



Using of Logos and Marks: URS and GMP+ Logo Rules

URS Logo Regulations and Rules

As a registered Client, Entity, or Person, you will be entitled to use the relevant mark(s)/Logo(s). Before you start to use your mark(s)/logo(s), please take the time to read the rules and regulations appertaining to the use of the relevant mark(s)/Logo(s); stated below.

Logo Regulations and Rules of Application

As you are a certified/registered organization, your business is entitled to display this fact, via a logo, or logos, on letterheads, compliment slips, business cards, brochures and marketing materials (including websites), etc. as long as they conform to these requirements.

The choice of logo(s) will depend on your organizations preference regarding design and presentation.

In general, the choice of logos available, are as follows:



Please note that the auditor (inspector, or evaluator) is obliged at every visit (or evaluation) to check the use of logos and should he or she note that an incorrect logo is being used or a proper logo is being used incorrectly, then a Non-compliance will be raised and you will be requested to remove the logo from all use. In addition, if it is determined that incorrect references to certification status or misleading use of certification documents, logos or reports has occurred, additional actions could be taken by URS GmbH including suspension, withdrawal of certification, publication of the transgression and, if necessary, legal action.

When using a logo(s), please note that there are rules/regulations regarding their use, these are as follows:

Regulations

- i) (a) Logos above must not be used on Products, or the Packaging of products seen by the consumer
- i) (b) Logos must not be used on laboratory test or calibration reports.
- ii) (a) The only exception to (i) above is, providing a clear statement accompanies the logo(s), which states the suggested wording below (At no time must the logo appear on its own and must not convey the impression that the product has been certified/approved).

e.g.: "This logo demonstrates that the organization has a implemented to assure compliance with the a Feed Safety Management System ".



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- ii) (b) You are not permitted to make any misleading statement regarding its certification and must amend all advertising material if their scope of certification has been reduced.
- ii) (c) You must not use or permit the use of a certification document or any part thereof in a misleading manner. i.e. the logo(s) can only be used in conjunction with the name and location that gained the certification/registration.
- ii) (d) Upon suspension or withdrawal of the certificate(s) you must discontinue the use of all advertising materials (hardcopy and/or electronic versions) that contains any reference to certification.
- ii) (e) Misuse of the accreditation mark and/or certification logo may be cause for withdrawal of your certification, this includes implying that the certification applies to activities that are outside of the scope of certification.
- ii) (f) You should not use your certification in such a manner as to bring URS GmbH and/or the certification system into disrepute and lose public trust.
- iii) For all logos types above, the logos can be of any size and color.
- iiii) Logo must be used Without degradation/distortion of its dimensions.

Use of GMP+ FC Logo's / Trademarks

1. The Logo's and/or Trademarks must, in terms of design and colors, be equal to the original provided by GMP+ International. GMP+ International is offering the GMP+ FSA and GMP+ FRA Logo's also in black and white. Each of the Users is only entitled to display the Logo's and/or Trademarks as follows:

- a) On or near its Business Location or transport vehicle;
- b) On its documents, but only in case the delivered products or services are produced under the scope of a GMP+ certificate;
- c) On its website;
- d) It is not allowed to use the GMP+ FSA Logo on or nearby GMP+ certified (produced) products;
- e) It is allowed to use the GMP+ FRA logo on or nearby the GMP+ certified (produced) products;
- f) Companies that have a temporary acceptance are not allowed to make any use of the GMP+ Logo's and/or Trademarks.

2. GMP+ certified company becoming aware of any misuse of the Logo's and/or Trademarks must immediately report such misuse to GMP+ International. Without prejudice to the authority of GMP+ International, URS GmbH as well is jointly with GMP+ International authorized to bring a claim against any person or entity misusing the Logo's and/or Trademark.

3. Users are not allowed to:
- a) create or use a Logo with references to the Logo's and/or Trademarks of GMP+ International;
 - b) register, in whole or in parts, the Logo's and/or Trademarks or any alteration thereof;
 - c) Use the Logo's and/or Trademarks as and/or as part of a company name, trade name, product name or service name.

Any User acting in violation of this article must be liable towards GMP+ International for any and all damages and costs incurred.



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Example of GMP+ Feed Safety Assurance logo (FSA):



Example of GMP+ Feed Responsibility Assurance logo (FRA)



GMP+ feed status declaration

One of the statements set out in TS 1.8 Labelling must be stated verbatim in the sales contract, order confirmation, invoice, transport documents, specification sheet or other written form.

Using the above logo (design) without an additional statement is not sufficient.