



B2C Label Design & Logo Use Guidelines

For Better Cotton Initiative
(BCI™) Retailer and Brand Members

Version 1.1 – 31 October 2025



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Introduction

About These Guidelines

The B2C Label Design & Logo Use Guidelines ('Guidelines') have been created to complement the requirements outlined in the Better Cotton Initiative (BCI™) [Claims Framework](#) ('Claims Framework'). These Guidelines enter into force on the date of publication.

These Guidelines cover the use of the:

- [Member Logo](#)
- [Certification Logo](#)
- [B2C Label](#)

For the purposes of these Guidelines, a 'BCI Trademark' refers to any of the trademarks above; either the Member Logo, Certification Logo or the B2C Label. These Guidelines provide clear instructions to ensure the BCI Trademarks are applied consistently and transparently, while maintaining the credibility of the overall BCI programme.

Who This Document is For?

These Guidelines are specifically tailored for Retailer and Brand Members (RB Members) of the Better Cotton Initiative (BCI™), who intend to use a BCI Trademark for business-to-consumer (B2C) claims. These Guidelines are particularly relevant to graphic designers, marketing professionals and anyone responsible for developing artwork for print or online use that may feature a BCI Trademark.

Conformance with these Guidelines and the Claims Framework is mandatory for eligible RB Members wishing to use a BCI Trademark. While these Guidelines provide user guidance, they do not address Member or product eligibility. For detailed rules on eligibility, RB Members must refer to the Claims Framework, to ensure full conformity.

All uses of a BCI Trademark by an RB Member must be submitted to BCI for review and approval prior to use, including prior to printing or publishing. It is essential to read and fully understand this document and complete BCI Claims Training before submitting a BCI Trademark for review.

All terms and expressions not otherwise defined herein shall have the meaning given to them in the Claims Framework. In the event of any inconsistency, the definitions in the Claims Framework shall prevail.



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

Version Updates

Ownership of the B2C Label Design & Logo Use Guidelines is held by the BCI Secretariat. Readers shall use the most recent version of these Guidelines.

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

Version No	Issue Date	Amendments
B2C Label Design and Logo Use Guidelines Version 1.0	10 July 2025	Launch of B2C Label Design and Logo Use Guidelines Version 1.0
B2C Label Design and Logo Use Guidelines Version 1.1	31 October 2025	Revised version includes the following key changes: • Clearer explanations provided throughout to improve consistency and user understanding • Addition of the Member Logo with guidance on its use. • Addition of the Certification Logo for Certified Organisations with guidance on its use.

The BCI Trademarks

The BCI Trademarks are the intellectual property of the Better Cotton Initiative (BCI™). BCI owns all rights and title to the BCI Trademarks including trade mark rights and copyrights worldwide which are registered, or in the process of being registered. The BCI Trademarks should always be used in their approved format as outlined in this document.

The B2C Label must always be used as outlined in the Trade Mark Sub License Agreement that the RB Member has entered into with their Certification Body. The B2C Label may not be copied, reproduced, modified, or used, in whole or in part, without a signed Trade Mark Sub License Agreement in place.

Any unauthorised use of the B2C Label will be classed as a non-conformity which may lead to the termination of the Trade Mark Sub License Agreement.

For more information, please visit our [website](https://www.bettercotton.org). For permission to use a BCI Trademark not covered in these Guidelines, please contact claims@bettercotton.org.

The Member Logo



The Certification Logo



The B2C Label



Photo Credit: BCI/Khula Jamil

Choosing a BCI Trademark

Each BCI Trademark serves a specific purpose. Before choosing which BCI Trademark to use, first identify the type of claim that will be communicated. The visual guide below can be used to match the desired claim with the correct BCI Trademark.

Always confirm eligibility in the Claims Framework before selecting a BCI Trademark. All claims and artwork containing a BCI Trademark must be submitted to BCI for review and approval prior to printing or publishing.

Determine the Claim Type by Referring to the Claims Framework

Membership
Statement

Certification
Claim

B2C Product-
Level Claim

Member Logo

Certification
Logo

B2C Label



Membership Statements

A Membership Statement enables Members to communicate their commitment to BCI's mission by highlighting their involvement in the organisation's membership programme.

Certification Claims

Certification Claims allow organisations to communicate about their participation in the certification programme and conformance with a BCI Standard.

B2C Product-Level Claims

B2C Product-Level Claims allows certified RB Members to use the B2C Label to allow consumers to identify Physical BCI Cotton Final Products.

A scenic landscape photograph featuring a large, leafy tree with yellowish-green foliage in the background. In the foreground, there is a field of tall, vibrant green grass. A path, partially covered in water, leads from the bottom center towards the tree. To the left of the path is a dense, green hedge. The sky is overcast and grey. A large white circle is superimposed over the center of the image, containing the text 'The Member Logo'.

