



有机认证组合标识
包装印刷规范手册

Handbook for Use of Combined Organic Product
Logos in Packaging and Printing



中绿华夏有机食品认证中心
CHINA ORGANIC FOOD CERTIFICATION CENTER

有机认证标识印刷说明 Instructions on Printing of Organic Product Logos

1. 标识印刷包括：中国有机产品认证标志（以下或统称“国家认证标志”），中绿华夏有机食品认证中心标识（以下简称“中绿华夏标识”），国家认证标志与中绿华夏标识须同时使用。

I. Logos to be printed include: China organic logos (hereinafter collectively referred to as “nationally certified logos”) and logos of China Organic Food Certification Center (COFCC) (hereinafter referred to as “COFCC logos”), and the two logos should be used at the same time.

2. 认证委托人应自我中心申购认证标志，并加施于获证的有机产品 或产品的最小销售包装上。

II. Certification applicants shall subscribe these logos from COFCC and apply them to the minimum sales packages of certified organic products or products.

3. 为体现丰富设计，认证委托人可将有机产品认证标志和中华夏标识 严格按照本规范印刷在获证产品包装上、说明书及广告宣传材料上。

III. To reflect diversified design, applicants may print nationally certified logos and COFCC logos onto packages, instructions and advertising materials of certified products in strict accordance with the Handbook.

4. 认证委托人在有机产品或产品包装上使用有机产品认证标志和中 绿华夏标识应是在经中绿华夏有机食品认证中 心颁发的有机认 证证书书所认证的主产地的产品范围、核准产量内。

IV. Use of nationally certified logos and COFCC logos by applicants shall be subject to the range of products and approved output in primary origins certified by COFCC.

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A-001 中国有机产品标志释义

A-001 China Organic Logo and Its Definition

“中国有机产品标志”的主要图案由三部分组成，及外围的圆形、中间种子图形及其周围的环形线条。

The main pattern of “China Organic Logo” consists of three parts, i.e., the peripheral circle, the seed graphics in the middle and the ring around the seed.

标志外围的圆形形似地球，象征和谐、安全，圆形中的“中国有机产品”字样为中英文结合方式。既表示中国有机产品与世界同行，也有利于国内外消费者识别。

The peripheral circle resembles the Earth in form, representing harmony and safety, and written characters in both Chinese and English in the circle read “Organic”, representing China’s organic products move forward with the world, which is easily identified by domestic and overseas consumers.

标志中间类似种子的图形代表生命萌发之际的勃勃生机，象征了有机产品是从种子开始的全过程认证，同时昭示出有机产品就如同刚刚萌生的种子，正在中国大地上茁壮成长。

The seed-like graphics in the middle represents the thriving vitality at germination, indicating that organic products are certified since the production process and that these products are thriving in China.

种子图形周围圆润自如的线条象征环形的道路，与种子图形合并构成汉字“中”，体现出有机品植根中国，有机之路越走越宽广。同时，处于平面的环形又是英文字母“C”的变体，种子形状也是“O”的变形，意为“China Organic”。

The flowing ring line around the seed represents ring roads, which makes up the Chinese character “中” together with the seed graphics and implies that organic products have a bright future in China. Meanwhile, the two-dimensional ring line also makes up the English alphabet “C”, and the seed is an “O” shape, so the two together means “China Organic”.

绿色代表环保、健康，表示有机产品给人类的生态环境带来完美与协调。橘红色代表旺盛的生命力，表示有机产品对可持续发展的作用。

Green represents environmental friendliness and health, which indicates organic products are bringing about excellence and harmony to humans’ ecological environment. Orange means vitality and shows the role of organic products in sustainable development.



A-002 中绿华夏标识及其释义

A-002 COFCC Logo and Its Definition

中绿华夏有机食品认证中心的标识采用人手和叶片为创意元素，我们可以感觉到两种景象：

一是一只手向上持着一片绿叶，寓意人类对自然和生命的渴望；其二是两只手一上一下握在一起，将绿叶拟人化为自然的手，寓意人类生存离不开大自然的呵护，人与自然需要谐美好的生存关系。有机食品概念的提出正是这种理念的实际应用，人类的食物从自然中获取，人类的活动应尊重自然的规律，这样才能创造一个良好的可持续发展的空间

The COFCC logo consists of two creative elements: hand and leave, which leads to two scenes: firstly, a hand holds a leave upward, implying humans' longing for nature and life; secondly, two hands are held together, in which green leaves are personified as the hands of Nature, implying that humans cannot live without care of Nature and humans have to live harmoniously with Nature. The concept of organic food is a practical application of this idea. Humans acquire food from Nature, so human activities should comply to the laws of Nature. Only in this way can we create a goo and sustainable development space.



标准色彩
Standard Color
C100 Y90

A-003 中国有机产品认证标志与中绿华夏标志的组合标识

A-003 Combined Logo of China Organic Logo and COFCC Logo

凡取得中绿华夏有机食品认证中心认证的有机产品，须在包装上印刷“有机产品认证标志”和“中绿华夏标志”，两个标志的位置、比例关系、大小使用范围等，在包装设计印制过程中需严格按照此规范进行设计印制。

Organic products certified by COFCC shall be printed with "China Organic Logo" and "COFCC Logo" on their packages, which shall be designed and printed in strict accordance with the specification in terms of locations, proportional relation and size range of the two logos.

