



# Economy of Love

## **Biodynamic Products Labeling Manual**

A guide to apply the  
Labeling Standard



## Dear reader,

The Economy of Love (EoL) trademark represents a positive impact through a holistic approach on all four spheres of sustainability: economy, ecology, culture, and society. To be granted the EoL certification, our certified farmers and processors abide by strict criteria. This helps the consumers to place their trust in the Economy of Love label.

The clear communication of the Economy of Love label through a consistent and recognizable appearance is essential. Through a detailed description, this document is intended to help you understand and implement the EoL branding and labeling correctly.



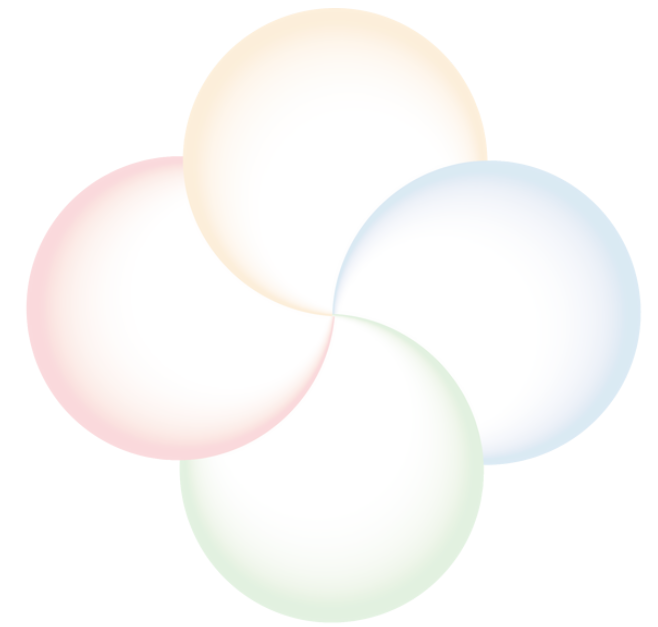
visit us on our website!

**Please note:** all Economy of love products must be approved by the local accredited certification body before labeled Economy of Love. the approval is given on the basis of conformity of the production, processing, and labeling standards. If all the guidelines are followed, the EoL label can be used on the product applying the labeling standard. An approval of the certification body is needed before the packaging design of your product is finalized.

# Economy of Love

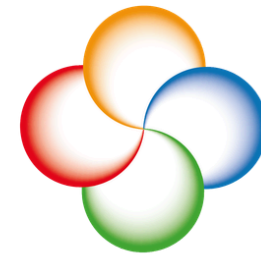
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# Economy of Love Trademark

A uniform looking logo gives a high recognition value

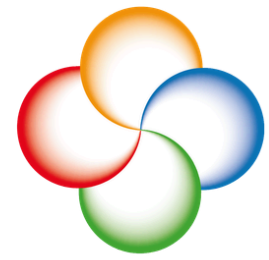


Economy  
of Love

Economy of Love defines a sustainable economy as one that serves the global community in the long term. To do so, our outlook must be holistic. We must do business, but also develop our communities through education, protect the earth and its balance, and create fair and dignified working environments. At Economy of Love, we define sustainability as the balance between the four dimensions of society, economy, culture, and environment. This is expressed by the four spheres of the logo and ensures a strong recognition value.

# Versions of the EoL Logo

These versions can be used for publications



Economy  
of Love

The Economy of Love trademark. To be used in communication materials and publications

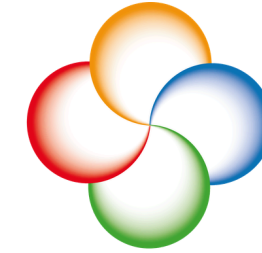


The Economy of Love biodynamic stamp. To be used on biodynamic products labeling.



Economy  
of Love

Horizontal Version. To be used in communication materials and publications



The Economy of Love watermark is to be used in social media posts and letterheads or reports.



