



# GUIDE to the Use of the NASAA Label

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\*Includes related label use: AQIS Regulatory Mark  
IFOAM Seal  
JAS Mark  
USDA Seal

# **GUIDE TO THE USE OF THE NASAA LABEL**

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# GUIDE TO THE USE OF THE NASAA LABEL

## PRIMARY PRODUCERS

## MANUFACTURING & DISTRIBUTION

The following guideline provides information in relation to the use of the NASAA label as forming part of client product packaging and promotional material promoting certification status.

### Use of the NASAA Label for Product Packaging

**Certified Operators** The NASAA Certified Organic label illustrated below in two variant forms may be reproduced in the colours represented or in black + white.



ORGANIC SINGLECOLOUR (GREEN)



ORGANIC MULTICOLOUR

**Certified Bio-Dynamic** The NASAA Certified Biodynamic label illustrated below in two variant forms may be reproduced in the colours represented or in black + white.



BIODYNAMIC SINGLECOLOUR (GREEN)



BIODYNAMIC MULTICOLOUR

**Certified Operators In-Conversion** to organic/biodynamic must use variants of the NASAA Conversion to Organic label in the colours represented or in black + white.



ORGANIC CONVERSION SINGLECOLOUR (TAN)



BIODYNAMIC SINGLECOLOUR (TAN)

### GENERAL GUIDELINES

The NASAA Label **MUST** be accompanied with reference to the licensed operator's Registration Number. The Registration Number must be placed directly below the label, centred, left OR right aligned, font type Arial Narrow. The Registration Number may be accompanied by the words **Reg No** or **Cert No**.

Licensed operators should submit product packaging incorporating the NASAA label prior to printing. Labels are available from the NASAA Office in jpg, bmp and eps format. Contact the NASAA Certification Officer: [certification.standards@nasaa.com.au](mailto:certification.standards@nasaa.com.au).

Usage of the NASAA Logo shall be discontinued where a certified licensee ceases to be certified by NASAA.

## Use of the NASAA Label for Promotional Purposes

The appropriate NASAA Labels for use in client promotional materials e.g brochures, websites and signage follow the Variant forms outlined in the guidelines for **Use of the NASAA Label for Product Packaging**.

**NB** Where an operator produces a number of product lines, both conventional and organic, certified and uncertified, the use of the NASAA label must be clearly identified in promotional material as relating to the product/s for which NASAA certification is held.

### GENERAL GUIDELINES

The NASAA Label **MUST** be accompanied with reference to the licensed operator's Registration Number. The Registration Number must be placed directly below the label, centred, left OR right aligned, font type Arial Narrow. The Registration Number may be accompanied by the words **Reg No** or **Cert No**.

Licensed operators should submit promotional material incorporating the NASAA label prior to publication. Labels are available from the NASAA Office in jpg, bmp and eps format. Contact the NASAA Marketing Officer: [marketing.officer@nasaa.com.au](mailto:marketing.officer@nasaa.com.au).

Usage of the NASAA Logo shall be discontinued where a certified licensee ceases to be certified by NASAA.

### RELATED LABEL USE

#### AQIS REGULATORY MARK

The Australian Quarantine and Inspection Service (AQIS) regulatory mark is a representation that indicates certified products have been produced and/or manufactured in accordance with the National Standard for Organic and Bio-Dynamic Produce.

Use of the AQIS Mark is voluntary, and may be used by certified operators for Product Packaging and for Promotional purposes. The AQIS Regulatory Mark may appear only in conjunction with the relevant NASAA Label. Authorised examples are as follows:



For further information on the use of the AQIS Mark, please see the Information Sheet '**Use of the AQIS Mark**'.

#### IFOAM SEAL

The IFOAM Seal is a representation that indicates certified products have been produced and/or manufactured under the scope of NASAA's IFOAM Accreditation.

Use of the IFOAM Seal is voluntary, and may appear only **in conjunction** with the relevant NASAA Label. Certified operators must sign a licensing agreement with NASAA regarding its usage. The authorised seal example is as follows:



For further information on the use of the IFOAM Seal, please see the Information Sheet '**Use of the IFOAM Seal**' and **IFOAM Seal License** form.

# GUIDE TO THE USE OF THE NASAA LABEL INPUT MANUFACTURERS (ORGANIC FARM INPUT SUPPLIERS)

The following guideline provides information in relation to the use of the NASAA label as forming part of client product packaging and promotional material promoting certification status.

