

Australian Certified Organic

Labelling and Logo Style Guide



Style Guide for Australian Certified Organic

Ver1.2016

Approval steps for use of your logos

STEP 1 – Request your personal ACO certification logo from Australian Certified Organic. Cannot download and use other unverified versions of the ACO logo.

STEP 2 - Read the ACO Logo/Labelling Style Guide.

STEP 3 – When received, the logo can then be inserted into the draft artwork/labelling.

STEP 4 – Once you have finalized the draft artwork/labelling submit to ACO for review and approval.

STEP 5 – ACO will review the artwork/labelling for compliance and if compliant, provide a letter of approval.

STEP 6 – Once the labels have been approved by the ACO office they can be printed.

STEP 7 – You may print your labels/marketing materials once written approval from ACO has been received.

Note: Re-assessment may be necessary each time labels/marketing materials are updated. This is to be verified by ACO.



Australian Certified Organic

3.5 Labelling requirements

3.5.1. All products, raw or processed, marketed as certified organic shall include the following details on all packaging bound for retail sale (unless otherwise overridden by other market requirements, e.g. USDA NOP, Japan JAS, SA Cert, etc.):

- **Appropriate reference to certification (e.g., Organic, Organic In Conversion, etc.);**
- **Certification number of operator;**
- **Certifier name and Bud logo;**
- **Name and address and/or registered mark of the certified operator or owner of the product and/or label as required by Law;**
- **For animal feeds, the name of the product or a description of the compound feeding stuff (ingredients list).**

Exceptions to labelling requirements (e.g. domestic private label within Australia) shall require confirmation in writing by the CO as acceptable prior to market release. The CO maintains a file of existing formats for logo and name use. Variations beyond these formats shall require specific approval prior to use.

NB: Onus is on the operator to ensure compliance with importing country market requirements.

3.5.2. Failure to maintain compliant labelling and receive written confirmation from the CO as to the acceptability of such labels may result in mandatory removal from the marketplace of all product that is deemed to not comply with this Standard or that fails to achieve approval of the CO. A copy of all labels bearing market reference to organic products shall be kept on file by the CO and it is the responsibility of the operator to ensure that all current labels are sent to the CO.

3.5.3. In the case of bulk carrying, a transport declaration shall accompany all consignments and wherever feasible shall include all other measures such as labelling, signage and supply of certificate, to ensure the authenticity and control of the certified product is maintained.

3.5.4. The label for in conversion products shall be clearly distinguishable from the label for organic products. The Bud logo for in conversion products is clearly distinguishable from the Bud logo for certified organic products. Labelling reference to In Conversion status of the product must be the same size, font and colour as the words “Organic” or “Biodynamic” on the packaging. Single agricultural ingredient items may be sold as “In Conversion to Organic”.

For the EU, multi-agricultural ingredient items may not be sold as “In Conversion to Organic”.

Australian Certified Organic Standard

Marketing Claims and Labels

3.5.8. Whilst certified organic products shall be GMO free, claims as to the GE- or GMO-free status of organic products for sale shall conform to relevant regulatory requirements for labelling, and shall be verified by the operator.

3.5.9. No claims may be made as to the chemical-residue-free status of organic products for sale, except where this can be verified by the operator. No claim shall be made on the label or advertising material that suggests to the purchaser that the certified organic status of the product constitutes a guarantee of superior organoleptic, nutritional or salubrious quality.

3.5.10. For processed food products, where a minimum of 100% of all ingredients (excluding water and salt) come from certified organic sources, reference may be made to “100% organic” on the label.

3.5.11. For processed food products, where a minimum of 95% weight/weight of all ingredients (excluding water and salt) come from certified organic sources, and where all other materials are allowed under this Standard for use in certified processed product, reference may be made to “Certified Organic” on the label. In the instance of the product and all ingredients being liquid, the calculation of percentages above shall be done by fluid volume.

3.5.12. For processed food products, ingredients of non-organic origin are only allowed where unavailable in the certified form, where specified under this Standard as allowed and with non-GMO and non-irradiated status. Ranking in order of concentration is required for all ingredients. For the EU market: If herbs and/or spices constitute less than 2% of the total weight of the product, they may be listed as “spices” or “herbs” without stating the percentage. Any non-certified organic ingredients of agricultural origin shall be those only included in Annex VI Section C of the current EU organic regulation.

3.5.13. Where less than 95% but not less than 70% weight/weight of all ingredients (excluding water and salt) are of certified organic origin, and where all other materials are allowed under this Standard for use in certified processed product, the statement “Made with organic ingredients” or “Made with x% organic ingredients” or “Made with x% organic ingredients” may be made on the label. No other organic claims can be made on the front of the label.

3.5.14. Where less than 70% of ingredients are from certified organic origin, the ingredients that comply with this Standard shall appear in the same colour and with an identical style and size of lettering as the other ingredients listed in the ingredients list.

3.5.15. Onus is on the operator to ensure that all legal and other label requirements are met in regard to labelling and packaging.

3.5.16. Ingredients shall be listed in the order of concentration in the end product, clearly noting and differentiating certified ingredients from non-certified ingredients. In the case of cosmetics the International Nomenclature of Cosmetic Ingredients (INCI) system shall be used on all ingredient listings.

