



RULES OF USE FOR ECOCERT LOGO AND REFERENCE TO THE COMPLIANCE WITH THE STANDARD ECOCERT TRANSITIONAL STANDARD



ECOCERT, as certification body and owner of a registered trademark, exercises control over:

- Ownership, use and display of its certification documentation and logos,
- Any other means used to indicate that a product is certified by ECOCERT,
- The misuse of ECOCERT logo.

The present rules defines the guidelines to be respected by any person or entity aiming to make reference to ECOCERT, to the compliance with the standard or aiming to use the ECOCERT inspection logo (“logo”). These rules apply to the use of:

- the ECOCERT logo, in accordance with the graphic additional requirements,
- any textual reference to the certification by ECOCERT,
- any textual reference to the related certification schemes
- any official certification documentation (certificates,...) provided by ECOCERT.

The term “client” must be understood as defined in the norm ISO IEC 17065 § 3.1: “organization or person responsible to a certification body for ensuring that certification requirements, including product requirements, are fulfilled.”

CONTENTS

ARTICLE 1. GRAPHIC CHARTER	2
1.1 Components	2
1.2 Colour	2
1.2.1 On a background coloured white, ivory or any other light colour	2
1.2.2 Dispensation	2
1.3 Shape of the logo	2
1.4 Size of the logo	2
ARTICLE 2. GENERAL RULES FOR USE	3
2.1 ECOCERT trademark	3
2.2 Textual reference	3
2.3 End of use	3
ARTICLE 3. SPECIFIC RULES FOR USE ON PACKAGING AND LABELING	3
ARTICLE 4. SPECIFIC RULES FOR USE FOR COMMUNICATION PURPOSE	3
ARTICLE 5. USE OF CERTIFICATION DOCUMENTS FOR COMMUNICATION PURPOSE	4
ARTICLE 6. PROHIBITED REFERENCES	4
ARTICLE 7. RESTRICTION OF USE FOR THIRD PARTIES	4
ARTICLE 8. MODIFICATION OF THE RULES	4
ARTICLE 9. BREACH OF THE RULES	4

NOTE: National regulations and texts of reference related to the certification schemes and to the certified products are binding to the client, who is responsible for its actions with respect to these laws. These legal constraints are neither contained nor interpreted in the current rules.

ARTICLE 1. GRAPHIC CHARTER

The Ecocert inspection logo, which is the property of ECOCERT SA, must be displayed in the following form:



The logo is available in digital format upon request to ECOCERT.

1.1 Components

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

1.2 Colour

The logo is made of two colours.

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

- The wording ECOCERT and TRANSITIONAL must be displayed in black : Pantone Black 5 - C60/M60/Y60/B60
- All the other components must be displayed in Pantone 484C – C30/M100/J100/N30



1.2.2 Dispensation

When the background is not compatible with the colour of the logo, the logo may be displayed in black:

- The wording ECOCERT and TRANSITIONAL must be displayed in black 100%.
- All the other components must be displayed in black 70%.

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 for any other color, however, if justified by the circumstances.

1.3 Shape of the logo

Neither the shape nor the typography of the logo may be changed.
The logo must be reproduced from the digital master file only.

1.4 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 2. GENERAL RULES FOR USE

The Ecocert Inspection logo and/or reference to ECOCERT or to the compliance with the Standard can only be used by clients who have a **valid contract with ECOCERT** (*within the limits of art. 7*) and in relation with the scope(s) covered by a **valid certification document issued by ECOCERT**, according to the following certification scheme: “ECOCERT Transitional Standard”.

In any case, the logo and/or reference to ECOCERT or to the compliance with the Standard may not be associated with products, organizations or operations that are not certified by ECOCERT or may not be displayed in a misleading way.

2.1 ECOCERT trademark

The reproduction of the ECOCERT logo shall always meet the requirements of the graphic charter. Whatever the size of the reproduction of the logo, it must remain readable.

To avoid confusion, the ECOCERT logo:

- shall not be displayed bigger than the trademark of the certified entity,
- shall not be displayed on promotional items and administrative documents issued by other entities than ECOCERT (i.e. business card, pen, invoice, car, etc.).

