

RSB Proactive Guidance on the Roll Out of New RSB Logos and Labels

ROUNDTABLE ON SUSTAINABLE BIOMATERIALS

RSB Procedure for Communications and Claims
RSB-PRO-50-001

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TABLE OF CONTENTS

OBJECTIVE.....	3
BACKGROUND.....	3
GUIDANCE.....	4

OBJECTIVE

The objective of this guidance is to specify the roll-out period for RSB members and certified participating operators using RSB logos and labels to implement new designs that will be provided by RSB.

BACKGROUND

RSB has developed new logos and labels for use in specific instances by RSB members and certified participating operators, to replace previous logos and labels.

Use of RSB trademarks and RSB claims, in the form of logos and labels, is granted under the conditions described in RSB-PRO-50-001 and 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

The roll-out of the new logos and labels shall follow the requirements of the *RSB Phase-In Procedure [RSB-PRO-01-001]*, whereby existing participating operators, certification bodies and the accreditation body are given 12 months before demonstrating compliance with an updated Standard or Procedure.

However, since some RSB members or certified operators may be using printed materials or digital assets that are costly or wasteful to replace, RSB has developed this guidance to support entities in this situation to transition to the new labels and logos at a different pace, while remaining in compliance with RSB’s requirements.

The new logos and labels, along with the specific requirements for their use, are available in the *RSB Procedure on Communications and Claims [RSB-PRO-50-001]* version 3.6, and all queries relating to their use can be directed to RSB at info@rsb.org.

GUIDANCE

To ensure that the existing members and certified participating operators continue to be in compliance with RSB’s requirements even if they are unable to transition to the new RSB logos within the standard 12-month time frame of the *RSB Phase-In Procedure [RSB-PRO-01-001]*, RSB will allow the following additional time for members and operators:

Printed materials where there is existing stock or print requirements that are costly to change may extend their phase-in period to 24 months, or however long stocks last (whichever period is

shorter), from the date of the issuance of the updated *RSB Procedure on Communications and Claims [RSB-PRO-50-001]* version 3.6.

Digital assets (like videos, animations, graphics) which are costly to amend may extend their phase-in period to 24 months from the date of the issuance of the updated *RSB Procedure on Communications and Claims [RSB-PRO-50-001]* version 3.6.

All other instances of use of the RSB logos and labels should ensure that they follow the requirements of the *RSB Phase-In Procedure* and begin use of the amended logos and labels within 12 months, preferably sooner.