

Australian Certified Organic Standard Textile Labelling and Logo Style Guide ACO Certification Limited



Approval steps for use of your logos

STEP 1 - For Certified organic Operators, request your certification logo from ACO Certification Ltd (ACOCL). Use of the bud logo requires audit, certification and licensing via a recognised Certifying body (CB). You cannot download and use other unverified versions of the ACO logo.

STEP 2 - Read the ACOCL Labelling and Logo Style Guide.

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

STEP 4 - Once you have finalised the draft artwork/ labelling submit to ACOCL for review and approval.

STEP 5 - ACOCL 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 ACOCL office they can be printed.

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



Australian Certified Organic Standard

3.5 LABELLING, PACKAGING, MARKETING SPECIFICATIONS

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

- The name of the product or a description of the compound feeding stuff (ingredients list);
- Appropriate reference to certification (e.g., Organic, Organic in conversion, etc.);
- Certification Body name, certification number, and relevant 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.

3.5.2 Failure to maintain compliant labelling and receive written confirmation from the CB 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 CB. 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.

3.5.4 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”.

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 exclude ozone depleting substances.

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 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.

3.5.10 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.

NOTE: Exceptions to labelling requirements shall require confirmation in writing by the CB as acceptable prior to market release. The CB maintains a file of existing formats for logo and name use.

NOTE: The ACO Certified/Australian Certified Organic logo cannot be used on products with less than 70% (mass excluding accessories) certified ‘organic’ or ‘in conversion to organic’ natural fibre.

Australian Certified Organic Standard

MARKETING CLAIMS AND LABELS

Product composition

10.1.1 All natural fibre components used must be certified organic or organic in conversion.

10.1.2 All additional fibre components used to prepare finished textile products must be listed within Annex 1 of this standard.

10.1.3 All colourants and textile auxiliaries used to prepare finished textile products must be approved under a recognised organic textile standard.

10.1.4 All accessories used to prepare finished textile products must be approved under a recognised organic textile standard.

10.1.5 Processing methods used in the preparation of finished textile products shall be biological, physical and/or mechanical in nature.

10.1.6 Onus is on the certified operator to ensure their products consist of the highest percentage organic natural fibre possible.

Additional requirements for specific product categories

10.1.7 Textiles that come into direct contact with food must be 100% certified organic natural fibre. No printing is allowed on the food side to prevent risk of chemical transfer through material into food.

10.1.8 Food contact textiles and personal care textiles must be totally chlorine free.

10.1.9 Physically invasive products and clinically invasive products must be composed of a minimum of 95% certified organic natural fibre.

10.1.10 Topical products may contain additional fibre components (up to a total of 30%) when required for commercial reasons. In such cases, applications supported by relevant technical documentation will be considered by the CB.

Labelling requirements

10.1.11 Except where otherwise specified in this standard, textile products must contain at least 70% certified organic natural fibre (mass excluding accessories) in order to use the Bud logo.

10.1.12 Where 100% of the components are of certified organic natural fibre (including accessories), reference may be made to “100% Organic” on the label.

10.1.13 Where a minimum of 95% of the components (mass excluding accessories) are of certified organic natural fibre, reference may be made to “Organic” on the label. Up to 5% of the fibre content of the product may be composed of allowed additional fibre materials in Annex 1.

10.1.14 Where a minimum of 70% of the components (mass excluding accessories) are of certified organic natural fibre, reference may be made to “Made with (x%) Organic” on the label. Up to 30% of the fibre content of the product may be composed of allowed additional fibre in Annex 1.

10.1.15 Where less than 70% of components are certified organic natural fibre, no reference to organic may be made on the label.

Labelling or marketing material references to organic components shall appear in the same colour and with an identical style and size of lettering as the other components in the product ingredients list.

10.1.16 Components shall be listed on label and shall be listed in the order of concentration, clearly noting and differentiating certified organic natural fibres and non-certified components.

10.1.17 For products composed of between 70 and less than 100% organic natural fibre, the total percentage (%) (mass excluding accessories) of organic natural fibre components must be clearly defined on the packaging.

10.1.18 The requirements listed above also apply to any products sold,

Australian Certified Organic Standard

labelled or marketed as “In Conversion to Organic”, with the exception that in conversion ingredients are used in the place of “Organic”.

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

Derogation 10.1.1 Operators shall only use non-organic natural fibre where evidence is provided to the CB clearly demonstrating all the below requirements:

- a) organic alternatives are not commercially available from at least three regular suppliers
- b) the justified need of this specific non-organic natural fibre in the product
- c) a non-GMO statement.

Derogation 10.1.9 For physically and clinically invasive products, additional fibre components are not allowed without evidence to CB it is required to meet certain legal medical requirements.

ACO Certification Limited

Labelling and Logo Style Guide

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



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 accordingly.

NOTE: CERT NO. XXXX refers to certification number given by ACOCL.

IMPORTANT NOTE

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

Summary of Logos



Australian Certified Organic Standard Logo +
Australian Certified Organic Standard (In Conversion) Logo

Australian Certified Organic Standard ACO Imported Logo +
Australian Certified Organic Standard ACO Imported (In Conversion) Logo

NOTE: The Australian Certified Organic Standard ACO Imported Logo must be used on products that are imported, contain imported components 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.



Non-GMO Compliant

Frutiger LT 65 Bold

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPSUVWXYZ

1234567890

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%

TYPOGRAPHY IN USE

Left is an example of the ACO logo typeface used for the certification registration number.

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.