

Corporate Design Manual **bio.inspecta Ltd.**

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1. Reference to certification body and logo on products

1.1 General rules

For the declaration of the certification body on packaging material and etiquettes bio.inspecta ltd. defines the following rules. As a mandatory prerequisite for any reference the following requirements must be met

A Labelling only with a contract

The labelling of products based on inspections/certifications of bio.inspecta ltd. can only be used if a valid contract with bio.inspecta ltd. exists.

B Labelling only with a valid certification

The products that are labelled must have additionally a valid certification by bio.inspecta ltd.

C Approval of labels

Before a publication there must be an approval of the label by bio.inspecta.

bio.inspecta Kontrol Sertifikasyon ltd.
Mansuroglu Mah. 284/1 Sk.
No: 11 Daire:11-12, Bayrakli/Izmir
Tel +90 232 347 48 68
Fax +90 232 347 48 66
Email: ofis@bio-inspecta.com

1.2 Use of bio.inspecta name and logo on a label?

While labeling for the end consumer following requirements must be met for the use of bio.inspecta references and logo

A Logo of bio.inspecta ltd.

The logo of bio.inspecta ltd can be used only by contracted operators for the certified products and after the label approval of bio.inspecta ltd. The rules for printing the logo (colours etc.) are described below in the next chapter of this document.

Example



B Text of certification body/

The name and the code number of bio.inspecta ltd. can be used only by contracted operators for the certified products and after the label approval of bio.inspecta ltd. The control and certification body code number for Turkey is "TR-OT-19".

Example Domestic

TR-OT-19
bio.inspecta Ltd.

2. Design of Logos

2.1 General rules

Logo bio.inspecta
coloured



one coloured black-grey



one coloured black



coloured negative

negative white



Whenever possible the colour version of the logo must be used.

For print media of one colour

For print media of one colour in which no grey tones can be printed or for very small applications.

Indication for negative Versions

If used on dark backgrounds with insufficient contrast it is possible to use the negative versions.

2.2 Logo Use (Positive Version)

Coloured versions on white background



On white background the coloured logo should be used.

The minimal size (width) is defined as 10 mm.

Use in coloured media



In coloured media the use of the coloured version of the logo is recommended.

2.3 Logo Use (Negative Version)

If there are problems when using of the positive letters due to insufficient contrast the use of the negative versions is recommended.

Wrong



Correct



Example

negative coloured: insufficient contrast with grey. The negative should be used.

Wrong



Correct



Example

negative one coloured white: insufficient contrast with emblem colour: negative white version should be used.



Example

If there is enough contrast in case of black backgrounds the positive version can be used.

Reference negative Versions grey, black

If the one coloured versions of grey and black are used the same rules as for coloured versions apply

Version black-grey



Version black



– if possible the letters are used with white background

Wrong



Correct



– if there is not sufficient contrast with the background the negative versions should be used (white).

Wrong



Correct



3. Colour Definitions

For characters the following colours must be used:



Green (bio.inspecta)

CMYK	65 C	0 M	100Y	0 K
------	------	-----	------	-----

Pantone	368 (C + U)
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RGB	83 R	181G	58 B
-----	------	------	------

Web	#53B53A
-----	---------



Grey (Text Elements, Letters) CMYK

0 C	0 M	0 Y	55 K	Pantone	423
-----	-----	-----	------	---------	-----

(C + U)

RGB	135 R	140 G	145 B
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Web	#878C91
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Black (Lines/Text) Elements

CMYK	0 C	0 M	0 Y	100 K
------	-----	-----	-----	-------

Pantone	black
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RGB	0 R	0 G	0 B
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Web	#000000
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4. Labelling according to Turkish Regulation Nr. 27676

Labelling requirements of organic and in conversion to organic products are defined in Article 29 of Turkish Regulation Nr. 27676. Before the publication of the labels according to this regulation there must be an approval by bio.inspecta.