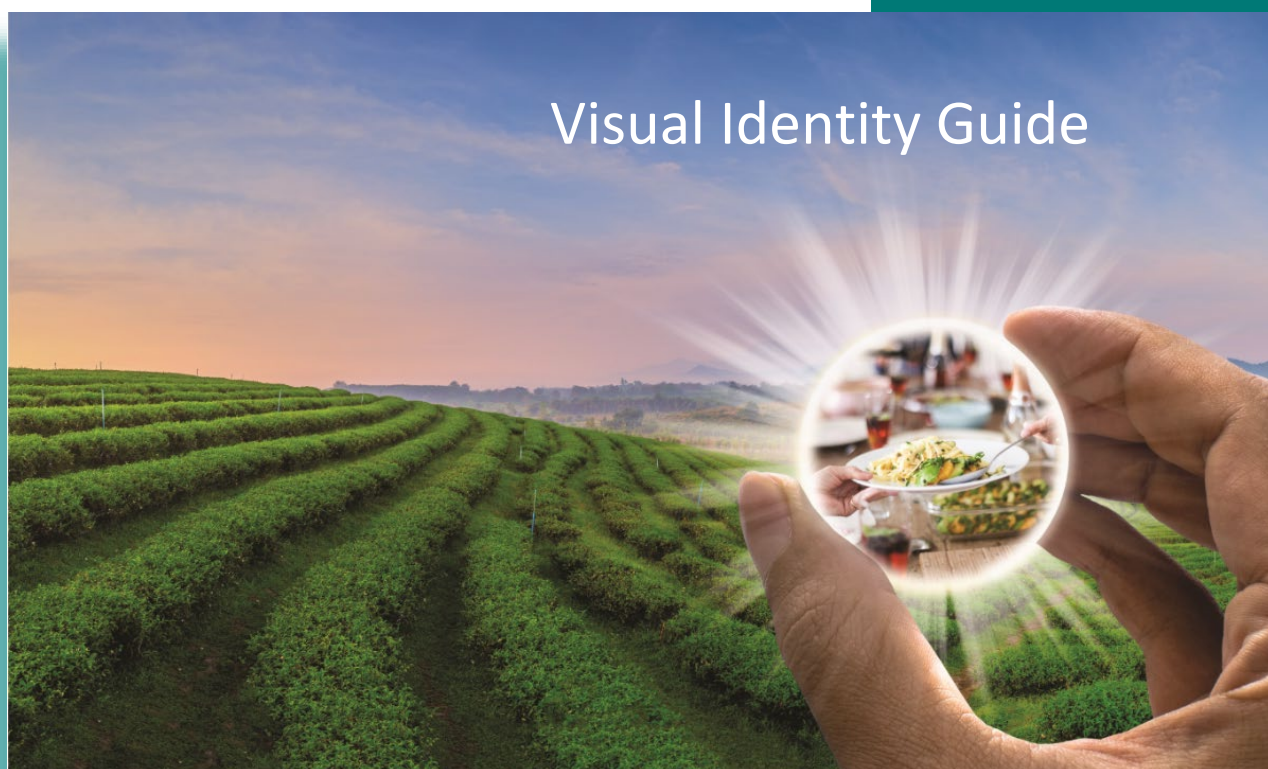


Visual Identity Guide



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BRAND STORY & SERVICES

INTRODUCTION

Bioagricert is among the leading organizations in Italy in certification and inspection services in the agri-food field, in particular with regard to the following sectors:

- **Organic-food certifications** (EU 848/18, NOP, JAS, China Organic, LPO Mexico, BIOSUISSE, KRAV, Organic Catering, NATURLAND, DEMETER etc.)
- **Quality certifications** (GLOBALG.A.P., BRC, IFS, DOP, IGP, STG, SQNPI-integrated production, ISO 22005 supply chain traceability, Regenerative Agriculture, Vegetarian, vegan, plant based products, etc.)
- **No food certifications and other services** (natural and organic cosmetics, environmental sustainability such as ProTerra, Fair Trade such as FairTSA, NON-GMO, Non-GMO Project, certification of green areas for sports and urban use, etc.)

For more information on the services offered by Bioagricert, consult the website <https://www.bioagricert.org/en/>

Bioagricert was founded in 1984 when a group of technicians and experts, gathered in a cooperative (Bioagricoop), began to work as an independent certification and control body.

In **1993**, having obtained the **recognition of the Ministry** of Agricultural and Forestry Policies, as a National Body authorized to control and certify organic products, Bioagricert **started the official activity of National Control and Certification Body.**

In 2017 Bioagricert **became part of the US Foodchain ID Group**, leader in testing for GMO research, in the certification of eco-sustainable and food safety standards. Thanks to the entry into the Foodchain ID Group, after 30 years of growth and success, **Bioagricert can now offer its 16,000 customers new perspectives** related to the offer of **a wider range of services** and the opening of new markets.

