

**BIODYNAMIC
FEDERATION**

demeter



INTERNATIONAL LABELLING MANUAL

A Companion Guide to the Demeter Labelling Standards

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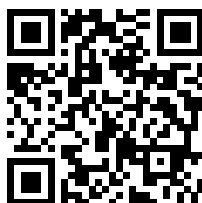
Dear Reader,

The Demeter trademark is a quality label and a premium brand. It represents biodynamic production based on the anthroposophical and scientific knowledge of man and nature. In order to obtain Demeter certification, our associated farms, processors and traders meet strict standards. This allows consumers to place their trust in the Demeter trademark and therefore the same care and attention to detail is applied to the use of our trademark in both marketing materials and packaging design.

Maintaining a professional and consistent appearance that is immediately recognisable in a colourful and stimulating market is vital, so this manual is intended to complement the Demeter labelling standard. These detailed guidelines should provide you with the information you need to use the Demeter logo and branding correctly. If you have any more questions, please get in touch with your local certifying Demeter organisation.

We wish you all the best with successfully marketing your Demeter certified products.

The Marketing Team, November 2020



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www.demeter.net/download/logos

Please note: according to international agreements all Demeter products must be approved by the respective certifying Demeter organisation before they can be marketed. This approval is given with regard to the conformity of production, processing and labelling, and the use of the labelling standard. We have designed this manual in such a way that if the recommendations are followed, the product can be used in accordance with the Standard. However, there may be other regulations, especially for specific products such as alcoholic beverages or cosmetic products, which are not sufficiently dealt with here. Before finalising product packaging, please ensure that approval has been obtained from the relevant certifier or your client.

**DEMETER
DESERVES
A STRONG
POSITION**

BASICS

DEMETER TRADEMARK

A uniform appearance leading to greater recognition.



The size of the Demeter logo is generally 20–50 mm width.

Demeter was first registered as a trademark in 1928. Farmers began to market their goods from biodynamic agriculture under the label. Ever since, the movement has widely spread in the world and the trademark has been registered in more than 80 countries.

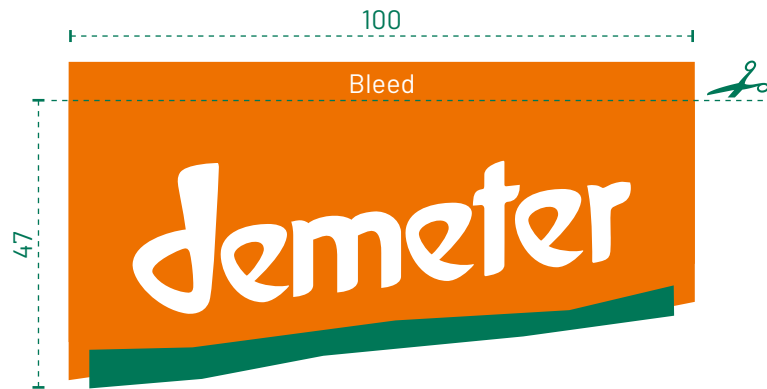
For almost 100 years now, many participants in biodynamic agriculture and processing have built up and cultivated the Demeter trademark. This has helped to position it as a sign recognised for high quality and integrity. A committed community that shares common values, has elevated it to a familiar, credible and popular brand.

Consumers appreciate the authenticity of the trademark and reward Demeter producers and manufacturers with their trust and confidence.

This manual provides a practical guide and more detailed expansion on the chapter “Labelling standards” in the International Standard for Demeter certification.

BLEED AND CLEARANCE

How to set up bleeds and clearance of the Demeter logo.



Around the Demeter trademark logo a protective distance must be maintained from texts and logos. Minimal distances, proportions and regulations for very small labels are described on page 23.



Bleed: The logo has to be in the proportion of a 47/100 rectangle, as illustrated in the upper figure. If a print bleed is required, the logo may not be placed in the bleed area. The bleed will be in addition to the logo parameters, and dictated by individual print requirements.

Clearance: There should be sufficient clear space around the logo to let it breathe and prevent its clarity and visual impact from being obstructed. The “d” spacer around the logo, as illustrated in the second figure, is not the expectation but the absolute minimum.

