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1. Objective

This document is designed to protect the value and integrity of the ‘*trustea* verified seal’ by ensuring accuracy, clarity, credibility, and consistency in how the seal is used. Questions about, and challenges to these rules and guidelines will generally be decided in favor of transparency, as determined by Trustea Sustainable Tea Foundation.

2. Scope

This document is applicable to supply chain organisations that are selling *trustea* verified tea and those participating in the seal on pack programme. In all the cases, use of the ‘*trustea* verified seal’ is bound by a signed written agreement with Trustea Sustainable Tea Foundation.

3. Colour of the ‘*trustea* verified seal’

The specified colour for the ‘*trustea* verified seal’ needs to be maintained. Colour combination of *trustea* verified seal is provided below:

- The colour combination (with two colors i.e. C+Y seal) of the *trustea* verified seal:
C50 M00 Y100 K00



CMYK C50 M00 Y100 K00

- The pantone shade: 376 C (closest to the colour combination having two colors i.e. C+Y)



PANTONE 376 C

- The black & white seal may be used, as required



Black and white

4. Examples of Correct Use of the ‘*trustea* verified seal’ with backgrounds





- The trustea seal is shown properly placed on a solid color background
- The trustea seal is shown properly placed on variegated background
- The reversed colour of the seal can also be used
- The 'trustea verified seal' is set on a white interior background, with a thin white outline around the edge to ensure it stands out from any background.
- Background colors or patterns must not show through the 'trustea verified seal'
- *trustea* is properly shown with the agreed statement i.e. "Environment, Safety, Livelihoods"
- .

5. Visual of 'trustea verified seal' on the tea retail packet

A few visuals (digital print of the seal i.e. how the seal would appear over foil/ tea packets) of how the seal would look like. It does not indicate the actual pack.



6. Placement of Qualifying Statement/ Disclaimer

- Statement for placing along with *trustea* verified seal.
 "Environment, Safety, Livelihoods" followed by, 'for more details visit www.trustea.org' or use QR Code taking the consumer to trustea's website i.e. www.trustea.org
- Preferred placement of the statement is directly below or to the right of the mark. In some circumstances alternative placement of the statement may be approved.



"Environment, Safety, Livelihoods"
for more details visit www.trustea.org



7. Space around the 'trustea verified seal'

To ensure that the 'trustea verified seal' are never compromised, it should stand alone so that it does not compete with existing text, graphics or images, including other certification marks.

The 'trustea verified seal' should never be displayed in a position where they could be confused with a business name, or a brand name of a product, or in any way that implies endorsement of initiatives not applicable to the *trustea*. The marks should be placed prominently in order to maximize visibility and recognition.

Clear space around each 'trustea verified seal' should be approximately 20% of the width of the mark. No other elements should appear in this space.



8. Placement of the 'trustea verified seal' on the pack

- The minimum size of the seal for printing over a packet should be around 1 inch (so that the text "trustea" of the seal is legible). The size can increase if the pack size increases.
- The 'trustea verified seal' can be incorporated either on front facia of the pack/ back side/ on the sides. However, we recommend it to be incorporated on the front facia of the pack.

9. Trademark and Intellectual Property

Any unauthorized use of the 'trustea verified seal' is strictly prohibited. Trustea Sustainable Tea Foundation reserves the right to take legal action against any party that uses the 'trustea verified seal' without prior permission.



'Annexure A'

Form for requesting 'trustea verified seal' usage

An entity interested in using '*trustea verified seal*' must fill and email this form to comms@trustea.org and akumari@trustea.org. The entity must adhere to *trustea*'s Guidelines for the use of 'trustea verified seal'.

Organisation's Name: _____

Organisation's address: _____

Email Id: _____

Contact number: _____

Format of the logo required: _____

Mention the nature of relationship with *trustea*:

Explain in detail why a logo is being requested (how it will be used):

Date of request: _____