

Corporate Design Manual

Using the certification mark: products and organic retailers

bio.inspecta and q.inspecta

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I. Labelling of products

I.1 Policy

The declaration of the certification body that appears on packages and labels may take a variety of forms. This design manual describes two labelling options. Either the certification mark or a plain text form of labelling may be used (see I.2).

A Labelling only with a valid contract

Only companies holding a valid contract with the firms bio.inspecta AG and/ or q.inspecta GmbH and/or their partners may use the certification/inspection labelling (mark or plain text).

B Labelling only with valid certification

The labelled products must also be covered by valid certification. Certification of non-organic products is carried out by the firm q.inspecta – the policy also applies in this equivalent context.

C Sign-off

In every case, a "ready for press" sign-off must be obtained prior to publication from the following office:

bio.inspecta
Ackerstrasse
Postfach
CH-5070 Frick
Phone ++41 (0) 62 865 63 00
Fax ++41 (0) 62 865 63 01
service@bio-inspecta.ch
www.bio-inspecta.ch

I.2 Which labelling should be used?

Either the certification mark or plain text may be used for labelling.

A Certification mark

We recommend use of the certification mark for labelling on products.
For further information, see I.3

Example



B Plain text

If it is not possible to use the certification mark, the number of the certification body must be shown. To provide customers with the best possible information we recommend a logo in line with the example on the right.
For further information, see I.4

Example

Organic certification:
CH-BIO-006
bio.inspecta AG
CH-5070 Frick

1.3 Certification marks

A Certification mark

Certified products may be labelled with the certification mark.



Example



B Import of products certified by non-Swiss certification bodies

The certification body which certified the final processing stage abroad must be declared on the product. On products that are relabelled or repackaged in Switzerland, bio.inspecta must be displayed as the certification body.

Example (import mark)



C Notes

Information on the graphic implementation of the marks can be found in chapter 2.

Print data for the marks (along with the different certification systems) are available on our website at www.bio-inspecta.ch.

For organic products not regulated by the Swiss Organic Farming Ordinance, the accreditation code may not be used.

The only certification marks to be used are those available on the bio.inspecta website. Certain labels do not allow use of the mark, in which case the plain text labelling defined under 1.4 must be used.

For use within Switzerland, the certification mark should not normally be placed in the same visual frame as the material product designation.

D Use in marketing

The certification marks can also be used in marketing following consultation with bio.inspecta. The direct connection with the certified products or certification systems should be ensured at all times.

I.4 Plain text labelling

The certification labelling on products can be done with the following elements to the text (XY = the name of the certification system, e.g. SUISSE GARANTIE).

In the case of organic products regulated by the Swiss Organic Farming Ordinance, marking with the code of the certification body quoted under A is compulsory:

A Code (obligatory labelling for organic products)

Organic certification: CH-BIO-006

XY certification: SCESp I07

B Combinations

In addition to the code of the certification body the name and address of the company may be used.

In the case of organic products regulated by the Swiss Organic Farming Ordinance, marking with the code of the certification body quoted under A is compulsory. The certification element (A) may be supplemented with elements (D) and (E) if desired.

C Note on code / non-regulated organic products

For organic products not regulated by the Swiss Organic Farming Ordinance, the accreditation code may not be used.

D Company name

bio.inspecta AG

XY-Zertifizierung: q.inspecta GmbH

E Adresse

bio.inspecta AG, CH- 5070 Frick

XY certification: q.inspecta GmbH, CH- 5070 Frick

(Continued overleaf)

Example



I.4 Plain text labelling (continued)

F Import of products certified by non-Swiss certification bodies

The certification body which certified the final processing stage abroad is to be declared on the product. On products that are relabelled or repackaged in Switzerland, bio.inspecta must be displayed as the certification body. If desired, ready-packed products from abroad which you are importing into Switzerland may also be labelled as follows:

Import certification: CH-BIO-006, bio.inspecta AG, CH-5070 Frick

G Note on loose goods

Declaration of the certification body is mandatory on all pre-packaged items. The rule for loose goods is that consumers must be provided with equivalent information. All sales outlets (farm shops, bakeries, organic food stores etc.) must have a copy of the valid bio.inspecta certificate to display in order to declare the certification body.

