such a manner that it does not give the impression that the Symbol is the actual brand of the product. The placement of the Symbol should allow the product's own brand to be visible.
- 3.5 It should be placed in a uniform manner on all products of the same type and the same variety.

## **4 TEXTS**

- 4.1 The texts used by a company on the packaging and wrapping of products to explain the Small Producers' Symbol should respect the contents of *SPP Global's* formal documents and materials.
- 4.2 The explanatory texts accompanying the Small Producers' Symbol on the packaging and wrapping of products may not make negative references to other seals.
- 4.3 If a User decides to send its text accompanying the Small Producers' Symbol to *SPP Global* for approval, *SPP Global* promises to give a positive or negative response within a maximum period of 10 workdays.
- 4.4 In the case of the certification of composite products with various ingredients that are fundamentally different (see General Standard), the following should be specified on the packaging in a clear and transparent manner: the ingredients that are SPP certified, and the percentage of the total weight that corresponds to SPP ingredients.

## **5 OPTIONAL COMPLEMENTARY DESCRIPTORS**

### **A. ORIGIN**

- 5.1. It is permitted to add "Optional Complementary Descriptors on Origin" to the logo, within the following design scheme, in its multi-color and single-color versions:







- 5.2 The only “Optional Complementary Descriptors on Origin” that may be used are those published in *SPP Global’s* current “List of Optional Complementary Descriptors.” This list describes each descriptor and the Optional Complementary Criteria that must be met by a Symbol user in order to use that descriptor.
- 5.3 If the final descriptor to be used is not included in the List of Optional Complementary Criteria, the user must request authorization for the use of that particular descriptor.
- 5.4 The application of the “Optional Complementary Descriptors on Origin” must respect the following rules:
- 5.4.1 One or more of the Optional Complementary Descriptors of Origin authorized by their inclusion on the List of Optional Complementary Descriptors may be used as long as compliance with the criteria corresponding to the descriptors to be used is evaluated and approved through the Certification or Registration process, by a Certification Entity authorized by *SPP Global*.
  - 5.4.2 Four is the maximum number of descriptors or lines of text to be applied to a logo.
  - 5.4.3 Descriptors may be used in the main language corresponding to the destination market. If the descriptor is used in more than one language, each language version counts as one descriptor.
  - 5.4.4 The design must respect the logic used in the design above (5.1), with the following specifications:
    - a In the multi-color version: apply the use of colors in the various bands, in accordance with the indicated order and respecting the logo’s official colors.
    - b The height of the band for each descriptor is a sixth of the height of the full logo. The width for each descriptor is the same width as the logo.
    - c The typography to be used is the same in all cases: ITC Benguiat Gothic Bold, used exclusively in bold letters.
    - d The text should be centered vertically and horizontally in the space for each descriptor as illustrated in the examples presented above.

