

Style guide

for the use of the standardized “VLOG geprüft” seal

As of 13. September 2016

1. The “VLOG geprüft” seal is a word/image logo protected by trademark law and owned by the Verband Lebensmittel ohne Gentechnik (VLOG).
2. The Verband Lebensmittel ohne Gentechnik e.V. (VLOG) has the exclusive right to issue licences for the use of the “VLOG geprüft” seal. Only products licenced by VLOG may be labelled with the word/image mark.
3. Various formats of the “VLOG geprüft” seal are available at <https://www.ohnegentechnik.org/fuer-unternehmen/vlog-geprueft-siegel-futtermittel/vg-siegel-druckvorlagen>. You may choose the suitable version of the seal according to the background: coloured, white, grey.
4. If the seal is to be printed, approval from VLOG is necessary before printing. Approval is also necessary for publication in other media.
5. There are no specifications as to the size or positioning of the logo.
6. The main colour of the logo is green. If for technical reasons you must deviate from this, you must do so in consultation with the VLOG office.
7. Frames, borders or other modifications of the “VLOG geprüft” seal are generally forbidden. In individual cases the VLOG office may give permission if the appearance of the seal is not significantly changed and the message is not falsified.
8. The seal may be translated for use abroad. This must be done in coordination with the VLOG office. Please note that the national regulations of the respective country for GMO-free labelling must be taken into account.
9. The colour code for the shade of green on the seal is 106, 176, 35 (RGB) or 362c (Pantone) or 65 cyan and 100 yellow (CMYK).



Figure 1: The trademark-protected “VLOG geprüft” seal