ACO reserves the right to use its trademarked ACO logo on products with organic content > 95%. Use of Bud logo is optional.

Accreditation requirements

Certified operators also need to refer to the other relevant organic regulations which they are accredited for including, but not limited, to the following standards:

- ✓ **Australian Certified Organic Standard**
- ✓ **Department of Agriculture National Standard for Organic and Biodynamic Produce**
- ✓ **European Organic Regulations**
- ✓ **Canadian Organic Regime**
- ✓ **COSMOS**
- ✓ **IFOAM Norms**
- ✓ **Japanese Agricultural Standard**
- ✓ **Korean Organic Standard**
- ✓ **National Organic Program**



Certification Logo

The logo can be used on labels, packaging, boxes and other marketing materials. (For other samples, see Logo summary on Page 9-10.)

Minimum Clear Space

The logo type must be reproduced with a clear area around it which is free from other graphic elements.

Minimum Size

The logo should always be clearly legible when shown in both print and online.

Preferred



Alternate Options (Can be any single block colour)



Black - for use on coloured backgrounds or where needed. White inside fill must remain untouched.



Reversed - for use when placed on a black or dark background. Inside fill of logo may change to black or dark colour chosen.

Typography in Use

Here is an example of the ACO logo typeface used for the certification registration number. Tracking settings are suggested. Please exercise good judgement and a keen eye if using different tracking and leading settings.

Certification Logo requirements

ACO logo must remain intact at all times. The logo cannot be modified in anyway (except for size and colour).

It must not be stretched or distorted.

Certification logos can be reproduced in any single block colour.

If a transparent background is desired, bud and text must appear as a single colour.

Frutiger LT 55 Roman Bold

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

CERTIFICATION NO.XXXX

Example of typography use in certification logo – Point Size 17.69pt | Tracking 0pt | Leading 21.22pt

The logo is set up using the Pantone DS 4-colour process system, not PMS (spot), and will separate to 50c/0m/100y/20k when printed. If required, PMS colour for the green in the logo (PMS 7737C) is the closest match.

Approved Swatch Colour



Four Colour Process (CMYK)

Cyan	50%
Magenta	0%
Yellow	100%
Black	20%



Four Colour Process (CMYK)

Cyan	0%
Magenta	0%
Yellow	0%
Black	100%



'Bud' Illustration Isolated

Technical requirements for the use of the ACO Beauty Logo

The ACO Beauty Logo is issued as an editable file so that you can enter organic % as necessary for each product under 95%.

Additional items that require checking when reviewing labels holding the “made with organics” beauty logo are:

- Logo must be used on the rear of the product, not the front & cannot be more prominent than the ingredients panel;
- The “XX%” should be the actual percentage of organic ingredients versus total ingredients as per the approved formulation;
- The font used is “Viner Hand ITC”;
- The percentage must be rounded down;
- Client should include their ACO certification number on the label also – such as the phrase “ACO Processor XXXX”.

Plus all the regular labels checks such as ingredients being in descending order, must identify organic from non-organic ingredients, checking claims such as “GM free”, etc.



Use of the EU code and wording

For international operations, wine, livestock/or livestock by-products & plant processed products which contains imported EU certified ingredients, please include the code, AU-BIO-107, and wording underneath the EU logo, in Myriad Pro font.



AU-BIO-107
Non-EU Agriculture



AU-BIO-107
Non-EU Agriculture

For plant and plant products exported as food (excluding wine and yeast), all ingredients used in these products must be Australian Grown and may not contain imported organic ingredients.

Please include the code, AU-BIO-001, and wording underneath the EU logo, in Myriad Pro font.



AU-BIO-001
Non-EU Agriculture



AU-BIO-001
Non-EU Agriculture

If the product is of Australian origin and contains ingredients from the EU, please use the wording:

AU-BIO-107

EU-Agriculture & Non-EU Agriculture

Please refer to the EU labelling guide below for the correct use of the logo: http://ec.europa.eu/agriculture/organic/files/eu-policy/logo/user_manual_logo_en.pdf

Summary of Logos

Australian Certified Organic Standard (Certified Organic/Biodynamic) + Department of Agriculture National Standard for Organic and Biodynamic Producer (Certified Organic/Biodynamic)



Australian Certified Organic Standard (In Conversion) + Department of Agriculture National Standard for Organic and Biodynamic Producer (In Conversion)



Australian Certified Organic Standard – (contains imported ingredients)



Australian Organic Allowed Inputs (Farm, Garden, Other)



Approved Product

OGA (Organic Growers of Australia)

ACO Cosmetics "Made With Organic Ingredients"

TOP (Tasmanian Organic-Dynamic Producers)

COSMOS Organic -Cosmetics

COSMOS Natural - Cosmetics

COSMOS Certified (Certified organic raw materials)

COSMOS Approved (Approved raw materials)

International Certifications available include:

Chinese (Chinese Organic Certification)

COR (Canadian Organic Regime)

EU (European Organic Regulations)

GOTS (Textile Certification)

IFOAM (International Federation of Organic Agriculture Movements)

JAS (Japanese Agricultural Standard)

Korea (Korean Organic Standard)

USDA (National Organic Program)

Summary of Logos



International Certifications