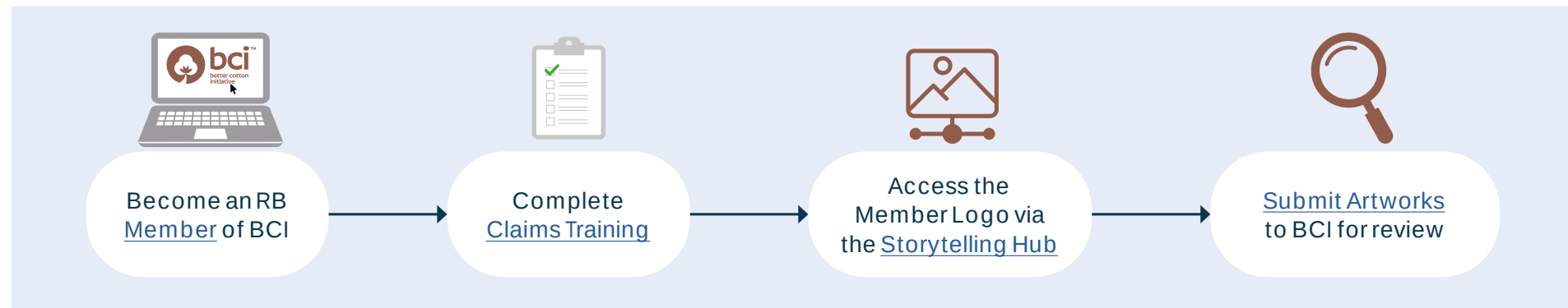
**The
Member
Logo**

The Member Logo

The Member Logo can be used by RB Members to communicate their commitment to BCI's mission by highlighting their involvement in the organisation's membership programme.

Eligibility

To be able to use the Member Logo, the following steps must be completed:



Channels

The Member Logo can be used on the following channels:

- Sustainability websites
- Sustainability and/or annual reports
- Social media when the content is not related to the sale of a specific product or range of products
- **Never at the Product-Level**

Never at the Product-Level

‘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 and includes e-commerce promotion..



Design and Application

The Member Logo consists of the cotton 'boll' symbol alongside the 'BCI' word mark. The design should not be altered or redrawn in any way.

BCI recommends that the use of the logo be accompanied by one of the following permitted Membership statements clarifying what the logo is referring to:

- '[We are/Organisation Name is] a [optional: proud] member of the Better Cotton Initiative (BCI™).'
- '[We/Organisation Name] partner/s with the Better Cotton Initiative (BCI™) whose mission is to improve cotton farming globally.'
- '[We are/Organisation Name is]' committed to contribute to the improvement of cotton farming practices globally through our membership in the Better Cotton Initiative (BCI™).'

Colour

The Member Logo should always appear in the Soil colour shown on [page 32](#). If this is not possible, it can appear in Black or White (as shown in the visual opposite). The logo should not be created or used in any other colours.

Access to the Member Logo

The Member Logo is available via the Better Cotton Initiative Storytelling Hub which is accessible through myBCI under the 'myClaims' dropdown.

To ensure correct usage, always use the vector artwork and never attempt to recreate the logo or use a copy or screenshot from these Guidelines or as seen elsewhere.

BCI recommend that members include a URL alongside the Member Logo, directing audience to the BCI website for further information about BCI and it's membership programme.

<https://bettercotton.org/>

OR

QR Code



We are a proud member of the Better Cotton Initiative (BCI™).



We partner with the Better Cotton Initiative (BCI™) whose mission is to improve cotton farming globally.



We are committed to contribute to the improvement of cotton farming practices globally through our membership in the Better Cotton Initiative (BCI™).

**The
Certification
Logo**

The Certification Logo

The Certification Logo is available to Certified Organisations only. It can be used to communicate their participation in the certification programme and their conformance with a BCI Standard.

Eligibility

Organisations must complete the following steps to be able to use the Certification Logo:

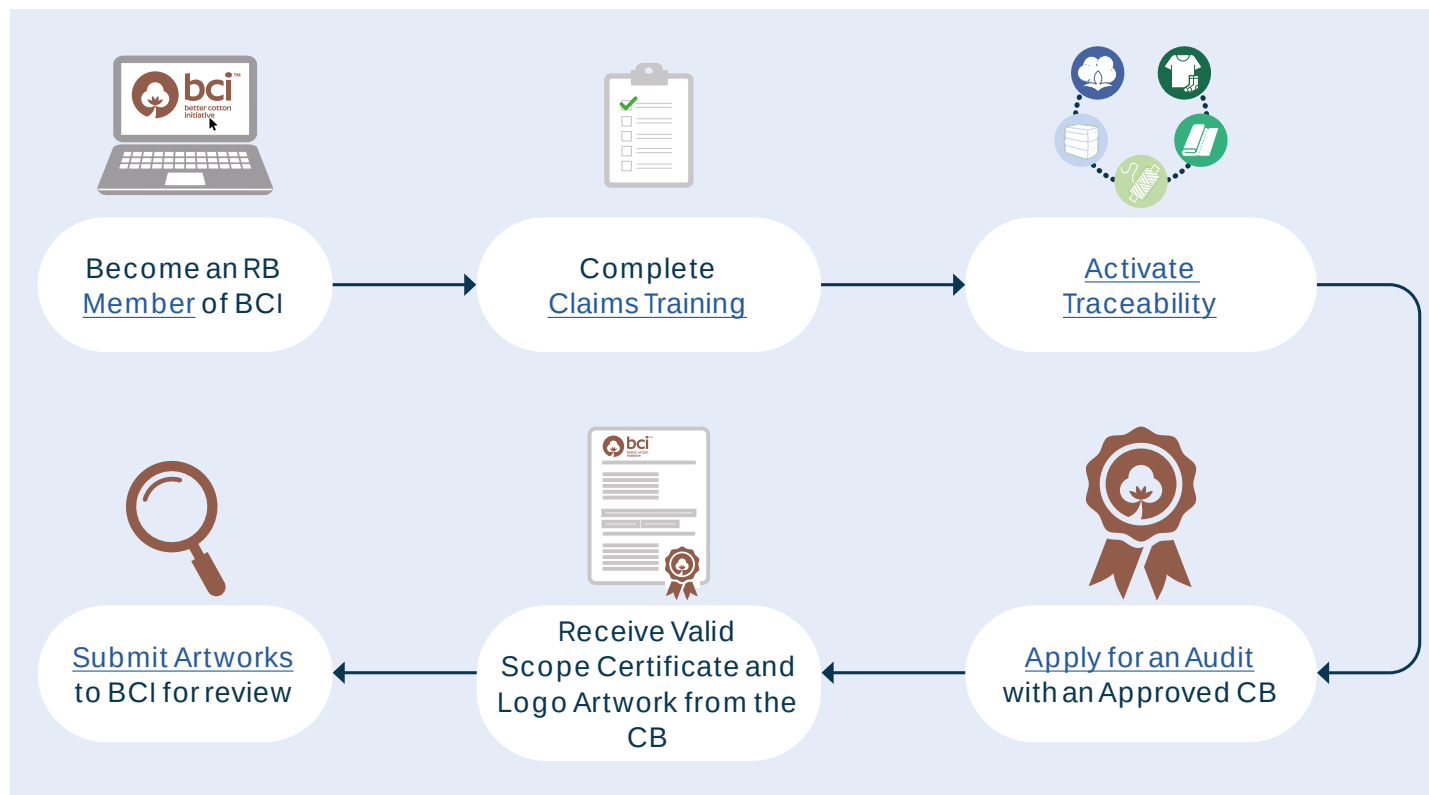
Top Tip

The Certification Logo does not require a Trade Mark Sub License Agreement to be signed.

Channels

The Certification Logo can be used on the following channels:

- Sustainability websites
- Sustainability and/or annual reports
- Social media when the content is not related to the sale of a specific product or range of products
- **Never at the Product-Level**



Never at the Product-Level

‘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 and includes e-commerce promotion.

Design and Application

The Certification Logo consists of the cotton 'boll' symbol alongside the 'BCI' word mark. The design should not be altered or redrawn in any way.

BCI recommends that the use of the logo be accompanied by a permitted text claim outlined on this page.

- '[We are/Organisation Name is] Better Cotton Initiative (BCI™) Chain of Custody certified.'
- '[We are/Organisation Name is] certified against the Better Cotton Initiative (BCI™) Chain of Custody Standard.'
- '[We are/Organisation Name is] certified to purchase and sell Physical BCI Cotton.'

BCI recommend that members include a URL alongside the Certification Logo, directing audience to the BCI website for further information about BCI.

<https://bettercotton.org/>

OR



Colour

The Certification Logo should always appear in the Soil colour shown on [page 32](#). If this is not possible, it can appear in Black or White (as shown in the visual opposite). The logo should not be created or used in any other colours.

Access to the Certification Logo

The RB Member can access the vector files for the Certification Logo directly from their Certification Body upon the successful audit and issuance of their scope certificate.

To ensure correct usage, always use the supplied vector artwork and never attempt to recreate the logo or use a copy or screenshot from these Guidelines or as seen elsewhere.

Check the Claims Framework for 'Optional Statements' to include alongside Certification Claims to provide the reader with additional information on terms used within the claim.



We are certified against the Better Cotton Initiative (BCI™) Chain of Custody Standard.



We are certified to purchase and sell Physical BCI Cotton.

The B2C Label



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

100% BCI Cotton

The B2C Label

The B2C Label was first introduced in 2025 in the Claims Framework v4.0 and is an optional Product-Level Claim signifying that a product contains Physical BCI Cotton that has been grown by BCI certified farmers. The B2C Label is reserved for RB Members who wish to make Business-to Consumer (B2C) Product-Level claims for Final Products.