H Products not regulated under the Swiss Organic Farming Ordinance

Zertifizierung: bio.inspecta AG

Certification: bio.inspecta AG

Certificazione: bio.inspecta AG

The code of the certification body CH-BIO-006 may not be used.

I Products for export

Instead of the wording "Bio-Zertifizierung" (organic certification) the alternative wording "Öko-Kontrollstelle" (organic inspection body) may be used.

Öko-Kontrollstelle: CH-BIO-006, bio.inspecta AG, CH-5070 Frick

2. Using the certification mark: organic retailers

2.1 Principle

The certification mark “certified organic food” should be used actively by organic retailers in external communications.

A The verbal medium

In press releases, editorial contributions, general articles, etc. certification is referred to using the phrase “the Organic Food Label”.

Examples:

“... Specimen Organics Co. has just received Organic Food Label certification.

The label guarantees ...”

“... the Organic Food Label guarantees you ...”

“... we have just been awarded Organic Food Label certification. That guarantees you ...”

B The visual medium

The certification mark should be used as often as possible in visual communications from the certified retailer, to draw customers’ attention to the retailer’s efforts to achieve the highest possible quality and to communicate this.

The logo can be used in the following ways:

- as stickers (on buildings or vehicles) – see 2.2
- on printed matter – see 2.3
- in online media – see 2.4

Principle

The certification mark must be displayed in such a way that the reference to the company, rather than to individual products, is evident.

Recommendation

The uses described in 2.2 to 2.4 should be regarded as optional recommendations and suggestions. The minimum labelling recommended is a sticker placed at the entrance to the sales area (see 2.2 A, page 9).



The “certified organic food” certification mark

2.2 Using as stickers (on buildings)

A Buildings

It is recommended that a sticker be placed on the building, at the entrance to the sales area.

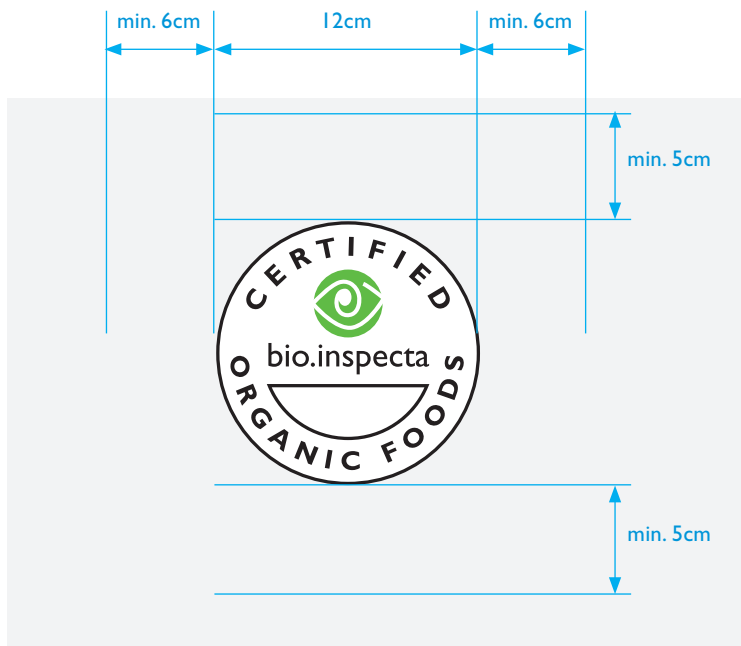
Guidance for placement

If possible affix the sticker to the inside of the entrance doors.

