

## Members, Contract licensees, and Friends

At the turn of the millennium, the huge step of transforming Demeter from a seal of quality into a true trademark was embarked on. The licensees became members of a trademark association. The new form of the trademark is directed towards new customers and modern day markets. The Co-branding strategy, which connects the reputation of the individual producer or processor to the quality assurance seal of Demeter is unique. It takes into account the potential offered by the "Diversity of a strong community". Strength of a multifaceted community??

The new trademark is embedded in an overall concept that stretches from product description brochures through letterheads and advertising, such that the full spectrum of use is recognised by our consumers.

The aim is to combine the modern elements of the common usage with the unmistakeable individuality of each user such that the overall image and level of recognition is increased. The revitalised, communal trademark should be a driver, in order to offer more products, more "Food with character" to our customers.

This manual will both stimulate you, and assist you, to derive the greatest benefit for you and your customers from the new trademark.

We wish you success!



Dr. Peter Schaumberger  
executive manager



previous trademark



new trademark

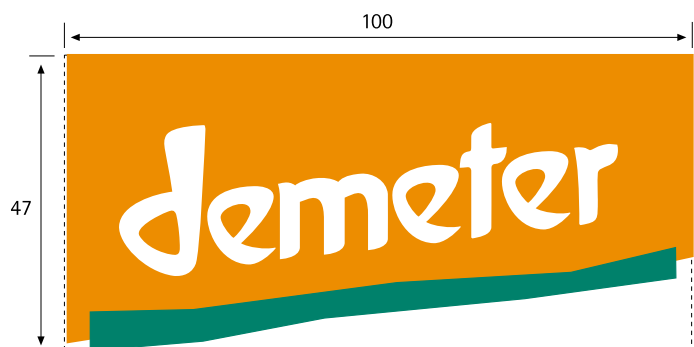
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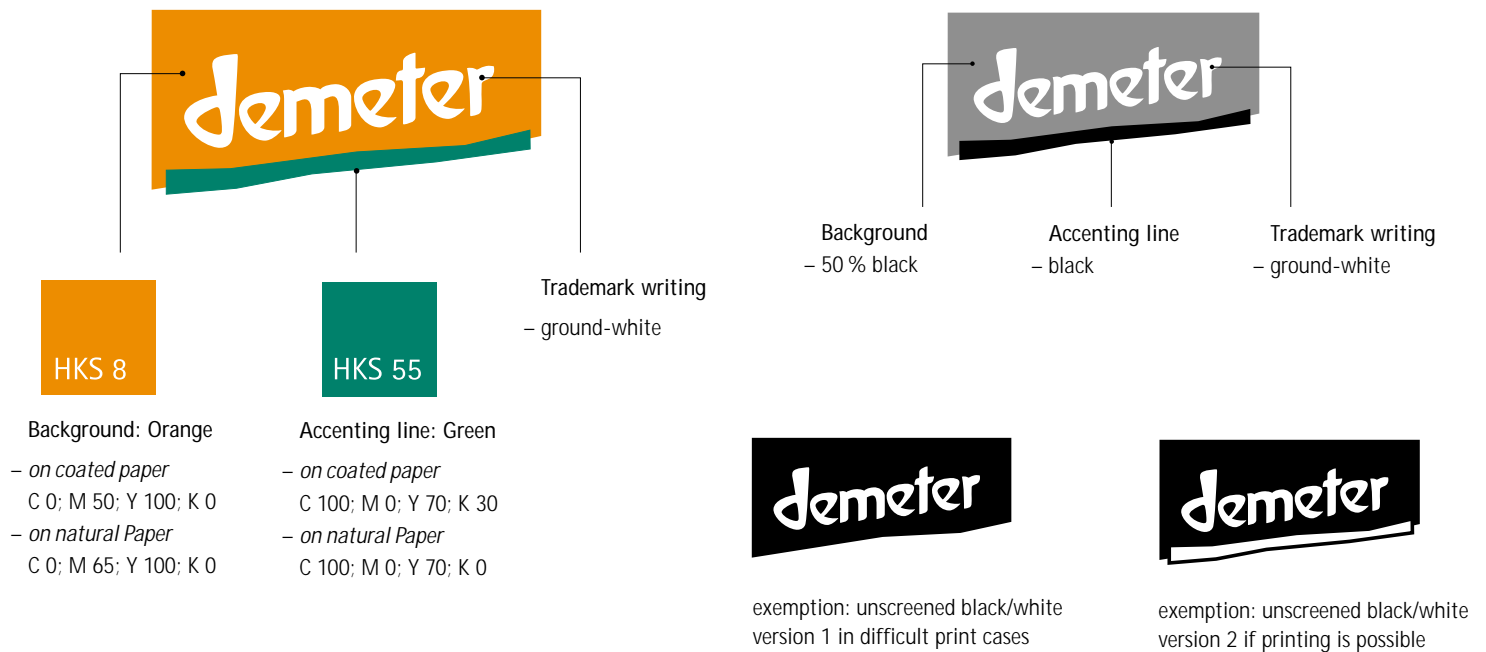
# The Demeter Trademark

