## 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.

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<th>Logo</th>
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<th>Don’ts</th>
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| CanadaGAP program certification mark of conformity | - Do use on a sign or banner displayed at your facility (see acceptable wording on page 2), 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 get permission from the Certification Body to use the certification mark (see acceptable wording on next page). For contact information, click here  
- Do 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 | - 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 mark 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 |
| CanadaGAP corporate logo | - If you wish to use this logo in any context, you must always contact CanadaGAP for permission to use  
  - Contact Amelia Balsillie at (613) 829-4711 or abalsillie@canadagap.ca | - Don’t use on your product, product labels or packaging, or in any way that may be interpreted as denoting product conformity  
- Don’t adapt or modify the logo for your own use under any circumstances  
- Don’t use on a sign or banner displayed at your facility  
- Don’t use on your company literature or product-related information, including invoices, advertisements, websites, presentations, or other media |
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, packaging, storage, repacking, wholesale, brokerage] of its [applicable products] [has or have] been certified to Option [choose A1, A2, A3, B, C or D] 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.