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本文件系欧盟农业司服务部门的工作文件。其不具有法律约束力，且其性质上不影响委员会或成员国根据（欧盟）第2018/848号条例采取的任何措施，也不影响就这些规定制定的任何判例法。



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北京五洲恒通认证有限公司 内部翻译文件 2025.7.25

Two well-known symbols form the basis of the EU Organic Logo: The European flag – official symbol of the European Union since 1986 – and a leaf that is used in a variety of shapes to symbolise nature and sustainability. The combination of these two symbols creates a unique visual element that is self explanatory and appealing.

欧盟有机标志以两个众所周知的符号为基础：欧盟旗帜——自1986年以来一直是欧盟的官方象征——以及一片树叶，它被设计成多样的形状，象征着自然和可持续性。这两个符号的组合创造了一个独特的视觉元素，既直观易懂又引人入胜。

The EU organic logo is used since 1 July 2010. Its use is governed by Article 33 and annex V to Regulation (EU) 2018/848.

欧盟有机标志自2010年7月1日起使用。其使用受(EU)2018/848号条例第33条和附件V的约束。

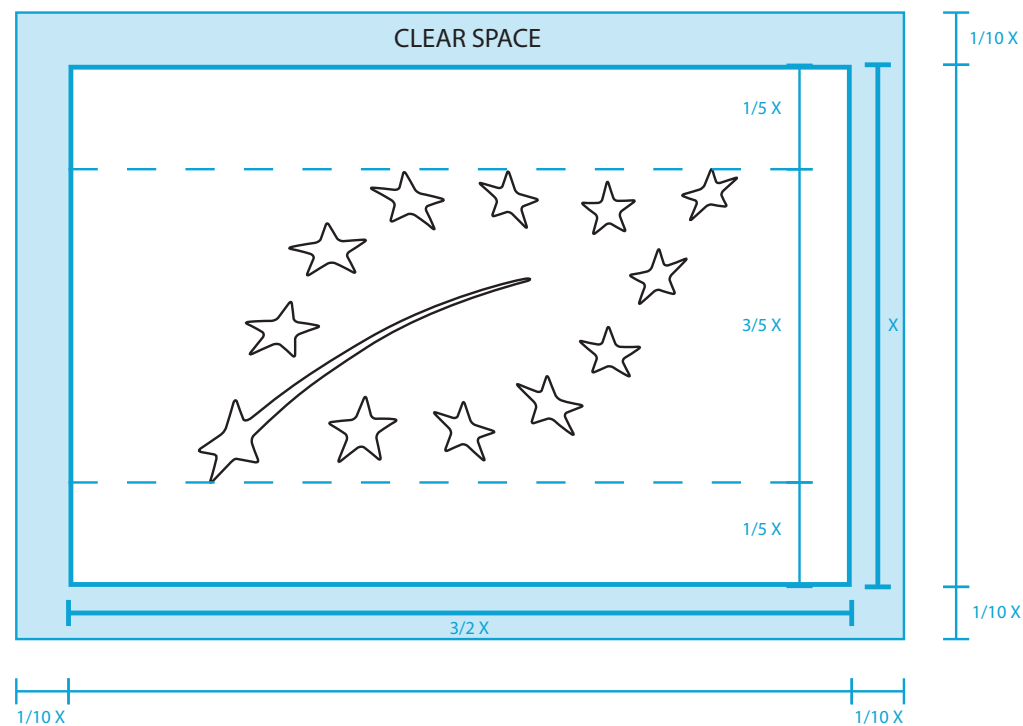


The unit of measurement of the EU Organic Logo is the height of the green field in the background. The proportions of the field are in accordance with those of the flag of the EU. (1:1,5)
A tenth of the height is to be kept clear wherever the logo is applied.*

* No writing or drawing is allowed in the clear space

欧盟有机标志的计量单位是背景绿色区域的高度。绿色区域的比例与欧盟旗帜的比例一致（1:1.5）。标志使用的任何位置，均须保留其高度的十分之一为空白区域。*

* 禁止在空白处书写或绘画。



The white leaf on a green background is the master version of the logo.

