



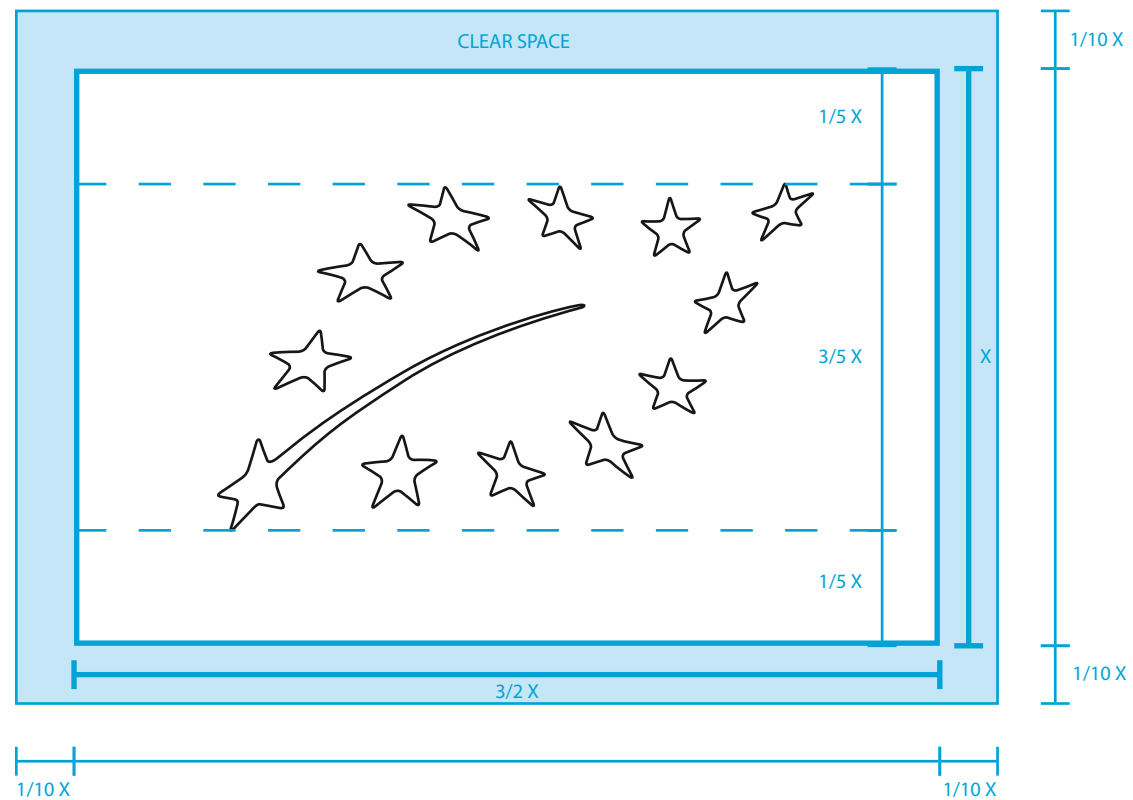
Two well known symbols form the basis of the EU Organic Logo: The European flag – official symbol of the European Union since 1986 – and a leaf that is used in a variety of shapes to symbolise nature and sustainability. The combination of these two symbols creates a unique visual element that is self explanatory and appealing.

The EU organic logo is introduced by the Commission Regulation (EU) No 271/2010 of 24 March 2010. Its use is governed by Article 57 of Commission Regulation (EC) 889/2008.



The unit of measurement of the EU Organic Logo is the height of the green field in the background. The proportions of the field are in accordance with those of the flag of the EU. (1:1,5)
A tenth of the height is to be kept clear wherever the logo is applied.*

* No writing or drawing is allowed in the clear space



The white leaf on a green background is the master version of the logo.

Whenever possible this version is to be used.



White



Light Green

CMYK: 50 / 0 / 100 / 0

Pantone 376

RGB: 169 / 201 / 56



The EU Organic Logo can be applied on every colour, as long as it is still distinguishable.

Examples of use on coloured backgrounds:



Whenever the EU Organic Logo doesn't stand out from the background, the outer line version is to be used.

It can also be chosen for aesthetical reasons to avoid a negative contrast.