Economy  
of Love

Monochrome logo. To be used in communication materials and publications

# Colors

The following HEX colors are the colors used on the following logos

Color



#102F28



#FDCE0B

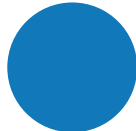
Color



Economy of Love



FB862F



1179BA



60AC4B



1d1d1b



DF1A28

Monochrome



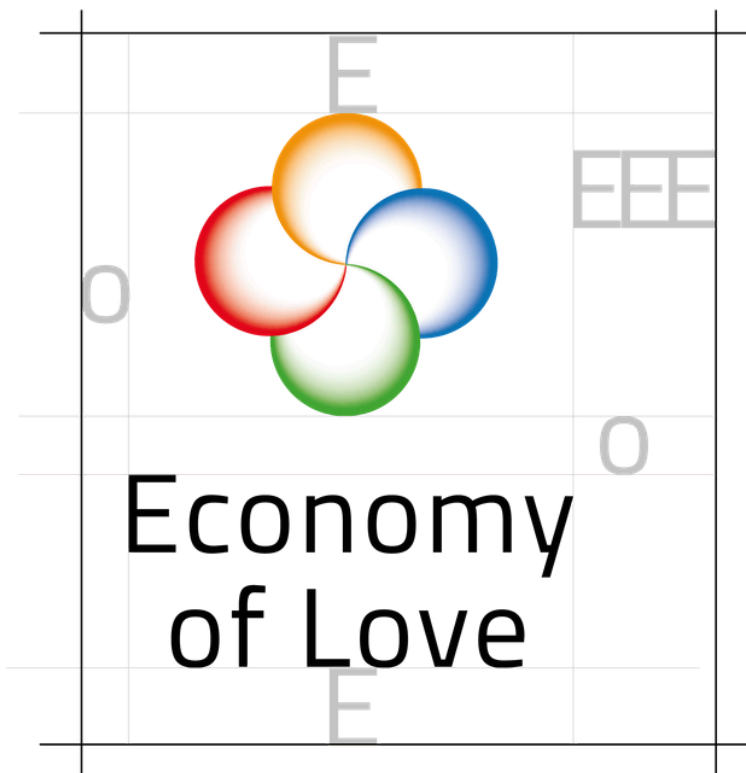
Economy of Love



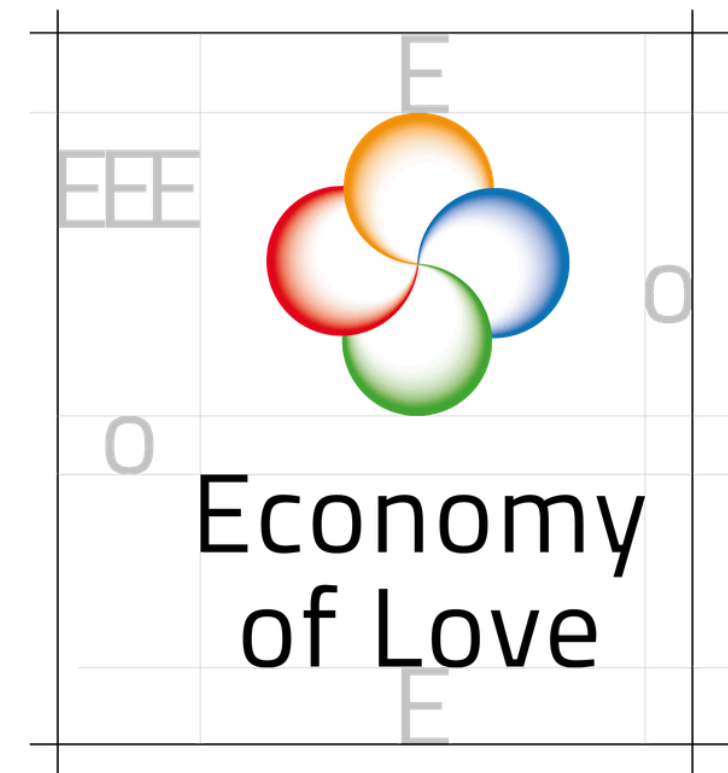
1d1d1b

# Logo Dimensions and Clearance

A distance must be maintained around the Economy of Love logo, with sufficient space between the logo and other elements of the product; texts, and logos, to give the logo the space and clarity it needs to be recognized.



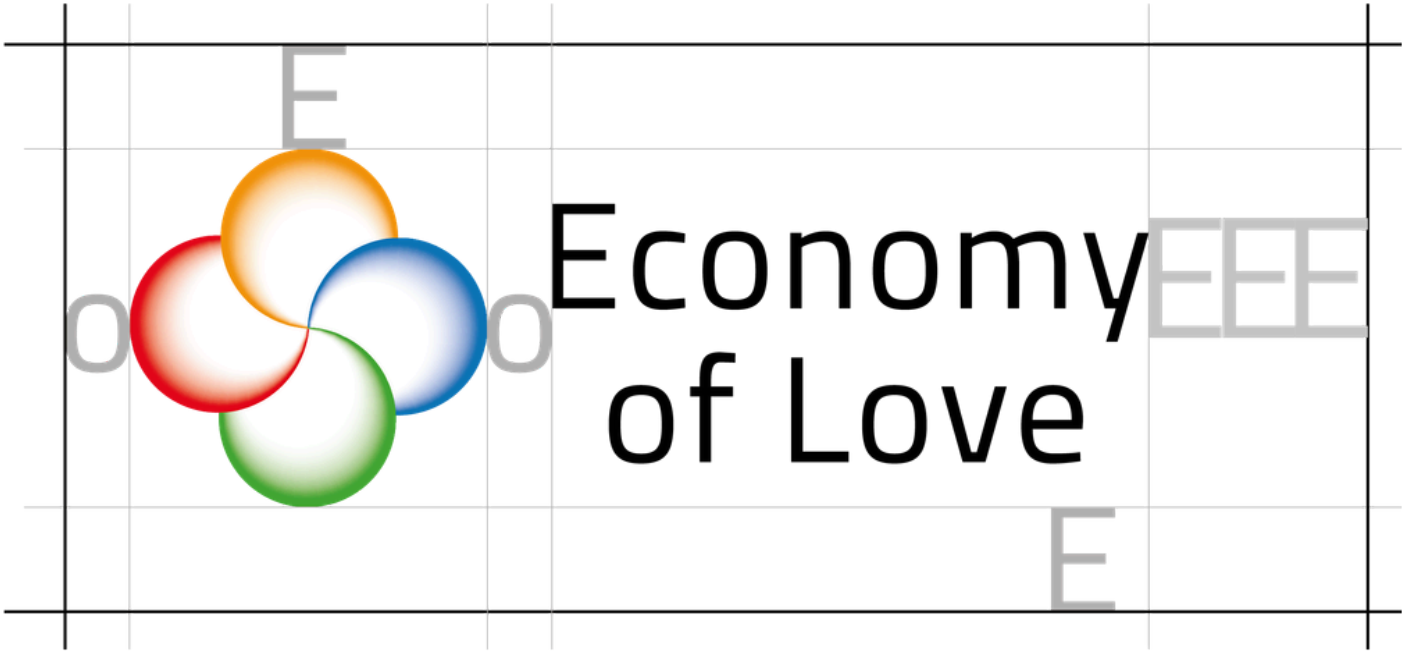
Clearance when placed on the left hand side.



