



REGENEVATE LOGO AND LABEL USAGE GUIDELINE

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Index

1. PURPOSE OF LOGO USAGE	1
3. SCOPE	2
4. REQUIREMENTS.....	2
5. RESPONSIBILITY	3

Version	Date	Section	Change Summary
1.0	12.08.2022	-	First issue
1.1	31.05.2023	All	Redactive and visual changes
1.2	12.10.2023		Redactive changes
1.3	24.01.2024	Terms of Logo Usage	Minimum logo sizes are defined.

1. PURPOSE OF LOGO USAGE

The purpose of this guideline is to explain the methods and responsibilities for the use of the Regenerate Standard logos.

The responsibility for logo usage should be assigned to Certification Bodies (CBs) and certificate holders. These responsibilities and rules should be applied from raw materials to final products.

2. TERMS OF LOGO USAGE

Logo usage conditions should be preferred in appropriate formats and appropriate sizes. The formats and dimensions explained below detail the technical guidelines for using the logo.



Inside the 2-colored circle formed by the ribbon arrows ready to intertwine in a thin black circle, there is another light green circle and the letter R consisting of leaves with the end points out of it. The ribbon consists of the bow-shaped inscription "REGENEVATE" on the top of the arrows. The font is "Helvetica Bold." The code for the dark green color is 00A693 and the code for the light green color is 63B76C. The black color code is 000000.

The logo above shall not be less than 10 mm or 0.39 inches in diameter.

R Height : 381 px
Width: 463 px



ALTERNATIVE LOGO: It consists of a dark green line dividing the letter R formed by the leaves in the original logo in letter size and the inscription "REGENEVATE" consisting of 2 colors. The color codes are the same as the original logo.

The alternative logo shall not be less than 20 mm or 0.78 inches in diameter.

3. SCOPE

The Regenerate logo is used in agriculture and/or supply chain processes with the permission of the certification body after the certificate is issued.

The scope of using the Regenerate logo could be expanded to these details such as.

Packing products, Process products, websites, advertising, and marketing materials.

Certified organizations can use the Regenerate Logo for the purpose of advertising and marketing.

4. REQUIREMENTS

Certificate holders could apply for a logo in accordance with the following requirements if the control and certification process has been completed.

The Regenerate logo should always be written with the relevant label rating. In a farm product is written as Logo 1. In the supply chain, label grades differ depending on the percentage of Regenerate certified raw materials used. If the amount of Regenerate-certified raw material used is between 5% and 94.99% (%x Regenerate) or between 95% and 100% (Regenerate), it should be used as Logo 2. In addition to these statements, the name, abbreviation, and/or logo of the Certification Body (Optional) certifying the products, the certified entrepreneur (merchant and/or retailer seller) who is certified, or the purchaser under the Regenerate logo should be added.

LOGO 1-FARM



Certified by (Certf. Ref)

Certificate no

LOGO 2-SUPPLY CHAIN

2a



Certified by (Certf. Ref)

Certificate no
(%x) Regenerate.

2b



Certified by (Certf. Ref)

Certificate no
Regenerate.

5. RESPONSIBILITY

The Regenerate logo must be used in all materials with prior approval for printing and publication. Legal action may be initiated against parties that use or reproduce the logo without prior permission.

Certification bodies must obtain approval from the standard owner for the documents, advertising, and marketing materials in which they will use the logo.

Certificate holders must obtain approval from the certification body in accordance with the Regenerate Standard and its annexes and the conditions of the certification body with which they signed the contract.