If possible position the sticker in the field of vision, i.e. at a height of between approx. 1.10 and 2.00 metres above the ground.

The sticker should if possible be positioned centrally or on the door handle side.

The sticker must be at least 6 cm away from other stickers, window edges, etc. in all directions.



Ideal sticker size

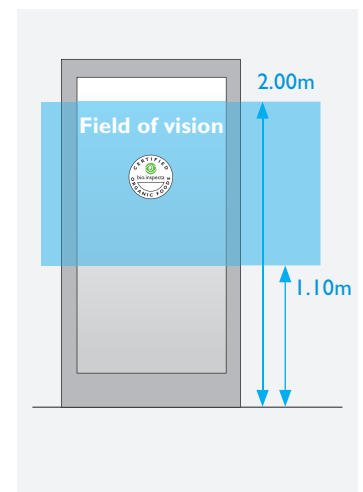
Diameter 12 cm

Ideal height

1.5m above the ground

Positioning in the field of vision

1.10 bis 2.0 metres above the ground



2.2 Using as stickers (on buildings, examples)

Examples



Sticker on inside of entrance door,
near the company logo



If it is not possible to put the
sticker on the door, affix it to a
separate plate beside it

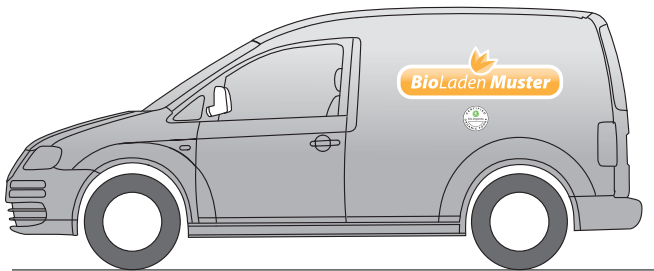
Principle

The certification mark must be displayed in such a way that the reference to the company, rather than to individual products, is evident.

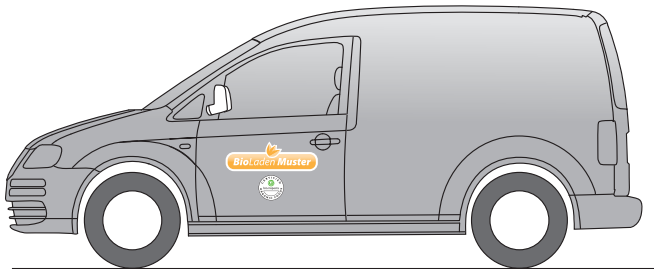
2.2 Using as stickers (on vehicles)

B Vehicles

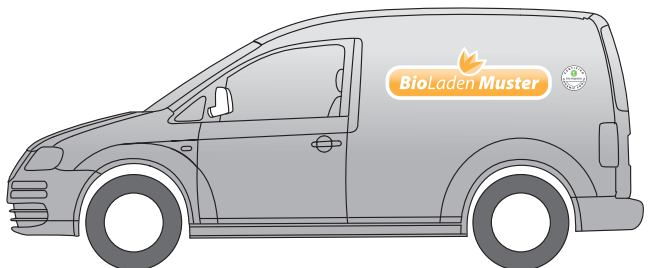
If possible, the sticker should be affixed near the company logo on the vehicle.
Recommended position: to the right of or underneath the logo.