Examples of use on coloured backgrounds:



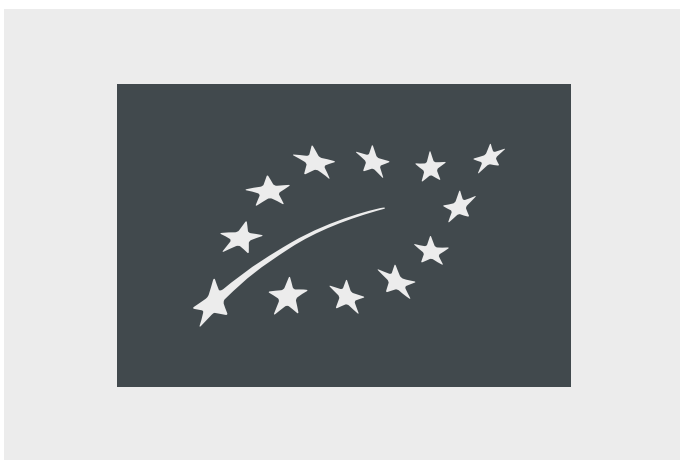
The one colour version is to be used if the printing process does not allow the application of the original green colour.

This version is to be printed in black or in a dark colour on a white or a light coloured background only.



A change of colour is allowed for a **one colour printing** process.

Examples for use of dark colours:



This version is to be printed in white or in a light colour on a black or a dark coloured background only.



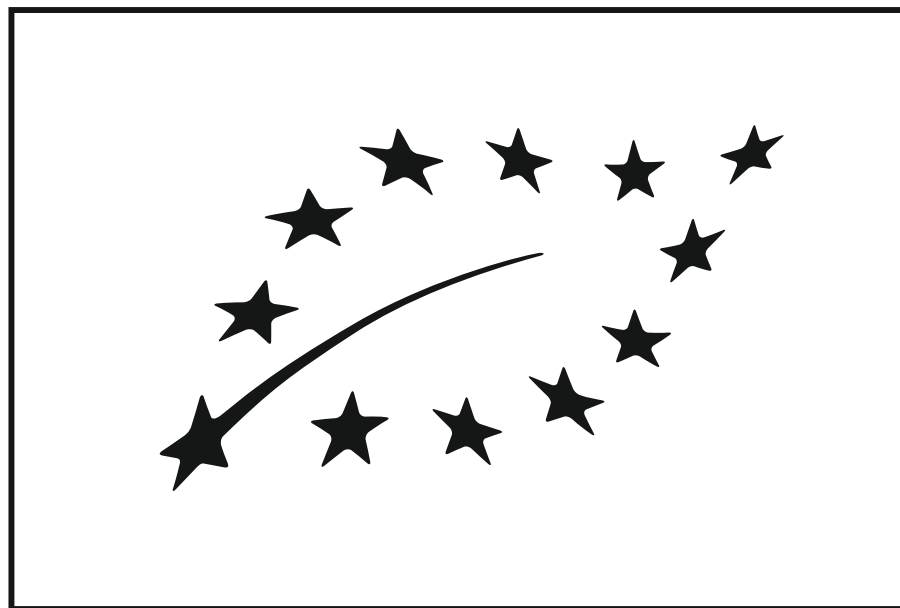
A change of colour is allowed for a **one colour printing** process.

Examples for use on dark coloured backgrounds:



