



Brand Regulations

Version 2/2007

The regulations established hereunder are binding for all users and utilizations. The regulations will be developed further if need arises. Participate with your experience and suggestions and we will include them in the new versions of these brand regulations.

Please note that generally only the Association FORUM ESSENZIA as well as certified companies are entitled to use the FairWild hallmark of quality to label their certified products.

We have tried to establish guidelines only for the most important fundamentals. We abstain for giving detailed instructions as it is quite usual within associations or companies because we believe that each member company or each licensed company should be free to develop its own unique "style"

The Fair Wild Management Board of FORUM ESSENZIA is responsible for these brand regulations and their updates in cooperation with the certification institution. Please direct all suggestions and questions to the administration office or via email according to www.fairwild.org.

1. FOR LICENSE HOLDERS

1.1 The FairWild quality hall mark

The FairWild hallmark of quality serves for labeling products that have been certified according to these guidelines. Thus, only the following utilizations are admitted:



1.1.1 Product labeling

Products that have been certified by the authorized certification institution may use the graphic art of the label in their advertising and marketing material. For this purpose different graphic models in different sizes and colors are available for use without any modification.

A clear, unmistakable relation between the effectively certified product and the quality hallmark must be recognized immediately. In no way should the impression be given that non-certified products are also certified with the hallmark of quality. Thus, the use of the quality hallmark directly on the product, e.g. on banners, stickers, labels, etc. is only permitted on certified products. Principally labels or other identification systems (for example hangtags) have to be put directly on the certified product and not on shelves, bars or other presentation systems. Only in this way can a clear identification be guaranteed.

Composite products that contain less than 75 % certified FairWild or equally recognized products (see enclosure) can only be labeled with the term: "contains FairWild".. (without the logo). For ingredients with FairWild quality of more than 20%, the FairWild logo can be used in a subordinated place.

1.1.2 Specific materials of the company

Generally only the graphic models made available and released by the brand owner may be used. Users may not make any modifications. Exceptions hereto are only permitted with the PREVIOUS explicit authorization of the brand owner.

Nevertheless scaling of the models (reducing or increasing their size) is permitted, but the logo must always be distinctly identifiable.

Pre-defined colors (see below) must be used in any case. Unavoidable slight changes during the printing process are accepted. Nevertheless, intentional use of other colors is not permitted without special authorization.

1.1.3 Consumer information

The FairWild quality label can also be printed and explained within the framework of consumer information. But in these places, a non-certified product may in no way be shown in such a way that the reader gets the impression it is certified. Such consumer information can also be included in advertising material if the difference between information and product relation can be clearly recognized.

Also in consumer information prepared by Forum Essenzia itself, the use of the FairWild hallmark of quality is permissible. Preferably positive printing should be used. Generally a reverse print (for example white on a dark ground) is also permissible.

1.1.4 Exclusive use by Forum Essenzia

Only FE itself (no license holder, nor members or other third parties) may use the FairWild hallmark of quality in another form in printed material (for this reason no models are made available for it), especially as pure artwork/illustration in association publications. Within the scope of possible utilizations are the visual reproduction of the publisher's mark for designing purposes such as a watermark or layout characteristic.



2. Regulations for text utilizations

In continuous texts, frequently there is no use of graphic logos. Consequently, writing of names and denominations should be uniform in this case.

2.1 Association's name

In a continuous text, the name "FORUM ESSENZIA" should be written in uppercase letters (capital), but naturally without quotation marks. As script, the normal characters of the continuous text are used.

For example: "In contrast to other associations FORUM ESSENZIA is the ..."

For questions about what "FE" finally means, always write the complete German name: FORUM ESSENZIA e.V. (in this case the addition of "e.V.", indicating that it is a registered association, is important), because it specifies that it is a not-for-profit association that promotes the hallmark among consumers. The presentation of a company's own creations as "Essences Association" is not allowed.

2.1.1 Versions in foreign languages

The name can be used in this way in all languages.

2.2 FairWild hallmark of quality

In relation with the FairWild hallmark of quality the formulation „hallmark of quality“ should be made exactly in that way. That is, not "label", "qualification" or even "logo", but only the term "hallmark of quality" and the product denomination in mixed writing, for example „FairWild“ or preferably also in italics or bold „***FairWild***“. It isn't necessary to use the graphic art in continuous texts, but naturally it is permitted.

2.2.1 Versions in foreign languages

In foreign languages naturally the term „hallmark of quality“ will be translated while the denomination of the hallmark of quality will remain unchanged in English. In German for example the translation will be "Qualitätszeichen" for „hallmark of quality“ and in Italian „marchio di qualità“ will be used.

3. Typography and colors

3.1 Scripts and types

In texts, the text script will be used and in the logo the type „Myriad – blod“.

3.2 Colors

The IVN (International Association Nature Textile Industry) uses principally three colors for identifying the Association:

black:	for scripts, etc. (100%)
green:	Pantone 361
red:	Pantone 032

A simulation of the colors can be made in four-color printing. The smallest graphic sizes can only be printed in a good quality with a very fine screen. In that case it is preferable to print with the special Pantone colors.



3.3. Color conversions:

3.3.1 green

- = Pantone 361
- = CMYK 100% Yellow; 70% Cyan
- = RGB (Internet/monitors) red 91; green 172

3.3.2 red

- = Pantone 032
- = CMYK 100% Magenta; 100% Yellow
- = RGB (Internet/monitors) red 229, green 53

The FairWild logo is composed of these two colors + black. Generally the 4-color art work of the desired hallmark of quality or Association's logo must be used for 4-color printed matters.

Generally the printing of all graphic art in black or in a grey continuum is permitted only in a solid color (or in the case of special color print also in bi-color) printed matters. In reversed printing, that is if the document has principally a dark background, the hallmark of quality can be printed reverse (that is bright/white). For this purpose, special optimized art work is available.

4. The following print and color versions of each logo are available:

- a) Pantone: color separation for printing with special colors (color definitions, see above)
- b) Uni-color black positive printing may only be used on pure black-white printed matters (black on white) or in bi-and three-color special color matters.
- c) Uni-color black reverse printing can be used if the background of printed matter is very dark; thus the logo is represented in reverse (white on black).
- d) 4-color process: Colors converted according to CMYK to a consistent four-color print without problems.

All graphic arts are available in optimum sizes for different uses as well as in color or for uni-color printing in form of ready art work. This art work executed in print optimized vector formats as well as in screen graphics for other uses (printing on office printers, internet, etc.), so that for each purpose there is an appropriate art work available without need for further elaboration.

Generally, art work may not be modified or adapted to one's conception. This is also valid for the compulsory colors given.

At least one example of all printed material on which the FairWild logo is used must be sent to the administration office of Forums Essenzia.



5. Sanctions for noncompliance

In order to secure a clear, uniform presentation of the hallmark of quality, FORUM ESSENZIA will proceed as follows in case of violations of the "Style Guide":

5.1 First violation

Warning with a stipulated time period for taking a position, removing the trademark where unauthorized or confirming that the necessary action have been taken

5.2 Repeated violation or refusal to abstain from unauthorized use of the trademark:

a) Measures according to paragraph 9 (contract violation) of the license agreement including:

- declaration of discontinuance
- compensation for damages
- order to eliminate the brand
- fine according to the penalty regulation
- contract dissolution

b) Measures of general law (trademark law)

- formal warning
- declaration of discontinuance with penalty
- refund of costs in case no declaration is made
- provisional injunction