## Dimensions and proportions

- The Demeter trademark logo is the central element in the new appearance of Demeter
- The graphic elements of the trademark logo are:
  - the trademark logo's stylised word "Demeter"
  - the background field
  - the accenting lineThe trademark logo's stylised word "Demeter" is a reworked form of the version previously in use. In principle it is to be white, or transparent on a pale background.
- The background field is to be orange (HKS 8) which is one of the stipulated Demeter colours. The orange colour can be thought of as symbolising maturity, the warmth influences, and the sun nature – all essential to the development of quality as found in Demeter food.
- The accenting line is to be green (HKS 55), the second stipulated Demeter colour. The form represents the mineral element, but also the soil and the produce from the soil. The slope of the line indicates a green field, which together with the orange can be seen as the sunrise over a meadow.
- The standard placement of the trademark logo at the top of the visible field, in the middle, symbolises two ideas. The first is the uppermost part of the label appears sun filled, and the second is the representation of a connecting band leading from the top to "unite" the Demeter trademark community.

—> The proportions and design of the individual graphic elements or the trademark logo itself must not be altered.





## Colours => Four colour, two colour

- Standard colour scheme for the Demeter trademark logo
- The normal colour usage has the trademark logo stylised word in white, the background field in orange and the accenting line in green
- To achieve the greatest legibility and recognition, a white or pale background is to be used if the stylised word Demeter is transparent.
- In those cases in which the trademark logo is printed in one colour, it must meet one of the detailed regulations governing special usage

## Colours => one colour

- The rule in principle is:  
The stylised word Demeter is always white or pale
- In the case of a choice, the order of preference is:
  1. Orange
    - Orange and white
    - Orange and transparent
  2. Green
  3. White
- The production of labels or other product materials is possible in one colour if one of the detailed special uses of the trademark logo is followed



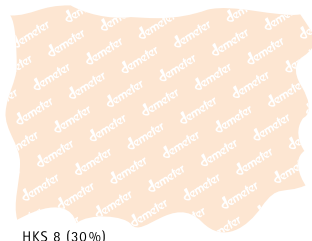
*Single colour on a pale base*  
*If variable colour saturation is possible:*  
 Stylised word Demeter = transparent on white or pale  
 Background field = dark colour with 60 % colour saturation  
 Accenting line = dark colour with 100 % colour saturation



*Single colour on a pale base*  
*If variable colour saturation is not possible*  
 Stylised word Demeter = transparent on white or pale  
 Background field = dark or pale colour  
 non saturated Accenting line = not applicable



*Single colour on a dark base*  
*If variable colour saturation is not possible*  
 Stylised word Demeter = printed white  
 Background field = white border  
 Around the background field accenting line = printed white



HKS 8 (30 %)



HKS 55 (20 %)



HKS 44 (20 %)

## Background

- The general rule stands:
  - The trademark stylised word Demeter is always white or pale
- Special usages for packaging or wrapping papers
  - single colour Background with transparent white trademark logo on a background of reduced saturation (without the accenting line or the background field).
- As a packaging e.g. for sausages, fresh products and cheeses

## The word "Demeter"

- When the Demeter trademark logo is used on food or a product, it must be independent of name or the food class
- Any text additions to the trademark logo must not read as part of the logo (or imply such a connection)
- Two forms of the written word "Demeter" are to be distinguished:

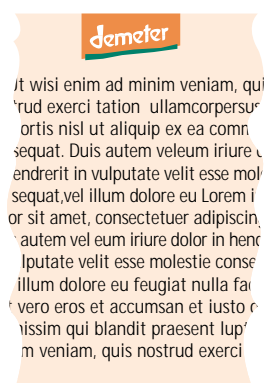
### 1. demeter-...

When used in the text in place of the trademark, or as the description of an ingredient (e.g. demeter-milk), it is to be written in lower case letters, in italics, in the type face of the text.

### 2. Demeter-...

For all other usages, including organisations e.g. Demeter-quality Demeter-standards Demeter-Bund The word "Demeter" is to be written with the first letter upper case, in the same type face and font as the remaining text.

- Any additional emphasis of the word "Demeter" in the text, either optically or using colour is not allowed.



## Not like this please!



Altered proportions



Trademark logo in vertical orientation



Alteration or reversal of the colours



Use of a transparent stylised word Demeter on a transparent label when the packaging is dark



