

NDPE SUGAR LOGO GUIDELINES



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Version 1

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Introduction

In 2021 Wilmar introduced NDPE Sugar, which is a responsible sourcing programme dedicated to promoting environmental sustainability and improving livelihoods in sugarcane production. The No Deforestation and No People Exploitation (NDPE) principles are shared via close collaboration between suppliers and buyers. NDPE Sugar focuses on risk prioritization and drives continuous improvement in the sugar supply chain for sustainable long-term benefits.

Our logo is a vital element of our programme identity. It represents more than just a visual mark, it reflects our values, our mission, and our ongoing efforts to drive positive change within the industry. The consistent and correct use of this logo helps reinforce our credibility and unify our message across diverse communication platforms.

This document provides clear guidelines for the proper and consistent application of the Wilmar NDPE Sugar logo. It is intended to support our logo users (partners, stakeholders, and collaborators) in maintaining the integrity of the programme across all communications and materials. All applications may be subject to review and approval by Wilmar NDPE Sugar team.

By following these guidelines, logo users will ensure the programme is represented accurately and professionally. This preserves the credibility of the logo, while strengthening recognition and trust across the supply chain and reinforcing our shared commitment to sustainability, responsibility, and ethical practices. Unauthorized use, reproduction, or distribution of the logo is strictly prohibited.



NDPE Sugar Logo Application

1.1 Authorized Users

User Type	Requirement
Mills	Must have completed the SRT
Integrated Mills ¹	Must have completed the SRT and signed the Refinery Commitment Letter
Partner Refineries ²	Must have signed the Refinery Commitment Letter and meet a minimum of 85% in traceability
Third Party Refineries ³	Must have signed the Refinery Commitment Letter
Consumer Goods Manufacturer	As per the particular agreement

1.2 Permitted Logo Applications

Channel	Type of Channel	Examples	Who Can Use
On-Pack	Product Packaging	Sugar packaging labels, product cartons	Refineries, Integrated Mills, Consumer Goods Manufacturer
Off-Pack	Printed Materials	Brochures, flyers, product catalogues, promotional materials	All User Types
	Digital Platforms	Websites, social media, digital advertisements, news outlets	All User Types
	Sales & Customer Documents	Invoices, traceability reports, buyer presentations	All User Types
	Event Displays	Booths or exhibits at trade shows, industry events, conference	All User Types
	Corporate Materials	Company profiles, presentations, newsletters, email signatures	All User Types
	Sustainability Communications	ESG reports, stakeholder updates, press releases	All User Types

By using the NDPE Sugar logo, the user affirms their commitment to the principles of the NDPE Sugar Policy, including traceability, supplier compliance, and continuous improvement.

¹ An integrated is a single facility that function as both a mill and a refinery.

² Partner refineries are fully supplied by Wilmar.

³ Third party refineries partially supplied by Wilmar.

NDPE Sugar Logo

2.1 Colored Version

The official colored NDPE Sugar logo is the primary visual mark representing the Wilmar NDPE Sugar. Designed to reflect the programme’s commitment to responsible sugar sourcing, the logo features a stylized sugarcane icon encircled with the “NDPE Sugar” wordmark at its center. The color palette is composed of carefully selected shades of green, to symbolize sustainability, environmental responsibility, and connection within the supply chain.

This logo should be used across official communications, digital platforms, brochures, exhibitions, and traceability documents. The logo must always be displayed on high contrast, solid color backgrounds and should never appear over patterned, textured, or photographic images to ensure clarity and visual integrity. While there is no minimum size requirement, the logo must always remain legible and maintain its aspect ratio when scaled. Any alteration, distortion, or recoloring of the official logo is strictly prohibited.



Usage Criteria	Guideline
Logo Type	Official colored logo
Size	Must remain legible when scaled
Background	Solid, high contrast background (light or white recommended)
Allowed Uses	All medium except on-pack
Prohibited	Use patterned, textured, or photographic backgrounds, and do not recolor, alteration, stretch, or crop the logo.

2.2 Black and White Version

The black and white version of the NDPE Sugar logo serves as an essential alternative when the official colored logo cannot be used, such as in monochrome printing or limited color environments. This version preserves the full design integrity of the original logo, presented solely in black or white to ensure clarity and legibility.

