

# 27.6 Graphic Charter

The Global Standard for **Vegan** Products and Services



# Appendix 27.6

## EVE Vegan® graphic charter

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(Appendix 27.6 of the Certification Procedure)

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# Graphic charter

## Rules of use

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### 1. Legal information

The purpose of this document is to help certified Operators, EVE Vegan® partners and authorized third parties meet the minimum requirements for using the EVE Vegan® certification mark.

The rules may change from time to time. The rules in this document are not intended to conflict with, or replace, applicable national or international legal requirements.

The EVE Vegan® certification mark is a private trademark owned by Expertise Vegan Europe and registered with INPI France (Registration No. 4345772) and EUIPO EUROPE (Registration No. 017433806).

This trademark is protected by the French Intellectual Property Code. The trademark may be registered in other geographical areas. To obtain details, please contact EVE Vegan® at [contact@certification-vegan.org](mailto:contact@certification-vegan.org).

### 2. Purpose

The purpose of the graphic charter is to establish the rules for using the EVE Vegan® brand in order to ensure:

- Consistent visual and textual recognition on a product.
- Consistent use on other media (communication outside a product).

Use of the certification mark is authorized only within the strict scope of certification validated by EVE Vegan®. That is to say, with a valid EVE Vegan® certificate.

The mark may be used on the following media:

- Sample format,
- Product,
- Secondary packaging,
- Storefronts,
- Printed media,
- Virtual media (website, social networks),
- Flyers (labels).

### 3. Penalties

EVE Vegan® reserves the right to take legal action against any infringement of its trademark, registered logos or image as a civil and criminal offence of counterfeiting.

Upon delivery of written notification, the following may be demanded:

- A request for corrective action,
- Suspension of right of use until compliance,
- Withdrawal of the right of use for a fixed period,
- Recall of identified products for destruction or modification,
- Permanent exclusion.

List of applicable non-conformities:

- Non-compliance with the rules of the graphic charter,
- Use of the brand without prior certification,
- Refusal to comply,
- Repeated non-compliance.

Provisions relating to sanctions are available in the **Certification Procedure**, of which the present document is an appendix.

# Graphic charter

## Rules of use

### 4. Logotype composition

The EVE Vegan® certification mark consists of two inseparable elements:

- An original graphic of the EVE acronym (acronym for Expertise Vegan Europe) in lower case, in green on a white background, the V being surmounted by a crown of 3 stylized leaves in a single stroke, positioned in a white rectangle underlined by a straight line.
- To the right of the EVE logo, the word VEGAN, MYRIAD PRO BOLD font in uppercase white.

A green rectangle covers the entire logotype.

The ® (registered trademark) sign is affixed to the top right of the logo. When the product is marketed in a country not covered by the trademark registration, the TM (trademark) version must be used instead.



### 5. Colors

The green hue of the EVE Vegan® logo reflects the ethical and environmental dimension of the brand's values. This color evokes the plant world, the color most present in nature. It's a soothing color that in Western culture is associated with hope, femininity and good fortune. Best used on a plain white background.

- Pantone Color : 363C
- CMJN : 64 0 100 24
- RVB : 76 141 43
- HEX/HTML : 4C8D2B



The logotype is available in color:

- En CMJN and Pantone for printing
- En RVB for video
- En HEX/HTML for the web

All requests for color adaptation must be approved in advance by EVE Vegan.

### 6. Protection zone

The certification mark may be freely arranged within its protection zone, i.e. no other element may appear within this zone.

The minimum protection zone is represented by the height and width of the V of the EVE Vegan® logo around the logo. See example below.



# Graphic charter

## Rules of use

### 7. Minimum size

The minimum size of the certification mark is **(15mm fifteen millimeters in diagonal)**. In all cases, the lettering must remain legible to the naked eye.



15mm

### 8. Maximum size

The certification mark must not be larger than the product brand logo or the Operator's logo. Confusion must not be created leading to the belief that the certification mark is the product mark.



### 9. Location on a product

Use of the certification mark is not mandatory. The location of the certification mark is free.

### 10. Placement on other media

The certification mark may be used on any other communication medium, provided it is used in such a way as not to mislead the user or purchaser.

### 11. Product batches

The certification mark may be used on batches of products under the following conditions.

**Batch of products comprising only certified products:** Use of the certification mark authorized on the entire batch, subject to prior declaration (the batch must be displayed on the EVE Vegan® certificate).

**Batch of products partially composed of certified products:** Use of the certification mark forbidden on the whole batch. Declaration optional.

### 12. Brand legibility

The certification mark must appear on a white, solid-colored or transparent background. If necessary, a white border should be added to ensure good visibility.



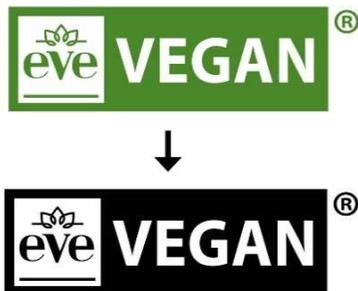
# Graphic charter

## Rules of use

### 13. Authorized modifications

For four-color prints, the original green may be replaced by the nearest four-color process color.

It is also permitted to use the black and white version, without transparency.



Any request for color adaptation must be approved in advance by EVE Vegan®.

### 14. Modification prohibited

The certification mark must be reproduced in its entirety. It is not permitted to :

- Distort the logo without respecting its proportions,
- Cut out the logo and display only part of it,
- Modify the logo in its color or composition,
- Delete the ® or TM logo,
- Display the logo askew.



### More information ?

[www.certification-vegan.org](http://www.certification-vegan.org)



*The future is vegan*



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