

Graphical chart for the use of the logos



Information Document 138 (EN) – 23.05

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 certifications 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 “S-code” (Sxxxx)

! Each logo that is applied to a certified product must contain the “S-code” 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 & 16).

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

The logo with S-code may be used for promotional material (folder, leaflet, website, ...) (see § 15 & 16).

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:

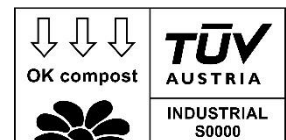
Foreground: black
Background: white



(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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This 10% rule is not applicable to additional information as described in § 10 (logo on not certified packaging of certified product) or to the reference to additional standards as described in § 13.

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 S-code 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 S-code**.

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 S-code 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 S-code 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 S-code: **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 : S-code of the Licensee

13. Reference to specific standards

In some cases, and after formal authorisation of TABE, it is possible to add a reference to a particular standard under the OK compost INDUSTRIAL logo, such as "conform to ASTM D6400". This is applicable to all “OK” logos.

In this case:

- The font used must be clearly legible, “artistic” fonts are not accepted;
- The text must be limited to the reference of the standard with possibly an explanatory text "certified according to" or "conform to”;
- Only those standards which have actually been assessed by TÜV AUSTRIA and which are explicitly listed on the underlying certificate may be mentioned.

In this case, the blank space around the logo discussed in §6 is extended to the text area.

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14. Case of absorbent products

For wet wipes, wet towels, make-up remover pads, etc. the disclaimer about the potential presence of toxic or non-biodegradable residues (after use) compromising compostability needs to be added on the packaging.

“Attention : Certification does not cover the possible presence of toxic or non-biodegradable after-use residues on this product.”

15. Use of logos on promotional materials & other communications by licensee holders

In general, the use of logos on promotional materials & other communications by licensee holders has to be related to the certified products.

In this regard, the use of logos is not allowed on invoices, purchase orders, general letters, business cards etc.

The use of the logos may be allowed on a TDS of the certified product. For catalogues and web shops, logos can only be shown with the actual certified products.

The logo must always show the licensee S-code for traceability reasons.

16. Use of logos by traders

The use of the logo by traders is subject to certain rules.

A trader is not allowed to make any changes (like printing, adding labels, etc.) to the certified product supplied to him by our certified customer, as the product will no longer be covered by the certification.

The use of the logo on packaging of certified products is only allowed if the trader has received the authorization from the certified supplier and it should be clearly mentioned near the logo that it concerns the certified

product and not the packaging. The logo always has to show the licensee S-code of the certified supplier for traceability reasons.

The use of the logo with authorization from the certified supplier is only for the certified products supplied to the trader by this specific supplier. It is important that the logo does not refer to the trader as his company is not certified.

The same goes for the website and marketing materials. The logo can only be shown with the actual certified product (so not in the footer of websites, email signatures, letters), and only with permission from the certified supplier.

Again, the logo always has to show the licensee S-code of the certified supplier for traceability reasons. The trader may never give the impression that his company received certification.

17. Use of the logo by non-customers for informative purposes

We accept the use of our logos for general communication, information or educational purposes, on physical or digital supports.

In this case an agreement specifying the scope of use of the logo(s) must be signed with the user.

In no case may the publisher ever give the impression that his company has received a certification.

18. Biodegradable ...

The use of the term “*biodegradable*” without mentioning the environment in which this biodegradation takes place is also prohibited. Therefore, it is necessary to refer to biodegradation in industrial compost or in home compost, or biodegradation in soil, freshwater or seawater.

19. Logo on component or intermediate

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

- **Finished products:** by default, the logo with S-code must appear on the product.
- **Intermediates & components:** by default, the logo is not allowed on an intermediate / component. Nevertheless, some exemptions are possible after agreement with the certification body (B2B only). Use of the logo on the packaging is allowed under conditions. (see § 10)

- **Raw material:** by definition, it is never possible to affix the logo on a raw material. Use of the logo on the packaging is allowed under conditions. (see § 10)

20. Additional communication on the % of the OK biobased classes

The OK biobased logo with 4 stars means that the percentage of biobased carbon is between 80 and 100%. An additional communication referring to the upper limit of the class/range, such as "*contains up to 100% biobased carbon*" is incorrect, misleading and therefore not allowed. Reference must be made to the lower limit of the class and it shall be communicated in this case that "*the biobased carbon content is at least 80%*".

The same applies to the other classes

- 1 star : "*the biobased carbon content is at least 20%*";
- 2 stars : "*the biobased carbon content is at least 40%*";
- 3 stars : "*the biobased carbon content is at least 60%*".

21. Certification and legislation

The apposition of a logo does not release the Client of its legal obligations, in particular

- to remind citizens of their duty to inform themselves about the existence of organic waste collection and the acceptance of compostable packaging in these collections (" check locally ") or
 - to affix logos on products for which this is not allowed by local legislation.
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