

## 1. AIM

The purpose of this procedure is to determine the rules for the use of product certification and accreditation body logos and documents.

## 2. RESPONSINLILITIES

All Başak Ekolojik employees are responsible for the implementation of this procedure.

## 3. DEFINITIONS

**Başak Ekolojik Ürünler Kontrol ve Sertifikasyon Hizmetleri Tic. Ltd. Şti. hereafter referred to as “Başak Ekolojik”.**

Ministry: T.C. Ministry of Agriculture and Forestry

TÜRKAK: Turkish Accreditation Agency

## 4. IMPLEMENTATION

### 4.1. Rules for Using the Certificate

Where the control and certification processes of the operator according to organic production regulation, which resulted in the positive decision of the certification unit, has 3 types of certificate as “operator certificate” ‘product certificate’ and ‘wholesale product certificate’ according to Turkish Organic Agriculture Principles and Implementation Regulation, and has 3 types of certificates according to EU Organic Production Regulation and Başak Organic Standard <sup>1</sup>; *Master certificate*<sup>2</sup>, *TC-Transaction Certificate*) and *COI-Certificate of Inspection*. The principles of issuing certificates prepared in accordance with the TR Organic Agriculture **Regulations** and Regulation on its Implementation and the certificates prepared according to the EU Organic Production Regulation are explained in **P-01 Control and Certification Procedure**<sup>3</sup> açıklanmıştır. When the operator needs to reproduce his/her certificate, s/he can only make a photocopy or share an electronic copy. Document holder; cannot make any changes, such as deleting, adding, etc. on the document. The certificate is used only for products obtained from the production area/enterprise where the control is carried out. The certificate cannot be used in the sale of any product other than the product for which control and certification is carried out. In cases where the certification is suspended, narrowed or withdrawn, Procedure **P-07 Procedure for the Termination, Reduction, Suspension and Withdrawal of Certification** is applied.

<sup>1</sup> Following the recognition according to Article 46(1) of the European Union Organic Production Regulation No. (EU)2018/848, Başak Organic Standard equivalent to the Regulations (EC) 834/2007 and (EC) 889/2008 will no longer be valid, and Başak Ekolojik will carry out control and certification activities in full compliance with the European Union Organic Production Regulation No (EU) 2018/848.

<sup>2</sup> Following the recognition according to Article 46(1) of the European Union Organic Production Regulation No. (EU)2018/848, in accordance with the Commission Implementation Regulation (EU)2021/1378, Başak Ekolojik provides operators, groups of operators and exporters in third countries with the ‘certificate’ confirming that such operators, groups of operators and exporters comply with Regulation (EU) 2018/848 and the ‘certificate’ will conform to the model presented in Annex I to (EU)2021/1378 and be issued electronically in the TRACES system.

<sup>3</sup> According to the European Union Organic Production Regulation No (EU) 2018/848, P-15 Control and Certification Procedure has been prepared for control and certification and these procedure rules will be taken into account when relevant.

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## 4.2. Logo Usage Rules for Organic Products certified according to TR Regulation

Operators producing and selling organic agricultural products or organic agricultural substances must use the logo in accordance with the articles in Annex-10 of the Turkish Regulation on the Principles and Implementation of Organic Agriculture.

### 4.2.1. Usage principles;

- ✓ According to the Turkish Regulation on the Principles and Implementation of Organic Agriculture, those who produce and sell organic agricultural products or organic agricultural materials; They must use the following logo examples on their packaging. Products that do not have these logos on them cannot be offered to the domestic market organically, cannot be advertised or promoted, or apply for a patent with their abbreviations.
- ✓ The authority to use the label belongs to the Ministry.
- ✓ This logo is used by the authorized control body on raw materials, semi-finished or finished agricultural organic production materials produced in accordance with the Turkish Regulation.
- ✓ No organic product logo is used on 'in conversion' products.
- ✓ The logo language of organic products presented to domestic market should be Turkish.
- ✓ Turkish Organic Product Logo cannot be used on imported products.
- ✓ Depending on the nature of the production, its size and the type of packaging, one of the logo examples given below is used.
- ✓ The diameter of the logos cannot be smaller than 20 mm and larger than 40 mm.
- ✓ Colors and tones other than the given colors cannot be used.
- ✓ Colors to be used in logos; green, blue, black and white.

