



UPCYCLED FOOD ASSOCIATION

UPCYCLED CERTIFIED™

MARK USAGE GUIDE

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INTRODUCTION

The Upcycled Food Association envisions a global food system where all food is elevated to its highest and best use.

Upcycled Certified™ is the world's first and only third-party certification program for upcycled food ingredients and products.

Launched by the Upcycled Food Association in 2021, the Upcycled Certified Mark empowers consumers to reduce global food loss and waste.

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

In order to use the Upcycled Certified™ trademarks, companies must have been awarded certification by the Certifying Body and must have paid applicable program fees.

CERTIFICATION TYPES

INGREDIENT

≥95% UPCYCLED INPUT(S)
BY WEIGHT

Upcycled Ingredient (UI)

Input(s) originally produced for use in human food that otherwise would not have gone to human use/ consumption, procured and produced using verifiable supply chains, and have a positive impact on the environment that meets the criteria set forth within this Standard and is certified as such. UIs may be consumer facing goods or used in a PUI or Minimal Content PUI assuming compliance with requirements of the Standard. UIs shall be composed of an aggregate of ≥95% upcycled Input(s). UIs may comprise multiple Inputs as long as it meets the criteria of ≥95% diverted material. *

PRODUCT

≥10% UPCYCLED INPUT(S) BY WEIGHT
OR THRESHOLD MET FOR TOTAL
TONNAGE DIVERTED

Product Containing Upcycled Ingredients (PUI)

Includes, but is not limited to, a food, menu item, beverage, dietary supplement, companion pet food, cosmetic, personal care, or household cleaning product that includes Inputs and is intended for human use/ consumption. PUIs shall include Inputs and meet the criteria set forth within this Standard and are certified as such. PUIs shall be composed of an aggregate of ≥10% upcycled Input(s) or meet the tonnage diverted threshold (See Table 1 of Standard). Single or multi component Inputs (certified as a UI, PUI, Minimal Content PUI, or otherwise) may be used within a PUI seeking certification. *

MINIMAL CONTENT

<10% UPCYCLED INPUT(S) BY WEIGHT
OR CONTENT LESS THAN THRESHOLD
FOR TOTAL TONNAGE DIVERTED

Products with Minimal Upcycled Ingredient Content

A PUI that meets all requirements set forth within this Standard but does not meet or exceed the thresholds for an aggregate of ≥10% Input(s) content by weight or tonnage diverted as a result of yearly production. Restaurant menu items may not use the Minimal Content Mark. Otherwise, it can be assumed that Sections and requirements referring to PUIs extend to Minimal Content PUIs unless explicitly stated within the Standard. *

* These are brief summaries for quick reference only. For full requirements, including the thresholds for tonnage diverted for each sales tier, reference the Upcycled Certified™ Standard.

MARKS

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 ingredients, products, and/or menu items listed on the brand's Upcycled Certified™ 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 Certified™ Program representative within the Certifying Body in accordance with Sections 5 and 10.7 of the Standard.

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INGREDIENTS & PRODUCTS

VERTICAL



HORIZONTAL



Certified Upcycled Ingredients (UIs) and Product Containing Upcycled Ingredients (PUIs) may use either Mark format.

MINIMAL CONTENT

MINIMAL
CONTENT



Minimal content products shall only use this one format.

USAGE RULES

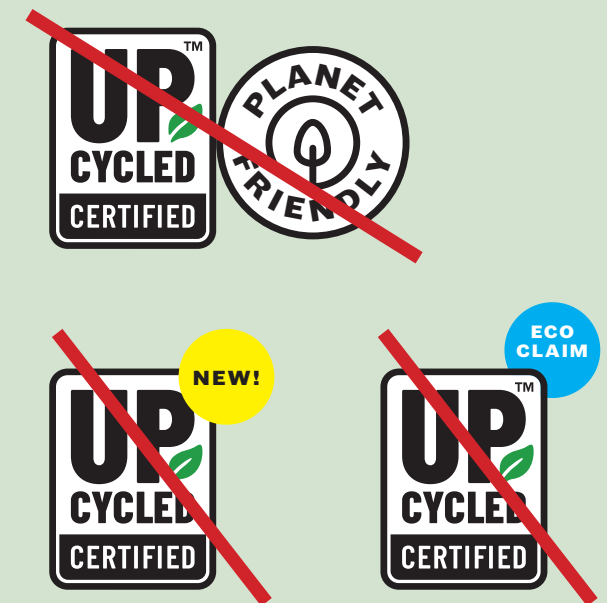
CLEAR SPACE

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.

