



Ministry of  
Agrarian Policy and  
Food of Ukraine

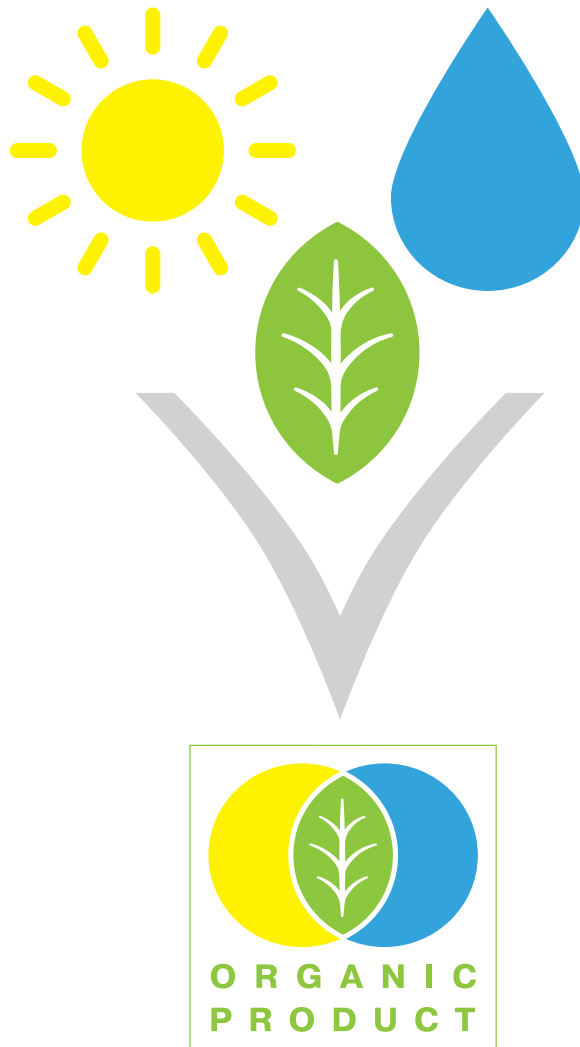
# GUIDELINES

for use of the state logo  
for organic products



# INTRODUCTION

## State logo for organic products



The state logo for organic products consists of a graphic image and an inscription which are placed in a square. The logo is a combination of yellow (sun) and blue (water) colours forming a green leaf in the middle, just like when yellow and blue colours are blended to form a green colour. The idea is that organic products are born by nature where the combination of the sun's heat and light and water creates a new life (the process of photosynthesis). In addition, yellow and blue are the colours of the national flag of Ukraine, and thus the logo shows that Ukraine is the place where a new life is born and where organic agriculture is developing.



# INTRODUCTION

## State logo for organic products



The use of the state logo for organic products is regulated by the Order of the Ministry of Agrarian Policy and Food of Ukraine dated 22.02.2019 No. 67<sup>1</sup> and the Law of Ukraine "On Basic Principles and Requirements for Organic Production, Circulation and Labelling of Organic Products" of 10.07.2018 No. 2496-VIII.<sup>2</sup>

<sup>1</sup><https://zakon.rada.gov.ua/laws/show/z0261-19#Text>

<sup>2</sup><https://zakon.rada.gov.ua/laws/show/en/2496-19#Text>

# PROPORTIONS

## State logo for organic products



### The state logo consists of:

- a graphic image of two circles of equal radius intersecting and overlapping each other;
- a shape in the form of a green plant leaf which is formed as a result of partial overlapping of the above circles and shared by both circles;
- an inscription placed under the graphic image, consisting of the words "ORGANIC PRODUCT" in English or "ОРГАНІЧНИЙ ПРОДУКТ" (in Ukrainian) and made in two lines in capital letters of green colour;
- a white square with a green outline in which the graphic image and the inscription are placed.