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### 4.3. Başak Ekolojik Logo Usage Rules

#### 4.3.1. Başak Ekolojik's New Logo and Usage Information

Başak Ekolojik has gradually started to use its new logo on the documents included in the quality management system, on the web page, in the advertising and marketing elements, as of 07 June 2021. Başak Ekolojik has granted a maximum of 7 months (until 31 December 2021) to its contracted operators who use the Başak Ekolojik logo on their packages and labels, provided that the number of printed labels and packages is notified to Başak Ekolojik in advance. Labels with old logos will not be approved after the specified period has expired.

#### New Logo Color and Size:

- ✓ The logo of Başak Ekolojik Ürünler Kontrol ve Sertifikasyon Hizmetleri Tic. Ltd. Şti; can be used in 3 different colors according to the ground color as colored, black and white.
- ✓ Logo cannot be smaller than 7 mm in diameter.
- ✓ The logo of Başak Ekolojik Ürünler Kontrol ve Sertifikasyon Hizmetleri Tic. Ltd. Şti' should always be prepared in one piece. No division can be applied to the logo in digital and print versions.

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Color codes for the new Logo are as follows:



Blue: CMYK 100/54/4/19 Pantone: 301 C / 301 U

Green: CMYK 97/20/98/12 Pantone: 348 C / 348 U

**Important Note:** Başak Ekolojik **Ürünler** Kontrol ve Sertifikasyon **Hizmetleri** Tic. Ltd. Şti's corporate colors are determined according to CMYK (C: Pine Blue, M: Magenta, Y: Yellow and K: Black). PMS (Pantone Matching System) values give colors closest to CMYK values, but PMS values are never the same as CMYK. Therefore, CMYK values should be taken as a basis.

#### **New Logo Versions:**

There are two different logo versions of Başak Ekolojik, flat and round. Always use the original corporate logo version 1. The round logo version 2 can be used when the floor on which the logo will be applied is insufficient. However, for floors or designs where it is not possible to use Version 1 and 2, version 3, version 4 or version 5 can be used.

#### **Version 1- Original Official Logo**



#### **Version 2 – Original Round Logo**



#### **Versiyon 3- Single Color Logo White**



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## Versiyon 4- Monochrome Logo Black



## Versiyon 5 – Round Logo Black



Wrong

Right



Please, do not put the logo on a background that will make it difficult to see. If required, use version 3 single color, white Logo.



Do not distort the form of the logo by reshaping it to fit the logo in a certain area. Scale the logo keeping the proportions right.

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## 4.3.2. Başak Ekolojik Old logo

The old Başak Ekolojik logo, which should not be used as of December 31, 2021, is below.



## 4.3.3. Başak Ekolojik Logo Usage Rules

Başak Ekolojik organic production logo is required to be used on products and packages that are inspected and certified by Başak Ekolojik in accordance with the provisions of the Turkish Regulation on the Principles and Implementation of Organic Agriculture. Products that do not have the logo on it cannot be organically presented to the domestic market, cannot be advertised or promoted, or apply for a patent with their abbreviations.

**Başak Ekolojik logo** is not among the mandatory phrases on the label according to the EU Organic Production **Regulation**. However, in case of use, all rules in this instruction must be followed.

