



# B2B Logo Use Guidelines

For Organisations Making  
B2B Communications

Version 1.0 – 31 October 2025



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# Introduction



# About These Guidelines

The B2B Logo Use Guidelines ('Guidelines') have been created to complement the rules and 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](#)
- [Certification Body Logo](#)

For the purposes of these Guidelines, a 'BCI Trademark' refers to any of the trademarks referred to above; either the Member Logo, the Certification Logo, or the Certification Body Logo. This document provides clear instructions to ensure these assets are applied consistently and transparently, while maintaining the credibility of the BCI programme.

## Who This Document is For?

These Guidelines are specifically tailored for organisations who intend to use a BCI Trademark for business-to-business (B2B) communications including ginners, suppliers, manufacturers, traders and distributors who source BCI Cotton, as well as Certification Bodies. 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 organisations wishing to use a BCI Trademark. While these Guidelines provide user guidance, they do not address member eligibility. For detailed rules on eligibility, the Claims Framework must be referred to, to ensure full conformity.

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.

Ownership of the B2B 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](#).



For queries and further guidance, please email [helpdesk@bettercotton.org](mailto:helpdesk@bettercotton.org)



# The BCI Trademarks

The BCI Trademarks are the intellectual property of the Better Cotton Initiative (BCI™). BCI owns all rights and title to the 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.

For more information, please visit our [website](#). For permission to use a BCI Trademark that is not mentioned within these Guidelines, please [contact BCI](#).

The Membership Logo



The Certification Logo



The Certification Body Logo

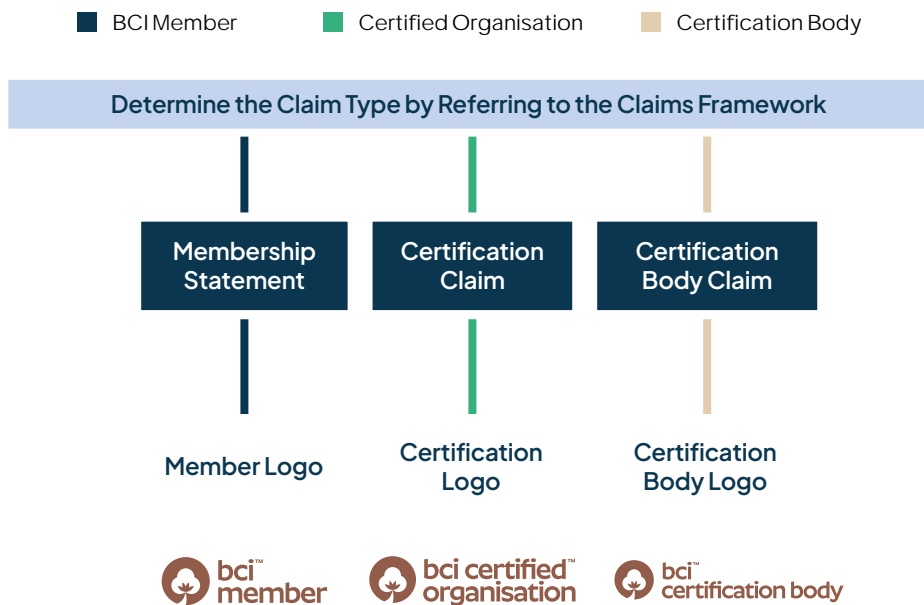




# Choosing a BCI Trademark

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 claim with the correct BCI Trademark.

Always confirm eligibility in the Claims Framework before selecting a BCI Trademark.



## 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.

## Certification Body Claims

Certification Body Claims allow Approved Certification Bodies to promote their services to prospective clients.





# The Member Logo



# The Member Logo

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

## Eligibility

To be eligible to use the Member Logo, the organisation must be a BCI Member.



