



**The Global Crop Diversity Trust**

**Guidelines for Usage of Name and Logo by Partners**

July 2023

## PURPOSE AND SCOPE

The Global Crop Diversity Trust (Crop Trust) appreciates public recognition of its mission and of its projects including their objectives, results and impacts. The Crop Trust asks all third parties to cooperate in seeking public recognition to that effect. Notwithstanding the benefits of public recognition, the Crop Trust has a prevailing interest in protecting its name and logo against misuse and against ways that could potentially create financial, legal and reputational risks. Consequently, the Crop Trust seeks to minimize these risks and protect the integrity of its name and logo by maintaining full control on how, where, by whom and in which context it is used.

The purpose of these Guidelines is to set general rules and conditions for the usage of the Crop Trust's name and logo by third parties (henceforth 'partners') who intend to use its logo and name outside the context of defined project activities. They also provide guidance on the application process and terms of usage of Crop Trust logo and name.

### 1. PRINCIPLES

- 1.1 Unless approved by the Crop Trust in writing, based on processes detailed below, the Crop Trust's logo and name may not be reproduced by a partner for the purpose of self-promotion, obtaining any direct commercial or personal financial gain, or in a manner that implies the Crop Trust's endorsement of the products, services or activities of a commercial enterprise;
- 1.2 Any authorization given for the use of logo and name is always temporary as defined in clause 3.3 below;
- 1.3 The usage of the Crop Trust's name and logo is subject to prior authorization of the Crop Trust, which authorization is granted based on a thorough assessment of a partner's request (Annex 1) unless usage of name and logo is managed already in an active contract between the Crop Trust and partner, as per 2.2 and 2.3 below;
- 1.4 The usage of the Crop Trust's name and logo is assessed and agreed for each partner separately and only upon request by the partner;
- 1.5 The authorization to use the Crop Trust's name and logo shall be limited in terms of the platform they are shared in, the duration, and content (Annex 2).

## 2. CONDITIONS FOR USAGE OF NAME AND LOGO

- 2.1 No former, current, or prospective partner of the Crop Trust shall use the Crop Trust's name or logo in the absence of an authorization by the Crop Trust.
- 2.2 In cases where there is a contract between the partner and the Crop Trust that regulates and authorizes the usage of the Crop Trust's name and logo, the partner shall be authorized to use the Crop Trust's name and logo in accordance with the terms of such contract and without any additional requirement for an authorization letter. In such a case, an authorization letter shall only be required if the partner intends to use the Crop Trust's name and logo beyond the authorization granted through the contract.
- 2.3 In the absence of a contract between the partner and the Crop Trust that regulates and authorizes the usage of the Crop Trust's name and logo, such authorization shall only be granted by a decision of the Executive Secretary or their delegate. When deciding the Executive Secretary may take into consideration the recommendations of the Crop Trust staff member who act as the Crop Trust's focal point to the partner.
- 2.4 Any such partner of the Crop Trust intending to use the Crop Trust's name and/or logo shall submit an official Request for Authorization (Annex 1) to the Crop Trust specifying the purpose and context of the usage as well as the platforms or media it is intended to be shared in.
- 2.5 A Crop Trust partner may be granted an authorization to use the Crop Trust name and logo provided that:
- 2.5.1 the engagement with that partner is either completed or the engagement has been ongoing for at least 3 months;
  - 2.5.2 there has not been any breach of contract by the partner;
  - 2.5.3 the partner has sufficiently performed its obligations under the contract with the Crop Trust, the assessment of which shall be made by the Crop Trust staff members who manage the contract implementation and/or approve the outputs of the work;
  - 2.5.4 the usage does not create breach of any confidentiality, whether related to the contract with the partner or not;
  - 2.5.5 there is not a superseding interest or obligation of the Crop Trust to not have the partner use its name and logo.
- 2.6 Partners who are granted authorization shall be provided with and asked to sign and return an authorization letter (Annex 2) which shall set the terms and conditions

under which the Crop Trust's name and logo can be used as provided in Section 3 hereunder.

2.7 The authorization to use the Crop Trust's name and logo shall not include any permit to sub-license or to further authorize the use to any other entities.

2.8 Based on strategic considerations, the Executive Secretary may exceptionally grant authorization to use the Crop Trust's name and logo with no formal consideration of principles and conditions set forth hereunder.

### 3. LIMITATIONS FOR USING THE CROP TRUST NAME AND LOGO

3.1 A partner who is granted authorization to use the Crop Trust name and logo shall only be allowed to use them to refer to the Crop Trust as a client on their official website, flyers, applications, proposals or similar material among the list of current or former clients. Under no circumstance can a partner refer to the Crop Trust, and use its name or logo, in published advertisements or campaigns to promote partners' products or services unless explicitly agreed to by the Crop Trust in the authorization.

3.2 An authorization to use the Crop Trust name and logo shall be limited to the usage of the Crop Trust's name and logo only and shall not be extended to inclusion of any comments, remarks or hints or a manner of usage that might imply the Crop Trust's endorsement of the engagement with the partner. Nor shall the usage include any details of the engagement.

3.3 A partner who is granted authorization can use the Crop Trust's name and logo for a maximum of two years unless the authorization is issued for a shorter or longer period of time as specified by the Crop Trust. The Crop Trust shall reserve its right to withdraw the authorization anytime. Partners may apply for consecutive authorizations.

3.4 Waivers of these limitations may be granted upon request, and shall be governed by the authorization letter issued by the Crop Trust.

3.5 Waivers of these limitations are strictly limited to usage of name and logo in the context of the Crop Trust's mission and mandate specified in the Crop Trust's governance including its Constitution. Partners, in collaboration with the Crop Trust, shall clearly outline in their request for authorization the technical, reputational and any monetary benefits for the Crop Trust to be expected upon the authorization of this request.