When used on the product, it should be used in a way that does not cause false evaluations. The logo is made available to the raw materials, semi-finished or finished organic production materials produced in accordance with the provisions of the relevant Regulation by the authorized control body. Başak Ekolojik and organic production logo is used, which is determined according to the quality of production, size and type of packaging. Before using this logo, the operators will officially apply to Başak Ekolojik **with** a label draft (graphic work, sample, picture, etc.) that visually defines the place to be used for each different usage. The operator must use the Başak Ekolojik Logo in accordance with the authorization given to it, provided that it complies with the usage principles. It must obtain permission to use its certificate and Başak Ekolojik's logo in its own advertising campaigns, correspondence, brochures, web pages and agreements. Labels to be used must be approved by Başak Ekolojik before.

Where Başak Ekolojik logo is used, the clients/operators must meet the following conditions:

- ✓ Başak Ekolojik logo can be used by operators that have been successful in the audits carried out by us and whose certificate is still valid.
- ✓ Başak Ekolojik logo and certificate can only be used on the product packaging inspected, for the operator and the production area. The product, which is not covered by the document, cannot be used by other operators.
- ✓ A sample of the logo is sent by Başak Ekolojik to the operators that have been awarded the Certificate. No changes can be made to the submitted logo other than the permitted size.

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- ✓ It can be used for commercial purposes, advertising or promotional purposes without making any changes on the document, content or format, by declaring that the product is produced in accordance with the EU Organic Production Regulation or Turkish Regulation on the Principles and Implementation of Organic Agriculture.
- ✓ Logo should always be used with Başak Ekolojik reference
- ✓ Logo and documents cannot be used in a way that means that Başak Ekolojik is solely responsible for the compliance of the product and related activities.
- ✓ Operators,
  - In line with the S-P01.01 Organic Production Control and Certification Service Agreement; in case of suspension of certification, a text containing reference to the certification in processes such as labeling of products within the scope of the document, advertising, etc. cannot use it **until the suspension of the certification is lifted**, and,
  - The operator shall cease the use of the Başak Ekolojik logo and certificate in the event that the agreement s/he has signed is **terminated**, expired, **withdrawn** and **in the products that are no longer included in the scope of certification**; s/he accepts that the document and promotional material that refers to the document and includes the logo will be withdrawn from use, **and that the logo prints including the certificate will be returned**.
  - **T-P01.02 Instruction on the use of Certificate and Logo** is respected for the implementations in the use of documents and signs in case the agreement is **terminated**, the certificate is suspended, **withdrawn**, and **scope is narrowed** during the certification process.
- ✓ All legal rights belong to Başak Ekolojik in cases where it is noticed that the Logo and the document are used in a misleading, inappropriate way **or without permission during the audits or in different environments**. In these cases, **depending on the severity of the non-compliance**, suspension and **withdrawal** of the certificate are applied.
- ✓ Every **operator** with whom Başak Ekolojik has a commercial relationship is deemed to have accepted the legal conditions set forth in this instruction.

#### 4.4 Turkish Accreditation Agency (TÜRKAK) Logo Usage Rules

The Operator may use the Product and Ministry Logo in accordance with the relevant Regulation, and the Accreditation Body Logo within the framework of the relevant institution's instructions on this matter. TÜRKAK accreditation mark should be used in the format, size and color described in detail in the document "R.10.06 Conditions for the Use of TÜRKAK Accreditation Mark by TÜRKAK Accredited bodies" published by the Turkish Accreditation Agency (TÜRKAK).

- TÜRKAK logo can not be used alone without the Başak Ekolojik logo.
- Logos should be used in proportionate sizes.
- Any of the logos should not be more dominant or in the background than the other in terms of color and size.
- TÜRKAK accreditation mark can be used in stationery, advertisement, promotion and similar materials, but it must be on the printed document together with Başak Ekolojik's logo or name. It should not be more dominant than Başak Ekolojik logo or name.

