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INTRODUCTION

We’re building a food system in which all food is elevated to its highest and best use.

Upcycled Food Association (UFA) is a nonprofit focused on reducing food waste by growing the upcycled food economy. It was created in 2019 by upcycled food companies themselves, who recognized the power of collaboration in growing a successful food category and environmental movement. Up to 40% of food is wasted, and that’s a big problem for society and the planet. Upcycled food prevents this problem by creating new, high-quality products from otherwise wasted - but perfectly nutritious - ingredients. Join us as we build the sustainable food system of the future.

The purpose of this document is to provide guidance on the accurate usage of the trademarks associated with the Upcycled Certification Program.

In order to use the Upcycled Certified trademarks companies must have been approved by the Certifying Body and must have paid applicable fees.
# CERTIFICATION TYPES

## INGREDIENT

**≥95% UPCYCLED UNIFORM DIVERTED INPUTS BY WEIGHT**

**Upcycled Ingredient (UI)**

Single ingredient inputs not sold directly to customers that were originally produced for use in human food that otherwise would not have gone to human consumption, are procured and produced using verifiable supply chains, and have a positive impact on the environment can use the Upcycled Certified Marks and claims.*

## PRODUCT

**≥10% CERTIFIED UPCYCLED INGREDIENTS BY WEIGHT OR THRESHOLD MET FOR TOTAL TONNAGE DIVERTED**

**Product Containing Upcycled Ingredients (PUI)**

A food, beverage, dietary supplement, companion pet food, cosmetic, personal care, or household cleaning product that meets the threshold for tonnage diverted for its sales tier or includes 10% or greater certified upcycled ingredients by weight can use the Upcycled Certified Marks and claims.*

## LESS THAN

**<10% CERTIFIED UPCYCLED INGREDIENT CONTENT LESS THAN THRESHOLD FOR TOTAL TONNAGE DIVERTED**

**Products with Minimal Upcycled Ingredient Content (Less Than PUI)**

A food, beverage, dietary supplement, companion pet food, cosmetic, personal care, or household cleaning product that doesn’t meet the threshold for tonnage diverted for its sales tier / includes less than 10% certified upcycled ingredient content by weight can use the Upcycled Certified Minimal Content Mark.*

* These are brief summaries for quick reference only. If you’re unsure of what your product qualifies for, reference the full requirements, including the thresholds for tonnage diverted for each sales tier, as outlined in the Upcycled Certification Standard.
Brands can procure high-resolution files of the following trademarks from the Upcycled Food Association for use in their marketing materials, presentations, and packaging. Only the specific products listed on the brand’s Upcycled Certification Program Certificate will be permitted to use these Marks. Any special requests or questions regarding the use of these Marks should be submitted in writing to your Upcycled Certification Program representative from the Certifying Body in accordance with Sections 5 and 10.7 of the Standard.

Certified ingredients (not consumer facing) and products (consumer facing) may use either Mark format.

As of April 2021, the Upcycled Food Association has not yet received pre-market approval from the USDA FSIS. We are actively working towards resolution and will update this Brand Guideline accordingly.
CLEAR SPACE

Always ensure that the Mark has adequate clear space around it. Use the width of the leaf icon to ensure enough space between the Mark, other marks, and text. The Mark should also be proportional to other certification seals on the packaging. Always maintain the minimum clear space, especially when proportionally scaling the Mark.

NOTE: These are provided as examples for the sake of illustrating the necessary white space. These same rules apply to all formats and versions of the Mark.

INCORRECT

Nothing should ever overlap, touch, or be tucked behind the Mark.
**Usage Rules**

**Minimum Size**

In order to preserve legibility of “Upcycled Certified,” the Marks should never appear smaller than the sizes outlined below.

<table>
<thead>
<tr>
<th>Vertical</th>
<th>Horizontal</th>
<th>Minimal Content</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.375 in</td>
<td>0.625 in</td>
<td>0.5 in</td>
</tr>
</tbody>
</table>

If your print area is too small to fit the mark at the minimum size, you may request special permission to go below minimum size.

**Maximum Size**

This certification should not take prominence over your brand, product name, or headlines. Therefore, these Marks shall not appear larger than your brand’s logo, nor should the “Upcycled Certified” type in our Mark appear larger than the your product’s name or headline on your package or on any other marketing materials.

**Note:** The word “Certified” in the Minimal Content Mark shall never appear larger than the type in your ingredients list on your package or the smallest type in your marketing materials.

**Incorrect**

Don’t use the Marks below the minimum sizes, or larger than your own brand’s logo and product names.
**USAGE RULES**

**PLACEMENT ON PACKAGING**

**INGREDIENTS & PRODUCTS**

- Vertical and Horizontal Marks may be displayed on any panel.
- Certified Made With claims may be displayed on any panel.
- Ingredients list shall identify the upcycled ingredients (see below).
- Romance language may be displayed anywhere on package.

