

1.0 PURPOSE

The purpose of this procedure is to define the usage methods of the Certificates, Program and USB Certification logos and advertisement language of agricultural programs implemented by USB Certification according to EN ISO 17065 Standard.

In this procedure, the words brand and logo can be used interchangeably.

In this procedure, the requirements regarding the use of the Organic Agriculture Logo, the Rainforest Alliance (referred to as 'RA' in the rest of this procedure) Logo, the TÜRKAK Accreditation Brand and the USB Certification Logo are mentioned.

2.0 SCOPE

This procedure covers companies certified by USB Certification.

3.0 RESPONSIBILITY

Agriculture Schemes Manager is responsible for providing certification and USB Certification logos to certified companies, and certification logos upon request.

4.0 PROCEDURE

This procedure, which includes all the rules regarding the use of the certificate and logo, is sent to the manufacturer together with the certificate, and they are informed about the use of the Logo.

After each update, the updated revision is published on www.usbcertification.com.

4.1 Use of Certificates

4.1.1 In case the company is given a certificate regarding the scope, this certificate will be valid until the validity date specified in the certificate, provided that the following points are met:

- The production method and production units in question have been certified based on this control, since no deviations, amendments and/or other changes have occurred regarding the production method and units that were given a certificate based on the said control on the controlled date.
- Provided that the contract is not terminated for any reason.

4.1.2 Company may reproduce the certificate issued by USB Certification for advertising purposes.

4.1.3 USB Certification has the ultimate responsibility for granting, maintaining, extending, suspending and withdrawing certification in each case. USB Certification also has the right to take legal action in such cases.

- Will not misuse certification status,
- Will not allow misleading statements about the certification program in its certificate,
- If the scope of certification is narrowed, it will correct all advertising materials accordingly,
- Will not use its certificate to imply that another product/service or process has been certified,
- It will not imply that activities outside the scope of certification are also certified,
- It will not use its certificate in a way that discredits the USB Certification and certification program and undermines public trust.

4.2 USB Certification Logo Usage Rules

4.2.1 USB Certification companies cannot authorize their suppliers, agents or other third parties to use the USB Certification logo.

4.2.2 The company should make sure that it uses the USB Certification logo within the scope of its Regulation and Standard.

4.2.3 The company will ensure proper use and design as is the original USB Certification logo. If the USB Certification logo is copied or redesigned:

- The logo will be combined with the customer name, address and certificate number / registration number (according to the certification program).
- The logo size should not be changed.

4.2.4 After the contract is over, the Company does not use the logo and sends its original Certificate back to USB Certification.

4.2.5 Companies cannot authorize suppliers, agents and other 3rd parties related to the USB Certification logo.

4.2.6 USB Certification Logo Usage Requests

4.2.6.1 Certified companies that want to use the USB Certification logo fill out the USB Logo Request Form to use the USB Certification Logo.

4.2.6.2 The completed Logo Request Form is sent to the Agriculture Schemes Manager for review.

4.2.7 Assessment of USB Logo Usage Requests

4.2.7.1 The use of the USB logo is limited to certified companies in the programs carried out by USB according to the TS EN ISO 17065 Standard.

4.2.7.2 The application will be evaluated by the Agriculture Schemes Manager not only with the application form, but also with other relevant factors that may directly affect the companies.

- Scope
- Ethical reasons
- Negative publications about the applicant
- Business arrangements, for example not being paid for services provided

4.2.7.3 In all cases, the approval of the USB Certification logo use will be at the Certification Manager's discretion.

4.2.8 Printing the USB Certification Logo

4.2.8.1 Company Logo

The company logo is a combination of the slogans “Upgrade”, “Sustain” and “Benefit” symbolizing the word “USB” and the word “Certification”. The preferred implementation of the USB Certification logo is as exemplified below. Alternative color applications of these basic elements are included in the following pages of the guide.



4.2.8.2 Rates

The ratios and distances of USB Certification, Certification and slogan texts to each other are determined by measurements and no changes should be made on them.



4.2.8.3 Minimum Size

As the usage areas of the USB Certification logo get smaller, the logo should also get smaller. In order to prevent the USB Certification logo from being difficult to read and detect, the minimum usage size has been determined as 10 mm.

* The logo may need to be used under 10 mm in some cases. In such a case, the slogans should be removed from the logo. The logo should not be used smaller than 7 mm as it is.



4.2.8.4 Colour

The colors of the USB Certification logo consist of the following colors. The following colors should be used in all works prepared for publication.



C: 0 - M: 100 - Y:100 - K: 45

C: 0 - M: 0 - Y: 0 - K: 100

4.2.8.5 Usage on Different Grounds

When using the USB Certification logo on different grounds, colors and tones that should not make it difficult to read and understand should be chosen.



