



**RULES OF USE FOR THE MARKS AND LOGOS OF ECOCERT
FOR PRODUCTS CERTIFIED BY ECOCERT
ACCORDING TO ORGANIC FARMING STANDARDS**



Preamble

The present Rules of use are intended for operators whose products are certified by ECOCERT.

The logo of certification ECOCERT is registered as collective certification trademark (ECOCERT trademark).

The ECOCERT trademark can be used by the operators to identify or communicate on products certified by ECOCERT according to the standards related to the organic production and to the labeling of organic products (CE N° 834/2007 and its application regulations; NOP; JAS; national regulations).

The present rules are applicable in case of use of the ECOCERT trademark as well as any other reference to ECOCERT or to the certification, whatever the type of media involved.

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ARTICLE 1. PRIOR APPROVAL

Any project, whatever its medium, which displays the ECOCERT trademark and/or makes reference to ECOCERT or to the compliance with the standard, must be submitted to ECOCERT's approval before the logo or the reference may be displayed.

ARTICLE 2. GRAPHIC CHARTER

The ECOCERT trademark is protected by ECOCERT SA in the following form:



The logo is available in digital format on request at ECOCERT.

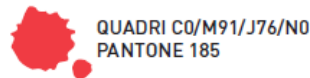
2.1 Component

The components of the logo are fixed and may not be modified.

2.2 Colour

2.2.1 On a background coloured white, ivory or any other light colour

The logo must be displayed in red Pantone 185:



2.2.2 Dispensation

On a background that clashes with the red: the logo may be applied in 100% black.



On a black background, or when the background is too close to the colour of the logo and in order to avoid making it unreadable, the logo may be displayed in white.



ECOCERT may make an exception, however, if justified by the circumstances.

2.3 Shape of the logo:

Neither the shape nor the typography of the logo may be changed.

2.4 Size of the logo

The logo must have a minimum length of 8 mm. Its proportions must be respected.

The logo must be surrounded by empty space that is equal to one third of its length.

ARTICLE 3. GENERAL RULES FOR USE

The ECOCERT trademark and/or reference to ECOCERT or to the certification may be displayed on any type of media (packaging, labelling, website, brochure, advertising, etc.).

The following general rules must be respected whatever the type of media, for all uses of the ECOCERT trademark and/or reference to ECOCERT or to the certification:

- The ECOCERT trademark and/or reference to ECOCERT or to the certification may only be displayed in association with **products, organizations or activities that have been certified by ECOCERT**. This can be done only if:
 - (i) Covered by a valid document establishing that the product, organization or activity (certificates, attestations) is compliant with the requirements of the organic farming standards,
 - (ii) It is in the scope aimed by the organic farming standards.
- In no case may the ECOCERT trademark, reference to ECOCERT or to the certification be associated with products, organisations or activities that have not been certified by ECOCERT or be displayed in a manner likely to result in an error.

ARTICLE 4. SPECIFIC RULES FOR USE ON PACKAGING AND LABELLING OF ORGANIC CERTIFIED PRODUCTS

All types of packaging or labeling of certified products displaying the ECOCERT trademarks and/or reference to ECOCERT or to the certification must respect the specific rules defined in the standards relative to the organic production and to the labeling of organic products (CE N° 834/2007 and its application regulations; NOP; JAS; national regulations) and specified in the associated “labeling guide”.

The operator is responsible for the emission and for the use of labels, for their validation check and for the control of their use, subject to the respect for the article 1 above.

ARTICLE 5. SPECIFIC RULES FOR USE FOR THE PURPOSES OF COMMUNICATION

The following specific rules must be respected for all media used for the purposes of communication displaying the ECOCERT trademark and/or reference to ECOCERT or to the certification:

- When the ECOCERT trademark and/or reference to ECOCERT or to the certification are displayed without specific reference to a certified product, or in reference to a group of products, only some of which are certified, a mention identifying the corresponding certified products must be added to inform clearly the consumer.
- The user may not use the ECOCERT trademark and/or reference to ECOCERT or to the certification in any way that might cause harm to ECOCERT’s reputation, and must not make any statement likely to result in an error.

ARTICLE 6. THIRD PARTIES

These rules must be communicated to any third party, not engaged by ECOCERT (service providers, websites or others), wishing to make reference to the ECOCERT trademark and/or reference to ECOCERT or to the certification.

ARTICLE 7. MODIFICATION OF THE RULES APPLICABLE TO LABELLING

These rules may be modified at any time by ECOCERT, in particular according to changes in legislation relating to the labelling of products or to references made to the certification or to their interpretation by the administrative or legal authorities.

ARTICLE 8. BREACH OF THE RULES

ECOCERT will apply any necessary sanctions provided for in its procedures or will take any legal action that it deems to be necessary in the event of non-compliance with these rules or of violation of its intellectual property rights.