



# **Corporate Design Manual Using logos:** products and organic retailers

**Guide for using the EU organic logo  
and the logo of Bio Garancia Kft.**



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# 1. LABELLING OF ORGANIC PRODUCTS

In case of organic food products which are packaged or labelled, and sold to customers, application of the EU organic logo is compulsory. Besides displaying the label on a product the logo also has to be shown. On bulk products displaying the logo is not mandatory.

In addition to using the compulsory EU organic logo, for clients of Bio Garancia Kft. (see later in text as: Bio Garancia) it is also possible to use the company's logo. Bio Garancia's logo can also be displayed in marketing materials, websites, etc., according to the conditions detailed in this guide.

## 1.1. Terms of use - EU organic logo

Conditions for application of the EU organic logo are described in regulation (EC) NR 889/2008, article 57. According to these conditions the EU organic logo can be applied to products produced based on the requirements detailed in regulations (EC) No 834/2008, (EC) No 1235/2008 and (EC) No 889/2008, by those clients who are registered in the certification system and hold a valid certification.

EU organic logo can only be used in case of organic products specified in regulation (EC) No 834/2007, article 23., paragraph (4) a). According to this application of the logo is not permitted on the following products and on their packaging:

- › nutritional supplements, fertilizers and seeds
- › in conversion products
- › products which contain less than 95% organic ingredients
- › organic products containing game or fishing components
- › products which are certified according to private standard guidelines



## 1.2. Terms of use – Bio Garancia’s logo

Bio Garancia’s logo can be used by our contractual partners for marking their products following a successful certification, as well as for marketing purposes.

### **Logo can be used:**

- › in case of organic products specified in regulation (EC) No 834/2007, article 23., paragraph (4) a),
- › in case of products certified by Bio Garancia’s private standard guidelines (for keeping ostrich, emu, nandu and quail).

The conditions for application are included in this guide. Logos are owned by Bio Garancia – as trademark owner –, and they are also available for public, as well as may be downloaded for free through the website [www.bio-garancia.hu](http://www.bio-garancia.hu).

## 1.3. Approving the application of logos for labels and marketing materials

With signing the certification contract client takes the obligation to use the available logos according to the conditions detailed in this guide. We review the proper use of the logos during inspections or internal audits. Any deviations found, or in case of not appropriate or illegal use, it is punishable by law.

Please send us via email for approval the labels of organic products and the marketing materials on which Bio-Garancia’s logo is displayed.

## 2. APPLICATION OF THE EU ORGANIC LOGO

Application of EU organic logo is compulsory in case of organic food products which are packaged or labelled, and sold to customers (pre-packaged). In case a food product is labelled, the logo also needs to be applied to it.

Pre-packaged food products: the definition according to regulation (EC) No 2000/13, article 1., paragraph (3) b): „pre-packaged food products“: unique item intended for presentation to final consumers or economical operators serving canteens, which includes one food product and its pre-sales packaging, regardless that if the food product occurs completely or only partly in the packaging, packaging needs to be the kind the content of which is not possible to amend, without opening or amending the packaging.

### **Logo on labels needs to be applied including the following details:**

- › Code number of the certification body. Code number of the certification bodies are structured according to an integrated scheme within the EU. Code number of Bio Garancia Kft. is HU-ÖKO-02.
- › Right below the code number the place of origin of ingredients needs to be indicated, as follows:
  - if all agricultural ingredients originate from a given country (e.g. in case of Hungary: HU-agriculture/Hungarian agriculture
  - if all agricultural ingredients originate from the EU: EU-agriculture
  - if all agricultural ingredients originate from outside of the EU: non-EU agriculture
  - if the place of origin of agricultural ingredients partly originate from the EU, partly not from the EU: EU/non-EU agriculture

It is not mandatory to indicate the EU or non-EU marking in case of small weighted ingredients ( $\leq 2\%$  in weight percentage of the agricultural ingredients).

**Specifications regarding the application of the logo, according to regulation (EC) No 889/2008/EK:**

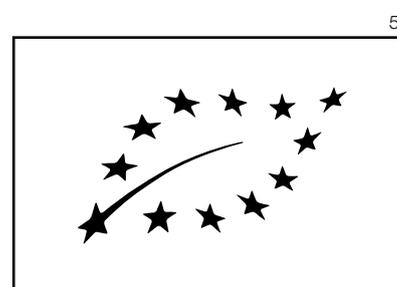
1. EU organic logo needs to match with the sample.
2. Reference colour is Pantone 376 green according to the Pantone colour range, or green [50% cyan + 100% yellow] in case of four-color printing.
3. It is also possible to apply the EU organic logo in black and white according to the pattern below, but only in case it is not possible to use the coloured one.
4. In case the colour of the packaging or the label's background is dark, the symbol needs to be applied in a negative format, using the background colour of the packaging or the label.
5. In case the coloured logo is inserted into a coloured background and therefore it is hard to see, in order to enhance the contrast the symbol can be outlined.
6. In case the markings on the packaging are displayed black and white, the EU organic logo can also be applied the same way.
7. The EU organic logo needs to be at least 9 mm tall and 13,5 mm wide; the height-width ratio is 1:1,5 in each case. In case of very small packagings the allowed smallest height can be reduced exceptionally to 6 mm.
8. The EU organic logo can be accompanied with graphical or text element, but only if these amendments do not change neither the style of the EU organic logo, nor any of the markings mentioned in article 58. In case the EU organic logo is applied alongside national or private logos, which are designed in a green shade different from the reference colour described in section 2. above, the EU organic logo may be created in a colour different from the reference colour.
9. The EU organic logo needs to be used in accordance with the registration as a trademark referring to organic production at the Benelux Office for Intellectual Property, and complying with the rules of community and national trademark register.