COLOUR AND GREYSCALE

Colour





	 Demeter Orange 	Demeter Green
CMYK – Coated	0 – 065 – 100 – 0	100 – 0 – 70 – 30
CMYK – Uncoated	0 – 057 – 100 – 0	100 – 0 – 80 – 23
Pantone Coated	158 C	336 C
Pantone Uncoated	144 U	3288 U
RAL	2011	6016
RGB*	239 – 112 – 25	0 – 120 – 87
HEX Code	#ef7019	#007857

The logo consists of two colours which differ due to coated or uncoated paper. The trademarked stylised word “demeter” is always in white.

*according to sRGB (Standard RGB)

Greyscale



	 Grey 	Black
CMYK	0 – 0 – 0 – 60	0 – 0 – 0 – 100
RGB*	135 – 135 – 135	0 – 0 – 0
HEX Code	#878787	#000000

The greyscale version of the logo consists of clear black tones, meaning the Demeter-Green becomes full tone black. In greyscale production, use the greyscale logo files.

*according to sRGB (Standard RGB)

MONOCHROME AND INVERTED

Special case: Monochrome



The trademarked stylised word "demeter" is always in white. Do not use a transparent version.

Monochrome logo version

Sometimes, due to production costs, only one colour of ink is available and so the Demeter logo must be reproduced using only one colour. In this case it can be used in gold, silver, black/white including grey scale. It cannot be used in other colours.

Secondly, the Demeter logo may need to be used in monochrome colour in case the general packaging does not allow the logo in its original colours for other reasons (e.g. premium products like wine or cosmetics). In this case it can also be used in gold, silver, black/white including grey scale. This use must be approved by the national certifying Demeter organisation.

Please note: The Demeter logo is a trustworthy premium brand and may not be altered. Therefore, in the case of monochrome use on the front of packaging and availability of the full colour palette, the original colour logo must be placed a second time on the back label of the product in order to achieve recognition among consumers. For this second placement, you may pick the position on the back label, but all the other requirements (minimum size, proportion, colours, elements) still apply.

Exemption: Invert Monochrome



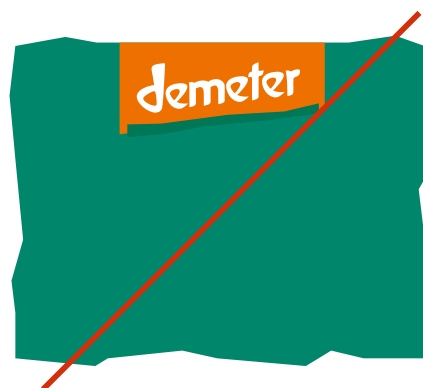
Invert monochrome logo version

The invert monochrome version is allowed on non-print material e.g. a branding stamp on wood boxes or engraving on glass. This applies usually for merchandising products rather than certified products.



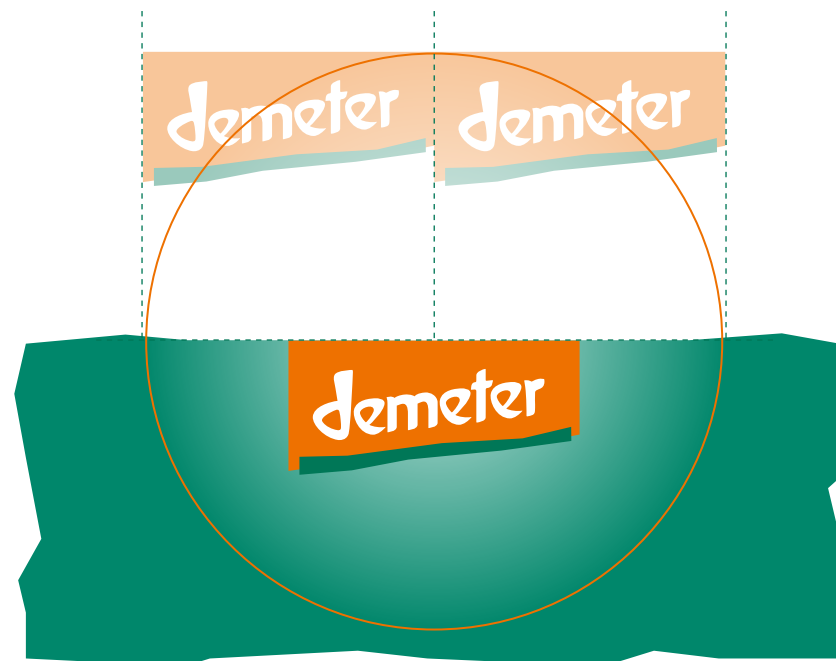
CONTRAST AND BRIGHTENING

Contrast to background



If the trademark logo is not clearly differentiated from the background due to lack of contrasting colour, a graphic solution must be found to guarantee an appropriate contrast. The ideal option is to brighten the background with a light spot behind the logo or to shade in case of a lighter background. Another option is a fine white line around the logo.

