I

(Acts whose publication is obligatory)

COMMISSION REGULATION (EC) No 2515/94

of 9 September 1994

amending Regulation (EEC) No 1848/93 laying down detailed rules for the application of Council Regulation (EEC) No 2082/92 on certificates of specific character for agricultural products and foodstuffs

THE COMMISSION OF THE EUROPEAN COMMUNITIES,

Having regard to the Treaty establishing the European Community,

Having regard to Council Regulation (EEC) No 2082/92 of 14 July 1992 on certificates of specific character for agricultural products and foodstuffs [1], and in particular Article 20 thereof,

Whereas, for the purpose of promoting and enhancing the specific character of their products and of informing the consumer, the trade circles concerned should have the Community symbol and the indication referred to in Regulation (EEC) No 2082/92 made available to them; whereas it is therefore necessary, for the purpose of the correct use of the symbol and the indication, that the technical rules for their reproduction be drawn up;

Whereas, in order to avoid confusion on the part of the consumer in the face of the abundance of information in the agri-foodstuffs sector, information should as far as possible be homogenous when a producer and/or processor wishes to avail himself of the advantage offered by the system of certificates of specific character established by Regulation (EEC) No 2082/92; whereas, consequently, the producer and/or processor should use the models provided for in this Regulation;

Whereas, in consideration of each market's requirements, the choice of the appropriate language model for the placing on the market of the agricultural product of foodstuff should be left to the producer and/or processor;

Whereas, with a view to increasing the credibility of the mark attributed to the specific agricultural products or foodstuffs, the name of the inspection authority or body should be indicated on the label intended for the placing on the market of the product;

Whereas, for the purpose of the inspection arrangements, it is necessary that Member States have lists of producers authorized to use the registered name together with the Community symbol and the indication;

Whereas these requirements mean that Commission Regulation (EEC) No 1848/93 [2] should be amended;

Whereas the measures provided for in this Regulation are in accordance with the opinion of the Committee on Certificates of Specific Character,

HAS ADOPTED THIS REGULATION:

Article 1

Regulation (EEC) No 1848/93 is amended as follows:

1. Article 4(1) is replaced by the following:

   '1. The Community symbol referred to in Article 12 of Regulation (EEC) No 2082/92 and the indication referred to in Article 15 of that Regulation are as set out in Parts A and B of Annex I hereto. The indication may be used without the Community symbol.

   To ensure the correct use of the Community symbol and the indication, the technical rules for reproduction set out in the graphic manual in Annex II hereto shall be observed.'

2. The following Article 4a is inserted:

   '*Article 4a*

   1. A producer and/or processor entitled to use the indication and the Community symbol pursuant to Regulation (EEC) No 2082/92 may choose from among the models shown in Annex I hereto the

[1] OJ No L 208, 24. 7. 1992, p. 9.

[2] OJ No L 168, 10. 7. 1993, p. 35.

one(s) suitable for placing the agricultural product or foodstuff on the market.

2. A producer and/or processor who wishes to refer, in the labelling or presentation and/or in advertisements for the agricultural product or foodstuff, to the system of certificates of specific character established by Regulation (EEC) No 2082/92 shall incorporate the model(s) shown in Annex I hereto in that information.'

3. The following Article 6a is inserted:

'*Article 6a*

1. A Member State may lay down that the name of the inspection authority or body referred to in Article 14 of Regulation (EEC) No 2082/92 working within the inspection structure of that Member State must appear on the label of the agricultural product or foodstuff.

2. The inspection authority or body shall communicate to the Member State the names and addresses of the producers authorized to use the registered name together with the indication and the Community symbol. Member States shall keep the list of authorized producers at the disposal of the other Member States and the Commission.'

4. The texts annexed hereto are added as Annexes I and II.

Article 2

This Regulation shall enter into force on the seventh day following its publication in the *Official Journal of the European Communities*.

This Regulation shall be binding in its entirety and directly applicable in all Member States.

Done at Brussels, 9 September 1994.

