

## Guidelines on the Use of the IFOAM Family of Standards Logo

### 1. About the IFOAM Family of Standards Logo

The IFOAM Family of Standards is one of the services provided by IFOAM under its Organic Guarantee System to standard owners. The following standards are approved in the IFOAM Family of Standards:

- a) Private Standards that have been assessed as compliant to the IFOAM Basic Standards or to the IFOAM Standard, in the context of the IFOAM Accreditation Program,
- b) Private standards and government regulations that have successfully passed an equivalence assessment against the Common Objectives and Requirements of Organic Standards (COROS),
- c) Government organic regulations that have been fully implemented for 5 years,
- d) Government organic regulations that have been officially approved as equivalent to the above approved regulations.

### 2. Criteria for the use of the Family of Standards Logo

Standard owners whose standards are approved in the IFOAM Family of Standards may use the IFOAM Family of Standards logo to publicly communicate this fact, provided that they have signed a Family of Standards contract with IFOAM. However, the logo may not be used on products, or in relation to the marketing of products.

The standard owners may display the IFOAM Family of Standards logo on the cover page of their standard (only the one listed as approved in the Family Frame), and on other related materials and webpages. Ideally the standard owner displays the logo providing a link to the IFOAM Family of Standards page.

### 3. Designs of the Logo

There are two versions of the logo: one with the Asian-Pacific side and one with the European-American-African side of the globe. Standard owners can choose their preferred version.

Western standard version:

Asian-Pacific standard version:










Preference should be given to those above colored standard versions on white background. In case color matching is not suitable, alternative versions are available (both in Western and Asian-Pacific version) and can be used.

These alternative versions are composed of three different color schemes (pantone, transparent, black-and-white) and three different backgrounds (transparent, black,

white) in all possible combinations. Please note that it is not allowed to change the colors or other components of the logos.

All versions available (western):

Transparent background	White background	Black background
		
		
		

#### 4. Discontinuation of logo use

In case a standard loses its approval status in the IFOAM Family of Standards, the standard owner must immediately discontinue the use of the Family of Standards logo, as per the conditions of the contract signed with IFOAM.

#### 5. Illegal use of the Family of Standards Logo

In case contracts are breached, or in case illegal use of the Family of Standards Logo is detected, IFOAM reserves the right to prosecute fraudulent organizations through the legal system. Moreover, IFOAM shall reserve the right to terminate contracts for the use of the Logo with any standard owner upon decision of the IFOAM World Board.