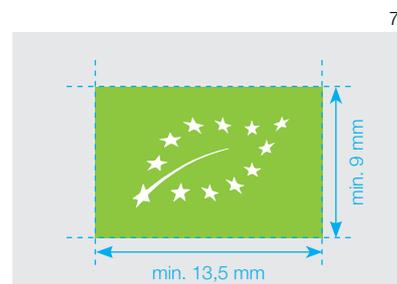
Pantone 376 | C050:M000:Y100:K000



Permitted black and white



Permitted negative



Guide for using the EU organic logo is available on the European Commission's website: [https://ec.europa.eu/info/food-farming-fisheries/farming/organic-farming/organic-logo\\_hu](https://ec.europa.eu/info/food-farming-fisheries/farming/organic-farming/organic-logo_hu)



## **2.1. Labels of imported products, label translation**

In case of pre-packaged products arriving from the European Union the EU organic logo is already applied to the packaging, but in addition to this on the label translated to Hungarian it is compulsory to indicate the code number of the certification body which inspected the last product manipulation, as well as the location of the ingredients' production.

In case of pre-packaged products arriving from outside of the European Union (so-called third country) it is possible to apply the EU organic logo but it is not obligatory. In case of products packaged and labelled (not only additional label in Hungarian) within the EU, it is mandatory to display the EU organic logo.

## **2.2. Marking of products not intended to be sold to final consumers**

On other labels (e.g. on products not intended to be sold to final consumers, on big-bag sacks, labels of bulk products, collective packagings) displaying the EU organic logo is not compulsory, but the code number of the certification body (e.g. HU-ÖKO-02) needs to be applied for these packagings as well.

It is also suggested to display the place of origin of the agricultural ingredients according to regulation (EC) No 834/2007, article 24. If the EU organic logo is also applied to these packagings/labels, the code number of the certification body and the place of origin of the agricultural ingredients also needs to be there along with it. These information have to be located directly below or next to the EU organic logo, but definitely in the same field of view.

Besides the above ones the logo of Bio Garancia Kft. may also be displayed on the products.



### 3. APPLICATION OF BIO GARANCIA KFT.'S LOGO

Bio Garancia's logo can be used by our contractual partners for marking their products following a successful certification, as well as for marketing purposes.

**The logo may be used:**

- › in case of organic products specified in regulation (EC) No 834/2007, article 23., paragraph (4) a),
- › in case of products certified by Bio Garancia's private standard guidelines (keeping ostrich, emu, nandu and quail).

It is not permitted to use the logo for products that are in conversion.

Bio Garancia's logo is used by clients who conducted the last production and processing step on the given product.

In case of the labels of commercial products Bio Garancia's logo is only permitted to use if it is indicated that Bio Garancia Kft. inspected the trade of the products.

In case there are more companies applied to the label, it needs to be obvious which is the certification body.

In case of displaying Bio Garancia's logo on marketing materials, business documents, or on websites, the following text needs to be presented in the same field of view with the logo:

- A** For processing:  
*"Our organic products are certified by Bio Garancia Kft."*
- B** For commercial activity:  
*„Distribution of organic products is certified by Bio Garancia Kft."*
- B** Indication of certification in case of agricultural farms producing their own product:  
*„Our organic agricultural farms is certified by Bio Garancia Kft."*



### Colour codes for the logo of Bio Garancia Kft.



#### Green

CMYK 80/0/100/0

RGB 1/167/71

HEX #01a747

#### Red

CMYK 10/100/100/10

RGB 168/24/25

HEX #a81819

### Standard and one colour (grey) versions



The logo of Bio Garancia Kft. is available for download in coloured, as well as in black and white, free of charge through the website [www.bio-garancia.hu](http://www.bio-garancia.hu).

## 4. EU ORGANIC - BIO GARANCIA KFT. COMBINED LOGO

In case our clients are entitled to the use of the EU organic logo and Bio Garancia's logo on their products according to the conditions above, they may also choose from any of our patterns for the combined logo.

The combined logo is available for download free of charge on the website [www.bio-garancia.hu](http://www.bio-garancia.hu).

### Patterns for combined logo:



The Bio Garancia/EU combined logo can be used either in upright or landscape format, and it needs to correspond with the pattern.

