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|  | <b>Use of Logo, License and Compliance Marks</b><br><b>TR Organic, İTU &amp; GG</b> | Doc. Nr   | GP 35      |
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## 1. PURPOSE AND SCOPE

### AIM

This procedure is designed to ensure that persons or companies that purchase product or service from the certified companies use the logo without causing misunderstanding.

This procedure explains the rights and obligations of customers who have been certified by ETKO to use logos, licenses and conformity marks for all certification programs, parts of the contract signed with the client company and are binding. Therefore, operator accepts the criteria included in this procedure. In case any nonconformity to regulation and logo rules is identified, sanctions of applicable regulation or law will apply.

### SCOPE

It includes the use of Turkish Organic, Turkish GAP, GLOBALG.A.P., ETKO logos and TÜRKAĞ brand.

In case the word 'logo' is used wrongly and deceivingly in this document, it will also cover certificates, reports and other documents that might leave ETKO in a difficult situation.

Announcements and advertisements of the certified companies on Management Systems shall be clear and simple; they shall avoid using expressions which may cause people to believe that products of such companies are certified.

## 2. RESPONSIBILITIES

The control department is responsible for the proper implementation of this process.

## 3. RECORDS

## 4. REFERENCES

OP 01 F 15 Assessment of Label Form

OP 07 F 18 Assessment of Label Form For İTU

## 5. APPLICATION

### 5.1. USE OF ETKO LOGO

ETKO has created its own logo.

- All operators (including importers) certified by ETKO can use the ETKO Logo for all programs that ETKO serves.
- As a result of its certification, operators are not obliged to put the ETKO logo on a product that is labelled and sold.
- In order to use ETKO's identifying marks, there is no obligation to comply with any production and processing requirements other than the criteria defined in the regulations and procedures.

**Attention:** Certified products of another certification body accredited within the scope of the organic agriculture regulation of the Republic of Turkey are accepted as certified products by ETKO, however, the ETKO logo cannot be used unless the products in question or the new products obtained by processing are inspected and certified by ETKO.

ETKO logo; It shows and guarantees the compliance of certified products with the relevant regulation, that this compliance is verified, documented and kept under control by ETKO, and its reliability. The use of this logo on the label of certified products is defined in the agreement with the customer. This label mark is designed to recognize ETKO Certified products.

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After the Certification decision is taken by ETKO, ETKO informs its customers that they can use the labels on their products.

ETKO logo can be used in different sizes by its customers, with ETKO permission, on products, processed or raw products, as long as the proportions of the dimensions (aspect ratio) do not change (by minimizing to 20 mm as minimum).

Original size of ETKO Logo:

Height 4.00 cm

Width 8.00 cm

If the logo is used on a background that will hinder its appearance and legibility, the logo is used with a white background and a white stripe of minimum 3 mm width is left between the background and the logo.

- ETKO logo will not be used as to damage moral character of ETKO
- ETKO logo can only be used with regard to the operations and addresses in scope of this document.
- Provided that ETKO logo is not modified (other than permitted dimensional changes), it can be used on products and product packages that are used by end users
- Locations that ETKO logo can be used are:
  - raw materials, semi manufactured products or processed products
  - brochures and leaflets for purpose of introducing ETKO
  - compliance certificates prepared by ETKO
  - newspaper and magazine advertisements
  - web pages

ETKO logo shall not be used at:

- Addresses and operations which are not covered by the certification
- Locations which are intended to deceive people
- On gifts designed for marketing
- On vehicles
- On company plates
- On personal cards, dispatch lists, invoices, order forms, envelopes and similar documents



#### i. General Usage Rules

- The ETKO logo may only be used by authorized individuals and organizations.
- As the logo represents the corporate identity of the company, it must be preserved in its original format and colours.

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- Any modification, distortion, or redesign of the logo is strictly prohibited.

## ii. Logo Types and Usage Areas

There are three different versions of the ETKO logo:

- Original Logo:** Includes the "ETKO" text along with the phrase "Ekolojik Tarım Kontrol Organizasyonu."
- Text-Free Version:** Consists only of the "ETKO" text without the phrase "Ekolojik Tarım Kontrol Organizasyonu."
- Letter E Logo:** A minimal version containing only the letter "E."

Usage areas for these versions:

- Official Documents & Corporate Materials:** The original logo should be preferred.
- Social Media & Digital Platforms:** The original or text-free version may be used.
- Small Spaces & Icons:** The "Letter E Logo" is the most suitable option.

## iii. Colour Usage

- The primary colour of the logo is **#2F2E79** (navy blue).
- Alternatively, it can be used in **black (#000000)** or **white (#FFFFFF)**.
- The logo must not be used in any colour other than the original.