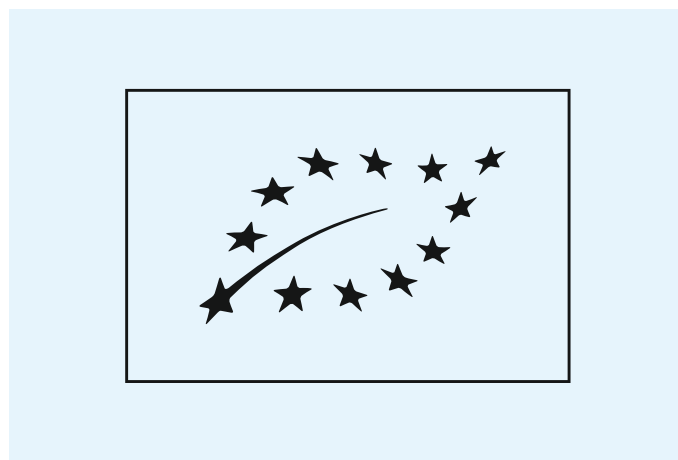
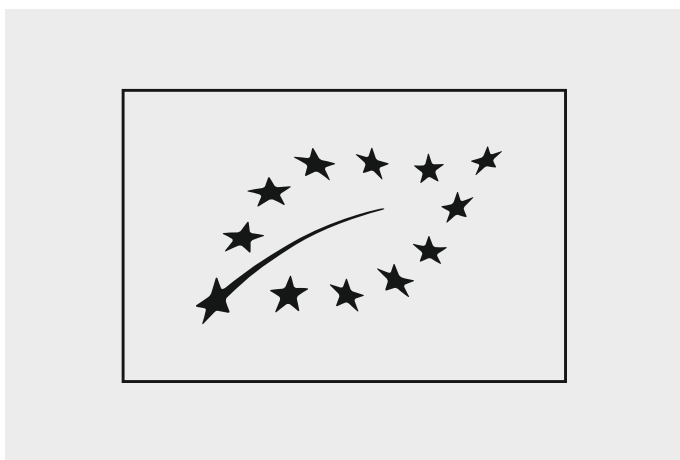
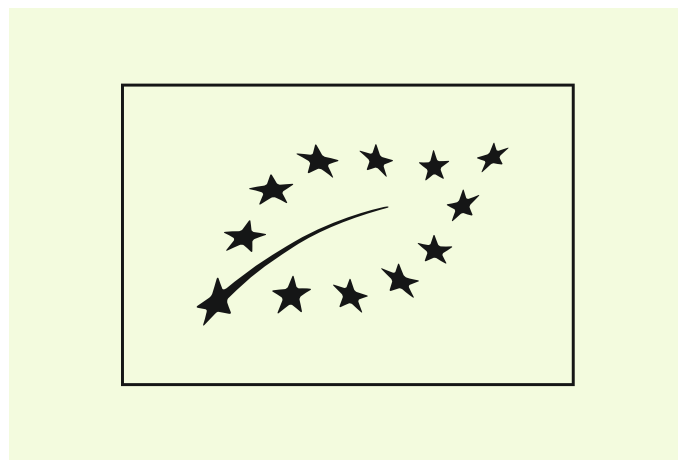
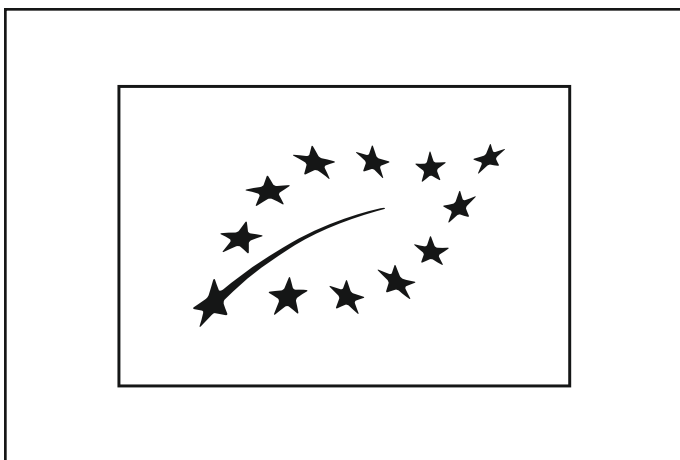
This version is to be printed in black or in a dark colour on a white or a light coloured background only.

It can also be chosen for aesthetical reasons to avoid a negative contrast for a **one colour printing** process.



A change of colour is allowed for a **one colour printing** process.

Examples for use of dark colours on a white or a light coloured background:



If the background colour of the packaging or label is dark, the symbols may be used in negative format, using the background colour of the packaging or label.

Examples for use of dark colours:



The EU Organic Logo can be applied in every scale.

However, it should not be smaller than 13,5 mm by 9 mm.



Width: 54 mm
Height: 36 mm



Width: 54 mm
Height: 36 mm



Width: 27 mm
Height: 18 mm



Width: 27 mm
Height: 18 mm

Minimum size



Width: 13,5 mm
Height: 9 mm



Width: 13,5 mm
Height: 9 mm

Exception
for very small
packages



Width: 9 mm
Height: 6 mm



Width: 9 mm
Height: 6 mm

Whenever type is added to the EU Organic Logo, Myriad Pro is the preferable type-font.

