

POLICY USE OF THE ORGANIZATION'S NAME, LOGO, MEMBERSHIP EMBLEM, FAMILY OF STANDARDS

LOGO and IFOAM ACCREDITATION SEAL

NO: 12

VERSION: 6

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REVISION APPROVED BY: Markus Arbenz, Executive Director

Purpose:

The purpose of this policy is to define the correct use of the organization's name, its logo, the Membership Emblem, Family of Standards logo (FoS logo) and the IFOAM Accreditation seal and the procedure to be followed in case of abuse of the organization's name, logo, Membership Emblem, FoS logo or Accreditation seal.

Definition:

1. The legal name of the organization as defined by the statutes is **IFOAM - International Federation of Organic Agriculture Movements**. For promotion purposes and in public domain the name **IFOAM – Organics International** is used.

The acronym "IFOAM" is a registered trademark.

2. The IFOAM – Organics International logo is defined as follows:



3. There are two versions of the IFOAM Accreditation seal which are:

General version :



IFOAM-Standard version:



The IFOAM Accreditation seal is a market-oriented mark of compliance with the IFOAM Accreditation Program. The mark ensures wholesalers, retailers, and consumers that a product and its producer are

organically certified within the IFOAM Organic Guarantee System. It also allows recognition of IFOAM-Accredited certification bodies.

4. Labeling

Labeling means any word, trademark, brand name, pictorial matter, or symbol on any packaging, document, notice, label, board, collateral, or advertising material in any medium accompanying or referring to a product.

5. IFOAM – Organics International Membership Emblem

The IFOAM – Organics International Membership Emblem is defined as follows:



6. The IFOAM Family of Standards Logo

The IFOAM Family of Standards logo is a recognition logo for standards that are approved in the IFOAM Family of Standards. It is not a product logo.



Statement:

1. General protection policy

- a. The IFOAM name and logos are registered and protected trademarks. In the European Union the name and logo are registered at the Register of Community trade marks as No 000390500 by the EU Office for Harmonization of the Internal Market, Alicante, Spain. In the USA the name and logo are registered by the U.S. Patent and Trademark Office under the Registration Number 2,520,871. Registrations in other countries are completed or under way. Details are available in the HO.
- b. The IFOAM – Organics International seal may be used in the labeling of products only as permitted under the IFOAM

- Accreditation Program and the IFOAM Organic Guarantee System.
- c. The IFOAM – Organics International Membership Emblem may be used by members, associates and supporters only. Organizations are authorized to be members or associates after approval by the Executive Director (as mandated by the World Board in February 2015). Individuals are authorized to be supporters after approval by the head office. Reference is made to the Policy on Affiliation.
 - d. The use of the IFOAM – Organics International name, logo, Family of Standards logo, or Membership Emblem is prohibited in the labeling of products in any form other than in the IFOAM Accreditation seal.
2. Use of the IFOAM name, logo, Membership Emblem, FoS logo or IFOAM Accreditation seal by persons or organizations that are affiliated with IFOAM:
- a. IFOAM – Organics International members, associates and supporters are allowed to use the Membership Emblem after their name on letterhead, business cards, on their website and/or general public relations material, which do not refer to specific products or conference and event materials. The indication to IFOAM – Organics International shall be smaller or less obvious than the affiliate’s own name. Different formats are available from the IFOAM – Organics International HO.
 - b. The logo of IFOAM – Organics International may not be used on websites, letterhead, business cards, and/or general public relations material, except as specifically provided by IFOAM – Organics International.

Use of the IFOAM – Organics International name, logo, membership emblem, FoS logo or IFOAM Accreditation seal by persons or organizations that are not affiliated with IFOAM:

- a. The IFOAM – Organics International name, logo, membership emblem, FoS logo or Accreditation seal may not be used by non-affiliates in any form except as allowed by paragraphs 2 and 3.
 - b. The IFOAM Accreditation seal may be used in the labeling of products only as permitted under the IFOAM Accreditation Programs.
 - c. The use of the organization’s name, logo, membership emblem or FoS logo is prohibited in the labeling of products in any form other than in the IFOAM Accreditation seal.
 - d. The use of the IFOAM Family of Standards logo is regulated by specific policies and subject to the signature of a contract with IFOAM – Organics International for the respective service.
 - e. Use of Membership Emblem. Members, associates and supporters exhibiting on fairs are allowed to use the membership emblem to demonstrate their relationship with IFOAM – Organics International. Members, associates and supporters are not allowed to use the membership emblem on affiliates’ organized conferences or events. Also they are not allowed to place the membership emblem on affiliates organized conference and event materials (e.g. on posters, banners, flyers, leaflets, booklets, or any other event related material). This is to avoid the impression that IFOAM – Organics International might be co-organizer of the affiliates’ organized conference or event.
3. The name and logo of IFOAM – Organics International may be used at conferences, events, publications, web pages and other activities only under a contract according to the requirements of relevant IFOAM – Organics International policies.