



ITR-EEC-RG-02

Rules for the Use of the Biosphere Mark and Certification Marks

Document Control

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1. Purpose, Scope, Ownership of the Mark and Uses

1.1 Purpose and Scope

These Rules establish the conditions for the use of the Biosphere mark, registered by the Responsible Tourism Institute [RTI], and the certification marks associated with Biosphere certification, as well as the rules applicable to their representation, reproduction, communication and use in any medium.

These conditions are intended to preserve the graphic integrity of the mark and certification marks, promote their identifiable use in a manner that is not liable to mislead as to the existence, scope or status of the certification, and link the use of the certification marks to the corresponding certification granted under the Biosphere Scheme.

These provisions apply to certified entities, authorised certification bodies and, where applicable, third parties that have been expressly authorised to use the Biosphere mark.

The Biosphere mark and its certification marks shall be used in accordance with these Rules and using the authorised official versions and materials.

1.2 Ownership and Authorisation of Use

The Biosphere mark and its visual identity are the property of the Responsible Tourism Institute [RTI], the owner of the Biosphere Scheme. RTI is responsible for establishing the conditions applicable to the use, reproduction and dissemination of the Biosphere mark and the certification marks associated with the certification.

The use of the Biosphere mark and its certification marks is subject to the conditions established in these Rules. Their use is restricted exclusively to authorised certification bodies, certified entities and, where applicable, expressly authorised third parties, under the conditions applicable in each case.

1.2.1 Authorised Uses

The following are authorised to use the Biosphere mark:

CERTIFICATION BODIES AUTHORISED BY RTI

Certification bodies authorised by RTI may use the Biosphere mark in materials and resources associated with certification, as well as in connection with information relating to certification services provided under the Biosphere Scheme.

CERTIFIED ENTITIES

Certified entities may use the Biosphere mark together with the certification mark corresponding to the certification granted to them, in the materials, media and under the conditions made available for this purpose by the authorised certification body.

The current version of the corresponding materials shall be used at all times, without modifying any codes or other technical elements forming part of them.

1.2.1 Authorised Uses

THIRD PARTIES

Any use of the Biosphere mark by third parties that does not derive from Biosphere certification requires the prior, express and written authorisation of the Responsible Tourism Institute (RTI).

Such authorised use shall be subject to the scope and conditions established by RTI in the corresponding authorisation.

1.2.2 Unauthorised Uses

The following are prohibited, among others:

- Altering, distorting or modifying the logo, its colours, proportions, typography or any other established graphic or technical elements.
- Combining the Biosphere mark or certification marks with other marks, labels or certification marks in a manner that may mislead as to their origin, scope or meaning.
- Using the mark or certification marks outside the scope or period of validity of the corresponding certification.
- Assigning, sublicensing or authorising their use by third parties without the corresponding authorisation.

2. Validity, Suspension and Withdrawal of the Right to Use the Biosphere Mark and Certification Marks

2.1 Validity of the Right of Use, Suspension and Withdrawal

CERTIFIED ENTITIES

The right to use the Biosphere mark and the corresponding certification mark is linked to the validity and scope of the certification.

In the event of suspension of the certification, the entity shall cease using the mark and the corresponding certification mark for the duration of the suspension.

In the event of withdrawal or termination of the certification, the entity shall cease using them and remove the mark and the corresponding certification mark from the materials, spaces and media in which they have been used.

2.1 Validity of the Right of Use, Suspension and Withdrawal

AUTHORISED CERTIFICATION BODIES

The right of the certification body to use the Biosphere mark is linked to the validity and scope of the authorisation granted by the Responsible Tourism Institute (RTI) to operate the Biosphere Scheme.

In the event of suspension of that authorisation, the certification body shall cease using the mark for the duration of the suspension, under the applicable conditions.

In the event of withdrawal of the authorisation, the certification body shall cease using the mark and remove it from the materials and media in which it has been used.

2.1 Validity of the Right of Use, Suspension and Withdrawal

AUTHORISED THIRD PARTIES

The right of third parties to use the Biosphere mark is subject to the validity, scope and conditions established in the corresponding authorisation.

In the event of suspension of the authorisation, the third party shall cease using the mark for the duration of the suspension.

In the event of withdrawal of the authorisation, the third party shall cease using the mark and remove it from the materials and media in which it has been used.

3. Graphic Identity of the Biosphere Mark and Certification Marks

3.1 The Biosphere Logo

THE BIOSPHERE LOGO

The Biosphere logo consists of two elements: the icon [Biosphere flower] and the BIOSPHERE wordmark.

Both elements shall be used together, respecting their composition, proportions and graphic characteristics established in these Rules.

BIOSPHERE FLOWER

The Biosphere flower constitutes the identifying graphic element of the mark. Its composition and colour palette are visually linked to the Sustainable Development Goals [SDGs].

The flower forms an integral part of the Biosphere logo and shall be reproduced in accordance with the graphic specifications established in these Rules.

1 THE
BIOSPHERE
LOGO



FLOWER
ICON

BIOSPHERE

WORDMARK

3.2 Logo Construction

LOGO CONSTRUCTION

The logo shall be reproduced respecting the established arrangement, proportions and letter spacing between its elements, in accordance with the official versions.

CONFIGURATIONS

The Biosphere logo is available in vertical and horizontal configurations. Where the vertical configuration is not suitable for the space available for its application, the horizontal configuration may be used, respecting the established composition and proportions in both cases.