It can be set in regular and bold.

Myriad Pro Regular

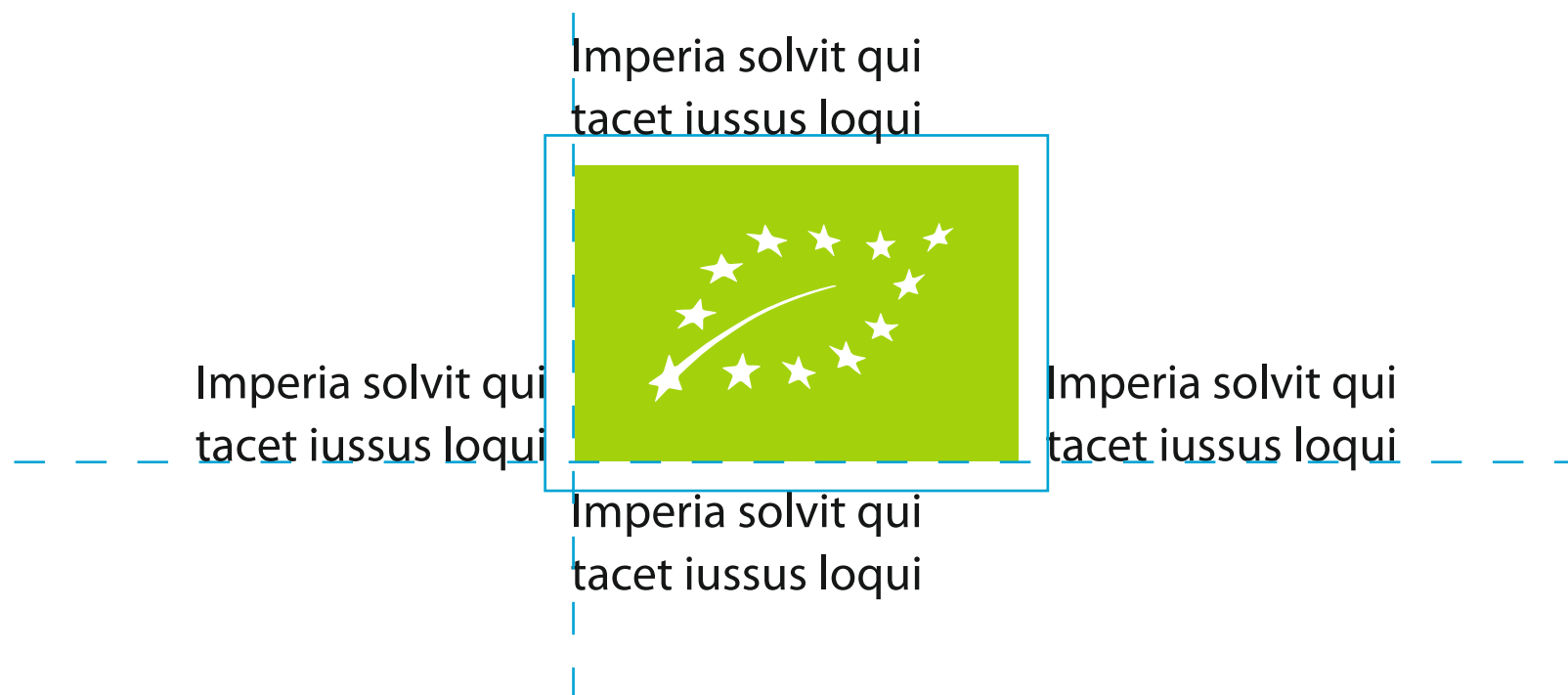
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890,;.!?&€

Myriad Pro Bold

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890,;.!?&€**

Type can be placed all around the logo.

The clear area must always remain (Page 3).



The EU Organic Logo may be associated with graphical or textual elements referring to organic farming, if they do not modify or change the nature of the EU Organic Logo. This is the case also for private and national organic farming logos.