## iv. Background Usage

- The logo must remain clearly visible.
- The white version can be used on dark backgrounds, while the original or black version can be preferred on light backgrounds.
- The logo should not be placed on complex patterns or backgrounds that reduce readability.

## v. Proportion and Spacing Rules

- The logo must be scaled while maintaining its original proportions.
- Sufficient space should be left around the logo, and it should not be merged with other graphic or text elements.

## vi. Incorrect Usage Examples

The following applications are strictly prohibited:

- Distorting the original format of the logo.
- Changing its colours.
- Tilting, rotating, or resizing it disproportionately.
- Applying additional effects or filters to the logo.
- Altering the content or font of the logo.

Improper use of the logo may result in legal consequences. To ensure the ETKO logo aligns with corporate identity standards, the above rules must be strictly followed.

## 5.2 Things to consider on labels

Logo model regarding the companies which are entitled to receive certificate will be sent by ETKO. Logo shall not be modified except for permitted dimensional modifications.

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The use of the ETKO Logo on labels is not mandatory, but the operator who wishes to use it can use the logo by agreeing with ETKO.

Packaging, labelling and marking of products certified by ETKO are carried out within the framework of the Packaging and Labelling - Marking Section of the Turkish Food Codex Regulation and the provisions of the relevant legislation of the Ministry. Additionally, the labelling includes the following information.

- To whom the product belongs,
- It is produced in accordance with the relevant Regulation,
- Code number and Document number of the product

Before using this logo, the company will make an official application to ETKO along with a document (graphical work, model, picture etc.) that defines the locations where logo will be used visually.

The operator will start using the label he prepared after receiving approval from ETKO.

Customers must comply with the following criteria for labelling organic products:

- For organic products, the percentage statement of organic ingredients on the product package consists of letters not more than one and a half times the largest letter on the panel where the statement is displayed, and appears in its entirety with the same font size, style and colour, without highlighting;
- Customers producing finished products, organic raw materials and organic ingredients maintain records verifying the organic certification of businesses and
- Customers cannot display the ETKO seal or mark more distinctly and individually than the official seals.

### 5.3. Misuse of logo, false claims / misuse of mark (4.1.3.2)

ETKO carries out control to prevent incorrect use or incorrect references of the Logo during each certification check. During the control, abuse of the logo, misuse of the brand, inaccurate statements about the certification system, advertisements, catalogues, etc. The presence of the Certification mark or trademark on journals results in major non-compliance. In addition to relevant regulations, compliance with the rules specified in this guide will be controlled during interim or follow up ETKO controls. In case unauthorized or unpermitted use of the logo by the company is identified during inspections or at different locations, the customer is formally requested to take immediate corrective action to close the non-conformity. In case corrective and preventive activities are not initiated with regard to the matter, ETKO will initiate the process of withdrawing the customer's Certificate or take other legal measures.

In case the certification is suspended or cancelled, the operator is requested both verbally and in writing to deliver the certification documents and to stop the use of all advertising materials referring to the certification. The operator is obliged to implement this request immediately.

In the event of a discrepancy caused by the use of logo, operator will be responsible.

In case the ETKO Certificate and/or ETKO conformity mark is used by third parties, these parties will be officially warned and if necessary is not done, legal measures will be taken. What to do in case of misuse of Logos, Licenses and Conformity Mark is published on the ETKO website. ( [www.etko.com.tr](http://www.etko.com.tr) )

### 5.4 Labelling conditions for Organic Products in accordance with Turkish Republic Regulation 27676/2010 (Article 29)

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Labels and official logos which will be used on organic products “ “ORGANİK TARIMIN ESASLARI VE UYGULANMASINA İLİŞKİN YÖNETMELİK” shall be in compliance with labelling and logo use rules of applicable regulations.

**5.4.1** Organic product logo or labelling marks can only be used on products which are produced in accordance with the criteria specified in the regulations.

Final packaged organic products that are imported or not produced in accordance with this regulation cannot be labelled with the TR Logo.

Raw materials imported and reprocessed and packaged in Turkey can be labelled with the TR logo as long as they are Certified in the country of production in accordance with the organic production regulations. In such cases, the country of production should be stated.

**5.4.2 According to the Turkish Republic Regulation, labelling of organic products requires the following:**

Labelling of Organic Products:

Name of Producer/Processor

Reference to TR regulation and TR Logo

ETKO, code number and logo

Certificate Number

Organic, biological (bio), ecological (eco) reference

**5.4.3 Labelling of organic products in transition requires:**

Products produced in accordance with the Turkish Republic regulations and completing a minimum 12-month conversion period can be labelled as transitional products in organic agriculture.