Design of the brightening of the background



For better contrast and visibility of the Demeter logo on a non-contrasting background a circular brightening of the background behind the logo should be used. The brightened area should not exceed double the width of the logo and increase to 100 % transparency towards the edges, as per the above example.

TEXT USAGE & SPECIFICATION

Do's

Demeter - The word should appear in the same typeface as the rest of the text with only the initial letter in upper case, e.g.:

Demeter quality, Demeter standards, Demeter farm, Demeter milk etc.

Further rules:

- biodynamic (written together, without hyphen)
- Demeter certified


Example: "This product contains Demeter certified ingredients from biodynamic agriculture."

Do not syllabify the word Demeter.

Don'ts

Any highlighting of the word "Demeter" (whether in font or colour) or the use of the logo in the text is not allowed.



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Ingredient list

In all products which contain ingredients of differing levels of certified quality, the quality of each ingredient must be clearly indicated in the ingredients list:

Ingredient xy*

*organic

**Demeter

***Demeter in conversion

Text examples for packaging labels

Consumers appreciate clarity about Demeter quality. Here are some examples of how to explain Demeter quality and biodynamic farming on packaging labels in one short sentence.

- Demeter is the trademark for food from certified biodynamic production.
- Founded in 1924, biodynamic farming is the oldest 'green' farming movement and forerunner of organics. Today it is considered the most sustainable form of agriculture.
- Biodynamic farming is certified by Demeter and guarantees higher than organic standards and sustainable agriculture.
- Biodynamic agriculture ensures higher than organic standards. Demeter farmers care about soil fertility, animal welfare and a balance in nature.
- Food in its truest form. Pure, unadulterated ingredients ensure that Demeter food is full of flavor and natural vitality.
- Biodynamics is a holistic, ecological and ethical approach to farming, gardening, food and nutrition – certified and recognised by the Demeter trademark.

No text additions

Text additions next to the Demeter logo are not allowed.

One exception is the “in conversion” logo on products (see page 27). The second exception is the official marketing claim issued by the Biodynamic Federation Demeter International as described in the Marketing Styleguide. It is only allowed on communication material, not on certified product labels.



Close text additions are not allowed.
Do not explain Demeter next to the logo.
Be aware of the clearance of the logo.
See page 7.

Trademark use

Every form of the Demeter registered trademark may only be used to label ingredients, materials and products that are certified according to the Demeter standards. It may also be used by an operator that has Demeter certification and a valid contract (including license agreement) with an authorised organisation.

This includes the use of every form of the Demeter trademark, the term “biodynamic” or the word and term Demeter in product labelling, marketing material, websites or general information like on business documents, price lists or documentation of goods.

In addition, references to the “biodynamic quality” or “biodynamic agriculture” on products and marketing material are only possible in combination with Demeter certification and Demeter labelling.

Agricultural enterprises can use the word Demeter in combination with the farm name, e.g. “Demeter farm xy”.

Communication material

The Demeter logo may be used in communication material about Demeter certified products, enterprises, farming (e.g. on websites, brochures, online posts and banners). It may only be used if it clearly refers to the certified products or the certified enterprise (e.g. a farm or vineyard). All rules and guidelines in this manual apply accordingly (size, position, form, elements, colours, contrast).

Exception: position at top center

1. If a Demeter certified product is promoted next to other uncertified products, the logo needs to clearly refer to the certified product and not be misleading in indicating the other products are certified.
2. If the Demeter logo is used in a list of sponsors or quality labels it may be placed according to layout requirements, it does not have to be in the top center.

Please consult your certifying Demeter organisation for approval of your marketing and communication material.

LOGO USE / DON'TS

In order to maintain brand integrity and always communicate the high standards and quality that Demeter stands for it is really important to respect the logo and its use. It is therefore important to be aware of clearance and appropriate contrast and to remember it cannot be altered in any way (colour, proportion, elements).

