



# CB Label Mock Up Review Guidance

V1.0 January 2026

# Document Purpose

This document provides guidance for CBs on how to approach the review of BCI Cotton Label mock ups as per section 2.10.5 of the CoC MAC, in line with the below documents.

1.



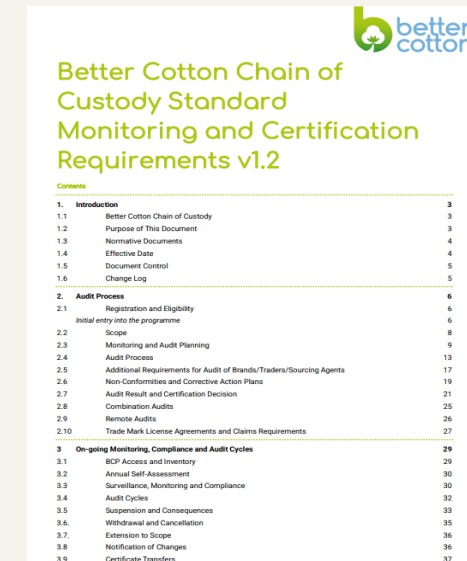
Claims Framework v4.0  
Outlines claims eligibility and requirements; all claims must be made in line with the Claims Framework

2.



Chain of Custody v1.1  
Includes requirements for organisations to make claims in line with the Claims Framework

3.



Chain of Custody Monitoring & Certification (MAC) v1.2  
Outlines audit preparation and process for organisations and CBs



# Content

- Label Review Areas
- B2C BCI Cotton Label Review
- B2B BCI Cotton Label Review
- Key Documents



# 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**

bcicotton™

The cotton in this product was grown by farmers certified to the Better Cotton Initiative (BCI™) Standard

1234567-8

bcicotton.org/label

OR

QR code

% BCI Cotton

**B2B**

bcicotton™

1234567-8

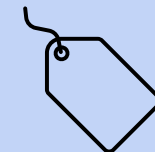
bcicotton.org/label

OR

QR code

## Design Rules

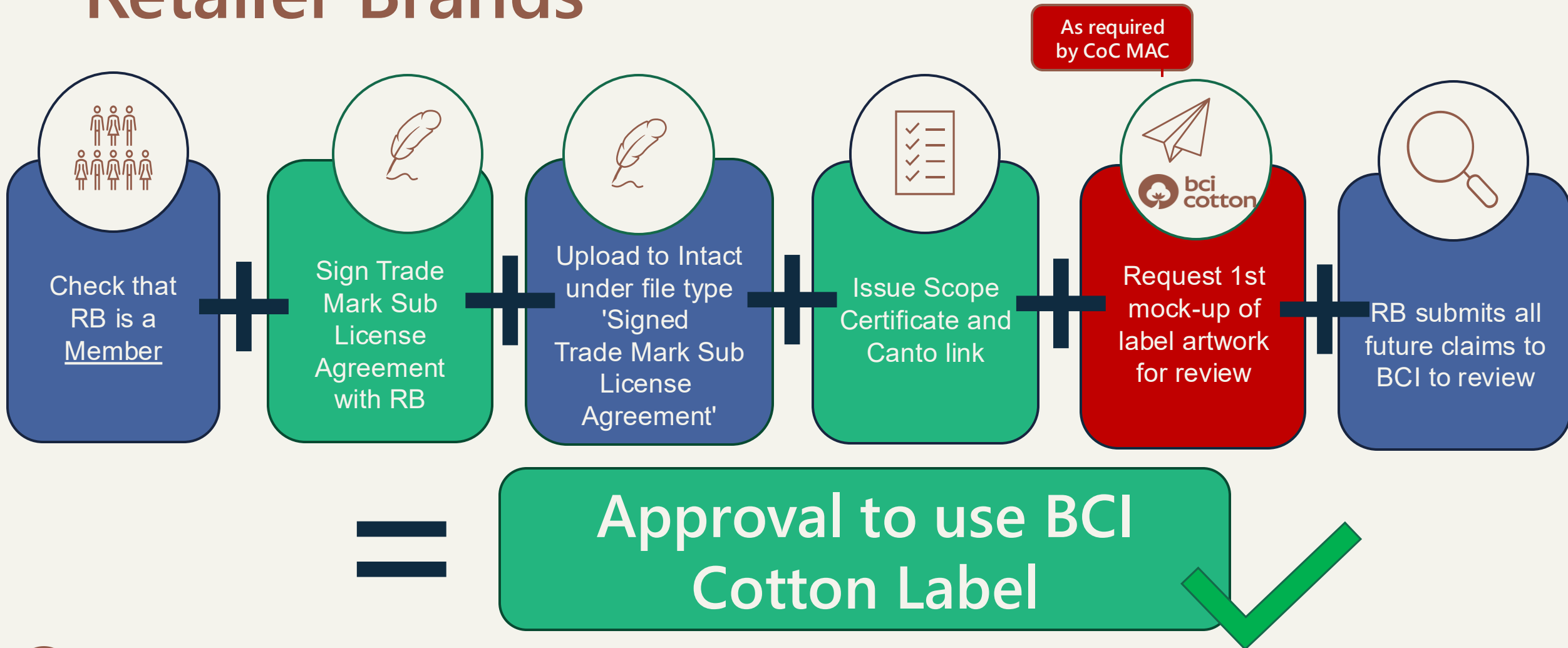
The design rules relating to use of the logo including clear space, colours and, backgrounds.





