B2C Label Design & Logo Use Guidelines

For Retailer and Brand Members of Better Cotton

Version 1.0 - 10 July 2025

Contents

Introduction

About These Guidelines

The B2C Label Design & Logo Use Guidelines have been created to complement the rules and requirements outlined in the Claims Framework and enter into force on the date of publication.

These guidelines are specifically tailored for Retailer and Brand Members of BCI, who intend to use the B2C Label for consumer-facing claims. They provide clear instructions and examples to ensure it is used transparently and effectively, while maintaining the credibility of the BCI Programme.

These guidelines are particularly relevant to graphic designers, marketing professionals, and anyone responsible for developing artwork for print or online use that includes the B2C Label.

It is essential to read and fully understand this document before proceeding to request the use of the B2C Label. For additional visual examples of how the B2C Label may be used in context, the RB Marketing Toolkit can also be referred to. Conformance with these guidelines and the Claims Framework is mandatory for eligible RB Members using the B2C Label. While this document provides user guidance, it does not address Member or product eligibility. For detailed rules on eligibility, RB Members must refer to the Claims Framework, to ensure full conformity.

Ownership of the B2C Label Design & Logo Use Guidelines is held by the BCI Secretariat. Readers shall use the latest copy of this document (and any other related documents).

Any discrepancies between copies, versions or translations shall be resolved by reference to the definitive version of the document maintained on the BCI website.

Top Tip

Read the Claims Framework to ensure conformity with our requirements for using the the B2C Label.

For queries and further guidance, please email claims@bettercotton.org

Photo Credit: Better Cotton/Baran Vardar

The BCI Cotton Label

The BCI Cotton Label was first introduced in 2025 within the Claims Framework v4.0.

It is an optional **Product-Level** claim signifying that a **Finished Product** or **Unfinished Good** contains Physical BCI Cotton that has been grown by BCI certified farmers.

The BCI Cotton Label is available in two formats:

1. B2B Label: Product-Level claims for Unfinished Goods used within the supply chain.
2. B2C Label: Product-Level claims for Finished Products used for consumers and end-users.

For guidance on how to make B2B Product-Level Claims, please refer to the B2B Label & Logo Use Guidelines.

Photo Credit: Better Cotton/Khaula Jamil

'Product-Level' means any Claim that is either physically apposed or attached to a product or used directly in proximity or in connection with the sale of a product or range of products. This definition is not Channel specific and includes any Claim which relates to, or may influence the purchase of, a product or range of products.

'Finished Product' means a product that has completed all stages of production and manufacturing and is in its final form, ready for sale or distribution to end consumers for use as an end-use product.

'Unfinished Good' means a product or material that has undergone some level of processing but has not yet reached the final stage in the manufacturing process. An Unfinished Good is typically in an intermediate state, requiring further processing, assembly, or transformation in order to become a Finished Product.

IMPORTANT
Responsibility for the design and approval of the B2C Label artwork lies with the RB Member, regardless of what organisation physically applies the label to Finished Products.

Photo Credit: Better Cotton/Baran Vardar

The B2C Label

Steps To Using The B2C Label

1

Become a Retailer and Brand Member

Become a Retailer and Brand Member of BCI. Find out more here.

2

Complete Claims Training

Claims Training is mandatory for all Retailer and Brand Members who wish to use the B2C Label.

To register for an upcoming session, log in to myBetterCotton and sign up for one of our monthly training sessions.

3

Activate Traceability

The B2C Label is only available for products containing Physical BCI Cotton sourced through one of the segregated Chain of Custody models available in our Traceability Programme.

To activate Traceability, complete the Traceability Activation Form.

4

Become Certified

Retailer and Brand Members must be certified to the Chain of Custody Standard v1.1 to be eligible to use the B2C Label.

Further information on certification requirements and Approved Certification Bodies can be found here.

5

Sign a Trademark License Agreement

Contact BCI to sign a Trademark License Agreement.

Only Retailer and Brand Members who have signed this agreement are permitted to use the B2C Label.

6

Submit Artwork for review

Before publishing or printing, all uses of the B2C Label must be submitted via myBetterCotton for review by BCI.

BCI will review artwork and provide amendments, if necessary.

Label Design Options

The B2C Label is available in multiple design options. RB Members can either integrate the Required Label Elements directly into their packaging artwork and online product pages or use Pre-Designed Label Artwork provided by BCI.

The Pre-Designed Label Artwork includes a Boxed Label design which can be used on product packaging and online product pages, as well as Ready-to-Use Hangtags and a Sewn-In Label, both of which can be applied directly to products.