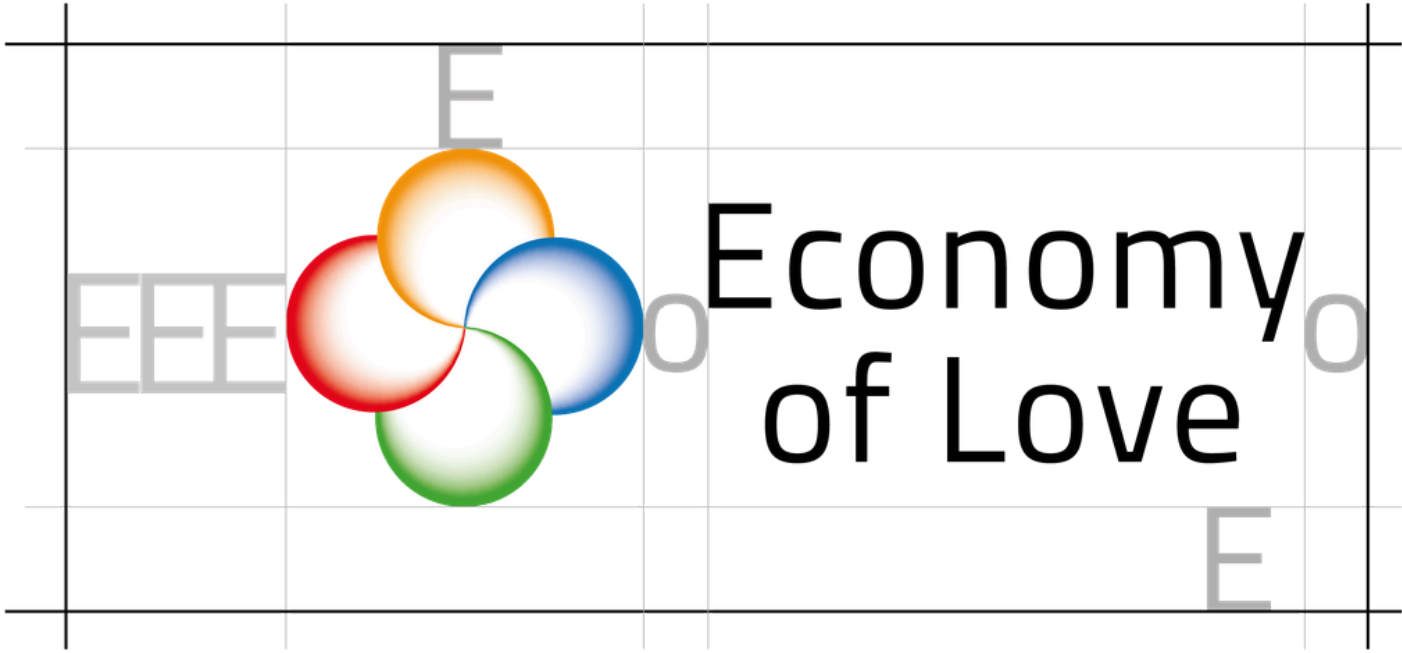
Clearance when placed on the right hand side.

The "E" spacer is used to indicate the minimum space required to be around the logo. While the "o" is used to indicate the space between the side of the logo adjacent to the edge of the package. The "o" between the sustainability flower and the "Economy of Love" phrase illustrates how the logo is supposed to look, but it does not mean that the logo is to be adjusted in any way as it must be used as it was downloaded.

