

British Columbia Certified Organic Program *Symbol User's Guide*



Program
Administrator:

**Certified Organic
Associations of
British Columbia**

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I. Introduction

Thank you for participating in the British Columbia Certified Organic Program ("BCCO Program" of "Program")

The Certified Organic Associations of British Columbia (COABC) and the British Columbia Ministry of Agriculture (BCMA) are pleased to provide you with the Program Symbol User's Guide. This manual will guide you in reproducing and applying the official Program Symbol consistently and effectively. It provides exact instructions and references regarding the specific colour and black & white options. Your printer or designer can help you select what best suits your budget and purposes.

The Program Symbol User's Guide is divided into three sections:

- | | |
|---------------------------|--|
| Guidelines for Use | - This section provides details on eligible products and users, and program policy. |
| Graphics Standards | - This section provides the pantone colour's for colour printing and illustrates the various prescribed formats of the Program Symbol. |

Electronic files in JPEG and EPS formats are available for the convenience of your designer or printer.

If you should have any questions relating to the Program Symbol User's guide or would like to obtain electronic copies of the JPEG or the EPS files, please contact your certifying agency's representative. If you are an uncertified party, please contact the COABC office.

II. Guidelines for Use

1. Overview

The following words and designs have been adopted as official marks to identify food products that have been certified as meeting the organic production standards established under the British Columbia Organic Agricultural Products Certification Regulation, Operation Policies and Canadian Organic Standards:

- The Phrase: "**BRITISH COLUMBIA CERTIFIED ORGANIC**"

- The Program Symbol:



- various prescribed formats of the Program Symbol are shown later in this Guide.

The British Columbia Certified Organic Program is established under the *British Columbia Agri-Food Choice and Quality Act*. The Certified Organic Associations of British Columbia (COABC) is empowered by the Organic Agricultural Products Certification Regulation to implement the Program and delegate some administrative functions to certifying agencies, which are incorporated societies whose members are involved in producing organic food products. Accredited certifying agencies are empowered to issue certificates to eligible producers of organic food products whose products meet prescribed standards.

Accredited certifying agencies are authorized to permit certificate holders to use the Phrase and the Program Symbol.

The Phrase and the Program Symbol are the legal property of the Provincial Government.

Strict control is necessary to protect the integrity of the Phrase and Program Symbol as official marks. This control is necessary to provide consumers with confidence that the identified products using the Phrase and Program Symbol meet specified requirements to qualify as "British Columbia Certified Organic".

Use of the Phrase and Program Symbol requires written authorization from an accredited certifying agency for certified members or the COABC for uncertified parties. All other uses are prohibited.

2. Eligible Products

Only products grown in accordance with and certified under the British Columbia Organic Agricultural Products Certification Regulation, Operation Policies and Canadian Organic Standards are eligible.

3. Eligible Users

- 3.1** Persons who hold a certificate as prescribed by the Organic Agricultural Products Certification Regulation.

These persons must obtain written authorization to use either or both of the Phrase and Program Symbol from an accredited certifying agency of which they are a member.

- 3.2** Handlers, retailers, restaurateurs, or wholesalers who will use either or both of the Phrase and Program Symbol to advertise or promote only those food products which are produced in accordance with the British Columbia Organic Agricultural Products Certification Regulation, and the Operation Policies and Canadian Organic Standards, and which are produced by those persons described in Section 3.1.

These persons must obtain written authorization to use either or both of the Phrase and the Program Symbol from the COABC in order to be eligible.

4. Policy

The guidelines, regulations, rules, standards and policies set out in the British Columbia Certified Organic Program Symbol User's Guide and the British Columbia Organic Agricultural Products Certification Regulation, Operation Policies and Canadian Organic Standards must be strictly adhered to. Users must also comply strictly with conditions of use that are stipulated by a certifying agency or the COABC.

Eligible users have the option to use the Phrase "British Columbia Certified Organic" to identify eligible products and/or the Program Symbol. The Program Symbol is a composite mark comprised of the phrase and the check-box design.

