



SA8000[®] Guidelines for Corporate Communication and Graphic Standards

Updated in April 2018

About the SA8000® Standard

SA8000®, the leading social certification standard for factories and organizations across the globe, is a registered trademark of Social Accountability International (SAI). This guide serves as a manual for the proper use and utilization of the registered SA8000® name and logo.

This guide is broken into six main sections to help stakeholders understand how to properly use the SA8000® name and logo.

1. [Who May Use the SA8000® Name and Logo](#)
2. [How the SA8000® Name May Be Used](#)
3. [How the SA8000® Logo May Be Used](#)
4. [Graphics](#)
5. [Contact Information](#)
6. [Appendix](#)

1. Who May Use the SA8000® Name and Logo

In order to maintain the integrity and credibility of the SA8000® Standard, the following entities may utilize the SA8000® name and logo as defined under the terms and conditions contained in this document. Entities not listed here must contact SAI should they wish to utilize the SA8000® name and logo for any reason.

A. Accredited Certification Bodies

- Must be accredited by Social Accountability Accreditation Services (SAAS).
 - Certification bodies may use the SA8000® name and logo on promotional materials, websites, and other print or online materials, but only as outlined by the requirements in this policy.
-

B. Certified Organizations

- Must be certified to SA8000® by a SAAS-accredited certification body in order to utilize the SA8000® name and logo.
 - Those with proper certification may use the SA8000® name and logo on promotional materials, websites, and other print or online materials, but only as outlined by the requirements in this policy.
-

C. Retailers, Brands, and Buyers

- SA8000® certification applies to workplaces, and it is not granted for individual products or services. Retailers, brands, and buyers are permitted to advertise that a product they sell was produced at an SA8000®-certified organization or that a service they provide utilizes an SA8000®-certified organization. The advertising may not imply that the product or service itself is SA8000®-certified.

- Retailers, brands, and buyers wishing to advertise or market products produced in SA8000®-certified facilities must comply with the terms of this policy.
-

D. SAI-Approved Course Providers

- SAI-Approved Course providers may use the SA8000® name and logo on promotional materials, websites, and other print or online materials, but only as outlined by the requirements in this policy.
-

2. How the SA8000® Name May Be Used

Consistent use of descriptive language is critical for maintaining the message of the SA8000® program.

A. General

The name “SA8000®” is a registered trademark of SAI, and therefore must be used in conjunction with a superscripted registration mark (®) on first use so as to indicate the name’s registration. Subsequent use of the name SA8000® within the same publication need not carry the superscripted registration mark.

The SA8000® name may be used by the entities listed above on promotional materials, websites, and other print or online materials. When SA8000® is being described on these materials, the following descriptive language must be used.

“The SA8000® Standard helps secure ethical working conditions for millions of workers globally. Established by Social Accountability International, the Standard leverages the power of businesses and consumers to purchase products or services from workplaces that enrich the livelihoods of people.”

When the word “SA8000®” is followed by the word “Standard,” the “S” in Standard must be capitalized (SA8000® Standard). The name “SA8000®” should be spelled without a space between the letters and the numbers.

B. Sustainability Claims and Labels

Sourcing products from an SA8000®-certified organization:

Companies that wish to advertise a consumer-level product as having been produced in an SA8000®-certified organization may do so with the use of a sticker, hangtag, or a label that is not easily confused with being a product certification label. In reference to SA8000®, the sticker, hangtag, or a label must contain the below language. It may also include the certified organization’s certificate number and name for improved traceability.

"This ____ (*) ____ was ____ (**) ____ in an SA8000®-certified organization." (____ (***)____, Certificate no. ____ (****)____)

(*) Insert here the type of product in question (e.g., garment, pair of shoes, football).

(**) In instances where the final product is made of multiple components, the sentence must indicate which portion was produced by an SA8000®-certified organization (e.g., sewn, dyed, packaged).

(***) Insert here the certified organization's name. This is voluntary, but if the name is included, also the certificate number must be included.

(****) Insert here the certified organization's certificate number. This is voluntary.

A few examples of these claims are:

- i. "This salmon was canned in an SA8000®-certified organization."
- ii. "This shirt was dyed in an SA8000®-certified organization. (Certificate no. XYZ123)"
- iii. "This stone was polished in an SA8000®-certified organization. (Company Name, Certificate no. XYZ123)"

In case the company wishes to include additional information about SA8000® in the sticker, hangtag, or label, it is encouraged to use the descriptive language referenced in section 2.A., above.

Sourcing services from an SA8000®-certified organization:

Companies that wish to advertise a consumer-level service as having been sourced from an SA8000®-certified organization may do so on promotional material that is not easily confused with being a service certification label. In reference to SA8000®, the below language must be used. Also the certified organization's certificate number and name can be included for improved traceability.