# Logo Dimensions and Clearance



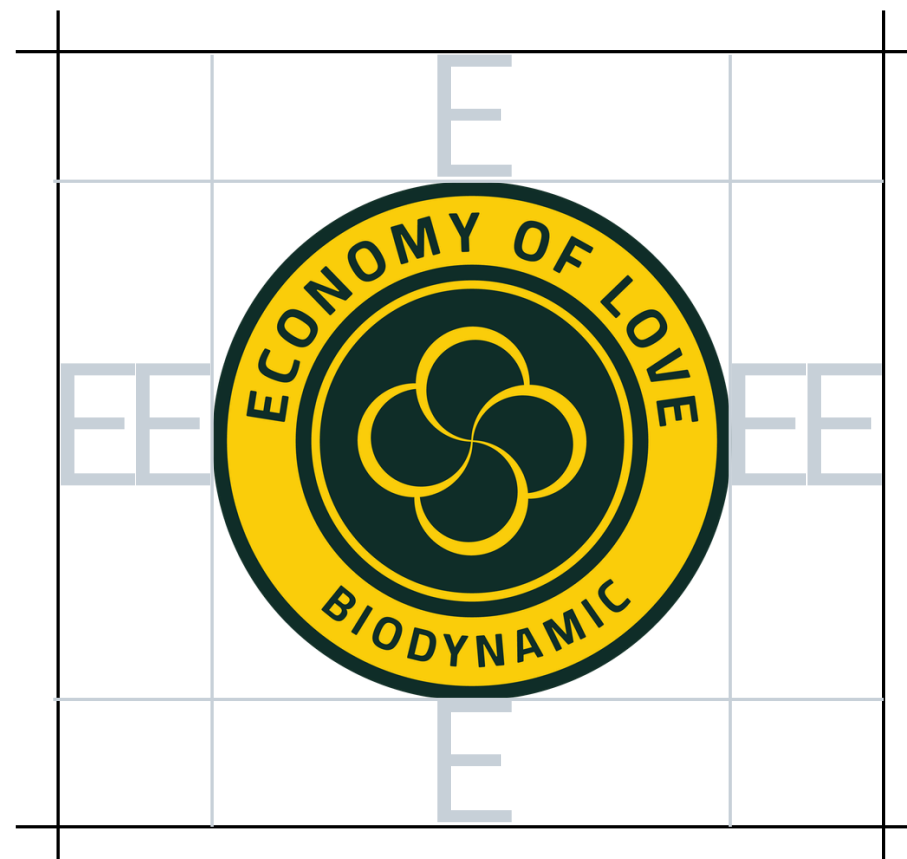
Clearance when placed on the left hand side.



Clearance when placed on the right hand side.

## Stamp Dimensions and Clearance

A distance must be maintained around the Economy of Love biodynamic stamp, with sufficient space between the logo and other elements of the product, texts, and logos, to give the stamp the space and clarity it needs to be recognized.



Clearance space around the stamp

# Stamp Placement

Economy of Love biodynamic stamp placement is recommended to be at the front, centrally at the top edge of the field of view, above the brand name and/or product name



## Monochrome and dark Background



Economy  
of Love

This logo is only intended for use when the product necessarily requires it (e.g. fired on wood). This logo is not intended to be an alternative to the coloured logo.



In case of a black or very dark background, the white font logo is available. This is not an alternative if the black font can be used.

## QR Codes for Economy of Love certified Products

QR codes are used as a tool that should enable consumers to trace back their products, so they must be communicated clearly in a visible way.



Scan and Trace

Or:



Discover Your  
Impact

The QR code of the relevant product must be placed visibly on the Economy of Love certified product itself, as well as the hangtag. The code must be printed in a way that allows the customer to easily scan. The QR code needs to be placed on the product in a way that it could be scanned throughout the duration of its usage. Below the code, the sentence "Scan and Trace" or "Discover Your Impact" should be added, see Page 16.

The QR code should be placed close to the text explanation of EoL. Some text examples can be found on the next page. For illustrations see page 21.



# QR Codes for Carbon Credits Registry Projects

In Carbon Credit Certificates, QR codes provide transparency by linking directly to the project's page on the registry. They should be displayed clearly and prominently on the certificate.



QR codes are exclusively issued by the Economy of Love Standard for each project account on the Economy of Love Carbon Registry.

The validity of the QR codes is ensured through confirmation by Economy of Love.

# Text Usage and Requirement

## Text Usage and typeface

"Cairo" font is to be used whenever Economy of Love is communicated.

The Economy of Love phrase should be used in the same typeface as the rest of the text with only the initial letters of the words "Economy" and "Love" in capital letters.

"Economy of Love" may be abbreviated to "EoL", with only the "E" and "L" as capital letters.

This also applies for the word "impacTrace" with only the "T" in capital letters, the "i" should always be lowercase.