The Program Symbol must always include both the checkmark and box symbol and the words "British Columbia Certified Organic". The specified font, colors and line density for the symbol must be used as specified. However, the font size and weight can be altered to ensure legibility in the final print version of the label. The graphics and words must not be superimposed by any other design or words, or be incorporated as part of any other design or words. Final approval of any program symbol use remains with the certifying authority.

5. Border and Background

The Program Symbol is enclosed by a black border. The border ensures that the appropriate white space or exclusion zone is provided around the composite mark. The Program Symbol must be enclosed by the border if the Symbol is applied against colored or complex backgrounds. However, if the background is white or off-white, it may be desirable to omit the border while ensuring the appropriate exclusion zone. The exclusion zone is incorporated in the electronic files. Electronic files must not be cropped or edited to reduce this exclusion zone.

6. Colour

The Program Symbol may be reproduced in full colour (three colors) or in black and white. The colour specifications must be strictly adhered to. If black ink is not otherwise to be used on the label, the composite logo may be printed in the darkest ink colour used.

7. Rubber Stamp Application

A rubber stamp version is provided specifically for rubber stamp applications. This version was developed to ensure consistent and effective reproductions of the Program Symbol when applied as a stamp on various surfaces and materials.

This version is not to be used or substituted for regular black & white applications.

8. Typography

The words "British Columbia" are printed in Univers 47 Condensed Light; the words "Certified Organic" are printed in Univers 47 Condensed Bold.

The black border surrounding the Program Symbol is set at 4 point.

This font must be used; however the font size or weight can be adjusted for legibility if the integrity balance and proportion is kept. For the largest version shown in this guide, type is set 15 point on 15 point with the black border surrounding the Program Symbol set at 4 point. At other sizes the thickness of the line should remain in visual balance.

FULL COLOUR (THREE COLOUR) PROGRAM SYMBOL



PANTONE
139C



PANTONE
348C



BLACK

SQUARE



HORIZONTAL



VERTICAL

Colour Specifications

Type	- black
Check Mark	- PMS 348
Check Box	- PMS 139
Border	- black

The signature formats must not be altered or distorted in any way. Reproduction should be undertaken with fidelity through photographic or photomechanical methods. For clarity of reproduction, copies must be made from an original master signature, as successive generations (copies made from other copies) lose image sharpness and are thus unacceptable.

The closest process colour mixes for the BC Certified Organic signature are:
Check Mark (green): 100 cyan + 79 yellow + 27 black
Check Box (yellow): 38 magenta + 100 yellow + 23 black

BLACK AND WHITE PROGRAM SYMBOL



SQUARE



VERTICAL



HORIZONTAL

Black & White Specifications

For one colour reproduction, line screen should be selected according to the mechanical specifications provided by the publication or printer.

Recommendation:
85 LPI/50% screen

____ RUBBER STAMP PROGRAM SYMBOL ____



SQUARE



VERTICAL



HORIZONTAL

Note:

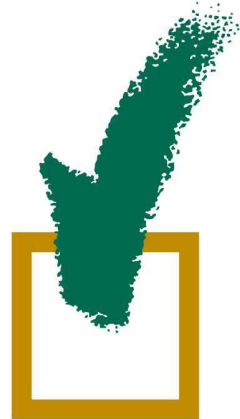
This version is not to be used or substituted for regular black & white applications

NO BORDER COLOUR (THREE COLOUR) PROGRAM SYMBOL



*British
Columbia*
**Certified
Organic**

SQUARE



*British
Columbia*
**Certified
Organic**

VERTICAL



British Columbia
Certified Organic

HORIZONTAL

Note:

No border colour
version

_ NO BORDER BLACK AND WHITE PROGRAM SYMBOL _



*British
Columbia
**Certified
Organic***

SQUARE



*British
Columbia
**Certified
Organic***

VERTICAL



*British Columbia
Certified Organic*

HORIZONTAL

Note:

No border Black &
White version

___ NO BORDER RUBBERSTAMP PROGRAM SYMBOL ___



*British
Columbia
**Certified
Organic***

SQUARE



*British
Columbia
**Certified
Organic***

VERTICAL



*British Columbia
Certified Organic*

HORIZONTAL

Note:

This version is not to be used or substituted for regular black & white applications