

## **RSB – ROUNDTABLE ON SUSTAINABLE BIOMATERIALS**

### **RSB Procedure on Communications and Claims**

Version 3.4

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## Introduction

This procedure sets out the requirements operators and other organisations shall meet when using the RSB trademarks (e.g. RSB name, RSB logo, RSB Strapline, RSB on-product label) and compliance claims in association with certified products (“product-related claims”), or in their general communication.

The objective of these requirements is to ensure the application and use of the RSB trademarks and compliance claims is easy, correct and truthful in order to avoid misleading claims and uses which could damage the integrity, credibility, reputation and good name of the RSB and RSB Participating Operators.

Entities shall use this procedure if they are an RSB Participating Operator, an RSB-recognised Certification Body, an Accreditation Body, an RSB Member or another user of the RSB trademark as defined in this procedure.

### Main changes to Version 3.4

**Please see the full history of changes in the annex I of this procedure.**

- a) This procedure was made applicable for all available certification schemes operated under the RSB system, which are currently RSB Global, RSB EU RED, RSB ICAO CORSIA and RSB Japan (see section B)
- b) It has been clarified that operators who source feedstock or product that was certified by other certifications systems recognised by the European Commission under the RED or by ICAO under CORSIA can claim EU RED compliance or ICAO CORSIA compliance respectively. The operator shall not use RSB trademarks in this case (see F 2.4.2)
- c) It has been clarified that operators have to provide their clients with all information as required in Annex I of the RSB Chain of Custody Procedure, including the name of the chain of custody model employed (i.e. identity preserved, segregation, mass balance, content ratio) while the use of an additional (short) claim is optional (see F 2.4.3)
- d) Several edits throughout the document to adapt to the expanded scope of the RSB system
- e) Entities are no longer required to include their participant code (for POs), registration code (for CBs) and validity dates (for accreditation bodies) in their off-product communication (previous section F 5.2.)

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## A The aim of this procedure

The aim of this procedure is to ensure that:

- claims and communication using the RSB trademarks and RSB compliance claims meet the provisions of *ISO 14021 (2016) (Environmental Labels and Declarations – self-declared environmental claims (type II environmental labelling))*;
- misleading claims and communication about the RSB trademarks (e.g. RSB name, RSB logo, RSB on-product labels) and RSB compliance claims are avoided;
- operators may publicly communicate their participation in the RSB certification system and/or their support to the RSB; and
- RSB-certified products can be promoted among customers, using the RSB Trademarks and compliance claims.

Section F.1 of this procedure defines general requirements.

Section F.2 of this procedure defines specific requirements for on-product labels, product related communication and the use of RSB trademarks.

Section F.3 defines requirements for product-related communication for RSB-certified Advanced Products

Section F.4 of this procedure defines specific requirements for documentation and use of RSB Trademarks in a “book and claim” chain of custody model.<sup>1</sup>

Section F.5 of this procedure defines requirements for Participating Operators, Certification Bodies, the RSB Accreditation Body and RSB Members using RSB trademarks in their communication, such as internet pages, signboards, corporate documents, leaflets and similar (off-product claims).

Section F.6 defines requirements for the use of the RSB logo and the RSB on-product label.

## B Scope of this procedure

This procedure is valid worldwide and specifies the requirements for the use of the RSB trademarks and compliance claims.

This procedure applies to products and entities within the scope of RSB Participating Operators, Certification Bodies, the RSB Accreditation Body, RSB Members, and any other user of the RSB trademark as defined in this procedure.

This procedure applies to POs certified under one or more of the certification schemes operated by the RSB certification system, which are currently RSB Global, RSB EU RED, RSB ICAO CORSIA and RSB Japan.

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<sup>1</sup> NOTE: This section will be developed upon approval of the book and claim system, as described in the RSB Standard for Traceability (RSB-STD-20-001).