**Example:** "Economy of Love (EoL) has created impacTrace in order to allow customers to trace their impact"

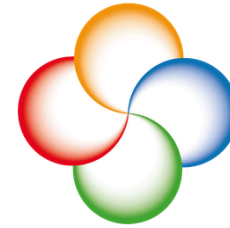
## Text examples for packaging labels

In order for a customer to get clarity on Economy of Love, it is recommended to add a text on the product in a way that is suitable for its size. The following examples can be used to explain the EoL concept:

- "Economy of Love is a holistic standard, creating a positive impact on societal, cultural, ecological, and economic dimensions"
- "The Economy of Love certificate guarantees that this product is eco-friendly, ethical and therefore truly sustainable. Double-check yourself and trace back your product."
- "Economy of Love is a holistic certificate ensuring fair compensation, environmental protection, and community development. Trace back your product and get to know the people involved!"
- "Economy of Love is a holistic standard, guaranteeing fair treatment and compensation, environmental protection, community development, and individual potential unfolding. Aiming for transparent communication of the product's impact through the QR code."

# Logo Usage

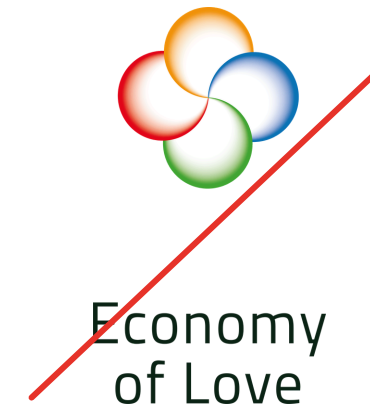
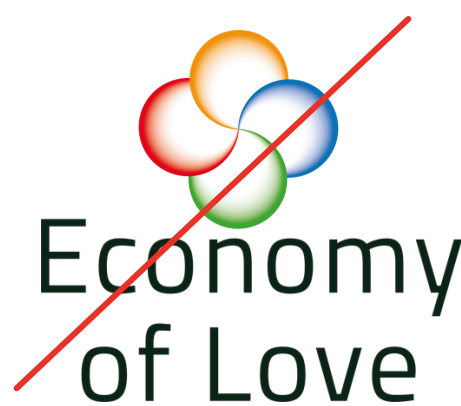
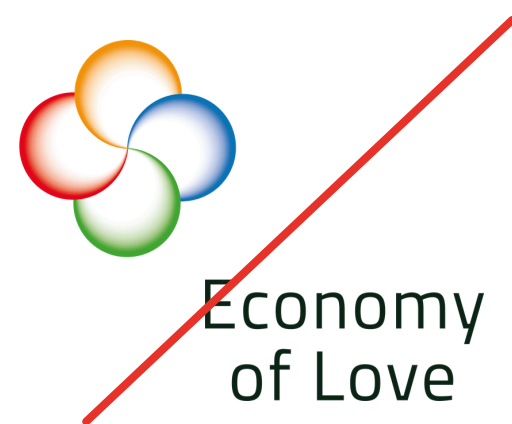
Do's



Economy  
of Love

The EoL logo consists of the sustainability flower with the "Economy of Love" phrase. The logo must be used as it was downloaded and can not be changed by the licensee.

Don'ts



The sustainability flower with the "Economy of Love" phrase, must not be separated, altered or tampered in any way.

# Logo Usage

YES



The logo should be in this exact order of colors clockwise direction; starting with yellow on top, blue, green, and then red.

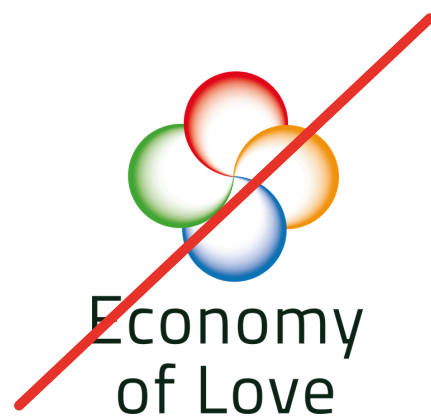


The logo can also be used in its horizontal form as indicated on page 6, with the phrase "Economy of Love" to the side.

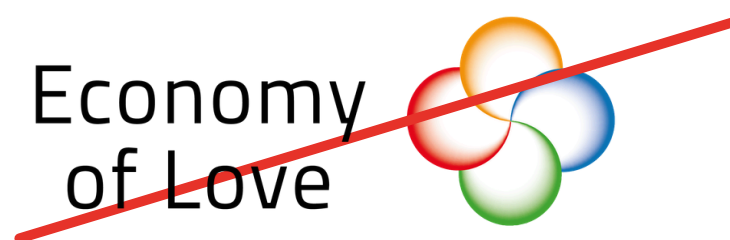


The white font logo may be used on darker backgrounds.