4.2.8.6 Use on Photography

The USB Certification logo should create contrast when used on a photograph. The logo on the photograph used should not be difficult to read and understand. There is no other use of the logo other than the specified standards.



4.2.9 Cancellation of USB Certification Logo Usage Permission

4.2.9.1 In case of suspension or cancellation of the certificate, the logo and advertising materials referring to the certificate shall not be used. All documents must be returned at the request of USB Certification.

4.2.9.2 Logo and advertising materials; The Company is warned if it uses its own certificate in a way that harms the reputation of USB Certification and makes statements about its own certificate that would make USB Certification surprising and unauthorized. If the company is followed after being warned and the problem persists, the company's logo usage right is cancelled.

4.2.9.3 In case the continuity of the use of the USB Certification Logo is examined and it is decided to cancel the usage permission, this decision is notified in writing to the applicant.

4.2.9.4 The USB Certification logo removal will be completed as soon as possible. The company must immediately stop using materials with the USB Certification logo. Applications related to this subject must be submitted to USB Certification in writing.

4.3 Use of TÜRKAK Accreditation Mark

4.3.1 The terms of use of TÜRKAK Trademark are specified in the “*Guidelines for Use by TÜRKAK Accredited Organizations*” by TÜRKAK Accredited Organizations, prepared by TÜRKAK.

4.3.2 USB Certification uses the logo sent by TÜRKAK on its GAP Certificate, Organic Agriculture Certificate and on its website.

4.3.3 If it is desired to use "TÜRKAK Accreditation Brand" on the labels on the packages of the certified products, the "*Organic Agriculture Logo and Label Approval Form*" and "*GAP Logo Approval Form*" are filled and submitted to USB Certification for examination. Compliance is checked according to the “*Guidelines for Use by TÜRKAK Accredited Organizations*”. The up-to-dateness of the guide is verified on the TÜRKAK web site.

4.4 Organic Farming Logo Usage Rules

4.4.1 It should be used in accordance with TR Regulation on the Principles and Implementation of Organic Agriculture Clause 29 and Annex-10.

- It must have been produced in accordance with the provisions of the Regulation on the Principles and Implementation of Organic Agriculture.
- If some of the agricultural raw materials are produced in Turkey and some of them are produced in other countries within the scope of the Law; In accordance with this Regulation, the organic product logo specified in Annex-10 is used, provided that the country of origin of the raw material is indicated on the product label.
- In case some of the agricultural raw materials are produced and certified within the scope of the Law in Turkey and some in other countries and they are turned into finished products in Turkey, the organic product logo specified in Annex-10 is used.
- Raw materials, semi-finished or finished agricultural organic production materials produced in accordance with the provisions of the Regulation on the Principles and Implementation of Organic Agriculture, and imported products that have been re-certified by accepting their compliance with this Regulation are made available by the authorized institution.
- The logo language of organic products offered to the domestic market should be Turkish.
- TR organic agriculture logo cannot be used for products outside the scope of certification.
- Logo cannot be used on products in transition process.
- The diameter of the logos varies between 6 mm and 40 mm depending on the size of the package. Colors and tones other than the given colors cannot be used. Logos should be in the tones specified below.

4.4.2 The colors to be used in the logos specified in Annex-10; green, blue, black, white. Examples of logos are given below.



4.5 Rainforest Alliance (RA) Logo Usage Rules

4.5.1 All requirements regarding the RA logo terms of use are specified in the “*Rainforest Alliance Labeling & Trademarks Policy*” prepared by the Rainforest Alliance.

4.5.2 USB Certification uses the logo sent by RA on the RA Certificate and on its web site.

4.5.3 The customer who wishes to use the RA logo on the final product label should contact the Rainforest Alliance and comply with the rules set forth in the “*Rainforest Alliance Labeling & Trademarks Policy*”.

4.5.4 The “*Certification Agreement Rainforest Alliance (RA)*”, signed by USB Certification to its customers, mentions the sanctions related to the use of logos.

5.0 RELATED DOCUMENTS AND RECORDS

Document No	Title or Description
UOF-AGR-ORG-TR-4210	Organic Agriculture Logo and Label Approval Form
UOF-AGR-ORG-TR-4160	Organic Agriculture Operator Certificate
UOF-AGR-ORG-TR-4170	Product Certificate
R10-06	Guidelines for Use by TÜRKAK Accredited Organizations
RA-P-SE-20-V1.2	Rainforest Alliance Labeling & Trademarks Policy
UOF-AGR-RA-EN-4050	RA Certification Agreement (Rainforest Alliance)