I

(Acts whose publication is obligatory)

COMMISSION REGULATION (EC) No 1726/98

of 22 July 1998

amending Regulation (EEC) No 2037/93 laying down detailed rules for the application of Council Regulation (EEC) No 2081/92 on the protection of geographical indications and designations of origin 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 2081/92 of 14 July 1992 on the protection of geographical indications and designations of origin for agricultural products and foodstuffs [1], as last amended by Regulation (EC) No 1068/97 [2], and in particular Article 16 thereof,

Whereas, to add value to the protected designations of origin and protected geographical indications and to inform consumers, the Community symbol provided for by Commission Regulation (EC) No 2037/93 [3], as amended by Regulation (EC) No 1428/97 [4], should be made available to the trade professionals;

Whereas, to avoid confusion on the part of consumers given the plethora of information in the agrifood sector, it is important to ensure a minimum level of standardised information when a producer and/or processor wishes to use the system of geographical indications and designations of origin established by Regulation (EEC) No 2081/92; whereas the producer and/or processor should accordingly be able to use the models laid down in this Regulation;

Whereas, to strengthen the credibility of the symbol characterising the agricultural products or foodstuffs qualifying for a geographical indication or designation of origin, the name of the inspection service or body should be indicated on the label used to market the product;

Whereas these factors require amendment of Commission Regulation (EC) No 2037/93;

Whereas the measures provided for in this Regulation are in accordance with the opinion of the Regulatory Committee on Geographical Indications and Designations of Origin,

HAS ADOPTED THIS REGULATION:

Article 1

Regulation (EEC) No 2037/93 is amended as follows:

1. The following Article 5b is inserted:

   'Article 5b

   The Community symbol referred to in Article 5a shall comprise the models in Annex I part A of this Regulation. The indications that can be used with the symbol are those listed in Annex I part B to this Regulation, as well as the equivalent traditional national terms.

   To use the Community symbol and the indications, the technical reproduction rules laid down in the graphics manual in Annex II to this Regulation must be complied with.'

2. The following Article 6a is inserted:

   'Article 6a

   A Member State may stipulate that the name of the inspection authority or body referred to in Article 10 of Regulation (EEC) No 2081/92 falling-within its

[1] OJ L 208, 24.7.1992, p. 1.
[2] OJ L 156, 13.6.1997, p. 10.
[3] OJ L 185, 28.7.1993, p. 5.
[4] OJ L 196, 24.7.1997, p. 39.

own inspection structure must appear on the label of the agricultural product or foodstuff.'

3. The text annexed to this Regulation is hereby 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, 22 July 1998.

For the Commission
Franz FISCHLER
Member of the Commission

ANNEX I

PART A.1

Dansk



Deutsch



Ελληνικά



English



Español



Français



Italiano



Nederlands



Português



Suomi



Svenska



PART A.2

Dansk



Deutsch



Ελληνικά



English



Español



Français



Italiano



Nederlands



Português



Suomi



Svenska



PART B

EC languages	Abbreviations	Indications
ES	DOP/IGP	denominación de origen protegida indicación geográfica protegida
DA	BOB/BGB	beskyttet oprindelsesbetegnelse beskyttet geografisk betegnelse
DE	g.U./g.g.A.	geschützte Ursprungsbezeichnung geschützte geographische Angabe
EL	ΠΟΠ/ΠΓΕ	προστατευόμενη ονομασία προελεύσεως προστατευόμενη γεωγραφική ένδειξη
EN	PDO/PGI	protected designation of origin protected geographical indication
FR	AOP/IGP	appellation d'origine protégée indication géographique protégée
IT	DOP/IGP	denominazione d'origine protetta indicazione geografica protetta
NL	BOB/BGA	beschermde oorsprongsbenaming beschermde geografische aanduiding
PO	DOP/IGP	denominação de origem protegida indicação geográfica protegida
FI	SAN/SMM	suojattu alkuperänimitys suojattu maantieteellinen merkintä
S	SUB/SGB	skyddad ursprungsbeteckning skyddad geografisk beteckning

ANNEX II

GRAPHIC MANUAL

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1. INTRODUCTION

THE REASON FOR HAVING A LOGO?

The logo will allow producers of food products to increase awarness of their products among consumers in the European Union. It is applied on products whose name has been registered in the context of a Community system to protect and enhance geographical designations, established by Regulation (EEC) No 2081/92.

In order to be registered under this Regulation, a designation must meet the criteria for a Protected Designation of Origin (PDO) or Protected Geographical Indication (PGI). Above all there must be a link between the product and the geographical area where it is produced. There categories, are differentiated only by the nature of the link, the protection afforded by the Regulation being identical for both.