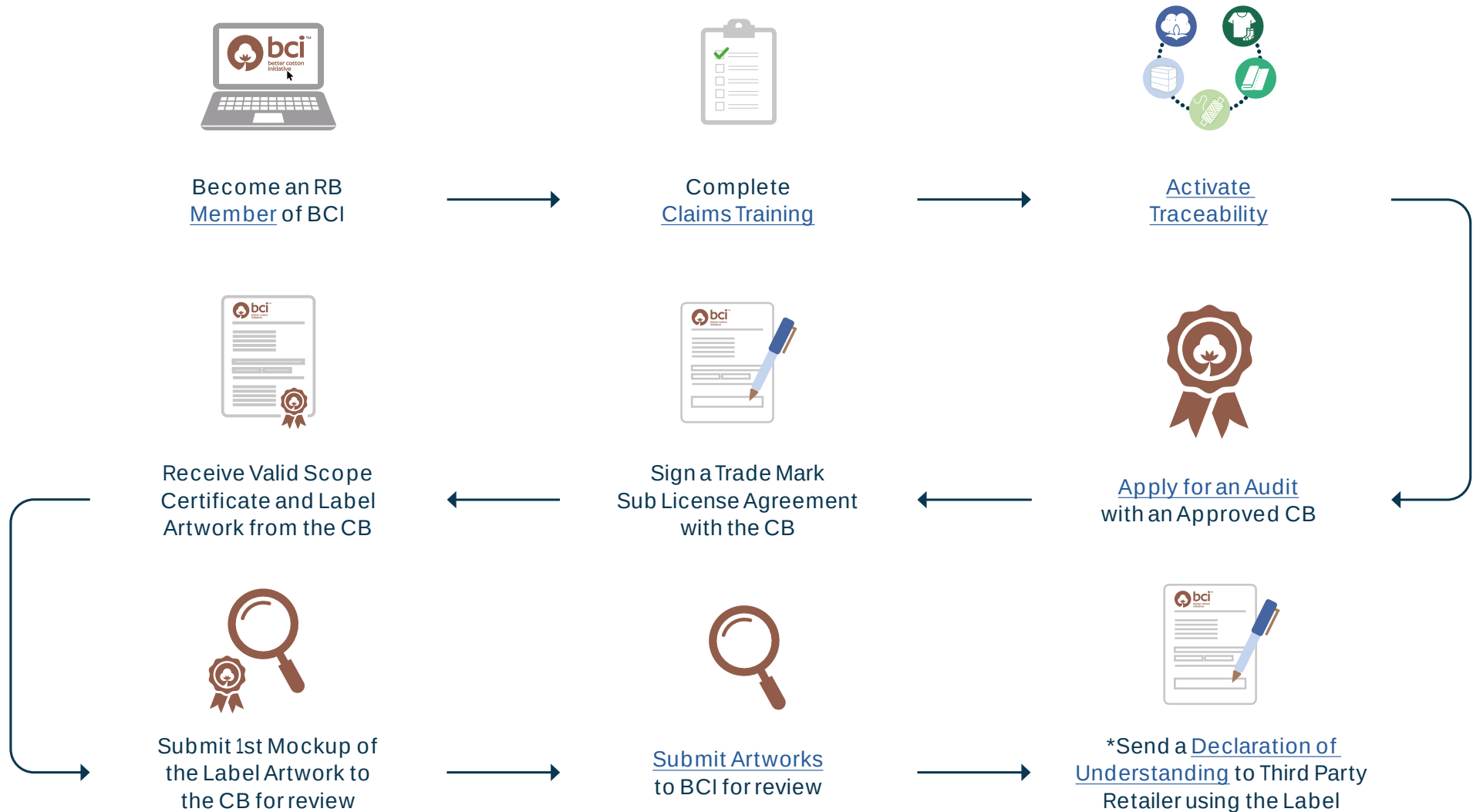
'Final Product' means a product that will be sold to a Consumer in its current state as it has completed all stages of production and manufacturing and is in its final form, ready for sale or distribution to the end consumer for use as end-use product.

IMPORTANT

- Please refer to the Claims Framework for product eligibility for the B2C Label.
- The B2C Label is only available for Final Products that contain Physical BCI Cotton sourced through a segregated Chain of Custody model. The B2C Label is not permitted for BCI Cotton sourced via the Mass Balance or Controlled Blending Chain of Custody Model.
- The B2C Label or reference to 'BCI Cotton' should not be used on a product's care label.
- Certified RB Members wishing to use the B2C Label should be listed on the BCI website.



Eligibility



*This step is only necessary if the RB Member sells labelled products to a third party retailer and that retailer intends to use the label for online promotional purposes.

Label Design Options

The B2C Label is available in multiple design formats. RB Members can either integrate the Required Label Elements directly into packaging artwork and online product pages or use a Pre-Designed Label Artwork (shown below).

The Pre-Designed Label Artwork includes a Boxed Label design which is suitable for applying to packaging artwork and online product pages or a Ready-to-Use Hangtag or a Sewn-in Label which can both be applied directly to products.

Top Tip

For additional guidance on correct B2C Label use, RB members should watch the B2C Label Training video which will be available alongside the logo assets provided by their CB on Canto.

Integrate the Required Label Elements

- 1  bci cotton™
- 2 The cotton in this product was grown by farmers certified to the Better Cotton Initiative (BCI™) Standard
- 3 1234567 - 8
- 4 bcicotton.org/label
OR 
- 5 % BCI Cotton



Pre-Designed Label Artwork



[Boxed Label Design](#)



[Ready-To-Use Hangtag](#)



[Sewn-In Label Design](#)

Required Label Elements

Each B2C Label design can be comprised of Required Label Elements (defined below) and Optional Label Elements. The Required Label Elements are mandatory and must feature within each label design.

All uses of the B2C Label must include the following 5 Required Label Elements

Required Label Element

1. The BCI Cotton Logo
2. The Required Accompanying Claim
3. The BCP 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

All Required Label Elements should appear on the same side of packaging and must not be separated or altered in any way. If this is not technically feasible, it's recommended that the [Boxed Label Design](#) be used, as this can easily be incorporated into a packaging artwork.



Required Label Elements

1. The BCI Cotton Logo

The BCI Cotton Logo is the first Required Label Element of the B2C Label. It consists of the cotton 'boll' symbol alongside the 'BCI Cotton' word mark. The design should not be altered or redrawn in any way.

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.

Colour

The BCI Cotton Logo should always appear in the Soil colour shown on [page 32](#). If this is not possible, it can appear in Black or White (as shown in the visual opposite). The logo should not be created or used in any other colours.