The RSB trademarks include:

- The initials “RSB”, the name “Roundtable Sustainable Biomaterials”, the RSB logo, the RSB on-product label and the RSB strapline ‘Trusted Solutions for New World®’ any and all representations thereof in any format whatsoever;
- Any and all references to the good name of the RSB, to the RSB itself, to the RSB certification systems, to the RSB Standards and/or to any other valuable asset of the RSB;
- Any and all claims, marks, labels, logos, signs and other graphic representations which refer to or represent the RSB and/or any part thereof.

## C Version and date

The version 3.4 of the *RSB Procedure on Communication and Claims* shall be effective on 1 May 2020.

## D Note on use of this procedure

This procedure is binding for all constituents (i.e. Participating Operators, Certification Bodies, Accreditation Bodies, RSB Members and other users of the RSB trademarks).

Whenever “**Feedstock/Product**” is listed in this document, Participating Operators may adjust to the most appropriate term depending on their scope of certification.

All RSB trademarks and any and all representations thereof in any format whatsoever are the sole and exclusive property of RSB. Any reference to and/or use of the RSB trademarks and/or of any and all representations thereof by the RSB certification system and any constituent of the RSB certification system shall follow the provisions of this procedure.

The use of the RSB trademarks is granted by the RSB Secretariat.

The RSB Secretariat may deny or withdraw the right to reference and/or use the RSB trademarks at its sole discretion at any time, if reference to and/or use of the RSB trademarks:

- does not comply with the requirements of this procedure, or if
- any action by a user of the RSB trademark reflects badly on the good name of the RSB, the RSB certification systems and/or any other entity closely affiliated with the RSB.

## E Terms and definitions

For the purposes of this standard, the terms and definitions given in *RSB Glossary of Terms* [RSB-STD-10-001] shall apply.

## F Requirements

### 1. General Requirements

1. 1. The use of RSB trademarks and RSB claims will be granted under the conditions described in this procedure per the following table:

Type	Certification Status	Type of Logo	Claim
Operator	Certified	RSB Certified + Strapline + RSB On-Product Label	On-product & Off-product
Member	Not Certified	RSB Member	Off-product
Member	Certified	RSB Certified + RSB Member + Strapline + RSB On-Product label	On-product & Off-product
Partner (MoU)	Not Certified	General RSB Logo, and branding elements on dedicated informational material for partnership or project	Off-product
Partner (Event)	Not Certified	General RSB Logo, RSB Strapline and branding on promotional material (e.g. event banners, brochures, invites, websites)	Off-product
Partner (Certification Body)	Not Certified	General RSB Logo	Off-product
Partner (Consultants or Training Providers)	Not Certified	General RSB Logo	Off-product
Media Organisations	Not Certified	General RSB Logo	Off-product
Educational or research organisations	Not Certified	General RSB Logo	Off-product

1. 2. The RSB trademarks may only be used after authorisation has been granted by the RSB Secretariat as specified for each user group:
  1. 2. 1. For certificate holders, the use of the RSB trademarks is granted through the *Participating Operator Agreement*.
  1. 2. 2. RSB Members may use the RSB trademarks after membership had been accepted according to the *RSB Articles of Association*. The RSB trademarks may be used for general communication only. The use of the RSB trademarks is not permitted for product-related communication.

