

Corporate Design Manual bio.inspecta and q.inspecta

EXTERNAL

Version 1.04

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Note

This CD manual is based on the corporate design of the EASY-CERT group.

bio.inspecta AG and q.inspecta GmbH are members of the EASY-CERT group.

Where only bio.inspecta is mentioned, this also applies analogously to q.inspecta.



1. Logo

1.1 Color versions



Colored standard version



Version black



Version negative

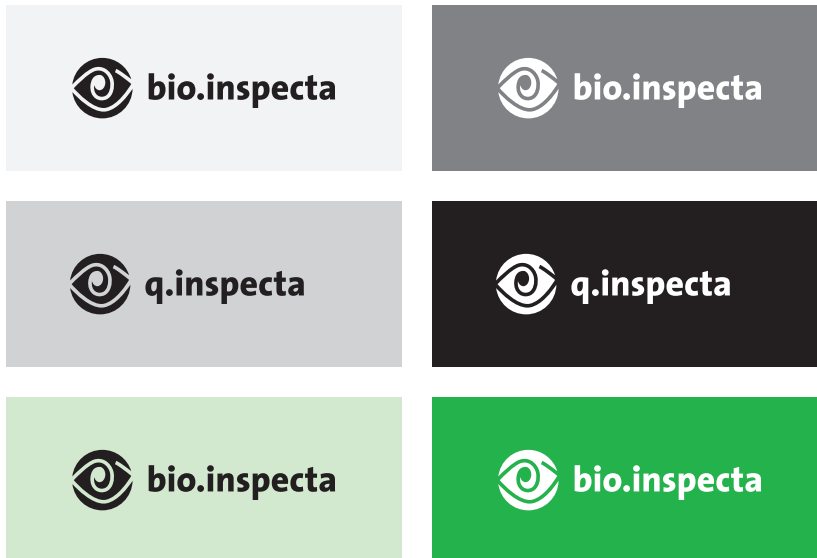
1.2 Application

Coloured versions on white background



In principle, the use of the coloured versions on a white background is recommended.

Black and negative versions



Where for technical reasons the coloured representation of the logos is impossible, the version black or (with dark background) negative can be used.

2. Colour definitions



Green (bio.inspecta)

CMYK	80 C	0 M	100 Y	0 K
Pantone	354 U			
RGB	1 R	167 G	71 B	
Web	#01a747			



Blue (q.inspecta)

CMYK	100 C	20 M	0 Y	0 K
Pantone	Process Blue U			
RGB	0 R	116 G	189 B	
Web	#0074BD			

Green and black or blue and black are the primary colors of the corporate design.



Black

CMYK	0 C	0 M	0 Y	100 K
Pantone	Schwarz			
RGB	0 R	0 G	0 B	
Web	#000000			

3. Labels and certification marks

3.1 Principle

The respective certification mark can be used for the declaration of the certification body on the packaging and labels.

A Labelling only with contractual relationship

The certification / inspection label may only be used by companies that have a valid contractual relationship with bio.inspecta AG or q.inspecta GmbH.

B Labelling only with valid certification

Products bearing the label must also have valid certifications.

C Labelling with certification mark

Examples certification marks



D Good for printing

Prior to publication, a print approval must be obtained from the following address:

bio.inspecta AG
q.inspecta GmbH
Ackerstrasse 117
CH – 5070 Frick
Tel. +41 (0) 62 865 63 00
info@bio-inspecta.ch
www.bio-inspecta.ch

3.2 Labelling types

Either the certification mark or plain text may be used for labelling.

A Labelling with certification mark

We recommend the use of the certification mark for labelling on products.

Example



B Marking with text

If marking by means of a certification mark is not possible, this must be done with the number of the certification body. For the best possible customer information, we recommend the marking according to the example on the right.

Example

Organic certification:
CH-BIO-006
bio.inspecta AG
CH-5070 Frick

Notes:

- Some labels do not allow the use of certification marks or have special requirements for their use.
- The number of the certification body must be legible.

3.3 Certification marks, colour versions

Standard version coloured on white background



In principle, the use of the coloured version on a white background is recommended.

Standard version on coloured background



With a coloured background, the certification mark is highlighted in white if possible.

Black and negative versions



Where for technical reasons the coloured representation of the certification marks is impossible, the version black or (with dark background) negative can be used.

4. Imprint

Publisher

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