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1 SCOPE

- 1.1. These SPP Regulations on Graphics (RG) aim to specify the rules that must be applied when graphically using SPP, i.e., the image of the SPP Global regulatory and certification system.
- 1.2. This document is a fundamental part of the **SPP System**, i.e., *SPP Global's* system of standards and procedures for registration and certification. Compliance with these regulations is thus mandatory for SPP system users.
- 1.3. The document applies to all types of SPP users, both to SPP certified Small Producers' Organizations and to SPP registered (Final or Small) Buyers, hereinafter: "Users". It also applies to companies registered as Intermediaries or Maquila companies and to Certification Entities registered with *SPP Global*.
- 1.4. Parties that have not signed a contract or agreement with *SPP Global*, under SPP or SPP, are not allowed to use SPP without prior authorization.
- 1.5. In this document, 'packaging' means any type of wrap, container, pouch/bag or film that covers the certified product when offered to consumers. This can be packaging with the SPP logo printed directly on packaging surface or featuring it as an adhesive label placed on said product packaging, or a combination of the two modalities.
- 1.6. This Edition 11 of the Regulations on Graphics was approved by the SPP Global Board of Directors on August 4, 2023. In Edition 11.1, a mismatch between article 6.2.1 of the RG and article 5.3.4 of the current SPP Global General Standard was resolved.

2 VALIDITY

- 2.1. This version of the Regulations on Graphics (RG) replaces previous versions that referred to SPP or the 'Small Producers' Symbol'.
- 2.2. The previous versions of the RG will no longer be effective 31 calendar days after SPP users have been notified of the publication of this version.
- 2.3. With the introduction of these Regulations on Graphics, the Complementary Descriptors system that was included in the previous version of the Regulations on Graphics is no longer valid.
- 2.4. Using any application of any version of the previous logo, alone or in combination with the new logo, as a label on products will not be allowed any more, once the deadline, previously indicated in these regulations, to stop applying the previous logo has passed.
- 2.5. The previous logo may only be featured as part of the description of SPP's meaning on promotional materials or digital promotional tools. This will be allowed for one year from the date of publication of these regulations. To ensure a valid version of the previous logo is being used, you must request permission to print (at com@spp.coop)
- 2.6. Already existing materials that were created and authorized according to previous versions of the Regulations on Graphics may be used for a period of 3 years from the date of publication of these Regulations on Graphics.
- 2.7. If deemed necessary, a request for an exception to the rules of this chapter may be submitted. Such requests must include all necessary argumentation and be sent to SPP Global (com@spp.coop) for review

3 NON-COMPLIANCE

- 3.1. If *SPP Global* detects that an entity that does not have an SPP certification or registration is using the SPP image or if non-compliance with these regulations is found, SPP Global will request the party(ies) in question to resolve misuse or correct non-compliance.



- 3.2. In the event that the entity or the user at fault does not comply with *SPP Global's* resolutions or acts in bad faith, thus violating the SPP User Contract, *SPP Global* reserves the right to take civil or legal action against those organizations or companies that make improper use of SPP's graphic image.

4 LOGO

4.1. VERSIONS AND FORMATS

- 4.1.1. *SPP Global* has different versions of the SPP logo for different applications. The name of the label, SPP, is to be displayed equally in all language versions. However, complementary terms *Small Producers* and *Fair Trade* must be featured in one of the official languages of the country where the product will be marketed. In multilingual market contexts, or where preferred, the use of these terms in English is permitted, even though the official language of the market in question is not English.
- 4.1.2. There are official graphics for different languages and there are color and monochrome versions. Here we present some of the authorized versions, as an example. Versions in different languages and formats are available in different formats on our microsite www.spp.coop/red-spp (password: sppcoop). Versions in other languages, colors (monochrome) or different digital formats can be requested by email at com@spp.coop.

Color:



Monochrome:



4.2. COLORS

- 4.2.1. Only these colors are authorized for color design:

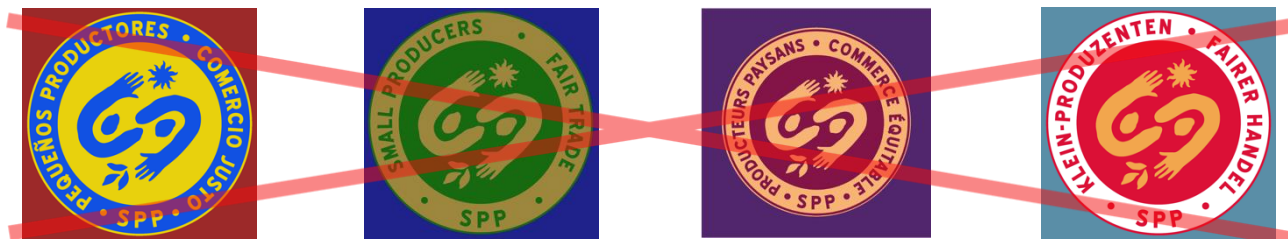


Blue (background and outline)	HEX # 054F7A RGB 5, 79, 122 CMYK 100, 72, 28, 11 PMS 111-8C
Green (left arm and leaflets)	HEX # 79981D RGB 121, 152, 29 CMYK 58, 22, 100, 4 PMS 377 C
Turquoise (right arm)	HEX # 59B6AA RGB 89, 182, 170 CMYK 64, 7, 39, 0 PMS 7472C
Amarillo (sun)	HEX # F3C300 RGB 243, 195, 0 CMYK 6, 22, 100, 0 PMS 7406 C
White (outer ring)	HEX # FFFFFFFF RGB 255, 255, 255 CMYK 0, 0, 0, 0 PMS 000 C

4.2.2. The monochrome version can be applied in any color (only one even color shade, without textures or gradients), as long as it is placed on a single-color contrasting background. The monochrome logo must be transparent: the background color behind and around the logo must be the same. See examples



4.2.3. The application of monochrome versions with a background other than the one surrounding it is not allowed: that is, versions with two or more colors other than the official colors of the color version of the logo are not allowed. See examples:



4.3. PROPORTIONS AND DIMENSIONS

4.3.1. The design corresponds to the following design diagram and must be faithfully represented in exactly the same proportion, regardless of application size:



4.3.2. For the placement of the logo, a minimum clearance must be respected around the logo having a size of a quarter of the diameter of the graphic (CC = Critical Characteristics, Ratio: 1:4) in the center of the logo, as shown in the following diagrams.



4.3.3. The minimum size for SPP reproductions must be readable to the naked eye for the average person: it should not be less than 12 mm x 12 mm. There is no maximum size.





4.3.4. In all cases, the logo must be applied in its entirety; partial applications are not allowed.



4.3.5. In small-scale applications, between a minimum of 6 mm and a maximum of 12 mm, the use of the graphic version without the ring with texts is allowed (available at www.spp.coop/red-spp password: sppcoop), as long as the complete logo (with text ring) is featured elsewhere on packaging and there is a reference to SPP alongside this graphic. See example:



Note: For application on irregular surfaces, such as yute bags, which do not make it possible to print the version with text in a legible way, the use of the graphic-only version without the ring with text is permitted in sizes greater than 12 mm, as long as users add a reference to SPP and upon design approval (com@spp.coop)

4.4. QUALITY

- 4.4.1. In all cases, sufficient resolution quality of digital or printed reproductions must be ensured in such a way as to allow the legibility of the texts and the high resolution of the graphic featured in authorized design.
- 4.4.2. In no way should the SPP design be modified, whether due to reproduction defects or any deliberate modifications to the design. At the end of this document, different examples of designs that are not allowed are shown.

4.5. TYPES OF APPLICATION

4.5.1. The use of SPP in the following ways is allowed, always respecting the colors and variants specified above:

- Bagging material, rigid packaging, packaging and product packaging.
- The product itself, being, for example, fruits.
- Advertising material relating to one or more products endorsed by SPP in the terms herein, including digital materials (for example, on Internet pages or e-newsletters).
- Brochures and institutional documents, as well as facilities, in the case of SPP Small Producers' Organizations, (Final or Small) Buyers, as well as Certification Entities that have signed a User Contract or Agreement with SPP Global.
- In the facilities and promotional materials of restaurants and cafes where you distribute or serve SPP certified products.

4.5.2. As for information or promotional materials, in no case should the impression be generated that certain specific products or services have the support of SPP, when this is not the case.

4.5.3. ('Final' or 'Small') SPP Buyers are only allowed to use the SPP logo as part of their institutional image if at least 50% of the value of their total sales is under SPP certification.

4.5.4. In no case should the application of the SPP logo generate the impression that SPP is the main brand of the product.



4.5.5. In the case of applying the SPP logo by means of an adhesive label, the design and quality of the label must be authorized by SPP Global, before even printing it.

4.5.6. Authorization for the application of the logo on all types of promotional materials must be requested from SPP Global.