1. 2. 3. RSB Partners (MoU) may only use the RSB trademarks if a Memorandum of Understanding (MoU) has been signed by the RSB that includes specific provisions for the use of the RSB trademarks. RSB trademarks may only be used for the scope of the MoU.
1. 2. 4. RSB Event Partners (e.g. conference organisers) shall accept the terms and conditions for the use of the RSB trademark by signing the agreement in the annex of this procedure. No separate contract on trademarks use is needed. The RSB trademarks shall only be used on specific promotional material for the event which RSB supports or is engaged with.
1. 2. 5. Certification Bodies may only use the RSB trademark if a valid *Certification Body Agreement* with the RSB is in place and a valid accreditation for RSB certification is obtained. Certification Bodies shall only advertise or promote services that are within the scope of their accreditation.
1. 2. 6. Organisations offering training, consultancy or technical advice on the RSB systems shall sign an agreement with the RSB to obtain permission to use the RSB trademarks in training materials and for promotional purposes. They shall not imply that RSB endorses any training, consultancy or technical advice unless agreed otherwise.
1. 2. 7. Media organisations shall accept the terms and conditions for the use of the RSB trademark by signing the agreement in the annex of this procedure. No separate contract on trademarks use is needed. Media organisations are free to use the RSB trademarks if the information is correct.
1. 2. 8. Educational or research organisations shall accept the terms and conditions for the use of the RSB trademark by signing the agreement in the annex of this procedure. No separate contract on trademarks use is needed.
1. 3. Other users not mentioned in the above table shall contact the RSB Secretariat to request permission for logo use.
1. 4. The RSB trademarks shall not be used in a way that could cause confusion, misinterpretation or loss of credibility for the RSB certification system.
1. 5. The use of RSB trademarks by any other third-party is not permitted, unless a written authorisation allowing its use under certain conditions is granted by the RSB Secretariat. The unauthorised use of the RSB trademarks is prohibited and can lead to a criminal charge.
1. 6. Persons or corporate entities are fully responsible, accountable and liable for the use of the RSB trademarks or compliance claims, including for third parties acting on their behalf.
1. 7. When using the RSB trademarks together with a trademark, compliance claim or label from another standard/certification system which is not officially recognised by the RSB, RSB trademarks must be equally visible and displayed in a way which does not imply any relation to, endorsement of, or association with the other standard/certification.
1. 8. Any misuse of the RSB trademarks or compliance claims that a PO is aware of within their scope of certification, including sub-contractors, shall be reported to

the RSB Secretariat.

## 2. Use of RSB trademarks on documentation associated with RSB-certified feedstocks or products (“product-related claims”) and on-product labels

### General requirements

Depending on the scope of certification, product-related claims may refer to RSB certified feedstock, intermediates, fuels or non-energy products (advanced products). Here, RSB *certified material* is used as a generic term that may be adapted by the Participating Operator (PO) based on the scope of certification.

2. 1. POs may only use RSB trademarks for product-related communication, claims and on-product labels under the following conditions:
  2. 1. 1. The PO possesses a valid Participating Operator Agreement with the RSB Secretariat and a valid RSB participant code; and
  2. 1. 2. The PO possesses a valid certificate of conformity issued by an RSB recognised Certification Body, which includes conformity with the *RSB Chain of Custody Standard* (RSB-STD-20)<sup>2</sup>; and
  2. 1. 3. The PO meets all requirements and the intent of this procedure; and
  2. 1. 4. The products to which the claims are applied are included in the scope of certification and are derived in whole or in part from RSB-compliant feedstock.<sup>3</sup>
  2. 1. 5. The operator is not using a “Book & Claim” chain-of-custody model (See Section 5).
2. 2. If the operator fulfils the conditions listed under 2.1 above, a product-related communication can be used as follows:
  2. 2. 1. For on-product labels (also on packaging, tank, dispensers etc.), or on systems used for the transportation of these products (e.g. transportation tanks & pipelines), see also the requirements in chapter 2.6 on on-product labelling; and
  2. 2. 2. For product-related claims, i.e. documentation associated with RSB compliant product (e.g. invoice, bills of lading, transport notes, product transfer documents, website etc.) where the use of the RSB trademarks refers to the RSB compliant product contained in a particular consignment or lot.
2. 3. The operator shall only use RSB trademarks in relation to RSB compliant products included in the scope of certification, as documented in the public audit summary report and the certificate.
2. 4. The operator shall provide the following information together with RSB trademarks:
  2. 4. 1. A product description, which is

