



Labelling and Logo Style Guide

ACO Certification Limited





Approval steps for use of your logos

STEP 1: Certified organic operators must request their certification logo from ACO Certification Ltd (ACOCL), the Certifying Body (CB) responsible for managing the Bud logo. The Bud logo can only be used once certification has been granted by ACOCL. Do not download or use unverified versions of the Bud logo

STEP 2: Carefully read the ACOCL Labelling and Logo Style Guide to understand the correct usage of logos. This guide will provide instructions on placement, size and other compliance requirements.

STEP 3: After receiving the logo, incorporate it into your draft artwork or labelling.

STEP 4: Once the draft artwork or labelling is finalised, submit it to ACOCL for review and approval.

STEP 5: ACOCL will review the submitted artwork or labelling to ensure it complies with certification standards. If it meets all requirements, ACOCL will issue a formal letter of approval.

STEP 6: Once approval has been received from ACOCL, you can proceed with printing.

Any alterations to approved labels must be re-submitted to ACOCL for re-assessment. This includes any updates to labels or marketing materials. Re-verification ensures ongoing compliance with certification standards.

NOTE: Following the demerger of Australian Organic Limited (AOL) and ACO Certification Ltd (ACOCL), it is important to understand the distinct roles each organisation now plays. AOL, as the peak industry body for the organic sector in Australia, retains ownership of the Bud logo, the most recognised symbol of organic certification by consumers in Australia. However, the administration of certification, including the auditing, certification, and licensing of the Bud logo, is managed by ACOCL. Certified operators who wish to use the Bud logo must engage directly with ACOCL to ensure compliance with the ACOS certification standards. This clear distinction helps maintain the integrity and consistent use of the Bud logo across the industry.





Australian Certified Organic Standard

3.5 LABELLING, PACKAGING, MARKETING MATERIAL AND INGREDIENT SPECIFICATIONS

3.5.1. All products, raw or processed, marketed as certified organic shall include all of the following details on all packaging bound for retail sale:

- i. The name of the product (singular product e.g. Eggs) or a description of the compounded product with an ingredients list;
- ii. Appropriate reference to certification (e.g., Organic, Organic in conversion, etc.);
- iii. Certification Body name, certification number, and relevant Bud logo;
- iv. Name and address and/or registered mark of the certified operator or owner of the product and/or label as required by law.

The only exceptions to these labelling requirements are:

- a. At farmers markets and certified organic retailers where fresh products are unpackaged or sold separately.
- b. With products destined for export where the end market has different labelling requirements.
- c. Manufactured Allowed Inputs and Textiles, as separate labelling requirements will apply.

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

3.5.2. Failure to maintain labelling compliant with this Standard and the ACOS Style Guide may result in the mandatory removal from the marketplace of all products that are deemed non-compliant. The CB must approve all major labelling changes prior to reprinting. A copy of all labels bearing market reference to organic products shall be kept on file by the CB and it is the responsibility of the operator to ensure that all current labels are sent to the CB.

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".

Note: For the EU, multi-agricultural ingredient items may not be sold as "In Conversion to Organic".



Australian Certified Organic Standard

PACKAGING

3.5.5. Packaging used shall be designed to maintain the authenticity of the certified product and shall not include used, disposable containers, except where allowed by law and where rendered as new through allowable sanitation and sterilisation processes. Packaging shall be selected by the operator with regard to the environmental impacts of the production, consumption, use and disposal of such packaging, and exclusion of ozone depleting substances.

3.5.6 Packaging chosen shall assist in the protection of certified product from contamination. Packaging shall not contain or be constituted of substances that may compromise the authenticity of the certified product including prevention from reacting with certified product. Use of tins shall be limited, and not used where leaching into certified product is possible. Plastics may be used only where leaching into the certified product is not possible. Lead and aluminium are prohibited in food packaging when in contact with certified materials. Vacuum packing is permitted, along with the use of food grade nitrogen or carbon dioxide where contamination risk is not posed to the end product.

3.5.7 Packaging materials, and storage containers or bins that contain a synthetic fungicide, preservative or fumigant are prohibited.

MARKETING CLAIMS AND LABELS

3.5.8. Certified Operators must not display any marketing, advertising material, or products in a manner that is likely to be misleading or confusing to consumers. For online platforms, the Bud logo should only be displayed with the certified organic products it represents. Should the Bud logo be used with non-certified products (such as on a website homepage), operators must provide clear, differentiating context of organic and non-organic products to minimise any confusion.

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

3.5.10. 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.



Australian Certified Organic Standard

PERCENTAGE CALCULATIONS

3.5.11. To calculate the percentage of product that may be labelled or represented as organic or bio-dynamic in a composite product, the following calculations should be used:

- i. For products and ingredients that are solid (by weight):
 - Dividing the total net weight (excluding water and salt) of the organic/biodynamic ingredients by the total weight (excluding water and salt) of the finished product.
- ii. For products and ingredients that are liquid (by volume):
 - Dividing the fluid volume of all organic/biodynamic ingredients (excluding salt and water) by the fluid volume of the finished product (excluding salt and water)
- iii. For products containing ingredients in both solid and liquid form:
 - Dividing the combined weight of the solid organic/biodynamic ingredients and the weight of the liquid organic/biodynamic ingredients (excluding salt and water) by the total weight (excluding salt and water) of the finished product.

