

**USE OF THE PFN SCHEME LOGOS**

In May 2009 legal requirements for use of the terms ‘Protected Designation of Origin', 'Protected Geographical Indication', or ‘Traditional Speciality Guaranteed’ **and/or** the appropriate logo associated with the designation came into force. These are required to appear on the product label and accompany the **registered name**.

With effect from **4 January 2016,** use of thelogo will be compulsory for products marketed as registered PDO/PGI/TSGs. The logo must appear in the same field of vision as the registered name. The terms 'Protected Designation of Origin', 'Protected Geographical Indication', or ‘Traditional Speciality Guaranteed’ or the corresponding abbreviations ‘PDO’, ‘PGI’, or ‘TSG’ may be used in addition to the logo.

 For reproduction of the PGI logo in colour the following processes are required:

**Direct colour process**



**Four-colour process**



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The symbols may also be produced in black and white, using black where the blue is on the colour version and white to replace yellow.



If the background colour of the packaging or label is dark, the symbols may be used in the negative format (swapping the colours around) to make the logo more prominent.



Additionally, if the logo is used on a coloured background which would make it difficult to see an outer circle may be used to improve contrast with the background colour.



Other requirements to consider when using the logo are:

* The font used must be Times New Roman
* The minimum size for the logo is 15 mm diameter.

Printable logos can be downloaded from the European Commission website link below:

<http://ec.europa.eu/agriculture/quality/schemes/logos/index_en.htm>

**Food Policy Unit**

**Food Standards and Composition Team**

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