BioGro logo use requirements
April 2020
How to use our logo

Thank you for becoming certified by BioGro New Zealand!

The BioGro certification seal (hereafter referred to as the “BioGro logo”) is licensed by BioGro New Zealand for use of certified licensees only. If you are certified by us, you may use the logo on all packaging of certified organic products and on related marketing material. You must not make organic claims on product labels in the title or description without also including the BioGro logo.

We believe it is beneficial to the organic sector and our producers for the BioGro logo to be used consistently on all product labels and marketing material.

The requirements below describe BioGro’s specifications for the use of our logo. Terms and conditions are described in the License Agreement and Code of Practice, to which you should also refer.

What is the minimum size the logo can appear?

The logo must be displayed no smaller than 15mm wide. The proportion of width to height must always be 1:1 without distortion of any kind.

If you believe this size is too large for your label, please contact BioGro to request approval of a smaller size. Approval is at BioGro’s discretion.
What colour must the logo be?

Below is a colour guide for reproducing our logos. Please ensure these colours are used as specified by the PMS/CMYK codes. It is important our logo is shown in the correct colour at all times, if you would like to request a colour beyond this due to the reasons outlined below, you must contact BioGro for permission and it is at BioGro’s discretion.

Exceptions:

- If your label contains multiple colours and the BioGro logo clashes, then you may request to use a black or white version of the logo.
- If your packaging has only two colours, and these do not include green, white or black, you may request approval from BioGro to use one of your two existing label colours for the logo.

Approval for any of these alternatives is at BioGro’s sole discretion

The logo for BioGro’s Domestic and Internationally accredited programme must appear in:

- PMS: 3415
- CMYK: 100, 0, 80, 35

The logo for BioGro’s programme for organic inputs must appear in:

- PMS: 484
- CMYK: 20, 100, 90, 40

The logo for In conversion to BioGro’s domestic and internationally accredited programme must appear in:

- PMS: 3415
- CMYK: 100, 0, 80, 35

The logo for the Non-GMO programme must appear in:

- PMS: 158
- CMYK: 0, 62, 95, 0

The logo for the Non-GMO programme using the combined logo must appear in:

- PMS: 320
- CMYK: 96, 0, 31, 2
How much clear space must the logo have around it?

The BioGro logo must always have a minimum clear space around it equal to the height of the logo ‘b’ around the outer edge of the logo. The clear space must be free from typography, illustration or any other graphic.
**How do I position my BioGro number with the BioGro logo?**

Your unique BioGro number must always be in BioGro brand typeface (Campton Bold) and centered beneath the BioGro logo in the position indicated by the placeholder. The gap between the main part of the logo and the number is 10% of the width of the logo. The number is the same height as the logo ‘b’. The logo must be presented in an upright position, and not rotated.

**Where must the BioGro logo and BioGro Number be positioned/placed on marketing material?**

The BioGro logo and producer’s unique BioGro Number are significant selling points which support traceability and are motivating factors in a consumer’s decision to purchase a certified – organic product.

**On packaging** – The BioGro logo can appear anywhere on the label, however we recommend the logo is on the front facing part of your packaging.

You must show your certification number underneath the logo.

If you wish to show the logo on the front facing part of the label without the number, then you must display the logo with your certification number underneath somewhere on the remaining part of the label.

**On Websites** – The BioGro logo can appear anywhere on the homepage of a website if 100% of the business is certified organic by BioGro.
if only part of your business is certified organic (e.g. one product or service), then the BioGro logo must only be placed in immediate proximity to the product(s) or service(s) which are certified organic to avoid misleading consumers.

**Stationary and other marketing material (e.g. brochures, business cards etc.)** – The BioGro logo can appear anywhere on stationary and marketing material (including invoices) if 100% of the business is certified organic by BioGro.

if only ‘part’ of the business is certified organic (e.g. one product or service), then the BioGro logo must only be placed in immediate proximity to the product(s) or service(s) which are certified organic to avoid misleading consumers.

If only part of the business is certified organic, then invoices must not display the BioGro logo.

**What other information must appear on packaging?**

All packaging and labelling carrying BioGro’s logo must also display your company’s name and address. This can be a web address.

If your product contains multiple ingredients they must be listed in descending order of weight. Ingredients below 1% can be listed in any ingredients. You must indicate on your ingredients listing which products are organic (either with an asterisk or with the word organic).

**Can I translate the words within the BioGro logo into other languages?**

The words ‘BioGro New Zealand’ may be translated into other languages. The translated words must be the same size and density as the English versions.

Other words or phrases (including “Certified Organic” and “Certified Input for Organics”) may be translated into another language. The translate text:

- Must be a true and correct translation of the English insofar as this is possible;
- Must be the same size and density as the English versions.
Which logo can I use while ‘in conversion’ i.e. in process of converting to organics?

If you are a primary producer in the first year of meeting BioGro’s Organic Standards (your registration year), you are not permitted to make any claims of organic status for your property or products. You cannot refer to BioGro certification on any packaging/labels, website or promotional material.