5 PLACEMENTS

5.1. The rules for placing SPP on products, by either applying an adhesive label or direct reproduction of the SPP logo on product packaging, are:

- a) The SPP logo must be placed in such a way as to allow logo texts to be read with the naked eye, considering average visual acuity of consumers.
- b) It must be placed on any of the visible parts of the product, excluding the base in the case of products that are to stand on the shelf.
- c) We highly encourage users to place the SPP label on the front of product packaging, but this is not mandatory.
- d) Application must allow visibility of product's own brand.
- e) It must be placed homogeneously in all units of the same product and products having the exact same packaging.

Illustrative application examples:



5.2. Placing the SPP logo on packaging is not mandatory. In case of not using the logo, a reference that makes it explicit that the product is certified under the SPP system must be used, also featuring a reference to our website www.spp.coop

6 TEXTS

6.1. DESCRIPTIVE TEXT

6.1.1. The preferred text for describing SPP on packaging is:

SPP is both an intercontinental network and a label belonging to small organic¹ fair trade producers

6.1.2. Shorter sentences can be used, such as:

- SPP, The small producers' fair trade label.
- SPP, The organic¹ small producers' fair trade label.

¹ See article 6.1.3



- SPP, the label of Global South small producers.
- SPP: small fair trade producers' label.
- SPP: Global South small fair trade producers' label.
- SPP: Global South small fair trade and organic¹ producers' label

- 6.1.3. The terms 'organic', 'bio', 'eco', 'ecological' or equivalent, as part of the description of what SPP means on product packaging, should clearly refer to the producers at origin and not to the final products. On the other hand, any requirements and restrictions in the market in question regarding the use of this terminology must be respected. The user company is responsible for ensuring proper use of these terms. At no time is it allowed to suggest that the final product has an organic certification recognized in the respective market if it does not have one.
- 6.1.4. When requesting authorization for packaging, proposals for texts other than those mentioned above can be made.
- 6.1.5. In texts describing SPP, on packaging and communication materials, the term '**Small Producers Symbol**' (or 'Symbol') should **not** be used. **SPP** is nowadays used as an **international brand name**, not as an acronym. The term 'Small Producers' Symbol' can only be used in texts explaining that the origin of the SPP brand is the Spanish abbreviation of the term 'Small Producers' Symbol'.
- 6.1.6. In the case of a secondary mention of the SPP, on the back of the product (or equivalent), it is requested to put the reference www.spp.coop to facilitate communication. In the case of the French market, it is recommended to additionally mention the SPP France website, www.spp-france.fr.
- 6.1.7. The SPP label should not be referred to as "the SPP Global label". The name SPP Global is reserved for use in reference to the international organization behind the SPP label.
- 6.1.8. *SPP Global* and its regional representations use period-specific promotional slogans. Such slogans may be employed by SPP users upon request but only in promotional materials, not on product packaging.
- 6.1.9. The explanatory texts used on the packaging of the products that directly accompany the SPP logo must not make explicitly negative references to other labels.
- 6.1.10. The User must submit any text to be featured alongside the SPP logo for approval and *SPP Global* undertakes to resolve the request within 5 working days.

6.2. PACKAGING OF COMPOSED PRODUCTS

- 6.2.1. When it comes to using the SPP logo on composite products with several fundamentally different ingredients, the company/SPO in question must somehow clearly and transparently disclose (by stating this information on e.g. brochures, packaging or its website) which ingredients have the SPP certification and what percentage of the total weight is made up of SPP certified ingredients. To get detailed information on all the rules applying to composite products, please refer to the respective criteria listed in the current SPP General Standard.
- 6.2.2. On the packaging of finished products, only the names of the SPOs that provide raw materials for the elaboration of said product can be mentioned at the time of the request for authorization of said packaging.
- 6.2.3. In the event that the approval of packaging for a finished product that contains ingredients from a decertified SPO is requested, this SPO must not be explicitly mentioned on said packaging, even if the product contains ingredients from this SPO.

