



REGULATIONS FOR THE DESIGN OF THE EUROPEAN VEGETARIAN LABEL

FOR USE ON PRODUCT-PACKAGES

Verbal description:

The label is a „V“ according to the international mark no. 678.553 A.

It is in a circle and on top of this circle the text „European Vegetarian Union“ is written inside of the circle in a rounded shape. On the bottom of the label, the word “vegetarian” is written in a language which can be chosen from the producer.

Minimum size of the label: 12 mm.

Colours:

The V-label itself is in the same green as the surrounding text. The background is yellow.

If ever possible, this green should be used: Pantone 356 C

(or in process colours: C=100%,M=0%,Y=100%,K=20%; as RGB: R=0, G=130, B=46)

And this yellow: Process Yellow

(or in process colours: C=0%,M=0%,Y=100%,K=0%; as RGB: R=255, G=237, B=0)

If it is not possible to print the label in colour: The green has to be black and the yellow should be white (or in the available colour).

Vegetarian category:

The round label comes always with the text about the category. This text grades the product in one of the following categories:

- ◆ Ovo-lacto-vegetarian
- ◆ Lacto-vegetarian
- ◆ Ovo-vegetarian
- ◆ Vegan

These texts are mandatory. But the word „vegetarian“ can be translated into the needed language and the word „vegan“ can be replaced with „100% vegetable“ (in any language). Abbreviations are also allowed (but not recommended). For example: “Ovo-lacto-veg.”.

It is allowed to add other texts to this description, i.e. the text in more than one language. But one of these 4 texts is mandatory for every product that carries the label.

It is not mandatory, but strongly recommended ...

... to place the text near the label. Normally the text should go directly under the label.

... to use Pantone 356 C for the colour of this text.

Transitional period:

This regulation is valid immediately for all new contacts with producers etc.

All existing licensees have to be informed about this change.

Producers who use an old unofficial label version have to change it when they print a new version of their product-label.

Exceptions to this (and all other) rules are only valid with a written agreement with the label-representative of the EVU.

FOR EXAMPLES OF THE LABEL, SEE THE FOLLOWING PAGE.

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EVU-Secretariat: Herma Caelen, 26, Rue Moncoureur, B-7011 Ghlin, Belgium
Tel. +32 65/362584, e-mail: evu@ivu.org

EVU-President: Dr. Igor Bukovsky, Tichá 42/A, 81102 Bratislava, Slovakia
Tel. +421-2-5935 7527, e-mail: bukovsky@fmed.uniba.sk

EXAMPLES OF THE EUROPEAN VEGETARIAN LABEL



WITH TEXT, 2 COLOUR

This is the label for all „normal“ cases. It is used for all products with colour labels.

In this example the word „vegetarian“ is written in English, but other languages are available, too. If the background of the package is yellow as well, the same label should be used with a green circle surrounding it:



WITH TEXT, 1 COLOUR

This label is only used for cases in which only one colour is available to print the label.

The white colour is the colour of the background. The green colour is the colour of the print.

In this example the word „vegetarian“ is written in English, but other languages are available, too. If a producer wants to use a white background (not transparency!), even on a colour-product package, he has to get the permission of the vegetarian organisation (licenser).



WITHOUT TEXT, 2 COLOUR

This version without text is only valid if near the label a description of the label is available. The use of this label has to be authorised by the vegetarian organisation (licenser) or the EVU and is normally not allowed for product packages.

This is the normal one for restaurants (menu-cards, self-service bar, etc.).



WITHOUT TEXT, 1 COLOUR

This case is used on the same condition as the colour-version without text, when the label has only one printing colour.

The white colour on this example is the background-colour, the green colour is the colour of the print.