



# Labelling and Logo Style Guide

## ACO Certification Limited





## Approval steps for use of your logos

**STEP 1:** For Certified organic Operators, request your certification logo from ACO Certification Ltd (ACOCL). Use of the bud logo requires audit, certification and licensing via a recognised Certifying body (CB). You cannot download and use other unverified versions of the ACO logo.

**STEP 2:** Read the ACOCL Labelling and Logo Style Guide.

**STEP 3:** When received, the logo can then be inserted into the draft artwork/labelling.



**STEP 4:** Once you have finalised the draft artwork/ labelling submit to ACOCL for review and approval.

**STEP 5:** ACOCL will review the artwork/labelling for compliance and if compliant, provide a letter of approval.

**STEP 6:** Once the labels have been approved by the ACOCL office they can be printed.

**Note:** Any alterations to the approved label need to be verified by ACO Certification Limited. Re-assessment is necessary each time labels and marketing are updated.



# Australian Certified Organic Standard

## 3.5 LABELLING REQUIREMENTS

3.5.1. All products, raw or processed, marketed as certified organic shall include the following details on all packaging bound for retail sale (unless otherwise overridden by other market requirements, e.g. USDA NOP, Japan JAS, Korea, China, Canada, etc.):

- Appropriate reference to certification (e.g., Organic, Organic In Conversion, Biodynamic);
- Certification number of operator;
- Certifier name and Bud logo;
- Name and address and/or registered mark of the certified operator or owner of the product and/or label as required by Law;
- For animal feeds, the name of the product or a description of the compound feeding stuff (ingredients list).
- Exceptions to labelling requirements (e.g. domestic private label within Australia) shall require confirmation in writing by the Certification Officer as acceptable prior to market release. The CB maintains a file of existing formats for logo and name use. Variations beyond these formats shall require specific approval prior to use.

**Note: Onus is on the operator to ensure compliance with importing country market requirements.**

3.5.2. Failure to maintain compliant labelling and receive written confirmation from the CB as to the acceptability of such labels may result in mandatory removal from the marketplace of all product that is deemed to not comply with this Standard or that fails to achieve approval of the CB. A copy of all labels bearing market reference to organic products shall be kept on file by the CB and it is the responsibility of the operator to ensure that all current labels are sent to the CB.

3.5.3. In the case of bulk carrying, a transport declaration shall accompany all consignments and wherever feasible shall include all other measures such as labelling, signage and supply of certificate, to ensure the authenticity and control of the certified product is maintained.

3.5.4. The label for in conversion products shall be clearly distinguishable from the label for organic products. The Bud logo for in conversion products is clearly distinguishable from the Bud logo for certified organic products. Labelling reference to In Conversion status of the product must be the same size, font and colour as the words "Organic" or "Biodynamic" on the packaging items may be sold as "In Conversion to Organic".

**Note: For the EU, multi-agricultural ingredient items may not be sold as "In Conversion to Organic".**



# Australian Certified Organic Standard

## MARKETING CLAIMS AND LABELS

3.5.8. Whilst certified organic products shall be GMO free, claims as to the GE- or GMO-free status of organic products for sale shall conform to relevant regulatory requirements for labelling, and shall be verified by the operator.

3.5.9. No claims may be made as to the chemical- residue-free status of organic products for sale, except where this can be verified by the operator. No claim shall be made on the label or advertising material that suggests to the purchaser that the certified organic status of the product constitutes a guarantee of superior organoleptic, nutritional or salubrious quality.

3.5.10. For processed food products, where a minimum of 100% of all ingredients (excluding water and salt) come from certified organic sources, reference may be made to "100% organic" on the label.

3.5.11. For processed food products, where a minimum of 95% weight/weight of all ingredients (excluding water and salt) come from certified organic sources, and where all other materials are allowed under this Standard for use in certified processed product, reference may be made to "Certified Organic" on the label.

3.5.12. In the instance of the product and all ingredients being liquid, the calculation of percentages above shall be done by fluid volume.

3.5.13. For processed food products, ingredients of non-organic origin are only allowed where unavailable in the certified form, where specified under this Standard as allowed and with non-GMO and non-irradiated status. Ranking in order of concentration is required for all ingredients.

For the EU market: If herbs and/or spices constitute less than 2% of the total weight of the product, they may be listed as "spices" or "herbs" without stating the percentage. Any non-certified organic ingredients of agricultural origin shall be those only included in Annex VI Section C of the current EU organic regulation.

3.5.14. Where less than 95% but not less than 70% weight/weight of all ingredients (excluding water and salt) are of certified organic origin, and where all other materials are allowed under this Standard for use in certified processed product, the statement "Made with organic ingredients" or "Made with x% organic ingredients" may be made on the label. No other organic claims can be made on the front of the label.

3.5.15. Where less than 70% of ingredients are from certified organic origin, the ingredients that comply with this Standard shall appear in the same colour and with an identical style and size of lettering as the other ingredients listed in the ingredients list. Onus is on the operator to ensure that all legal regulatory and other label requirements are met in regard to labelling and packaging.

3.5.16. Ingredients shall be listed in the order of concentration in the end product, clearly noting and differentiating certified ingredients from non-certified ingredients. In the case of cosmetics the International Nomenclature of Cosmetic Ingredients (INCI) system shall be used on all ingredient listings.