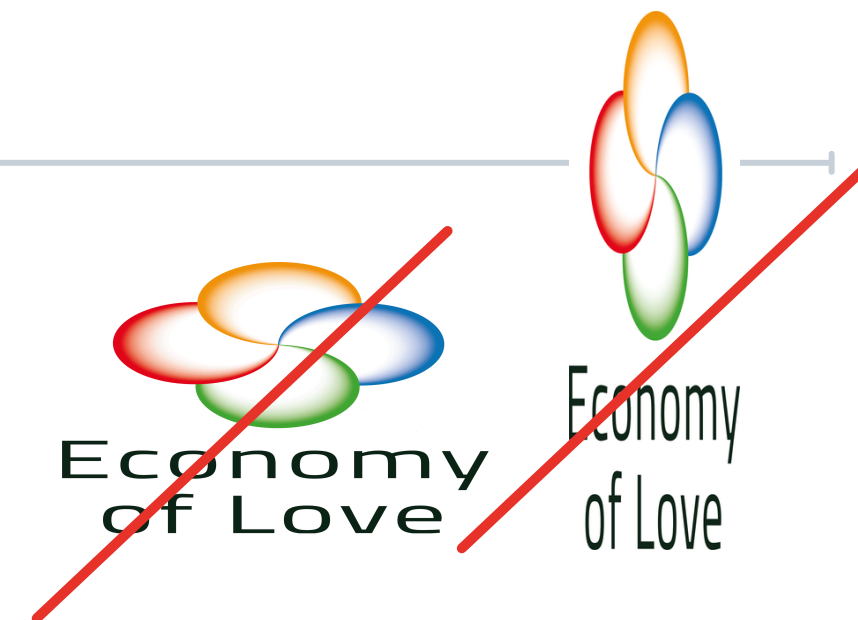
NO



The Logo's color order should not be switched.



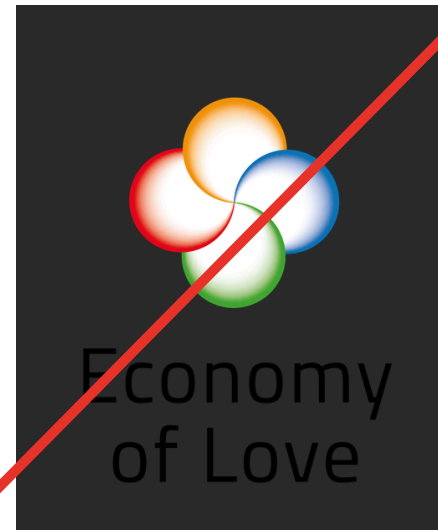
The logo is always in left of the written part in the horizontal version.



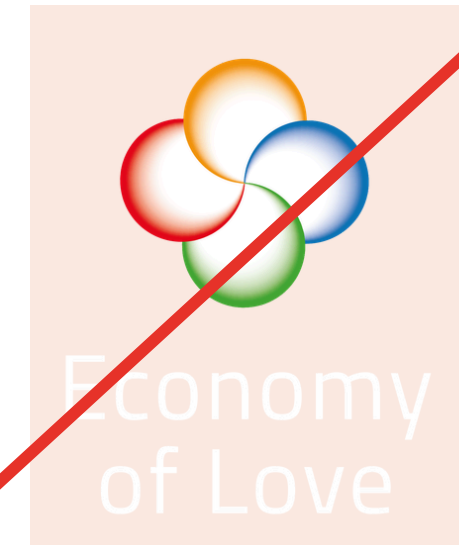
the logo must never be compressed or stretched.

# Logo Background Don'ts

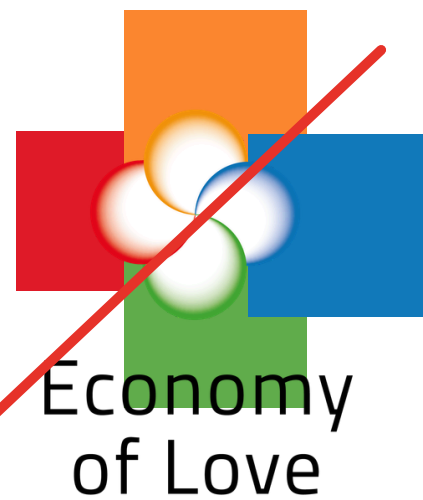
NO



Use the appropriate variant (black or white) depending on the brightness of the background.



The white font logo should not be used on a similarly colored background.



The logo should never be placed on similarly-colored backgrounds. As it should be in contrast with the background.