The black and white logo should be used where color reproduction is restricted or inappropriate and is suitable for on-pack use. It must always be displayed on high contrast or solid full color backgrounds to maintain optimal visibility. The logo must be scaled proportionally without distortion, and any alteration, recoloring, or modification is strictly prohibited.



Criteria	Guidelines
Logo Type	Black and White version
Size	Must remain legible when scaled
Background	Solid or high contrast background, and patterns or photographic backgrounds
Allowed Uses	All medium
Prohibited	Recolor, alteration, stretch, or crop the logo.

2.3 Outlined Version

The outlined version of the NDPE Sugar logo provides a versatile option for use in situations where a more minimal, flexible design is needed such as on light backgrounds, embossed materials, promotional items, or where visual simplicity is preferred. This version retains the full structure of the original logo, but is presented in a clean, line art style without fill colors.

The outlined logo should generally be used on high contrast, solid color backgrounds to ensure legibility. Use over photographic, patterned, or textured backgrounds should be avoided unless the background is clean, low in visual noise, and provides sufficient contrast to ensure the logo remains clearly visible.



Criteria	Guidelines
Logo Type	Outlined black and white version
Size	Must remain legible when scaled
Background	Solid or high contrast background; avoid busy background unless contrast ensures clarity
Allowed Uses	Embossing, engraving, promotional items, simple design contexts
Prohibited	Recolor, alteration, stretch, or crop the logo.

2.4 Unacceptable Logo Usage

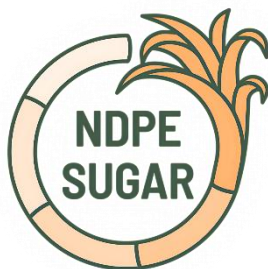
To maintain the integrity and consistency of the NDPE Sugar brand, it is essential to use the logo correctly at all times. The examples below illustrate common incorrect uses of the logo that compromise its visibility, legibility, and overall impact. Prohibiting these misuses ensures the logo remains a strong and effective representation of the NDPE Sugar commitment.

Please follow the logo usage guidelines strictly to protect the programme's visual identity and maintain brand trust.

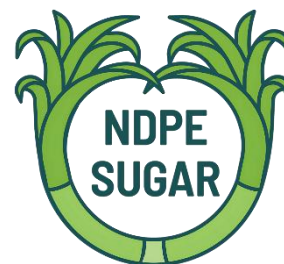
✗ Do not distort the logo.



✗ Do not change the logo color.



✗ Do not redesign the logo.



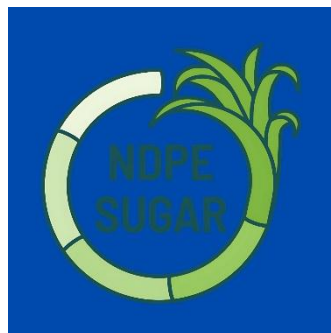
✗ Do not use low resolution logo.



✗ Do not use on busy background.



✗ Do not use on low contrast backgrounds.



✗ Do not use with shapes that obstruct the logo.



✗ Do not rotate the logo.



NDPE Sugar Claims

To support clear and consistent communication, NDPE Sugar provides guidelines for two types of claims: on-pack and off-pack. These claims are designed to suit different need, communication channels and space requirements.

Claim Type	Version	Description	Usage Examples	Who Can Use
On-Pack Claims	Short	A statement displayed directly on product packaging with NDPE Sugar logo.	Sugar packaging labels, product cartons	Integrated mills, partner refineries, third party refineries, and consumer goods manufacturers.
	Full			
Off-Pack Claims	Full	A custom statement used outside of product packaging, with or without the NDPE Sugar logo.	Digital platforms, printed materials, event displays, corporate materials, communications	All user types

3.1 On-Pack Claims

To ensure clarity and consistency in external communications, NDPE Sugar provides official claims statement that users can use to communicate their participation in, and alignment with, the initiative. These claims help reinforce transparency and build trust with stakeholders by accurately reflecting the organization’s commitment to responsible sugar sourcing.

There are two categories of on-pack claims, depending on the user type:

- For Integrated Mills and Partner Refineries
- For Third Party Refineries and Consumer Goods Manufacturer

3.1.1 For Integrated Mills and Partner Refineries

Integrated mills and partner refineries that are fully committed to the NDPE Sugar Policy and therefore 100% of their output is NDPE Sugar are eligible to use the following claim statements. There are two versions available, and both reflect the organisation's alignment with NDPE Sugar principles.