Integrate the Required Label Elements

1. **bci cotton™**

2. The cotton in this product was grown by Better Cotton Initiative (BCI™) certified farmers

3. 1234567-8

4. bcicotton.org/label

   OR

5. % BCI Cotton

Pre-Designed Label Artwork

Boxed Label

Ready-to-Use Hangtag

Sewn-In Label

Required Label Elements

Required Label Elements

Label designs are flexible depending on what an RB Member prefers to use, but there are some elements that are required and must feature within the design.

All uses of the B2C Label must include the following 5 elements unless BCI grants an exception due to technical limitations or other constraints.

5 Required B2C Label Elements:

1. The BCI Cotton Logo
2. The Required Accompanying Claim
3. The Certification Approval Number
4. The BCI QR Code or URL
5. The Percentage of Physical BCI Cotton
   (only required if the majority fibre component is not Physical BCI Cotton)

IMPORTANT

Where possible, all Required Label Elements must be used together. In the case of physical packaging, all elements must be on the same side of the packaging. They must not be separated or altered in any way. If this is not possible, we suggest using the Boxed Label design, which can easily be integrated into a packaging artwork.

Integrating The Required Label Elements

RB Members can integrate the 5 Required Label Elements directly into their packaging design or online product pages using the guidance contained in this section.

1 The BCI Cotton Logo

The BCI Cotton Logo consists of our 'boll' symbol alongside the wordmark. It has been carefully constructed and should not be altered or redrawn in any way. To minimise incorrect logo usage, the supplied vector artwork must always be used.

There are two variations of the logo; the horizontal version and the stacked version. Their usage should be determined by the size and layout of the design on which they are appearing.

Where possible, the BCI Cotton Logo should appear in Soil colour but can appear in black or white where necessary. Logos in any other colours should not be created or used.

Logo Artwork Access

The BCI Cotton Logo can be accessed via your Certification Body upon completion of certification and the signing of a Trademark License Agreement.

Horizontal

Stacked

Soil Colour

Black

White

2 The Required Accompanying Claim

One of the following statements must be used on the B2C Label in all circumstances as the Required Accompanying Claim:

> **The cotton in this product was grown by Better Cotton Initiative (BCI™) certified farmers**
>
> <u>OR</u>
>
> **The cotton in this product was grown by farmers certified to the Better Cotton Initiative (BCI™) Standard**

Placement

- The Required Accompanying Claim should be kept at a reasonable distance from any product claims that refer to other standards or certifications.

Legibility

- The text size must be large enough to be legible to the consumer.

- There must be enough contrast between the text and the background, so an appropriate colour should be chosen. Available colours include soil, black and white, which can be found on page 28.

- Recommended font for the Required Accompanying Claim is Plus Jakarta Sans.

Top Tip

Download Plus Jakarta Sans font <u>here</u>

Photo Credit: Better Cotton/Baran Vardar

3 The Certification Approval Number

The Certification Approval Number for the B2C Label belongs to the certified RB Member, regardless of who applies the B2C Label to Finished Products or conducts the final sale of the Finished Product, unless an exception has been explicitly approved by BCI.

For RB Members certified under the Multi-Site Criteria as part of their CoC certification, the Certification Approval Number shall be that of the **Brand's Central Function**.

Legibility

- The text size must be large enough to be legible to the consumer.

- There must be enough contrast between the text and the background, so an appropriate colour should be chosen. Available colours include soil, black and white, which can be found on page 28.

- Recommended font for the certification approval number is Plus Jakarta Sans.

'Retailer/Brand Central Function' means the main site or headquarters that is responsible for the operations of a Retailer/Brand. Activities performed at the central function may include product development, buying, supply chain management, marketing, sales, and administration.

Where to find the Certification Approval Number
This can be found on a RB Member's Scope Certificate. It is an eight-digit number in the format: **XXXXXXX-X (e.g. 1234567-8)**.

Photo Credit: Better Cotton/Khaula Jamil

4 The BCI QR Code or URL

Either the BCI QR code or URL is required on the B2C Label and it can be determined by the RB Member which is most appropriate. The link and QR Code both correspond to the following URL:

bcicotton.org/label

This is a consumer-facing webpage on the BCI website that offers further information about BCI, our work, Retailer and Brand Member involvement in our programme and requirements for label use.

Legibility

- The text size for the URL must be large enough to be legible to the consumer.

- There must be enough contrast between the text or the QR code and the background, so an appropriate colour should be chosen. Available colours include soil, black and white, which can be found on page 28.

- Recommended font for the URL is Plus Jakarta Sans

- The vector form of the QR code should be used so that the quality is not affected and the QR code can be scanned easily.

