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1 Foreword

The Eco-Mark Africa (EMA) is a certification scheme and eco-label that recognises and rewards sustainable business practices on the continent and educates buyers on their purchasing decisions for products from Africa. The scheme is administered by the African Organisation for Standardisation (ARSO), an AU organisation with the mandate of developing tools for standards development, standards harmonization and implementation of these systems to enhance Africa’s internal trading capacity, increased Africa’s product and service competitiveness globally, and uplift of the welfare of African consumers as well as standardization forum for future prospects in international trade referencing.

There are programmes that allow use of the EMA logo in a range of sectors and ensures that certified producers within each sector follow the environmental, social and economic criteria set by each respective EMA standard. The EMA logo is the primary communication tool through which certificate holders can demonstrate to their customers that their production processes are aligned to these criteria and assure consumers that the EMA labelled products they purchase are indeed EMA certified.

The ARSO has a responsibility to ensure that the EMA logo is used correctly, that it does not mislead consumers about certification claims, and that it maintains a clear, consistent brand message that protects the investment made in the logo by our certified producers and partners. This document sets out the rules governing the use of the EMA logo and explains how different users – producers, supply chain organisations, retailers, non-commercial organisations as well as the media – can ensure that the EMA logo retains its integrity and value.
2 Who can use the Logo

Any organisation that is committed to safeguarding the environment, conserving natural resources for future generations, and ensuring that workers, their families and communities are treated fairly – in Africa and beyond – can use the EMA logo providing they hold a valid certification. The EMA logo can be applied in two separate ways, namely for “on-product” and “off-product” use, as explained below.

2.1 On-Product Use

This applies to those cases where the EMA logo is printed on product packaging that was produced by EMA certified producers, certified product holders and holders of Chain of Custody (CoC) certificates.

In these cases, the EMA logo must be accompanied with additional claims and information that together form what is known as the EMA label (see Section 6.1 for more information).

♦ Certified producers are organisation responsible for all the operations related to the production of EMA labelled goods and services that have undergone certification by an ARSO Accredited Certification Body (CB), thereby demonstrating their production methods are compliant with the applicable EMA sector standard, and have signed a Label License Agreement with the AEM.

♦ Certified product holders are organisations whose selected products have undergone certification by an ARSO accredited laboratory or inspection body (IB) - thereby demonstrating that the tested products do not contain ingredients harmful to human health and the environment - have signed a declaration that they adhere to the core principles of EMA, and have signed a Label License Agreement with the ARSO.

♦ Chain of Custody certificate holders can include processors, distributors, wholesalers, retailers or food-service companies that sell EMA certified goods in bulk, consumer-ready packaging or ‘ready-to-eat’ food products that have undergone CoC certification by an ARSO Accredited CB, thereby demonstrating the traceability of EMA labelled products throughout their operations, and have signed a Label License Agreement with the ARSO.
2. 2 Off-Product Use

*Off-product use is where certified and non-certified organisations can use the EMA logo for general illustrative and promotional purposes, in order to communicate their support for the ARSO.*

This can include publishing the logo in media articles and on for instance websites, promotional materials, and corporate documents. These organisations can include the following:

- Non-commercial organisations: Education, non-profit, and non-government organisations that wish to promote their support for the ARSO.

- Commercial organisations: Non-certified organisations that assist the ARSO by providing services such as developing marketing material or assisting the ARSO in launching marketing campaigns.

- Media: organisations that publish news and features about the ARSO and the EMA certification scheme.

- Government: governmental, intra-governmental and international agencies that wish to show their support for the ARSO (more information on our government partners can be found on www.ecomarkafrica.org/.....)
3 Application Procedure

The EMA logo will only be approved for on-product and off-product use upon completion of the respective processes set out below. It should be noted that although the ARSO wishes to cooperate with all organisations that want to support our programme, the ARSO reserves the right to withhold approval for use of the EMA logo on any products, packaging and materials.

3.1 On-Product Use

Those organisations that have undertaken process, product or CoC certification against an applicable EMA standard, need to undertake the following:

♦ Upon certification by an ARSO Accredited CB, IB or laboratory, sign a Label License Agreement with the AEM to become a Licensee. ARSO will then send via email a high resolution logo in EPS, JPG and GIF format.

♦ Upon receipt of the EMA logo, ensure that it is not sent to any third parties except designers creating packaging or associated promotional materials.