For the Commission

René STEICHEN

Member of the Commission

ANNEX I
PART A

Dansk



Deutsch



Ελληνικά



English



Español



Français



Italiano



Nederlands



Português



PART B

Dansk:	GARANTI FOR TRADITIONEL SPECIALITET
Deutsch:	GARANTIERT TRADITIONELLE SPEZIALITÄT
Ελληνικά:	ΕΙΔΙΚΟ ΠΑΡΑΔΟΣΙΑΚΟ ΠΡΟΪΟΝ ΕΓΓΥΗΜΕΝΟ
English:	TRADITIONAL SPECIALITY GUARANTEED
Español:	ESPECIALIDAD TRADICIONAL GARANTIZADA
Français:	SPÉCIALITÉ TRADITIONNELLE GARANTIE
Italiano:	SPECIALITÀ TRADIZIONALE GARANTITA
Nederlands:	GEGARANDEERDE TRADITIONELE SPECIALITEIT
Português:	ESPECIALIDADE TRADICIONAL GARANTIDA

ANNEX II

GRAPHIC MANUAL

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I. INTRODUCTION

Why a logo?

The creation of a system to upgrade products of a specific character, as established by Council Regulation (EEC) No 2082/92, allows producers of agricultural products and foodstuffs to raise the profile of their products in the eyes of consumers throughout the whole of the European Union by registering the name of the products in a Community register.

In order to be eligible for registration, a product must be specific within the meaning of the Regulation; that is to say, it must be clearly distinct from other products in the same category, and must exhibit a traditional character by way of traditional raw materials, a traditional composition, or a traditional method of production and/or processing.

Community registration links a product name to a recognized product specification, in which the specific character of the product is defined. Inspections organized by Member States will ensure consumer protection, with a view to monitoring the observance and constancy of the specific characteristics attested.

Thanks to this system, you, as producers, will be able to make use of a marketing tool in the form of a distinctive logo. This will allow you to distinguish your products from others on the market. You will be able to apply this logo to the label or packaging of your products, or use it in your publicity campaigns to stress their specific traditional nature.

The presence of the logo on your products provides real assurance for the consumer, emphasizing that this is a 'guaranteed traditional speciality'. In this way, your products will inspire increased confidence in consumers.

This graphic manual will serve as a guide to printing the logo on your products. It demonstrates a number of possible ways in which the logo can be used, and allows you to make your choice with confidence, whatever your printing needs.



This graphic symbol represents a stylized sun. The sun, symbol of light and of the quality of life, is closely linked to products which derive from the soil.

This graphic representation combines neatly with the 12-star symbol of the European Union.

II. GENERAL USE OF THE LOGO

A. The reference colours

When using the logo on packaging and labels, preference should be given to the use of the logo in colour, either Pantone®, or quadrichrome.

1. Logo in Pantone®

Blue: PMS Reflex blue
Yellow: PMS 109

Text in blue

Logo in Pantone®





2. Logo in quadrichrome

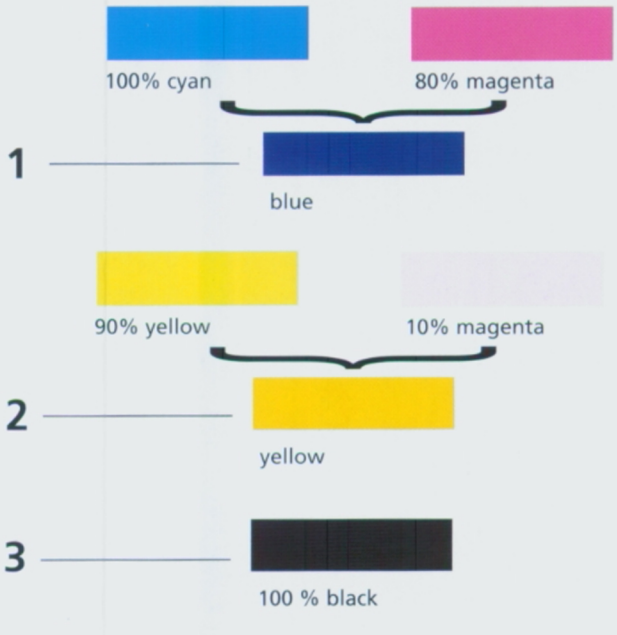
The logo in quadrichrome will be the usual solution, because most packaging is printed in this manner.
This differs from the two colour PMS version in that the text will be superimposed in black to preserve legibility if the logo is reduced.

Blue: 100% cyan + 80% magenta
Yellow: 90% yellow + 10% magenta

Black: 100% black (text)

Logo in Quadrichrome





Logo 1 positive colour



3. Logo in one colour

Where certain products use printing colours for their packaging or labelling which are altogether different from the logo reference colours, there are two possibilities:

a. In positive format

When the background colour on the product packaging or label is light, use the logo in positive format, in the darkest colour used for the packaging or label.