Minimum QR Size

20mm
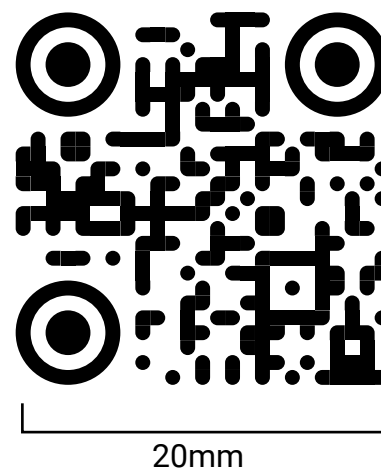
For optimal scanning, especially with smartphones, a minimum size of 2cm x 2cm is recommended for the QR code.

QR Code Artwork Access

The BCI Cotton Logo can be accessed via your Certification Body upon completion of certification and the signing of a Trademark License Agreement.

The Percentage of Physical BCI Cotton

The Percentage of Physical BCI Cotton must be included on the label if the majority fibre component is not Physical BCI Cotton. Please see the visual below for examples:

30% Physical BCI Cotton
70% Wool

Percentage on the label is required

60% Physical BCI Cotton
40% Wool

Percentage on the label is not required

IMPORTANT

Whether the percentage of BCI Cotton is indicated directly on the product label (as required or desired), the BCI consumer-facing webpage, which the QR Code and URL will lead to, will explicitly clarify to consumers the minimum percentage of BCI Cotton content that a product must contain in order to be eligible to use the B2C Label.

Legibility

- The Percentage must be written as follows: 'X% BCI Cotton'

- The text size must be large enough to be legible to the consumer.

- There must be enough contrast between the text or the QR code and the background, so an appropriate colour should be chosen. Available colours include soil, black and white, which can be found on page 28.

- Recommended font for the URL is Plus Jakarta Sans.

Photo Credit: Better Cotton/ Florian Lang

Examples of The Required Label Elements
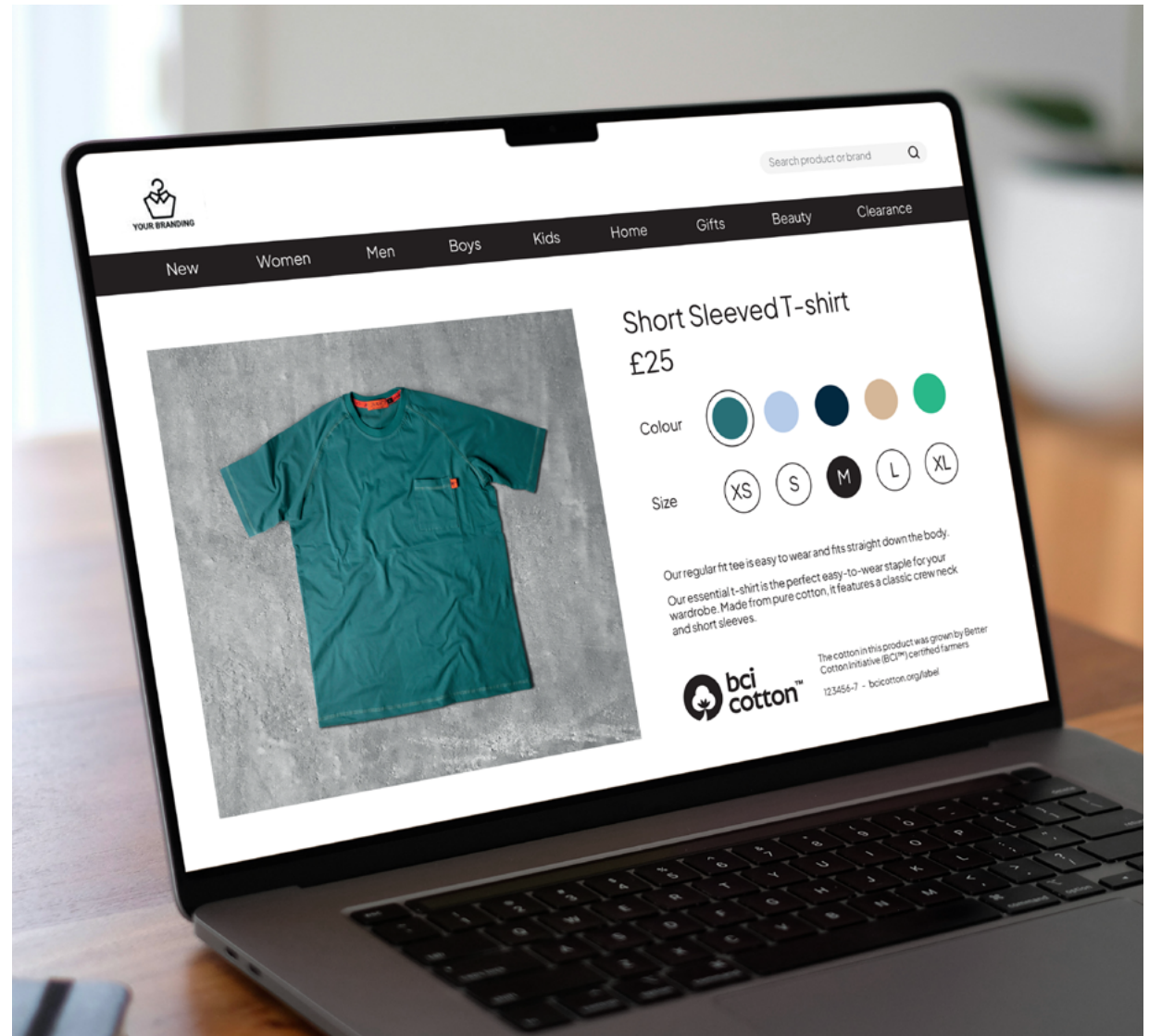
Photo Credit: Better Cotton/ Florian Lang