♦ Incorporate the EMA logo and associated items into the design of the packaging and promotional materials. Submit colour or B&W proofs of these materials to the ARSO for approval. When designing packaging material, send the final draft design of the entire pack. The proofs will then be reviewed by the ARSO according to the rules and guidelines described in this document.

♦ If any required elements are missing or incorrect, the Licensee will be notified by the ARSO via email. The Licensee then edits the proofs as necessary and sends the revised material to the ARSO for a second review.

♦ Once the design has been agreed by the ARSO, it will send written approval of the logo use. Only at this stage can the materials bearing the EMA logo be printed.

The ARSO will make every effort to review submissions that meet these guidelines within ten working days.

However, correct use of the EMA logo will speed up the approval process.

Please ensure that all design agencies and other service providers who work with the EMA logo also have a copy of this document. The Licensee must also ensure that it retains a copy of the documented approval in their files as it may be requested by a compliance auditor upon a visit to its operations.
3. 2 Off-Product Use

Non-certified organisations that wish to use the EMA logo to indicate their support for the organisation must follow the following process.

- Visit the ARSO website and, click on the log-in link and register with the ARSO. www.arso-oran.org

- Fill in the logo use application form provided under www.ecomarkafrica.org/.... Once completed, click on the box confirming agreement to the ARSO’s terms and conditions for off-product use of the EMA logo.

- The ARSO will review the application and reply within five working days. If no further information may be required and the application is approved,

  ARSO will send via email a high resolution logo in EPS, JPG and GIF format.

  - Ensure that the logo is not sent to any third parties, except designers creating the promotional materials.

  - Submit colour proofs, preferably in PDF format, of the promotional materials to the ARSO for approval.

  - If any required elements are missing or incorrect, the ARSO will send a notification via e-mail. Once the required edits are completed, send the revised material to the ARSO for a second review.

  - Once the design has been approved, the ARSO will send written approval of the logo use via email. Only at this stage can materials bearing the EMA logo be printed.

Display screen wallpapers available through ARSO website downloads

- Fill in the logo use application form provided under www.ecomarkafrica.org/.... Once completed, click on the box confirming agreement to the ARSO’s terms and conditions for off-product use of the EMA logo.

  - Ensure that the logo is not sent to any third parties, except designers creating the promotional materials.

  - Submit colour proofs, preferably in PDF format, of the promotional materials to the ARSO for approval.

  - If any required elements are missing or incorrect, the ARSO will send a notification via e-mail. Once the required edits are completed, send the revised material to the ARSO for a second review.

  - Once the design has been approved, the ARSO will send written approval of the logo use via email. Only at this stage can materials bearing the EMA logo be printed.

www.ecomarkafrica.org
4 Trademark Protection

The EMA logo is a registered trademark of the ARSO. Approval for the use of the EMA logo does not transfer or license any intellectual property rights to license holders or approved organisations.

Unauthorised display is prohibited and will be treated as a trademark infringement. ARSO reserves the right to take legal action against any party that reproduces or copy its trademarks without prior authorisation.

The EMA logo shall not be used in a way that could cause confusion, misinterpretation or loss of credibility to the ARSO or the EMA certification scheme. ARSO reserves the right to suspend or terminate permission to use the EMA logo if the license holder or approved organization fails to comply with the requirements set out in this document. The interpretation of these rules is at the sole discretion of the ARSO.

To indicate the registration status of the EMA logo, it shall always be followed by the trademark symbol ™ (in superscript font). The same symbol shall also follow the abbreviation “EMA” or the name “Eco-Mark Africa” after their first use within the text of any published materials referring to ARSO and its EMA certification scheme.

This symbol represents the registration status of the EMA trademark in the countries in which EMA certified products or materials are to be distributed (see list of countries under www.ecomarkafrica.org/...).
5 Graphic and Language Rules

The following specifications are particularly relevant to graphic designers, agencies and art directors who design materials that include the EMA logo. It applies to both on-product and off-product use.

5.1 File Formats

Once all the necessary agreements are signed and received, the ARSO will furnish appropriate artwork files in EPS, JPG and GIF formats.

- EPS format is best used for printing as the file retains proper transparency that ensures a border for on-product printing.
- JPG format is suitable for websites or other low-resolution applications. However, the file does not retain transparency.
- GIF format is more suitable for PowerPoint presentations and Word documents.