The Community register links the geographical name to a particular set of specifications. Controls organised by Member States ensure the protection of the consumer by guaranteeing respect for the designation of origin and the specifications.

There is already a Community logo which guarantees the traditional specific character of certain products independently of their place of production; the new logo has been created on this model. Furthermore, the design is for the two classifications (PDO and PGI). This allows a synergy between the different graphic representations of the European systems and avoids a proliferation of symbols in the market place.

The presence of this logo is a genuine guarantee for all European consumers, making it clear that the special nature of this product lies in its geographical origin. Because of this, products will inspire more confidence.

As producers, the logo provides you which a marketing tool. You will be able to put the logo on the labels or packaging of your products, and also use it in your advertising.

This graphic manual is meant to act as a guide for you in reproducing the logo. Different possibilities for using it have been worked out, allowing you to make your choice depending on your requirements for printed material.

{L_Nr}68067enu04.3d***10.8.1998***12:17:17
Format: A4 596 x 842 pts Original: 595.276 x 841.89 pts *setpagedevice*

These graphics are based on the logo for Guaranteed Traditional Speciality but differ from it in the blue colour of the pointed peaks and in the inner area of the logo.

A graphical representation of furrows in a ploughed field has been incorporated as a reference to the origin and geographical provenance of the products identified by these logos.



PROTECTED DESIGNATION OF ORIGIN



PROTECTED GEOGRAPHICAL INDICATION

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Format: A4 596 x 842 pts Original: 595.276 x 841.89 pts *setpagedevice*

2. **GENERAL USE OF PDO / PGI LOGOS**

2.1. REFERENCE COLOURS

When used on packaging and labels, these logos should appear in colour, using either direct colours (Pantone) or a four-colour process.

BLUE:
Pantone Reflex Blue



YELLOW:
Pantone 109

LOGO IN PANTONE

Logos in Pantone

BLUE: Pantone Reflex Blue
YELLOW: Pantone 109
Text in Blue

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Format: A4 596 x 842 pts Original: 595.276 x 841.89 pts *setpagedevice*

BLUE:
100% cyan +
80% magenta



YELLOW:
90% yellow +
10% magenta

LOGO IN FOUR-COLOUR PROCESS

Logos in four-colour process

A logo in four-colour process will be the most common application option.

BLUE: 100 % cyan + 80 % magenta
YELLOW: 90 % yellow + 10 % magenta
Text in blue

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Format: A4 596 x 842 pts Original: 595.276 x 841.89 pts *setpagedevice*

2.2. SINGLE-COLOUR LOGOS

If the printing colours on the packaging or labelling of some products are totally different from the reference colours of the logos, there are two suitable approaches:

Logo in positive

If the background colour of the packaging or label is light, use the logo in positive format, using the darkest print colour on the packaging or label.





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Logo in negative

If the background colour of the packaging or label is dark, use the logo in negative format, using the background colour of the packaging or label.





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2.3. CONTRAST WITH BACKGROUND COLOURS

If the logo is used in colour on coloured backgrounds which make it difficult to read, use a delimiting outer circle around the logo to improve its contrast with the background colours.



LOGO ON COLOURED BACKGROUND

2.4. TYPOGRAPHY

Use Times Roman capitals for the wording. If using only the wording, reduce the letter size according to the norms set down in section 2.6.

Times Roman

A B C D E F G H I J K L M

N O P Q R S T U V W X Y Z

2.5. LANGUAGE

You are free to use the language version or versions of your choice according to need.

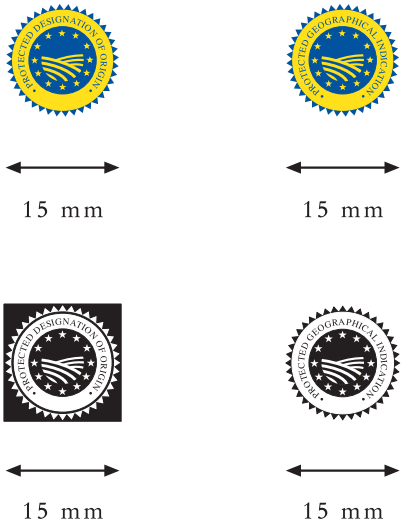
{L_Nr}68067enu04.3d***10.8.1998***12:17:17
Format: A4 596 x 842 pts Original: 595.276 x 841.89 pts *setpagedevice*

2.6. REDUCTION SIZES

On packaging

If the application of the logos on different types of packaging and labels makes reduction neccessary, the stipulated minimum size is 15 mm in diameter..

