



Vedic Organic Certification Agency

RULES FOR THE USE OF MARKS AND LOGOS OF VEDIC ORGANIC CERTIFICATION AGENCY (VOCA)

FOR PRODUCTS CERTIFIED BY VOCA ACCORDING TO VEDIC ORGANIC CERTIFICATION STANDARD (VOCS)

**Rules for use of Vedic Organic Certification Standard (VOCS)
Mark of Conformity**

TABLE OF CONTENTS

| ARTICLE No | PARTICULARS | PAGE |
|-------------------|---|-------------|
| | FOREWORDS | 3 |
| ARTICLE I | General Rules for the Use of VOCA Trademark | 4 |
| ARTICLE II | GRAPHIC CHRACTORISTICS | 5 |
| ARTICLE III | SPECIFIC RULES FOR USE ON PACKAGING AND LABELLING OF ORGANIC CERTIFIED PRODUCTS | 6 |
| ARTICLE IV | SPECIFIC RULES FOR USE FOR THE PURPOSES OF COMMUNICATION | 6 |
| ARTICLE V | MODIFICATION OF THE RULES APPLICABLE TO LABELLING | 6 |
| ARTICLE VI | BREACH OF THE RULE | 6 |

RULES FOR THE USE OF MARKS AND LOGOS OF VEDIC ORGANIC CERTIFICATION AGENCY (VOCA)

Vedic organic Certification Agency; herein after referred as “VOCA”, has prepared this document “Rules for the Use of Marks and Logos of Vedic Organic Certification Agency [Control file Number] for the purpose of client(s) whose activities are under certification control of VOCA and whose products are certified under VOCS.

This document provides guidelines for the use of marks and logos of VOCA by the client(s) on the products and other by whatsoever medium.

VOCA is a legally registered entity and the logo of VOCA is registered under trademark. VOCA trademark can be used on the product label(s) for the product(s) certified by VOCA; in accordance with the requirements of Vedic Organic Certification Standard (VOCS).

VOCA trademark can be used, as the case may be, to refer to the certification and certification control of VOCA only for the activities and products certified by VOCA.

VOCA trademark is property of Vedic Organic Certification Agency, Hyderabad, Telangana State. Any unauthorized use or reference of VOCA trademark will be dealt with suitable action.

ARTICLE I. General Rules for the Use of VOCA Trademark

The following general rules must be respected whatever the type of media, for all uses of the VOCA trademark and/or reference to VOCA or to the certification:

1. VOCA trademark can only be used/ reference of VOCA can only be made by the client on packages, labels, involves, website, publicity and advertising material, only after prior approval from VOCA.
2. Upon demonstration of full compliance to VOCS by the contracted client, the permission to use VOCA trademark can be granted in the form of certificate and/ or other.
3. The client shall use VOCA trademark and mark of conformity and make reference to VOCA certification as per the requirements cited by VOCA and requirements of VOCS.
4. Only such exporters, manufacturers and processors whose products are duly certified by VOCA, will be granted the license to use of the trademark, which would be governed by a set of regulations set by VOCA and requirements of VOCS.
5. Use of VOCA trademark and reference to VOCA or to the certification shall only be made for the product(s), organization(s) and activities(s) certified by VOCA.
6. Use of VOCA trademark and reference to VOCA or to the certification, by the client shall only be made for the product(s), organization(s) and activities(s) certified by VOCA, while the contact signed between the client and VOCA is in force.
7. The user shall not use the VOCA trademark and/or reference to VOCA or to the certification in any way bring VOCA into disrepute and considered unauthorized by VOCA.
8. Upon suspension or withdrawal or cancelation of certification and / or the right to use VOCA trademark/ mark if conformity, the client(s) shall-
 - a. Immediately stop the use of VOCA trademark and mark of conformity.
 - b. Inform about the same to its clients, stakeholders and other interested parties without any delay.
 - c. Immediately stop to issue or use any certificates, reports, labels displaying VOCA trademark and mark of conformity or containing references to VOCS certification.
 - d. Shall ensure the discontinuation of any materials (whether electronic or hardcopy) usage and distribution which refers to certification and display mark of conformity and VOCA trademark.

ARTICLE II: GRAPHIC CHARACTERISTICS

1. The VOCA trademark is protected by trademark registration rules by Vedic Organic Certification Agency. The logo will be made available in digital format upon request. Graphic representation of VOCA trademark is as below,



2. **Component:**

The components of the logo are fixed and may not be modified.

3. **Colour of Logo:**

- Logo Colour**
- 1.
 - 2.



4. **Colour of Background:**

On a background coloured white or any other light colour.

5. **Shape of the logo:**

Neither the shape nor the typography of the logo may be changed.

6. **Size of the logo**

The logo must have a minimum length of 8 mm. and breadth of 6 mm. Its proportions must be respected. The logo must be surrounded by empty space that is equal to one third of its length and breadth.

7. **VOCA trademark can be applied in the following ways:**

- a. On product packaging, label etc.
- b. On literature, brochures, company leaflets, invoices, delivery notes.
- c. In corporate advertising and website.
- d. On exhibition equipment and company displays.

8. **VOCA trademark shall appear in following ways-**

- a. Complete and upright.
- b. In proportion to the unit description.

- c. Clearly visible on the main face or information panel.
- d. No less prominent than mark of conformity and any other logo.

ARTICLE III: SPECIFIC RULES FOR USE ON PACKAGING AND LABELLING OF ORGANIC CERTIFIED PRODUCTS

- 1. All types of packaging or labeling of certified products displaying VOCA trademarks and/or reference to VOCA or to the certification must respect the specific rules defined in VOCS pertaining to the organic production and labeling.

ARTICLE IV: SPECIFIC RULES FOR USE FOR THE PURPOSES OF COMMUNICATION

- 1. The following specific rules must be respected for all media used for the purposes of communication displaying VOCA trademark and/or reference to VOCA or to the certification:
 - a. While displaying VOCA trademark and/or reference to VOCA the reference shall be made correctly and in a non-misleading manner.
 - b. While referring to the group of products, in which only some are certified, a mention identifying the corresponding certified products must be added to inform clearly the consumer.

ARTICLE V. MODIFICATION OF THE RULES APPLICABLE TO LABELLING

- 1. VOCA have every right to modify this rule based on the legislation relating to the labeling of the product(s) and/ or any amendments made in the certification standard pertaining to organic production and labeling.

ARTICLE VI. BREACH OF THE RULES

- 1. In event of violation of intellectual property rights and/ or violation of these rules and/ or unauthorized, misleading and malefic use of VOCA trademark/ to the reference to VOCA/ to the certification will be dealt with suitable sanctions as per the set procedures and/ or as deemed necessary with legal action.