Become a  
[Member](#) of BCI



Access the Member  
Logo via [myBCI](#)

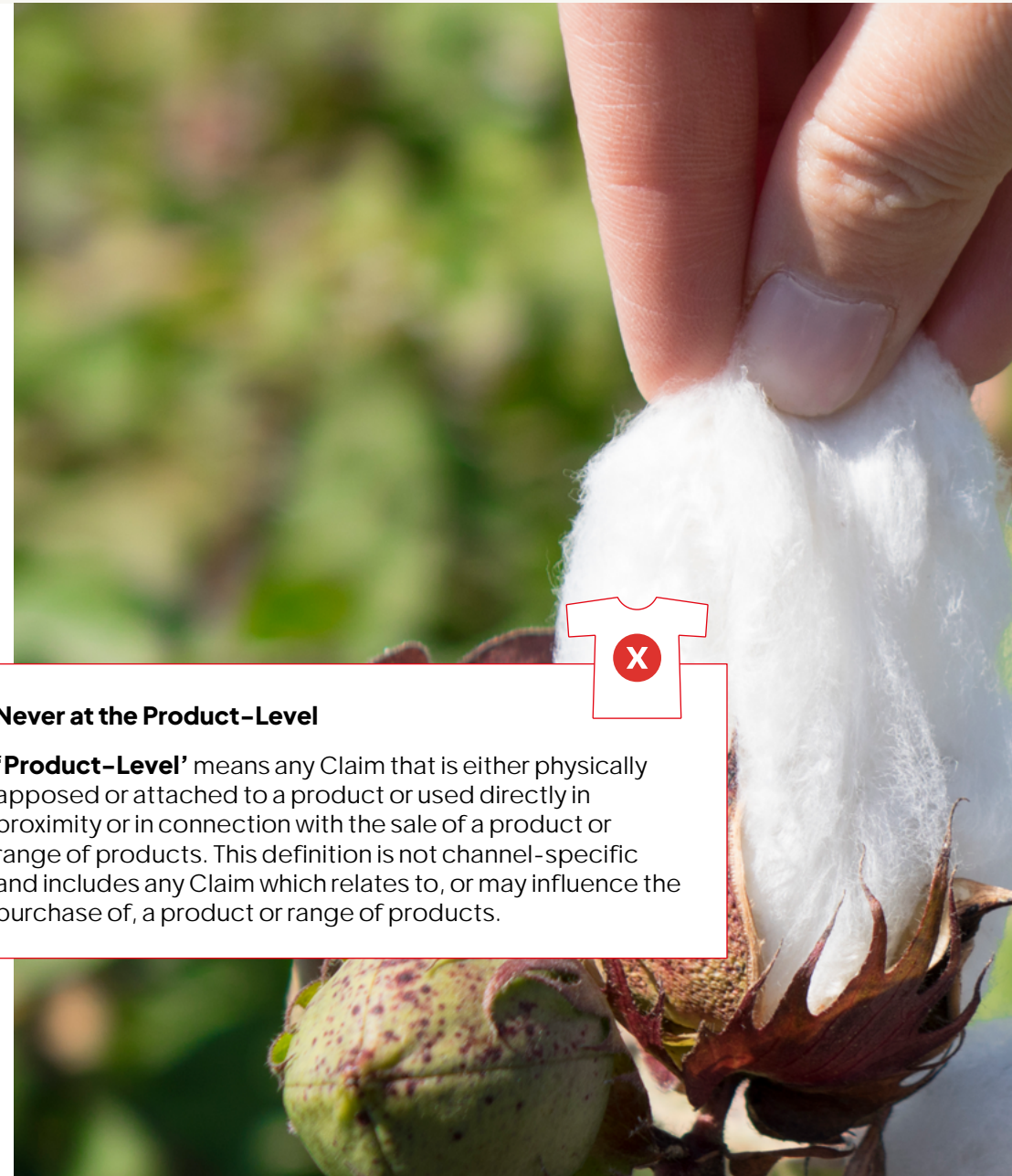
## Channels

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.





