



For the Promotion of  
European Protein Production

## **Donau Soja Agreement for logo use "Donau Soja", "Dunav Soja" and "Europe Soya" logos Status August 2017**

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### **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 agreement for logo use applies to Donau Soja und Europe Soya labels in German and English respectively the Dunav Soja label in Serbian (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 Organisation is in possession of the trademarks "Donau Soja", "Dunav Soja", "Europe Soya" and "Donau Soja Partner" and the owner of the rights to the "Donau Soja", "Dunav Soja", "Europe Soya" and "Donau Soja Partner" 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. The "Dunav Soja" label may only be used in Serbia.
- 1.6. The right to use the "Donau Soja", "Dunav Soja" (only in Serbia) and "Europe Soya" labels for promotional activities is exclusively reserved for Donau Soja members.
- 1.7. The use of the Donau Soja Partner logo is solely reserved to certified partners and members and may not be used on products.
- 1.8. The Donau Soja Organisation grants its member the non-exclusive, non-transferable right to use the "Donau Soja", "Dunav Soja" (only in Serbia) 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 agreement for logo use.
- 1.9. 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", "Dunav Soja", "Europe Soya" and "Donau Soja Partner" labels. Use of the "fed with Donau Soja", "gefüttert mit Donau Soja", "fed with Europe Soya" and "gefüttert mit Europe Soya", „hranjeno sojom kontrolisanog porekla i kvaliteta Dunav Soja" und „proizvedeno od soje kontrolisanog porekla i kvaliteta Dunav Soja" 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", "Dunav Soja" and "Europe Soya", "gefüttert mit Donau Soja", "fed with Donau Soja", "gefüttert mit Europe Soya" and "fed with Europe Soya", „hranjeno sojom kontrolisanog porekla i kvaliteta Dunav Soja" und „proizvedeno od soje kontrolisanog porekla i kvaliteta Dunav Soja" 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, Dunav Soja, Europe Soya and Donau Soja Partner 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 inspection bodies may use the "Donau Soja", "Dunav 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", "Dunav Soja" and "Europe Soya" labels on Donau Soja, Dunav Soja and Europe Soya certificates and inspection



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documents. The Dunav Soja label may only be used in Serbia.

- 2.6. General advertisement statements such as "We produce Donau Soja/Dunav Soja/Europe Soya" or "We sell Donau Soja/Dunav 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).
- 2.7. The following agreement concerns the labelling of compound feed and monocomponents with "Donau Soja", "Dunav Soja" and "Europe Soya". The Donau Soja, Dunav Soja and Europe Soya label may only be used on mono- or compound feed, if all soya components is certified Donau Soja, Dunav Soja or Europe Soya.
- 2.8. Donau Soja members and partners may only use the "Donau Soja", "Dunav Soja", "Europe Soya" and "Donau Soja Partner" logos for advertisement and product labels in consultation with the Donau Soja Organization, and are committed to send a labelled example.
- 2.9. The labelling of products that contain certified Donau Soja, Dunav 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", "Dunav 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", "Dunav 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. In any case, the lettering of "Donau Soja", "Dunav Soja" and "Europe Soya" has to be 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](http://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



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sub-licensing to any partners.

- 3.6. Donau Soja mMembers 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", "Dunav Soja", "Europe Soya" and "Donau Soja Partner" 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**



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**Graphic depiction of trademarks in black and white**





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**Graphic depiction of trademark "Donau Soja Partner" in colour**



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



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





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



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





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### Graphic depiction of Serbian trademark



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

