CB Label Mock Up Review Guidance

V1.0 January 2026

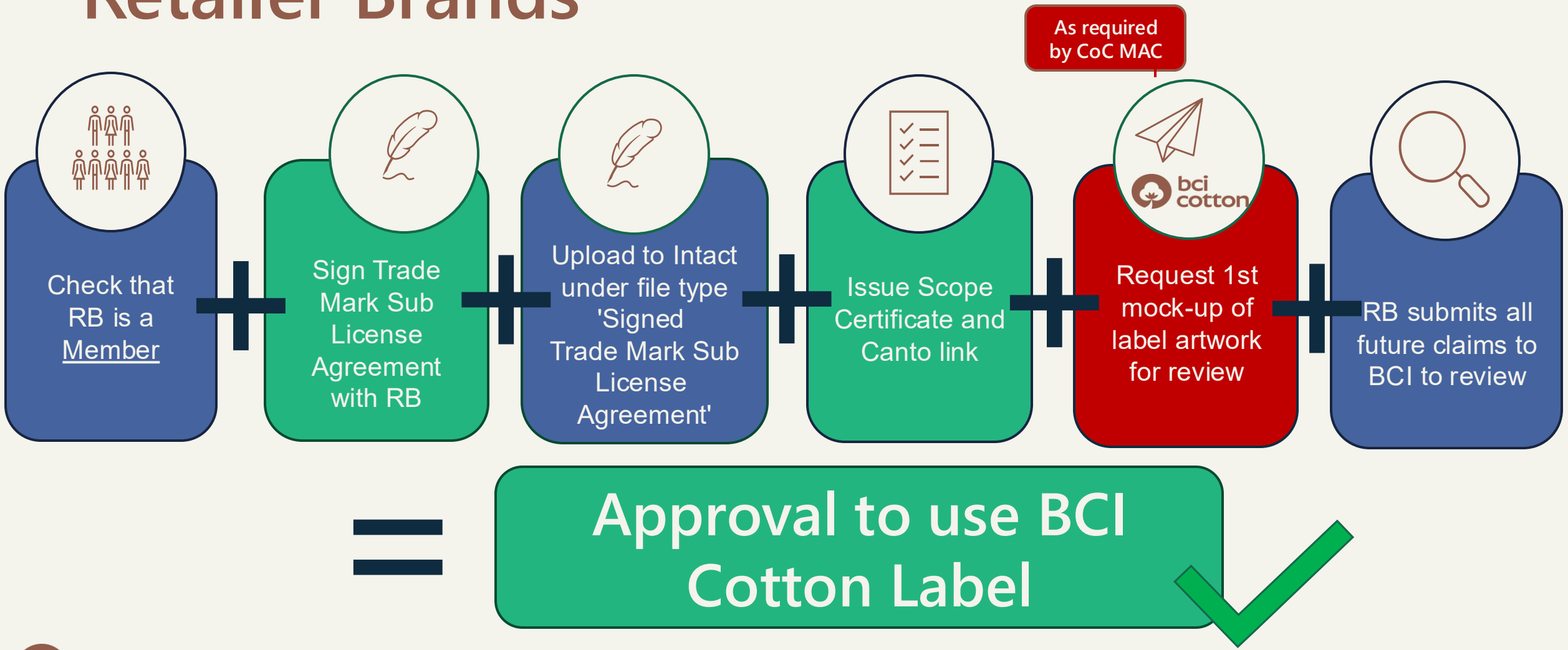
Document Purpose

As per 2.10.5 of the Chain of Custody Monitoring and Certification Requirements, CBs must request and review a mock-up of how certified organisations intend to use the BCI Label.