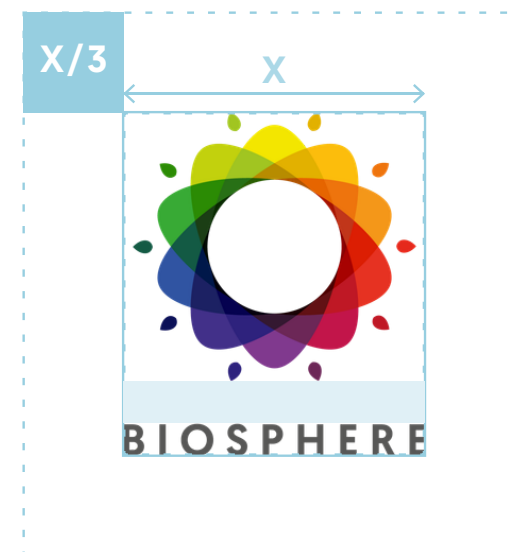
CLEAR SPACE

To preserve the integrity and legibility of the logo, no other graphic element shall encroach upon its clear space.

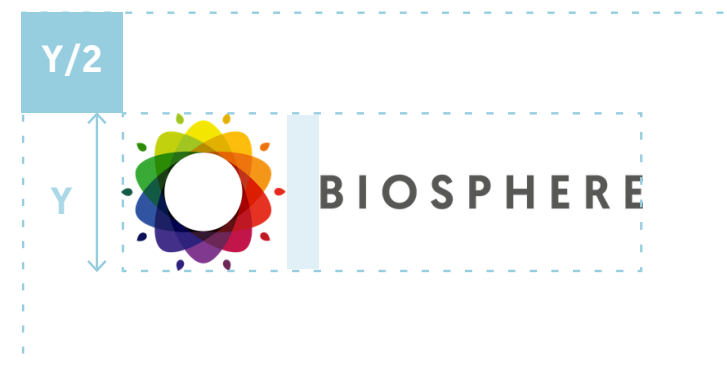
The minimum clear space around the logo shall be equivalent to:

- Vertical version: 1/3 of its width [$X/3$].
- Horizontal version: 1/2 of its height [$Y/2$].

VERTICAL



HORIZONTAL



3.3 Colour and Scale

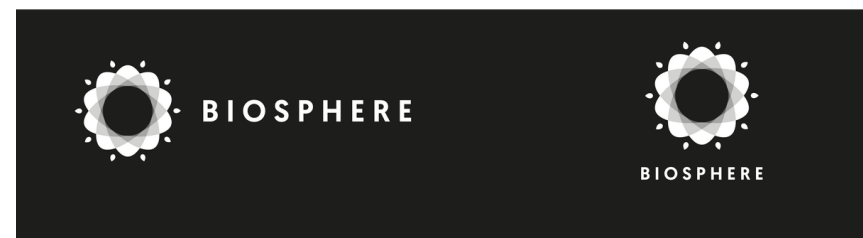
LOGO COLOUR

The Biosphere logo is available in colour versions for positive and negative backgrounds, as well as in corresponding monochrome versions. The version used shall correspond to the graphic configurations established for the logo. In all cases, the original colour positive version on a white background shall take precedence.

MINIMUM SIZE

To preserve the shape and legibility of the logo, the following minimum reproduction sizes shall be respected:

- Vertical version: 10 mm wide in printed materials and 48 pixels wide in digital media.
- Horizontal version: 20 mm wide in printed materials and 75 pixels wide in digital media.



3.4 Logo Architecture

VERTICAL CONFIGURATION

In its vertical configuration, the icon [Biosphere flower] is positioned above the BIOSPHERE wordmark.

HORIZONTAL CONFIGURATION

In its horizontal configuration, the icon [Biosphere flower] is positioned to the left of the BIOSPHERE wordmark.

CERTIFICATION MARKS

Authorised certification bodies may incorporate the certification mark corresponding to the certification granted to the entity into the Biosphere logo, in both its vertical and horizontal configurations, provided that the clear space of the registered mark is respected and the certification mark is incorporated as a text element.

The certification mark shall at all times correspond to the entity's current certification.

VERTICAL BASE LOGO



HORIZONTAL BASE LOGO



3.5 Typography

TYPEFACE

Geomanist® is the typeface used for the Biosphere wordmark. It is a sans-serif typeface, selected for its legibility and suitability for use in different sizes and media.

The Geomanist typeface shall not be used, in the context of the Biosphere mark or certification, to compose text, proprietary names or other elements in a manner that could be confused with the Biosphere wordmark or create confusion as to its ownership.

Geomanist Regular

B

Thin | Extralight | Light | Regular | Book | Medium | Bold | Black | Ultra |

B B B B B B B B B

Geomanist Thin
Thin, THIN
AaBbCcDdEeFf ...

Geomanist Extralight
Extralight, EXTRALIGHT
AaBbCcDdEeFf ...

Geomanist Light
Light, LIGHT
AaBbCcDdEeFf ...

Geomanist Regular
Regular, REGULAR
AaBbCcDdEeFf ...

Geomanist Book
Book, BOOK
AaBbCcDdEeFf ...

Geomanist Medium
Medium, MEDIUM
AaBbCcDdEeFf ...

Geomanist Bold
Bold, BOLD
AaBbCcDdEeFf ...

Geomanist Black
Black, BLACK
AaBbCcDdEeFf ...

Geomanist Ultra
Ultra, ULTRA
AaBbCcDdEeFf ...

Geomanist Regular Italic
Regular Italic, REGULAR ITALIC
AaBbCcDdEeFf ...

