



**Food Trade  
Sustainability  
Leadership Association**

## **Policy for use of Food Trade Sustainability Leadership Association’s Name and Logo**

### *1. Parties Allowed to Use Name and Logo*

The name, abbreviation of name and logo of Food Trade Sustainability Leadership Association (FTSLA) are proprietary and are owned solely by FTSLA. FTSLA will grant a nonexclusive, limited and revocable license to use the FTSLA name and logo to members in good standing, who abide by the FTSLA bylaws and member requirements ensuring a high standard of business practices at all times. Only full FTSLA “members” may use the name or logo. FTSLA “associates”, “friends & affiliates” and other parties may not use the name or logo in any form. Any and all use of the name or logo must cease if membership in the Food Trade Sustainability Leadership Association is terminated.

### *2. Acceptable Uses of Name and Abbreviation*

FTSLA members are permitted to use the name “Food Trade Sustainability Leadership Association” and “FTSLA” as long as it is displayed appropriately. The name may not be presented in any way that may imply that a company, its product or sustainability practices are endorsed, verified or certified by FTSLA.

### *3. Acceptable Uses and Representation of Logo*

The FTSLA logo may be used in the member’s general marketing and merchandising activities such as on a website or other written promotional materials as well as on packaging. Packaging using the FTSLA logo must be submitted to the FTSLA for review and pre-approval before the packaging can be used publicly. Once the logo use on packaging has been approved, multiple versions of the package may be used so long as position, size, text, and configuration does not vary significantly between packages. No other use of the FTSLA logo is permitted without specific written approval of FTSLA.

### *4. Standard Description of Organization*

FTSLA wishes to ensure a consistent messaging about the mission and purpose of the association. Therefore, any text description of the FTSLA must use one of the following. Alternate text may be used only with prior review and approval:

- a. “Member of FTSLA, an organization working to drive leading environmental, social and economic practices in the organic food trade. Learn more: [www.ftsla.org](http://www.ftsla.org)”
- b. “ The mission of the FTSLA is to unite and support organic food businesses in implementing leading-edge environmental, social and economic sustainability practices in their businesses and the supply chain from farm to consumer. Learn more at [www.ftsla.org](http://www.ftsla.org) ”
- c. “FTSLA's mission is to unite and support organic food businesses in implementing leading-edge environmental, social and economic sustainability practices in their businesses and across the supply chain from farm to consumer. It was launched in 2008 as a partnership between diverse mission-aligned organic food companies committed to driving continuous improvement in their own businesses and the wider industry through education, action, collaboration and research. Learn more at [www.ftsla.org](http://www.ftsla.org)”

### *5.No Endorsement*

The FTSLA logo is merely an indication of membership in the Food Trade Sustainability Leadership Association and must not be presented in any way that may imply that a company, its product or sustainability practices are endorsed, verified or certified by FTSLA. If the logo is accompanied by text, phrases such as “Member of FTSLA” are allowable, while phrases such as “Approved Member/Product, Certified Member/Product, Endorsed By,” and the like are prohibited.

### *6.No Alteration*

The typeface, color scheme and graphic elements of the logo, may not be reset, altered or modified in anyway. All elements for the logo (typeface, graphics, etc) must be clearly legible and recognizable. The logo must be sized at least sized at least 3/4 inch wide or 300ppi in a clear, high-resolution format.

### *7.Right to Revoke Usage*

FTSLA reserves the right to withdraw permission to use the FTSLA Member Logo through written notice, upon the member’s failure to remain in good standing, in the event of misuse by the member as determined by FTSLA, or any other breach of this Policy for Use. Following such notice, the member agrees to cease use of the licensed logo and eliminate the use of the FTSLA Member Logo from all materials, products and services; a reasonable allowance of time will be determined for using up existing materials (such as in-stock packaging) with the FTSLA Member Logo.

In the event the Member fails to cease use of FTSLA’s name and Member Logo following notice or termination or lapse of membership, FTSLA reserves all legal remedies for Member’s unauthorized trademark use and legal action may be considered against anyone otherwise violating the FTSLA Member Logo use policy. At FTSLA’s sole discretion, the parties shall be required to enter into Mediation regarding enforcement or interpretation this Agreement or to resolve disputes over this Agreement. Mediation shall be by a mutually acceptable mediator or if the parties cannot agree then each party shall select a neutral, disinterested mediator, and those two shall select a third neutral, disinterested mediator who shall actually mediate the dispute. If FTSLA decides to mediate a dispute, FTSLA and the Member agree to share equally the costs and expenses of the mediation (which shall not include the expenses incurred by each party for its own legal representation in connection with the mediation). FTSLA and the Member further acknowledge and agree that, to the extent allowed by applicable law, all offers, promises, conduct and statements, whether oral or written, made in the course of the mediation by any of the parties or their agents shall be confidential and inadmissible in any arbitration or other legal proceeding involving the parties; provided, however, that evidence which is otherwise admissible or discoverable shall not be rendered inadmissible or non-discoverable as a result of its use in the Mediation.

If a suit or action is instituted in connection with any controversy arising out of this Agreement, the party that does not substantially prevail shall pay all costs and reasonable attorney’s fees of the substantially prevailing party.

### *8.Right to Update Policy*

FTSLA reserves the right to alter this policy as necessary. Members will be advised and provided with reasonable lead time to implement appropriate changes in materials using the FTSLA name or logo .

I have read and agree to the Policy for Use of the FTSLA name and logo.

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Signature: \_\_\_\_\_

Email to send logo: \_\_\_\_\_