Optional Label Elements

Optional Label Elements

BCI strongly recommends including all Optional Label Elements on the B2C Label, to provide as much context as possible to the consumer. This can be in the form of:

- The percentage of Physical BCI Cotton, unless otherwise required, see page 15 for further details

- Optional Accompanying Claim

- BCI Slogan

Top Tip

RB Members should have their chosen B2C Label design reviewed by their legal counsel to ensure this is compliant with local regulations.

bci cotton™
It starts with farmers

The cotton in this product was grown by farmers certified to the Better Cotton Initiative (BCI™) Standard.

The BCI Standard sets requirements to protect and restore the environment and improve the livelihoods of cotton farming communities.

100% BCI Cotton
1234567-8

bci cotton™
It starts with farmers

The cotton in this product was grown by Better Cotton Initiative (BCI™) certified farmers.

BCI certified farmers meet requirements to protect and restore the environment and improve the livelihoods of cotton farming communities.

100% BCI Cotton
bcicotton.org/label

1234567-8

Optional Accompanying Claim

Optional Accompanying Claims may be added to the label to provide greater context for the consumer. The following guidance must be followed:

- The relevant Optional Accompanying Claim should be selected below to ensure that it complements the Required Accompanying Claim accordingly.

- The Optional Accompanying Claim should be used as written below and should not be edited in any way unless agreed with BCI prior to its use.

- Placement of the Optional Accompanying Claim is to be within close proximity to all elements of the label and recommended placement is directly below the Required Accompanying Claim.

- The Optional Accompanying Claim should be kept at a reasonable distance from any product claims that refer to other standards or certifications.

- The text size must be large enough to be legible to the consumer.

- There must be enough contrast between the text and the background, so an appropriate colour should be chosen. Available colours include soil, black and white, which can be found on page 28.

- Recommended font for the Accompanying Claim is Plus Jakarta Sans.

REQUIRED

The cotton in this product was grown by Better Cotton Initiative (BCI™) certified farmers

OR

The cotton in this product was grown by farmers certified to the Better Cotton Initiative (BCI™) Standard

+

+

OPTIONAL

BCI certified farmers meet requirements to protect and restore the environment and improve the livelihoods of cotton farming communities.

The BCI Standard sets requirements to protect and restore the environment and improve the livelihoods of cotton farming communities.

BCI Tagline

The BCI Tagline is an Optional Label Element which RB Members can choose to include on the B2C Label.

Tagline Artwork Access

The BCI Tagline can be accessed via your Certification Body upon completion of certification and the signing of a Trademark License Agreement. The BCI Tagline will be provided as an artwork file featuring the BCI Cotton Logo.

Colours

Soil

Black

White

Photo Credit: Better Cotton/Arfa Usman

Pre-Designed Label Artwork

Boxed Label Design

The Boxed Label Design can be applied directly to Finished Products. Pre-Designed Label Artwork contains the Required Label Elements. RB Members will however need to edit the design to include their unique Certification Approval Number and the percentage of Physical BCI Cotton, if applicable.