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- TÜRKAK Accreditation Mark should not be used in a way that may cause misunderstanding about the status of Başak Ekolojik.
- TÜRKAK-accredited bodies have the right to use the TÜRKAK Accreditation Mark in the relevant promotional/advertising materials, provided that they meet the conditions in the R.10.06 Guideline.
- Operators that have obtained certificates from TÜRKAK accredited certification bodies may use the TÜRKAK Accreditation Mark in stationery, advertisement, promotion or similar materials. TÜRKAK Accreditation Mark should be used in relation to the brand of the accredited certification body or certification program.
- The term “Promotional Materials” includes notes, labels, documents or written notices attached to products and materials other than products or goods manufactured under an accredited product certification activity. This restriction also applies to packaging and promotional materials.
- TÜRKAK Accreditation Mark cannot be used on business cards printed for Başak Ekolojik personnel. No references to the accreditation of the organization can be made on the business cards. Signatures/business cards used in e-mails are also considered within this scope.
- Başak Ekolojik will obtain TÜRKAK's approval for the relevant material before putting into use any material (stationery, etc.) on which the TÜRKAK Accreditation Mark will be used.

#### OTHER RESTRICTIONS ON THE USE OF THE TURKAK ACCREDITATION BRAND

- TÜRKAK Accreditation Mark should not be used on vehicles, except for advertising materials containing TÜRKAK Accreditation Mark, in accordance with the conditions specified in the R.10.06 Guide as part of an advertising campaign.
- TÜRKAK Accreditation Marks should not be used on buildings or flags.
- TÜRKAK Accreditation Mark can be used on the interior walls and doors of the building of the accredited conformity assessment body or on the promotion stands at fairs.
- TÜRKAK logo should not be used in a way that could imply that TÜRKAK approves or recommends any product or service, and that TÜRKAK assumes responsibility for certification activities.
- All activities accredited by TÜRKAK should be clearly stated in all documents and reports containing TÜRKAK logo.
- Bodies, whose accreditation has been suspended by TÜRKAK, and issuing certificates, reports, etc. with TÜRKAK Accreditation Mark should immediately cease its publication.
- Bodies whose accreditation has been revoked by TÜRKAK producing certificates, reports, promotions, advertising materials, etc. containing TÜRKAK Accreditation Mark should immediately stop its distribution.

#### 4.5. Use of the European Union Logo

The conditions under which this logo can be used and how it will be used are detailed **in T.P01.03 Instruction on the Use of EU Logo.**

#### 4.6. Situations in which Logos cannot be used by the Operators

- Logo cannot be used for products outside the scope of certification,

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- In places with deception purposes,
- On gifts for marketing purposes,
- On vehicles,
- On company signboards,
- On documents such as business cards, waybills, invoices, order forms, envelopes.
- In case of **termination** of the agreement, suspension of the certificate, **withdrawal** of the certificate and **the product no longer included in the scope of the certificate**, the Operator has to stop the use of the Certificate and the logo of TR-EU Organic Production Reg., Başak Ekolojik and Accreditation Agency.

#### 4.7. Periodic Supervision of Logos

Periodic surveillance of all logos on products with organic farming sign / logo is carried out by inspecting the relevant questions in the inspection reports during the inspection and by checking the labels before each sale.

#### 5. REFERENCE DOCUMENTS

Control and Certification Procedure (P-01)

**Procedure for the Termination, Reduction, Suspension and Withdrawal of Certification (P-07)**

Organic Production Control and Certification Service Agreement (S-P01.01)

Başak Organic Standart (AB- St.01)

**Instruction on the Use of EU Logo (T-P01.03)**

**Instruction on the use of Certificate and Logo (T-P01.02)**

#### 6. DISTRIBUTION

**An electronic copy of this document is available to all personnel in the Başak Ekolojik Institutional Portal System (SharePoint).**

#### 7. REVISION HISTORY

Revision No	Relevant Article	Revision	Revision Date
07	General	TR-AB code has been removed from the name of the document and the names of the KYS Document in the instruction. Main headings are all capitalized. The table regarding the time restrictions about the new logo of Başak Ekolojik, which came into force as of 07 June 2021, has been removed.	03.01.2022
08	General	Adjustments have been made according to the new EU organic production Regulation with number (EU)2018/848.	24.11.2022

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