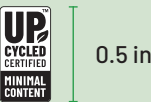
VERTICAL



HORIZONTAL



MINIMAL CONTENT



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.
- Ingredients list shall identify the upcycled ingredients (see below).
- Romance language or content that is graphic in nature may be displayed anywhere on the package.
- Additional supply chain claims on packaging such as, but not limited to, verified rescued, should be avoided to reduce confusion.
- Certified ingredients and products (excluding Minimal Content products) can make any claim about ingredients as long as it's accurate, truthful, and not misleading to the consumer in accordance with Sections 7.13, 10.5, and applicable law.



MINIMAL CONTENT

- The Minimal Content Mark shall only be displayed on the back panel.
- Ingredients list shall identify the upcycled ingredients (see below).
- Shall not use claims, romance language, or language that is graphic in nature to refer to any upcycled ingredients within the Minimal Content PUI in accordance with Section 10.3.2.



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").

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 "Upcycled Certified™" on spec sheets and other documentation in accordance with Section 10.2 in the Standard.

UPCYCLED CERTIFIED™ MARK USAGE GUIDE

Note: National labeling laws and requirements supersede Upcycled Certified™ labeling requirements. 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.

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, or an all white version of the Mark. Certified Minimal Content products can only use the black and white version of the Mark.



BLACK

CMYK
0 0 0 100

RGB
0 0 0

HEX
#000000



GREEN
PMS 7739 C

CMYK
76 1 93 7

RGB
48 155 66

HEX
#309B42



WHITE

CMYK
0 0 0 0

RGB
255 255 255

HEX
#ffffff

COLOR



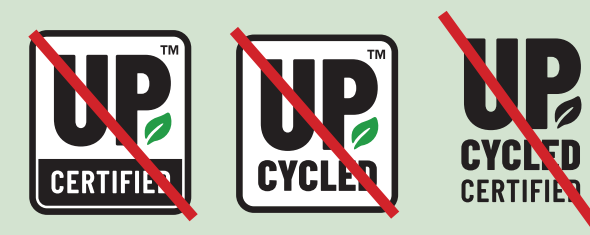
BLACK



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).

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
prevent food waste.

Upcycled Certified™
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 (Input).

If you choose to use alternative 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.

NOTE: Products certified under the “Minimal Content PUI” Designation shall not use romance language or content that is graphic in nature to refer to any upcycled Inputs within the Minimal Content PUI.

NOTE: If a brand would like to use any additional phrases or language on packaging talking about their involvement in the program and touting the benefits of upcycling, they must be submitted to the Certifying Body to ensure they aren’t inaccurate, misleading, confusing, or in conflict with the Upcycled Certified™ Standard. 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”.

REVIEW & APPROVAL

You can get the official Marks from the Upcycled Food Association once the Upcycled Certified™ license agreement is signed and returned. A countersigned copy will be provided for your records.

Digital design proofs for all packaging must be submitted 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.

All marketing materials including, but not limited to, social media, public statements, or printed materials may be subject to UFA review and surveillance.

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 Upcycled Certified™ Product.

INCORRECT



RESOURCES

CONTACT

For more guidance or questions, contact your Certifying Body representative.



COMPLIANCE

For continued use of Mark all companies must be in compliance with the aforementioned guideline, the Upcycled Certified™ Standard, and License Agreement. Any Operator found to be misusing the Mark shall be issued a Non-Compliance and subject to the non-compliance procedures outlined in Section 9 and any contracts external to the Standard. The Operator shall have 30 days to submit corrections, corrective actions, and evidence of implementation to the CB. If non compliance or misuse continues CB reserves the right to revoke

use Mark approval. 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.

Upcycled Food Association and
Upcycled Certified™ envision a circular
economy of food, in which millions of
consumers prevent food waste with the
products they buy. **Join us!**

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