NASAA
Label Style Guide

FOR GENERAL ENQUIRIES
(including applications for Certification)

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1.0 - ABOUT NASAA

Formed in 1986, The National Association for Sustainable Agriculture, Australia (NASAA) supports the education of industry and consumers on Organic, Biodynamic and Sustainable agricultural practices. NASAA is committed to developing and maintaining organic standards; assisting operators in gaining organic certification; and developing the organic industry in Australia.

The scope of NASAA's Standard covers the organic supply chain – from producers, processors, input manufacturers and retail operations – ensuring organic integrity 'from paddock to plate'.

NASAA Certified Organic is a wholly owned subsidiary of NASAA and provides the certification services to operators within Australia and Internationally. NCO is licenced by NASAA to authorise it's certified operators to apply the NASAA label.

1.1 - INTRODUCTION

This Guide provides information on the use of the NASAA certification labels. It covers use on certified products and rules for use in promotion and advertising.

It has been developed to ensure consistency in the use of all labels at the point of application. This is important to reinforce the label recognition and certification status at the point of sale.

All labels must be approved prior to use.

**ADDITIONAL
CERTIFICATION PROGRAMS
AND RELEVANT LABELLING**

Please note there are specific labelling requirements for different export markets. Please discuss your labelling requirements with the NCO certification staff prior to using international organic labels.

2.0 - NASAA LABELLING RULES

2.1   Only NCO certified operators may use the NASAA Name and Label.

2.2   Please refer to the NASAA Organic Standard Use of the NASAA Label (2.16), Conversion Labelling (2.17) and Labelling General Principles (2.18).

2.3   The relevant NASAA Label(s) is/are set out in the NCO Operator Contract.

2.4   The relevant NASAA Label(s) maybe attached to certified goods, their packaging and/or sales invoices, websites, and other promotional material with prior approval from NCO.

2.5   Information regarding the operator's certification with NCO shall be portrayed in a manner which is clearly legible.

2.6   The NASAA Label MUST be accompanied by the operator's Registration Number.

2.7   Usage of the NASAA label and reference to certification shall be discontinued where a certified operator is decertified or withdraws from certification. Suspended operators may not trade as certified or market products with NASAA label or NCO name until the suspension is lifted.

2.8   The person or company legally responsible for the production or processing of the product must be on the label (name and address).

2.9   The certification status must be correctly stated on the label.

2.10   Conversion Labelling can be applied subject to the above. Any reference to Organic must be in the context of Organic IN CONVERSION.

2.11   Designs, artwork & advertising incorporating the NASAA name and/or label must be approved by NCO prior to use. Operators must submit product packaging incorporating the NASAA label to NCO for approval prior to printing/publication.

2.12   Labels are available from NCO in a variety of formats.

2.13   The font NEXA Bold must be used for the Cert. No.

COLOURS

NCO green (PMS 7727c) is to be used whenever possible.

As a general rule no other colours may be used, except black or white (strictly single colour only).

White is to be used when the NCO label appears on a dark background.

Requests for variations must be sent to NCO for consideration and approval prior to publication.
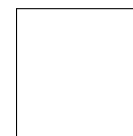
NCO GREEN

PMS: 7727c
CMYK: 100, 0, 94, 46
RGB: 0, 111, 68

BLACK

PMS: -
CMYK: 0, 0, 0, 100
RGB: 0, 0, 0

WHITE

PMS: -
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255

USE OF COLOURS

Do not use green or black on dark background, and do not use white on light backgrounds.

Use single colour only, Do not combine colours.

Do not introduce new (unspecified) colours to the label.

MINIMUM SIZE AND SPACE

Minimum size of label

NASAA CERTIFIED ORGANIC Cert. No. A000000

(most labels)
Min. height of container
= 11mm

NASAA INPUT FOR ORGANIC PRODUCTION Cert. No. A000000

(in conversion or input labels)
Min. height of container
= 12.5mm

* labels can be used at smaller sizes if required, as long as all text remains legible.

Minimum clear space to be given around label

= x1 height of letter 'O'

x2 from line

x1 from tip of leaf

NASAA CERTIFIED ORGANIC Cert. No. A000000

x2 from line

x2 from line

x2 from line

USE OF LABEL

Do not edit, or adjust the label in any way, including editing text. Only use exact label artwork supplied.

Only use the label with the correct Operator's registration number.

example of custom registration number

Primary Organic
Certification Label

NASAA
**CERTIFIED
ORGANIC**
Cert. No.
A000000

Secondary
Organic Labels

NASAA
**ORGANIC
DOMESTIC**
Cert. No.
A000000

NASAA
**ORGANIC IN
CONVERSION**
Cert. No.
A000000

NASAA
**ORGANIC
DOMESTIC IN
CONVERSION**
Cert. No.
A000000

Primary Biodynamic
Certification Label

NASAA
**CERTIFIED
BIODYNAMIC**
Cert. No.
A000000

Secondary
Biodynamic Labels

NASAA
**BIODYNAMIC
DOMESTIC**
Cert. No.
A000000

NASAA
**BIODYNAMIC IN
CONVERSION**
Cert. No.
A000000

NASAA
**BIODYNAMIC
DOMESTIC IN
CONVERSION**
Cert. No.
A000000

Other Certification Labels

NASAA
**INPUT FOR
ORGANIC
PRODUCTION**
Cert. No.
A000000

Certified Trader Labels

NASAA
**CERTIFIED
TRADER**
ORGANIC PRODUCT
Cert. No. A0000

NASAA
**CERTIFIED
TRADER**
BIODYNAMIC PRODUCT
Cert. No. A0000

NASAA
**CERTIFIED
TRADER**
IN CONVERSION PRODUCT
Cert. No. A0000