

# Design Manual

## for EU organic logo and Bio Garantie group logos

### 1. Terms of use - EU organic logo

Conditions for application of the EU organic logo are described in Regulation (EU) No 2018/848, article 32 and 33, as amended. Further details can be found here:

[The organic logo | European Commission \(europa.eu\)](https://ec.europa.eu/organic/logo/).

The logo must be used by:

- all pre-packaged EU food products, produced and sold as organic within the EU.

Additionally the logo can optionally be used by:

- imported products where the product conforms to the EU rules on the import of organic goods;
- non pre-packaged organic products;
- EU organic products placed on third countries markets;
- as part of information campaigns intended to educate the public about the organics scheme (as long as it is not misleading or used to imply that a non-organic product fulfils the requirements of an organic product).

The logo cannot be used for:

- products containing less than 95% of organic ingredients;
- mass catering operations such as restaurants or hospitals;
- products not in the scope of organic rules such as cosmetics or products from hunting and fishing;
- products in 'conversion' (where organic methods have only just been introduced and there may still be non-organic substances in the soil or animal chain).

**The EU organic logo on labels needs to be applied with the following information:**

- The code number of the inspection body responsible for inspection of the operator who carried out the last production or preparation step.
- In the same visual field as the logo, the place of production of the agricultural raw materials composing the product shall appear on one of the following forms, as appropriate:
  - "EU agriculture", if the agricultural raw materials have been produced in the Union;
  - "Non-EU agriculture", if the agricultural raw materials have been produced in third countries;
  - "EU/non-EU agriculture", if the agricultural raw materials were produced partly in the Union and partly in a third country.
  - If all the agricultural raw materials composing the product have been produced in the same country, the said indication "EU" or "non-EU" may be replaced or supplemented by the indication of that country, e.g. AT-Agriculture or Austria-Agriculture.

The word "agriculture" may be replaced by the word "aquaculture" where appropriate.

When indicating a place where all the agricultural raw materials composing the product have been produced, small quantities by weight of ingredients may be disregarded provided that the total quantity of ingredients disregarded does not exceed 5 % by weight of the total quantity of agricultural raw materials.

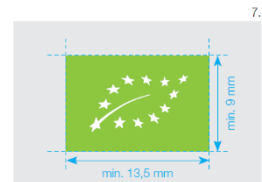
## Requirements for the application of the logo in accordance with Regulation (EU) 2018/848:

The EU organic logo shall comply with the model.

- 1) Reference colour is Pantone 376 green according to the Pantone colour range, or green [50% cyan + 100% yellow] in case of four-color printing.
- 2) It is also possible to apply the EU organic logo in black and white, but only if a colour implementation would not be appropriate.
- 3) 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.
- 4) 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.
- 5) In case the markings on the packaging are displayed black and white, the EU organic logo can also be applied the same way.
- 6) The EU organic logo, which can be downloaded from the EU Commission's homepage in two versions (with and without a white border) needs to be at least 9 mm high 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. Both of the EU organic logos provided have a ratio of 1: 1.5, with the white border also being measured.
- 7) 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 32. 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.



Permitted negative



Pantone 376 | C050:M000:Y100:K000



Permitted black and white

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.

## 2. Terms of use - Bio Garantie group logos

### 2.1. Terms of use – the logo of Austria Bio Garantie GmbH (ABG, Austria) and of Austria Bio Garantie – Landwirtschaft GmbH (ABG-LW, Austria)

The Bio Garantie logo can be used by contractual partners for marking their products following a successful certification, as well as for marketing purposes.

The code number of Austria Bio Garantie GmbH is **AT-BIO-301**.

The code number of Austria Bio Garantie – Landwirtschaft GmbH is **AT-BIO-302**.

#### The logo may be used:

- in case of organic products specified in Regulation (EU) No 2018/848, article 30, as amended.
- in case of organic products certified regarding national organic standards

Logos are owned by Austria Bio Garantie GmbH – as trademark owner –, and they are also available for public, as well as may be downloaded for free through the website [www.abg.at](http://www.abg.at).