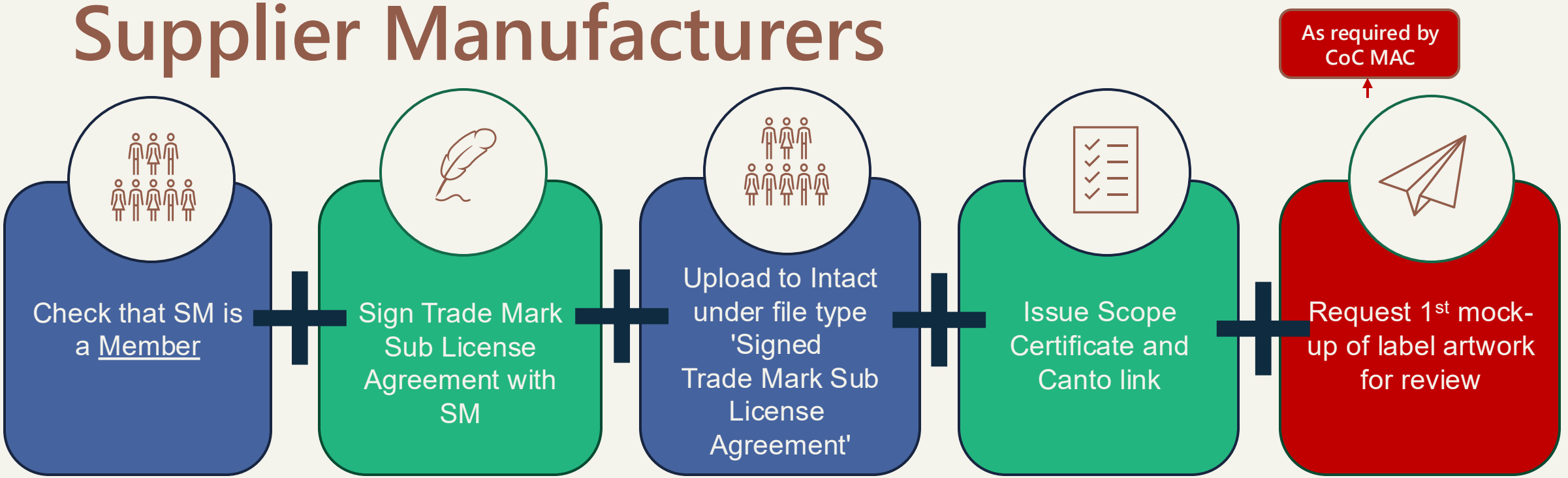
This document provides specific guidance for CBs on how to approach Label review. This document does not substitute the Claims Framework and B2B and B2C Label and Logo Guidelines.

2.10.5 For member Organisations/Sites who intend to use the BCI Cotton Label for the first time, the CB shall request a mock-up of how the Organisation/Site plans to use the BCI Cotton Label artwork to ensure that this is in line with the Claims Framework and relevant label and logo use guidelines

B2C BCI Label Use: Mandatory Steps for Retailer Brands



B2B BCI Label Use: Mandatory Steps for Supplier Manufacturers



= Permission to use BCI Cotton Label

Signature of Trade Mark Sub License Agreement

The Trade Mark Sub License Agreement must be signed by the CB and the Certified Member Organisation seeking to use the BCI Cotton Label and must be filled out as follows:

PAGE 1)

Trade Mark Sub License Agreement

by and between

[CERTIFICATION BODY]

.....

(hereinafter **LICENSOR**)

and

[holder of a SCOPE CERTIFICATE]

.....

(hereinafter **LICENSEE**)

PAGE 5)

	Licensor	Licensee
Company		
Company Address		
Place of Signature		
Date		
Name and Title of Signatory		
Signature		

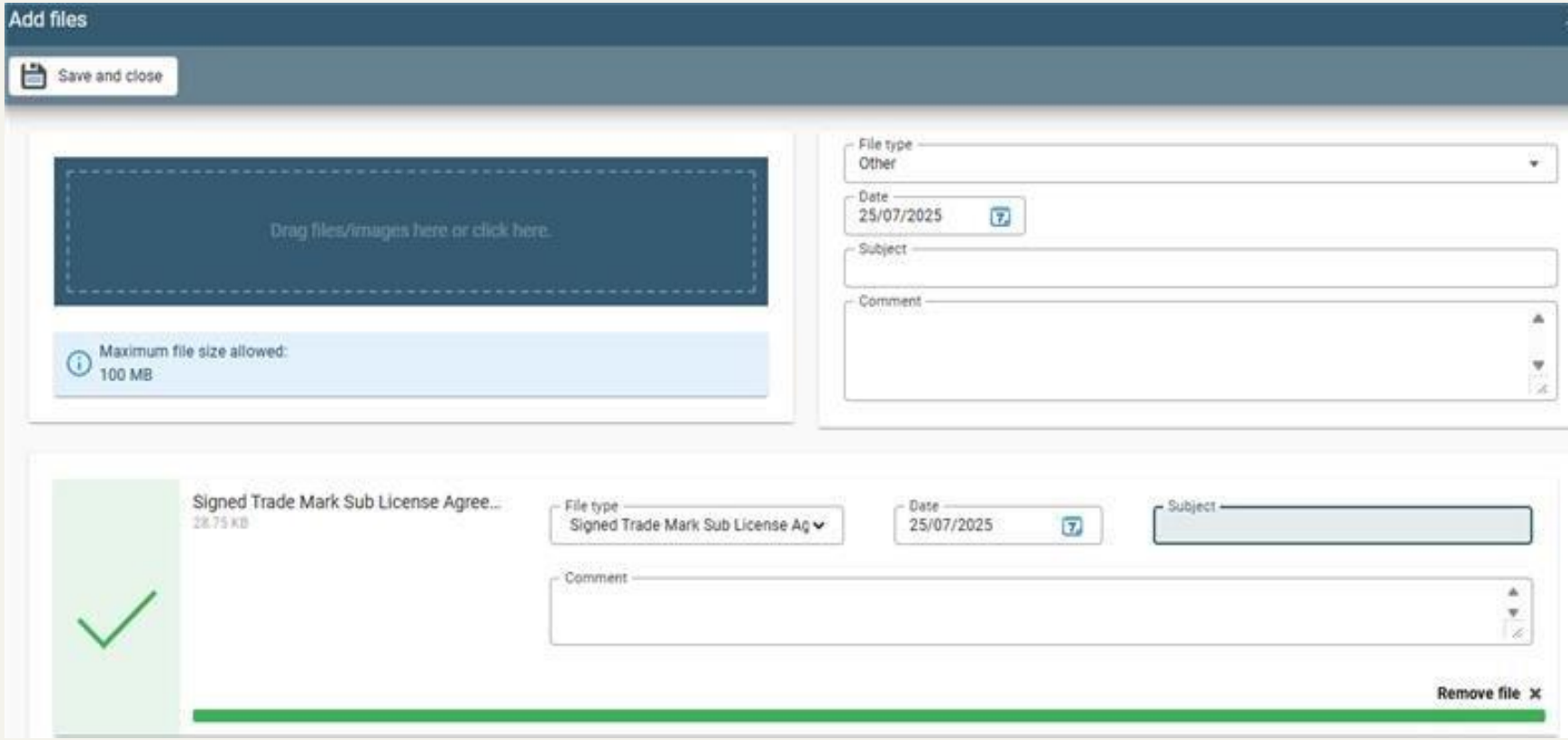
Trade Mark Sub License Agreements that are not appropriately filled out and signed are not valid.