Logo 1 negative colour



b. In negative format

When the background colour on the product packaging or label is dark, use the logo in negative format, in the same background colour used for the packaging or label.

B. Contrast with a background colour

When the logo is used in colour on packaging or labels, the colour yellow will be directly in contact with any background colour. In order to avoid colour associations which would lack contrast, or which clash, use the logo with a delimitation area around the periphery.

Logo with a background colour



C. Typography

The type face used for the wording:
Times Roman in capitals.
Where the wording is used alone, the letters may be reduced in accordance with the minimum values specified under Point E.

Times Roman (in capitals)

ABCDEFGHIJKLMNOPQR
STUVWXYZ

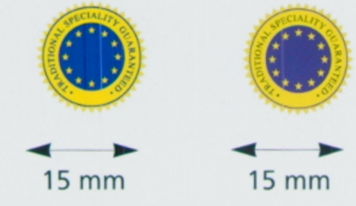
D. *Language version*

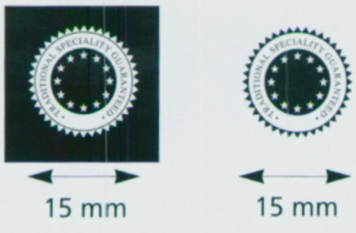
You are free to use the language version(s) of the logo of your choice.



E. *Reduction rate*

Logo in 15mm reduction





1. On packaging

When you use the logo on different types of packaging or labels, you may need to reduce its size. The minimum is set at 15mm diameter.

Logo in 25mm reduction



2. In the media (press releases, folders, etc.)

For this specific use, the minimum is set at 25mm diameter.

F. Placement of the logo on packaging and labels

If you use the logo, it is to give your product something extra, providing it with an intrinsic value. Accordingly, the logo must be plainly visible to the consumer. Recognition by the consumer of a symbol such as this will be all the quicker and more effective if the logo is used in colour.

The examples given above for the use of the logo in one colour or in negative are only provided to resolve any technical problems which you may encounter, and should not therefore be taken as guidelines for general use.

In conclusion, opt for the logo in colour, placed in a clearly visible position on the packaging or label; this will be of most benefit to your products.

III. SPECIFIC USE

A. In the media

For publicity (press campaigns, posters, commercials, audio-visuals, direct marketing, brochures, etc.), which is intended to make the logo known, or to promote a product using the logo, the logo should appear in colour.

B. Other methods

When using the logo on a vehicle, a signboard, a shop window, etc., the colours should replicate as closely as possible the official reference colours.

