



## Use of Logos and Certification Mark for CanadaGAP Program

Consult the following guidelines before using the CanadaGAP® program certification mark, corporate logo, or Certification Body logos in your company literature or product-related information, including invoices, advertisements, websites, signage and other media.

| Logo  | Do's  | Don'ts  |
|---|---|---|
| <p>CanadaGAP program certification mark of conformity</p>  | <ul style="list-style-type: none"><li>▶ <b>Do</b> use on a sign or banner displayed at your facility (see acceptable wording on page 2), but only with permission from the Certification Body</li><li>▶ <b>Do</b> refer to your facility's certification in your company literature or product-related information, including invoices, advertisements, websites, and in other media, but only with permission from the Certification Body</li><li>▶ <b>Always</b> get permission from the Certification Body to use the certification mark (see acceptable wording on next page). For contact information, click <a href="#">here</a></li><li>▶ <b>Do</b> be accurate and precise about the scope of your organization's CanadaGAP certification, as far as the certification scope, option, activities, and geographical locations covered by the certification are concerned</li></ul> | <ul style="list-style-type: none"><li>▶ <b>Don't</b> use on your product, product labels or packaging, or in any way that may be interpreted as denoting product conformity</li><li>▶ <b>Don't</b> give the impression in any context that CanadaGAP program certifications are product certifications or product guarantees</li><li>▶ <b>Don't</b> adapt or modify the mark for your own use under any circumstances</li><li>▶ <b>Don't</b> use the terms "registered" or "registration". Instead, use "certified" and "certification to the CanadaGAP Program" to describe your operation</li><li>▶ <b>Don't</b> say your organization has been "accredited". Your facility has been "certified" to the CanadaGAP Program</li></ul> |
| <p>CanadaGAP corporate logo</p>                          | <ul style="list-style-type: none"><li>▶ If you wish to use this logo in any context, you must always contact CanadaGAP for permission to use</li><li>▶ Contact CanadaGAP at (613) 829-4711 or <a href="mailto:info@canadagap.ca">info@canadagap.ca</a></li></ul>  | <ul style="list-style-type: none"><li>▶ <b>Don't</b> use on your product, product labels or packaging, or in any way that may be interpreted as denoting product conformity</li><li>▶ <b>Don't</b> adapt or modify the logo for your own use under any circumstances</li><li>▶ <b>Don't</b> use on a sign or banner displayed at your facility</li><li>▶ <b>Don't</b> use on your company literature or product-related information, including invoices, advertisements, websites, presentations, or other media</li></ul>  |

## Certification Bodies



- ▶ **Do** use on a sign or banner displayed at your facility (see acceptable wording below), but only with permission from the Certification Body
- ▶ **Do** refer to your facility's certification in your company literature or product-related information, including invoices, advertisements, websites, and in other media, but only with permission from the Certification Body
- ▶ **Always** contact the Certification Body for permission to use. For contact information, click [here](#).
- ▶ **Do** use acceptable wording (see below) or a variation approved by the Certification Body
- ▶ **Don't** use on your product, product labels or packaging, or in any way that may be interpreted as denoting product conformity
- ▶ **Don't** give the impression in any context that CanadaGAP program certifications are product certifications or product guarantees
- ▶ **Don't** adapt or modify the logo for your own use under any circumstances
- ▶ **Don't** use the terms "registered" or "registration". Instead, use "certified" and "certification to the CanadaGAP program" to describe your operation
- ▶ **Don't** say your organization has been "accredited". Your facility has been "certified" to the CanadaGAP program

## Acceptable Wording

*"[ABC CORPORATION] [insert your company logo] is pleased to advise that the [production, packing, storage, repacking, wholesale, brokerage] of its [applicable products] [has or have] been certified to Option [choose A1, A2, B, C, D, E or F] by [insert name and logo of the Certification Body] to be in conformity with the CANADAGAP STANDARD [insert CANADAGAPPROGRAM certification mark of conformity]."*

Be sure to seek permission from the Certification Body to use the above wording or a variation approved by the Certification Body:

- If you want to display a sign or banner at your operation to show your facility has been certified to the CanadaGAP program.
- When including a reference to your facility's CanadaGAP program certification in your company literature or product-related information, including invoices, advertisements, websites, and in other media.