Examples: positioning below the company logo



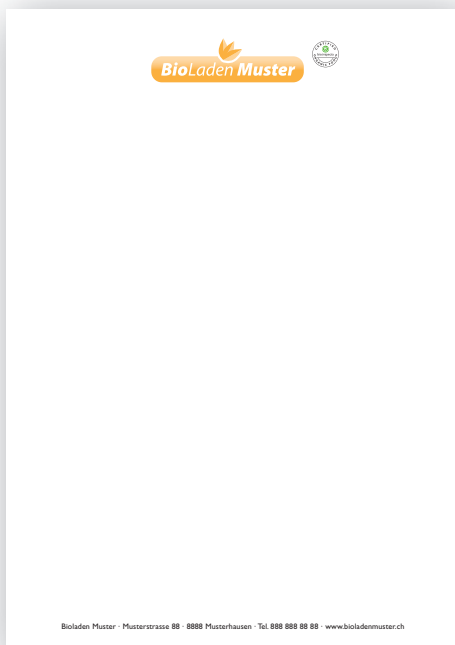
Example: positioning to the right of the company logo



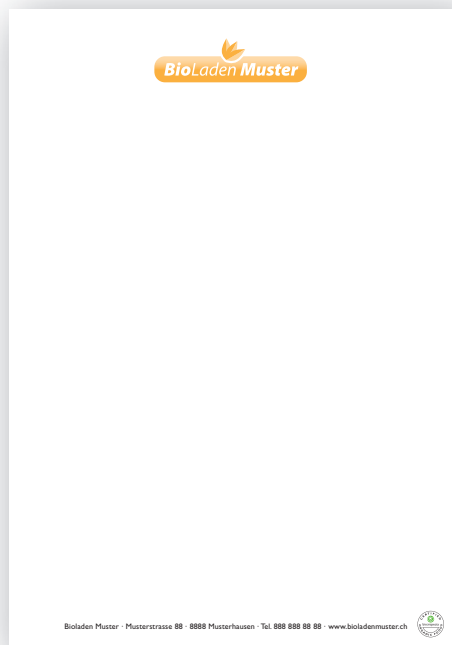
2.3 Using on printed matter

The certification mark can also be used on all company printed matter, newsletters, marketing material, etc.

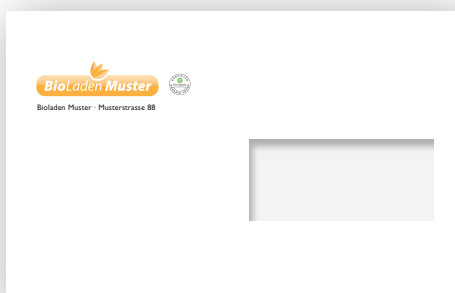
Examples of use



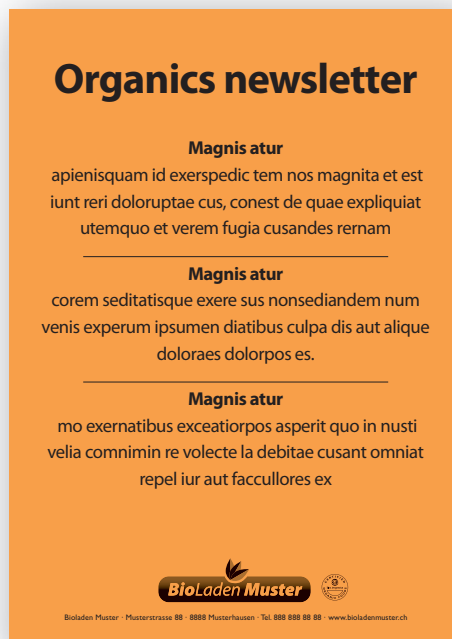
Notepaper, positioned at top, next to logo



Notepaper, positioned at foot



Envelope, positioned at top, next to logo
(printed or affixed)



Newsletter, positioned next to logo

The same principle applies: the certification mark must be displayed in such a way that the reference to the company, rather than to individual products, is evident.

Positioning on printed matter

If possible to the right of or underneath company logo.

On notepaper, the foot of the page is another possibility.

Minimum size

Minimum diameter 8mm

Distance

The certification mark must be placed at a minimum distance of at least half its diameter from the edge of the paper, other graphics, etc.

Example: size of certification mark = 10mm, distance from logo = at least 5 mm.

For further suggestions for use, see 3.2 (page 15)

2.4 Using in online media

The certification mark can be used in all online media, such as websites, e-mail newsletters, advertising banners, etc.