It is available in a variety of different formats, including landscape and portrait, with the QR code or with the URL.

bci cotton™

The cotton in this product was grown by Better Cotton Initiative (BCI™) certified farmers

100% BCI Cotton
bcicotton.org/label

1234567-8

bci cotton™

The cotton in this product was grown by farmers certified to the Better Cotton Initiative (BCI™) Standard

100% BCI Cotton   1234567-8

60mm

For optimal scanning, especially with smartphones, a minimum size of 60mm x 60mm is recommended for the Boxed Label Design.

bci cotton™

The cotton in this product was grown by farmers certified to the Better Cotton Initiative (BCI™) Standard

100% BCI Cotton   1234567-8

Product Name
COLOUR • SKU 12345678
STYLE 12345678 • S/S25

123456 789012

FSC MIX FSC® C000000   Recycle

Ready-To-Use Hangtag Design

The Ready-To-Use Hangtag contains the Required Label Elements and is ready to be printed. The RB Member will need to edit the artwork to include their Certification Approval Number and include the percentage of Physical BCI Cotton, if applicable.

There are a number of designs available to choose from and each design is available in 2 versions; with the URL and with the QR Code. RB Members can decide which they would prefer to use.

Rectangular Hangtag

The cotton in this product was grown by Better Cotton Initiative (BCI™) certified farmers

100% BCI Cotton
bcicotton.org/label

1234567-8

The cotton in this product was grown by farmers certified to the Better Cotton Initiative (BCI™) Standard

100% BCI   1234567-8

Circular Hangtag

The cotton in this product was grown by farmers certified to the Better Cotton Initiative (BCI™) Standard
bcicotton.org/label

100% BCI Cotton
1234567-8

Sewn-In Label Design

The Sewn-In Label design can be used to apply directly to Finished Goods. The Pre-Designed label artwork contains the Required Label Elements however RB Members will need to edit the artwork to include their Certification Approval Number and the percentage of Physical BCI Cotton, if applicable.

Editing the Pre-Designed Label Artwork

Retailer and Brand Members can edit the Pre-Designed Label Artwork to:

• Add their Certification Approval Number;

• Add the percentage of Physical BCI Cotton if applicable;

• Include Additional Optional Claims;

• Change the Colour.

To do this, the RB Member must use the provided vector artwork.

Photo Credit: Better Cotton/Joe Woodruff

Design Rules

Clearspace and Size

Clearspace needs to be given around the logo to ensure maximum visual impact. No other text or image should appear within the clearspace, including busy backgrounds or other graphic elements. The logo should be kept at a reasonable distance from any other logos or product claims that refer to other standards or certifications.

When used in conjunction with supporting claims, the clearspace minimum requirement is as follows:

1. Horizontal Version

Clearspace is measured by half the width of the 'boll' symbol.

2. Stacked Version

Clearspace is measured by the width of the 'b' letter in the wordmark.

To ensure the logo maintains its visual impact and legibility it must not be reproduced any smaller than its minimum size.

For digital use, when used on the same packaging or document as the logos of other sustainability standards or identity cottons, the logo should be scaled correspondingly.

These sizes are the absolute minimum size and should be produced at a larger size if at all possible.

Horizontal

Minimum width 22mm

Stacked

Minimum width 20mm

Colours

The preference is always for the soil colour logo to be used where this does not compromise the design aesthetic. When using this version of the logo, the colours specified here must be used. When the soil colour logo cannot be used, the white or black version of the logo can be used instead.

When used alongside the whiteout or black version of other logos, the corresponding colour should be used for the BCI logo.

All other required or optional elements of the B2C Label can be in soil, black or white.

Colours may vary depending on paper stock and printer. Please match the colours as best as possible.

Boxed logo and text may be used on any colour background, however, the inside of the tab must remain white or in line with the background rules within this document.

Soil

C: 00 **M:** 37 **Y:** 49 **K:** 43

R: 146 **G:** 92 **B:** 74

HEX: #925C4A

Pantone: 4635 C

Black

C: 00 **M:** 00 **Y:** 00 **K:** 100

R: 0 **G:** 0 **B:** 0

HEX: #000000

Pantone: Black C

White

C: 00 **M:** 00 **Y:** 00 **K:** 00

R: 255 **G:** 255 **B:** 255

HEX: #FFFFFF

Pantone: White

Proportion

Our logo must always be used consistently and correctly to provide maximum impact.

Here are some clear examples of incorrect ways to apply our logo:

1. Never recreate any elements of the logo. Always use the original artwork file.

2. Never stretch, tilt, skew or edit the dimensions of the logo.

3. Never recolour the logo to any other colour.

4. Never add any effects to our logo such as outlines, drop shadows, gradients, or emboss effects.

To minimise incorrect logo use, always use the master logo artworks supplied, and never try to recreate the BCI logos yourself.

