



Organic Food Federation

Explanatory Note 311

These notes are intended to help applicants comply with Organic EC Regulation 2092/91. They are not exhaustive and are for explanation only. In cases of doubt the Regulation or the OFF should be consulted.

The OFF Logo



ORGANIC CERTIFICATION UK4

1. The OFF Logo

- 1.1 The statement "Organic Certification UK4" is mandatory on all products that are certified by the Organic Food Federation.
- 1.2 Imported products that are packed and/or labelled in the UK may use the OFF logo and must bear the statement "Organic Certification UK4" if the Organic Food Federation certifies the packing or labelling operation.
- 1.3 This logo must be reproduced in accordance with the OFF logo specification.
- 1.4 Use of the OFF logo requires written authorisation from the Organic Food Federation and can only be used by operators who are certified by the OFF to produce the product concerned.
- 1.5 Copy artwork/proofs must be submitted to OFF for approval before printing.

2. Rules for use of OFF Logo

- 2.1 The Organic Food Federation Logo may only be used by companies licensed to do so by the Organic Food Federation, (hereinafter called The Federation). Possession of a Certificate of Conformity issued by the Federation and valid for the product for which the logo is used is a mandatory requirement.
- 2.2 The logo may only be used on products which comply with the "95% Rule" of Organic Composition and which have been produced on premises approved by the Federation. The statement "Organic Certification UK4" must accompany the logo where UK4 is the code signifying the Organic Food Federation, and the print characters must not be less than 2mm. Unless using the Logo with the integrated wording.
- 2.3 The logo may be used on products produced in the EC and certified by an approved EC Certification body where an importer requires UK certification logo to support his brand. In such cases the wording "Organic Certification UK4" must not be used (unless the importer has broken bulk and carried out a further packing or labelling operation) and the certifier of the last operation prior to import must be identified by the use of their appropriate country code.

Document No:	Revision No:	Issue Date:	Issued By:	Page No.
311	1	29/08/07	JW	1 of 3

2.4 The logo may not be used in conjunction with any other logos or symbols describing qualities which are not in accordance or with OFF Standards.

3. Logo Shape & Size

3.1 The shape of the logo is that of a semi-circle above a square. The positioning and ratio of font size to logo size must be as per the illustration on page 1.

3.2 The size of the OFF logo is dictated by the size of the label or package. The logo width must not be less than 10mm. However for labels or packages that are more than 100mm wide, the logo width must not be more than 1/10 of the label or package width.

4. Logo Colour

4.1 The standard colours of the organic logo are:

Spot Colours			
Background	Pale Cream	Pantone 1205	
Foreground	Forest Green	Pantone 357	

CMYK Equivalents					
Background	Pale Cream	C.0	M.0	Y.27	K.0
Foreground	Forest Green	C.79	M.0	Y.87	K.56

4.2 It is also permitted to print the OFF logo with a white background and black foreground or another colour foreground to compliment with pack design providing the wording on the logo remains legible.

4.3 Negative printing (colour reversal) is not permitted.

5. Logo Formats

5.1 Currently the OFF Logo is available in High Quality .eps and .tiff formats as well as Medium Quality .jpg format.

5.2 High Quality .eps files for Commercial Printing

- Use the cmyk.eps file for full colour (4 colour process) printing
- Use the 2 col.eps file for 2-colour printing
- Use the grey.eps or mono.eps file for black only printing
- Use the .tiff file for single colour printing other than black.

- EPS files can be enlarged without any loss of quality.
- EPS files require a postscript rip enabled printer in order to print correctly.

5.3 Medium Quality .jpg files for In House and On Screen use

JPEG files are good for in-house presentations and on-screen display, where a small file is more important than quality and where colour reproduction is not critical. JPEG files will lose quality when enlarged. Decide at what size the logo will be printed and then choose the appropriate file.

5.4 If you require a file format other than the ones listed above please contact the Organic Food Federation and we will arrange for a different format to be made.

Document No:	Revision No:	Issue Date:	Issued By:	Page No.
311	1	29/08/07	JW	2 of 3

6. Use of OFF Logo on Letterheads and Advertising Material

- 6.1 The OFF logo can be used on the letterheads of qualifying companies subject to the above printing requirements. The OFF logo can be used on product literature and advertising copy providing that it is not used in a manner which could bring adverse publicity to the Federation and providing it is not used in conjunction with other non-organic products advertised by the licensed company in a manner which might imply that the latter were organic or partly organic.

7. Use of the OFF Logo for Advertising

- 7.1 Prior permission must be obtained from the Federation for its logo to be used for public display. Details of proposed references to organic production must be provided for the Federation and must be approved by the Federation. The OFF logo can be used on advertising copy provided that it is not used in a manner that could bring adverse publicity to the Federation.

8. Approval of Label or Advertising Copy

- 8.1 Label or Advertising copy including the OFF logo and statutory statements identifying the certification body must be submitted to OFF for approval prior to ordering print runs. These should be sent to:

*Logo Authorisation Department
Organic Food Federation
31 Turbine Way,
EcoTech Business Park
Swaffham Norfolk PE37 7XD*

9. Liability

- 9.1 The Federation cannot accept liability for pack copy that does not relate to organic nature of the product, nor for information that has been incorrectly provided by the licensee. No financial liability can be accepted for any labels which have to be withdrawn or altered as a result of incorrect use of the Federation's logo, or incorrect statements made by the licensee in conjunction with the logo, unless artwork or advertising copy are approved by the Federation before printing is ordered.
- 9.2 Approval of labels by the Federation does not cover ingredient lists, nutritional information, health claims, or any other declarations not strictly relating to the organic nature of the product.

Document No:	Revision No:	Issue Date:	Issued By:	Page No.
311	1	29/08/07	JW	3 of 3