## Use of the NASAA Label for Product Packaging

**Certified Input Products** must use the NASAA Certified Farm Input label in the colours represented below or in black + white.



ORGANIC FARM INPUT SINGLECOLOUR (GREEN)

## GENERAL GUIDELINES

The NASAA Label **MUST** be accompanied with reference to the licensed operator's Registration Number. The Registration Number must be placed directly below the label, centred, left OR right aligned, font type Arial Narrow. The Registration Number may be accompanied by the words **Reg No** or **Cert No**.

Licensed operators should submit product packaging incorporating the NASAA label prior to printing. Labels are available from the NASAA Office in jpg, bmp and eps format. Contact the NASAA Certification Officer: [certification.standards@nasaa.com.au](mailto:certification.standards@nasaa.com.au).

Usage of the NASAA Logo shall be discontinued where a certified licensee ceases to be certified by NASAA.

## Use of the NASAA Label for Promotional Purposes

The appropriate NASAA Labels for use in client promotional materials e.g brochures, websites and signage follow the Variant forms outlined in the guidelines for **Use of the NASAA Label for Product Packaging**.

**NB** Where an operator produces a number of product lines, both conventional and organic, certified and uncertified, the use of the NASAA label must be clearly identified in promotional material as relating to the product/s for which NASAA certification is held.

## GENERAL GUIDELINES

The NASAA Label **MUST** be accompanied with reference to the licensed operator's Registration Number. The Registration Number must be placed directly below the label, centred, left OR right aligned, font type Arial Narrow. The Registration Number may be accompanied by the words **Reg No** or **Cert No**.

Licensed operators should submit promotional material incorporating the NASAA label prior to publication. Labels are available from the NASAA Office in jpg, bmp and eps format. Contact the NASAA Marketing Officer: [marketing.officer@nasaa.com.au](mailto:marketing.officer@nasaa.com.au).

Usage of the NASAA Logo shall be discontinued where a certified licensee ceases to be certified by NASAA.

## RELATED LABEL USE

### AQIS REGULATORY MARK

The Australian Quarantine and Inspection Service (AQIS) regulatory mark is a representation that indicates certified products have been produced and/or manufactured in accordance with the National Standard for Organic and Bio-Dynamic Produce.

Use of the AQIS Mark is voluntary, and may be used by retailers for Promotional purposes or for Produce Signage and Product Packaging. The AQIS Regulatory Mark may appear only in conjunction with the relevant NASAA Label. Authorised examples are as follows:



For further information on the use of the AQIS Mark, please see the Information Sheet '**Use of the AQIS Mark**'.

### IFOAM SEAL

The IFOAM Seal is a representation that indicates certified products have been produced and/or manufactured under the scope of NASAA's IFOAM Accreditation.

Use of the IFOAM Seal is voluntary, and may appear only **in conjunction** with the relevant NASAA Label. Certified operators must sign a licensing agreement with NASAA regarding its usage. The authorised seal example is as follows:



For further information on the use of the IFOAM Seal, please see the Information Sheet '**Use of the IFOAM Seal**' and **IFOAM Seal License** form.

# GUIDE TO THE USE OF THE NASAA LABEL TRADERS (RETAIL, RESTAURANTS & MARKETS)

The following guideline provides information in relation to the use of the NASAA label as forming part of client product packaging and promotional material promoting certification status.

## Use of the NASAA Label for Promotional Purposes

In accordance with the NASAA Organic Trader Standard, the applicable label for use in promotional materials illustrated below may be reproduced in the colours represented or in black + white. Produce display signage follows the variant forms outlined in the guidelines for **Use of the NASAA Label for Produce Signage and Product Packaging**.



CERTIFIED TRADER SINGLECOLOUR (GREEN)

### GENERAL GUIDELINES

The NASAA Label **MUST** be accompanied with reference to the licensed operator's Registration Number. The Registration Number must be placed directly below the label, centred, left OR right aligned, font type Arial Narrow. The Registration Number may be accompanied by the words **Reg No** or **Cert No**.

Licensed operators should submit promotional material incorporating the NASAA label prior to publication. Labels are available from the NASAA Office in jpg, bmp and eps format. Contact the NASAA Marketing Officer: [marketing.officer@nasaa.com.au](mailto:marketing.officer@nasaa.com.au).