Examples of use

The same principle applies: the certification mark must be displayed in such a way that the reference to the company, rather than to individual products, is evident.

Positioning in online media

If possible to the right of or underneath company logo or next to address

Minimum size

Minimum diameter 60 pixels

Distance

The certification mark must be placed at a minimum distance of at least half its diameter from the edge of the page, other graphics, etc.

Example: size of certification mark = 80 pixels, distance from logo / edge of page, etc. = at least 40 pixels.

For further suggestions for use, see 3.2 (page 15)



Website, positioning at top near logo



E-mail newsletter, positioning at bottom next to address

3. Certification marks

Print data for the marks are available on our website at www.bio-inspecta.ch.
Please note the following guidelines on the choice of marks:

3.1 Standard versions

Certification mark in colour



Whenever possible, colour versions of the marks are used.

Certification mark in one colour Black



One-colour versions of the marks in black, for use in one-colour printed materials or extremely small implementations, e.g. as a stamp

Note on negative versions



Since the marks have a white background, the standard (positive) versions can also be used on dark backgrounds.

No use of negative versions is necessary.

3.2 Implementation

Colour versions on a white background



Use of the colour versions on a white background is recommended as standard policy.

Note on minimum size

A minimum size of approx. 8 mm is recommended.

Implementation in colour media



Use of the colour version is likewise recommended in colour media.

Example of multicolour layout (CMYK printing in colour; white paper)

One-colour printing in black or colour



For one-colour printing, the one-colour version can be used in black or the required ink colour.

Example of one-colour printing (red) on tinted paper

3.3 Elements: Certification system, accreditation code

Certification mark with
accreditation code CH-BIO-006
certification system BIO ORGANIC



It is mandatory for the marks to display the relevant inspection or certification system in the strip around the lower segment.

If available, the accreditation code is displayed in the lower semicircular segment.

Note

For organic products not regulated by the Swiss Organic Farming Ordinance, the accreditation code may not be used.

Example:
Certification mark
without accreditation code
certification system CARTV



Example:
Certification mark
without accreditation code
certification system ORGANIC YARN



Example:
Import mark
without accreditation code



Versions, printing data

A current list of all existing versions along with systems/codes is published at www.bio-inspecta.ch.

The print data for the corresponding certification marks can similarly be obtained from the website.

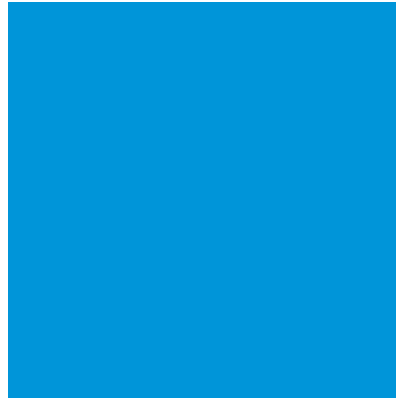
4. Colour definitions

The following colours are used for the marks and word marks:



Green (bio.inspecta)

CMYK	65 C	0 M	100 Y	0 K
Pantone	368 (C + U)			
RGB	83 R	181 G	58 B	
Web	#53B53A			



Blue (q.inspecta)

CMYK	100 C	20 M	0 Y	0 K
Pantone	Process Blue (C + U)			
RGB	0 R	115 G	208 B	
Web	#0073D0			



Grey (text elements in word marks)

CMYK	0 C	0 M	0 Y	55 K
Pantone	423 (C + U)			
RGB	135 R	140 G	145 B	
Web	#878C91			



Black (lines/text elements in marks)

CMYK	0 C	0 M	0 Y	100 K
Pantone	Black			
RGB	0 R	0 G	0 B	
Web	#000000			

5. Imprint

Manual produced by Grafikatelier M. Schmid design bureau under commission from bio.inspecta:

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