5.2 Size

The following rules apply to the size of the EMA logo:

- To avoid the appearance of products or services being produced or sold by ARSO, the EMA logo should always be smaller than the brand name, business name, or label of the certified organisation.
- The EMA Logo must also be placed separately from text or other images and must have an exclusion zone of at least 10 mm.
- The minimum diameter allowed for the display of the EMA logo on printed material is 1cm (also see Section 6.2 for additional rules on minimum size for on-product use). There are no maximum size restrictions for the display of the EMA logo, either on-product or off-product.
- It must be ensured that the diameters provided are retained and the EMA logo is not squeezed or stretched (see examples below):
5.3 Colour and Font

The primary colours of the EMA logo are Azure Blue (Pantone 7477C), Leaf Green (Pantone 378C) and Pure White (Pantone GRIS1C). No other colours except 100% Azure Blue, Leaf Green and Pure White may be used.

It must be ensured that the above colour schemes are correctly applied to the EMA logo. None of the elements of the EMA logo must be replaced with other colours.
5.3 Colour and Font (continued)

However, the EMA logo is also available in black and white for those circumstances where the packaging is black and white or predominantly green or blue. In these instances, it must be printed in solid black and pure white only, never in grey-scale.

The font used for the EMA logo, EMA abbreviation and the name “Eco-Mark Africa” is Info Display Bold Roman. It cannot be substituted for any other font.

5.4 Language

ARSO promotes the export of African eco-labelled products, supports businesses that are marketing products in different geographical regions where English is not the primary language spoken. For this reason the name “Eco-Mark Africa” has been translated into 15 languages. Any additional translations must be undertaken by ARSO.

In promotional materials the first instance of the name “Eco-Mark Africa” can be followed by a translation, included in brackets, but it must not replace the name “Eco-Mark Africa” within the rest of the document. Similarly, the EMA abbreviation must not be changed in the text of any promotional materials or documents. However, the name “Eco-Mark Africa” shown within the EMA logo must not be replaced with a translation and the abbreviation “EMA” should also remain unchanged.
6 Rules for On-Product Use

The rules set out below are only applicable to the use of the EMA logo on product or product packaging:

♦ Only organisations that have been certified or obtained CoC certification, as well as signed a Label License Agreement with ARSO, may display the EMA logo on products and product packaging.

♦ The EMA logo shall not be used in a way that implies that the ARSO endorses or is responsible for any actions performed by the organisation outside the scope of certification, such as product quality.

♦ If the organization wishes to label semi-finished products, which could undergo additional processing within the supply chain, the EMA logo may only be used on packaging which will be removed before further processing, rather than directly to the product.

♦ Certified organisations may also use the EMA logo to promote their EMA certified products, and their status as EMA Licensees in promotional materials, website, corporate documents, etc. In this case, the same rules apply as provided in Section 7.
6.1 Elements of the EMA Label

Certified organisations that wish to display the EMA label on their products must ensure that the elements indicated below are included and that all the prescribed requirements are adhered to.

The elements together form what is called the EMA label. Any deviation in colour, font or design will reduce the effectiveness of the EMA label and could result in legal consequences associated with trademark infringements.

There are three categories for the EMA label, which describe the content of product material as well as the audit method – whether through process or product certification. The correct label should be chosen according to the claim with which the producer was audited and the product or material that has been supplied.

The three EMA labels are:

The Standard EMA label comprises of six elements, which may not altered in any way. These include:

- The EMA logo which consists of three distinct features, namely the green leaf, blue water droplet and map of Africa. It further includes the abbreviation “EMA”, the name “Eco-Mark Africa” and the “connecting circle” in the approved EMA green and blue font (see Section 5.3).
- The trademark abbreviation “TM” (in superscript font) indicating the logo is trade-label protected in specified countries.
- The “100%” figure indicating the percentage of certified material used.
- An ARSO producer or CoC Code.
- A black key line around the perimeter of the label with a solid white background.

Note: When the colouring of the packaging has a strong contrast to the white label background, the black key line can be removed. However, the rounded corners as for the label with a line border must be retained. The approval for removing the key line may be given during the licensing process.
6.1 Elements Of The EMA Label (continued)

The Mix label for products containing a minimum of 70% material from EMA certified producers.