Bioagricert and Foodchain ID, despite having a common history in the eco-sustainable certification of agri-food supply chains, **offer complementary certifications and services**, able to satisfy the ever-increasing demand for safety and quality on the part of markets and consumers.

The wide portfolio of Bioagricert - Foodchain ID **guarantees companies a reliable and competent partner** and **a single point of reference for the different services.**

MISSION

Ensure compliance, quality, safety and sustainability of the global food chain and of all certification services provided.

Our strengths at your service:

- Long and consolidated experience in the certification sector since 1984.
- Highly qualified and constantly updated technical staff.
- Personnel dedicated to each controlled operator: a single interlocutor who knows the company situation and verifies compliance with the requirements for the various certification schemes.
- Network of highly qualified inspectors, located throughout the world.
- Attention to the evolution of the market.
- Focus on customer needs with the possibility of developing customized services and proposing integrated solutions.

LOGO

Reproduction and distribution of the logo

Bioagricert logo must be reproduced respecting the specifications provided by Bioagricert.

Do not try to recreate the logo in different shapes and ways.

Do not provide copies of graphic files to third parties without Bioagricert's approval.

LOGO - USE OPTIONS

Main option

Bioagricert logo must be used in color and accompanied by the wording

A FOODCHAIN ID COMPANY.



Secondary option

The logo can be used alone if the size of the print is so small as to make the wording A FOODCHAIN ID COMPANY unreadable.



LOGO - COLOR OPTIONS

Logo printed on dark background

If the logo is printed on a dark background, it can be used in the white version as shown below.



Logo printed on transparent or very light background

If the logo is printed on a transparent background or in a color very similar to that of the main logo, it can be used in the black or black version with grey check.



SIZE

To make sure the logo is always clear and legible, a minimum size is required. The minimum size requirement is based on the width of the logo.

COLORS

The logo must be reproduced in one or two colors.

The official colors for BIOAGRICERT logo are green and dark blue.

The logo can also be reproduced in the following versions:

- White
- Black
- Black with grey check

TYPEFACE

Logo size

In order not to compromise the legibility of the logo, it must not be reproduced in dimension, shape and definition level lower than those specified below.

Stampato



| 2,54 cm – 1 inch |

Internet



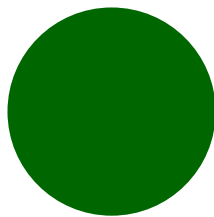
| 72 pixels |

Video



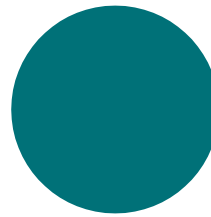
| 108 pixels |

Main logo colors



Green:

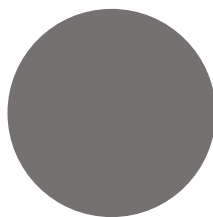
CMYK: 85.20.91.6
RGB: 9.137.69
PANTONE: 356



Blue:

CMYK: 83.38.45.10
RGB: 39.120.127
PANTONE: 7475c

Colors of the grey tick when used the black and grey logo



Grey:

CMYK: 0.0.0.75
RGB: 64.64.64
HEX: #404040

Typeface

The font used for the Bioagricert logo is "Museo Sans Rounded". This font must also be used in the text parts of the advertising material produced by Bioagricert. If not available, you can use the fonts "Calibri" or "Century Gothic".

USE OF THE LOGO

Bioagricert logo must always be used in reference to the services provided and/or certified products.

For use in the labels of certified products, request the specific guide to francesca.cozzo@bioagricert.org o qualita@bioagricert.org

VISUAL POSITIONING

Do not alter in any way the graphics or the layout of the logo or place the logo on backgrounds that make it difficult to identify it.

- Do not place the logo inside another graphic shape or apply it on backgrounds with elaborate textures
- Do not rotate the logo
- Do not separate the graphic elements of the logo
- Do not add anything like words or images to the logo
- Do not use the logo in negative on backgrounds that are too light or that reduce its visibility
- Do not add embellishments such as shadows, embossing, etc. to the logo

LOGO SUBMARKS

Bioagricert has created secondary logos that identify some of the services provided.

The secondary logos reflect the institutional logo and therefore identify the characters of the brand.

LOGO SUBMARKS

Logo submarks take up the circular element of the institutional logo.

The logo must be shown in such a size as to make all the writing legible.

The check symbol is positioned inside the circular element.

In the Italian version, the word CERTIFIED is inserted in the circular upper part and BIOAGRICERT in the lower part.

In the English version, the word BIOAGRICERT is inserted in the circular upper part and CERTIFIED in the lower part.

The logo is available in both color and black with grey check.

Any changes must be approved. Write to francesca.cozzo@bioagricert.org



The name of the service is shown under the logo.

It is in Museo Sans Rounded font and must not exceed the diameter of the circular element.



ORGANIC
COSMETIC



BIO-NATURAL
DETERGENT