<sup>2</sup> In the context of the certification scheme RSB EU RED, RSB-STD-11-001-20-001 applies for the certification of chain of custody related requirements

<sup>3</sup> Including specific provisions as defined in the RSB Standard for Advanced Products RSB-STD-02-001

- Applied to the packaging, dispenser or transportation system next to the on-product use of the RSB trademarks; or
  - Compiled in a separate document which is freely and readily available to the customer (e.g. on an internet page, a leaflet, the offer or the invoice). In this case the on-product use of the RSB trademarks shall list a reference to the product description (e.g. “for further information see ....”).
2. 4. 2. a) The RSB certification scheme(s) under which the product is certified (i.e. RSB Global, RSB EU RED, RSB ICAO CORSIA, RSB Japan)
    - b) Whenever the upstream supply chain of the feedstock or the product that the PO is sourcing was certified by a certification system other than the RSB, that is recognised by the European Union under the RED<sup>4</sup> or by ICAO under CORSIA<sup>5</sup>, the operator may claim EU RED compliance or ICAO CORSIA compliance respectively. The operator shall not use the RSB trademarks in this case.
  2. 4. 3. All information as required in Annex 1 of the RSB Chain of Custody Procedure [RSB-PRO-20-001]<sup>6</sup>, including the chain of custody model employed. Whenever the operator wishes to communicate a claim in addition to this information, one or more of the claims listed in 2.5 shall be selected.
  2. 4. 4. The Greenhouse Gas intensity of the certified material, including the following information:
    - for RSB certified advanced products from bio-based feedstocks: if and how the CO<sub>2</sub> uptake in the growth phase of the biomass was accounted for (RSB Standard for Advanced Products RSB-STD-02-001 section 2)
    - for end-of-life products or processing residues: specification of the baseline scenario if avoided emissions were accounted for (see RSB Standard for Advanced Products RSB-STD-02-001, section 2 and RSB Standard for Advanced Fuels RSB-STD-01-010, section 2)
  2. 4. 5. RSB participant code
  2. 4. 6. RSB webpage address ([www.rsb.org](http://www.rsb.org))
  2. 4. 7. Further information as specified in the applicable RSB Standards
2. 5. **Specifications for product-related claims in relation to the chain of custody model employed**
    2. 5. 1. For RSB certified material produced under the “Identity of Product Preserved” or “Product Segregation” chain of custody models, the RSB short claim shall be: “**RSB certified material**”. The operator may use an equivalent claim of their choice upon prior written agreement by the RSB

<sup>4</sup> [https://ec.europa.eu/energy/topics/renewable-energy/biofuels/voluntary-schemes\\_en#list-of-approved-voluntary-schemes](https://ec.europa.eu/energy/topics/renewable-energy/biofuels/voluntary-schemes_en#list-of-approved-voluntary-schemes)

<sup>5</sup> <https://www.icao.int/environmental-protection/CORSIA/Pages/CORSIA-Eligible-Fuels.aspx>

<sup>6</sup> In the context of the certification scheme RSB EU RED, the RSB EU RED Chain of Custody Standard applies (RSB-STD-11-001-20-001)

Secretariat and the Certification Body.

2. 5. 2. For RSB compliant material produced under the “Mass Balance” chain of custody models, the RSB short claim shall be: **“Product mix contains RSB certified material”**. The operator may use an equivalent claim of their choice upon prior written agreement by the RSB Secretariat and the Certification Body.
2. 5. 3. For material leaving the facility, the operator shall inform the client about the chain of custody model employed (see Annex 1 of the RSB Chain of Custody Procedure [RSB-PRO-20-00]<sup>7</sup>). If the operator wishes to make an additional claim, one or more of the following claims shall be selected.:
  2. 5. 3. 1. **Product-related claims for “Identity Preserved” chain of custody model:**

**“This consignment/lot/batch of material is certified as compliant with RSB Standards.”** Optional additional text: **“It is derived entirely from feedstock produced by [producer of origin] in [place of origin].”** Note: the particular operation and place of origin (city, state/province, country) of the feedstock may be indicated]

