

STC organic Logo Usage Guidelines

This guideline provides our requirements regarding use of the *STC organic* logotype (further – Logo) of SIA “Sertifikācijas un testēšanas centrs (hereinafter STC) available for download from the STC website.

As the need to address future branding concerns arises, we may cancel, modify, or change the terms of this guidelines from time to time without notice to you. You, as a Logo user are responsible for complying with any modified terms, so please review these guidelines and also become familiar with any modifications we publish.

The Logos are the sole and exclusive property of STC. Your use of any Logo implies acceptance of, and agreement with, the terms of this guidelines. If you do not accept and agree to follow (the rules for using the Logos as set out in these guidelines, you do not have the right to use the Logos and should not use them. Any use of the Logos that does not comply with these guidelines is not authorized. In addition, STC reserves the right to revoke its approval of your use of the logos at any time.

Permission is granted to you to use the Logos only on the following conditions.

Rules for Using the Logos

You must comply with all of the following rules when using a Logo:

- Logos may only be used in marketing or other publicity materials.
- Logos may be used in labels (tags, stickers etc.) of STC organic certified products.
- Logos may not be used in any confusing way.
- No Logo may be used in any way that suggests that STC is affiliated with, sponsors, approves your organization, your websites, your products or your services, unless such a relationship exists.
- No Logo may be used in any way that mischaracterizes any relationship between you and STC
- Vendors who are not organic certified may not use the Logos

All STC Logos are distinctive, designed pieces of graphic artwork. The following usage guidelines must be followed:

- Do not modify or alter the Logos
- Do not change scale, skew or rotate any Logo
- Do not change the design of any Logo
- Do not change or vary the colors of any Logo - RGB 89 129 86, RGB 137 78 77, RGB 128 128 128, except that the Logos may be all black or can be reversed out in white, see annex 1

- Do not shrink any Logo to less than 6 mm in height
- Do not combine a Logo with any other design, trademark, text or other element, including your name, any trademarks or any generic terms.
- No other design, trademark, text, graphic or other element may be placed closer to a Logo than the height of the smallest letter in the Logo, such as the letters in word "organic"
- Logos may only be placed on solid backgrounds (preferably bright white), and not over an image or pattern, and no artistic effects (such as drop shadows, 3D) may be applied.

No Logo may be used or displayed in any of the following ways:

- in any manner that, in the sole discretion of STC, discredits STC or tarnishes its reputation and goodwill;
- in any manner that is false or misleading;
- in connection with any illegal activities, or other materials that are defamatory, libelous, obscene, or otherwise objectionable;
- in any manner that violates the trademark, copyright or any other intellectual property rights of others;
- in any manner that violates any law, regulations, or other public guidelines; or
- as part of a name of a product or service of a company other than STCJums ir jāveic visas STC pieprasītās izmaiņas logotipa lietošanā.

You must, upon request from STC, provide samples of any materials such as labels, advertisement etc. that include the Logo STC organic for purposes of determining compliance with this guidelines.

You must make any changes to your use of the Logo that are requested by STC.

Business partners and/or actors who have agreements with STC must comply with the terms of their agreement in addition to this guidelines.

For further information or clarification about use of the Logos, please contact info@stc.lv

STC organic Logo colors

Main colors	
 <p>PANTONE 7742 C #598156 RGB 89 129 86 CMYK 68 31 78 13</p>	
 <p>PANTONE 4985 C #894E4D RGB 137 78 77 CMYK 36 73 61 24</p>	
 <p>PANTONE Cool Gray 9 C #808080 RGB 128 128 128 CMYK 52 43 43 8</p>	

Black and white STC organic logo colors

- The black and white version of the logo can be used on documents, design prints, pictures and elsewhere.
- To make a black and white logo as easy to see as possible, its contrast with the background should be at least 50%



#ffffff
RGB 255 255 255
CMYK 0 0 0 0



#000000
RGB 0 0 0
CMYK 75 68 67 90

Use of the logo on different backgrounds

- The background must not be the same color as the main logo.
- The background must not be similar in darkness to any of the logo colors.
- The logo must not be used on an image or visual material if it cannot be clearly seen

STC organic logo various sizes

Minimum size:

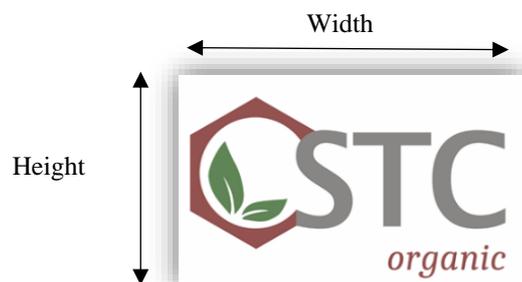
Width: 13,5 mm

Height: 9 mm

Exception for very small packages:

Width: 9 mm

Height: 6 mm



The STC organic Logo can be applied in every scale, however, it should not be smaller than 13,5 mm by 9 mm

Designed and approved on 10 February 2023