绿色背景上的白色叶子是徽标的母版。

Whenever possible this version is to be used.

尽可能使用此版本。



White 白色



Light Green 浅绿色

CMYK: 50 / 0 / 100 / 0

Pantone 376

RGB: 169 / 201 / 56



The EU Organic Logo can be applied on every colour, as long as it is still distinguishable.

欧盟有机标志可应用于任何颜色，只要其颜色清晰易辨即可。

Examples of use on coloured backgrounds:

彩色背景使用示例：



Whenever the EU Organic Logo doesn't stand out from the background, the outer line version is to be used.

如果欧盟有机标志无法从背景中凸显出来，则应使用外线版本。

It can also be chosen for aesthetical reasons to avoid a negative contrast.

出于美观考虑，也可以选择外线版本，以避免产生负面对比。



Examples of use on colored backgrounds which makes the EU organic logo difficult to see.

例如，在彩色背景上使用欧盟有机标志会使该标志难以辨认。



The one colour version is to be used if the printing process does not allow the application of the original green colour.

This version is to be printed in black.

如果印刷工艺无法使用原版绿色，则应使用单色版本。

此版本以黑色打印。



A change of colour is allowed for a **one colour printing** process.

单色印刷过程中允许更换颜色。



The EU organic logo may also be used in black and white where it is not practicable to apply it in color.
A delimiting outer line around the logo can be used to improve contrast with the background.

在不方便使用彩色标识的情况下，欧盟有机认证标识也可以使用黑白版本。
可以在标识周围添加一条外框线，以增强与背景的对比度。



A change of colour is allowed for a **one colour printing** process.

Examples for use on dark coloured backgrounds:

单色印刷过程中允许更改颜色。
深色背景使用示例

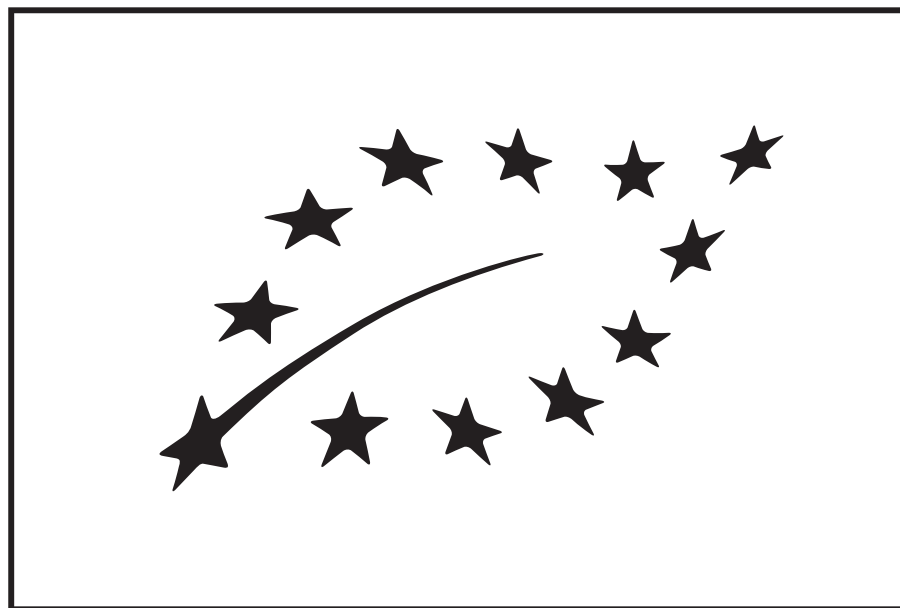


This version is to be printed in black or in a dark colour on a white or a light coloured background only.

此版本仅可在白色或浅色背景上以黑色或深色打印。

It can also be chosen for aesthetical reasons to avoid a negative contrast for a one colour printing process.

也可出于美观考虑选择此版本，以避免单色打印过程中产生的负面对比度。



If the background colour of the packaging or label is dark, the symbols may be used in negative format, using the background colour of the packaging or label.