IV. ORIGINAL BROMIDE SHEETS

A. Two colour selection

DANSK

Selection of yellow



Selection of blue











DEUTSCH

Selection of yellow

Selection of blue













ΕΛΛΗΝΙΚΑ

Selection of yellow

Selection of blue













ENGLISH

Selection of yellow



Selection of blue











ESPAÑOL

Selection of yellow



Selection of blue











FRANÇAIS

Selection of yellow



Selection of blue











ITALIANO

Selection of yellow



Selection of blue











NEDERLANDS

Selection of yellow



Selection of blue











PORTUGUÊS

Selection of yellow



Selection of blue











B. Three colour selection

Selection of yellow



Selection of blue







Selection of black text

DANSK



DEUTSCH



ΕΛΛΗΝΙΚΑ



ENGLISH



ESPAÑOL



FRANÇAIS



ITALIANO



NEDERLANDS



PORTUGUÊS



C. Outline of logo





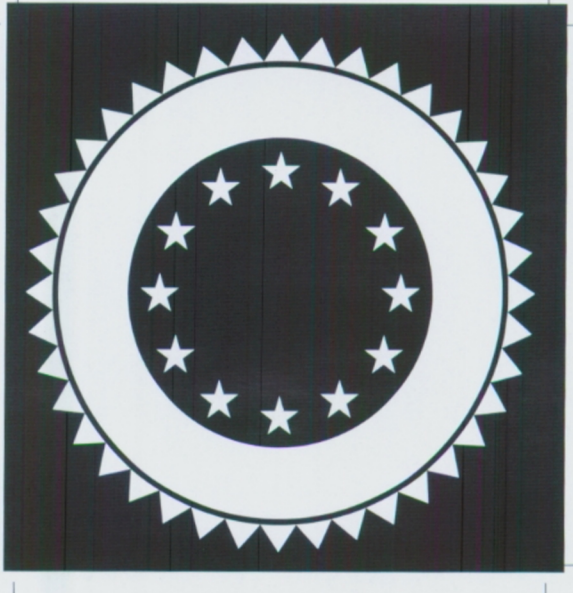
D. One colour positive selection





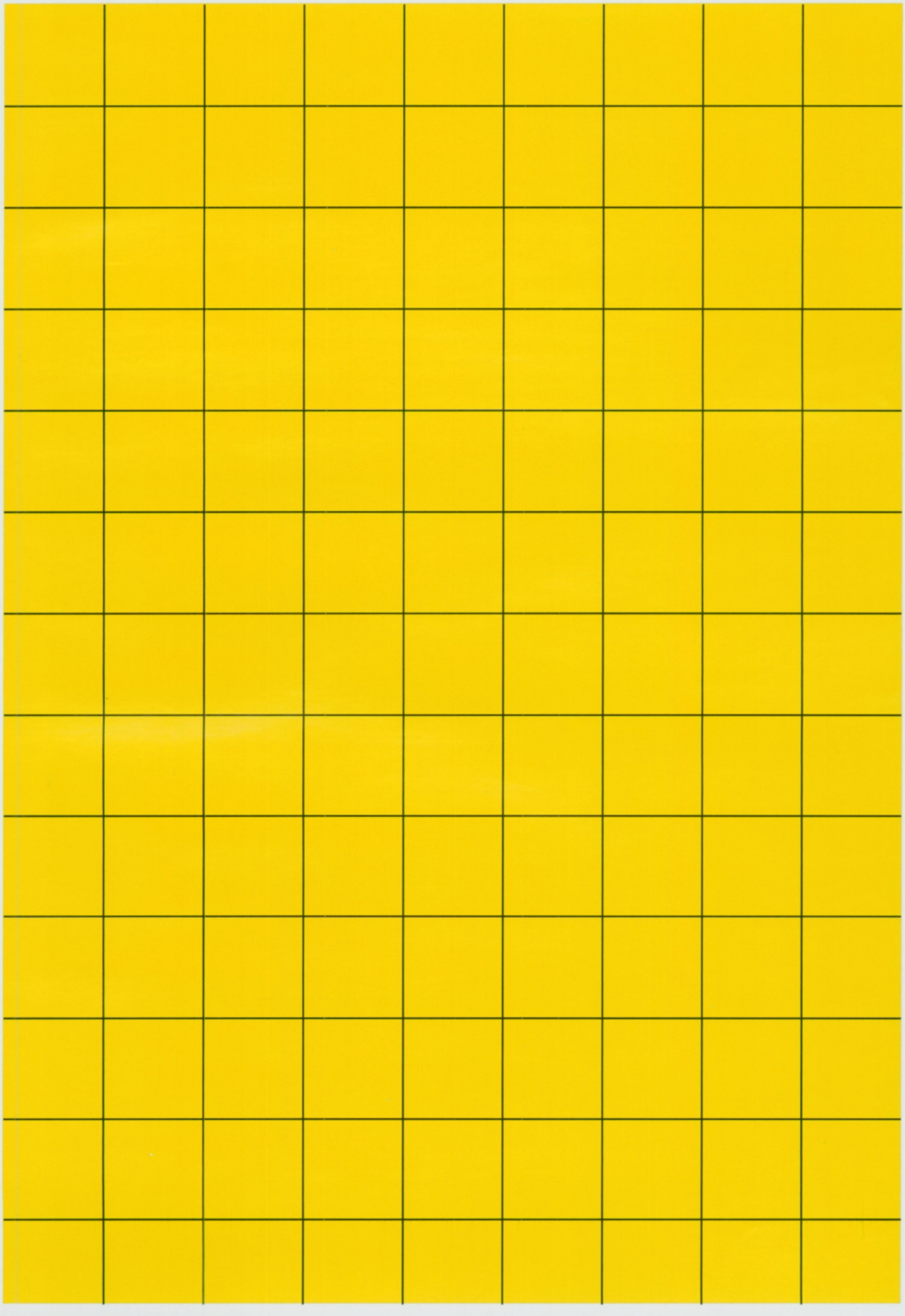
E. One colour negative selection





F. Colour sample sheets

Colour yellow sample sheet
Reference PMS 109



Colour blue sample sheet
Reference PMS Reflex Blue