**“This consignment/lot/batch of certified material has been stored and transported separately from uncertified material”.**

**“In the associated documentation, this batch of certified material was tracked separately from uncertified material.”**

**“In the material production process, this certified material was tracked in physical mass and in associated documentation separately from other batches of material.”**
  2. 5. 3. 2. Product-related claims for “Product Segregation”:  

**“This consignment/lot/batch of material is certified as compliant with RSB Standards.”**

**“This consignment/lot/batch contains material which is compliant with RSB Standards.”**

**“In the associated documentation, this material was tracked separately from material not compliant with the RSB Standards.”**

**“In the material production process, this material was tracked in physical mass and in associated documentation separately from material not compliant with the RSB Standards.”**
  2. 5. 3. 3. Product-related claims for “Mass balance”:  

**“The equivalent mass of this material originated from production operations certified as being in compliance with RSB Standards.”**

**“This material is made up of a mix of material compliant with the RSB Standards, and other material which have not been evaluated for compliance with the RSB Standards. The corresponding mass of certified materials has been tracked in**

<sup>7</sup> In the context of the certification scheme RSB EU RED RSB-STD-11-001-20-001 applies

**the associated documentation.”**

2. 5. 3. 4. Product-related claims for “Content Ratio Accounting”:
  - “The stated portion (%) of this material mix originated from production certified for compliance with RSB standards.”**
  - “This material contains a (%) mix of materials compliant with the RSB Standards and other materials, which have not been evaluated for compliance with RSB Standards.”**
2. 5. 4. Off-product claims for Claim on Greenhouse Gas Savings:
  - Participating Operators who meet all the requirements described in Criteria 3.a, 3.b and 3.c of the RSB Principles & Criteria (RSB-STD-01-001) may use the following claim in the information attached to the product (as defined in Section 2.4):
  - “Over its production lifecycle, this material provides [x] % greenhouse gas savings compared to a fossil fuel equivalent”**

## 2. 6. Specifications for on-product labelling

For on-product labelling as specified in 2.2.1., the Participating Operator shall:

2. 6. 1. follow the design guidelines laid out in 6.4.
2. 6. 2. use the RSB on-product label for certified products (see 6.4), which includes the RSB logo icon, the text **“Certified by RSB”**, the RSB website address, the registration mark and the certificate number (found on the certificate supplied by the certification body); and
2. 6. 3. include the supporting text as outlined in sections 2.4 and 2.5 where possible. Where this is not possible (due to limited area for example), the operators shall include this information on their website and inform RSB who will also make this information available on [www.rsb.org](http://www.rsb.org)
2. 6. 4. include the following information, linked to the on-product label if applicable:
  2. 6. 4. 1. the amount of RSB-certified feedstock in relation to the total mass of the feedstock - applicable for products that do not achieve the target of 100% or 90% of sustainable feedstock as defined in the RSB Standard for Advanced Products RSB-STD-02-001, section F., if not achieved within 3 years.
  2. 6. 4. 2. the product claim on the product shall identify the respective product component as defined in the RSB Standard for Advanced Products RSB-STD-02-001, section F. 6 if the certified component is less than 50% of the total mass content of the product
  2. 6. 4. 3. if the operator accounts for avoided emissions (see RSB Standard for Advanced Products RSB-STD-02-001 and RSB Standard for Advanced Fuels RSB-STD-01-010) and intends to communicate the GHG intensity or the GHG emission saving of the fuel/product on the product:

- Disclosure that avoided emissions were accounted for, and
- Specification of the baseline scenario

### 3. **Product-related documentation for RSB-certified Advanced Products (non-energy)<sup>8</sup>:**

For any product certified against the RSB Standard for Advanced Products (RSB-STD-02-001), the operator shall include the following information in the product-related documentation:

3. 1. the description of the certified product, or certified product component, including the specification of the mass of the certified component related to the total product.
3. 2. if the feedstock for a batch of certified product is not wholly, but only partly RSB-certified, the amount of certified feedstock in relation to the total mass of the feedstock.
3. 3. for Category I products:
  - the bio-based carbon or bio-based mass content that can be ensured at any time during the production process; and
  - the standard used for measuring or calculating the bio-based carbon or bio-based mass content.
3. 4. for Category II products:
  - the recycled carbon content in relation to the total carbon content; and
  - the method used to determine the recycled carbon content.
3. 5. for Category III products:
 

The amount of primary fossil resources saved by the input of eligible feedstock into the production system.

### 4. **Documentation and use of RSB trademarks in “Book & Claim” chain-of-custody model**

(NOTE: This section will be developed upon approval of the book and claim system, as described in the RSB Chain of Custody Procedure [RSB-PRO-20-001]).

### 5. **Documentation and use of RSB trademarks in general communication (“off-product claims”)**

5. 1. RSB Participating Operators (both certified and those still in the application process), RSB recognised certification bodies, RSB accreditation body and RSB Members may use the RSB trademarks for off-product communication (e.g. internet, email signature, signboards, corporate documents, brochures, leaflets, etc.) as follows:

<sup>8</sup> RSB-STD-02-001 RSB Standard for Advanced Products

5. 1. 1. *Participating Operators (non-certified)*: POs may use the following claim in their off-product communication related to the RSB certification systems:
 

**“Supporting socially and environmentally ethical production of Biomass, Biofuels and Bioproducts”**

POs may use an equivalent claim of their choice upon prior written agreement by the RSB Secretariat and the certification body.
5. 1. 2. *Participating Operators (certified)*: If an operator meets requirements 2.1.1 to 2.1.5, they may use one of the following claims in their off-product communication related to the RSB certification systems:
 

**“Delivering socially and environmentally ethical Feedstock / Product certified by the RSB”**

**“Sourcing socially and environmentally ethical Feedstock/Product certified by the RSB”**

**“[Name of Company] is proud to be RSB-Certified”**

The PO may use an equivalent claim of their choice upon prior written agreement by the RSB Secretariat and the certification body.
5. 1. 3. *RSB-accredited Certification Bodies*: CBs may use the RSB trademarks together with one of the following claims in their off-product communication related to the RSB certification system:
 

**“RSB-accredited certification body”**.

**“Supporting RSB’s certification that verifies the biomass, biofuels and bio products are socially responsible, environmentally sustainable and credibly-sourced.”**

CBs may use an equivalent claim of their choice upon prior written agreement by the RSB Secretariat.
5. 1. 4. *Accreditation Body*: If the Accreditation Body holds a valid recognition by the RSB, they may use the RSB trademarks together with one of the following claims in their off-product communication related to the RSB certification system:
 

**“RSB-recognised accreditation body”**.

**“Supporting RSB’s certification that verifies the biomass, biofuels and bio products are socially responsible, environmentally sustainable and credibly-sourced.”**

The Accreditation Body may use an equivalent claim of their choice upon prior written agreement by the RSB Secretariat.
5. 1. 5. *RSB Members*: RSB Members may use the RSB trademarks together with the following claim:
 

**“Member of the Roundtable on Sustainable Biomaterials”**

RSB Members may use an equivalent claim of their choice upon prior written agreement by the RSB Secretariat.

5. 3. If the operator is using the claim defined in 5.1.2, they shall provide to the public, upon request, the percentage of RSB compliant product out of the total products the operator handles/produces.