"The ____ (*) ____ service is sourced from an SA8000®-certified organization." (____ (***)____, certificate no. ____ (****)____)

(*) Insert here the type of service in question (e.g., security, cleaning, telecom).

(**) Insert here the certified organization's name. This is voluntary, but if the name is included, also the certificate number must be included.

(***) Insert here the certified organization's certificate number. This is voluntary.

A few examples of these claims are:

- i. "The cleaning and sanitation services are sourced from an SA8000[®]-certified organization."
- ii. "The landscaping service is sourced from an SA8000[®]-certified organization. (Certificate no. XYZ123)"
- iii. "This water treatment service is sourced from an SA8000[®]-certified organization. (Company Name, Certificate no. XYZ123)"

In case the company wishes to include additional information about SA8000[®], it is encouraged to use the descriptive language referenced in section 2.A., above.

Any language used in addition to the approve language must be approved by SAI (communications@sa-intl.org).

3. How the SA8000[®] Logo May Be Used

Consistent use of the SA8000[®] logo is critical for maintaining a strong SA8000[®] brand. This chapter outlines how different organizations can use the SA8000[®] logo.

A. Accredited Certification Bodies, Certified Organizations, and SAI-Approved Course Providers

- These entities may utilize the SA8000[®] logo on promotional materials, websites, and other print or online materials.
 - If these entities wish to describe SA8000[®], entities are requested to use the descriptive language as indicated in section 2.A., above. Should entities wish to utilize different language, it must be developed in conjunction with SAI.
 - Entities are free to utilize the SA8000[®] logo or text independently or in conjunction with one another.
-

B. Retailers, Brands, and Buyers on Promotional Materials and Websites

- These entities may utilize the SA8000[®] logo on promotional materials, websites, and other print or online materials.
 - If these entities wish to describe SA8000[®], they are requested to use the language as indicated in section 2.A., above. Should entities wish to utilize different language, it must be developed in conjunction with SAI and copies of materials must be filed with SAI upon finalization (communications@sa-intl.org).
 - Entities are free to utilize the SA8000[®] logo or text independently or in conjunction with one another.
-

C. Retailers, Brands, and Buyers in Conjunction with Products

- Retailers may utilize the SA8000[®] logo to promote a product produced in a certified organization so long as the logo is not used as a product certification mark. SA8000[®] is a system that certifies the workplace that carries out a process of production, not a product itself. Therefore, the marketing of a product as being “SA8000[®]-certified” is false and misleading.
 - Instead, the SA8000[®] logo may be used in promotional materials or on websites in conjunction with the language as indicated in section 2.A., above.
 - Retailers may also utilize stickers, hangtags, or labels attached to products to indicate that the product was produced in an SA8000[®]-certified organization, as described in section 2.B., above.
 - In instances where the final product is made of multiple components, materials must indicate which portion was produced by an SA8000[®]-certified organization.
-

4. Graphics

Here we show the proper ways to use the SA8000® logo, along with information about the SA8000® brand colors, and how and when to use them.

Alteration or misuse of the SA8000® logo without prior approval from SAI is strictly prohibited.

A. Master SA8000® Logo

The master SA8000® logo must always include the “®” symbol in the lower right hand corner of the logo.

The colors that comprise the master SA8000® logo are:

1. Warm Gray 8
2. Pantone 281 (blue)
3. Pantone 200 (red)



These are the only colors and graphic elements to be used in conjunction with the name “SA8000®” when it is expressed in color. Any alteration of this logo, or use of the name “SA8000®” in conjunction with any other logo, is not permissible.

B. Gray-scale SA8000® Logo

In addition to the master SA8000® logo described above, it is permissible to utilize a gray-scale version of the SA8000® logo where needed.



No other logos may be utilized in conjunction with the SA8000® name without prior approval from SAI. Any alteration of this logo, or use of the name "SA8000®" in conjunction with any other logo, is not permissible.

To request the SA8000® logo in a high resolution, please contact communications@sa-intl.org.

5. Contact Information

SAI welcomes any questions about this policy at communications@sa-intl.org. Entities not listed above that wish to utilize the SA8000® name or logo outside the restricted uses defined in this document must contact SAI at communications@sa-intl.org.

6. Appendix

The following image is the SA8000[®] accreditation mark, managed by Social Accountability Accreditation Services (SAAS).



SAAS grants the SA8000[®] accreditation mark to a certification body attesting its fulfillment of requirements set out in the SA8000[®] Certification and Accreditation Process Procedures. The accreditation mark signifies that the certification body meets the ISO/IEC 17021 requirements; has a credible management system to carry out SA8000[®] activities; has appropriate personnel that meet the experience and skills qualifications to offer SA8000[®] services; and is able to issue recognized SA8000[®] certificates.

The terms of use for the SA8000[®] accreditation mark are dictated by SAAS Procedure 201A (Annex C).