Use of the NASAA Logo shall be discontinued where a certified licensee ceases to be certified by NASAA.

## Use of the NASAA Label for Produce Signage and Product Packaging

In accordance with the NASAA Organic Trader Standard, certified traders may use the applicable NASAA label directly on pre or repackaged product (onsite) and produce signage. The applicable labels illustrated below may be reproduced in the colours represented or in black + white.



### GENERAL GUIDELINES

The NASAA Label **MUST** be accompanied with reference to the licensed operator's Registration Number. The Registration Number must be placed directly below the label, centred, left OR right aligned, font type Arial Narrow. The Registration Number may be accompanied by the words **Reg No** or **Cert No**.

Licensed operators should submit produce signage and product packaging incorporating the NASAA label prior to printing. Labels are available from the NASAA Office in jpg, bmp and eps format. Contact the NASAA Certification Officer: [certification.standards@nasaa.com.au](mailto:certification.standards@nasaa.com.au).

Usage of the NASAA Logo shall be discontinued where a certified licensee ceases to be certified by NASAA.

## RELATED LABEL USE

### AQIS REGULATORY MARK

The Australian Quarantine and Inspection Service (AQIS) regulatory mark is a representation that indicates certified products have been produced and/or manufactured in accordance with the National Standard for Organic and Bio-Dynamic Produce.

Use of the AQIS Mark is voluntary, and may be used by retailers for Promotional purposes or for Produce Signage and Product Packaging. The AQIS Regulatory Mark may appear only in conjunction with the relevant NASAA Label. Authorised examples are as follows:



For further information on the use of the AQIS Mark, please see the Information Sheet '**Use of the AQIS Mark**'.

# COLOUR SPECIFICATIONS

The following table provides a guide to the applicable colour specifications for each NASAA label type.

LABELS	MultiColour	Single Colour (Dark Green/Tan)	Black on White (or other neutral background)
ORGANIC	√	√	√
CONVERSION	---	√	√
ORGANIC FARM INPUT	---	√	√
BIO-DYNAMIC	√	√	√
TRADER	....	√	√
TRADER (PRE or REPACKED PRODUCT, PRODUCE DISPLAY)	....	√	√

The applicable colour tones (Pantone Numbers) for versions of the NASAA labels.

	PANTONE NUMBER
<b>DARK GREEN</b>	554
<b>LIGHT GREEN</b>	104
<b>TAN (CONVERSION LABEL ONLY)</b>	470

No other colours may be used except Black on White or other neutral background.

# JAS and USNOP

## JAS MARK

The JAS Mark may only be affixed to NASAA certified product when the operator is separately licensed by NASAA for JAS certification. The JAS Mark **must** be used on packaged goods certified under the JAS program and **must** be accompanied by the word NASAA, reproduced in a similar size to that of the word "JAS". The JAS Mark is reproduced below:



The JAS Mark is available from the NASAA Office in bmp and jpg format.  
Contact the NASAA Certification Officer: [certification.standards@nasaa.com.au](mailto:certification.standards@nasaa.com.au).

## USNOP SEAL (USDA)

NASAA Certified Organic Pty Ltd (NCO) is NASAA's wholly owned subsidiary providing certification for goods entering the USA as organic. Under the US National Organic Program, the USDA Seal may only be affixed to NCO certified product when the operator is separately licensed by NCO for USNOP certification. Usage of the USNOP Seal by a USNOP operator is optional. The USNOP Seal is reproduced below:



The USDA Seal is available from the NASAA Office in gif and jpg format.  
Contact the NASAA Certification Officer: [certification.standards@nasaa.com.au](mailto:certification.standards@nasaa.com.au).

