



SPECIFICATIONS

*Rules and standards for the inspection
and certification of ecological products*

APPENDIX 5 LOGOBOOK

APPENDIX 5: LOGO BOOK

CHARTER FOR THE USE OF THE ECOGARANTIE® LOGO

The charter for the use of the Ecogarantie® logo intends to improve the impact of the logo on packages, labels, etc., to stress the presence of the Ecogarantie® label with the public, and to heighten the image conveyed by ecological products.

Processors, distributors, etc. are contractually forced to conform to the rules of the Ecogarantie® trademark.

The authorisation to use the Ecogarantie® trademark only applies to products for which the operator received the explicit authorisation from the certification body.

In order to avoid any possible confusion with their own logos and trademarks, companies that have been granted the Ecogarantie® label have to use the logo in a hexagonal frame, whatever the object:

- Price tag
- Packaging
- Promotional leaflet, etc.

GENERAL RULES

- The Ecogarantie® logo will not be put in direct relation either with the trademark of the product, nor with the logo or name of the company, but with the appellation of the product or with the list of ingredients.
- The certification body will allow exceptions to the above mentioned rule if minimum 95% of the turnover of the company consists in Ecogarantie® certified produce.
- Likewise, it may not be linked to other texts, promotional or other, without prior approval from the certification body. No other logo will be placed in direct relation with the Ecogarantie® logo. Ecogarantie® is a trademark: it must always be written with a capital E and be followed by a ®.
- The Ecogarantie® logo will be preferably positioned to the left of the document or to the left of the appellation of the product, and be surrounded by an empty space of at least one third of its width. (A 15 mm wide logo will be surrounded by a white space of at least 5 mm).



- The logo must be black or in the darkest colour of the document, on a light background. If necessary, the background of the logo will be white or in a light colour (for instance on a transparent package).
- The hexagonal frame is made of two large and dark stripes separated by a thin white line.



- The size of the logo must be big enough to be clearly and immediately identifiable, the word Ecogarantie® remaining easily legible.
- Up to a size of 11 mm, the stamp on the background must carry the text ECOGARANTIE®



- If the size goes down somewhere between 10 and 8 mm, the text ECOGARANTIE® may be placed on top of the stamp. The frame will have a minimal dimension of 8 mm.



- The logo must be easily visible and all associated text fully legible. To ensure this, its diagonal must measure at least 30mm.
- The logo must remain easily visible and all text legible in all circumstances.
- As a derogation to the above concerning logo dimensions, in the case of small product labels (where the diagonal or diameter measures less than 15cm), the minimum size may be reduced, subject to the requirement that the diagonal of the logo must not measure less than 10mm.
- It is strictly forbidden to alter the logo in any way or to change its typography. Only the pass for press previously validated by Probila-Unitrab is to be used.
- The cost of the inspection is assumed by the operator according to a rate list that has been agreed upon with Probila-Unitrab. Price lists are available from the inspection bodies.

INFORMATION AND ADDITIONAL TERMS

- Additional terms, such as CONTROLE CERTISYS, CONTROLE TÜV NORD INTEGRA, CONTROLE QUALITY PARTNER, will be mentioned under the Ecogarantie® logo, the font HELVETICA (or some other assimilated font – Universe, Geneva, etc. sans-serif) will be used. These terms will be placed eventually in the list of ingredients.
- The word CONTROLE will be justified over the width of the stamp. CERTISYS, TÜV NORD INTEGRA and QUALITY PARTNER will be centred on the second line. Slightly tight spacing is required between the letters.
- The same apply to de mention BELGIUM.



USE OF THE ECOGARANTIE® COLOURS

The colours mentioned on the graphic charts of Ecogarantie® can be used on the communication tools, provided that such use complies with the categories for which that colours were awarded.



CASES WHEN THE USE OF THE LABEL IS UNAUTHORIZED

- Visual distortion and size of the label



- Using near the company logo



- Using on coloured background



INSPECTION & APPROVAL BEFORE USE

In order to avoid any further contention, the operators are required to submit for approval to the certification body a proof of any new document (price tags, promotional material, labels, ...) before having it printed.