Access to BCI Cotton Logo

The BCI Cotton Logo can be accessed via the RB Member's Certification Body upon completion of certification and the signing of a Trade Mark Sub License Agreement.

To ensure correct usage, always use the vector artwork provided and never attempt to recreate the logo or use a copy or screenshot from these Guidelines or as seen elsewhere.

Horizontal Version

Stacked Version



Required Label Elements

2. Required Accompanying Claim

The Required Accompanying Claim is the second Required Label Element of the B2C Label and must be used on the B2C Label in all circumstances.

There is an option of two (2) claims to choose from:

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

3. BCP Number

The BCP Number is the third Required Label Element of the B2C Label. The BCP number should be the number belonging to the RB Member found on their Scope Certificate regardless of who applies the B2C Label to Final Products or conducts the final sale of the Final 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 BCP Number shall be that of the **Brand's Central Function**.

'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 BCP Number

The BCP Number used for the B2C Label is the identification number found on the certified Member's Scope Certificate. RB Members may have multiple BCP Numbers associated with their Member Account so they must use the number provided on their Scope Certificate to ensure this reflects their certification status correctly.

It consists of eight digits in the format XXXXXX-X (e.g., 1234567-8) and is used to verify an organisation's certification status and conformance with the CoC Standard.



Required Label Elements

4. BCI QR Code or URL

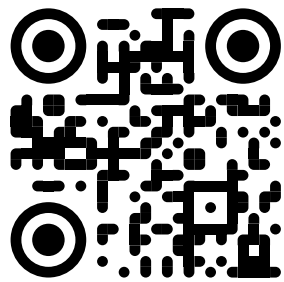
The BCI QR Code or URL is the fourth Required Label Element for the B2C Label. RB Members may choose either format that works best for their label design. The QR Code and URL correspond to the following:

bcicotton.org/label

This leads to a consumer-facing webpage on the BCI website that offers further information on BCI, the BCI Standard and the RB Members' involvement in the BCI programme including information on the requirements for label use.

The QR Code artwork can be accessed via the Certification Body upon completion of certification and the signing of a Trade Mark Sub License Agreement. The vector form of the QR code should always be used to ensure the QR code can be scanned easily.

Minimum QR Size



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

5. The Percentage of Physical BCI Cotton

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



30% Physical Cotton
70% Wool

Percentage on the
label **is required**



60% Physical Cotton
40% Wool

Percentage on the label
is not required

The Percentage should be written as one of the following:

- 'X% BCI Cotton'
- 'At least x% BCI Cotton'

IMPORTANT

Regardless of whether the BCI Cotton percentage appears on a product label, the consumer-facing webpage (accessed via the required QR Code or URL) will clearly state the minimum BCI Cotton content required in a product in order to use the label.

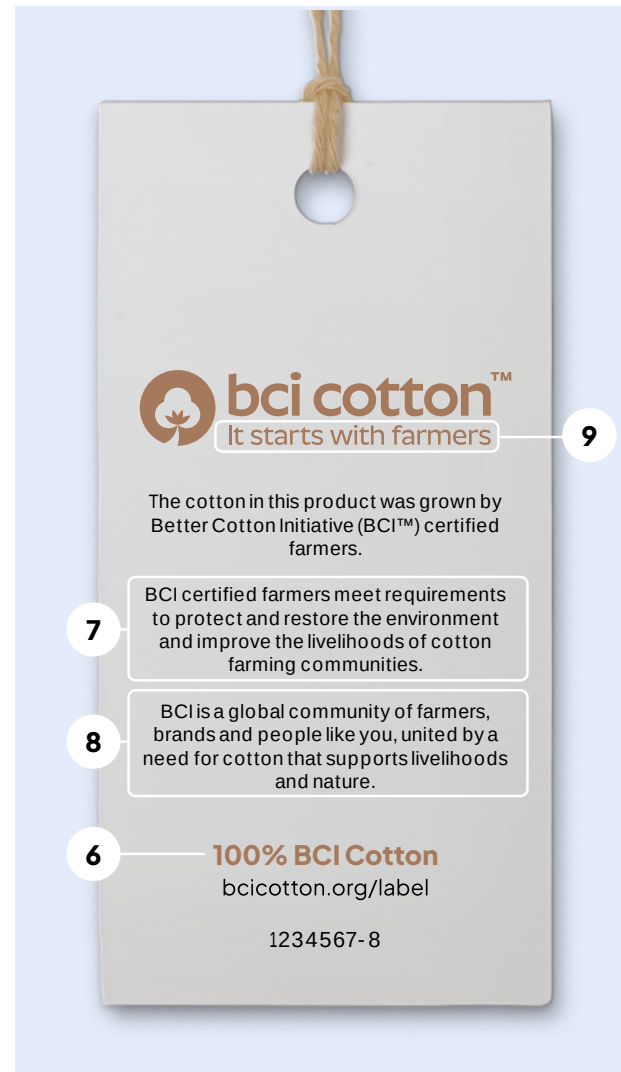
Optional Label Elements

Optional Label Element

Optional Label Elements can be added **in addition** to the Required Label Elements.

6. The percentage of Physical BCI Cotton, unless otherwise required
7. Optional Accompanying Claim
8. Optional BCI Statement
9. It Starts With Farmers

BCI strongly recommends including the Optional Accompanying Claim on the B2C Label as it provides additional context for the consumer. RB Members should have their chosen B2C Label design reviewed by their legal counsel to ensure compliance with local regulations.