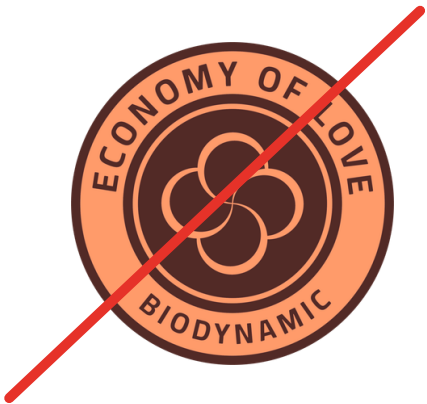
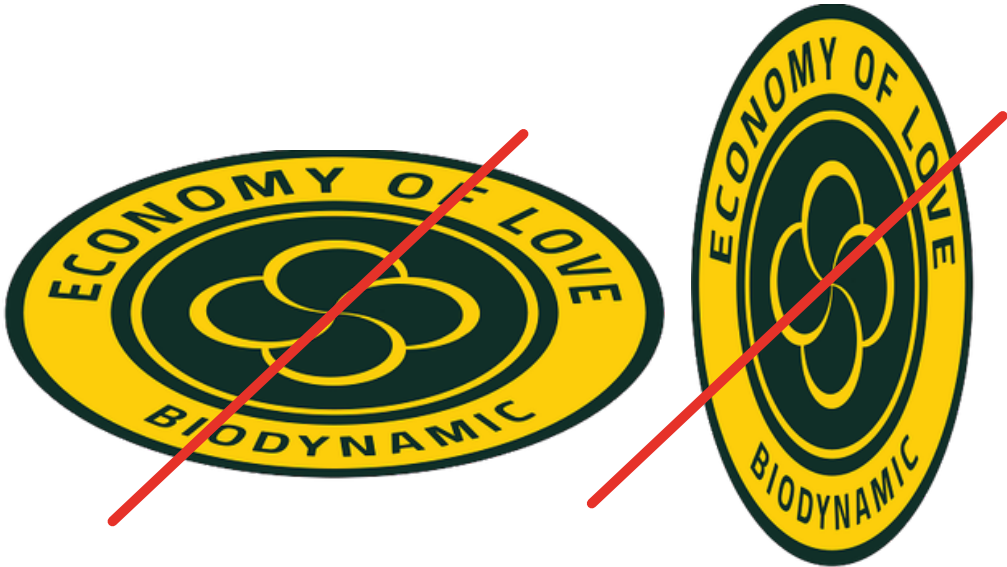
# Stamp Usage

## Do's



The EoL Stamp must be used as it was downloaded and can not be changed by the licensee.

## Don'ts



The stamp, must not be incorrectly placed, stretched, altered or tampered in any way.

# QR Code Usage



Scan and Trace



The QR code should always be in contrast with the background. The code should remain on a white background when placed on a dark background. The text color of the phrase "Scan and Trace" may match the color of the text already used on the product. The size of the QR code should preferably be 1.5x1.5cm. For small items or for space reasons, a size of 1x1cm can also be used.

Economy of Love is a holistic standard, creating a positive impact on societal, cultural, ecological, and economic spheres.



Scan and Trace

Economy of Love is a holistic standard, creating a positive impact on societal, cultural, ecological, and economic spheres.



Scan and Trace

The licensee needs to ensure that spacing is maintained. Please refer to page 11 for the implementation of the QR code and the corresponding text. Examples of implementation can be found on page 21.

## Stamp Placement Examples



### Biodynamic by conviction

At SEKEM we grow our herbs and plants according to Biodynamic farming methods. Priorities of Biodynamic farming are: the lasting fertility of the soil, biodiversity in and around our farms (at several locations in Egypt) and the consciousness of treating the farm as a living organism with plants, people and animals. We are cultivating more than 2500 hectares according to the Demeter certification standards. Demeter is the international quality- and trademark for Biodynamic agriculture and food since 1928. In this way SEKEM has been supplying vital, healthy and tasty food products for more than 40 years.

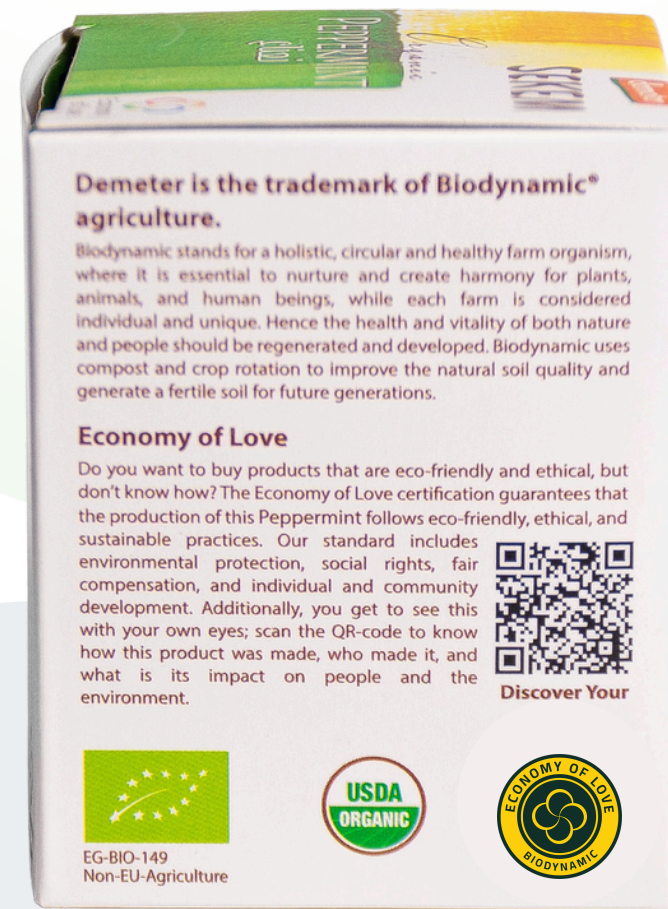


EG-BIO-140  
Non-EU Agriculture



Mindestens haltbar bis/A consumer de  
préférence avant/Best before / تاريخ الإنتهاء

# QR Code Placement Examples



# QR Code Placement Examples



Economy of Love

VOLUNTARY CARBON CREDIT

## CERTIFICATE







Afforestation    Compost    Renewable energy    Soil carbon sequestration    Livestock

PROJECT NAME  
COAE CERTIFICATE NUMBER  
SERIAL NUMBER  
UNDERLYING METHODOLOGY    EoL carbon emissions were calculated using representative soil and tree parameters, information on specific management practices, and the Cool Farm Tool for assessing individual farm impacts. EoL complies with IPCC principles and guidelines of the CDM methodology. The COAE is validating and verifying the EoL licensees according to ISO 14065 based on the EoL project design document provided by the Carbon Footprint Center.