Stylised word Demeter and accenting line alone



Extension of the length of the band and/or text above the logo

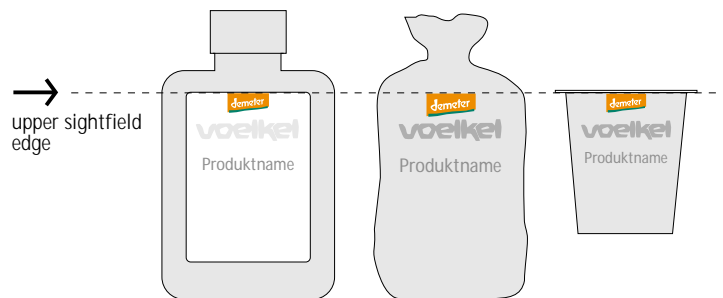


Implied connection of the logo to other words

# Use of the trademark logo

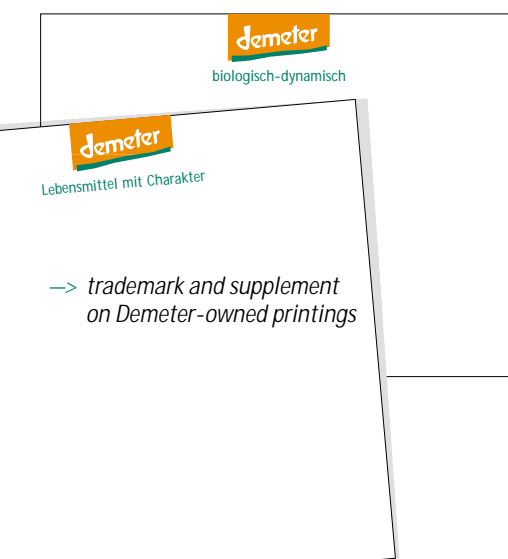
## General rules

- The trademark logo is to be placed on the upper border.  
The upper border is the top edge of the visible field.  
In packaging with a defined limit (labels, cardboard boxes) this upper border corresponds to the top edge.
- The trademark logo is to be centrally placed.
- The width of the trademark logo shall be approximately one third of the width of the visible field. However, it must not be less than 20 mm wide, more than 50 mm wide, nor cover more than half the area
- No graphic elements may be placed above the trademark logo.
- The proportions of the individual elements, and of the trademark logo itself, must not be altered.



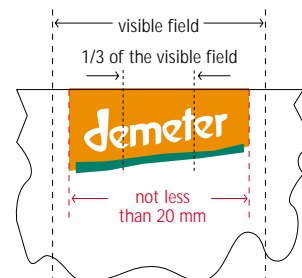
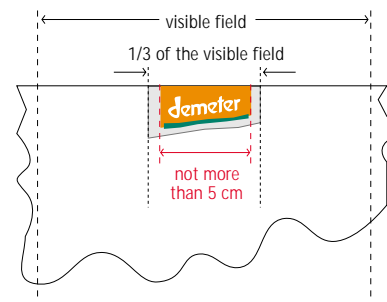
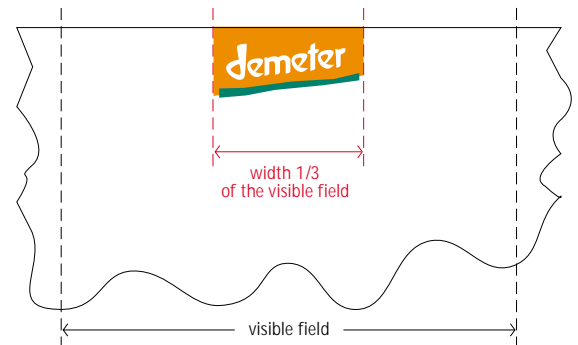
## Additions to the trademark logo

- Additions of text are to be symmetrical on the centre line
- Additions of text to the Demeter trademark logo on packaging are not intended, and require express permission
- Any text additions to the trademark logo must not read as part of the logo (or imply such a connection)
- The font used should be Rotis Sans Serif Bold, or the same type face as the remaining text
- The colour of the accenting line is to be used (Green HKS 55)
- The additions of text may vary in size depending on requirements.  
As a starting point  $\frac{1}{2}$  „d“ = Versal height of the additional text (See page 7)
- All additions of text are to be handled in the same way