**INGREDIENTS LISTS:** Should be listed in one of the following ways.

1) Indication mark (Ex.: bananas*, * = upcycled)
2) Ingredient name (Ex.: “upcycled bananas”)
3) If the product contains both upcycled and non-upcycled ingredients that are otherwise identical (Ex: upcycled broccoli florets and non-upcycled broccoli florets), an indication mark (* or other) shall accompany the ingredient noting elsewhere on packaging that the product contains both upcycled ingredients and non-upcycled ingredients (Ex.: **contains both upcycled and non-upcycled broccoli**).

**CERTIFICATION USAGE GUIDELINE**

Note: If use of the term “upcycled” is not allowed in the Ingredient List by a regulatory body, language elsewhere on the label shall be used to identify which ingredients are upcycled.

**LESS THAN**

- The Less Than Mark shall only be displayed on the back panel.
- Ingredients list shall identify the upcycled ingredients (see below).
- Shall not use claims or romance language to refer to any upcycled ingredients within the Less Than PUI.

**REUSABLE PACKAGING:** Marks or claims should not be permanently printed on or attached to any reusable packaging.

**INGREDIENTS (UI):** Shall display the Mark and the language “Certified Upcycled” on spec sheets and other documentation in accordance with section 10.2 in the Standard.
USAGE RULES

COLORS

For Certified Ingredients and Products, whenever possible use the Color version of the Mark. However, when necessary it is permissible to use the black and white Mark. Certified Less Than products can only use the Black and White version.

COLOR

BLACK

GREEN
PMS 7739 C

WHITE

BLACK

CMYK
0 0 0 100

RGB
0 0 0

HEX
#000000

CMYK
76 1 93 7

RGB
48 155 66

HEX
#309B42

INCORRECT

Marks shall receive no alteration to color, fonts, or design format.

Never remove or add to any elements of the Mark (except the white background and only when necessary).
NOTE: Products certified under the "Less Than PUI" Designation shall not use claims or romance language to refer to any upcycled ingredients within the Less Than PUI.

NOTE: If a brand would like to use any additional phrases or language talking about their involvement in the program and touting the benefits of upcycling, note that they must be submitted to the Certifying Body to ensure they aren’t misleading, confusing, or in conflict with the Certification Standards. If you’d like to include a link to a website for consumers to access more information, the following website shall be used: "Learn more at upcycledfood.org".

ROMANCE LANGUAGE

Upcycled from (ingredient process) e.g “from beer making or spent grains”.

X [weight metric] of waste diverted for {unit} product.

This product helps prevents food waste.

The Upcycled Certified Program celebrates brands who manage their resources in a more responsible way.

By purchasing this product, you’re fighting food waste.

{Insert Brand} is committed to using Upcycled Certified ingredients.

Certified Made With Upcycled X, Y, X. *

* Using this assumes compliance with Section 10.3.2 of the Standard. For an examples please see p.8 of this document “Placement on Packaging”

If you choose to use alternate language we suggest following these tips:

1. Be authentic and credible. Consumers can read between the lines.
2. Be relatable. Simple language goes a long way.
3. Avoid giving or expressing guarantees.
4. Express your upcycling efforts as a journey.
You can get the official Marks from the Upcycled Food Association. However, you must submit digital design proofs for all packaging and marketing materials to the Certifying Body (CB) for approval. The length of time for the approval process will vary on a case-by-case basis. All compliance questions should be directed to your CB representative.

**NOTE:** In accordance with the license agreement, Applicants shall not, directly or indirectly (a) modify or create variations of, or use any mark confusingly similar to the Marks; (b) use any of the Marks in a manner likely to cause confusion as part of its corporate name or trade name; (c) use distinctive features of the Marks separate and apart from such Marks in a manner that would be confusingly similar to, or disparaging or dilutive of, the Marks; (d) use the Marks in combination with any other trademarks, including third-party trademarks, without Licensor’s prior consent; (e) use the Marks in conjunction with any third-party trademark so as to create an association with such third-party trademark or (f) use the Marks on or in connection with any product or ingredient that is not a Certified Product.
For more guidance or questions, contact your Certifying Body representative.

Upon Applicant/ Operator failure to comply with any of the requirements of this Standard, or failure to undertake corrective action to the CB’s satisfaction, CB may issue a letter of suspension which shall notify the Operator of the nature of the failure and the period of suspension of the Operator’s right of Labeling, if applicable. Custom design or sizing requests or elements not covered in the Standard or Brand Guideline shall be subject to the pre-approval of the CB.
Together we can disrupt the old ways and forge a new path to create a better, more resilient food system for all.

UPCYCLED FOOD ASSOCIATION
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