- Long Version:

This version is suitable for product packaging that allows sufficient space to include the full context. It highlights the partner's commitment to responsible sourcing and alignment with the broader objectives of the NDPE Sugar initiative.

We are committed to the principles of No Deforestation and No People Exploitation (NDPE) in our sugar sourcing. The NDPE Sugar initiative promotes environmental sustainability and improved livelihoods in sugarcane production.

This demonstrates that we have established clear goals to drive progress and acknowledge achievements in supplying responsible sugar by adhering to the NDPE Sugar Policy. For more information about the policy and the program, please visit www.ndpesugar.com

- Short Version:

This shortened version is intended for use on product packaging with limited space, depending on the design and layout of the packaging. It communicates the core message in a concise and effective manner.

We are committed to supplying responsible sugar in compliance with the No Deforestation and No People Exploitation (NDPE) Sugar Policy. www.ndpesugar.com

Note: If you wish to use or include a translated version of the claim text, please inform NDPE Sugar team in advance and submit the translated text for review and approval. This ensures accuracy and consistency in all communications.

3.1.2 For Third Party Refineries and Consumer Goods Manufacturers

Third party refineries and consumer goods manufacturers, which only purchases a small portion of its total supply as NDPE Sugar but has signed the NDPE Sugar commitment letter, are permitted to use the logo across all media channels and use the following full claim. This version acknowledges partial compliance while promoting participation in the NDPE Sugar.

For part of our total volumes, we are committed to the principles of No Deforestation and No People Exploitation (NDPE) in our sugar sourcing. The NDPE Sugar promotes environmental sustainability and improved livelihoods in sugarcane production, and we support responsible sugar production.

For more information about the policy and the program, please visit www.ndpesugar.com

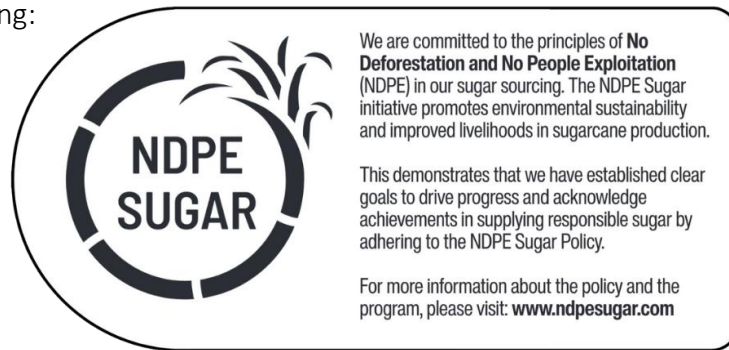
Note: If you wish to use or include a translated version of the claim text, please inform NDPE Sugar in advance and submit the translated text for review and approval. This ensures accuracy and consistency in all communications.

3.1.3 NDPE Sugar On-Pack Logo with Claims

This logo version is intended for packaging applications by integrated mills and refineries that meet the requirements and will be provided upon approval. When accompanied by the provided claims, it communicates alignment with the NDPE Sugar Policy in a clear and compact format.

- For Integrated Mill and Partner Refineries:

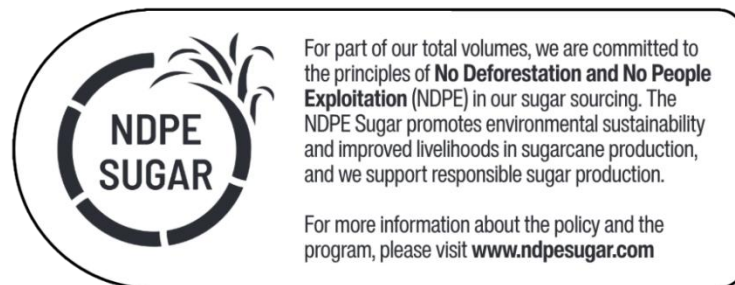
Long:



Short:



- For Third Party Refineries and Consumer Goods Manufacturers:



Note: Packaging design templates must be shared with NDPE Sugar team for screening and approval prior to use, and images of the final packaged products must be submitted for reference.