TR logo cannot be used on the labels of transition period products

Name of producer/processor

ETKO, code number and logo

Certificate Number

**5.4.4 Annex-10 Logo Examples to be Used on Organic Products**

Logo Usage principles explained below, "Logo Examples to be Used on Organic Products", are given in Annex-10 of the TR Organic Agriculture Regulation.

**1-**Those who produce and sell organic agricultural products or organic agricultural materials in accordance with this Regulation; They must use the following logo samples on their packaging- only for products which will be sold in the internal market. Products that do not have these logos cannot be offered to the domestic market organically, cannot be advertised or promoted, or cannot apply for patents with their abbreviations. There is not any obligation to use them regarding the products that will be exported, or country of origin rules will be applicable.

The authority to use the label belongs to the Ministry. This logo is used by the authorized organization on raw materials, semi-finished or finished agricultural organic production materials produced in accordance with the provisions of this Regulation. Organic product logos are not used on transitional products. The logo language for organic products offered to the domestic market must be Turkish. Turkish Organic Product Logo cannot be used on imported products. One of the logo examples given below is used depending on the nature of the production, size and type of packaging. The diameter of the logos cannot be smaller than 20 mm and larger than 40 mm. colours and tones other than the given colours cannot be used. Logos must be in the tones specified below.

**2-Colors to be used in logos; green, blue, black and white.**

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### 3-Logo samples;



Figure 2: T.R. Organic Agriculture Logo Examples

## 5.5 GAP Good Agricultural Practices

The terms of use of the İTU Logo are also explained in the 'Good Agricultural Practices

**5.5.1** Marketing and labelling of products certified according to the Good Agricultural Practices regulation should be carried out as explained in Chapter 7 and Article 29 of the relevant regulation.

The procedures and principles regarding the format and use of the Turkish GAP logo are published by the Republic of Turkey. It was determined by the Circular No. 2014/002 of the Ministry of Agriculture and Forestry.

ARTICLE 29 – (Amended: OG–28/5/2014–29013)

(1) No product that does not have a good agricultural practices certificate can be sold under the name of good agricultural practices. Operators and sales places are responsible for taking all precautions to prevent the mixing of certified products with other products. If products with good agricultural practices certificate are placed on the market in packaging, the packaging of these products shall comply with the provisions of the Turkish Food Codex Regulation on Substances and Materials in Contact with Food, published in the Official Gazette dated 29.12.2011 and numbered 28157 third.

(2) Any product that is not controlled and certified in its final form placed on the market, or whose traceability is not ensured, cannot be sold using the good agricultural practices certificate and logo at the point of sale. The procedures and principles regarding the format and use of the Turkish GAP logo are determined by the Ministry.

(3) Label of products certified by ETKO; It complies with the provisions of the Turkish Food Codex Labelling Regulation published in the Official Gazette dated 29.12.2011 and numbered 28157 third. Additionally, the labelling includes the following information:

- To whom the product belongs.
- It is produced in accordance with this Regulation.
- ETKO name, code number and certification number of the product.
- Good Agricultural Practices logo.

### 5.5.2 Points to consider when using the Good Agricultural Practices logo:

Turkish GAP The Good Agricultural Practices Regulation's logo and certificate cannot be used as seen in sales points.

T.R. In the Circular No. 2014/002 of the Ministry of Agriculture and Forestry, the procedures and principles regarding the use of the logo, the colours and sizes of the logo, and examples of incorrect use are explained in

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detail. Below is an example logo for correct usage. It can be reduced or enlarged proportionally, provided that the aspect ratio remains constant.



Figure 3: Good Agriculture Logo Example

The İTU Logo can also be used in promotional and advertising materials such as promotional materials, business cards, delivery notes, newspaper advertisements, books and brochures, web pages, etc., provided that it complies with the provisions of the relevant Circular.

## 5.6 GLOBALG.A.P Trademarks policy

### 5.6.1 Labelling Rules

#### 5.6.1.1 Labelling Types

##### 5.6.1.1.1 GLOBALG.A.P Trademark

All trademark rights to the GLOBALG.A.P brand belong to AGRAYA GmbH. Mentioned as "GLOBALG.A.P Trademark" in this procedure refers only to the following brand assets:

|                                                                                     |                                                                            |                                                                                     |                         |
|-------------------------------------------------------------------------------------|----------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------|
|  | The GLOBALG.A.P. word image (with bold emphasis and in GLOBALG.A.P. green) |  | The GLOBALG.A.P. G logo |
|  | The full GLOBALG.A.P. logo (G logo and word image together)                |                                                                                     |                         |

GLOBALG.A.P trademarks are most commonly depicted in GLOBALG.A.P green, but may also be used in white on a dark background.