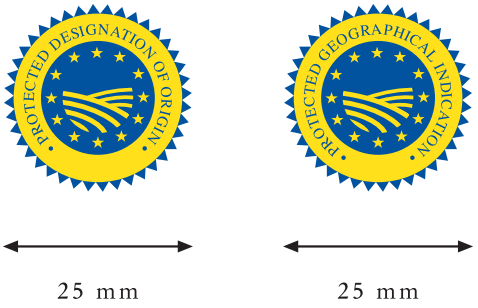
Logo reduced to 15 mm



In the print media
(Press, leaflets, etc.)

For this particular use the stipulated minimum size is 25 mm in diameter.

Logo reduced to 25 mm



2.7. PLACEMENT OF THE LOGO ON PACKAGING AND LABELS

The use of the PDO and PGI logos serves to confer a specific value on the products on which they are used, and to make them stand out from others. The most effective application of the logos is therefore in colour, since they will thus have greater presence and be recognised more easily and quickly by the consumer.

The use of the PDO and PGI logos using a single colour or in negative is only recommended in cases where technical difficulties make their application in colour impossible.

3. **SPECIFIC USE**

3.1. IN THE MEDIA

For advertising purposes (press campaigns, magazines, posters, TV, audio-visual media, direct marketing etc.) the logos must appear in colour.

3.2. OTHER USES

When the logos are used in other settings, such as on vehicles or in shop windows, etc., the guidelines for the use of colour set out above should be followed as far as possible.

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4. **ORIGINAL BROMIDES**

4.1. TWO-COLOUR SELECTION

PDO

DANSK

SELECTION OF YELLOW

SELECTION OF BLUE













DANSK

PGI

SELECTION OF YELLOW







SELECTION OF BLUE







PDO

DEUTSCH

SELECTION OF YELLOW







SELECTION OF BLUE







DEUTSCH

PGI

SELECTION OF YELLOW



SELECTION OF BLUE











PDO

ΕΛΛΗΝΙΚΑ

SELECTION OF YELLOW







SELECTION OF BLUE







ΕΛΛΗΝΙΚΑ

PGI

SELECTION OF YELLOW







SELECTION OF BLUE







PDO

ENGLISH

SELECTION OF YELLOW







SELECTION OF BLUE







ENGLISH

PGI

SELECTION OF YELLOW



SELECTION OF BLUE











PDO

ESPAÑOL

SELECTION OF YELLOW

SELECTION OF BLUE













ESPAÑOL

PGI

SELECTION OF YELLOW







SELECTION OF BLUE







PDO

FRANÇAIS

SELECTION OF YELLOW







SELECTION OF BLUE







FRANÇAIS

PGI

SELECTION OF YELLOW

SELECTION OF BLUE













PDO

ITALIANO

SELECTION OF YELLOW







SELECTION OF BLUE







ITALIANO

PGI

SELECTION OF YELLOW







SELECTION OF BLUE







PDO

NEDERLANDS

SELECTION OF YELLOW







SELECTION OF BLUE







NEDERLANDS

PGI

SELECTION OF YELLOW



SELECTION OF BLUE











PDO

PORTUGUÊS

SELECTION OF YELLOW







SELECTION OF BLUE







PORTUGUÊS

PGI

SELECTION OF YELLOW







SELECTION OF BLUE







PDO

SUOMI

SELECTION OF YELLOW







SELECTION OF BLUE







SUOMI

PGI

SELECTION OF YELLOW



SELECTION OF BLUE











PDO

SVENSKA

SELECTION OF YELLOW

SELECTION OF BLUE













SVENSKA

PGI

SELECTION OF YELLOW



SELECTION OF BLUE





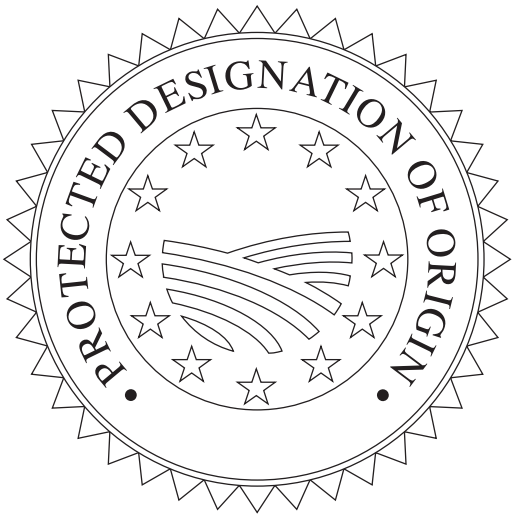






4.2. OUTLINES

PDO



PGI



4.3. SINGLE-COLOUR POSITIVE SELECTION

PDO



PGI



4.4. SINGLE-COLOUR NEGATIVE SELECTION

PDO



PGI



4.5. COLOUR SAMPLE SHEETS

Pantone 109

Pantone Reflex Blue