The Economy of Love standard certifies that

*Name*

Neutralized

ton(s) of CO<sub>2</sub> emissions by supporting the project X verified and validated by the Center of Organic Agriculture in Egypt which is verified and validated ISO 14065.



www.economyoflove.net | 3 Cairo Belbeis Desert Road | 2834 El-Horreya | Cairo, Egypt



Center of Organic Agriculture in Egypt

## Economy of Love Carbon Certificate

The Certification Body of COAE hereby confirms that

**MASHHOUR FARM**  
Code: Carbon/EG205

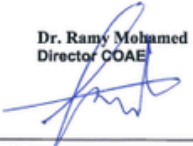


Has sequestered the amount of **524** metric tons of CO<sub>2</sub>e (**524** emission certificates)






This certificate was issued according to the Economy of Love standard, developed and managed by the Egyptian Biodynamic Association (EBDA). The COAE is certified for validating and verifying environmental information according to ISO 14065:2020 & ISO 14064-3:2019. The emission certificates were calculated using representative soil and tree parameters, information on specific management practices and the use of:

- Methodology of IPCC and Cool Farm Tool for assessing farm crop rotation with soil carbon sequestration on soil and trees.
- Clean Development Mechanism AR-ACM afforestation and reforestation of land (2006 IPCC Guidelines) and the Good Practice Guidance for and Use, Land-Use Change and Forestry (GPG-LULUCF).
- AMS-III.AF. AMS-III.F. Avoidance of methane production from biomass decay through controlled combustion.

Date of inspection:	21.05.2023	Number of CC Meeting:	308
Date of issue:	12.7.2023	Date approval by CC:	11.7.2023
COAE Certificate No.:	COAE-MASHHOUR-EG205-683	Year :	2023

Dr. Ramy Mohamed  
Director COAE


COAE, 3 Cairo Belbeis Desert Road. P.O. Box 2834 El-Horreya, Cairo, Egypt Tel : (+202) 265 88131 - Email:- info@coae-egypt.com  
web:- <http://www.coae-egypt.com>

# PRODUCTS CHECKLIST

Please check the following elements of your label design

## QR Code Requirements

- Is the QR code provided by the Economy of Love Standard clearly displayed on the certificate?
- Does the QR code link directly to the corresponding project page on the EoL Carbon Registry?
- Is the QR code unaltered in its design, size, and format?

## EoL Logo Requirements

- Is the EoL logo included on the certificate?
- Is the logo presented in its original form, colors, and proportions?
- Is the logo displayed at an appropriate size?
- Is the EoL logo used in harmonious co-branding with the certificate issuer's branding (if applicable)?

## Certification Information

- Is the project name and account clearly identified?
- Is the certification status of the project prominently displayed and consistent with EoL standards?

## General Indications

- Are the details of the certifying scheme or body (e.g., EoL Standard) clearly indicated?
- Is the certification's validity period or issue date clearly stated?
- Have all elements of the certificate design been approved by the EoL Standard?

## Additional Considerations

- Does the certification comply with legal requirements in your country and in any countries of distribution?
- Is the certificate aligned with national and international regulations related to carbon credits and certifications?

## Importend:

Before EoL products are placed on the market, they must be approved by the respective certifying organisation. The standard calls this "product approval".

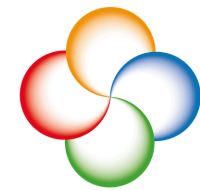
Should you plan to place a EoL product on the market, or work for a client who intends to do so, please bear in mind that this approval happens at the end of the product or packaging development process. This approval should also ensure that errors are identified before the final printing of marketing and packaging materials – a helpful service from the certifier.

The certifier responsible will check the application of this Design Manual and the labelling standard.

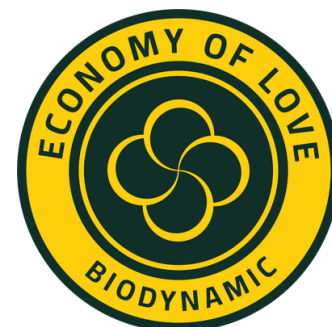
In order to facilitate your preparation for product approval, this manual provides you with a short overview of what you should pay attention to.

# Logo Downloads

Here you can find the pdf and png downloads for all necessary Logos.



Economy of Love



**In case you need support,  
please let us know**

info@economyoflove.net  
+201211295517  
www.economyoflove.net



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