Examples for use of dark colours:

如果包装或标签的背景颜色较暗，则符号可以采用对比格式，并使用包装或标签的背景颜色。

深色使用示例：



The EU Organic Logo can be applied in every scale.

欧盟有机标志适用于任何尺寸。

However, it must not be smaller than 13,5 mm by 9 mm.

但其尺寸不得小于 13.5 毫米 x 9 毫米。



Width: 54 mm 宽
Height: 36 mm 高



Width: 54 mm 宽
Height: 36 mm 高



Width: 27 mm 宽
Height: 18 mm 高



Width: 27 mm 宽
Height: 18 mm 高

Minimum size
最小尺寸



Width: 13.5 mm 宽
Height: 9 mm 高



Width: 13.5 mm 宽
Height: 9 mm 高

Exception
for very small
packages



Width: 9 mm 宽
Height: 6 mm 高



Width: 9 mm 宽
Height: 6 mm 高

非常小包装的例外

Whenever type is added to the EU Organic Logo, Myriad Pro is the preferable type-font.

It can be set in regular and bold.

每当为欧盟有机标志添加文字时，Myriad Pro都是首选字体。

它可以设置为常规字体和粗体字体。

Myriad Pro Regular 常规

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890,;.!?&€

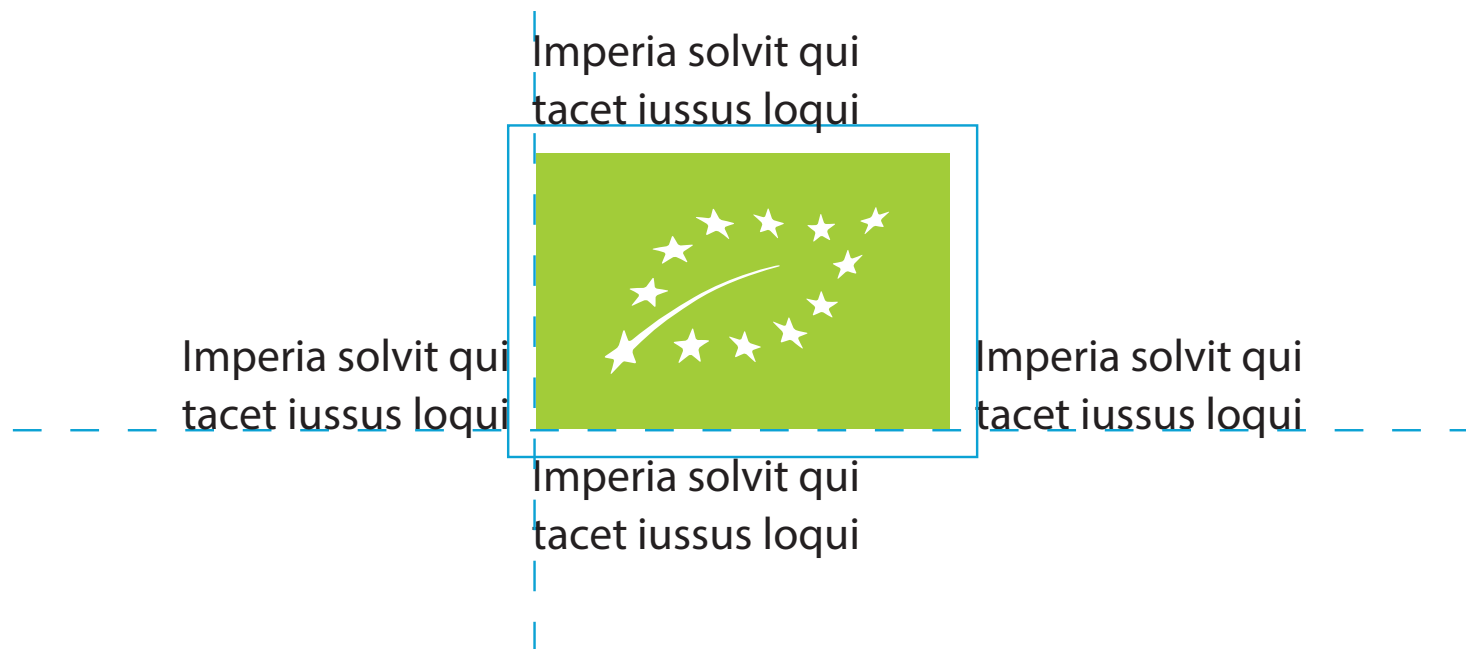
Myriad Pro Bold 加粗

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890,;.!?&€

Type can be placed all around the logo.