The EMA Product Certified label share the same elements as the Standard label apart from the following:

- The size of the EMA logo is reduced by 30%
- The statement on content must be replaced by the word “LABORATORY TESTED” in capital letters.
- The following statement must be provided: Conforms to EMA Standard for ... [product example: hairspray]

The Mix EMA label comprises of all the same elements of the Standard label, apart from the following:

- The statement on content must be replaced by the word “MIX” in capital letters.
- The following statement must be provided: Contains 70% EMA certified [product example: coffee]

The Tested label for products that only underwent laboratory testing or were checked by an IB and where the production processes wasn’t audited against an applicable EMA process standard.
6.2 Placement

The following rules apply to the placement of the EMA label on products and product packaging:

- The EMA label can be published in either landscape (horizontal) or portrait (vertical) format, and both formats may be displayed. ARSO also allows the same user to display the two formats interchangeably on different applications.

- The minimum size for on-product applications of the landscape (horizontal) label is 18 mm (measured from the base to the top of the left-hand side).

- The minimum size for the portrait (vertical) label is 20mm (measured from side to side at the top).

- Minimum size requirements for bulk packaging are 22mm and 30mm, respectively.

- The labels should be placed on the front of the pack to ensure maximum visibility. For packaging where an alternative placement may be appropriate, approval may be given during the licensing process.
6.2 Placement  (continued)

♦ To ensure that the EMA label is never compromised, it should stand on its own, so that it does not compete with existing text or images.

♦ The EMA label should never be displayed in a position where it could be confused with a business name or a brand name, or in a way that could imply endorsement of initiatives not relevant to ARSO.

♦ When the label is produced at its minimum size, the clear space around it must be at least 3 mm for product-specific text (such as size, weight, ingredients, etc).

♦ When the label is reproduced at larger sizes it must be surrounded by clear space of at least 12% of the label height (portrait format) or width (landscape format).

♦ The EMA label should be placed on a non-patterned, pure white background. Patterned backgrounds that are not disruptive to the EMA label design may be approved during the licensing process.

♦ The label proportions must not be changed, such as rotating the logo or changing the shape of the border or background.

♦ The EMA label must not be printed on stickers.

Samples of unapproved backgrounds
6.3 Label Code

All EMA labelled products carry a unique producer or CoC code featuring a sequence of letters and numbers that refer to the producer of the product. It must always be displayed in the EMA label and should be readable. This code is necessary to ensure traceability of EMA certified products and underpins the ARSO CoC program. The code will be provided by the CB.
7 Rules for Off-Product Use

The following rules apply to the off-product use of the EMA logo:

- Organisations that wish to promote their relationship with the AEM, and that have a written agreement to use the EMA logo, are permitted to publish the logo in printed promotional materials, websites, corporate materials, press releases, articles, etc. However, it must not appear on promotional materials that also resemble products, such as coffee cups, pens or clothing, unless approved by ARSO.

- Any use of the logo to promote a relationship or collaboration with the ARSO must appear with a pre-approved statement. This statement must accurately describe the nature of the relationship and must be approved by ARSO.

- If an organisation sells EMA certified and non-certified products, or publishes materials that refer to both EMA certified and non-certified products, supporting text must be used with the EMA logo to make it clear to consumers which products are EMA certified.

- Media professionals and publishers that use the logo for illustrative purposes must ensure that the EMA logo appears within or in close proximity to the article that mentions the EMA certification scheme or ARSO.

- ARSO certification or approval for the use of the EMA logo does not imply endorsement or support from the African Union or any supporting government or political entity affiliated with ARSO. It further does not imply support from any of ARSO’s official sponsors. If it is found that organisations use statements inferring association to or support from our political partners and sponsors, their license or approval to use the EMA logo shall be withdrawn.

- The EMA logo must not be used in document templates such as letterheads or email signatures. The EMA logo also cannot be used on business cards.

- When articles or promotional materials are compiled that refer to ARSO, avoid terms that can be confused with other certification programs such as for example “organic”, “food safety” and “quality”.

- The EMA logo also cannot be used on business cards.
8 Dual Labelling

ARSO supports mutual recognition of other eco-labels, whose standards and certification procedures meet the requirements set by ARSO.

Producers that are certified against ARSO recognised eco-labels may use the EMA Label on the products they produce, and express their support for ARSO through off-product promotion. When displayed with the EMA label, the adjoining eco-label should be reproduced in accordance with its own requirements and specifications.

The EMA label must be scaled proportionally to the adjoining label. When the EMA label increases in height or width, the size of the adjoining seal should also be increased, and vice versa. All packaging and materials that bear the EMA label together with an adjoining eco-label must be submitted to the ARSO for approval.
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We look forward to working with you