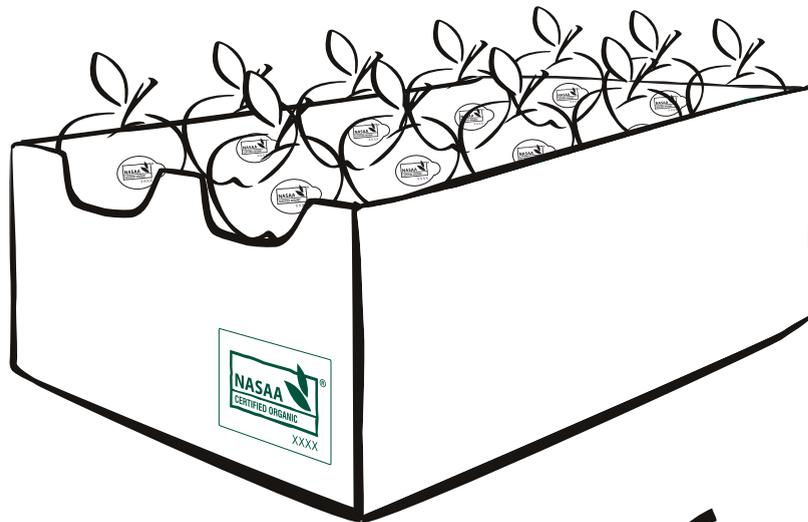
# Samples of Positive Labelling

- The trade marked NASAA Label in correct variant form must appear.
- The NASAA Label MUST be accompanied with reference to the licensed operator's Registration Number. *The Registration Number must be placed directly below the label, centred, left OR right aligned, font type Arial Narrow. The Registration Number may be accompanied by the words Reg No or Cert No.*
- Certified operators must comply with all other labelling requirements outlined in the NASAA Organic Standard.



## FRUIT/VEG

Label applied to fresh produce  
(actual size shown 22mm x 17mm)



## PACKING CRATE

Label applied to packing crate

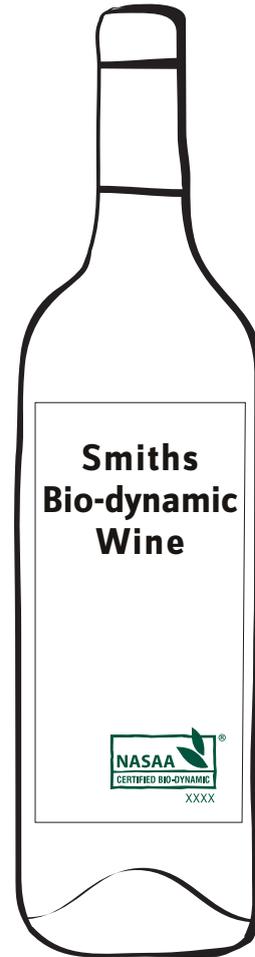


# Samples of Positive Labelling

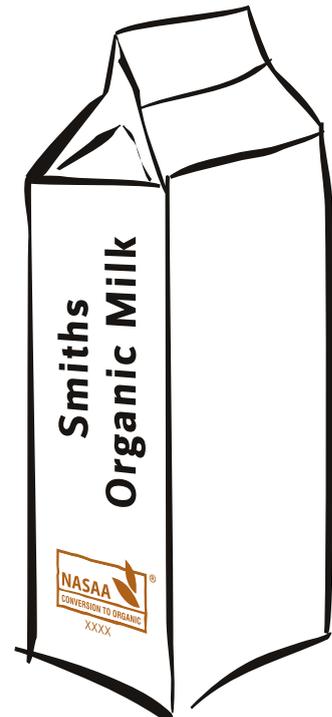
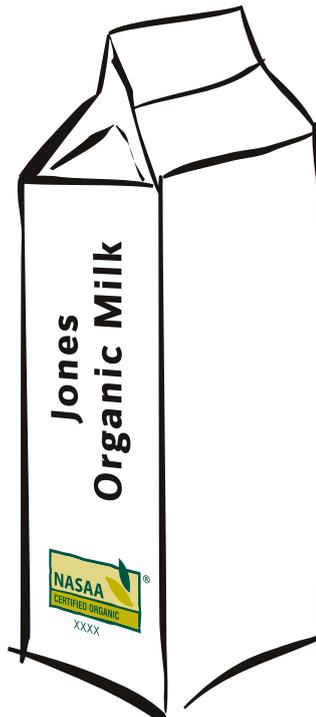
- The trade marked NASAA Label in correct variant form must appear.
- The NASAA Label MUST be accompanied with reference to the licensed operator's Registration Number. *The Registration Number must be placed directly below the label, centred, left OR right aligned, font type Arial Narrow. The Registration Number may be accompanied by the words Reg No or Cert No.*
- Certified operators must comply with all other labelling requirements outlined in the NASAA Organic Standard.



**PACKING TAPE**  
Label applied to packing tape



**BOTTLE**  
Label incorporated in general product label



**PACKAGED PRODUCT**  
Label incorporated in packaging