The place of origin of the agricultural ingredients needs to be indicated according to section 2.:

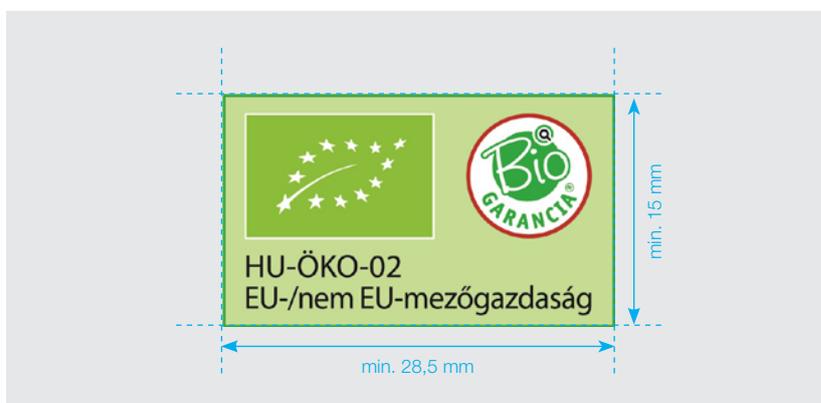
- › Hungarian-agriculture
- › EU-agriculture
- › Non-EU-agriculture
- › EU/non-EU-agriculture

On the downloadable combined logos with an empty field, the place of origin needs to be indicated.

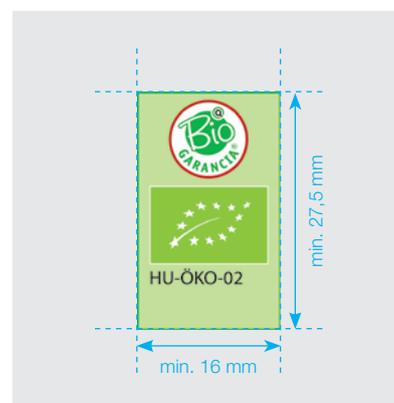
#### 4.1. Size and colour of the EU organic logo and Bio Garancia/EU combined logo

Minimum height of the EU organic logo is 9 mm, the minimum width is 13,5 mm; the height-width ratio is 1:1,5. In case of very small packages the minimum size can be reduced to a maximum 6 mm height and 9mm width. The minimal size of the Bio Garancia/EU combined logo is calculated based on the smallest size of the EU-Bio logo (9 x 13,5 mm):

##### Landscape format



##### Upright format



#### Colours of the EU organic logo and Bio Garancia combined logo



**Green** (Bio Garancia Kft. logo)

CMYK 80/0/100/0

RGB 1/167/71

HEX #01a747 (without black)



**Red** (Bio Garancia Kft. logo)

CMYK 10/100/100/10

RGB 168/24/25

HEX #a81819 (without black)



**Green** (EU-organic logo)

CMYK 80/0/100/0

Pantone Pantone Nr. 376



**Green** (background)

CMYK 25/0/50/0

In case the packaging or background label has a dark colour, symbols may be printed with the background colour of the packaging or the label's negative format.



## 4.2. Terms of use – Bio Garancia/EU combined logo

Bio Garancia's clients can use the EU organic logo and the Bio Garancia/EU combined logo for the labelling of products specified in the regulation (EC) No 834/2007 and its implementing regulations, as well as they can refer to organic production in the name of their products.

### **Application of combined logos is not permitted in the following cases:**

- › nutrition supplements, fertilizers and seeds
- › in conversion products
- › products which contain less than 95% organic ingredients
- › organic products containing game or fishing components
- › products certified according to private standard guidelines

Bio Garancia/EU combined logos may be applied to marketing materials according to regulation (EC) No 834/2007, for our contractual clients.

Place of product's origin can not be indicated on marketing materials.

In case of displaying the Bio Garancia/EU combined logo on marketing materials, business documents, or on websites, the following text needs to be presented in the same field of view with the logo:

- A** For processing:  
*„Our organic products are certified by Bio Garancia Kft.”*
- B** For commercial activity:  
*„Distribution of organic products is certified by Bio Kft.”*
- C** Indication of certification in case of agricultural farms producing their own product:  
*„Our organic agricultural farm is certified by Bio Garancia Kft.”*



## **5. INFRINGEMENT WITH THE USE OF EU ORGANIC LOGO AND BIO GARANCIA'S LOGO**

If one of our clients does not apply the EU organic logo or Bio Garancia's logo according to the requirements included in this design manual, Bio Garancia will send a written warning asking for the termination of the non-proper use of the logo, including the corrections expected. In case of illegal use of the logo, removal of the logo will be expected.

Depending on the severity of the infringement, we report the case to the competent government office according to VM-regulation (EC) No 34/2013 (V.14.), paragraph 15.

If our client still displays Bio Garancia's logo illegally or not according to the requirements following the certification body's written warning, further steps will be taken, which may entail legal consequences.

In case of illegal use of Bio Garancia's logo, unless parties come to a mutual agreement, our client is obliged to pay a fine for penalty in the amount of 10% of their income from the incorrectly labelled products, but a minimum of HUF 300 000. This penalty does not apply for the reduction of the penalties included other Hungarian legal regulations. Besides the above ones Bio Garancia Kft. is entitled to terminate the contract in case of breach of the certification contract.