# Design and Application

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:

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.

The Member Logo can be used independently or alongside one of the following permitted Membership Statements:

- '[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 18](#). 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 myBCI under the 'Member Logo' 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.



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.

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



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



A man in a brown shirt and pants, wearing a backpack, stands in a large warehouse aisle. He is surrounded by tall stacks of white, rectangular bales, likely wool or cotton. The bales are stacked in rows, creating a sense of depth. The warehouse has a high ceiling with metal beams and a corrugated metal roof. A large circular white overlay is centered in the image, containing the text "The Certification Logo".

## 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:



[Apply for an Audit with an Approved CB](#)



Receive Valid Scope Certificate and Logo Artwork from the CB

## 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.



# Design and Application

There are a number of Certification Logos available for use. A Certified Producer Organisation can use any of the four (4) Certification Logos. A Chain of Custody Certified Organisation can use the BCI Certified Organisation Logo.

All Certification Logos consist of the cotton 'boll' symbol alongside the 'BCI' word mark. The designs 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.

## Certified Producer Organisations

Permitted for Producer Organisations certified to the BCI Principles and Criteria:

- '[We are/Our farm is/Organisation Name is] certified to the Better Cotton Initiative (BCI™) Standard.'
- '[We are/Our farm is/Organisation Name is] certified to the Better Cotton Initiative Principles and Criteria.'
- '[We are/Organisation Name is] certified to produce 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  
QR Code



## Chain of Custody Certified Organisations

Permitted for Organisations certified to the Chain of Custody:

- '[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.'

## Colour

The Certification Logo should always appear in the Soil colour shown on [page 18](#). 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

Artwork for Chain of Custody Certified Organisations is provided by the Certification Body following a successful audit and the issuance of a scope certificate. Artwork for Certified Producer Organisations can be requested by contacting [claims@bettercotton.org](mailto:claims@bettercotton.org).

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.

## Optional Statements

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.

Certified Producer Organisation



Our farm is certified to the Better Cotton Initiative (BCI™) Standard.



We are certified to produce BCI Cotton.



We are certified to the Better Cotton Initiative (BCI™) Principles and Criteria.

Chain of Custody Certified Organisations



We are certified to purchase and sell Physical BCI Cotton.



The background image shows a textile factory interior. In the foreground, there is a large, dark-colored industrial machine with a metal safety grid. To the left, several large spools of white thread are hanging vertically. In the center, a large, circular, light-green logo is overlaid, containing the text 'Certification Body Logo' in a dark blue, sans-serif font. The background features a complex arrangement of metal frames and machinery, with many thin threads or wires extending across the scene. The ceiling has exposed pipes and industrial lighting fixtures.

# **Certification Body Logo**



# Design and Application

The Certification Body Logo allows Approved Certification Bodies (CB) to promote their services to prospective clients.

The Certification Body Logo can be used independently or alongside one of the following permitted text claims which is applicable to the CB's certification scope.

- '[We are/Organisation Name is] an approved certification body for audits against the Better Cotton Initiative (BCI™) Chain of Custody Standard.'
- '[We are/Organisation Name is] an approved certification body for audits against the Better Cotton Initiative (BCI™) Principles and Criteria.'
- '[We are/Organisation Name is] an approved certification body for audits against the Better Cotton Initiative (BCI™) Chain of Custody Standard and Principles and Criteria.'

## Colour

The Certification Body Logo should always appear in the Soil colour shown on [page 18](#). 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 Body Logo

The Certification Body Logo can be requested by emailing [claims@bettercotton.org](mailto:claims@bettercotton.org).

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.



We are an approved certification body for audits against the Better Cotton Initiative (BCI™) Chain of Custody Standard.



We are an approved certification body for audits against the Better Cotton Initiative (BCI™) Principles and Criteria.



We are an approved certification body for audits against the Better Cotton Initiative (BCI™) Chain of Custody Standard and Principles and Criteria.