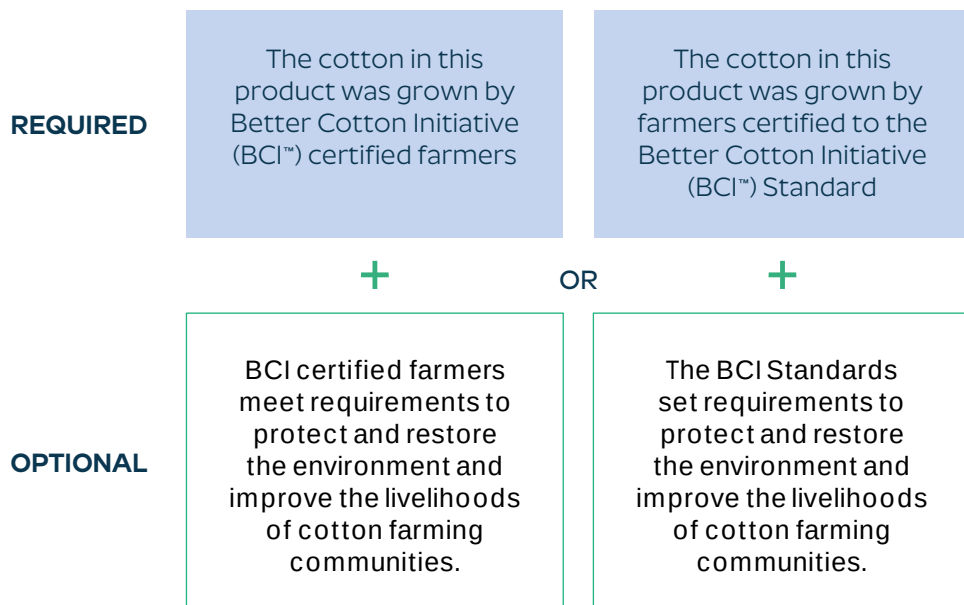
Optional Label Elements

7. Optional Accompanying Claim

The Optional Accompanying Claim may be added to the label in addition to the Required Label Elements. This provides additional context for the consumer and is recommended to be included on the B2C Label wherever possible, ideally positioned directly below the Required Accompanying Claim.

The appropriate Optional Accompanying Claim should be selected from the options below to ensure it complements the Required Accompanying Claim.

The Claim must be used as stated below and should not be edited in any way, unless agreed with BCI prior to its use.



8. Optional BCI Statement

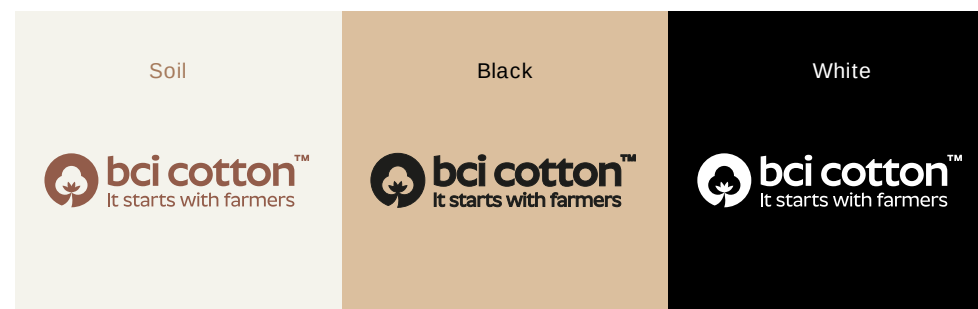
The Optional BCI Statement can be added to the label to explain BCI's role and purpose. The statement is:

'BCI is a global community of farmers, brands and people like you, united by a need for cotton that supports livelihoods and nature.'

9. It Starts With Farmers

'It Starts with Farmers' is an Optional Label Element which RB Members can choose to include on the B2C Label, in addition to the Required Label Elements.

The 'It Starts With Farmers' artwork can be accessed via your Certification Body upon completion of certification and the signing of a Trade Mark Sub License Agreement. It can be used as part of a logo lock-up featuring the BCI Cotton Logo.



Pre-Designed Label Artwork

Boxed Label Design

The Boxed Label Design can be applied directly to product packaging and contains the Required Label Elements. RB Members will need to edit the design to include their unique BCP Number and the percentage of Physical BCI Cotton, if applicable.



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

It is available in 2 variations; with the QR code or with the URL.

Boxed Label with the URL:



Boxed Label with the QR Code:



Minimum width 60mm



Pre-Designed Label Artwork

Ready-To-Use Hangtag

The Ready-To-Use Hangtag contains the Required Label Elements and can be sent directly to a printing supplier after the RB Member has edited the artwork to include their BCP Number and the percentage of BCI Cotton, if applicable.