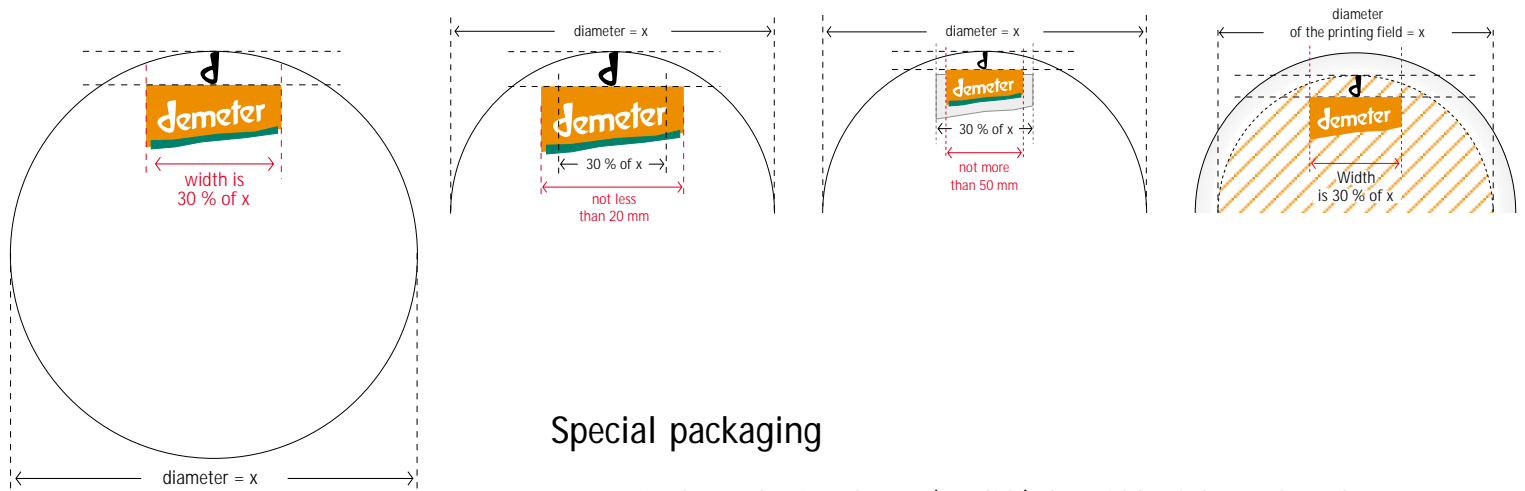


## Packaging

- Demeter- products must be labelled such that they conform to the general standards for the use of the Demeter trademark logo (Standards for the labelling of Demeter products 10/99)
- The food class of a product is to be stated independently of the Demeter trademark logo
- The Demeter trademark logo is to be placed in the middle at the upper edge of the visible field on packaging and labels, above the trade name and/or the food class.
- The width of the trademark logo shall be approximately one third of the width of the visible field. However, it must not be less than 20 mm wide, more than 50 mm wide, nor cover more than half the area.



→ the capital height of the supplement amount to initial ;



## Special packaging

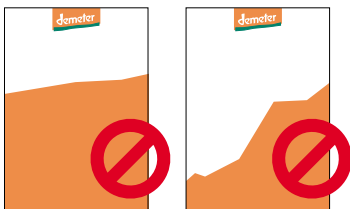
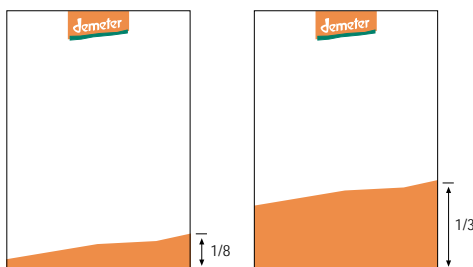
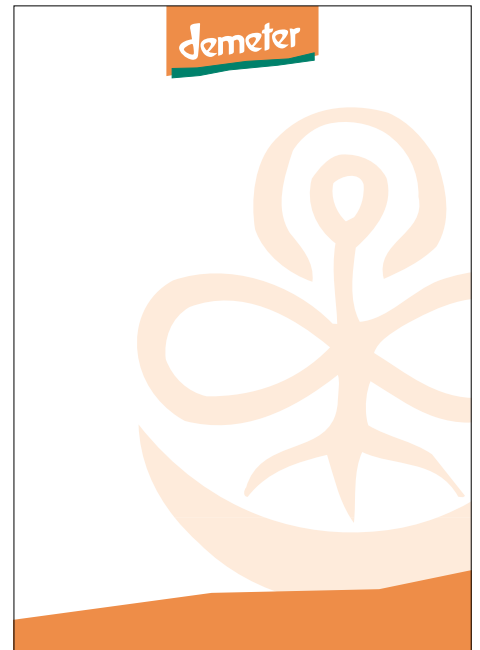
- For circular packaging shapes (e.g. lids) the width of the trademark logo shall be less than 30 % of the diameter, but shall still remain greater than 20 mm and less than 50 mm wide.
- The distance from the outer edge is to be the size of the "d" of the stylised word "Demeter".
- If, for technical reasons, not all the area can be printed, the measurements are to be taken from the edges of the printable area.
- If the packaging format is long and thin (the height of the label is less than the width of the visible field) the trademark logo can be reduced proportionally (approximately 20 % narrower than the visible field).
- The above mentioned proportions, as far as they are contained in the Demeter labelling standards, must be respected in the layout of product labels.
- Exceptions from the above mentioned placement requirements must be justified, and need the approval of the Demeter-Bund.
- In individual cases, optimising the visual impact may be the determining factor.
- Unusual formats, sizes or proportions may require special consideration.
- Draft versions of packaging, advertising material, and advertisements are to be shown to the Demeter-Bund, or to the organisation with whom the licensee has a contract.

## Examples of use on packaging



# The basic graphic elements

- In addition to the Demeter trademark logo, the stipulated colours and fonts, and the elements of the draft brochure, there are the original graphic elements "Earth" and "Flower"
- They can be used in a flexible fashion, though they must only be used in conjunction with products produced to the standards, and in accordance with their underlying philosophy.
- The "Earth" forms the foundation which yields forth the "Flower", and from which that "Flower" draws its strength.
- The "Earth" echoes the accenting line of the trademark logo, which always stands at the top of the area being laid out, and symbolises the "Sun".
- In contrast to the basic graphic element "Earth", which is used almost exclusively in a functional way (e.g. Text block), the usage of the "Flower" is optional, and in principle only in a faded out form (Colour saturations of 10 - 30 %).
- Both with products and on labels, the "Flower" may only be used in conjunction with the Demeter trademark logo. It no longer serves to label products as it once did, but is only an element of graphic art.

