

Logo Usage Guidelines for UFA Members

Logo Usage on Product Packaging

The only logos permitted for use on any product packaging are the Upcycled Certified™ marks. Only products or ingredients that have undergone certification can include the Upcycled Certified™ logos. To learn more about pursuing certification for your product/ingredient, please contact certification@upcycledfood.org.

General rule of thumb:

Always keep UFA logos separate from product claims to protect the integrity of the Upcycled Certified™ mark. Unless, of course, a company is Upcycled Certified™, in which case they are permitted to use the certification mark on packaging, marketing materials, and in association with product claims.

Proud Member of UFA logos:



Proud Member Of



Use any of these three options to advertise your UFA Membership on Email Signature, Business Cards, Sales & Marketing Collateral, Merchandise, Social Media.

Additionally, these can be used when clearly separate from product claims on websites, trade show booth markers, stand alone brand assets, ecommerce platforms, videos/commercials, or B2B sales.

These logos cannot be included on any product packaging to protect the integrity of the Certification Program. If you are interested in pursuing certification for your product/ingredient, contact certification@upcycledfood.org!

Upcycled Food Association Logos

Use either of these logos on retail displays, advertising banners, videos/commercials when UFA is involved in the display or content. Partner organizations can also use this logo when UFA is collaborating and/or driving the content.

These logos cannot be included on any product packaging to protect the integrity of the Certification Program. If you are interested in pursuing certification for your product/ingredient, contact certification@upcycledfood.org!

PRIMARY MARK:



SECONDARY MARK:



[DOWNLOAD THE LOGOS HERE!](#)