3.2 Off-Pack Claims

3.2.1 For Integrated Mills and Partner Refineries

These users are allowed to use the [logo](#) with/without provided [claims](#), or their own claims to promote their participation when communicating about Wilmar NDPE Sugar outside of product packaging. Own claims must always be submitted to the NDPE Sugar team for review and approval at the time of form submission.

3.2.2 For Third Party Refineries and Consumer Goods Manufacturers

These users are **only** allowed to use the [logo with](#) provided [claims](#), or their own claims to promote their participation when communicating about Wilmar NDPE Sugar outside of product packaging. Own claims must always be submitted to the NDPE Sugar team for review and approval at the time of form submission.

3.2.3 Approved Claims

This process helps maintain trust and credibility while allowing partners some flexibility in their communications. The use of misleading claims or overstating involvement in NDPE Sugar and its scope is strictly prohibited.

Claims submission to NDPE Sugar team should include:

- The full proposed text
- The intended use case or channel (e.g., social media, press release)
- Any supporting context or visuals planned.

Below outlines the don'ts when using NDPE Sugar claims, along with examples of unacceptable usage. Please follow these guidelines to maintain consistency, transparency, and trust in all communications.

Don'ts		Example
✗	Do not rephrase the official aim statement. If needed, avoid using the word "aim" and do not misrepresent its original meaning	<i>"The NDPE Sugar aim is to promote sugar production and industry growth."</i>
✗	Do not suggest the sugar is "sustainable" unless supported by additional verified claims	<i>"We buy 100% sustainable sugar through the Wilmar NDPE Sugar initiative."</i>
✗	Do not claim sugar is 100% traceable to a specific mill, as NDPE Sugar operates under a mass balance sourcing system	<i>"All our sugar can be traced back to individual mills."</i>
✗	Do not state or imply that your sugar sourcing has been independently verified under the NDPE Sugar initiative	<i>"Our sugar sourcing has been independently assessed to conform with Wilmar NDPE Sugar Initiative."</i>
✗	Do not exaggerate, misrepresent, or mislead about your role or level of engagement or involvement in the NDPE Sugar programme	<i>"We lead the NDPE Sugar initiative in our region."</i>
✗	Do not make any statements implying that you hold or have an NDPE Sugar certificate	<i>"Our sugar is NDPE Sugar certified."</i>

Misuse of Logo and Claims

Wilmar periodically conducts desk-based sampling checks on approved logo and claims, including reviews of mill and refinery websites and publicly available news sources. This will be done on through bi-annual checks. Proper use of our logo and claims ensures clear, honest communication and protects the credibility of the NDPE Sugar Initiative. Misuse can cause confusion, damage trust, and harm the reputation of all involved parties.

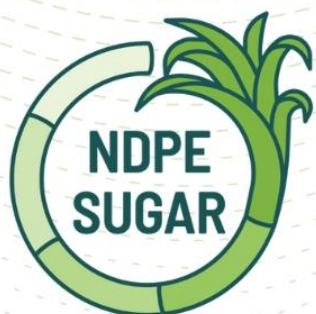
Disclaimer

The NDPE Sugar logo is a visual representation of commitment to the principles in the No Deforestation and No People Exploitation (NDPE) Sugar Policy. Use of this logo signifies alignment with these principles but does not imply certification, endorsement, or verification by Wilmar.

Unauthorized or misleading use of the NDPE Sugar logo, including use that suggests official endorsement or compliance where none exists, is strictly prohibited. Wilmar disclaims any responsibility or liability for claims or representations made by third parties using the NDPE Sugar logo.

The User agrees to indemnify, defend, and hold harmless Wilmar, its affiliates, officers, directors, employees, and agents from and against any and all claims, damages, losses, liabilities, costs, and expenses (including reasonable attorneys' fees) arising out of or related to any use, misuse, or alleged infringement of the NDPE Sugar logo by the User or any third party acting on its behalf. Wilmar reserves the right to revoke or withdraw permission to use the NDPE Sugar logo at any time and at its sole discretion.

Please contact NDPE Sugar at WIL-NDPESugar@sg.wilmar-intl.com for any enquiries about the NDPE Sugar logo and claims.



NO DEFORESTATION NO PEOPLE EXPLOITATION

Promoting Environmental Sustainability and
Improved Livelihoods in Sugarcane Production