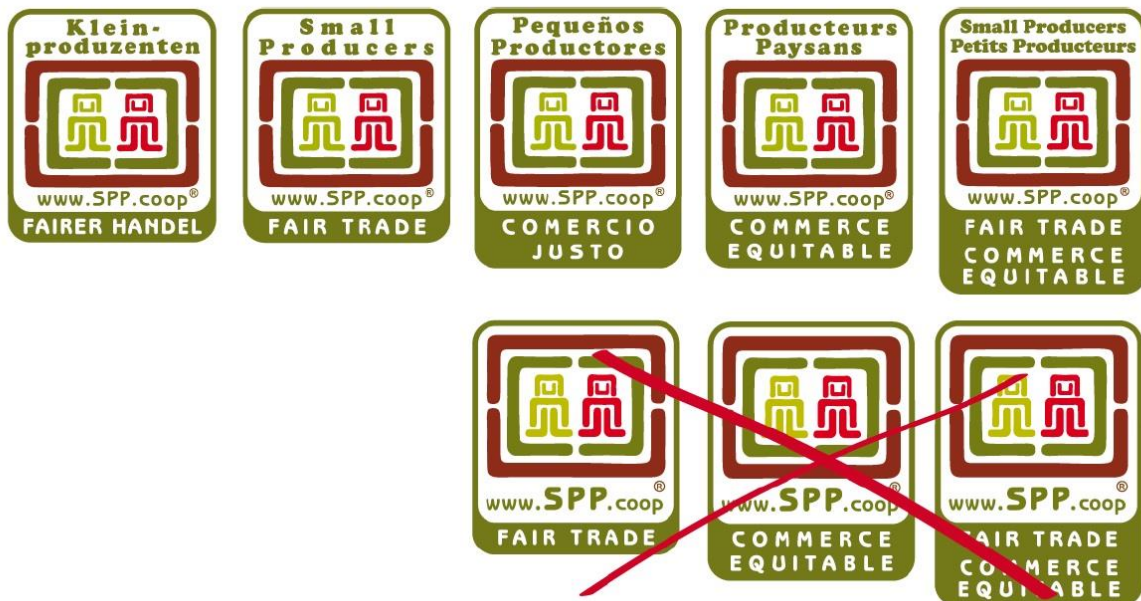


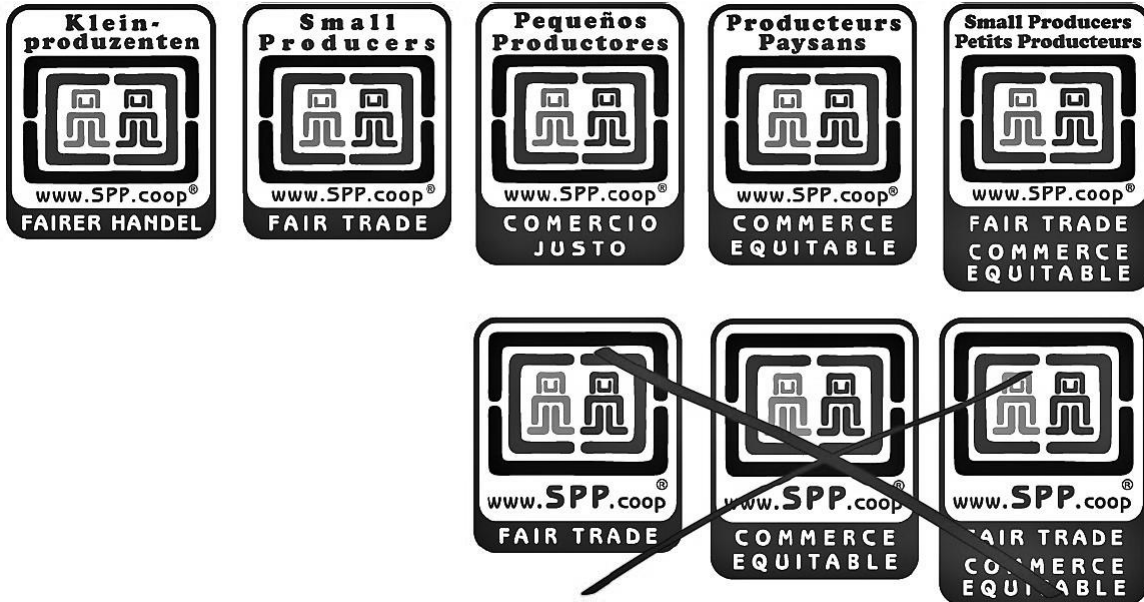
- e The typography should have half the total height of the band, and enough space between letters to allow the text to be easily read.
- f In the single-color version, descriptors are separated by a white line.
- g If the authorized descriptor does not fit in a single band, the maximum space of two bands should be used, with the same color, respecting the same order of colors. In the single-color versions, if the descriptor fills two bands, the line dividing the two bands should be omitted.

5.4.5 In all cases, the application of the logo with the “Origin Optional Complementary Descriptor” must be actively approved by *SPP Global* in line with stipulations in section 6 of these Regulations on Graphics.

## B. CONCEPTUAL

5.5 It is permitted to add the “Conceptual Optional Complementary Descriptors” of “FAIR TRADE” to the logo, within the following design scheme, in its multi-color and single-color versions:





5.6 The Conceptual Optional Complementary Descriptor “Fair Trade” is not listed in *SPP Global’s* current “List of Optional Complementary Descriptors (of Origin)”, because it doesn’t require the fulfillment of a specific criterion, since it is an inherent characteristic of SPP.