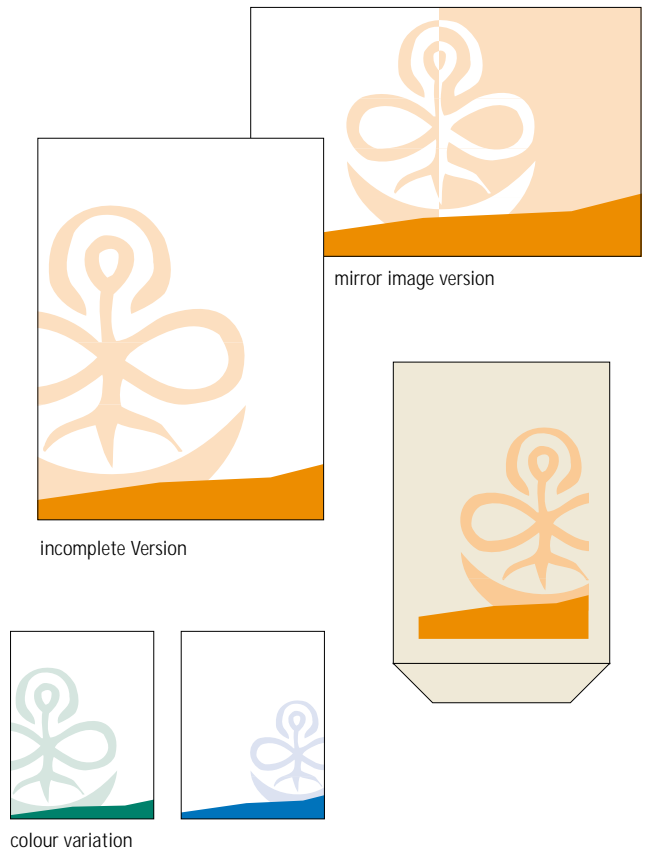


## Earth

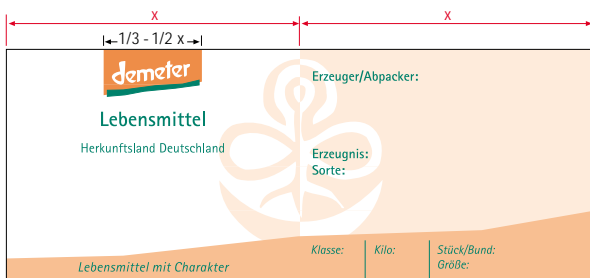
- The colour of the "Earth" are to be one of the two stipulated Demeter colours: Orange or green. The secondary colour, blue, can also be chosen, in all cases though, in a range of saturations from 10 % to 100 %. The "Earth" may also contain a photo.
- The relationship in size of the "Earth" to the rest of the area should not exceed 1/3 or be less than 1/8. In the case of company letterheads etc. The size may be reduced beyond 1/8.
- The "Earth" covers the full width of the layout area, or may even be greater than that.
- The line of the "Earth" stands in relation to the graphic layout of the accenting line. Small variations are possible

## Flower

- The word Demeter, previously in a semicircle above the head of the "Flower" is absent.
- The "Flower" stands in relationship to the "Earth", though the size of the two elements in relationship to each other is variable.
- The colour of the "Flower" is to be a much lower colour saturation of the same colour as the "Earth" (approx. 5 - 10 % saturation)
- The "Flower" can be used in two ways:
  - As an incomplete version, stretching into the layout field from either the left or the right
  - As a mirror image version, with the axis of symmetry the long axis of the "Flower"



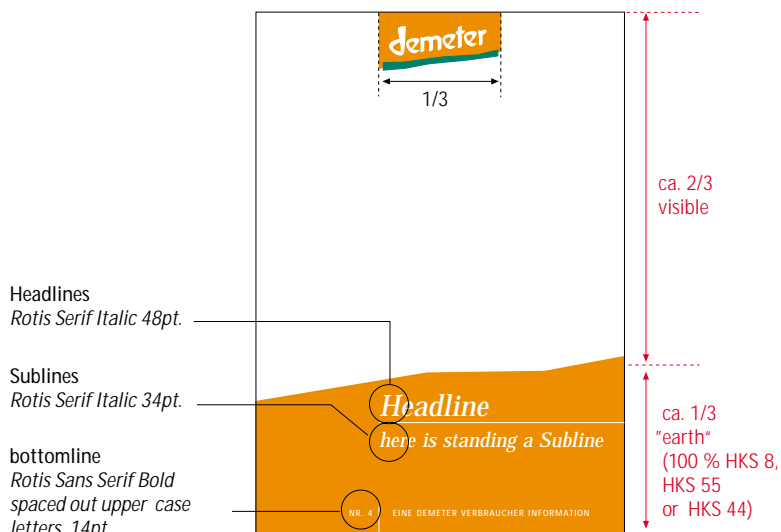
## Use of the trademark logo



# Print media

## The Demeter product brochure title

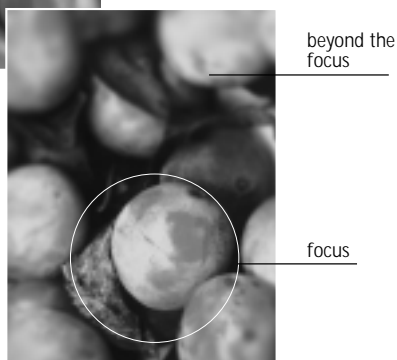
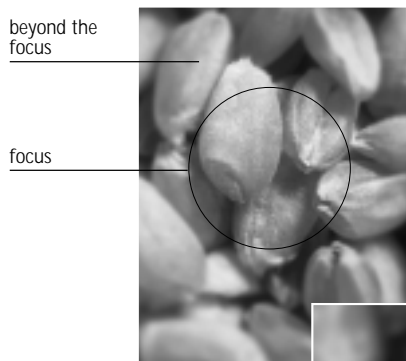
- The area of cover page should always be greater than the area covered by the "Earth" (2/3 to 1/3)
- The "Earth" is to be seen as a undercoat on which the text of the cover page is painted
- The "Earth" is to be either of the two stipulated Demeter colours, or the secondary colour, blue, and may contain a photograph or illustration
- We recommend using the following slogans as a basis: "Food with Character" when referring to the products – "A strong community through diversity" when referring to social aspects such as co-operation and communal activities



## Cover page - techniques using pictures

Pictorial techniques offer further possibilities to emphasise and support the appearance of an individual Demeter brochure, and to better integrate text. When the photographs have the depth of field manipulated so that only the central area is sharply in focus, a space is formed which will emphasis the content, and define the tone of the associated text.