有机产品认证标志根据需要，分为10mm、15mm、20mm、30mm、和60mm等五种规格，与中绿华夏标志的组合标识根据中国有机产品认证标志的尺寸比例调整大小。

Organic product logos have five specifications as required, including 10mm, 15mm, 20mm, 30mm and 60mm; the combined logo with COFCC logo shall be resized according to dimension scale of China Organic logo.



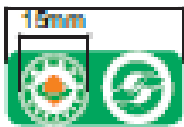
最小使用范围25mm
Minimum range of application



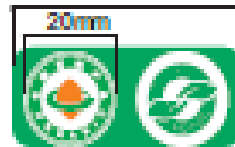
以下按照比例示范并非实际尺寸
The following is a pro rata
example, not actual dimension

最小使用范围
Minimum range of application

标准使用范围38mm
Standard range of application 38mm

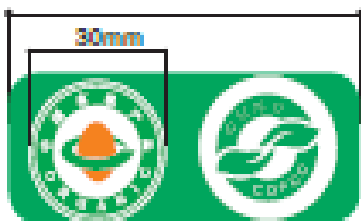


标准使用范围50mm
Standard range of application 50mm



标准使用范围153mm
Standard range of application 153mm

标准使用范围76mm
Standard range of application 76mm

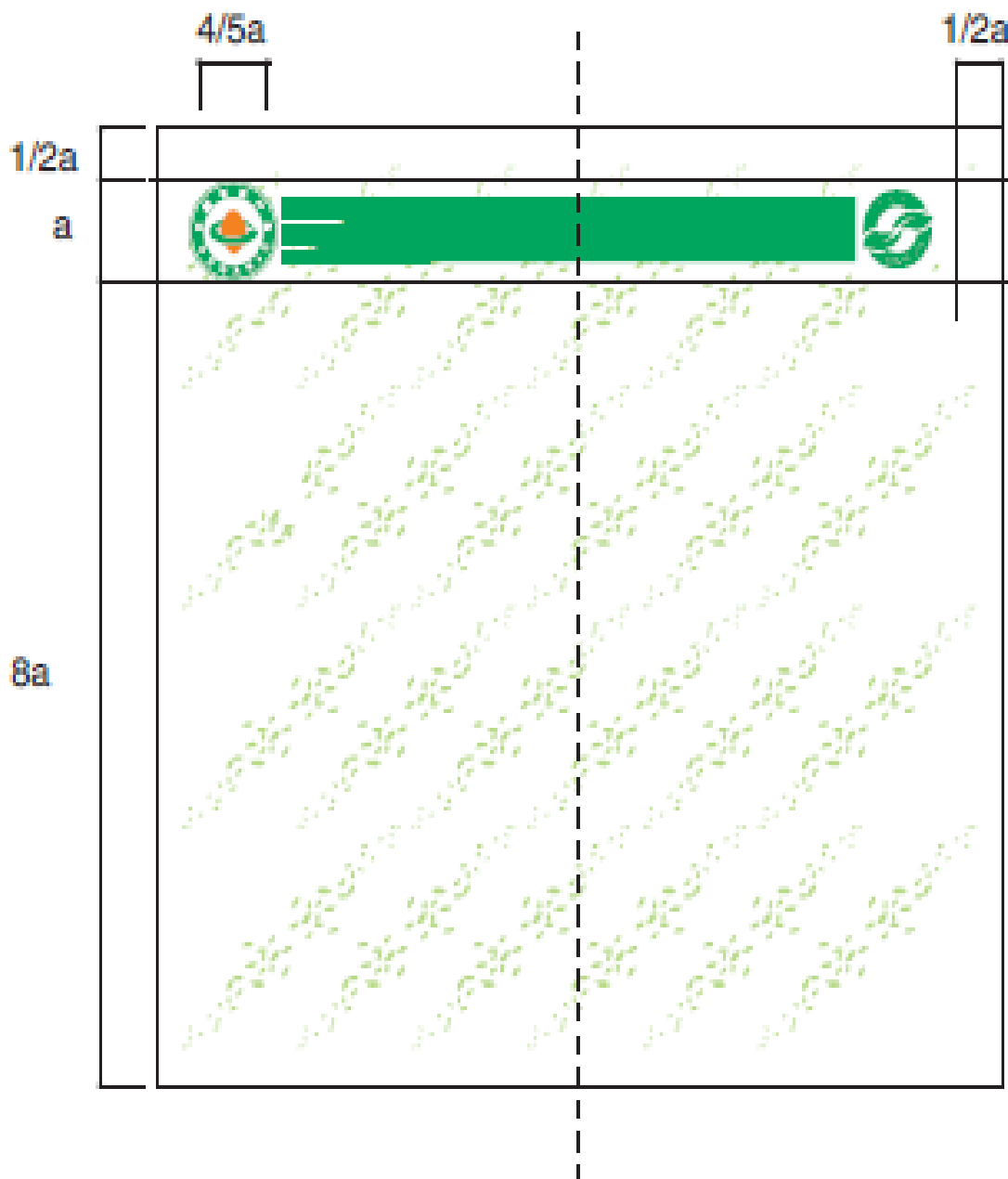


