

Label Guidelines & Usage

Updated January 2021

The following guidelines outline the use of the Equitable Food Initiative (EFI) Responsibly Grown, Farmworker Assured® label. The label is to be used solely on product that has been harvested from an EFI-certified farm as detailed and agreed to in the licensing agreement held with each certified organization.

1.0 Approvals & Use of Label

Use of the EFI label on marketing, promotion or corporate identity materials (printed or digital) requires pre-approval. Packaging artwork should be sent for review and approval prior to printing. Please send label use requests and artwork proofs to artwork@equitablefood.org.

Traceability

In addition to the EFI label, all certified produce must be properly marked and labeled to ensure traceability as required by the EFI Standards.

2.0 Graphic Guidelines



Full Color With Outline
for use on white background



Full Color No Outline
for use on a color or clear
background



Full Color No Outline
for use on a color or image
background



Black and White With Outline
for use on white background



Black and White No Outline
for use on a color background



Black and White No Outline
for use on an image
background



Single Color Black for use
on clear, color or image
background



Single Color White for use on
color or image background

2.1 | Color

Use of the full-color version is preferred. If the color version of the label cannot be used due to printing restrictions, the black and white version is available as an exception.

Label Palette

EFI Bright Green



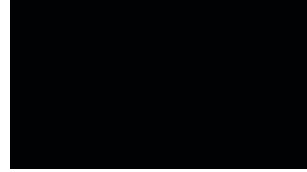
CMYK 36 / 0 / 100 / 0

RGB 176 / 210 / 53

HEX #B0D235

PMS 382 C

Rich Black



CMYK 40 / 30 / 30 / 100

RGB 0 / 1 / 4

HEX #000004

PMS Black

2.2 | Background Color

The white border is a design element and preserves the shape of the leaf. The artwork for the label is provided in a version with an outline and without an outline so that the definition of the leaf and the white border are maintained.

Please choose the label version based on the background on which it will be printed and the printing process. The single color version provides best results when printing via Top Seal.

Background	Label Version - Color		Label Version - B&W	
Black		Full Color No Outline		Black and White No Outline
White		Full Color With Outline		Black and White With Outline
Color		Full Color No Outline		Black and White No Outline
Photo/Image		Full Color No Outline		Black and White No Outline
Clear Clamshell or Poly Bag		Full Color No Outline		Black and White No Outline
Clear Clamshell or poly using Top Seal printing		Single Color Black		Single Color White

2.3 | Size

The EFI label should appear in similar size and equal weight to other certification marks on the package and in proportion to the overall packaging.

The minimum print size of the label is 1" x 1" to preserve readability.

The ratio of the label is 1-to-1.

2.4 | Misuse

The label and all of its elements are a single graphic unit that has been trademarked and should not be altered. This includes the leaf shape, letterforms and trademark symbol.



Do not alternate the colors of the letterforms in the label.

Do not combine or remove any element of the label.

Do not stylize or add effects to the label.

Do not rotate or reflect any shape of the label.

Do not stretch the leaf or the letterforms.

2.5 | Clear Space

Recommended: An area of clear space equal to $1/4x$, when x is equal to the width of the label, should be maintained from all other logos, certifications, package markings or cut lines.

Minimum: An area of clear space of $1/8x$ when x is the width of the label must be maintained at a minimum from all other logos and certifications.



3.0 | Packaging Guidelines

3.1 | Placement

Placement of the EFI label should appear on the front of packaging whenever possible. As an exception, when the label is placed on the back of packaging, the label should include an impact statement (see section 4.0).

3.2 | Loose or Bunched Product

For loose or bunched produce, a secondary version of the EFI label is available to be used in addition to, or incorporated with, a PLU sticker.

When an individual fruit or vegetable is sold (e.g., melon, apples), each piece of produce must include the EFI label.

If multiples of one fruit or vegetable are sold (e.g., grapes, tomatoes, bananas), at least one EFI label must be included in each bunch, or the label must be included on the exterior packaging or on the display box.

For the PLU version of the EFI label or to work together to design a custom PLU label, please contact artwork@equitablefood.org.



3.3 | Shipper/Display Packaging

If the box will be used to display the packaged or loose produce, the EFI label should appear prominently near the brand name and product description on the consumer-facing front of the box.

4.0 | Impact Statements

The following approved impact statements can be used on packaging (required when the EFI label appears on the back of packaging) or can be used in conjunction with a certified grower's marketing and promotions. To customize an impact statement for an organization or product, please contact artwork@equitablefood.org.

- Buying EFI-certified produce* supports a commitment to healthier and safer conditions for farmworkers.
- Your purchase of EFI-certified produce* supports a company that invests in its workers.
- Buying EFI-certified produce* recognizes the value and contributions of farmworkers.
- With your purchase of EFI-certified produce* you help transform the lives of farmworkers.
- Buying EFI-certified produce* supports a commitment to farmworkers, food safety and the environment.

*For "produce" you may substitute your commodity type and include your Brand Name if desired (e.g., EFI-certified Company B tomatoes; EFI-certified strawberries; EFI-certified Company C cucumbers.)