# B2C BCI Cotton Label Review

# B2C BCI Label Use: Mandatory Steps for Retailer Brands



# 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.

The screenshot displays the 'Add files' interface in INTACT. At the top, there is a 'Save and close' button. Below it is a large dashed box for file uploads with the text 'Drag files/images here or click here.'. To the right of this box are input fields for 'File type' (set to 'Other'), 'Date' (set to '25/07/2025'), 'Subject', and 'Comment'. Below the dashed box is a light blue box indicating 'Maximum file size allowed: 100 MB'. At the bottom, a file upload card is shown with a green checkmark icon, the filename 'Signed Trade Mark Sub License Agree...', and a size of '28.75 KB'. The file type is set to 'Signed Trade Mark Sub License Ag', the date is '25/07/2025', and there is a 'Remove file' button with an 'x' icon.



# 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.

- 1  bci cotton™
- 2 The cotton in this product was grown by farmers certified to the Better Cotton Initiative (BCI™) Standard
- 3 1234567-8
- 4 bcicotton.org/label  
OR 
- 5 % BCI Cotton



# 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 B2C 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 to be 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.



# BCI Cotton B2C Label Review: Common Red Flags



Inconsistent information regarding material composition



Incorrect colours, clearspace, size, proportions and background



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



Legibility of wording and logos



# BCI Cotton B2C Label Review: Visual Examples



The cotton in this product was grown by BCI certified farmers

bcicotton.org/label  
1005674-1

Correct



The cotton in this product was grown by BCI certified farmers  
100% BCI Cotton bcicotton.org/label 1007267-1



The cotton in this product was grown by Better Cotton Initiative (BCI™) certified farmers.

100% BCI Cotton  
bcicotton.org/label

1000280-1

FRONT



The cotton in this product was grown by Better Cotton Initiative (BCI™) certified farmers

100% BCI Cotton  
bcicotton.org/label  
1035296-1



S

3-6 YRS



The cotton in this product was grown by BCI certified farmers

100% BCI Cotton  
bcicotton.org/label

CU911535BCICOC-2025-01

Missing the BCP number & incorrect accompanying claim



The cotton in this product was grown by Better Cotton Initiative (BCI™) certified farmers.