GLOBALG.A.P is one word, so there is no space between the elements "GLOBAL" and "G.A.P". The word "GLOBALG.A.P" is always written in uppercase, with dots after each of the three last letters.

##### 5.6.1.1.2 GLOBALG.A.P Identification Numbers

GLOBALG.A.P identification numbers are unique numbers given to producers and any other legal entities in the GLOBALG.A.P system. These consist of a prefix (usually referring to the certification standard) and a 13-digit number separated by a space.

The GLOBALG.A.P identification number (GGN) is generated by GLOBALG.A.P Information Technology systems using Global Location Numbers (GLN). GGN is a GLOBALG.A.P Number (GGN) used by producers who are

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registered or certified for the Integrated Farm Assurance (IFA) standard as specified in the relevant principles and criteria.

If the certificate holder wants to label their products with a GLOBALG.A.P. identification number (e.g., GGN), it can be the identification number of the certificate holder (producer group/multisite producer), the identification number of the producer group member who produced the product, or both numbers. If producer group members pack and label the product, the producer group may require those members to include the identification number of the producer group (e.g., the GGN of the producer group) with or without the identification number of the producer group member. In the case of multisite producers with QMS, it shall be the identification number of the certificate holder. The identification number shall be used on the smallest individually packed unit, regardless of whether this unit is final consumer packaging or not. The GLOBALG.A.P. identification number shall not be used to label products originating from noncertified production processes. (230620\_GG\_GR\_Rules\_for\_QMS\_v6\_0\_Sep22\_4.6.f)

The individual producer/producer group registered for PO shall identify all final ready-to-be-sold products (either from farm level or after product handling) with the individual producer's/producer group's GLOBALG.A.P. identification number if the product is certified. The GLOBALG.A.P. identification number shall not be used to label noncertified products.

In the cases of multisite producers with a QMS and producer groups, the QMS shall ensure correct use of the GLOBALG.A.P. identification number. (230620\_GG\_GR\_Rules\_for\_PO\_v6\_0\_Sep22\_tr-Madde3)

#### 5.6.1.1.3 GLOBALG.A.P Claims

A GLOBALG.A.P claim occurs when a GLOBALG.A.P certification holder states and/or markets in a business-to-business (B2B) context that a process, service or product complies with the GLOBALG.A.P standard. This includes labelling on the product with the GLOBALG.A.P identification number.

GLOBALG.A.P claims appear commonly on delivery slips, invoices, packing lists, business-to-business (B2B) product catalogues and price lists, and on websites containing business-to-business (B2B) product offerings.

Examples of GLOBALG.A.P claims include:

- A B2B product catalogue containing the following sentence: "Products marked \* come from farms with a valid GLOBALG.A.P IFA certificate."
- An invoice using a code such as "GG109309" and "GG in the product code means this product comes from a GLOBALG.A.P IFA certified manufacturing process."
- A statement on a B2B product website that includes the following sentence: "All products come from GLOBALG.A.P IFA certified manufacturing processes and have also completed GRASP assessment with full compliance."

#### 5.6.1.1.4 General Texts

Generic texts are blocks of pre-written text that can be reused in new contexts without modification of the original. Placeholder text such as company names or obsolete items in the list, indicated by <triangular brackets>, can be replaced as appropriate.

In the context of these guidelines, standard texts to accompany the use of GLOBALG.A.P seals or trademarks are provided to stakeholders.

#### 5.6.1.1.5 GLOBALG.A.P Seals

GLOBALG.A.P seals are marks given to specific stakeholders who have officially joined the GLOBALG.A.P network. A seal supports the communication of the stakeholder's role as a supporter of safe and responsible farming in the GLOBALG.A.P network.

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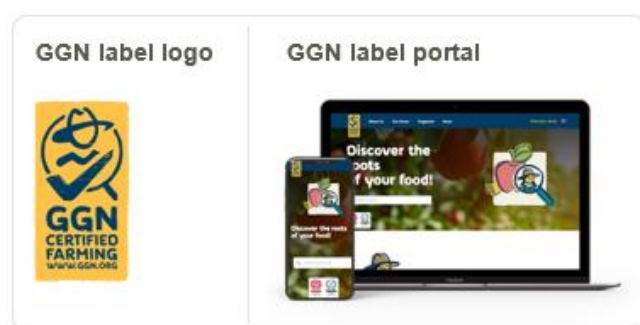


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#### 5.6.1.1.6 GGN Label

The GGN label is a cross-category consumer label from AGRAYA GmbH. Certified represents responsible farming and transparency and is based on the IFA standard for aquaculture, flowers and ornamentals, and fruit and vegetables. As a consumer-facing enterprise with an online portal, it is the only AGRAYA GmbH brand for business-to-consumer (B2C) contexts.