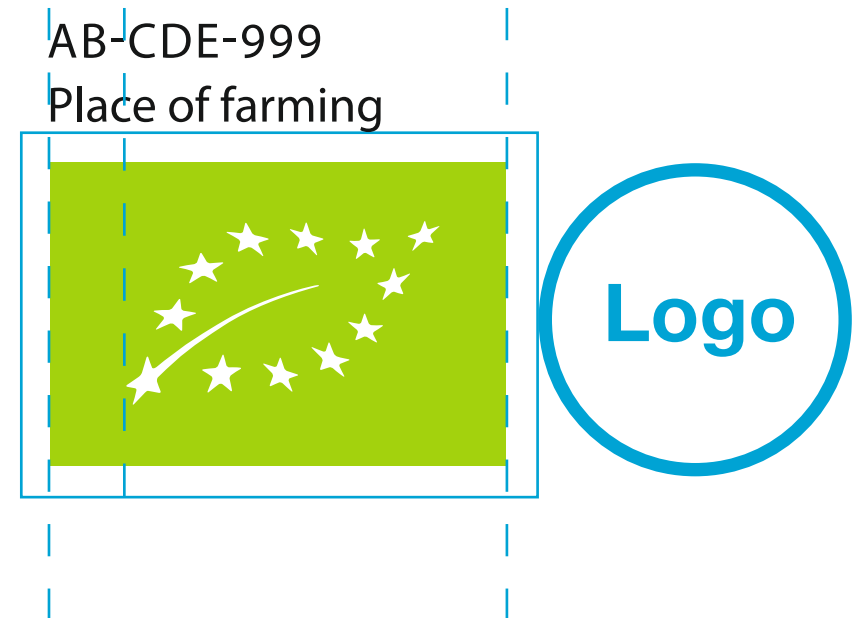
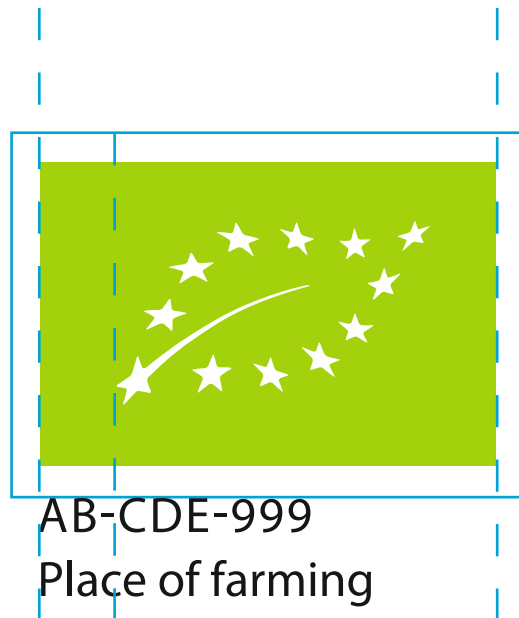
The clear area must always remain (Page 3).



The code number referred in Article 58 and the place where the agricultural raw materials composing the product have been farmed need to be displayed in the same visual field of the EU organic logo as shown. The place of farming should be placed immediately below the code number.

The first two characters, including the hyphen, should not be extended beyond the blue line on the right.

Examples:



Where the Community logo is used, an indication of the place where the agricultural raw materials of which the product is composed have been farmed shall also appear as follows:

- 'EU Agriculture', where the agricultural raw material has been farmed in the EU,
- 'non-EU Agriculture', where the agricultural raw material has been farmed in third countries,
- 'EU/non-EU Agriculture', where part of the agricultural raw materials has been farmed in the Community and a part of it has been farmed in a third country.

The abovementioned indication 'EU' or 'non-EU' may be replaced or supplemented by a country in the case where all agricultural raw materials of which the product is composed have been farmed in that country.

The abovementioned 'EU' or 'non-EU' indication shall not appear in a colour, size and style of lettering more prominent than the sales description of the product.

Examples:



AB-CDE-999
EU Agriculture



AB-CDE-999
Non-EU Agriculture



AB-CDE-999
EU/non-EU Agriculture



AB-CDE-999
Belgium Agriculture



AB-CDE-999
Costa Rica Agriculture

The EU Organic Logo has to be regarded as an unchangeable symbol.

It is not allowed to add any text , logos, symbols or other elements in the clear area.

Do not add any text within the logo.



Do not change the shape of the logo.



The logo including the clear area must not be violated.



Do not alter the visual element of the logo.



The EU Organic Logo has to be regarded as an unchangeable symbol.

Do not apply any visual effects.



