

Rules and regulation for logo uses

- General

This element of the COAE Quality Manual is in accordance with the ISO 17065, The use logo of COAE for organic products in Egypt; the center is administrating the logo according to the signed certification agreement, the following rules over the use of logo and the granted certificate.

- Availability of COAE -Logo

The logo is available for labeling of certified products, as long as there exists a valid contract with COAE.

- The control over the use of logos

Through the season or annual inspection and the observations of the market, COAE assures that its licensed logos are exclusively used according to their meaning and conditions stated in this document.

- Standard placement on products

The COAE logo must be used according to the certification contract also according to approved of COAE in conjunction with the trademark of the enterprise bringing the product onto the market.

The following must be observed:

- The COAE logo preferably placed in the upper third of the front packaging, preferably centered along the upper edge.
- The size will between 20mm and 50mm width (approve for use outside of these limits according to approved request).
- The COAE logo must always be clearly recognizable.
- The licensee must be clearly identified on the packaging; this must include the name and address.
- If there is any unclarity, the COAE may approve placement of the logo.

Form and color scheme

The following is only a general overview of the use of the COAE logo on outer packaging and advertising material.

Official graphic files for further use can be found at <https://www.coae-egypt.com>

- The form and proportions of the COAE logo must not be changed.
- If the logo is not clearly differentiated from the background, a graphic solution must be found to guarantee an appropriate contrast.

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If the label or packaging for an approved product is printed in more than one color, the following color scheme is to be adhered to:



The color numbers are:

Gold :Hot Foil Stamp (Gold)

Green :Pantone 7731 C

Monochrome printing

If for important reasons the COAE logo on the front cannot be used in the original colors according to the Table above, it can be used in monochrome gold, silver or black and white (including in grey scale). The decision lies with the discussion and approval of COAE .

If COAE logo is not clearly differentiated from the background, then the edges of the logo must be identified with an additional line

The licensees (The user) guarantee that:

- The name and logo will only be used in conjunction with products certified by COAE.
- The case of any changes of ingredients or decertification of the product or ingredients thereof, the name and logo will immediately be eliminated from the packages and any other PR material.
- The user will submit a draft of all material where the name and logo is being used to COAE for approval prior to imprinting or publication. In addition, all information necessary for verification of the justified use will be submitted on demand.
- The user sends at least one sample of every product or PR material where the name or logo of COAE is being used to COAE at the time of its market introduction, also indicating the number of items produced.
- The user will furthermore open its premises and provide all support for possible physical inspection and on-site verification by inspectors assigned by COAE.

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- USE OF COAE logo for stationary.

- COAE logo shall be displayed only on stationary in the appropriate format, size, color, and wording as provided by COAE in an electronic form and as explained as follow:



COAE LOGO	CMJN	RGB	HTML
Red	C5% M100% Y100% B1%	R223 G31 B38	#df1F26
Black	C78% M56% Y76% K78%	R14 G33 B20	#0e2114
Green1	C77% M20% Y79% K4%	R62 G149 B96	#3e9560
Green2	C87% M35% Y98% K28%	R29 G103 B54	#1d6736

- USE OF EGAC combined with COAE logo for stationary.

- EGAC accredited symbol combined with COAE logo shall be displayed only on stationary in the appropriate format, size, color, and wording as provided by EGAC and COAE in an electronic form and as explained as follow for EGAC and previously for COAE:



EGAC logo	CMJN	Pantone	RGB	HTML	Black
Blue	C90% M50% Y0% B10%	2935C	R0% G102 B169	#0066a9	B100%

- Upon request of COAE or COAE combined with EGAC logo please follow the appropriate format, size, color, and wording as provided by EGAC and COAE in an electronic form and as explained previously for both logos.
- To use the COAE combined with EGAC logo please the customer must send a request to use it to the COAE and they should get an approval of it to be able to use it.
- To use the EGAC logo only it should be according to “THE USE OF EGAC ACCREDITATION SYMBOL R4G” Manual

USE OF Demeter logo:

1. The use of the Demeter trademark logo within a business name, manufacturer brand or logo is only possible with written permission from the respective certifying organization (COAE) or the Biodynamic Federation Demeter International e.v. Agricultural enterprises can use the word Demeter in combination with the farm name, e.g. Demeter Farm XY. Processing units in combination with an agricultural holding, such as farm bakeries or wineries are considered as processing units. Therefore, the abovementioned regulations concerning a manufacturer brand and written permission apply.
2. Around the Demeter trademark logo, a protective distance must be maintained from texts and logos. Minimal distances, proportions and regulations for very small labels are described in the design manual. The overlapping of the trademark with other graphical elements must always be prevented. Better and clearer recognition of Demeter products (by consumers in particular) can be achieved if products from the various producers are consistently labelled with the Demeter trademark according to this standard.

The following text may be used on labeling and packaging to put Demeter in context:

- Demeter is the trademark for food from certified biodynamic production”, or
- Demeter is the trademark for food from biodynamic production”.

- The position and requirements to use the Demeter logo must be according to International Demeter Labeling Manual.



Demeter LOGO	CMJN	RGB	HTML
Orange	0% M 65% Y 100% K 0%	R 238 G 114 B 3	#ee7203
Green	C 87% M 27% Y 74% K 12%	R 0 G 124 B 89	#007c59

- USE OF IAF LOGO combined with COAE logo for stationary:

The following rules apply when the IAF Logo is used:

- The IAF Logo must always be used in its original, designed proportions.
- The IAF Logo must not be distorted, compressed or stretched in any way.
- The IAF Logo must not appear in a size that renders the IAF name unreadable.
- The IAF Logo must not normally be reproduced smaller than 25mm across without the express permission from the IAF Secretariat.
- The IAF Logo must only be used in its normal horizontal orientation. It must not be rotated.
- The IAF Logo must always be used on a background that will not impede readability.
- The use of the IAF Logo must not in any way imply that a product, service (such as training) or person is covered by accreditation. The IAF Logo may be used in training material by IAF members for the purpose of providing information about IAF and the MLA. The IAF Logo may only be used in promotional material associated with training when that training is organized by or on behalf of IAF.
- The use of the IAF Logo is restricted to the person or body applying to use it and this permission cannot be assigned to any other person or body.

- IAF symbol combined with COAE logo shall be displayed only on stationary in the appropriate format, size, color, and wording as provided by IAF and COAE in an electronic form and as explained as follow for IAF and previously for COAE:



- The IAF Logo may be reproduced in black and white or in color provided the approved colors are used:

Mono:	100% Black	
Color:	PMS 2747	100C; 90M; 16K
		0R; 37G; 123B
	PMS 299	84C; 17M; 0Y;0K
		0R;160G; 223B

- To use the IAF logo only it should be according to “RULES FOR THE USE OF THE IAF LOGO” Manual.

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Center of Organic Agriculture in Egypt

- Use of Carbon credit issuance certificate QR Code and Certification ID.

The certificate QR code is a unique QR code that gives Comprehensive information about the farm as:

- Farm History
- Farm Area
- Farm photo and videos
- Farm Certificates
- Amount of Carbon

Certification ID:

Is a unique given Id By COAE consist of:

(COAE-FARM NAME- FARM CODE- CERTIFICATE NO.)

In case any misuse has been shown, COAE will take all possible legal steps to stop the misuse according to the contract over the use of the COAE-Logo and Name.

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