#### 5.6.1.1.7 GLOBALG.A.P Trademark and QR Code Logo GG\_CIP\_GR Annex 1.1

The certification granted entitles the producer/company to distribute and market their products under the trademark and, if applicable, under the QR code logo only to the extent that these products have been registered with ETKO and are produced, handled or traded in a production site or location registered with ETKO and are in full compliance with this standard.

The producer may only use the trademark and/or the QR code logo in connection with products complying to the requirements of the GLOBALG.A.P. System. In cases where certified producers who have not signed up for voluntary GLOBALG.A.P. membership use the GLOBALG.A.P. logo and/or the “G”-shape logo, they must combine the logo with the corresponding GGN.

The GLOBALG.A.P. trademark may never appear on the product, consumer packaging of products intended for human consumption or at the point of sale where it is in direct connection with single products.

The QR code logo may appear on the product, consumer packaging of the product or at the point of sale where it is in direct connection with certified products.

Producers may only use the GLOBALG.A.P. trademarks on pallets that contain only certified GLOBALG.A.P. products and that will not appear at the point of sale.

GLOBALG.A.P. certified producers may use the GLOBALG.A.P. trademark and the QR code logo in business-to-business communication, and for traceability, segregation or identification purposes on site at the production site.

Retailers, producers and other organizations that signed up for voluntary GLOBALG.A.P. membership may use the trademark in promotional print-outs, websites, flyers, business cards, hardware and electronic displays (may not appear as a product label directly linked to certified products) and in business-to-business communication. ETKO can use the trademark in promotional material directly linked to its GLOBALG.A.P. certification activities in business-to-business communication and on GLOBALG.A.P. Certificates they issue. ETKO can also use the QR code logo on GLOBALG.A.P. Certificates it issue.

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The GLOBALG.A.P. trademark may never be used on promotional items, apparel items or accessories of any kind, bags of any kind or personal care items.

The GLOBALG.A.P. trademark may be used on the products that will serve as input for the production of the final products (processing), and which are not intended to be sold to final consumers, and will not appear at the point of sale to final consumers.

The company must indicate when using the trademark and the QR code logo that it is a GLOBALG.A.P. registered trademark.

The producer may only use the trademark and, if applicable, the GLOBALG.A.P. QR code logo in the manner provided by GLOBALG.A.P. and may not alter, modify, or distort them in any way. However, the producers can design their own logos and embed the QR code in them.

The GLOBALG.A.P. logo must always be obtained from the GLOBALG.A.P. Secretariat. This will ensure that it contains the exact corporate color and format, as below:



# GLOBALG.A.P.®

The GLOBALG.A.P. QR code logos (for more designs see <http://www.globalgap.org>):

The embedded QR code may contain the following information:

- (i) The GGN CfP number of the producer or company that labels the product.
- (ii) An URL of the GGN CfP number validation website that is linked to the GLOBALG.A.P. Database.
- (iii) The URL of the GLOBALG.A.P. Database.
- (iv) The batch number of the product.
- (v) Combinations of the above.

## 5.6.1.2 GLOBALG.A.P Labelling Procedure

### 5.6.1.2.1 General Rules

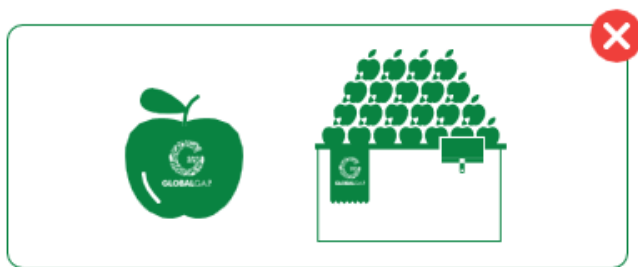
GLOBALG.A.P trademarks are not available for use by consumers.

GLOBALG.A.P trademarks will not appear at consumer-facing touchpoints, for example in store, on product/product packaging, in consumer communications or in retailers' brochures.

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The GGN label is a consumer trademark associated with the GLOBALG.A.P brand. The GGN label can be used in business-to-consumer (B2C) contexts where the necessary conditions are met.

GLOBALG.A.P trademarks and accompanying text or claims may be used in a business-to-business (B2B) context where permission is granted. Permissible situations are explained in detail in this section.

GLOBALG.A.P identification numbers (without accompanying trademarks) may appear at the point of sale if the supply chain requires it, for example on a product.

The company that labels a product or document with the GLOBALG.A.P identification number will have a valid GLOBALG.A.P IFA certificate.