These Agreements are not editable or amendable in any way to ensure consistency. This means branding cannot be added to the Agreements.

INTACT Upload

Signed Trade Mark Sub License Agreements must be uploaded to INTACT. It is preferable for the signed document to be uploaded in the files section of an audit order in INTACT at the same time as the final audit report and Scope Certificate if signed.

If the signed document is not available on time, the finalization of the audit order on INTACT (including upload of the audit report and Scope Certificate) must not be delayed. In such cases, the signed Agreement file must be uploaded directly to the 'Files' section of the auditee profile in INTACT once the agreement has been signed. **This must be uploaded under the file type 'Signed Trade Mark Sub License Agreement'.**



Access to the Canto folders must not be given until the Trade Mark Sub License Agreement has been signed and uploaded to INTACT.

Label Review Areas

Eligibility

The BCI Cotton Label may only be used by **Certified Members** of BCI.

Check membership on BCI website

Required Label Elements

All required Label Elements for the B2B and B2C Labels must be present on every mock-up.

B2C

B2B

Design Rules

The design rules relating to use of the logo including clearspace, colours and, backgrounds.

B2C BCI Cotton Label Review

BCI Cotton Label B2C Review: Step 1 - Eligibility

- The first element for consideration during review of the intended use of the B2C Label is an organisation's eligibility to use the Label.
- The BCI Cotton Label may only be used by organisations who are certified members of BCI.
- Once a BCI member achieves certification, the CB should request a mockup of their intended use of the Label for review.

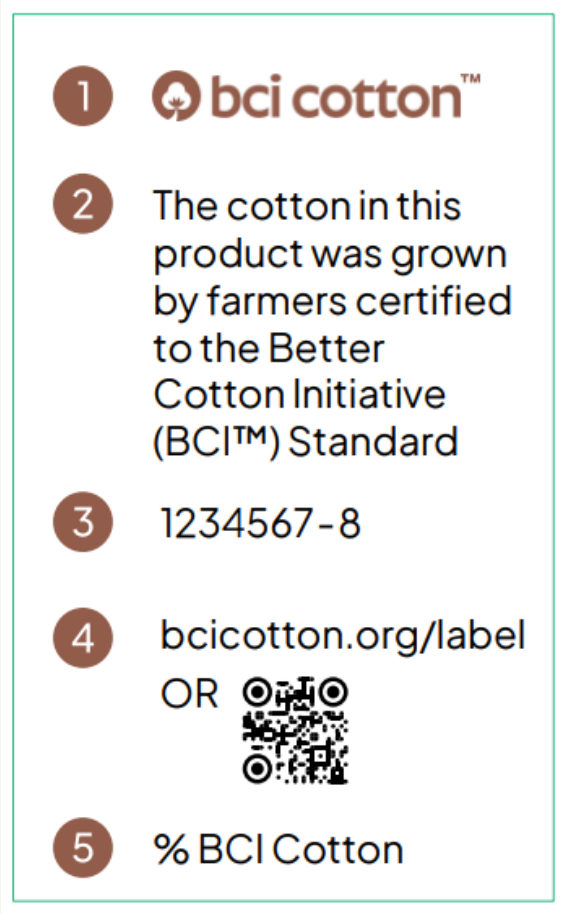
BCI Cotton B2C Label Review: Step 2 – Required Label Elements

Any Label sent to a CB for review must contain the 5 Label Elements:

1. BCI Cotton logo,
2. Required accompanying claim,
3. BCP number (as is shown on their Scope Certificate),
4. URL or RQ code,
5. % of BCI Cotton where it's not the majority fiber of the product.