1.

2.

3.

4.

Logo Use on Different Backgrounds

For legibility purposes, our logo should always be used on high contrast backgrounds and never on patterned backgrounds.

The examples on the right-hand side show backgrounds that offer poor contrast for the selected logo. These should be avoided in favour of backgrounds that offer higher contrast such as the adjacent examples.

1. Never use the full colour logo on a photographic background.

2. Never use a photographic background that does not offer good contrast for the chosen logo.

3. Never use a busy photographic background that reduces legibility or contradicts the exclusion zone rules.

4. Never place the logo over a patterned background.

Photo Credit: Better Cotton/Joe Woodruff
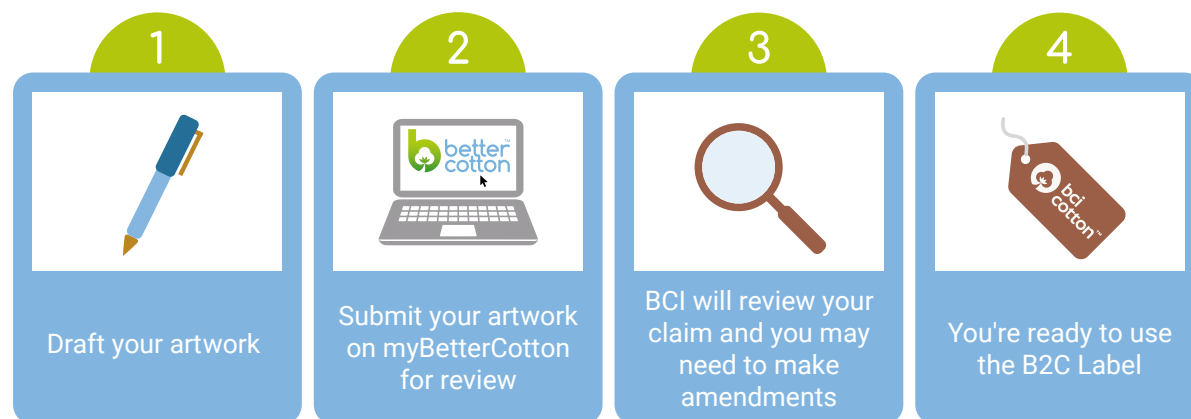
Claim Submission

Submitting your Label Artwork for Review

Using the guidance provided within this document, an RB Member can proceed to draft their B2C Label artwork. Each B2C Label artwork must be submitted to BCI for review, with the exception of repeat designs where only the product titles are updated. All relevant context, such as supporting imagery and accompanying text, should be included within the submission to facilitate a comprehensive review.

Once a claim is submitted, BCI will evaluate its eligibility and determine whether it meets the requirements. The Claims Team will review the submission and either accept or reject the claim and inform the RB Member of the decision within five business days. If revisions are needed, the Claims Team will provide clear feedback to guide necessary adjustments.

No claim may be printed, published, or displayed until explicit approval has been granted by BCI.

Once you have received confirmation from the BCI Claims Team, the B2C Label can then be printed and/ or published.

1

Draft your artwork

2

Submit your artwork on myBetterCotton for review

3

BCI will review your claim and you may need to make amendments

4

You're ready to use the B2C Label

Checklist:

☐ **Eligibility Requirements**
Refer to the Claims Framework for eligibility requirements

☐ **Required Label Elements**
Ensure your label design contains all of the Required Label Elements

☐ **Minimum Size**
Ensure the use of the logo and/or the QR code meet the minimum size requirements

☐ **Colour**
Ensure the label and/or logo are used used in either soil, black or white

☐ **Clearspace**
Ensure the correct clearspace around the logo and label are maintained