GLOBALG.A.P trademarks will never be used on promotional items, apparel, bags/accessories of any kind, or personal care products.



Individuals or organizations granted the GLOBALG.A.P seal will use the seal to demonstrate their commitment to the GLOBALG.A.P brand. They will not use GLOBALG.A.P trademarks for this purpose.

Unauthorized use of GLOBALG.A.P trademarks may result in legal action by GLOBALG.A.P.

#### 5.6.1.2.2 Use of GLOBALG.A.P Identification Numbers

\* GLOBALG.A.P identification numbers will not be used to label a product that does not originate from certified manufacturing processes.

\* GLOBALG.A.P identification numbers will only be used on transaction/sales documents containing products resulting from certified production processes. If the transaction/sales documents include items resulting from certified and non-certified production processes, the items resulting from certified production processes are clearly stated.

\* The legal entity that labels a product or document with a GLOBALG.A.P identification number will have a valid GLOBALG.A.P IFA certificate.

\* GLOBALG.A.P identification numbers, e.g. barcode, EAN number, public QR code, etc. Can be used/converted as digital codes such as However, when a relevant point in the principles and criteria requires the GLOBALG.A.P identification number to appear on the product label and/or transaction/sales documentation, the number will also appear in a readable format.

\* Upon termination of the GLOBALG.A.P sublicense and certification agreement, the manufacturer's right to use a GLOBALG.A.P claim, GLOBALG.A.P trademarks and all GLOBALG.A.P identification numbers immediately ceases.

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\* GLOBALG.A.P identification numbers will only be used in conjunction with the GLOBALG.A.P system. If an organization needs an identification number for other contexts or additional applications, the organization will apply for its own GLN and report this number to GLOBALG.A.P, GLOBALG.A.P will register the organization under its own number and use the already assigned GLOBALG.A.P Information It will replace the GLOBALG.A.P identification number specified in your transactions.

\* When it is necessary to identify and separate products resulting from Integrated Farm Assurance (IFA) v6 Smart version certified production processes, the organization will use the regular GGN for Integrated Farm Assurance (IFA) v6 Smart (e.g. GGN 1234567890123). If the producer has parallel production (including parallel ownership), it is mandatory to distinguish between Integrated Farm Assurance (IFA) versions in product labelling and transaction/sales documents where required by the customer/buyer. With GGN, on-product labelling is not required by default.

a) The GGN consists of the prefix “GGN” and a 13-digit number, excluding GLOBALG.A.P logos/trademarks, and is unique to each manufacturer or other legal entity in the GLOBALG.A.P system. For this number, the GLOBALG.A.P Secretariat uses existing Global Location Numbers (GLNs) issued and purchased by the local GS1 organization ([www.gs1.org](http://www.gs1.org)). In the absence of such an organization, the GLOBALG.A.P Secretariat assigns its own temporary GLN.

b) The CoC Number consists of the prefix “CoC” and a 13-digit number, excluding GLOBALG.A.P logos/trademarks, and is unique to each supply chain company. For this number, the GLOBALG.A.P Secretariat uses existing GLNs issued and purchased by the local GS1 organization ([www.gs1.org](http://www.gs1.org)). In the absence of such an organization, the GLOBALG.A.P Secretariat appoints its own provisional GLN.

c) The GGN identifies a registered or certified producer; the CoC Number identifies a company registered or certified to the supply chain standard and may only be used as specified in the control points and compliance criteria. The GGN (e.g. GGN\_1234567890123) and/or the CoC Number (e.g. CoC\_1234567890123) may appear on the product, on the consumer packaging of the product, or at the point of sale in direct connection with individual certified products. The GGN and/or the CoC Number should never be used to label a non-certified product.

d) The legal entity labelling the product with the GGN, CoC Number and/or visual elements of the GGN label shall be the holder of a GLOBALG.A.P certificate or supply chain equivalent standard valid for the supply chain.

e) The GGN or CoC Number shall only be used in connection with the GLOBALG.A.P system. Its use in any other context or in relation to third parties is prohibited.

f) GGN and CoC Number can be used in general QR code format or GLOBALG.A.P QR code logo format (converted).

g) The right of the company to use the GLOBALG.A.P logos/trademarks, GGN, CoC Number and/or GLOBALG.A.P claim including QR code logos shall immediately cease upon termination of the sublicense and certification agreement.

h) If the company/manufacturer needs to be identified in other contexts or additional applications, the company/manufacturer may request its own GLN and report this number to the GLOBALG.A.P Secretariat, which will register the company/manufacturer under its own number and withdraw the GGN and/or CoC Number accordingly. Its own GLN then replaces the GGN and/or CoC Number in the GLOBALG.A.P system.

i) If a GLN already exists and the company/manufacturer’s customer wishes to use this GLN on all product labels, regardless of the certification status, the GLOBALG.A.P Secretariat will grant an exemption and allow them to obtain a CoC Number. The GLN will only be used to identify products originating from GLOBALG.A.P certified production processes, as the full status will already be reflected in the GLOBALG.A.P IT systems. The GLN will not appear in the GLOBALG.A.P IT systems or in the GLOBALG.A.P certificate.

