

Rules of Use for ECOCERT ICO Marks and Logo

Preamble

These Rules of Use are intended for operators whose products are certified by ECOCERT ICO.

The ECOCERT ICO logo can be used by the operators to identify or communicate on products certified by ECOCERT ICO according to the NOP standards.

These rules apply whenever the ECOCERT ICO logo is used, additionally they apply to any other reference to ECOCERT ICO or to its certification, no matter what type of media is involved.

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Approval	Form's code	Last update
CM	TS05 (v2) (f)	12/31/12

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ARTICLE 1. Prior approval

Any project, whatever its medium, which displays the ECOCERT ICO logo and/or makes reference to ECOCERT ICO or to the compliance with the standard, must be submitted to ECOCERT ICO for approval before the logo or reference thereof may be used.

ARTICLE 2. Graphic charter

The ECOCERT ICO seal is protected by ECOCERT ICO in the following form:



The logos are available in digital format upon request.

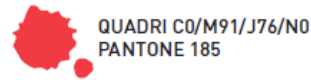
2.1 Component

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 Exception

On a background that clashes with red: the logo may be applied in black or white. Logo must be in one colour only.



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 be of adequate size to be reasonably legible. The proportions of the logo must be maintained.

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ARTICLE 3. General rules for use

The ECOCERT ICO logo and/or reference to ECOCERT ICO or to its certification may be displayed on any type of media (packaging, labeling, website, brochure, advertising, etc.).

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

- The ECOCERT ICO logo and/or reference to ECOCERT ICO or to its certification may only be displayed in association with **products, organizations or activities that have been certified by ECOCERT ICO**. 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 NOP organic farming standards,
 - (ii) It is within the scope(s) identified on the current certificate.
- In no case may the ECOCERT ICO logo, reference to ECOCERT ICO or to its certification be associated with products, organizations or activities that have not been certified by ICO nor shall they be displayed in a manner likely to result in a false or misleading representation of the status of the product.

ARTICLE 4. Specific rules for use on packaging and labeling of organic certified products

All types of packaging or labeling of certified products displaying the ECOCERT ICO logos and/or reference to ECOCERT ICO or to its certification must respect the specific rules defined in the NOP standards and specified in the associated “labeling guide”.

The operator is responsible for the issuance and for the use of labels, for the check of their validation, 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 ICO logo and/or reference to ECOCERT ICO or to its certification:

- When the ECOCERT ICO logo and/or reference to ECOCERT ICO or to its certification are displayed without specific reference to a certified product, or in reference to a group of products, only some of which are certified, clear identification of the corresponding certified products must be added to clearly inform the consumer.
- The user may not use the ECOCERT ICO logo and/or reference to ECOCERT ICO or to its certification in any way that might cause harm to ECOCERT ICO’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 ICO (service providers, websites or others), wishing to make reference to the ECOCERT ICO logo and/or reference to ECOCERT ICO or to the certification.

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ARTICLE 7. Modification of the rules applicable to labeling

These rules may be modified at any time by ECOCERT ICO, in particular according to changes in legislation relating to the labeling 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 ICO 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.

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CM	TS05 (v2) (f)	12/31/12