Rectangular Hangtag



Circular Hangtag



Pre-Designed Label Artwork

Sewn-In Label Design

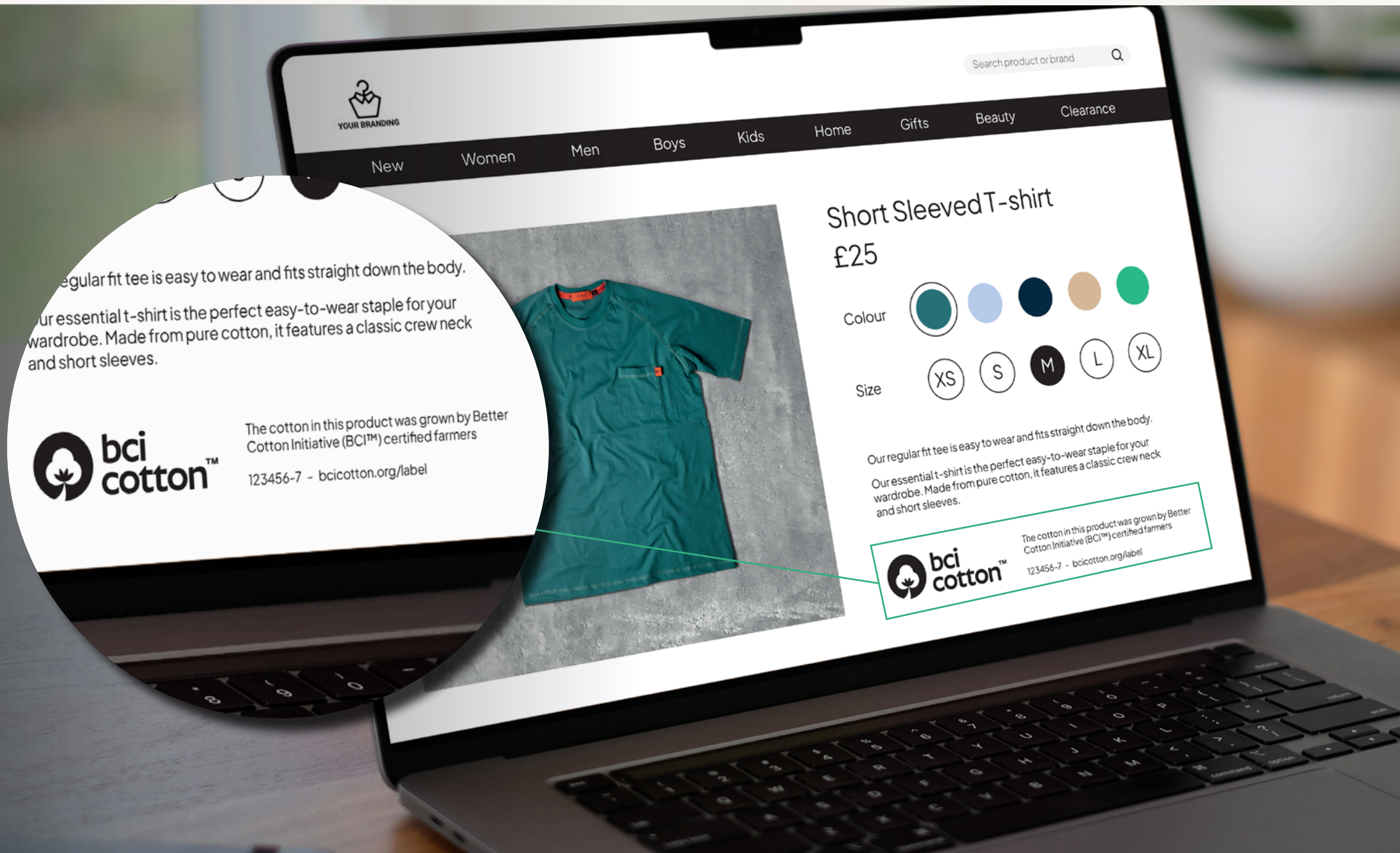
The Sewn-In Label design can be used to apply directly to Final Products. The Pre-Designed label artwork contains the Required Label Elements however RB Members will need to edit the artwork to include their BCP Number and the percentage of Physical BCI Cotton, if applicable.



Examples of the B2C Label



Examples of the B2C Label



A close-up photograph of two hands, palms up, holding a mound of dark brown, crumbly soil. The hands are wearing a blue and white plaid shirt. A white circular overlay is centered over the soil, containing the text "Logo Design Rules" in a bold, dark blue font.

Logo Design Rules

Clearspace

Clearspace needs to be given around the logos to ensure maximum visual impact. No other text or image (apart from the trademark symbol 'TM') should appear within the clearspace, including busy backgrounds or other graphic elements.

Logos should be kept at a reasonable distance from any other logos or product claims that refer to other standards or certifications.

1. Member Logo

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

2. Certification Logo

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

3. BCI Cotton Logo – Horizontal Version

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

4. BCI Cotton Logo – Stacked Version

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

1.



3.



2.



4.



Size

Logo Size

To ensure the logos maintain their visual impact and legibility they must not be reproduced any smaller than their 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.

Text Size and Font

The approved font is Plus Jakarta Sans which can be downloaded [here](#). The text size must be large enough to be legible to the buyer and applies to the following:

- Membership Statement alongside the Member Logo
- Text claim alongside the Certification Logo
- Required Accompanying Claim on the B2C Label
- Certification Approval Number on the B2C Label
- BCI URL on the B2C Label
- Percentage of Physical BCI Cotton on the B2C Label
- Optional Accompanying Claim on the B2C Label
- Optional BCI Mission Statement on the B2C Label



Minimum width 23mm



Minimum width 29mm



Minimum width 22mm



Minimum width 20mm

Colours

The preference is always for the Soil colour to be used for all logos. When this cannot be used, White or Black can be used instead.

