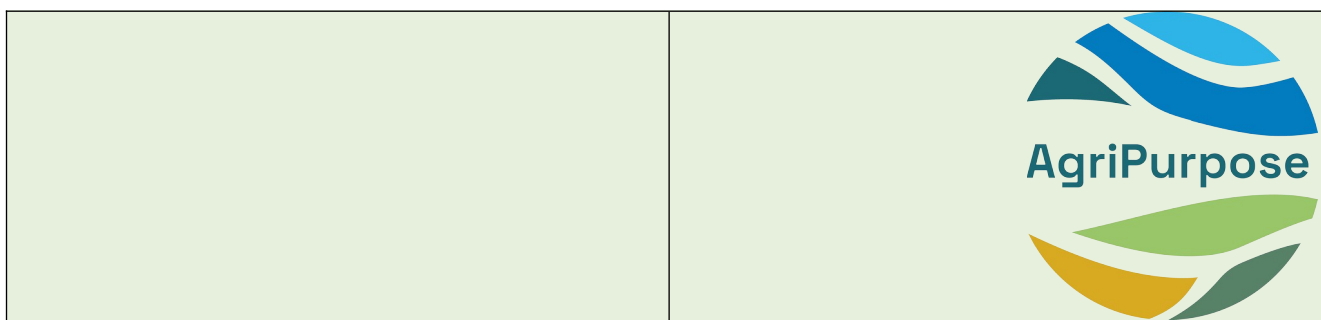




Approved Regenerating

Logo Use Guideline (Annex G)

Approval

Title:	Approved Regenerating - Logo Use Guideline (Annex G)
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Approved by:	Board of Trustees, AgriPurpose Foundation (Reviewed by Stakeholder Management Groups)
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1 Purpose

This guideline defines rules for correct use of the Approved Regenerating mark and related claims. It protects the credibility of the scheme and prevents misleading communication.

2 Ownership and permission

- The Approved Regenerating mark is owned by AgriPurpose Foundation.
- Permission to use the mark is granted only to Operators whose farm is part of a programme certified by an independent Certification Body (CB), for the stated scope and period. The permission ends as soon as the farm is no longer part of a certified programme; from that date the mark and the status badges shall no longer be used in any communication.
- The mark shall always be accompanied by the line 'Certified by [Certification Body] – Certificate no. [AR-...]', placed directly next to or below the mark and legible at the size used.
- Publication in the AgriPurpose online register is optional. Operators in a certified programme may opt in or out at any time; this does not affect the right to use the mark.
- Farms that are validated by AgriPurpose AG but not part of a certified programme shall not use the mark or the status badges and shall not describe themselves or their products as certified.
- AgriPurpose AG platform participation does not grant any right to use the mark.



- The final draft of any publication of the label needs to be approved by AgriPurpose before publication.

3 General rules

- Use the official artwork files provided by AgriPurpose AG on behalf of the scheme owner; do not redraw, distort, or recreate the mark.
- Do not change colours, proportions, or typography; do not add effects (shadows, outlines, gradients).
- Maintain clear space around the mark (minimum: height of the 'A' in 'Approved').
- Ensure the mark remains legible; minimum width: 20 mm in print (or 120 px on screen).

4 Permitted uses

- On farm communication of farms in a certified programme (website, brochures) to describe the certified status within the certified scope, always with the line defined above.
- On product communication only if the product scope is explicitly certified by the CB and traceability is ensured.
- On buyer documentation (COIs, audit summaries) as issued/approved by the CB.

5 Prohibited uses

- Use on non-certified fields/products or outside the certified validity period.
- Use in a manner implying endorsement by the scheme owner or CB beyond certification.
- Use that suggests carbon credits, climate claims, or other claims not verified by the certification decision.
- Use alongside misleading sustainability claims or unsubstantiated comparisons.

6 Status communication (scheme statuses)

Where the scheme uses statuses (e.g., unlisted, down-year one and down-year two stages, full approval), the Operator must communicate only the status confirmed by the CB for the certified programme for the relevant period. Status visuals (badges) are controlled artwork and must be used exactly as provided and as per the certificate status applicable and registered in the online certificate database of AgriPurpose.

7 Approval of marketing material

Certification Bodies may require pre-approval of marketing materials using the mark. Operators shall provide samples upon request and implement corrections promptly.

8 Misuse and enforcement

Misuse of the mark may lead to corrective actions, suspension, withdrawal of certification, and legal enforcement. The CB informs AgriPurpose AG and the scheme owner of material misuse cases.