2.2 Textual reference

The content and presentation of the communication on the ECOCERT logo or on ECOCERT or on the compliance with the Standard must not be confusing and shall give clear information about the beneficiary and the scope of the certification, or the site(s) covered.

Similarly, the media used must always refer unambiguously to the beneficiary of the certification and certified products.

2.3 End of use

At the end of validity of the certification, upon suspension, revocation, withdrawal, or termination of certification, the client shall immediately:

- discontinue its use of all advertising matter that contain any reference to the ECOCERT logo or to ECOCERT or to the compliance with the Standard (including websites) and take action as required by the certification scheme and other required measure,
- take all necessary measures to ensure that his customers do not refer to the ECOCERT logo or to ECOCERT or to the certification after the end of validity of the certification.

ARTICLE 3. SPECIFIC RULES FOR USE ON PACKAGING AND LABELING

The use of the logo or the reference to ECOCERT or to the compliance with the Standard on packaging or labeling materials must follow the conditions set by the certification scheme.

The client is responsible for the design and for the use of labels, for their conformity check and for the control of their use by external companies (graphic designer, websites, etc.).

ARTICLE 4. SPECIFIC RULES FOR USE FOR COMMUNICATION PURPOSE

The use of the logo or the reference to ECOCERT or to the compliance with the Standard for the purposes of communication must follow the conditions set by the certification scheme.

When the ECOCERT logo and/or reference to ECOCERT or to the compliance with the Standard are displayed in a generic way, 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 third parties such as consumers.

The ECOCERT logo, the reference to ECOCERT and/or to the certification may not be used in such a manner as to bring ECOCERT into disrepute, and no statement shall be made regarding the product certification that ECOCERT may consider misleading or unauthorized.

ARTICLE 5. USE OF CERTIFICATION DOCUMENTS FOR COMMUNICATION PURPOSE

The client is responsible for the correct use of the certification documents (certificates).
The certification document can be displayed on any site covered by the certification.

If the client provides copies of the certification documents to others (for integration in a website or into advertising or promotional materials such as brochure, leaflet, booth), the documents must be reproduced in their entirety or as specified in the certification scheme, provided that the reproduction is done in a homothetic way with respect to the original.

Any reproduction of the certification document must be accompanied with a link to the ECOCERT website www.ecocert.com, to easily provide information on the scope and validity of the certification.

If the client is not certified anymore (end of validity of the certificate: termination, reduction, suspension, revocation or withdrawal of certification), any use of the certification document, its copies or reproductions in documents, will have to stop without any delay.

ARTICLE 6. PROHIBITED REFERENCES

The following ECOCERT trademarks may not be used:



For the products to be marketed in France, the use of the Ecocert Inspection logo and/or reference to ECOCERT or to compliance with the Standard, on whatever medium, may in no case be associated with or refer to the French terms “*certification*”, “*certifié par*”, “*agrément*” or “*accréditation*” or any other term relating to the latter.

ARTICLE 7. RESTRICTION OF USE FOR THIRD PARTIES

No third party other than the client (i.e. manufacturer or processor using products certified by ECOCERT without being contractually committed with ECOCERT) is allowed to use the ECOCERT logo and/or make reference to ECOCERT or to the compliance with the Standard without the express prior written consent of ECOCERT - unless such use and/or references are provided by the certification scheme and provided that the client communicate these rules to the third party.

The use of the logo and/or reference to ECOCERT or to the certification will remain under the control and entire responsibility of the client.

ARTICLE 8. MODIFICATION OF THE RULES

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 9. BREACH OF THE RULES

ECOCERT will apply any necessary suitable action provided for in its procedures, that can include corrective actions, withdrawal of certificate, publication of the transgression and, if necessary, legal action in the event of non-compliance with these rules (i.e. incorrect reference to the certification scheme, or misleading use of certification documentation, marks or any other mechanism indicating a product is certified, found in documentation or other publicity,...) or of violation of its intellectual property rights.