Please watch out for the following:



Never use the logo on similarly-coloured backgrounds. The logo needs to be in contrast to the background (see page 10).



The colours of the logo may not be altered in any way. Make sure to use the correct logo file according to the respective application (CMYK, RGB, coated, uncoated).



The logo elements may not be changed or altered in any way. Do not modify the design elements.



The colours of the logo may not be altered in any way. Never switch the colours.



The outline of the logo may not be altered in any way.



The logo elements may not be altered in any way.



The logo may not be shrunk, stretched or otherwise deformed. You may resize as needed but must retain all proportions.



Use a correct logo file, so that no white space is shown. Use a png or svg file for the use online and an eps file for print production.



The proportions of the logo may not be altered in any way. Do not stretch (see bleed, page 7).



The logo may not be stretched in any way. The proportions need to be maintained as well as clearance.



There is clearance around the logo. The logo may not overlap or be overlapped with other design elements. Do not add graphics, insert words, or modify the logo.



The logo may not be coloured in any other colour. Do not stray from the colour palette. (Find exemptions on page 9)



Download all logo versions here:
www.demeter.net/download/logos

LABELLING

LOGO PLACEMENT

The Demeter logo is a core component of the brand identity and design.

It plays a key role as a communication element and stands out as endorsement for the entire association and movement. The logo is a compact representation internally and externally.