字体可以放置在徽标周围。

The clear area should always remain (Page 3). 必须始终保留空白区域（第 3 页）。



The EU Organic Logo may be associated with graphical or textual elements referring to organic farming, if they do not modify or change the nature of the EU Organic Logo. This is the case also for private and national organic farming logos. The clear area should always remain (Page 3).

欧盟有机标志可与有机农业相关的图形或文字元素相关联，前提是这些元素不会修改或改变欧盟有机标志的性质。私人和国家有机农业标志也同样如此。必须始终保留空白区域（第 3 页）。



The code number referred in annex V to regulation (EU) 2018/848 and the place where the agricultural raw materials composing the product have been farmed need to be displayed in the same visual field of the EU organic logo as shown. The place of farming should be placed immediately below the code number.

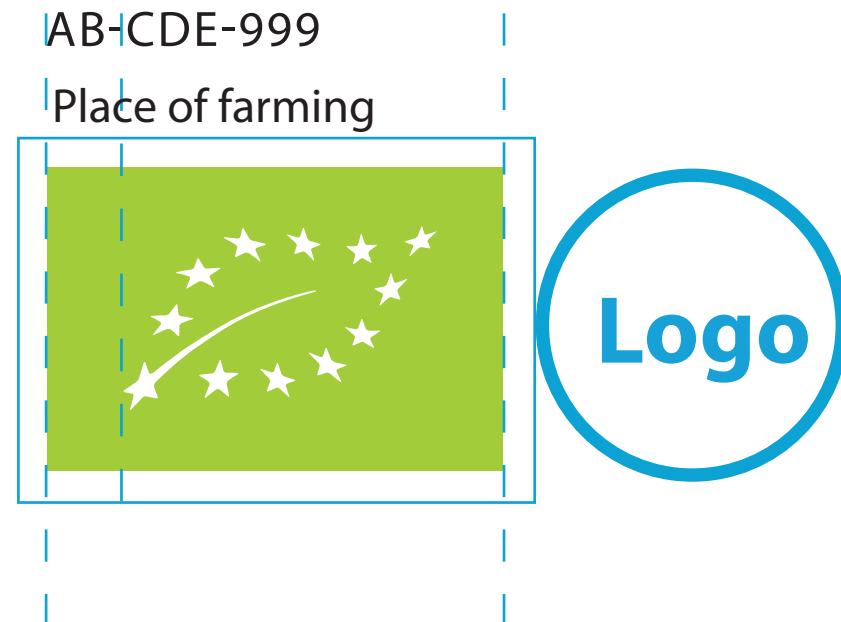
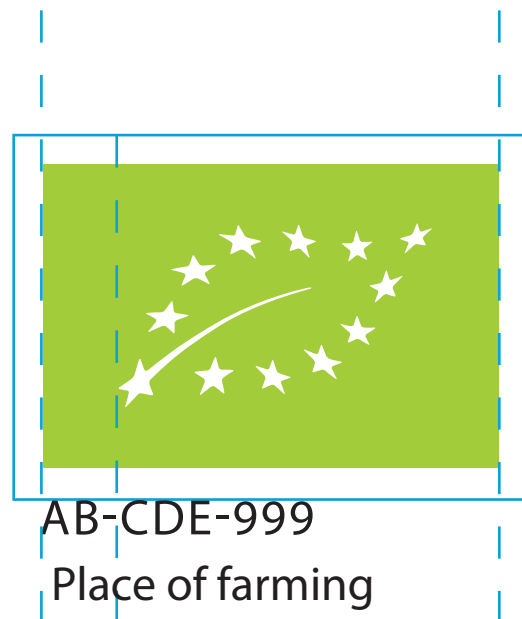
The first two characters, including the hyphen, should not be extended beyond the blue line on the right.