# FONT

## State logo for organic products

- The inscription "ORGANIC PRODUCT" in English or "ОРГАНІЧНИЙ ПРОДУКТ" (in Ukrainian) is made in Helvetica font

Helvetica

ORGANIC  
PRODUCT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

ОРГАНІЧНИЙ  
ПРОДУКТ

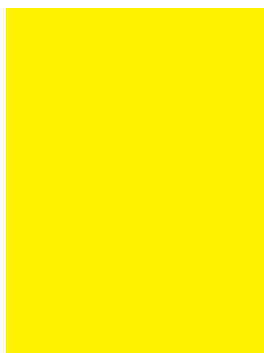
АБВГГДЕЄЖЗИІЙКЛМНОПРСТУФХЦЧШЩЬЮЯ  
абвггдеєжзиіїйклмнопрстуфхцчшщьюя  
1234567890



# COLOUR VERSION

## State logo for organic products

Yellow



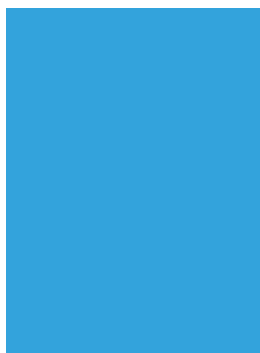
C0 M0 Y100 K0  
R255 G237 B0  
Pantone 102 C  
#ffed00

Green



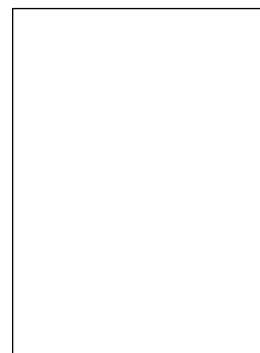
C50 M0 Y100 K0  
R149 G193 B31  
Pantone 376 C  
#95c11f

Blue



C70 M20 Y0 K0  
R62 G163 B220  
Pantone 2995  
#3ea3dc

White



C0 M0 Y0 K0  
R255 G255 B255  
Pantone Trans. White  
#ffffff



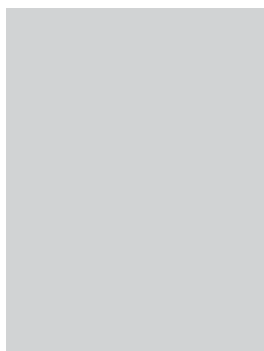
The state logo consists of a square of white colour with a green outline which contains a graphic image of yellow, green and blue colours and a green inscription.



# BLACK AND WHITE VERSION

State logo for organic products

Yellow



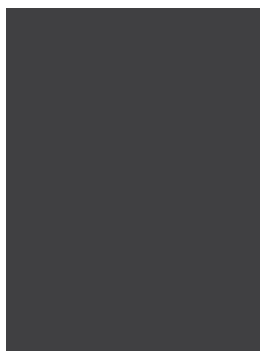
20%  
of black  
colour

Green



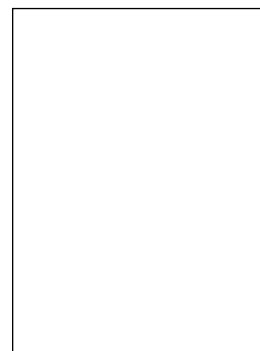
50%  
of black  
colour

Blue



90%  
of black  
colour

White



100%  
of white  
colour



If only black and white printing is used for labelling organic products, the state logo must be reproduced in black and white colours in the proportion given above.



# PLACEMENT

## State logo for organic products

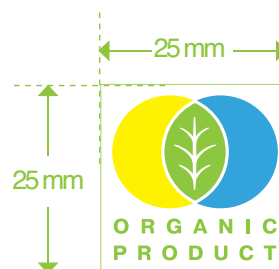
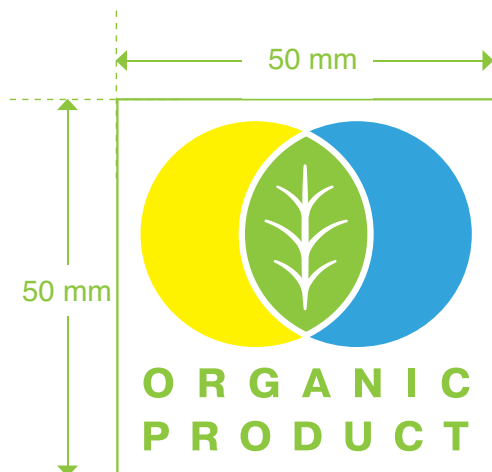


The distance between the state logo and any textual or graphic elements has to be at least  $1/4$  of the circle radius ( $R$ ).



# SIZES

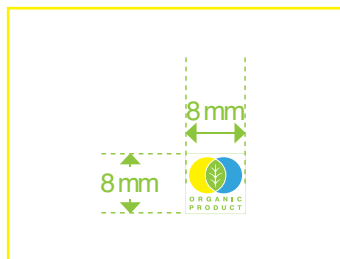
## State logo for organic products



*Minimum  
size*



*Exception for very small packages  
8 mm (if the area of the largest surface  
of the label/package  
is smaller than 25 cm<sup>2</sup>)*



The state logo may be used in any scale, taking into account the proportions and the following recommended dimensions:

width — 50 mm, height — 50 mm;

width — 25 mm, height — 25 mm.