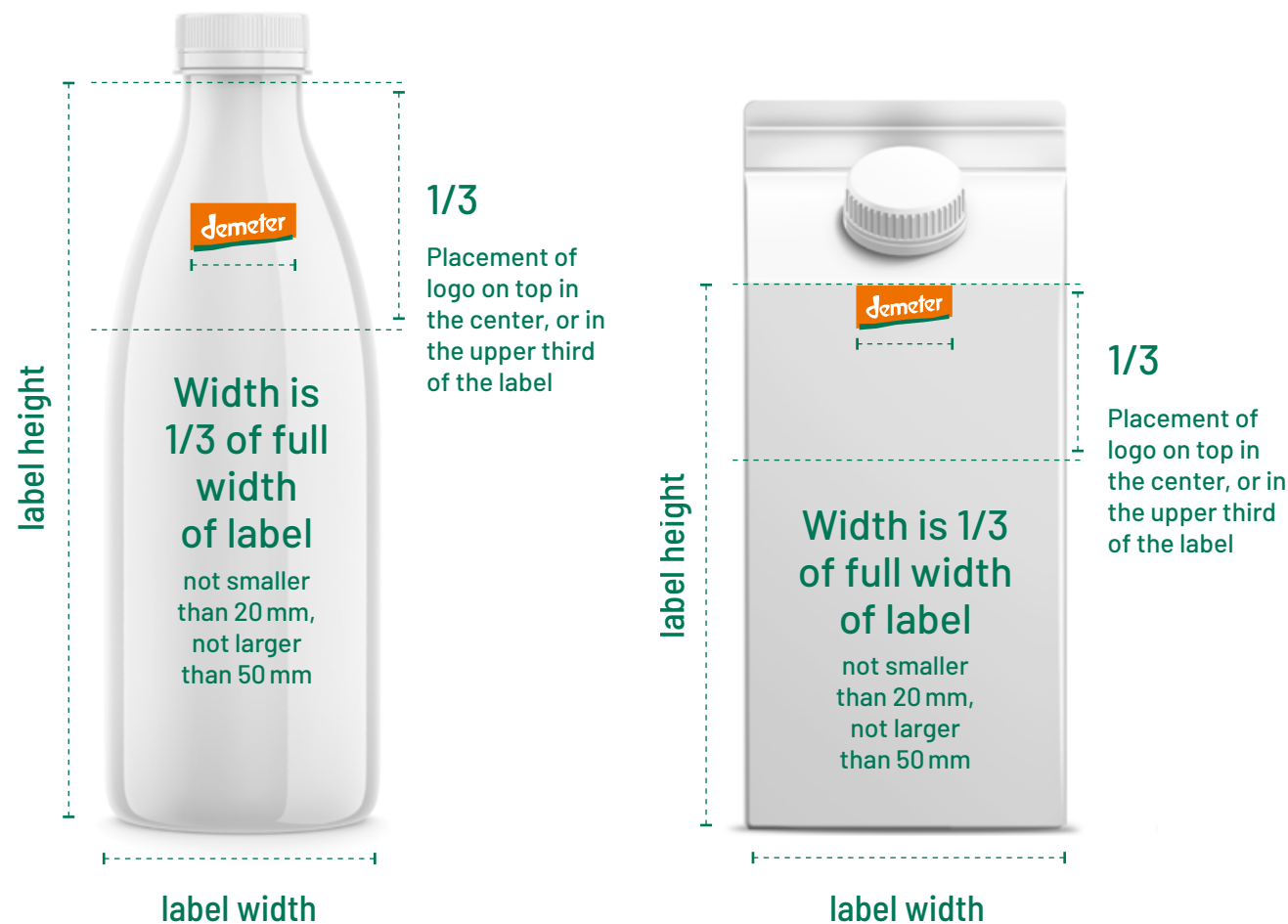


The Demeter logo represents professionalism and credibility. It can be clearly identified, so it allows strong differentiation in a competitive market. To maintain and strengthen this position it is necessary to use it in a uniform and unaltered way on all packaging.

The placement of the logo is therefore recommended to be at the front, centrally at the top edge of the field of view, above the brand name and/or product name.

A uniform and unaltered representation of the logo offers many advantages by:

- increasing brand recognition and trust
- helping customers identify the product
- emphasising the premium character and quality of the product
- creating a clear differentiation in a competitive market
- strengthening the Demeter brand overall



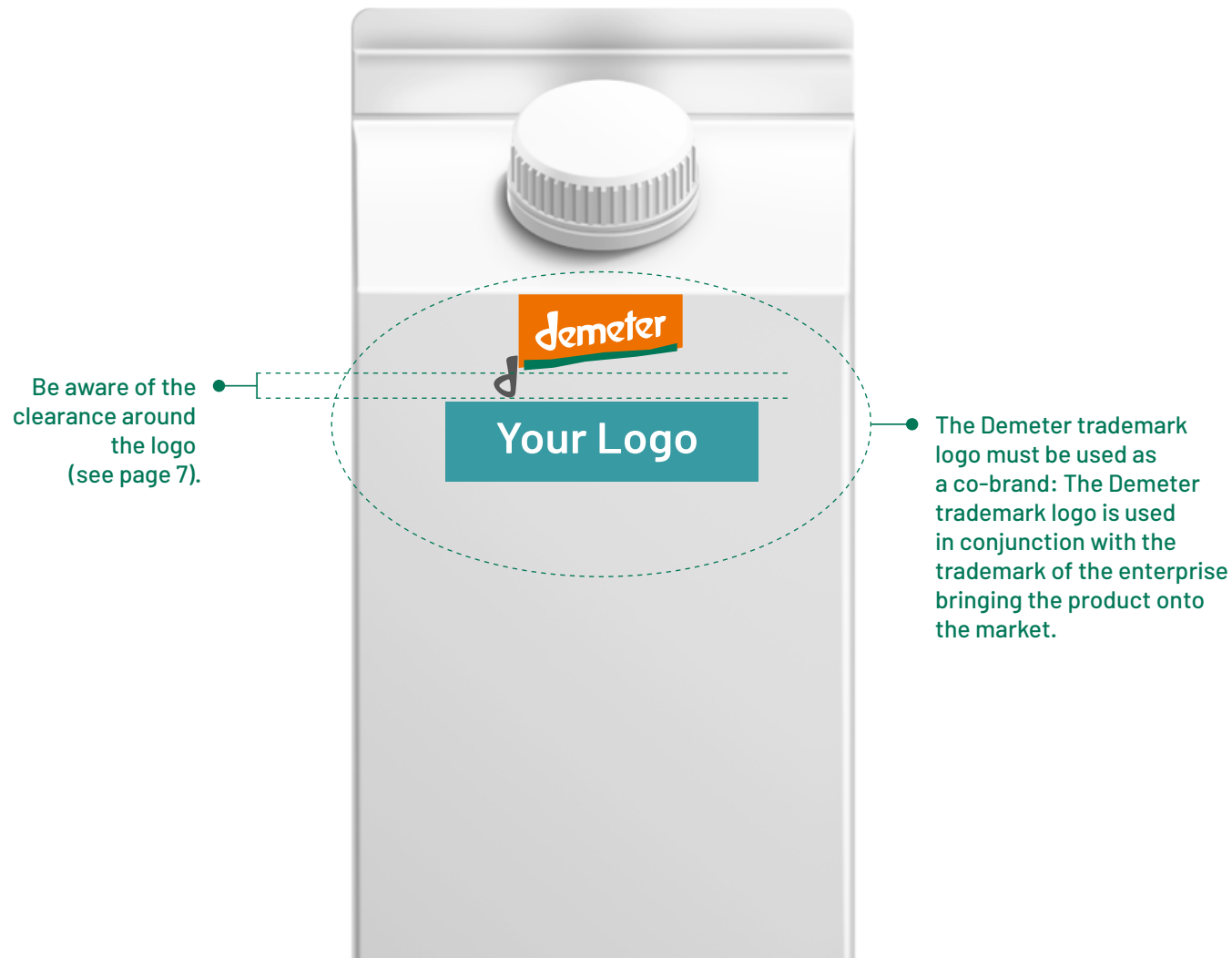
Please observe the following:

The Demeter trademark logo must be placed on the front of all packaging in the upper third area, preferably centred along the upper edge. Minimum size requirements apply and should be no less than 20mm and 50mm in width. The Demeter trademark

logo must always be clearly recognisable. Remember to respect clearance and contrast (see page 7 and 10). The logo may also be used on a collar label for bottled products. Please make sure that the logo is prominent relative to other elements on the collar.

CO-BRANDING

Co-branding uniquely connects the individual producer or processor to the quality of the Demeter label. This approach means that the Demeter trademark and the trademark of a certified member creates a co-ordinated image of both brands while still maintaining independence.



DO'S AND DON'TS

The Demeter logo represents high standards and indicates premium quality in a global market. Therefore it is important to note the correct way to use the logo when designing packaging.



The trademark logo is to be placed on the upper border. The upper border is the top edge of the visible field. In packaging with a defined limit (labels, cardboard boxes) this upper border corresponds to the top edge. The trademark logo is to be centrally placed.



The logo needs to be placed in the upper third of the visible label.



The logo needs to be placed straight only. No turning.



The logo needs to be placed straight only. No turning.



The trademark logo is too large. The size should be between 20 mm and 50 mm width.



The trademark logo is too small. The size should be between 20 mm and 50 mm width.



The proportions of 47/100 need to be maintained. Do not stretch the logo in any way. If bleed is needed add this part due to print production requirements. (page 07)



The clearance must be observed. The logo may not overlap with other design elements.



Demeter logo and co-brand or product name may not form a visual unit. The logo must be stand-alone and may not be directly combined with other design elements – neither in form nor colour. The clearance must be respected.



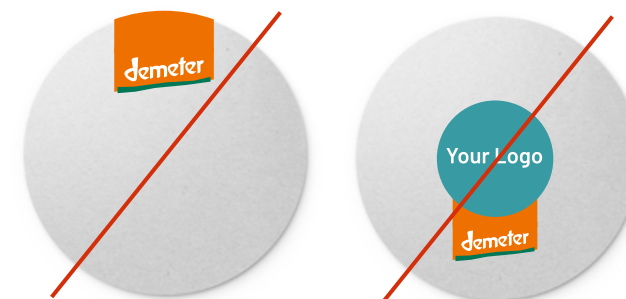
Text additions to the trademark logo are not permitted.

CIRCULAR PACKAGING

For circular packaging shapes (e. g. lids) the width of the trademark logo should be less than 30 % of the diameter, but should still remain greater than 20 mm and less than 50 mm wide.
The distance from the outer edge is to be the size of the "d" of the stylised word "Demeter".



Don'ts



The logo may not be stretched or altered in any way. The proportions need to be maintained (47:100: page 07).

SPECIFIC SIZES

Where it is only possible to use very small labels (<30 mm) and single ingredient products, like loose fruit, the trademark logo may be used at a minimum size of 10 mm width.



CHECKLIST

Please check the following aspects and elements of your label design.

