

Design Guidelines for the use of the "VLOG geprüft"-seal

1. Labelling and Licence

- a) The „VLOG geprüft“-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 exclusive trade of products in final customer packaging, as these have already been labeled and licensed at the feed production stage.
- c) When used on and in advertising materials such as flyers or brochures, it must be clearly evident that the „VLOG geprüft“-seal shown there only refers to products for which a licence to use the seal has been obtained.

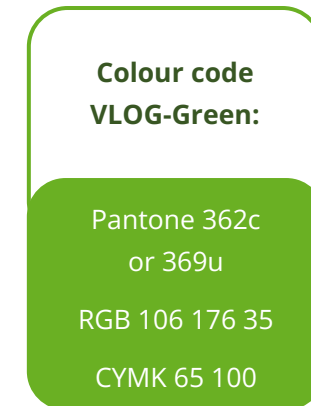


"VLOG geprüft"-seal

As of: 16.05.2024

2. Colour and Formats

- a) The print templates for the „VLOG geprüft“-seal are available for [download here](#).
Only these formats may be used.
- b) 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.
- c) VLOG has no specifications regarding the size or positioning of the seal.
- d) 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. Seal Usage Abroad

An English translation of the „VLOG geprüft“-seal "VLOG verified" is available for use abroad.

Both the English and the German version can be used abroad. This does not require consultation with the VLOG office.



Variant "VLOG verified"

Contact 📞

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

Team Seal and Standard Usage

E-mail: layout@ohnegentechnik.org

Phone: +49 30 2359 945 00