100% BCI Cotton  
bcicotton.org/label

1000280-1

MADE IN BANGLADESH

78% COTTON  
22% RECYCLED POLYESTER (GRS)



Incorrect BCI Content Claim

Incorrect

openook

Cotton Bath Sheet

Neutral Chevron

80cm x 1.5m



Missing BCP number, URL & Accompany Claim



The cotton in this product was grown by Better Cotton Initiative (BCI™) certified farmers.

Le coton de ce produit a été cultivé par des agriculteurs certifiés par la Better Cotton Initiative.

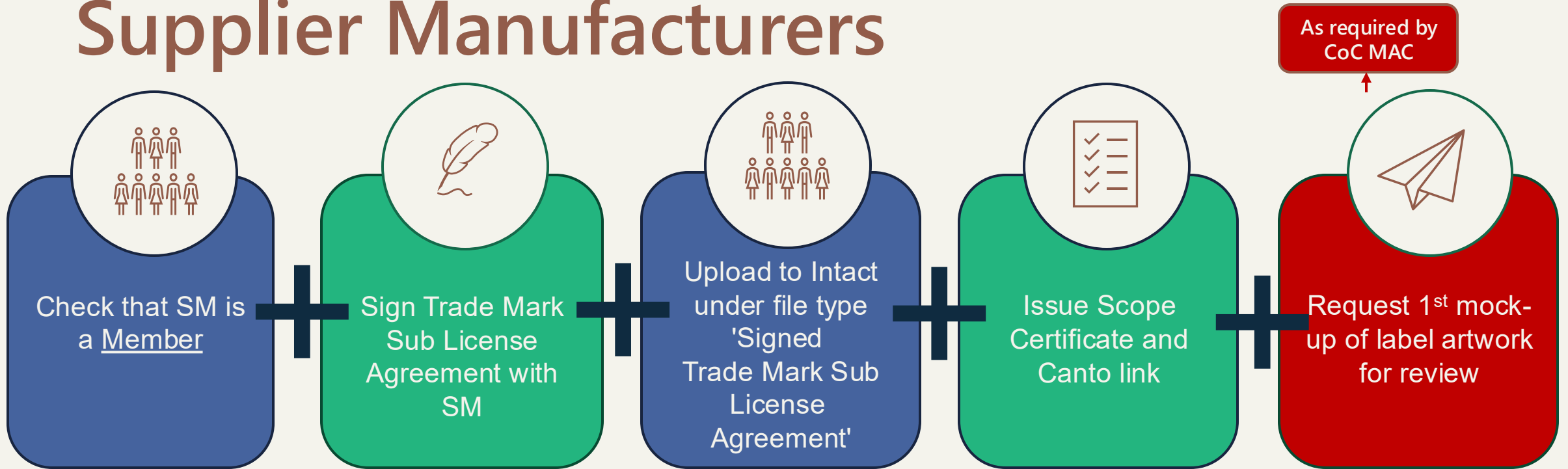
www.BetterCotton.org

Missing the BCP number, incorrect URL



# B2B BCI Cotton Label Review

# B2B BCI Label Use: Mandatory Steps for Supplier Manufacturers



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**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:

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by and between

[CERTIFICATION BODY]  
.....  
(hereinafter LICENSOR)

and

[holder of a SCOPE CERTIFICATE]  
.....  
(hereinafter LICENSEE)

## PAGE 5)

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# 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.



The diagram illustrates the three required elements for a B2B label, enclosed in a green-bordered box. Element 1 is the BCI Cotton logo, which consists of a stylized cotton plant icon followed by the text 'bci cotton™'. Element 2 is a BCP number, shown as '1234567-8'. Element 3 is a URL or RQ code, shown as 'bcicotton.org/label' or a QR code. Below these elements is a plus sign followed by the text 'Recommended: % BCI Cotton'.

- 1  bci cotton™
- 2 1234567-8
- 3 bcicotton.org/label  
OR 

+ Recommended:  
% BCI Cotton



# 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 to be 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.



# Key Documents

## 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](#)