The 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 Garantie's logo is only permitted to use if it is indicated that Austria Bio Garantie GmbH inspected the trade of the products. In case there are more companies applied to the label, it needs to be obvious which company is certified by ABG.

In case of displaying Bio Garantie'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:

#### Austria Bio Garantie GmbH:

- For processing:
  - „Our organic products are certified by Austria Bio Garantie GmbH.“
- For trading activity:
  - „Distribution of organic products is certified by Austria Bio Garantie GmbH.“

#### Austria Bio Garantie – Landwirtschaft GmbH:

- „Our organic products are certified by Austria Bio Garantie - Landwirtschaft GmbH.“
- „Our organic agricultural farm is certified by Austria Bio Garantie – Landwirtschaft GmbH.“

#### Standard and one colour versions



## 2.2. Terms of use - the logo of Bio Garancia Kft. (Hungary)

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

The code number of Bio Garancia Kft. is **HU-ÖKO-02**.

### The logo may be used:

- in case of organic products specified in Regulation (EU) No 2018/848, article 30, as amended.
- in case of organic products certified regarding national organic standards

Logos are owned by Bio Garancia Kft. – 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).

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 company is certified by Bio Garancia.

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:

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

### Standard and one colour versions



## 2.3. Terms of use - the logo of Bio Garantie GmbH (Italy)

The Bio Garantie logo can be used by contractual partners for marking their products following a successful certification, as well as for marketing purposes.

The code number of Bio Garantie GmbH is **IT BIO 001 BZ**.

### The logo may be used:

- in case of organic products specified in Regulation (EU) No 2018/848, article 30, as amended.
- in case of organic products certified regarding national organic standards

Logos are owned by Bio Garantie GmbH – as trademark owner – and they are also available for public, as well as may be downloaded for free through the website [www.bio-garantie.it](http://www.bio-garantie.it).

Bio Garantie'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 Garantie's logo is only permitted to use if it is indicated that Bio Garantie GmbH inspected the trade of the products. In case there are more companies applied to the label, it needs to be obvious which company is certified by Bio Garantie.

In case of displaying Bio Garantie'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:

- For processing:
  - „Our organic products are certified by Bio Garantie GmbH.”
- For trading activity:
  - „Distribution of organic products is certified by Bio Garantie GmbH.”
- Indication of certification in case of agricultural farms producing their own product:
  - „Our organic agricultural farm is certified by Bio Garantie GmbH.”

### Standard and one colour versions



## 2.4. Terms of use – the logo of Bio Garantie d.o.o. (Croatia)

The Bio Garantie logo can be used by contractual partners for marking their products following a successful certification, as well as for marketing purposes.

The code number of Bio Garantie d.o.o. is **HR-EKO-07**.

### The logo may be used:

- in case of organic products specified in Regulation (EU) No 2018/848, article 30, as amended.
- in case of organic products certified regarding national organic standards

Logos are owned by Bio Garantie d.o.o.– as trademark owner –, and they are also available for public, as well as may be downloaded for free through the website [www.bio-garantie.hr](http://www.bio-garantie.hr).

Bio Garantie'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 Garantie's logo is only permitted to use if it is indicated that Bio Garantie d.o.o. inspected the trade of the products. In case there are more companies applied to the label, it needs to be obvious which is the control body.

In case of displaying Bio Garantie'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:

- For processing:
  - „Our organic products are certified by Bio Garantie d.o.o.”
- For trading activity:
  - „Distribution of organic products is certified by Bio Garantie d.o.o.”
- Indication of certification in case of agricultural farms producing their own product:
  - „Our organic agricultural farm is certified by Bio Garantie d.o.o.”

### Standard and one colour versions





## 2.5. Terms of use – Bio Garantie SRL

The Bio Garantie logo can be used by contractual partners for marking their products following a successful certification, as well as for marketing purposes.

The code number of Bio Garantie is **RO-ECO-029**.

### The logo may be used:

- in case of organic products specified in Regulation (EU) No 2018/848, article 30, as amended.
- in case of organic products certified regarding national organic standards.