For other than reconstituted products, where water is added in concentrations greater than 70% by volume of a product, the organic ingredient percentage shall be listed per total product volume.

Guidance note: If any ingredient is a concentrate, or reconstituted from concentrates, the calculation should be made on the basis of single-strength concentrations of the ingredients and finished product. Processing aids that are not present in the final product are not required to be included in the above calculations.



Australian Certified Organic Standard

CATEGORY RULES

Guidance note: The below labelling category rules are overridden by requirements detailed in relevant Annexes to this standard, where specific market access is required, such as EU or IFOAM. Please note non-food products such as Allowed Inputs and Textiles have different labelling requirements.

3.5.12 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.

3.5.13 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.

3.5.14 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.

3.5.15 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" may be displayed on the label. The Bud logo cannot be used on products in this category.

3.5.16 Where less than 70% of ingredients are of 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. The Bud logo cannot be used on products in this category.

3.5.17 The requirements listed above also apply to any products to be sold, labelled or marketed as "In Conversion to Organic", with the exception that in-conversion ingredients are used in place of organic or biodynamic.

3.5.18 For products in which water constitutes greater than 70% of the product volume, the organic ingredient percentage shall be listed per total product volume. This does not apply for reconstituted products.

3.5.19 For livestock products, only the same "In Conversion", "Organic", or "Biodynamic" status as is currently held by the production unit is allowed to be displayed on labels and marketing material.

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

3.5.21 Ingredients shall be listed in the order of concentration in the end product, clearly noting and differentiating certified ingredients from non-certified ingredients.



Labelling and Advertising

GENERAL PRINCIPLES

- Products produced in accordance with this Standard are clearly and accurately labelled to ensure consumers are well informed when purchasing products.

STANDARDS

- The labelling and advertising of a product specified in the Scope of this Standard may refer to organic or bio-dynamic production methods only where:
 - such labelling and/or advertising shows clearly that it relates to a method of production that satisfies the requirements of this standard; and
 - the products have been produced or prepared by an operator whose undertakings are subject to an inspection and certification system as detailed in Section 4.
- Product labels must be authorised by the approved certifying organisation, and must include the following on the label:
 - the name and address, or number of the certified operator, and
 - the approved certifying organisations name, address, and /or logo / trademark; and
 - other labelling requirements as required by Commonwealth, State / Territory law.

- In addition to points 1 and 2 above, the following conditions apply:
 - The same ingredient may not be derived from an organic/ bio-dynamic source, and a source not complying with this Standard.
 - Organically or Bio-Dynamically derived ingredients must be used if available. Any ingredients not satisfying the production/ processing or handling requirements of this Standard must be clearly indicated as such in the ingredients list.
 - The wording of the ingredients that comply with this Standard must appear in the same colour and with an identical style and size of lettering as the other ingredients listed in the ingredients list.
 - The ingredients and their relative levels appear in descending order (m/m) in the list of ingredients.
 - Only those substances listed in the Appendix G, H, I, J, K and L can be used as food additives or processing aids.
 - The final product, or any of its ingredients, must not have been subject to treatments involving the use of ionising radiation (excluding X-rays used for detection of foreign matter), or products subject to genetic manipulation, or nanotechnology.

Note: The ACOCL Certified Organic logo cannot be used on products with <95% organic weight/weight content (excluding salt and water).

Department of Agriculture and Water Resources: 'National Standard for Organic and Bio-Dynamic Produce 3.7: Labelling and Advertising'.



Certification Logo

The logo can be used on labels, packaging, boxes and other marketing materials. (For other samples, see Logo summary on page 8)

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.

MANDATORY



Cert No. XXXX refers to certification number given by ACOCL

ALTERNATE OPTIONS



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.

Note: Logos outside these guidelines may be submitted and reviewed on a case by case basis.



Typography

FONT

Bree Serif

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

Frutiger LT 65 Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

SWATCH COLOUR



Four Colour Process (CMYK)

C50 M0 Y100 B20



Four Colour Process (CMYK)

C0 M0 Y0 B100

The logo is set up using the Pantone DS 4-colour process system, not PMS (spot), and will separate to C50/M0/Y100/K20 when printed. If required, PMS colour for the green in the logo (PMS 7737C) is the closest match.

CERTIFICATION LOGO REQUIREMENTS

- The logo must remain intact at all times. The logo cannot be modified in any way (except for size and colour).
- It must not be stretched or distorted.
- Certification logos can be reproduced in any single block colour.
- The background for the preferred green, white and black logo must have a white background which cannot be substituted for transparent.
- Alternate logos with a single block colour may replace the background with transparent.

EXAMPLE

Below is an example of the ACOCL logo typeface used for the certification logo.



— Bree Serif

— Frutiger LT 65 Bold



Use of the EU code and wording

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

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-007
Non-EU Agriculture



AU-BIO-007
Non-EU Agriculture



AU-BIO-001
Non-EU Agriculture



AU-BIO-001
Non-EU Agriculture

Note: 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



Summary of Logos



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

ACO Imported Logo (contains imported ingredients)



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

ACO Certified Organic and Biodynamic (contains imported ingredients)

Non-GMO Compliant



Certified Organic products allowable as a supplementary tool in a balanced farm management program for Organic production.

Note: The ACO imported logo must be used on products that are imported, contain imported ingredients or are processed, packed or made outside of Australia.

The Australian Certified Organic Logo may only be used on products which are 100% grown, processed and packed in Australia.