

Design Guidelines for the use of the "Ohne GenTechnik"-seal

1. Labelling and Licence

- a) The "Ohne GenTechnik"-seal is a word/image mark protected by trademark law. Owner is the Verband Lebensmittel ohne Gentechnik e.V. (VLOG). Unauthorised use is prohibited and is considered an infringement of trade mark law.
- b) The seal may only be used after a Licence Agreement has been concluded with VLOG. The only exception is the pure trade of products in final customer packaging, as these have already been labelled and licensed at the food processing stage.
- c) When used on and in advertising materials such as shelf stoppers or brochures, it must be clearly evident that the "Ohne GenTechnik"-seal shown there only refers to products for which a licence to use the seal has been obtained.

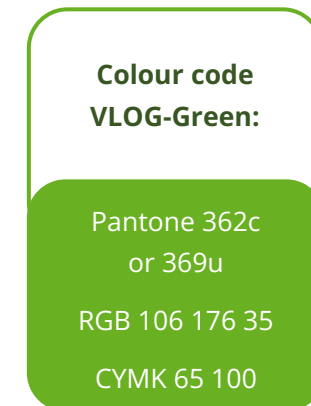


"Ohne GenTechnik"-seal with URL

As of: 16.05.2024

2. Colour and Formats

- a) There are two versions of the "Ohne GenTechnik"-seal available: with URL "og-zertifiziert.org" and without URL. As a rule, the version with URL is to be used. If not otherwise possible for space or printing technical reasons, the version of the "Ohne GenTechnik"-seal without URL may be used without consulting the VLOG office.
- b) The print templates for the "Ohne GenTechnik"-seal are available for [download here](#).
Only these formats may be used.
- c) Green is the defined standard colour of the seal (see colour codes on the right). Exceptions are only permitted after consultation with the VLOG office.
- d) VLOG has no specifications regarding the size or positioning of the seal.
- e) Edgings, borders or other modifications are not permitted. In individual cases, the VLOG office may grant authorisation if the appearance of the seal is not significantly altered and the message is not distorted.



3. Approval Process

- a) No approval of layouts by the VLOG office is required for use on product packaging and for advertising purposes. They must only be submitted for review upon request. However, product layouts may be sent to layout@ohnegentechnik.org on a voluntary basis for safeguarding or advisory purposes. VLOG reserves the right to carry out layout checks at the point of sale (POS).
- b) For the depiction of the seal in media with a long period of use such as books, in particular teaching materials, approval by the VLOG office is required before the printing deadline. The drafts are sent to layout@ohnegentechnik.org for checking.

As of: 16.05.2024

4. Language Variants and Seal Usage Abroad

[Various translations](#) of the "Ohne GenTechnik"-seal are available for use abroad. The VLOG office will provide appropriate print formats on request. Further translations can be produced by the VLOG office if required.

Note: When using the German or a translated version of the "Ohne GenTechnik"-seal abroad, the licensee must take into account the respective national regulations for labelling „Non-GMO“ products.

Contact

for layout approvals, exemptions, foreign seal variants and other queries:

Team Seal and Standard Usage

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