根据欧盟法规 (EU) 2018/848 附件五中提及的机构代码编号以及构成该产品的农产品原料的产地信息，必须显示在欧盟有机标志的同一视觉区域内，如图所示。产地信息应紧邻代码编号下方。

代码编号的前两个字符（包括连字符）不得超出右侧的蓝线。

Examples:

例子



Where the organic production logo of the European Union is used, an indication of the place where the agricultural raw materials of which the product is composed have been farmed must also appear as follows:

- 'EU Agriculture', where the agricultural raw material has been farmed in the Union,
- 'non-EU Agriculture', where the agricultural raw material has been farmed in third countries,
- 'EU/non-EU Agriculture', where part of the agricultural raw materials has been farmed in the Union and a part of it has been farmed in a third country.

凡使用欧盟有机产品标识，均须标明构成该产品的农产品原料产地，具体如下：

- “EU Agriculture”，指农产品原料产自欧盟境内；
- “non-EU Agriculture”，指农产品原料产自第三国；
- “EU/non-EU Agriculture”，指部分农产品原料产自欧盟境内，部分产自第三国。

The abovementioned indication 'EU' or 'non-EU' may be replaced or supplemented by the name of a country in the case where all agricultural raw materials of which the product is composed have been farmed in that country.

The abovementioned 'EU' or 'non-EU' indication should not appear in a colour, size and style of lettering that is more prominent than the name of the product.

如果产品的所有农产品原料均产自某个国家，则上述“欧盟”或“非欧盟”标识可被该国名称替代或补充。（例如：“China Agriculture”，即“中国农业”）

上述“欧盟”或“非欧盟”标识的颜色、字号和字体样式不应比产品名称更醒目。

Examples:

案例



AB-CDE-999
EU Agriculture



AB-CDE-999
Non-EU Agriculture



AB-CDE-999
EU/non-EU Agriculture



AB-CDE-999
Belgium Agriculture



AB-CDE-999
Costa Rica Agriculture

The EU Organic Logo has to be regarded as an unchangeable symbol.

欧盟有机标志必须被视为不可更改的标志。

It is not allowed to add any text, logos, symbols or other elements in the clear area.

不允许在空白区域添加任何文字、标志、符号或其他元素。

Do not add any text within the logo.

禁止在标志内添加任何文字



Do not change the shape of the logo.

禁止改变标志的形状



The logo including the clear area must not be violated.

不允许遮挡包括空白区域在内的标志



Do not alter the visual element of the logo.

禁止改变标志的任何元素



The EU Organic Logo has to be regarded as an unchangeable symbol.

欧盟有机标志必须被视为不可改变的标志。

Do not apply any
visual effects.
禁止给标志使用如
何视觉特效



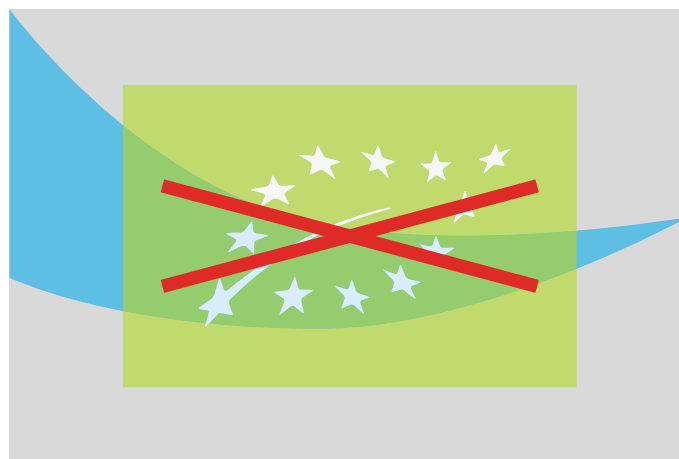
Do not alter the solid
white colour of the
visual element.
禁止改变可视元素
的纯白色