Any Label which does not demonstrate all elements must be rectified by the organisation and re-submitted to their CB for review.

Please refer to the B2C Label Design & Logo Use Guidelines for further guidance on these elements.



BCI Cotton B2C Label Review: Step 2 – Required Label Elements 2.0

The Label may appear in a number of designs as there are a number of optional elements available for the B2C Label including:

6. The percentage of Physical BCI Cotton, unless otherwise required
7. Optional Accompanying Claim
8. Optional BCI Statement
9. It Starts With Farmers

Further details on the Optional Elements can be found on pages 22 and 23 of the B2C Label Design & Logo Use Guidelines.

BCI Cotton B2B Label Review: Step 3 – Design Rules

Clearspace

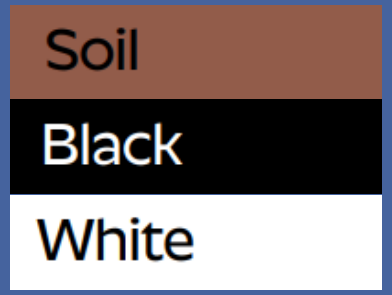
Clearspace needs to be given around the logos to ensure maximum visual impact.

Size

The logos must not be reproduced any smaller than their minimum size to maintain legibility.

Colours

The preference is always for the Soil colour tobe used for all logos. When this cannot be used,White or Black can be used instead.



Proportion

Logos must always be used consistently and correctly to provide maximum impact.

To minimise incorrect logo use, always ensure the master logo artworks supplied are used, and never recreated.

Background

For legibility purposes, logos and text used alongside logos should always be used on high contrast backgrounds and never on patterned backgrounds.

BCI Cotton B2C Label Review: Common Red Flags

Inconsistent information regarding material composition

Incorrect colours, clear space, size, proportions and background

Legibility of wording and logos

Missing elements (logo, text claim, BCP number, URL/QR Code)

Legibility of wording and logos

BCI Cotton B2C Label Review: Visual Examples

Correct

Incorrect

Missing the BCP number & incorrect accompanying claim

Missing BCP number, URL & Accompany Claim

Incorrect BCI Content Claim

Missing the BCP number, incorrect URL

B2B BCI Cotton Label Review

BCI Cotton B2B Label Review: Step 1 - Eligibility

- The B2B Label may only be used by organisations who are certified members of BCI.
- Once a BCI member achieves certification, the CB should request a mockup of their intended use of the Label for review.
- This step is crucial for SMs, as SMs are not required to submit their claims to BCI for review, *meaning that the CB's review of the Label is the only point at which the B2B Label will be reviewed.*

BCI Cotton B2B Label Review: Step 2 – Required Label Elements

The B2B Label will always be a boxed Label as this is the only artwork available to SMs. Any Label sent to a CB should contain the 3 Label Elements:

1. BCI Cotton logo,
2. BCP number (as is shown on their Scope Certificate),
3. URL or RQ code,

Any Label which does not demonstrate all three must be rectified by the organization and re-submitted to their CB for review.

BCI Cotton B2B Label Review: Step 3 – Design Rules

Clearspace

Clearspace needs to be given around the logos to ensure maximum visual impact.

Size

The logos must not be reproduced any smaller than their minimum size to maintain legibility.

Minimum width 22mm

Minimum width 20mm

Colours

The preference is always for the Soil colour tobe used for all logos. When this cannot be used,White or Black can be used instead.

Soil

Black

White

Proportion

Logos must always be used consistently and correctly to provide maximum impact.

To minimise incorrect logo use, always ensure the master logo artworks supplied are used, and never recreated.

Background

For legibility purposes, logos and text used alongside logos should always be used on high contrast backgrounds and never on patterned backgrounds.

What you will need

Label Review:

- Claims Framework
- B2C Label Design & Logo Use Guidelines
- B2B Label Design & Logo Use Guidelines
- Scope Certificate
- Signed Trade Mark Sub License Agreement
- Canto Links

Standards:

- Chain of Custody
- Chain of Custody Monitoring and Certification Document