The use of sharp focus for a motif, compared to the soft focus of its surroundings, gives the motif a concrete objectivity when compared to the changing relationship to its surroundings. The connection between sharp and soft focus points both to the physical, with its ability to be described objectively, as well as to other levels of reality



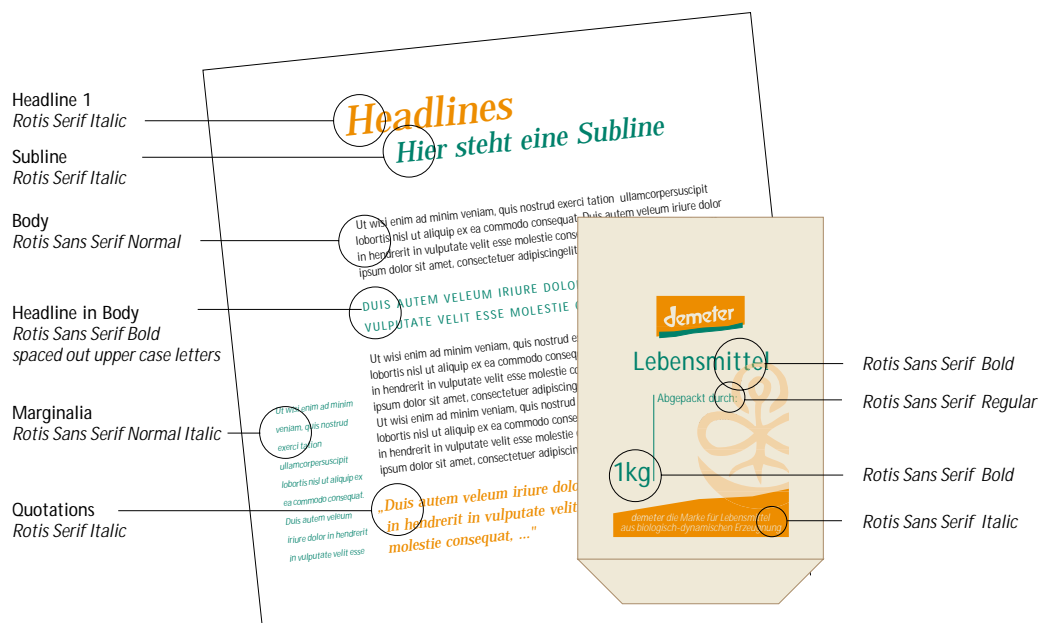
## Grid / 3 column

Text	Font	Mac/Windows
Body	Rotis Sans Serif	Size/Spacing 9.5/18 pt
Headline 1	Rotis Serif Italic	36 pt
Headline 2	Rotis Serif Italic	18/18 pt
Sublines	Rotis Sans Serif	11/18 pt
Captions	Rotis Sans Serif Italic	8/18 pt

## Grid / 4 column

Text	Font	Mac/Windows
Body	Rotis Sans Serif	Size/Spacing 9/16 pt
Headline 1	Rotis Serif Italic	36 pt
Headline 2	Rotis Serif Italic	18/18 pt
Sublines	Rotis Sans Serif	11/16 pt

## Stipulated fonts for Demeter – Optional for contracted licensees



## Contents – techniques using pictures



1. The use of a number of thumbnail pictures can be used to indicate a line of development, or aspects of a process, e.g. to show the stages of a production process, or the metamorphosis that a product experiences moving from production through processing.
2. The graphic technique of sharp and soft focus can be used, for example, to highlight through sharp focus on an objective statement, its relationship to the living world more softly portrayed in the background.
3. Individual thumbnail pictures can be used to accompany text
4. In the same way that the heavenly bodies move gently and quietly across the night sky, we are experiencing a Renaissance; Zeppelins replacing concords, slow food instead of fast food. These are soft technologies for the future just as biodynamic agriculture is the agriculture of the future.

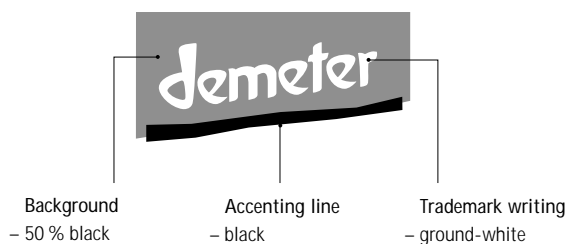
# Examples of usage



# Advertising and brochures drafts

## General rules

- In brochures or advertising from contracted licensees that contain reference solely to Demeter products:
  - The trademark logo may be used in its regular form (in the middle of the visible field, at the top, covering 1/3 of the width).
  - The other graphic elements belonging to "Demeter" may be used.
- If a contracted licensee produces a brochure that is predominantly concerned with Demeter products, but also introduces other certified organic products:
  - The trademark logo may be used in its regular form if the Demeter products are labelled unambiguously.
  - The other graphic elements belonging to Demeter may be used to give emphasis to the Demeter products.
- If a contracted licensee produces brochures in which predominantly certified organic products are described:
  - The Demeter trademark logo with additional text in the [?????](#) ([Contracted Demeter licensee](#), [Demeter bakery](#)) may be used, but the Demeter products to which it refers must be clearly identified.
  - The other graphic elements belonging to Demeter may be used to give emphasis to the Demeter products.



