



For the Promotion of
European Protein Production

Donau Soja Agreement – “Donau Soja” and “Europe Soya” Label Advertisement Guidelines Status August 2016

1. Preamble

- 1.1. The contract partner commits to complying with the targets and fundamental values of the Donau Soja and Europe Soya Statutes in their most basic form, and especially those concerning the maintenance of a regional and non-GM food supply.
- 1.2. The contract partner commits to communicating the production of non-GM food and feed within the company (employees) as well as to the outside (suppliers, trade partners, costumers, and stakeholders), taking appropriate measures for the sale and marketing of non-GM products.
- 1.3. The Donau Soja und Europe Soya Advertisement Guideline applies to Donau Soja und Europe Soya labels of all languages (DE, EN, and SRB; DS reserves the right to add further languages), and all variations that are currently on the market (e.g. “gefüttert mit”, “fed with”, “Hranjeno sojom kontrolisanog porekla i kvaliteta”, etc.)
- 1.4. The Donau Soja Organization is in possession of the trademarks “Donau Soja” und “Europe Soya” and the owner of the rights to the “Donau Soja” and “Europe Soya” labels.
- 1.5. The “Donau Soja” and “Europe Soya” labels may be used internationally, alteration of the wording, however, is prohibited. Only the terms “Donau Soja” and “Europe Soya” may be used.
- 1.6. The right to use the “Donau Soja” and “Europe Soya” labels for promotional activities is exclusively reserved for Donau Soja members.
- 1.7. The Donau Soja Organization grants its member the non-exclusive, non-transferable right to use the “Donau Soja” and “Europe Soya” labels in the framework of various events. This right of usage is valid for the duration of their membership and regulated by the Advertisement Guidelines.
- 1.8. Advertisement that harms the image of the association or that contradicts its core values (see: Statutes Donau Soja) is prohibited.



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2. Usage rights

- 2.1. The following agreement concerns product labeling with the "Donau Soja" and "Europe Soya" labels. Use of the "fed with Donau Soja", "gefüttert mit Donau Soja", "fed with Europe Soya" and "gefüttert mit Europe Soya" labels is not permitted on promotional materials as well as on non-certified products or the like.
- 2.2. The use of the "Donau Soja" and "Europe Soya", "gefüttert mit Donau Soja", "fed with Donau Soja", "gefüttert mit Europe Soya" and "fed with Europe Soya" labels must be requested from the association and are subject to individual authorization.
- 2.3. With individual authorization Donau Soja Members may use the label for advertising purposes, including websites, flyers, videos, customer mailings, and various forms of printed matter, including brochures, business cards, invitations, signage, symbols and other similar publications. The entire label must be clearly visible, thus making the organization's Donau Soja membership apparent.
- 2.4. The Donau Soja and Europe Soya label must not be used in the following cases:
 - 2.4.1. On printed matter:
 - 2.4.1.1. Invoices.
 - 2.4.1.2. Stationary.
 - 2.4.1.3. Accompanying documents.
 - 2.4.2. All kinds of official documents.
 - 2.4.3. Documents whose contents could harm the association.
 - 2.4.4. Non-certified products including all products of animal origin, seeds, soya products – such as soya drinks, tofu, natto, etc. – and by products such as oil, lecithin, meal, etc.
- 2.5. Donau Soja and Europe Soya inspection bodies may use the "Donau Soja" and "Europe Soya" labels on advertising materials in connection with other applicable standards that are controlled and certified by that inspection body. Donau Soja and Europe Soya inspection bodies may also print and use the "Donau Soja" and "Europe Soya" labels on Donau Soja and Europe Soya certificates and inspection documents.
- 2.6. General advertisement statements such as "We produce Donau Soja/Europe Soya" or "We sell Donau Soja/Europe Soya" are prohibited (unless the entire production and the entire company has changed over to Donau Soja/Europe Soya and is thus in compliance with Donau Soja and Europe Soya requirements).



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- 2.7. Donau Soja members and partners may only use the "Donau Soja" and "Europe Soya" logos for advertisement and product labels in consultation with the Donau Soja Organization, and must send an example.
- 2.8. The labelling of products that contain Donau Soja respectively Europe Soya is subject to the Donau Soja and Europe Soya license contract.

3. Labeling rights

- 3.1. The entire label must be easily legible by the naked eye and must be proportionate to other labels. It shall not be larger or smaller than other inspection or quality labels. A minimum size of 1 x 1 cm (for labels that also contain text, e.g. the Serbian version, have a minimum size of 1,5 x 2 cm) is recommended. This condition may be altered by written agreement with Donau Soja. The use of the "Donau Soja" and "Europe Soya" labels in combination with other labels must be approved by the Donau Soja Association.
- 3.2. Deviation from the predetermined label design and colour is prohibited for members and licensees. The label may only be altered by the Donau Soja Association.
- 3.3. The "Donau Soja" and "Europe Soya" labels must be used in the following predetermined colours: Pantone colours green 368 C & blue: 2925 C, CMYK-values: blue: 80% cyan + 20% magenta & green: 60% cyan + 100% yellow. As per Donau Soja Association specifications, the label may also appear in black and white. The use of any other colours is prohibited. A valid version of the labels must be used at all times.
- 3.4. When used on websites, blogs, etc. the label must be hyperlinked to the Donau Soja website www.donausoja.org
- 3.5. Donau Soja members acknowledge that the Donau Soja Association is the owner of all rights, that it will not transfer any rights to the trademarks, and that it will not grant sub-licensing to any partners.
- 3.6. Donau Soja Members will immediately inform the Donau Soja Association about any violations of the partner label's rights and/or any potentially harmful use of the trademarks.
- 3.7. The right to use the "Donau Soja" and "Europe Soya" labels will be revoked upon license and/or membership termination. Thereafter, any of the above mentioned labels must be immediately removed from all promotional materials.



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Graphic depiction of trademarks in colour



Graphic depiction of trademarks in black and white



Graphic depiction of trademark "Mitglied Donau Soja" in colour





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**Graphic depiction of trademarks „Gefüttert mit Donau Soja“ and „Fed with Donau Soja“
in colour**



**Graphic depiction of trademarks „Gefüttert mit Donau Soja“ and „Fed with Donau Soja“
in black and white**



**Graphic depiction of trademarks „Gefüttert mit Europe Soya“ und „Fed with Europe Soya“
in colour**





For the Promotion of
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Graphic depiction of trademarks "Gefüttert mit Europe Soya" and „Fed with Europe“ Soya
in black and white



Graphic depiction of combined trademarks „Gefüttert mit Donau Soja“ and
„Ohne Gentechnik hergestellt“
in colour and in black and white



Graphic depiction of Serbian trademark





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Graphic depiction of trademark „Gefüttert mit Nourri avec Donau Soja“