## 6. Requirements related to the layout of the logo and label

6. 1. The logo user shall not
  6. 1. 1. change the proportions of the RSB logo;
  6. 1. 2. change or add contents to the RSB logo;
  6. 1. 3. use the RSB logo for anything not covered by the scope of certification;  
*Example: If an operator discloses product related GHG emissions on a voluntary basis (e.g. biomaterial producers who are not obliged to conduct a GHG calculation) the RSB logo shall not be used in a way that could lead the consumer to the opinion the GHG calculation was part of the certification.*
  6. 1. 4. place the RSB logo with another border or background;
  6. 1. 5. change the shape of the border or background of the RSB logo;
  6. 1. 6. rotate the RSB logo;
  6. 1. 7. violate the clear space around the RSB logo;
  6. 1. 8. combine the RSB promotional logo with the user's own branding in a way which implies association;
  6. 1. 9. place the RSB logo on a strongly patterned background or image using the RSB logo as a watermark;
6. 2. RSB Members may use the member logo on any of the following:
  - Website, social media, email signatures and other online channels
  - Presentations/Events
  - Newsletters
  - Annual Reports
  - Press releases
  - Banners and signage
  - Brochures and other collateral
  - Other promotional items



6. 3. Certificate holders with valid certificates may use the certified logo on any of the following:
- Website, social media, email signatures and other online channels
  - Presentations/Events
  - Newsletters
  - Annual Reports
  - Press releases
  - Banners and signage
  - Brochures and other collateral
  - Other promotional items



6. 4. RSB on-product labels on eligible RSB certified products



Figure 1: RSB horizontal on-product label



Figure 2: RSB vertical on-product label

6. 4. 1. Participating Operator shall follow the guidance below for on-product labels for RSB certified products (see annex 2 *How to Use the RSB Label* for visual reference):
  6. 4. 1. 1. *Label shape*: Operators shall select one of the two label options offered (see figures 1 and 2). Operators may also interchange the label type on different packaging styles.
  6. 4. 1. 2. *Label Colour*: where possible, the Participating Operator shall keep text in black, with the RSB logo in orange Pantone 7472C. Where this is not possible, the entire label shall be used in black (on light colours), white (on dark colours), or, with prior approval from the RSB Secretariat, it may be printed in the darkest colour of the print run for the package.
  6. 4. 1. 3. *Label Size*: when using the RSB horizontal label, the size (excluding safe area), shall not be less than 17mm horizontally. When using the vertical label, the size (excluding safe area), shall not be less than 17mm vertically.
  6. 4. 1. 4. *Safe Area*: the safe area is the clear space around the entire label the minimum size of which shall correspond to the area between the logo icon and the text. If this distance is  $y$ , then the clear space on all sides of the label must be equal to  $y$ .
  6. 4. 1. 5. *Label Placement*: the label shall be placed in a prominent position and shall not be placed on the bottom or inside of the product.
6. 5. Entities that have received RSB approval for use of the RSB trademarks may use the RSB general logo on any of the following in accordance with the guidelines set forth earlier in this document:
  - Website, social media, email signatures and other online channels
  - Presentations/Events
  - Newsletters
  - Annual Reports
  - Press releases
  - Banners and signage
  - Brochures and other collateral, Other promotional items



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## Annex I: History of Changes

### Main changes from Version 3.2 to Version 3.3

- a. Addition of instructions for the content, placement and design of on-product labels in Sections 2 and 4.
- b. Specification of communication linked to on-product labels and product-related communication
- c. Update of terminology in line with revisions of RSB Standards for Advanced Fuels and Advanced Products (RSB-STD-02-001)
- d. Integration of requirements related to the communication of RSB-certified Advanced Products

### Main changes from Version 3.1 to Version 3.2

- a. RSB strapline was added to the procedure.
- b. The new RSB logo replaced the previous RSB logo.
- c. Minor language modifications.

### Main changes from Version 3.0 to Version 3.1

- a. Additional user groups of the RSB trademark were added and the authorisation process was described in more detail.
- b. Logo use requirements were added.