How to Submit a Claim on myBetterCotton

1

Head over to myBetterCotton to submit your claim

2

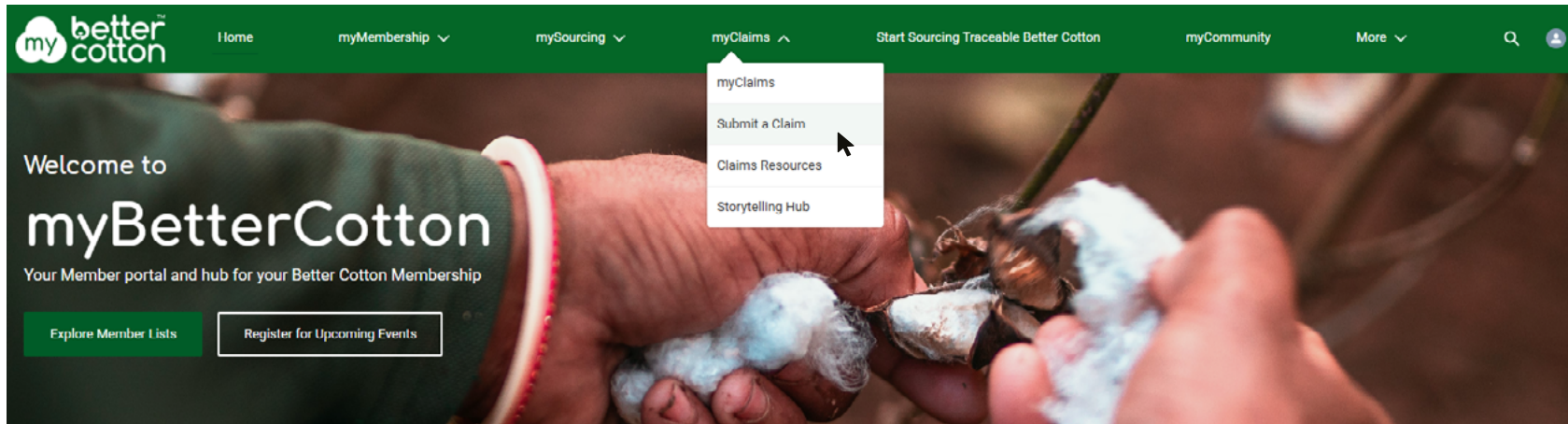Navigate to the myClaims section

3

Click submit a new claim

Photo Credit: Better Cotton/Joe Woodruff

Appendix

Glossary

'**BCI**' means the Better Cotton Initiative, a membership organisation registered in Switzerland.

'**BCI Cotton Label**' means a certification Claim used at the Product-Level to indicate that a Finished Product or an Unfinished Good contains Physical BCI Cotton. This can be either in the form of the B2C Label or the B2B Label used by certified RB Members or Certified Organisations respectively.

'**B2B Label**' means the certification Claim used at the Product-Level for Unfinished Goods containing Physical BCI Cotton. Unfinished Goods with the B2B Label are used by certified Supplier/Manufacturer Members.

'**B2C Label**' means the certification Claim used at the Product-Level for eligible Finished Products containing Physical BCI Cotton. Finished Products with the BCI Content Label are typically sold by certified Retailer/Brand Members. Please refer to the B2C Label Design & Logo Use Guidelines for B2C Label requirements, illustrations and user guidance.

'**Boxed Label**' means a pre-designed version of the B2C Label that features the Required Label Elements contained within a defined box. This format is intended for easy application on product packaging or hangtags.

'**Certification**' means the process by which a business or service is evaluated and verified by a Certification Body as being in conformity with the requirements of the BCI Standards. Certification results in the issuance of a Scope Certificate.

'**Certification Approval Number**' means the unique identification number assigned to a Certified Organisation, which consists of eight digits in the format XXXXXXX-X (e.g., 1234567-8). This number is used to verify an organisation's certification status and conformance with the CoC Standard.

'**Certification Body**' means an independent third-party responsible for assessing and verifying whether a product, process, business, or service conforms with the requirements of the BCI Standards which have been approved by BCI. Certification Bodies conduct audits, issue certificates, and monitor ongoing conformity to the standard. A list of BCI Approved Certification Bodies is available on the BCI website.

'**Claim**' means any explicit or implicit communication, statement or assertion made in writing; by using imagery including, but not limited, to logos; or by any other means including weblinks or QR codes made by an organisation on any Channel which relates to BCI or the BCI Standards and includes all Claims outlined in this Claims Framework.

'**Claims Training**' means the mandatory BCI Claims training webinar for Retailer/Brand Members that must be completed prior to submitting a Claim for review to BCI.

'**Farmer**' means persons of any gender, background and identity and any member of households or family who share cotton farming duties. Tenants and sharecroppers are also considered farmers/growers if they share input costs and are primarily responsible for cotton production practices.

'Finished Product' means a product that has completed all stages of production and manufacturing and is in its final form, ready for sale or distribution to the end consumer for use as end-use product.

'myBetterCotton' means the online portal available to Members only that is used to submit Claims for review by BCI. Requests to access the portal can be made to helpdesk@bettercotton.org.

'Optional Label Element' means additional elements that may be included alongside the Required Label Elements of the B2C Label, but are not mandatory.

'Physical BCI Cotton' means cotton produced by BCI Producers and traded under the Physical CoC Models.