Logos are owned Bio Garantie – as trademark owner –, and they are also available for public, as well as may be downloaded for free through the website [www.bio-garantie.ro](http://www.bio-garantie.ro).

Bio Garantie'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 Garantie's logo is only permitted to use if it is indicated that Bio Garantie inspected the trade of the products. In case there are more companies applied to the label, it needs to be obvious which is the control body.

In case of displaying Bio Garantie'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:

- For processing:
  - „Our organic products are certified by Bio Garantie"
- For commercial activity:
  - „Distribution of organic products is certified by Bio Garantie"
- Indication of certification in case of agricultural farms producing their own product:
  - „Our organic agricultural farm is certified by Bio Garantie"

### Standard and one colour versions



### 3. Terms of use - Combined logo

In case the clients are entitled to the use of the EU organic logo and logo of the Bio Garantie group 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 each website of the company.

#### Examples for the combined logo:

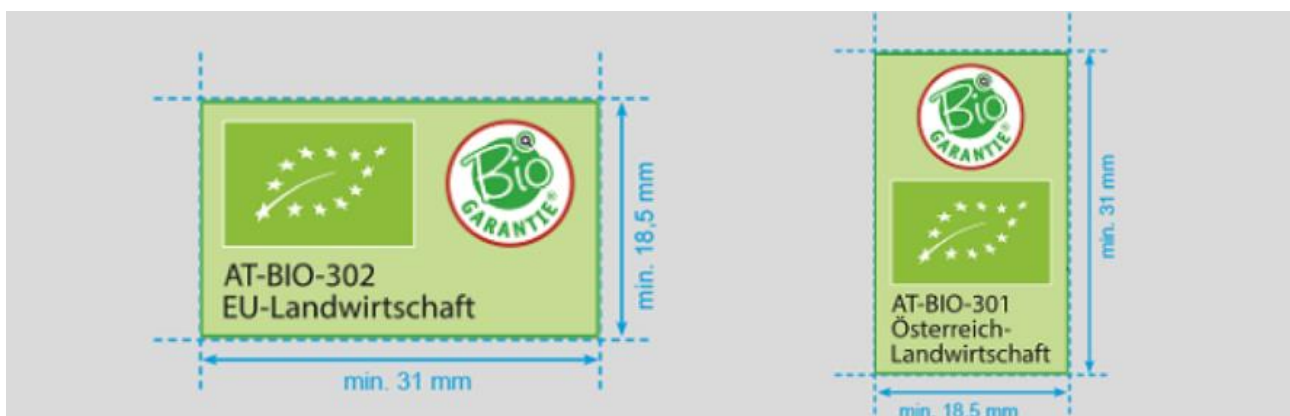


The combined logo can be used either in upright or landscape format, and it needs to correspond with the pattern. On the downloadable combined logos with an empty field, the place of origin needs to be indicated.

#### Size and colour of the combined logo:

The minimum size of the combined logo is 18.5 x 31.0 mm or 31.0 x 18.5 mm.

#### Example landscape and upright format:





Colours of the combined logo:

			
<b>Green</b>	<b>Red</b>	<b>Green (EU-organic logo)</b>	<b>Green (background)</b>
CMYK 80/0/100/0	CMYK 10/100/100/10	CMYK 50/0/100/0	CMYK 25/0/50/0
RGB 1/167/71	RGB 168/24/25	Pantone Pantone Nr. 376	
HEX #01a747 (without black)	HEX #a81819 (without black)		

## 4. Infringement with the use

If one of the clients does not apply the EU organic logo or the Bio Garantie group logos according to the requirements included in this design manual and the general terms, the control body 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 can report the case to the competent government office.

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

In case of illegal use some of the Bio Garantie / Bio Garancia logo, unless parties come to a mutual agreement, the 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 € 1000.- This penalty does not apply for the reduction of the penalties included other legal regulations.

Besides the above ones the control body is entitled to terminate the contract in case of breach of the inspection contract.