


# Graphical chart for the use of the logos



Information Document 138 (EN) – 19.10

## 1. Introduction


This document describes how the logos of the OK compost®, OK biodegradable®, and OK biobased® certifications must be created and depicted.

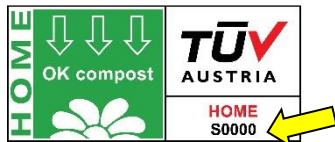
 **Nobody is allowed to affix our logo(s) on a product without formal certification by TÜV AUSTRIA.**


The logos must be used corresponding to the certification (eg. OK compost HOME®) and are delivered by TÜV AUSTRIA. For multiple certification of a product, the corresponding single logos must be displayed separately.

If in specific cases it is not possible to feature a logo on the product, alternative solutions shall be discussed on a case-by-case basis between TÜV AUSTRIA and the licensee holder. (see example § 10 & 11 next pages)

## 2. Featuring the Licensee “SCode” (Sxxxx)

 Each logo that is applied to a certified product must contain the “SCode” of the Licensee holder in the lower right-hand corner box.



 This code is assigned to a specific company and cannot be used by any other without formal agreement ( see § 10 & 11 ).

The font size must allow the Licensee SCode to be clearly legible to the naked eye ( see § 4 ).

The logo with SCode may be used for promotional material (folder, leaflet, website, ...).

## 3. Color or B&W

The logos comprise a white monogram on a green background juxtaposed to the left of the TÜV AUSTRIA monogram on a white background.

- The TÜV AUSTRIA monogram is, by default, in black and red. (3)
- If it is not possible, for technical reason, to print the red components, a black version of the TÜV AUSTRIA monogram is authorized. (2)
- Monochrome (one color) versions of the logos are authorized (1).

In this case the colors of the logo on the left-hand side are inverted, anything that is green in the colored left-hand side may not be printed in the monochrome logo. Anything that is white in the colored left-hand side must be printed in monochrome. On the right-hand side anything that is red or black in the colored logo must be printed in monochrome, anything that is white may not be printed in the monochrome logo.

Taking the OK compost INDUSTRIAL® logo as an example, this means that in the figure below the parts in black must be printed in the monochrome color, whereas the white parts must remain clear.

(3) Left monogram:

Foreground: white  
Background: green

Right monogram:  
Foreground: black & red  
Background: white



(2) Left monogram:

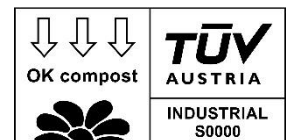
Foreground: white  
Background: green

Right monogram:  
Foreground: black  
Background: white



(1) Left & right monogram:

Foreground:  
**any** monochrome color  
with sufficient contrast  
Background:  
white or transparent (= color of the background)



The colors correspond to:

- Red : Pantone 1795C  
CMYK 0-100-100-0 RGB 226-0-26
- Green : Pantone 354  
CMYK 80-11-100-1 RGB 93-153-66
- Black: CMYK 0-0-0-100

## 4. Size and dimensions

A smaller version of the logo is allowed provided that:

- the entire logo is visible and readable to the naked eye
- the height/width ratio of the logo is retained
- the Licensee Code is correctly depicted



## 5. Aspect ratio

It is not allowed to change the aspect ratio of the logos.



## 6. Blank space around the logo

An empty space must be respected around the logo. This should be a **minimum of 10 %** of the width of the logo.

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## 7. Non-authorized versions of the logos



It is not allowed to remove the TÜV AUSTRIA logo or to modify it.



Suppression of the TÜV AUSTRIA logo is not allowed



Suppression of the AUSTRIA word is not allowed



Suppression of the vertical SOIL text is not allowed



Correct logo



## 8. When writing

The conformity marks consist in 2 or 3 parts:

**OK name (ENVIRONMENT)**

OK : always in uppercase

name : always in lowercase

(ENVIRONMENT) : always in uppercase

Examples:

OK compost HOME, OK biodegradable SOIL, OK biobased

## 9. Confusing references

The promotion of non-certified products by referring to our trademarks or logos, or creating confusion is prohibited and will be systematically prosecuted:

Examples:

- Claiming “ This product is made of OK compost HOME certified material ”, when the product itself is not certified;
  - Claiming “ This product has been developed to meet the requirements of OK compost INDUSTRIAL ”, but is not formally certified;
  - The apposition of our logos on website or leaflets, or close to pictures of not certified products, giving the impression that the product is certified;
- is prohibited.

## 10. Logo on the not certified packaging of a certified product

It is essential for the conformity mark logo with the SCode to appear on each certified product. But the way it is featured may differ according to the type of product.

Should it be impossible to feature the marking directly on the product, it may be placed on the packaging.

If the marking is placed on the not certified packaging of a certified product owing to technical or marketing considerations, it must be clearly and explicitly indicated, in **the immediate vicinity**, that this logo refers to the packaged product and not to the packaging.

“In the immediate vicinity” means that

- the distance between the logo and the message may not be more than X, with X = the height of the logo and
- both logo and message must be on the same side of the packaging.

The logos, printed on the packaging, under the responsibility of the licensee holder (of the certified product), must contain **licensee holder’s SCode**.

At the same time, the licensee holder (of the packaged product) must ensure that the packager and / or the manufacturer of packaging respects the conditions related to the use of these logos.

If the packager changes the supplier of certified products, the packaging must be updated with the SCode of the new licensee holder.

## 11. Special case of companies packing a product certified by another company

In some very specific cases, an empty packaging is certified by one company and then filled and sealed by another company that puts it on the market in a packaging printed by a third company.

### Example:

A coffee roaster (B) filling and sealing capsules manufactured & certified by A and selling them to a distributor (C) who markets it under its own brand.

In this case, in addition to the requirements of § 10 (“...it must be clearly and explicitly indicated, in the immediate vicinity, ...”), the following requirements must be applied:

- The licensee holder (of the certified product) is responsible of the correct use of the logo on the final packaging.
- Therefore, the licensee holder (of the certified product) shall formally allow the packager to use its licensee holder’s SCode on the final packaging and inform the packager of the rules of use.

Printing a small production lot number or a date of manufacture/expiration on a product is not seen as a modification of the product.

## 12. Optional identification code

If it is not possible to affix the logo to a product due to lack of space, a short identification code can replace it.



**This solution can only be applied with the formal agreement of TÜV AUSTRIA.**

The code consists of an identification of the conformity mark followed by the owner's SCode: **OKx-Syyyy** where:

OKx : OKI for OK compost INDUSTRIAL®

OKH for OK compost HOME®

OKS for OK biodegradable SOIL®

OKW for OK biodegradable WATER®

OKM for OK biodegradable MARINE®

OKBz for OK biobased® with z = number of stars

Syyyy : SCode of the Licensee