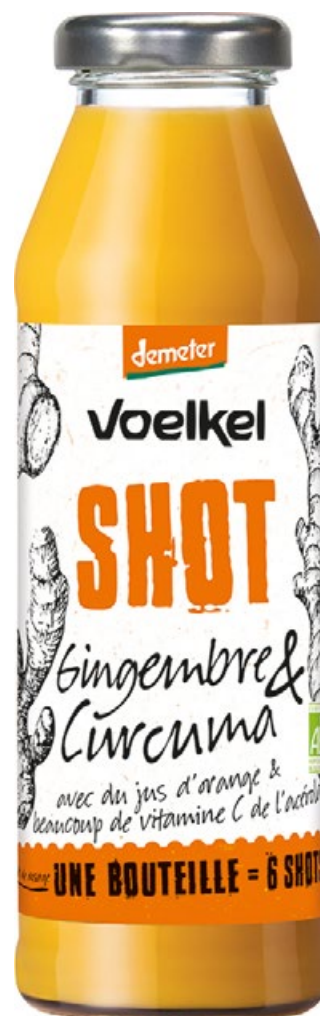
Demeter related specifications:

- Is the licensee clearly identified on the packaging and the name and address included?
- Is the product/the recipe in line with the Demeter Standard?
- Is the certification status of each ingredient clearly indicated in the ingredients list? (Demeter, Demeter in conversion, organic)
- Is the Demeter logo placed on the top centre or at least in the upper third of the visible part of the label? Is it unaltered in its form, colours, proportion and in an appropriate size?
- Is the brand of the licensee set in harmonious co-branding with the Demeter logo?

General indications:

- Is the product net weight or content/volume and minimum shelf life clearly declared?
- Is the certifying organic control body indicated? Has the label been approved by the organic control body?
- Keep in mind the needed legal information in your country and any country of distribution.

These are necessary points that need to be observed, but only cover a fraction of the possible requirements for your specific product. Be sure to comply the label with the national regulations for the product class.



Before Demeter products are placed on the market, they must be approved by the respective certifying organisation. The standard calls this “product approval”.

Should you plan to place a Demeter product on the market, or work for a client who intends to do so, please bear in mind that this approval happens at the end of the product or packaging development process. This approval should also ensure that errors are identified before the final printing of marketing and packaging materials – a helpful service from the certifier.

The certifier responsible will check the application of this Design Manual and the labelling standard.

In order to facilitate your preparation for product approval, this manual provides you with a short overview of what you should pay attention to.

EXAMPLES

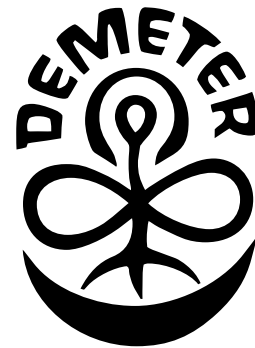
These examples illustrate how the Demeter trademark logo may be used as a co-brand. The Demeter logo is used in conjunction with the logo of the enterprise bringing the product to market.



Please note: In addition to the co-brand, every Demeter product must clearly identify the licensee or contract holder on the label.

THE FLOWER TRADEMARK

The Demeter flower trademark may be used according to our standards. It is mainly used for certified wine on the front label, back label, or on a collar.



The flower trademark may be used in full tone black or white as well as grey scales. Do not alter it in any way (proportion, elements, form, colour). Do not add any text close to it and keep appropriate clearance and size.

The flower trademark is regulated nationally. Please check back with your certifying organisation regarding the use of it.



IN CONVERSION



There are different fields of application for the use of the “in conversion” logo.

For single ingredient products, in the form of loose produce like fruits and vegetables (without their own outer packaging) the use of the “in conversion” logo is mandatory.

For single ingredient products, with their own outer packaging (like flour or pulses) the labelling standard provides two options. Either use of the trademark in combination with a textual footnote *in conversion somewhere on the packaging, or the use of the “in conversion” logo. The labelling standard permits both variations, but it is possible that the responsible certifying organisation only permits one of the two variations, please clarify this in advance.

For mixed products, with an ingredient list including ingredients in conversion, the labelling standard provides two options. Either a footnote stating *in conversion in the ingredient list – in combination with Demeter trademark – or with an “in conversion” logo. Please always clarify in advance whether the responsible certifying organisation excludes one of the options.

In all cases, labelling products or raw materials with a Demeter “in conversion” logo is only possible if they are fully certified organic.

REPRESENTING HIGH STANDARDS AND PREMIUM FOOD QUALITY



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