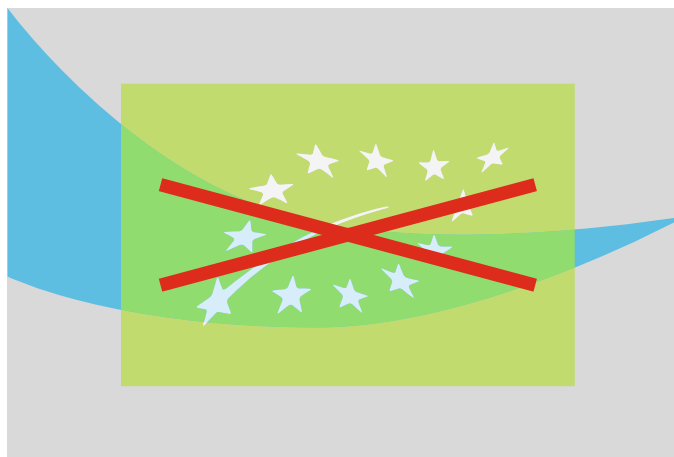
Do not alter the solid background of the logo.



Do not alter the solid white colour of the visual element.

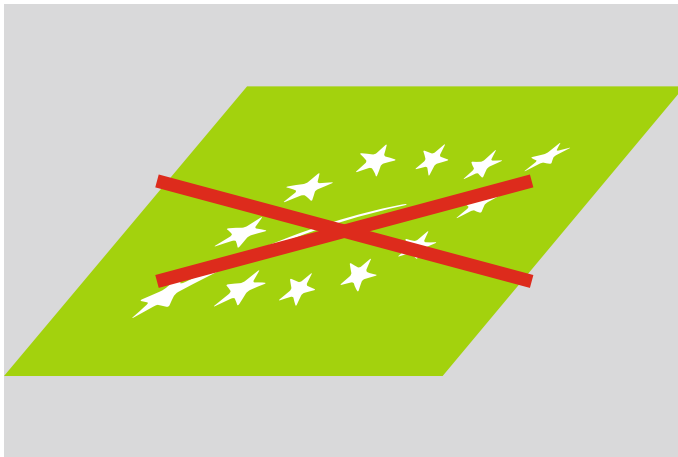


Do not use the logo as a transparent layer.



The EU Organic Logo has to be regarded as an unchangeable symbol.

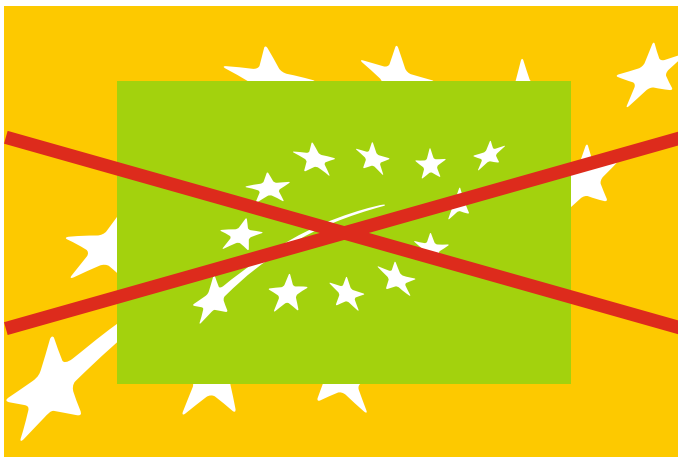
Do not distort
the logo.



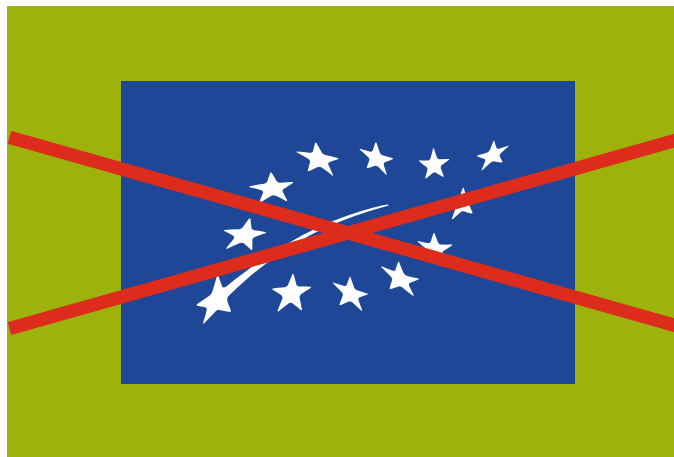
Do not combine
the logo with another.