### 5.6.1.2.3 Use Cases for GLOBALG.A.P Trademarks and Identifying Numbers

#### 5.6.1.2.3.1 Use by GLOBALG.A.P Certified Manufacturers

The following uses are permitted:

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- Use in promotional and informational materials (business-to-business (B2B)): Trademarks may appear on the manufacturer's website. These will be accompanied by a hyperlink and/or GLOBALG.A.P identification number and/or QR code linked to the manufacturer's certification status in the GLOBALG.A.P IT systems (e.g. GLOBALG.A.P database and/or Verification Service).
- Use in products (business-to-business(B2B)): GGNs (e.g. GGN 1234567890123) may appear on the product/product packaging and/or at the point of sale in direct connection with individual products resulting from certified manufacturing processes, provided the claim can be traced.

The following uses are not permitted:

- GLOBALG.A.P trademarks may not be used on products/product packaging intended for sale to end consumers or where the trademark(s) may appear at the point of sale to end consumers.
- Products sold to organizations that do not use the products themselves (e.g. traders) and are not Supply Chain (CoC) certified will not display and/or be labelled with GLOBALG.A.P trademarks or GLOBALG.A.P identification numbers or bear a GLOBALG.A.P claim.

Upon completion of a successful audit, EKO will sub-license the certificate holder to use the trademarks and GLOBALG.A.P identification number and provide the GLOBALG.A.P trademarks and seals style guide together with the GLOBALG.A.P certificate. And the control of its correct use is carried out by the ETKO Auditor by answering the questions in the Integrated Farm Assurance Checklist during the audit. In case of misuse, the certificate will not be issued until corrective action is taken.

a) Producers/companies with Supply Chain or Integrated Farm Assurance certification (e.g. aquaculture or flowers and ornamentals) are not automatically authorized to use the visual elements of the GGN label.

b) The visual elements of the GGN label will only be used within the scope of the GGN label license agreement. This agreement is only granted to companies/producers with Supply Chain or Integrated Farm Assurance certification. The company/producer requires a valid GLOBALG.A.P certification for Supply Chain or an equivalent standard for Supply Chain. Producers and companies can apply to use the visual elements of the GGN label at [info@ggn.org](mailto:info@ggn.org).

#### 5.6.1.2.3.2 Use by ETKO

ETKO may use GLOBALG.A.P trademarks in a business-to-business (B2B) context, including the website and certifications.

Digital depictions of trademarks (excluding certificates) will be accompanied by a hyperlink or QR code linking to ETKO's GLOBALG.A.P status on the GLOBALG.A.P website.

#### 5.6.2 GLOBALG.A.P Trademark Images

**GLOBALG.A.P word image (with bold highlight and GLOBALG.A.P in green):**

**GLOBALG.A.P.**

**GLOBALGAP G Logo:**



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**Full GLOBALG.A.P Logo (GLOBALG.A.P word image and G Logo):**



**GLOBALG.A.P Spelling Rule:**

GLOBALG.A.P is one word, so there is no space between “GLOBAL” and “G.A.P”.

The word “GLOBALG.A.P” is always written in capital letters and with periods after the last three letters.

**Components and sizing:**

GLOBALG.A.P. Width of logo =  $\frac{2}{3}$  of X (X = width of GLOBALG.A.P wordmark)

GLOBALG.A.P word image: Width = X Height = Y



The minimum allowed width is 15 mm.

A standard width of 29 mm is recommended for best readability. There is no maximum size limitation.



**Required free space:**

Sufficient space should always be allocated for the brand, separate from other elements. This is called a clean area. The minimum required free space, marked Y in the image below, is equal to the height of the word image for all trademark sizes. This minimum open area should be increased wherever possible.