- The reduced colour saturation black/white version is allowed only when single colour printing in black (e.g. forms).
- For very small sizes and/or low pixel densities there are two full saturation black/white versions (e.g. for newspaper advertisements).
- The black/white version should not be used for product labels.



exemption: unscreened black/white version 1 in difficult print cases

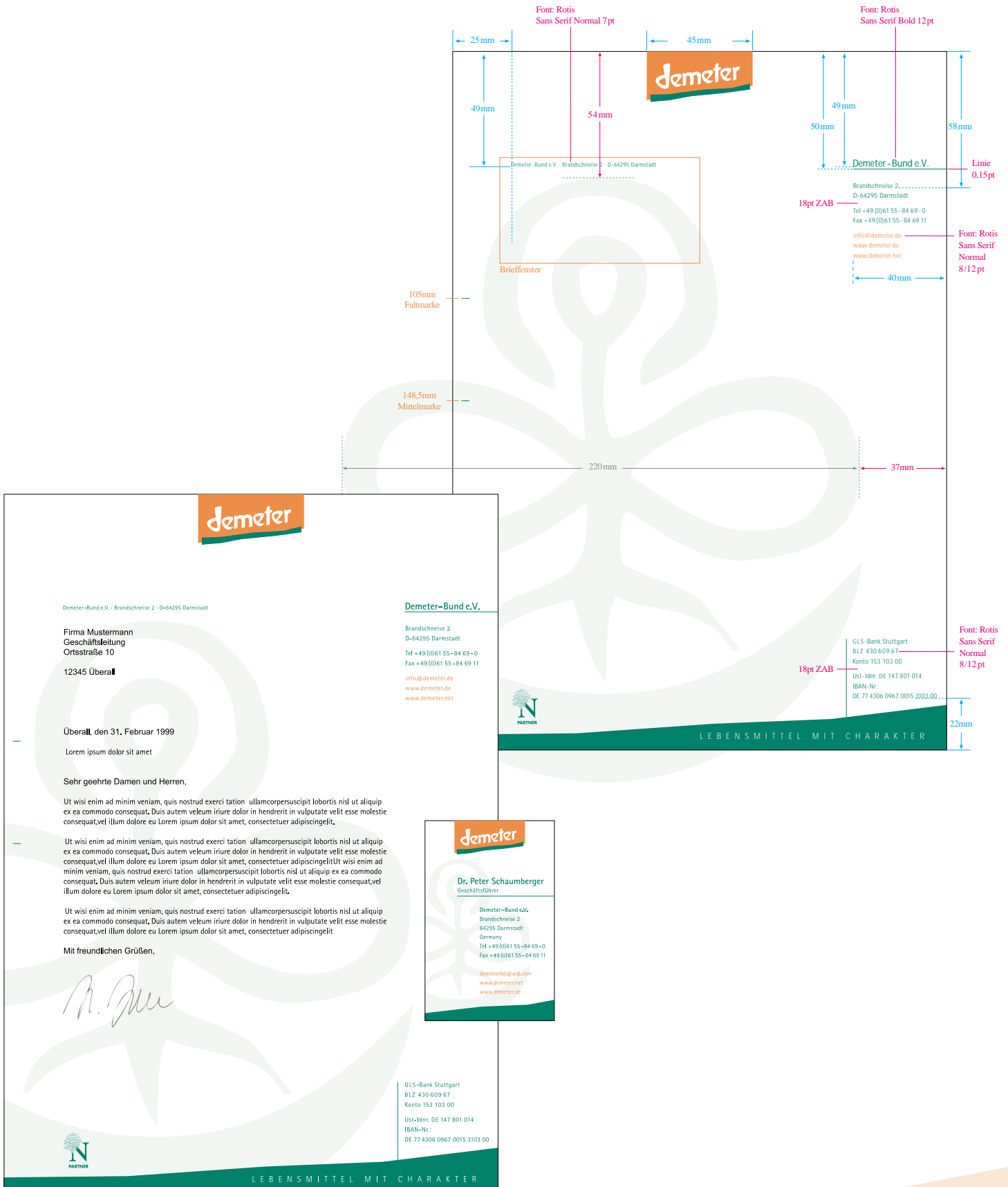


exemption: unscreened black/white version 2 if printing is possible

## Shop/business usage



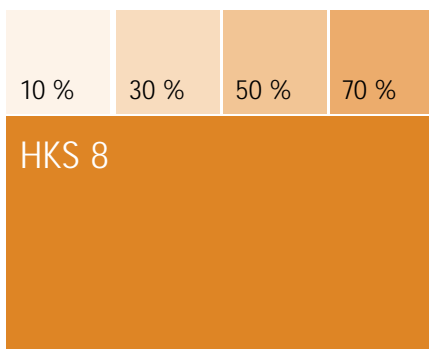
## Shop/business usage



# Stipulated colours for Demeter

- The stipulated colours for the Demeter trademark logo are Orange (HKS 8) and Green (HKS 55).
- In order to achieve a uniform appearance, the print colours should be matched to the material being printed on. The original HKS colour definitions are determining.
- The secondary colour, Blue (HKS 44) may be used, but not to replace one of the stipulated colours in the trademark logo.
- All three colours used must correspond to the colour definitions below.
- A further graphic usage of the two stipulated colours, and the secondary colour is to employ varying colour saturations (to a minimum of 10 %).