The state logo should not be smaller than 14 mm by 14 mm.

# APPLICATION ON COLOURED BACKGROUND

State logo for organic products



The state logo may be placed on a background of any colour provided that it remains visible, in particular the green outline of the square.

# DON'Ts

## State logo for organic products



*Do not add any text within the logo*



*Do not change the shape of the logo*



*The logo area must not be disturbed*



*Do not alter the visual elements of the logo*



*Do not apply any visual effects*



*Do not alter the solid background of the logo*



! The state logo has to be regarded as an unchangeable symbol

# DON'Ts

## State logo for organic products



*Do not change the colours or colour shades of the logo*



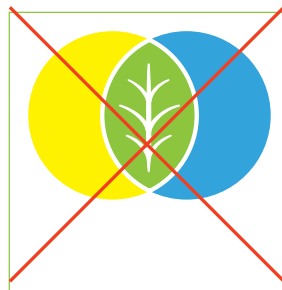
*Do not use the visual element outside the logo*



*Do not apply the logo without an outline*



*Do not use the logo without a white background, in particular, to not use the logo as a transparent layer*



*Do not use the logo without the inscription*



*Do not use the logo as a negative*



**|** The state logo has to be regarded as an unchangeable symbol

# DON'Ts

## State logo for organic products



*Do not distort the logo*



*Do not add any additional inscriptions*



*Do not change the inscription*



*Do not swap the colours*



*Do not print in one colour*



**|** The state logo has to be regarded as an unchangeable symbol

# EXAMPLE OF LABEL

## State logo for organic products

- XX** – an acronym for the country of origin (for example, UA — Ukraine);
- organic** – an inscription that specifies organic production;
- YYY** – a registration code of the certification body that certified the organic production.



*colour printing*



*black and white printing*



# EXAMPLE OF LABEL

## State logo for organic products



*An example of combining with the EU organic logo (Euroleaf)  
with different placement — colour version*



# EXAMPLE OF LABEL

## State logo for organic products



*An example of combining with the EU organic logo (Euroleaf) with different placement — black and white version*





# EXAMPLE OF LABEL

## State logo for organic products

### ORGANIC COFFEE



HN-ORGANIC-001



UA-BIO-108  
Agriculture of  
Honduras



Composition: organic roasted  
coffee beans (100%, origin —  
Honduras).  
Roasted in Ukraine.

Certified by Organic Standard

### Organic chocolate candy with prunes



Composition<sup>3</sup>: organic prunes (80%, origin — Ukraine),  
organic chocolate (20%, origin — Peru): organic cocoa mass,  
organic sugar, organic cacao butter.  
Made in Ukraine.



UA-ORGANIC-001



UA-BIO-108  
Agriculture of Ukraine



Certified by Organic  
Standard



*An example of combining with the EU organic logo (Euroleaf) and other logos with different placement — colour version*

<sup>3</sup> Additional information about the procedure for establishment and application of the Rule of ad valorem share and accomplishment of production and technological operations <https://zakon.rada.gov.ua/laws/show/1765-2006-%D0%BF#n16>

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UA-BIO-108  
Agriculture of Ukraine



Certified by Organic  
Standard

*An example of combining with the EU organic logo (Euroleaf) and other logos with different placement — black and white version*

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## DOWNLOAD

## State logo for organic products



The state logo for organic products in Ukrainian and English in different graphic formats (**ai**, **eps**, **gif**, **jpeg**, **pdf**, **png**, **svg**) in colour and black and white versions can be downloaded on the website of the Ministry of Agrarian Policy and Food of Ukraine at the following link: [HERE](#)





Ministry of  
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The Guidelines for Use of the State Logo for Organic Products are developed by the Ministry of Agrarian Policy and Food of Ukraine with support of Switzerland in the frame of the Swiss-Ukrainian programmes "Higher Value Added Trade from the Organic and Dairy Sectors in Ukraine" (QFTP) and "Organic Trade For Development" (OT4D).

The guidelines are not a legal act and can only be used as a practical guide for correct use of the state logo for organic products.

The contents of this publication are the sole responsibility of the author and do not necessarily reflect the views of development partners and implementers of international technical assistance programmes.



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Швейцарська Конфедерація