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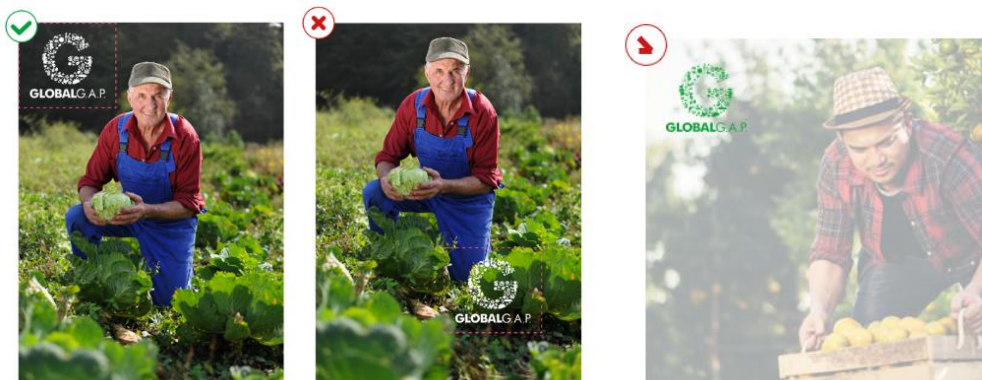


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#### Best Practice:

When placing the logo on images, free space is preferred for placing the logo to protect the logo from distractions.



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#### Colour Properties and Colour Usage:

**Dark green:** Primary use: GLOBALG.A.P corporate colour (CMYK; 85 / 0 / 100 / 0, PANTONE; 361, RGB; 0 / 160 / 57)



**White:** Primary use: GLOBALG.A.P logo colour (CMYK; 0 / 0 / 0 / 0, PANTONE; WHITE, RGB; 0 / 0 / 0)



When using colours, care is taken to ensure a strong contrast.

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#### 5.7. USE OF TURKAK BRAND (See: TURKAK Guidance Document (R10.06/Rev.14))

5.7.1 As an organization accredited by TÜRKAK, ETKO uses the TURKAK Brand in its certificates in the Scope in Figure 4.



Figure 4: TÜRKAK Accreditation Mark Example

If the TURKAK Accreditation Mark is printed on a consumable material no larger than A4 size, its width should not be larger than 30 mm, provided the aspect ratio is fixed. If the Trademark is printed on a larger sized consumable, the Trademark of the appropriate size, obtained electronically from TÜRKAK, will be used. The minimum height of the Logo within the brand must be 20 mm.

Provided that it is related to the scope of ETKO, you can use the TÜRKAK Accreditation Mark in stationery materials, reports, certificates, brochures and all kinds of work related to accreditation activities, in accordance with TURKAK's "Requirements for the use of the TÜRKAK ACCREDITATION BRAND by organizations accredited by TÜRKAK" guide document (R10.06/Rev). .14) in accordance with the specified conditions.

5.7.2 As ETKO, our accreditation scope and limits from TÜRKAK are fully explained to our customers and are publicly published on our website.

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**5.7.3** TÜRKAK Accreditation Mark can be used on stationery materials as well as on the relevant certificates within the scope.

However, TÜRKAK Brand

- a) It must appear on the printed document along with the ETKO logo or name.
- b) TÜRKAK Brand should not be more dominant than ETKO logo or name.

Provided that the above is fulfilled, the brand of the relevant program (TR Organic, GLOBALG.A.P or İTU) is also used in the certificates.

**5.7.4** Organizations that receive a certificate from one of the programs related to our TÜRKAK accreditation scope can use the TÜRKAK Accreditation Brand in stationery, advertising, promotions or similar materials. However, the TÜRKAK Accreditation Mark must be used in a way that is associated with the ETKO Logo or the brand of the certification program. (TÜRKAK Guide No. R10.06; Figure 6)

**5.7.5** TÜRKAK Accreditation Mark for product certification can only be used with the ETKO logo for products produced within the scope of accredited product certification studies.

**5.7.6** The conditions specified in articles 6, 7 and 8 of TÜRKAK Guide No. R10.06 are also valid for organizations receiving services from ETKO.

**5.7.7** Brand reproductions must be made in accordance with the examples given in the guide above. Those who receive a certificate from ETKO must use the ETKO logo next to the TÜRKAK Accreditation Mark as shown in Figure 6.

**5.7.8** In case ETKO accreditation is cancelled by TÜRKAK, the operator will be notified to ensure that ETKO certified organizations, which have been granted the right to use the ETKO brand, immediately stop using the TÜRKAK Accreditation Mark on their promotional and consumable materials, advertisements, products, labels and packaging, and requests the use of the logo to be stopped.

**5.7.9** ETKO Controller explains the usage patterns of both ETKO Logo, and TÜRKAK Accreditation Mark of the organizations certified by ETKO at the opening meeting of each control, and except for the first certification, the LOGO usage pattern of the operator (if any) is checked.

The "Control Detail Plan" regarding the program sent to the operator before the control includes the article "Control of the Use of Logos, Licenses and Conformity Mark" regarding the use of Logo, thus ensuring that the Controller carries out control on this issue.

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