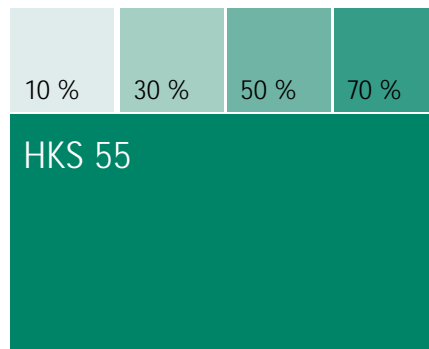
—> HKS-colour chart  
Available from  
K+E Druckfarben in Stuttgart  
Phone ++ 49 (0) 711 - 98 16 - 571  
Hostmann-Steinberg in Celle  
Phone ++ 49 (0) 51 41 - 591 - 259  
H. Schmincke & Co. in Erkrath  
Phone ++ 49 (0) 211 - 25 09 - 461



Orange/Euroscale:

- on coated paper  
C 0; M 65; Y 100; K 0
- on natural paper  
C 0; M 50; Y 100; K 0

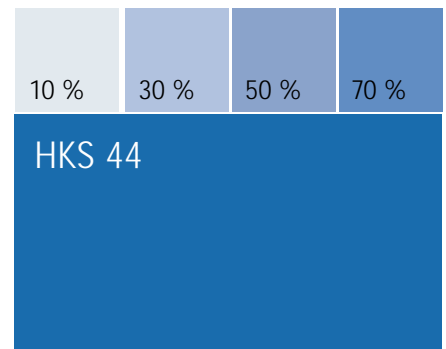
(Pantone Orange 021)  
(RAL 2003)



Green/Euroscale:

- on coated paper  
C 100; M 0; Y 70; K 30
- on natural paper  
C 100; M 0; Y 70; K 0

(Pantone 342)  
(RAL 6016)



The secondary colour blue/Euroscale:

- on coated paper  
C 100; M 50; Y 0; K 0
- on natural paper  
C 100; M 30; Y 0; K 0

(Pantone 293)  
(RAL 5005) (White: RAL 9003)

**Demeter-International e.V.**  
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Fon ++ 31 - 343 - 51 29 25  
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kraayhof@wxs.nl

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Fax - 8 79 47 22

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Fax - 55 05 65  
poss@midcoast.com.au

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BR-18603-970 Botucatu SP.  
Fon ++ 55 - 146 - 82 50 66  
Fax - 82 50 66 u.  
ibd@ibd.com.br

**CDN-Canadian  
Biodynamic Alliance**  
General Delivery, Lake  
Cowichan,  
BC VOR 2G0, Canada  
Fon ++ 1 - 250 - 7 49 41 99  
Fax - 7 49 47 88

**CH-Schweizer Demeter-  
Verband** Grabenacker 15  
CH-4142 Münchenstein 1  
Fon ++ 41 - 61 - 4 16 06 43  
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kuefferheer@dplanet.ch

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biodynamisk-forening@mail.tele.dk

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Fon ++ 20 - 2 - 2 80 79 94  
Fax - 2 81 88 86  
ebda@sekem.com

**F-Association Demeter-France**  
BP 6, F-67600 Muttersholtz  
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Fax - 85 16 17  
demeter@pandemonium.fr

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bdaa@biodynamic.freemove.co.uk

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Fax - 77 269 73  
demeter.italia@tin.it

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Thomastown, Co. Kilkenny  
Fon ++ 353 - 56 - 5 42 14  
Fax - 56 - 5 42 14  
bdaai@indigo.ie

**L-Veräin für biologisch  
dinamesch Landwirtschaft**  
Letzeburg a.s.b.l.  
13, Rue de la Gare  
L-5353 Oetrange  
Fon ++ 352 - 35 59 61  
Fax - 35 02 45

**N-Biologisk-Dynamisk  
Forening, Kirkegata 64;**  
N-2609 Lillehammer  
Fon ++ 47 - 61 - 22 39 10  
Fax - 61 25 46 00  
biodynfo@frisurf.no

**NL-Vereniging voor Biologisch  
Dynamische Landbouw**  
Postbus 17, Diederichslaam  
39 70 NL-AA Driebergen  
Fon ++ 31 - 34 35 - 3 17 40  
Fax - 34 35 - 1 69 43  
bd.vereniging@ecomarkt.nl

**NZ-Bio Dynamic Farming and  
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P.O. Box 39045, NZ-  
Wellington Mail Centre  
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Fax - 3 64 52 24  
demeter@baldcom.net