Twelve months after your date of registration (C1 status), you are eligible to use the BioGro conversion logo. Be aware that conversion status is not recognised in all countries. BioGro can advise you if you intend to export conversion certified products.

Made with organic ingredients for processed products

If your product is 70-95% certified as a processed product, you are not permitted to use the certification logo. You cannot claim the product as organic or state that you are certified organic anywhere on the label. You can however use the phrase “Made with organic ingredients” anywhere on the label.

Made with organic ingredients for Health & Body care

For products that are 70 – 95% certified organic, the logo associated with the percentage of organic ingredients can be shown anywhere on the packaging and you can make reference to the product being “made with organic ingredients” anywhere on the label. You cannot state that the product is organic or state certified organic anywhere.

For the use of the NATRUE logo, please refer to the NATRUE guidelines, or email info@biogro.co.nz
**Input labels**

BioGro’s “Certified Input for Organics” logo may only be used on products that have been certified under the Inputs Certification Program. In the Product description, the product cannot be described as “organic”, “certified organic”, or “100% organic”. Examples of acceptable wording are “this product is allowed for organic production” or “this product has been allowed for use on organic property”.

**Wholesale labels**

If your labels are non-retail, we still recommend that your labels display the BioGro logo with your certification number underneath using the above guide regarding colour, number composition and font.

This is especially recommended for produce suppliers to wholesale companies or organic retailers, where your crate cards provide excellent instant visual identification of your organic status in warehouses and coolstores.

**Resellers**

If a reseller is selling your certified product, they are not permitted to use the BioGro logo without our approval. This includes all aspects from packaging, marketing and the website.
What happens if I stop being certified by BioGro but the logo appears on printed packaging?

BioGro’s logo can only feature on your packaging, marketing material or websites while you hold a valid certificate from BioGro. Upon expiration or termination of this agreement, the Licensee will within a period of six months cease all use of the Trade Marks (including but not limited to removing products bearing Trade Marks from circulation).

Do I need to get approval from BioGro before publishing/printing the BioGro logo?

Yes. All final artwork (print or online) that incorporates the BioGro logo must be submitted to BioGro for consideration prior to printing/publication. Failure to obtain written approval could result in BioGro requesting you to withdraw from sale of all products bearing the unauthorized logo.

For approval, please contact labels@biogro.co.nz, and allow up to 5-7 working days for the processing of this written label approval.

Using the Non—GMO and combined Non-GMO and Certified Organic Logos

All requirements associated throughout this document applies to the Non-GMO logos. If you are using the certified organic and Non-GMO logos separately, you are not required to put them next to each other. You are not permitted to make any GE-Free claims under this programme.
Using the Natural Verification logo

All requirements associated throughout this document applies to the Natural Verification logo. This logo is relevant to certified salt products that are being used for retail sale.

Using the 25th and 15th anniversary logos

All requirements associated throughout this document applies to the anniversary logos. If used on packaging, you must use it in conjunction with your certification logo. The anniversary logos cannot replace certification seal.

What if I breach the terms of logo usage?

It’s in everyone’s interest that BioGro’s logo be used correctly. If we believe you have misused the logo, we will write to you specifying how the logo has been misused and request a remedy within a certain time frame. If an agreement is not reached or remedy undertaken, BioGro may take further action at your expense.

Where can I get hi-res versions of the BioGro logo?

High resolution logos are available by emailing info@biogro.co.nz.
Market access seals for BioGro licensees including; IFOAM, USDA, EU, Switzerland, JAS, COR, POS

IFOAM - Guidelines
1. BioGro licensees must sign IFOAM logo agreement
2. Must use an updated IFOAM logo

USDA (USA) - Guidelines
1. The US certification seal must be more prominent than other organic seals
2. The certification seal must either be black and white or the official USDA colours (brown, green, white and black)
3. Packaging must say “certified by BioGro NZ” underneath the information identifying the handler or distributor of the product.

EU - Guidelines
1. BioGro certified products may use the EU leaf if the product is more than 95% organic
2. The product must have BioGro’s certification code “NZ-BIO-003” somewhere on the label if you are certified from New Zealand. If you are certified from the pacific, please use the following codes;
   a. Fiji – FJ-BIO-130
   b. Malaysia – MY-BIO-130
   c. Niue – NU-BIO-130
   d. Samoa – WS-BIO-130
   e. Vanuatu – VU-BIO-130
3. Any food that is packaged within the EU, must use the EU leaf logo

Switzerland - Guidelines
1. The product must have BioGro’s certification code “NZ-BIO-003” somewhere on the label.

JAS (Japan)
1. The JAS logo must be used, it must be no less than 5mm in height and it can be any colour
2. The BioGro logo may also be used
3. No animal products are allowed
4. The certifiers name and your BioGro number must appear underneath the JAS logo

COR (Canada) - Guidelines
1. The COR logo does not have to be used, but if you choose to it can be their full colour set or just black and white
2. You can only use the logo if the product is above 95% organic
3. For products imported into Canada, the statement “product of” then the name of the country of origin OR the statement “imported” near the logo must be present
   a. Either of the statements must appear on the label in both English and French unless a bilingual labelling exemption applies