5.7 The application of the “Fair Trade” Optional Complementary Descriptors must respect the following rules:

- 5.7.1 The Fair Trade Descriptor is only to be applied to versions that use the Small Producers term or similar in the different languages. Will not be able apply to the “universal SPP logo”.
- 5.7.2 The descriptor must be used in the main language or the main languages of the destiny market. It’s only possible to apply the descriptor in a maximum of two languages.
- 5.7.3 The design must respect the logic used in the design above (5.5), with the following specifications:
  - a The height of the band for each line of text is the seventh part of the height of the logo itself. The width is equal to the width of the logo itself. The color of the band must be identical to the color of the frame.



- b The typography to be used is the same in all cases: **ITC Benguiat Gothic Bold**, used exclusively in Capital letters.
- c The text should be centered vertically and horizontally in the space for each descriptor as illustrated in the examples presented above.
- d The typography should have half the total height of the band, and enough space between letters to allow the text to be easily read.
- e In the case where the text does not fit into a single band, it should be use the maximum space of two bands per descriptor, with a total of three bands, without dividing line, with the same color.

5.7.4 In all cases, the application of the logo with this “Conceptual Optional Complementary Descriptor” must be actively approved by SPP Global in line with stipulations in section 6 of these Regulations on Graphics.

## 6 APPROVAL

6.1 To avoid any improper interpretation of these Regulations on Graphics or the possibility of actions in response to inappropriate use of the Symbol, any design for packaging, printed material or digital publication should be submitted for approval. *SPP Global* promises to respond to any request for approval within a maximum period of 10 workdays.

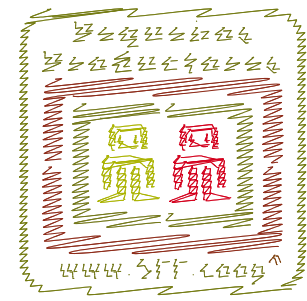


## ANNEX 1. DESIGNS NOT PERMITTED

### 1. Distortion effects



### 2. Blurred, erased, damaged, etc.

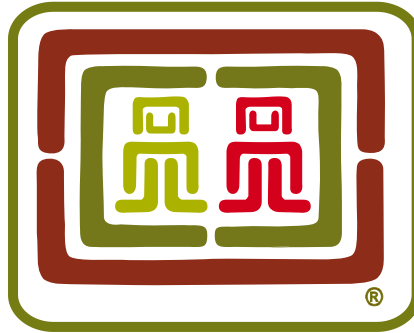


### 3. Structural modifications





4. Modifications in text



5. Graphics barely visible due to lack of contrast with background color



6. Non-authorized use of colors





## CHANGES WITH RESPECT TO PREVIOUS VERSION OF DOCUMENT

### Previous version of document

Regulations on Graphics  
 Small Producers' Symbol  
 Version 5. 04-Feb-2014  
 Edition 1. 28-Feb-2014  
 Translation 28-Feb-2014

#	Change	Reason	Type of Change	Date effective
1	Section 4.2 has been modified in relation to explanatory texts on packaging for SPP products, to prohibit negative references to other seals.	Clarify the use of references	Writing	Feb. 28, 2014
2	Section 4.4 has been added, in reference to rules on the information printed on the packaging with certification of composite products with various ingredients that are fundamentally different, when only a specific % of these ingredients are SPP ingredients.	Provide greater clarity and transparency for SPP products	Contents	Feb. 28, 2014
3	Modifications have been made in Sections 5.4.2 and 5.4.4 in relation to the editing rules in the SPP designs that use Optional Complementary Descriptors.	Specify details in the logo design	Contents	Feb. 28, 2014
4	In Optional Complementary Descriptor a subdivision between the originals and the conceptual ones was made and specifications were added for the optional qualifier 'fair trade'.	Specify the logo design application with the conceptual descriptor	Contents	May. 29, 2017