Do not alter the solid
background of the logo.
禁止改变标志的纯色背景



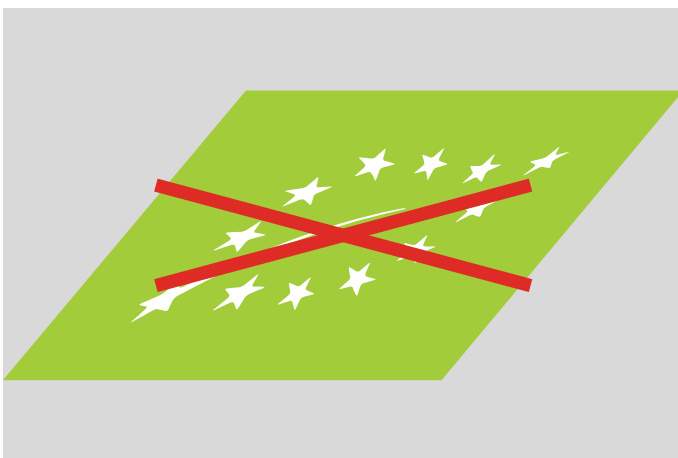
Do not use the logo as
a transparent layer.
禁止将标志透明化



The EU Organic Logo has to be regarded as an unchangeable symbol.

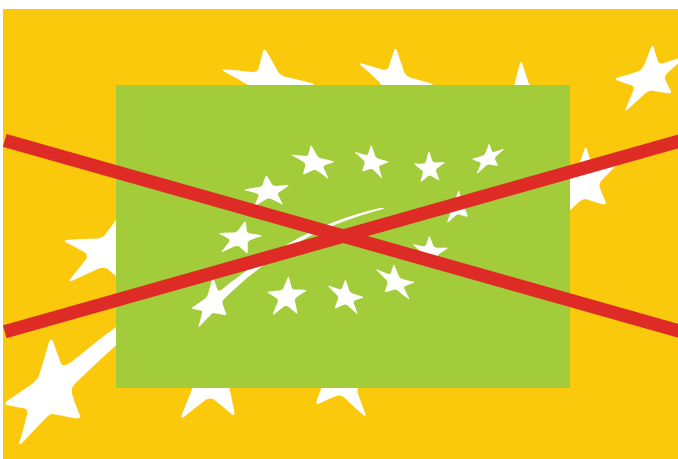
欧盟有机标志必须被视为不可改变的标志。

Do not distort
the logo.
禁止扭曲标志



Do not use the visual
element outside
the logo.

禁止在标志外使用可
视元素



Do not combine
the logo with another.

禁止将标志与其他相
结合



Do not alter the colour of
the logo when printing in
four colour process.

四色印刷时，请勿改变
标志颜色



These two examples display the different elements that could be included in a label, whether it be for one or up to four printing colour systems, with light or dark backgrounds.

这两个例子展示了标签中可以包含的不同元素，无论是一种还是最多四种印刷颜色系统，背景是浅色还是深色。



private or
national organic logo
私有或国家有机标志

AB - 根据欧盟法规 (EU) 2018/848 附件五第 2(a) 点的规定，指定控制措施实施所在国家的 ISO 代码。

CDE - 根据欧盟法规 (EU) 2018/848 附件五第 2(b) 点的规定，指定与有机生产方法相关的三个字母的术语，例如“öko”、“org”、“eko”、“bio”等。

999 - 根据欧盟法规 (EU) 2018/848 附件五第 2(c) 点的规定，指定最多三位数字的参考编号。

认证机构代码
AB-CDE-999 (code number of the certifier)

AB - ISO code for the country where the controls take place, as specified in point 2(a) of Annex V to Regulation (EU) 2018/848

CDE - three letters term that establishes a link with the organic production method such as “öko”, “org”, “eko”, “bio”, etc., as specified in point 2(b) of Annex V to Regulation (EU) 2018/848

999 - reference number, indicated in maximum three digits, to be attributed, as specified in point 2(c) of Annex V to Regulation (EU) 2018/848



private or
national organic logo
私有或国家有机标志

ORGANIC FARMING

GOOD FOR NATURE,
GOOD FOR YOU.

agriculture.ec.europa.eu/farming/organic-farming_en