'Pre-Designed Label Artwork' means B2C Label designs provided by BCI that already include the Required Label Elements in a ready-to-use format.

'Product-Level' means any Claim that is either physically apposed or attached to a product or used directly in proximity or in connection with the sale of a product or range of products. This definition is not Channel specific and includes any Claim which relates to, or may influence the purchase of, a product or range of products.

'Required Accompanying Claim' means the mandatory text statement that must be present when using the B2C Label.

'Required Label Elements' means the set of five mandatory components that must be included in any application of the B2C Label. These elements ensure consistency, credibility, and clarity in consumer-facing communications and must be used as specified in the Better Cotton guidelines unless an exception is granted.

'Retailer/Brand' means an organisation involved in the sourcing, distribution, or sale of cotton-containing finished products. This includes brands that design and develop Finished Products, which may be sold directly to consumers or through retailers, as well as retailers that offer such products through their own sales channels.

'Retailer/Brand Central Function' means the main site or headquarters that is responsible for the operations of a Retailer/Brand. Activities performed at the central function may include product development, buying, supply chain management, marketing, sales and administration.

'Retailer/Brand Member' or **'RB Member'** means a Member that is a Retailer/Brand.

'Sewn-In Label' means a pre-designed version of the B2C Label, intended to be stitched into a product. It includes all Required Label Elements.

'Scope Certificate' means a document issued by a Certification Body that verifies an organisation's conformance with either the Principles and Criteria or the CoC Standard.

'Trademark License Agreement' means a formal agreement that grants a Certified Organisation the right to use the BCI Label or associated trademarks in accordance with the terms and conditions set forth by in the agreement.

'Unfinished Good' means a product or material that has undergone some level of processing but has not yet reached the final stage in the manufacturing process. An Unfinished Good is typically in an intermediate state, requiring further processing, assembly, or transformation in order to become a Finished Product.

Any other defined terms included herein, if not otherwise defined, follow those contained in the Better Cotton Claims Framework v4.0 Glossary. If there are inconsistencies in any of the definitions in these documents, those contained herein shall prevail.

Resources and Contact

Useful Links

- [Claims Framework v4.0](#)

- [Chain of Custody v1.1](#)

- [myBetterCotton](#)

- [Principles and Criteria v3.0](#)

- [B2B Label & Logo Use Guidelines v1.0](#)

General Claims Enquiries

Please contact claims@bettercotton.org.

How to submit a claim on myBetterCotton?

Please contact helpdesk@bettercotton.org.

Certification Bodies

All queries from Certification Bodies should be addressed to
compliance@bettercotton.org.

Photo credit: Eventrra/Better Cotton

Disclaimer

The review and approval of any claims referred to in this B2C Label Design & Logo Use Guidelines or any communications related thereto ('Communications') and the provision of legal advice towards its members, certified organisations or other stakeholders is neither an obligation nor statutory task or objective of BCI. BCI shall and will review and, as relevant, approve each Communication only to determine whether they are in line with the Claims Framework.

Neither the Claims Framework and its provisions, nor any granting or rejection of approvals, any suggestions, any requested adjustments, deletions and/or additions, and/or any comments or statements by BCI on any Communications, be it prior to, in the course of or after the approval process, and regardless of whether issued towards the main claims contact of an organisation, or any director, employee or representative of an organisation, or any third party ('Communications-related Statement'), constitute legal review and/or advice. It is each organisation's sole, own responsibility to ensure that any Communication that is put into use is in compliance with any and all applicable law (including all laws, statutes, regulations, bye-laws, mandatory codes of conduct and mandatory guidelines) to the Communications and/or their use, including, without limitation, any and all provisions on unfair competition, business conduct, marketing communication, claims, in particular sustainability claims, and product labelling applicable in the territory in which the Communication will be used.

It is incumbent upon each organisation, and BCI encourages, to seek legal advice from qualified legal counsel for each territory where a Communication will be used, particularly in cases of doubt.

Accordingly, except in cases of fraud, gross negligence or wilful misconduct, any and all liability of BCI towards each organisation in relation to any Communications and any Communications-related Statements is – to the extent legally possible – excluded. In particular, BCI shall not be liable for any indirect, incidental, special, punitive, exemplary, or consequential damages, including without limitation damages for loss of profits, loss of revenue, reputational loss, contractual penalties, fines imposed by statutory bodies and authorities, costs for warning letters or legal assistance, and costs and other expenses that third parties may claim compensation or refund for in relation to the Communications and/or the Communications-related Statements, even if BCI is advised of the possibility of any such damages.

better cotton™

bettercotton.org

better-cotton-initiative

bettercottonorg