## ANNEX 1

### REQUEST FOR AUTHORIZATION TO USE CROP TRUST'S NAME AND LOGO

Please complete and sign this form.

Partner's  
Full Official Name :  
Address :  
E-mail address :  
  
Contact Person :  
E-mail address :  
Telephone number :

1. What is the nature of your engagement with the Crop Trust?
2. How long have you been a partner to the Crop Trust?
3. For what purposes do you intend to use the Crop Trust's name and logo?
4. Where do you intend to use and/or publish the Crop Trust's name and logo?
5. For how long do you intend to use the Crop Trust's name and logo?

I hereby submit this Request for Authorization to use the Crop Trust's name and logo as described above. I understand that this request per se does not entitle me to use the Crop Trust's name and logo and that entitlement can only be granted with an official Authorization Letter to be issued by the Crop Trust. I further understand that the Crop Trust has the right to reject or partially accept this request.

Signed on behalf of :  
  
Authorized signatory's signature :  
  
Name of authorized signatory :

Date :

To be completed by the Crop Trust

Comments and recommendations by the Crop Trust focal point:

Authorization  Fully granted  
 Partially granted  
 Not granted

Scope of Authorization Granted:

Purpose of usage :  
Media to be used :  
Duration of usage :

## ANNEX 2

### Draft Authorization Letter

**Partner Name***Partner Address**Date***Authorization Letter**

We hereby grant you authorization to use the Crop Trust's logo and name [*for a period of two years; date to date*]. This authorization is limited to the Crop Trust's name and logo only and shall not include any comments, remarks or hints or be used in any manner that might imply the Crop Trust's endorsement of the service provided, nor shall the usage include any details of the service provided.

Through your signing of this letter, you are deemed to have read and accepted the Crop Trust's Guideline for Usage of Name and Logo by Partners (*attached to this Letter/available at...*).

Usage of Crop Trust logo and name is limited to the context of *....as described by partner (context re graphics and content)*.

Please note this authorization is limited to your official website among the list of current or former clients and/or in your offers, proposals, responses, or similar applications to requests for proposals. Under no circumstance you are permitted to mention the Crop Trust or the service you have provided to us on your social media channels or on any printed, digital or online marketing materials or tools. This authorization to use logo and name does not include a permission to sub-license or to further authorize the use to any other entities.

The Crop Trust may withdraw this authorization any time and at the sole discretion of the Crop Trust.

**For the Crop Trust****For the Partner**

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*Name**Title*

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*Name**Title*



## ANNEX 3

### Branding Guidelines



# CORPORATE IDENTITY

## DESIGN GUIDELINES FOR PRINT & WEB

### 1.1 | Colors

The new Crop Trust palette includes dark blue, dark green, brighter green, yellow and red as well as black and the secondary color ivory.



**Dark blue**

C:83 M:52 Y:3 K:0  
R:47 G:111 B:179  
#2f6fb3



**Dark green**

C:87 M:40 Y:75 K:42  
R:24 G:84 B:62  
#18543e



**Brighter green**

C:58 M:18 Y:71 K:2  
R:124 G:165 B:102  
#7ca566



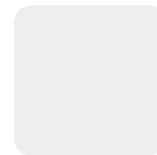
**Yellow**

C:0 M:45 Y:90 K:0  
R:245 G:157 B:36  
#f59d24



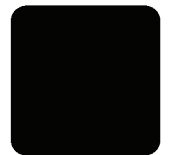
**Red**

C:10 M:80 Y:80 K:0  
R:218 G:79 B:55  
#da4f37



**Ivory**

C:8 M:6 Y:8 K:0  
R:238 G:237 B:235  
#eeeedb



**Black**

C:0 M:0 Y:0 K:100  
R:0 G:0 B:0  
#000000

### 1.2 | Logo

The Crop Trust logo continues to symbolize a “bank” for protecting crop diversity and the long-term funding of the global system of ex situ conservation. But the bank is now open to also represent the sharing and use of this diversity and funding around the world.

The logo can be used in its vertical or horizontal forms, with or without the “Crop Trust” name, as provided. No other versions or manipulations of the logo are acceptable.



## 1.2 | Logo – DO NOT

### NORMAL

Do not change the orientation or shape



### MONOCHROME

Do not use other colors



### NORMAL

Do not reorganise the logo



## 1.2 | Logo on pictures

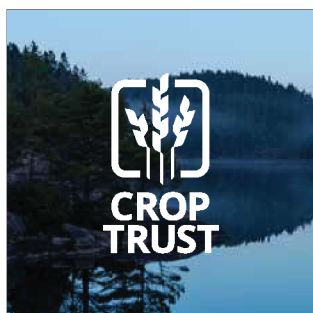
### NORMAL

Light color picture



### WHITE

Dark color picture



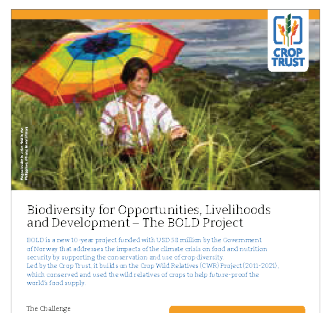
### NORMAL IN WHITE BOX

Dark color picture



### NORMAL IN WHITE BOX

Dark color picture



## 1.2 | Logo on pictures – DO NOT

### WHITE

Do not use on light color picture



### NORMAL

Do not use on dark color picture



### WHITE

Do not use against high contrast background



### NORMAL

Do not use against high contrast background



## 1.3 | Logo color combinations