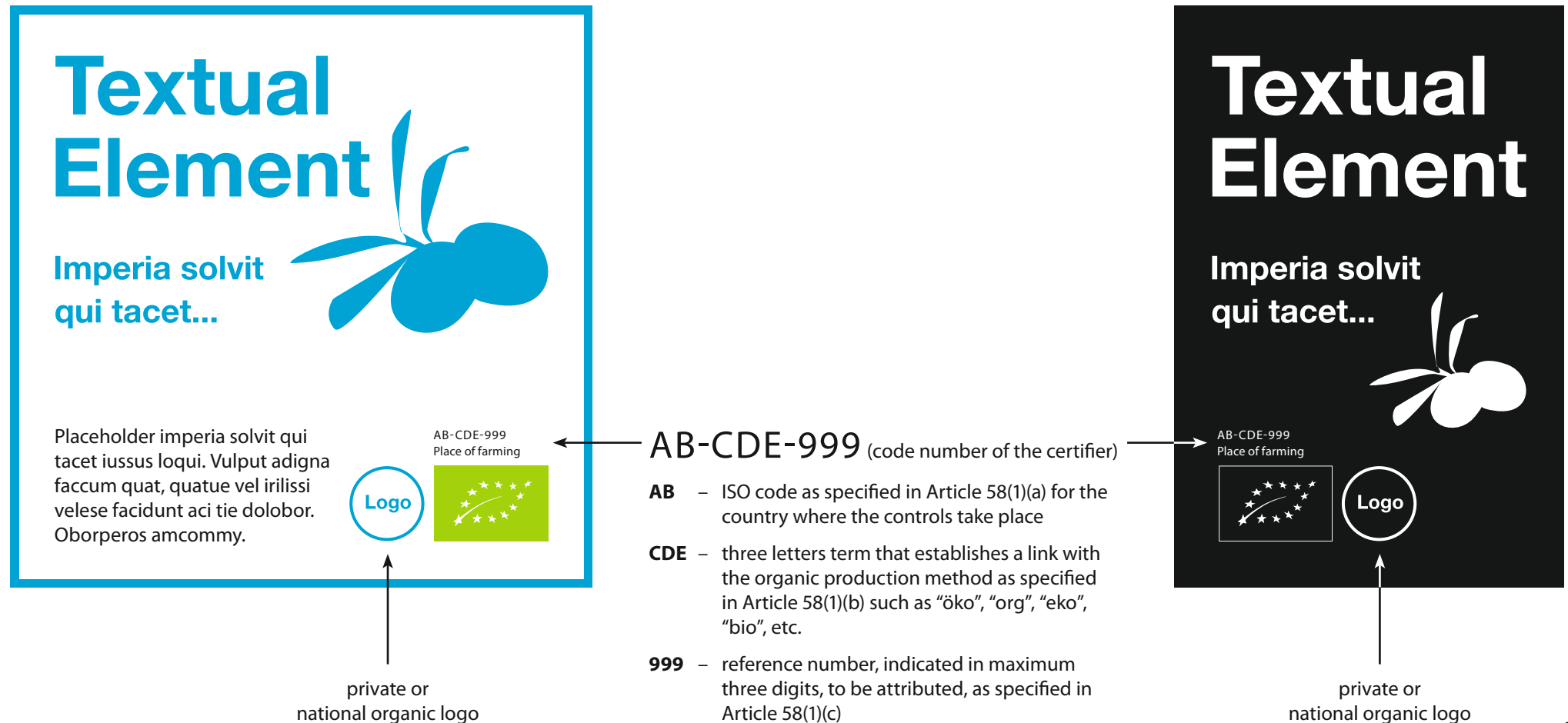
Do not use the visual
element outside
the logo.



Do not alter the colour of
the logo when printing in
four colour process.



These two examples display the different elements that could be included in a label, whether it be for one or up to four printing colour systems, with light or dark backgrounds.



ORGANIC FARMING

GOOD FOR NATURE,
GOOD FOR YOU.



European Commission
Agriculture and Rural Development

www.organic-farming.europa.eu