

# Certification Symbol(s)

## APPENDIX No. 9

### 9. Appendix No. 9 – Certification Symbol



The Code's Certification Symbol(s) is a trademarked symbol and may be used only by signatories to The Code who have met all their obligations under The Code which includes payment of fees.

The above Symbols are the industry's method of guaranteeing the authenticity and quality of its products. It distinguishes quality certified Australian products from other products in local and international marketplaces.

It is imperative that these symbols be used consistently and only in accordance with the terms and conditions below.

The Code will underpin all marketing activities. These will include the promotion of the Certification Symbols as the benchmark of industry standards.

This is your "**seal of approval**". It is your promise to consumers that your standards meet AS 5265-2011 and the Voluntary Industry Standard for Table Olives in Australia and that your products have earned the right to carry the industry's certification symbol.

#### **Misuse of Symbol(s)**

A registered trademark is legally enforceable and gives the AOA exclusive rights to commercially use, licence or sell it for the goods and services that it is registered under.

Our Trademarks are a valuable asset and we have a legal obligation to protect our Trademarks and may sue for infringement if another person or company uses our Trademarks, or a similar trademark on the same or similar goods or services or who continues to unlawfully use the trademark in accordance with Section 10 (Effect of Withdrawal or Expulsion) and Section 13 (Trademarks).

A letter from a lawyer or patent attorney can be expected if the symbols are misused, applied to non-conforming product and the infringement is not rectified in a timely manner.

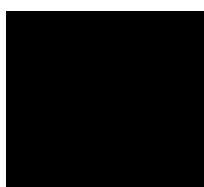
### Terms and Conditions of Use of all Symbol(s)

*\*only the EVOO Certification Symbol is illustrated below but the terms and conditions of use apply to all Certification Symbols.*

1. The Certification Symbol may be used only on or in association with a product that has been certified as meeting the requirements of The Code. It may not be used on or in association with any other product of the signatory.
2. The Code Certification Symbol shall be used only in the form provided by the Australian Olive Association Ltd. The CMYK colour breakdown or PMS colour swatch depicted below shall be used for all printing and display purposes, unless otherwise approved by the Australian Olive Association Ltd.



<b>C</b>	<b>27</b>	<b>R</b>	<b>103</b>	<b>PMS</b>
<b>M</b>	<b>0</b>	<b>G</b>	<b>119</b>	<b>5757</b>
<b>Y</b>	<b>95</b>	<b>B</b>	<b>24</b>	
<b>K</b>	<b>55</b>			



<b>C</b>	<b>0</b>	<b>R</b>	<b>0</b>	<b>PMS</b>
<b>M</b>	<b>0</b>	<b>G</b>	<b>0</b>	<b>BLACK</b>
<b>Y</b>	<b>0</b>	<b>B</b>	<b>0</b>	
<b>K</b>	<b>100</b>			



<b>C</b>	<b>0</b>	<b>R</b>	<b>255</b>	<b>PMS</b>
<b>M</b>	<b>7</b>	<b>G</b>	<b>231</b>	<b>127</b>
<b>Y</b>	<b>50</b>	<b>B</b>	<b>148</b>	
<b>K</b>	<b>0</b>			

3. The Code Certification Symbols may be used in a two tone mono or black and white form, as shown below, only where use of the specified colours is not practicable and where the reputation of the signatory and the Australian Olive Association Ltd is enhanced.





4. The Code Certification Symbol(s) may be used in a solid colour or reversed form as show on the left, only where use of the specified colours is not practicable and where the reputation of the signatory and the Australian Olive Association is enhanced.

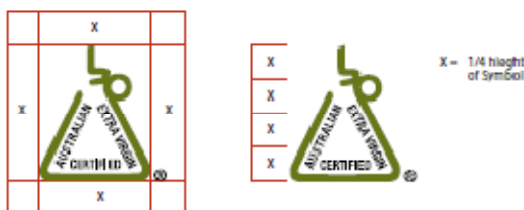
5. Modification of the Code Certification Symbol is not allowed. This includes: animation, colour changes, morphing, blurring, pixelation, font changes, elongation or any other form of distortion.
6. The Code Certification Symbol may be used only in advertising and marketing material or product identification dealing specifically and only with certified product.
7. When used in advertising and marketing material or on a large label, the Code Certification Symbol size should be increased to be prominent and easily seen, with a minimum of size 7% of a page unless otherwise approved by the Australian Olive Association Ltd.
8. The symbol shall not be used smaller than displayed below.



9. The Code Certification Symbol may not be used in any manner that might imply association with any product other than one certified under The Code or with any organisation other than the Australian Olive Association Ltd.



10. The Code Certification Symbol may not be used as a basis for any design that appears to mimic it or rely on it for impact or effect.
11. The Code Certification Symbol shall stand alone and not be combined with any other object, including other designs, images or graphics of any kind unless approved by the Australian Olive Association Ltd.
12. The Code Certification Symbol shall always be accompanied by the trademark symbol <sup>TM</sup>
13. A minimum clearance space as indicated by the box surrounding the Code Certification Symbol below shall be maintained.



14. If the Code Certification Symbol is used on a label or any other advertising or marketing material similar in colour to The Code Certification Symbol background or border, the second or third option displayed below shall be used to ensure that the symbol is prominent.
15. The Code Certification Symbol shall be included only on the right hand top or bottom corner of a bottle label artwork and advertising or marketing materials unless the Australian Olive Association Ltd has approved otherwise.
16. If a sticker with The Code Certification Symbol is used it shall be affixed at or near the right hand top or bottom corner of a front label, or on the neck of an olive oil bottle.
17. A signatory may use a certificate or label provided by the Australian Olive Association Ltd with product qualifying for use of The Code Certification Symbol.



To purchase stickers for containers, including bottles, tins and casks or download artwork files, please visit the Australian Olive Association Ltd website: [www.australianolives.com.au](http://www.australianolives.com.au) or email [secretariat@australianolives.com.au](mailto:secretariat@australianolives.com.au)

For any other questions or concerns regarding the application of these terms and conditions, please contact the Australian Olive Association.