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

For the B2C Label, all other Required Label Elements or Optional Label Elements can be in Soil, Black or White. For Membership Statements alongside the Member Logo or text claims alongside the Certification Logo, Soil, Black or White can be used.

The Boxed Label can 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.

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

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
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Proportion

Logos must always be used consistently and correctly to provide maximum impact. Here are some clear examples of incorrect ways to use the logos:

1. Never recreate any elements and 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. Only use the colourways outlined on [page 32](#).
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 logos.

1.



2.



3.



4.



Backgrounds

For legibility purposes, logos and text used alongside logos should always be used on high contrast backgrounds and never on patterned backgrounds.

These examples show backgrounds that offer poor contrast for the selected logo. These should be avoided in favour of backgrounds that offer higher contrast.

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.

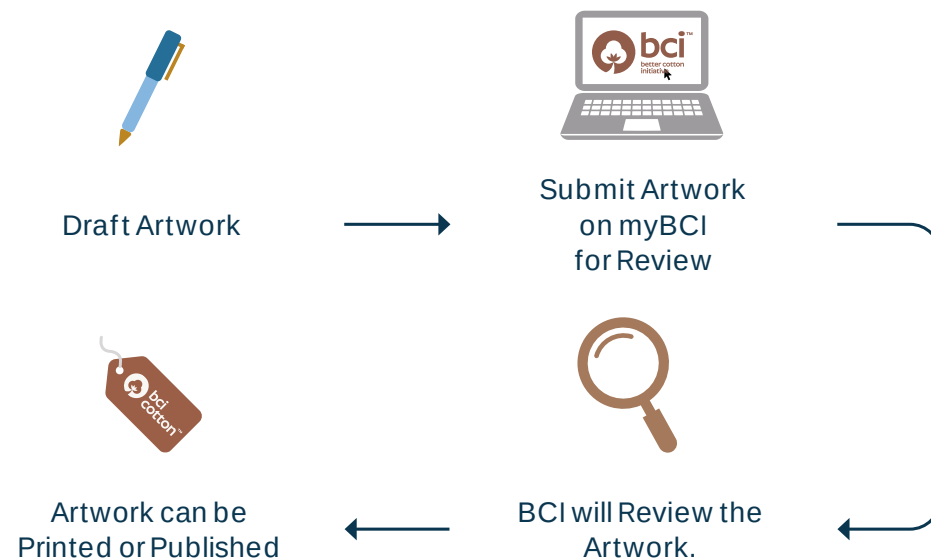


**Artwork
Submission**

Artwork Submission

All RB Member artwork containing a BCI Trademark must be submitted to BCI for review, with the exception of repeat B2C Label 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 BCI Claims Team will review the submission and either accept or reject the claim and inform the RB Member of the decision. If revisions are needed, clear feedback will be provided to guide any necessary adjustments. All Claims must receive approval from BCI before they are printed or published.



Checklist:

- ☐ **Eligibility Requirements**
Refer to the Claims Framework for eligibility requirements
- ☐ **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 in either Soil, Black or White
- ☐ **Clearspace**
Ensure the correct clearspace around the logo and label are maintained

IMPORTANT

The responsibility of submitting B2C Label artwork to BCI for review, lies with the RB Member. This is regardless of what organisation physically applies the label to Final Products.



Appendix

Glossary

‘B2C Label’ means the certification Claim used at the Product- Level for eligible Final Products containing Physical BCI Cotton. Final Products with the B2C Label are typically sold by certified Retailer/Brand Members.

‘BCI’ means the Better Cotton Initiative, a membership organisation registered in Switzerland.

‘BCI Trademark’ means the logos that BCI has registered, or is in the process of registering, internationally and owns all rights and title to. The Trademarks include individual marks and certification marks.

‘BCP Number’ means the relevant identification number for use of the BCI Platform that is referenced on the certified Member’s Scope Certificate which consists of eight digits in the format XXXXXX-X (e.g., 1234567-8). This number is used to verify an organisation’s certification status and conformance with the CoC Standard.

‘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 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.

‘Certified Organisation’ means an organisation that has completed a successful audit and has been awarded Certification and issued a Scope Certificate by a Certification Body.

‘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.

‘Final Product’ means a product that will be sold to a Consumer in its current state as it 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.

‘Guidelines’ means the B2C Label Design and Logo Use Guidelines or the B2B Logo Use Guidelines.

‘myBCI’ 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.

Glossary

‘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 and includes e-commerce promotion.

‘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 Guidelines unless an exception is granted.

‘Retailer/Brand’ means an organisation involved in the sourcing, distribution, or sale of cotton-containing final 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.

‘Trade Mark Sub License Agreement’ means the formal agreement that

grants a Certified Member Organisation the right to use the BCI trade marks for the purposes of the BCI Cotton Label in accordance with the terms and conditions set forth therein.

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

Disclaimer

The review and approval of any claims referred to in these 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 B2C Label Design & Logo Use Guidelines and the Claims Framework.

Neither these Guidelines or the Claims Framework or 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.





Resources and Contact

Useful Resources

- [Claims Framework](#)
- [Chain of Custody](#)
- [myBCI](#)
- [Principles and Criteria](#)
- [B2B Logo Use Guidelines](#)

General Claims Enquiries

Please contact claims@bettercotton.org.

How to submit a claim on myBCI

Please contact helpdesk@bettercotton.org.

Certification Bodies

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