**Note: The ACOCL Certified / Australian Certified Organic logo cannot be used on products with <95% organic weight/ weight content (excluding salt and water).**



# National Standard for Organic and Bio-Dynamic Produce

## GENERAL REQUIREMENTS

- Products produced in accordance with this Standard are clearly and accurately labelled to ensure consumers are well informed when purchasing products.

## 5. LABELLING AND ADVERTISING STANDARDS

- The labelling and advertising of a product specified in the Scope of this Standard may refer to organic or bio-dynamic production methods only where:
  - such labelling and/or advertising shows clearly that it relates to a method of production that satisfies the requirements of this standard; and
  - the products have been produced or prepared by an operator whose undertakings are subject to an inspection and certification system as detailed in Section 4.
- Product labels must be authorised by the approved certifying organisation, and must include the following on the label:
  - the name and address, or number of the certified operator, and
  - the approved certifying organisations name, address, and /or logo / trademark; and
  - other labelling requirements as required by Commonwealth, State / Territory law.

- In addition to points 1 and 2 above, the following conditions apply:
  - the same ingredient may not be derived from an organic/ bio-dynamic source, and a source not complying with this Standard.
  - organically or Bio-Dynamically derived ingredients must be used if available. Any ingredients not satisfying the production/ processing or handling requirements of this Standard must be clearly indicated as such in the ingredients list.
  - the wording of the ingredients that comply with this Standard must appear in the same colour and with an identical style and size of lettering as the other ingredients listed in the ingredients list.
  - the ingredients and their relative levels appear in descending order (m/m) in the list of ingredients.
  - only those substances listed in the Appendix G, H, I, J, K and L can be used as food additives or processing aids.
  - the final product, or any of its ingredients, must not have been subject to treatments involving the use of ionising radiation (excluding X-rays used for detection of foreign matter), or products subject to genetic manipulation, or nanotechnology.

**Note: The ACOCL Certified Organic logo cannot be used on products with <95% organic weight/weight content (excluding salt and water).**

*Department of Agriculture and Water Resources: 'National Standard for Organic and Bio-Dynamic Produce 3.7: Labelling and Advertising'.*



# Certification Logo

The logo can be used on labels, packaging, boxes and other marketing materials. (For other samples, see Logo summary on page 8)

## MINIMUM CLEAR SPACE

The logo type must be reproduced with a clear area around it which is free from other graphic elements.

## MINIMUM SIZE

The logo should always be clearly legible when shown in both print and online.

## MANDATORY



Cert No. XXXX refers to certification number given by ACOCL

## ALTERNATE OPTIONS



**Black:** For use on coloured backgrounds or where needed. White inside fill must remain untouched.



**Reversed:** For use when placed on a black or dark background. Inside fill of logo may change to black or dark colour chosen.

**Note:** Logos outside these guidelines may be submitted and reviewed on a case by case basis.



# Typography

## FONT

### Bree Serif

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

### Frutiger LT 65 Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

## SWATCH COLOUR



Four Colour Process (CMYK)

C50 M0 Y100 B20



Four Colour Process (CMYK)

C0 M0 Y0 B100

The logo is set up using the Pantone DS 4-colour process system, not PMS (spot), and will separate to C50/M0/Y100/K20 when printed. If required, PMS colour for the green in the logo (PMS 7737C) is the closest match.

## CERTIFICATION LOGO REQUIREMENTS

- The logo must remain intact at all times. The logo cannot be modified in any way (except for size and colour).
- It must not be stretched or distorted.
- Certification logos can be reproduced in any single block colour.
- The background for the preferred green, white and black logo must have a white background which cannot be substituted for transparent.
- Alternate logos with a single block colour may replace the background with transparent.

## EXAMPLE

Below is an example of the ACOCL logo typeface used for the certification logo.





## Use of the EU code and wording

For international operations, wine, livestock/or livestock by-products & plant processed products which contain imported EU certified ingredients, please include the code, AU-BIO-107, and wording underneath the EU logo, in Myriad Pro font.

For plant and plant products exported as food (excluding wine and yeast), all ingredients used in these products must be Australian Grown and may not contain imported organic ingredients. Please include the code, AU-BIO-001, and wording underneath the EU logo, in Myriad Pro font.



AU-BIO-007  
Non-EU Agriculture



AU-BIO-007  
Non-EU Agriculture



AU-BIO-001  
Non-EU Agriculture



AU-BIO-001  
Non-EU Agriculture

**Note:** If the product is of Australian origin and contains ingredients from the EU, please use the wording: AU-BIO-107 EU-Agriculture & Non-EU Agriculture





# Summary of Logos



Australian Certified Organic Standard (Certified Organic/ Biodynamic) + Department of Agriculture National Standard for Organic and Biodynamic Producer (Certified Organic/ Biodynamic)

ACO Imported Logo (contains imported ingredients)



Australian Certified Organic Standard (In Conversion) + Department of Agriculture National Standard for Organic and Biodynamic Producer (In Conversion)

ACO Certified Organic and Biodynamic (contains imported ingredients)

Non-GMO Compliant



Certified Organic products allowable as a supplementary tool in a balanced farm management program for Organic production.

**Note:** The ACO imported logo must be used on products that are imported, contain imported ingredients or are processed, packed or made outside of Australia.

The Australian Certified Organic Logo may only be used on products which are 100% grown, processed and packed in Australia.