7 APPROVAL PROCESS

7.1. REQUESTS AND AUTHORIZATION



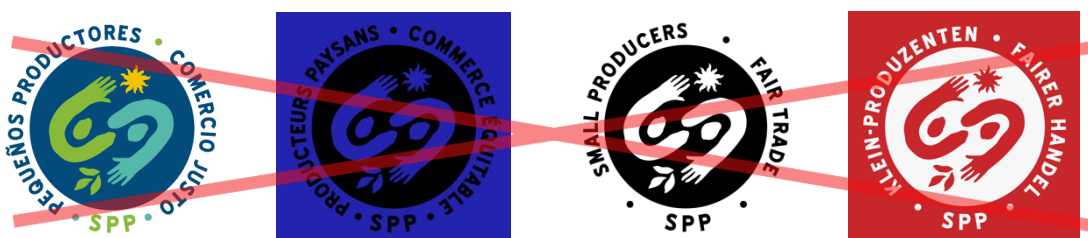
- 7.1.1. SPP Global will provide electronic originals that meet requesting User's needs within a 5 working day deadline upon request submission by interested party. Request must be emailed to com@spp.coop.
- 7.1.2. In case of unforeseen or exceptional cases, SPP Global will either approve or decline User's requests regarding a use other than what is indicated above within a 10 working day deadline. If the intervention of the Dissents Committee is needed, the deadline will be 20 working days.
- 7.1.3. Any packaging or product design where the SPP logo is depicted and/or SPP is referenced descriptively must be submitted for approval. SPP Global undertakes to resolve any request for approval within a 5 working day deadline.

7.2. SPECIFIC CASES

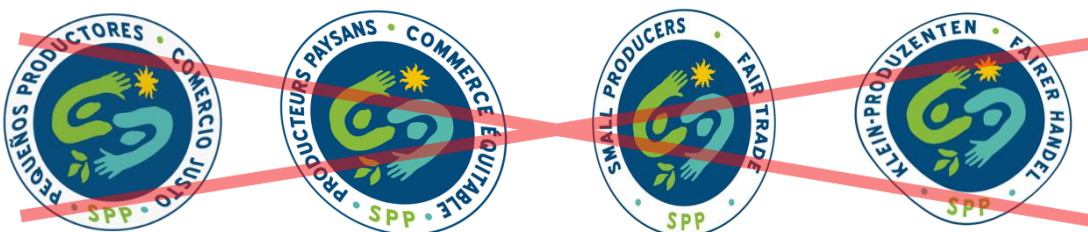
- 7.2.1. When the packaging design of a finished product has been approved before the decertification of a raw material supplier SPO for said product, the SPP Buyer may make use of the approved packaging within a maximum period of 12 months after the decertification of said SPO, even when the final product no longer contains decertified SPO products.
- 7.2.2. Every Small Producers' Organization that is inactive must respect the following guidelines:
 - They cannot continue to use the SPP logo when printing new packaging.
 - They can continue to use the SPP logo on packaging created and printed before status change occurred for 1 subsequent year, with the right to request an ordinary permit to extend this permit up to a total of two years after status change.
 - They can continue to use the SPP logo in other types of use or applications, such as on facilities or promotional materials, as long as this does not create the impression that specific products are certified under SPP.

ANNEX 1. NOT ALLOWED DESIGNS

1. Versions without outer contour

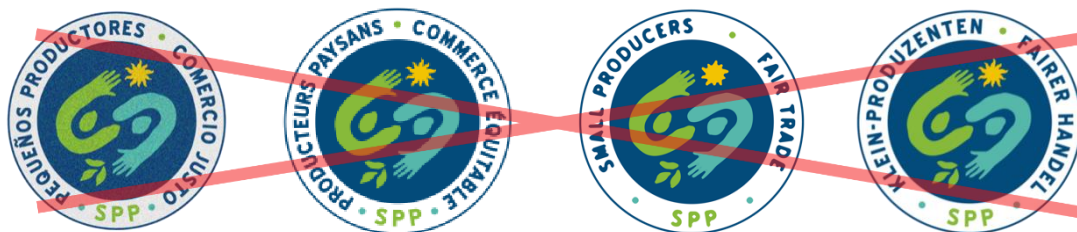


2. Deformations and distortions





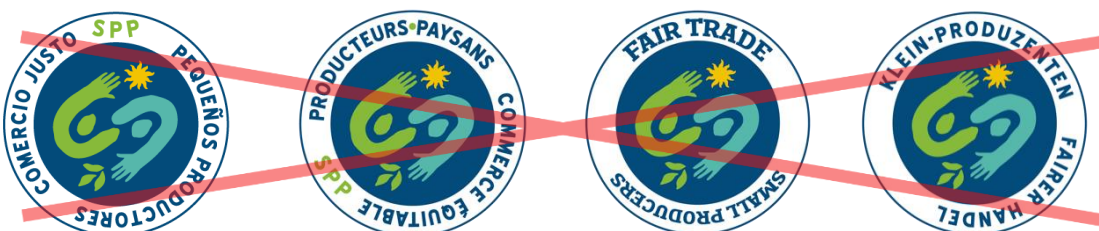
3. Poor quality of representation



4. Structural changes



5. Modifying the text layout and font



6. Lack of contrast



7. Unauthorized colors