A photograph of a large industrial facility, possibly a paper mill or a recycling plant. The scene is dominated by a high ceiling with a complex network of steel beams and corrugated metal panels. Several bright, industrial-style lights are suspended from the ceiling. In the foreground, a conveyor belt system is visible, with a large pile of white, fibrous material (likely wood chips or paper shavings) being transported. The conveyor belt is flanked by metal railings and safety barriers. The overall atmosphere is one of a busy, large-scale industrial operation.

## 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– BCI Certified Producer

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

## 3. Certification Logo– BCI Certified Farmer

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

## 4. Certification Logo– BCI Certified Organisation

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

## 5. Certification Logo– BCI Certification Body

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

## 6. Certification Logo– BCI Certified Grower

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

1.



4.



2.



5.



3.



6.





# 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 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
- Text claim alongside the Certification Body Logo





# 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 Membership Statements alongside the Member Logo or text claims alongside the Certification Logo or Certification Body Logo, Soil, Black or White can be used.

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



# 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 18](#).
4. Never add any effects to the logos 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.



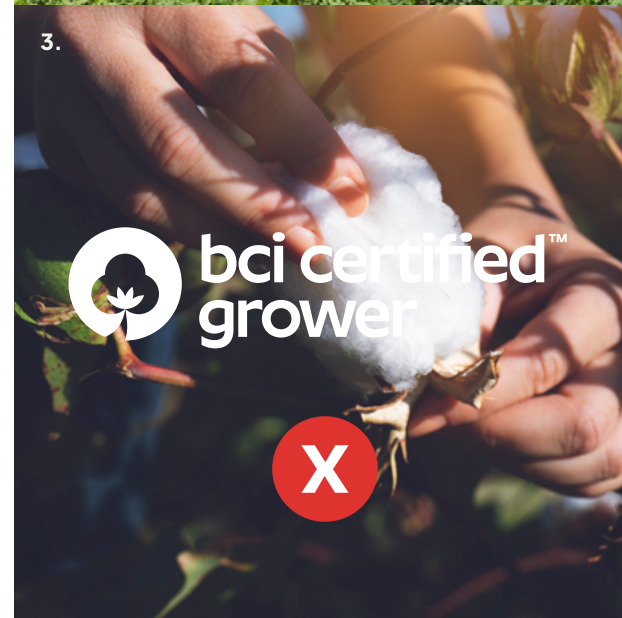


# Backgrounds

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.





A photograph of a textile factory. In the foreground, a large pile of white, fluffy wool sits on a yellow conveyor belt. In the background, there is industrial machinery with black rollers and a perforated metal screen. The scene is lit by bright overhead lights, creating a high-contrast environment. A light blue circle is overlaid in the center of the image, containing the word "Appendix" in a dark blue, sans-serif font.

## Appendix



# Glossary

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

**‘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/ CB’** 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.

**‘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.

**‘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](mailto:helpdesk@bettercotton.org).

**‘Physical BCI Cotton’** means cotton produced by BCI Producers and traded under the Physical CoC Models.

**‘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.

**‘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.

**‘Supplier/Manufacturer’** means any business-to-business (b2b) organisation that operates for-profit activity within the cotton supply chain, from buying and selling to processing which is beyond the farm-gate and before the Retailer/Brand. This excludes middlemen, sourcing agents and brokers.

**‘Supplier/Manufacturer Member’** or **‘SM Member’** means a Member that is a Supplier/Manufacturer.



# 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 these Guidelines and the Claims Framework.

Neither these Guidelines nor 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](#)
- [B2C Label & Logo Use Guidelines](#)

## General Claims Enquiries:

Please contact [claims@bettercotton.org](mailto:claims@bettercotton.org).

## Certification Bodies:

All queries from Certification Bodies should be addressed to [compliance@bettercotton.org](mailto:compliance@bettercotton.org).

