

How to use our logo

The guidelines below are a summary of the terms and conditions for 'Use of BioGro New Zealand's logo' in the License Agreement. Please refer to the Agreement for further information.

The Logo Defined

The BioGro logo (trademark) is the property of BioGro New Zealand.

What colour must the logo be?

Below is a colour guide for reproducing our logos. Please ensure these colours are always used. It is important our logo is shown in the correct colour and is reproduced against a white or clear background. Where printing any BioGro logo in colour is not possible, it can be printed in black against a white or clear background.



The logo (for **BioGro's internationally accredited programme**) must appear in:

PMS: 342
CMYK: 100, 0, 70, 40



The logo (for **BioGro's domestic programme**) must appear in:

PMS: 646
CMYK: 65, 30, 0, 11



The logo (for BioGro's programme for **organic inputs**) must appear in:

PMS: 484
CMYK: 0, 90, 100, 40



The logo (for **"In Conversion to BioGro's internationally accredited programme"**) must appear in:

PMS: 342
CMYK: 100, 0, 70, 40



The logo (for **"In Conversion to BioGro's domestic programme"**) must appear in:

PMS: 646
CMYK: 65, 30, 0, 11

What background colour can the logo appear on?

The BioGro logo must appear on a white or clear background.

Can the logo or background be any other colour?

If you are only able to print your packaging (or publish your website etc) using one colour (which is not an official BioGro brand colour above) then you may print the BioGro logo in that same one colour. For example if you print your packaging in blue on a white or clear background then the BioGro logo may be blue too.

If the background colour of your packaging or label (or website etc) is a dark colour e.g chocolate brown, the logo may be used in negative and therefore appear as white on the background colour of the packaging or label). This will ensure the BioGro logo stands out better.

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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 clearspace must be free from typography, illustration or any other graphic.



What is the minimum size the logo can appear as?

The minimum size at which the logo can be displayed is 15mm wide. The proportion of width to height must always be 1:1 and not be distorted in anyway.



What if I breach the terms of logo usage?

It's in everyone's interest that BioGro's logo be used correctly. If for some reason it is mis-used we will write to you specifying how the logo has been mis-used and request that the logo be used correctly within a certain time frame. Ultimately, if the logo is not used correctly before that time frame, we may write to you again to terminate the License Agreement.

How do I position my BioGro Number with the BioGro logo?

Your unique BioGro number must always be centered beneath the BioGro logo and set in the BioGro brand typeface PMN Caecilia Heavy (fig 1). If you do not own this typeface then Helvetica Bold is also acceptable (fig 2). Your number should not exceed the width of the BioGro logo itself.



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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 must appear on the front facing (outward facing of any package when displayed on a retail shelf) in immediate proximity to the producer's own business and/or brand name.
- **On websites** – the BioGro logo can only appear on the HOME page of a website if 100% of the business is certified organic by BioGro. If only 'part' of the business is certified organic, the BioGro logo may only feature in immediate proximity to that part of the business or product which is BioGro certified.
- **Stationery and other marketing material (e.g. brochures, business cards etc)** – the BioGro logo can only appear on stationery if 100% of the business is certified organic by BioGro. If only 'part' of the business is certified organic, the BioGro logo may only feature on stationery and other marketing material in immediate proximity to that part of the business or product which is BioGro certified.

What other information must appear on packaging?

All products carrying BioGro's logo must also bear the producer's name and address (this can be a website address). These do NOT need to appear in immediate proximity to the BioGro logo and the producer's BioGro Number.

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

The words 'BioGro New Zealand' may be translated into other languages but if so the translated words must be the same size and density to fit in the same areas as the English versions.

Other words such as the name of the certification programme (including: Certified Organic, Certified Organic Domestic, Certified Input for Organics) may be translated into another language (other than English). The translated text:

- must be a true and correct translation of the English insofar as this is possible
- must be the same size and density to fit in the same areas 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 crops. Nor can you refer to BioGro certification on any packaging/labelling, website or promotional material. Twelve months after your date of registration (C1 status), you are eligible to use the domestic or internationally accredited BioGro's 'In-Conversion to Organic Certification' logo depending on which certification programme you have registered for.

If you are not a primary producer (e.g. a processor or service provider), in most cases you can become fully certified after completing a successful audit and therefore will be eligible to use the relevant BioGro logo.

How to use our logo

What happens if I stop being certified by BioGro but the logo appears on printed packaging?

BioGro's logo can only feature on packaging, marketing material or websites while the producer holds a valid certificate from BioGro.

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

High resolution logos are available by emailing info@biogro.co.nz

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

Yes. BioGro requires that all final artwork that incorporates the BioGro logo be sent to BioGro for consideration prior to printing/publication in print or online. Written approval from BioGro must be granted prior to printing/publishing in print or online. Failure to do so could result in all products bearing the unauthorised logo being withdrawn from the market. Please allow at least 2 working days for the processing of this written approval.

Market access seals e.g. IFOAM

For information on how to use any market access seals (e.g. IFOAM), please contact us.