### Main changes from Version 2.0 to Version 3.0

This standard was turned into a procedure and entirely re-written using the “plain English” approach, which aims to make the content clearer and unambiguous to a broad audience

- a. The description of RSB Trademarks is now included in Section B (previously described in the requirements). This section also clarifies which articles of the EU Renewable Energy Directive and EU Fuel Quality Directive are covered by the European Commission’s recognition of RSB.
- b. The general requirements (Section F.1) were streamlined to remove duplications.
- c. The specific claims related to bio-products (also defined in RSB Standard for Advanced Products RSB-STD-02-001) were added (Section F.3)
- d. Temporary amendments (Standard on Requirements for Adaptation during Start-up Phase RSB-STD-80-001) related to the handling of products certified by another EU-recognised scheme were added (Section F.4).
- e. Claims under F.2.3 were grouped together to avoid duplications.
- f. Users of RSB Trademarks may now propose alternative claims, but these must be validated by the RSB Secretariat and, where relevant, the Certification Body.
- g. Additional “off-product” claims for non-certified Participating Operators, RSB Accreditation Body and RSB Members were added (Section F.6). New claims were also added to the existing ones for certified POs and CBs.
- h. Off-product claim for CB was updated from “RSB-recognised” to “RSB-accredited” (Section F.6)
- i. The numbering was updated.

## Annex 2:

# How to use the RSB label

RSB Certified Operators shall make an on-product claim in accordance with the RSB Procedure on Communication and Claims (RSB-PRO-50-001).

RSB supplies 2 logo options for on-product claims and this document provides guidance on how they may be used, including:

1. Claims Content
2. Colour Options
3. Size Requirements
4. Safe Area
5. Placement
6. Claims Support

## Logo Options

Operators shall use one of the two logo options offered below. If various products of differing sizes carry the same claim, the operator may interchange the logo on different packaging styles.

### Option 1: Horizontal



### Option 2: Vertical



## 1. Claims Content

All claims shall contain the RSB logo icon, the text "Certified by RSB", the registration mark and the unique certificate number issued by your certifying body.

The Certificate Number shall be added in the font Noto Sans (regular), and shall be in a size that is equal in height to the "Certified By" text. The RSB web address shall be included as indicated.

## 2. Colour Options

The RSB preference is that the logo icon should be in orange with the text in black.

However, the operator may select a different colour scheme, in which case the entire logo and text shall either be in orange, black (on light backgrounds), white (on dark backgrounds) or (by prior approval) the darkest colour of the print run.

Pantone Solid Coated: 7472C  
CMYK: 63, 7, 34, 0

1st Preference: Orange

Alternative: Black on Light Colour Background

Alternative: White on Dark Colour Background

Alternative: Darkest Colour in Print Run  
subject to prior RSB approval

## 3. Size Requirements

The logo shall never be smaller than 17 mm across when using the horizontal version or 17mm from top to bottom when using the vertical version. There is no maximum size.

The text of the logo, including the certificate code, shall always be legible.

## 4. Safe Area

The logo and claim shall sit within a boxed safe area (1Y as demonstrated below). If the box has a border, it shall be in the same colour as the text of the claim.

If no border or safe area is used, the logo and claim shall sit within a clear space of 1Y.



## 5. Placement

The logo shall be placed in a prominent position and shall not be placed on the bottom or inside of the product.

## 6. Claims Support

The on-product label shall include the operator code.

All information detailed in section 2.4 of the RSB Procedure on Claims and Communications shall be available on the RSB website and on the operator website.



## Annex 3: RSB Logo Use Agreement

As a representative of \_\_\_\_\_, I hereby confirm that I have read and understand the RSB trademarks use requirements as outlined in the *RSB Procedure on Communication and Claims* (RSB-PRO-11-001-50-001), and that \_\_\_\_\_ will use the RSB trademarks in accordance with those requirements.

I understand that this trademark use agreement can be terminated by the RSB if provisions are not met or entity acts against the interest of the RSB.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

Please sign and return to RSB at [info@rsb.org](mailto:info@rsb.org)