A-004 组合标识在正方形包装上的应用规范

A-004 Specification on Application of Combined Logo onto Square Packages

经中绿华夏有机食品认证中心认证的产品，在正方形包装上四色印刷时双标识的比例位置关系依据此标准设计制作。

The proportional and positional relations of the two logos shall be designed and produced as per this specification in case of four-color printing onto packages of COFCC certified products.

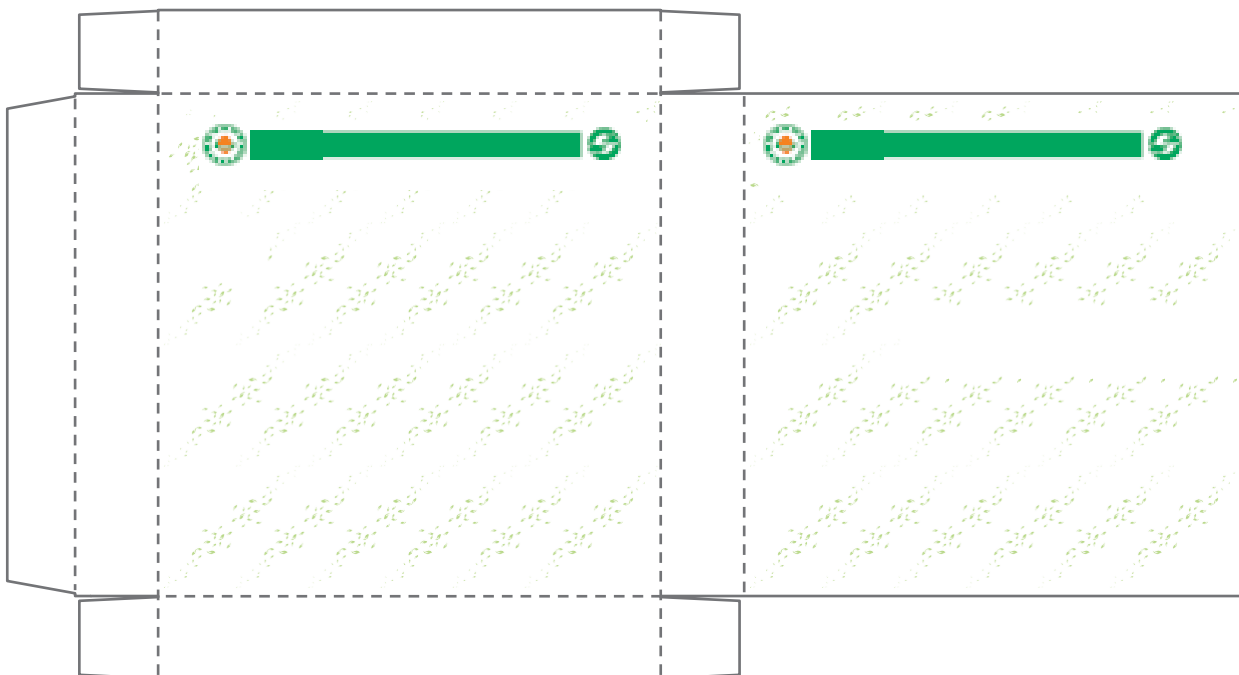


A-005 组合标识在正方形包装上正背印刷时具体应用

A-005 Specification on Printing of Combined Logo on the Front and Back of Square Packages

经中绿华夏有机食品认证中心认证的产品，在正方形包装上正背四色印刷时双标识，的组合应用标准需依据此标准设计制作。

The combined logo shall be designed and produced as per this specification in case of four-color printing on the front and back of square packages of COFCC certified products.





A-006 组合标识在特种纸张单色印刷应用规范

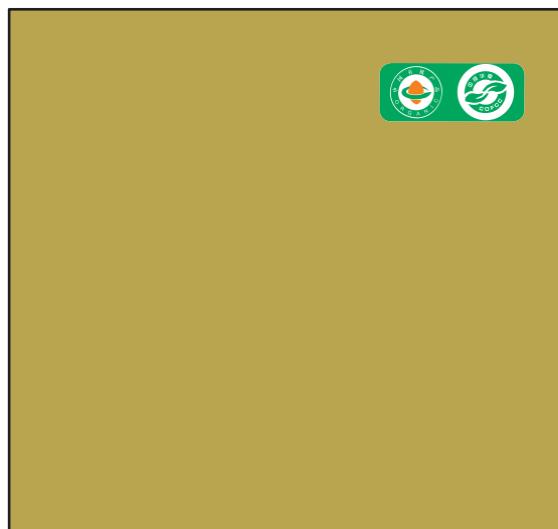
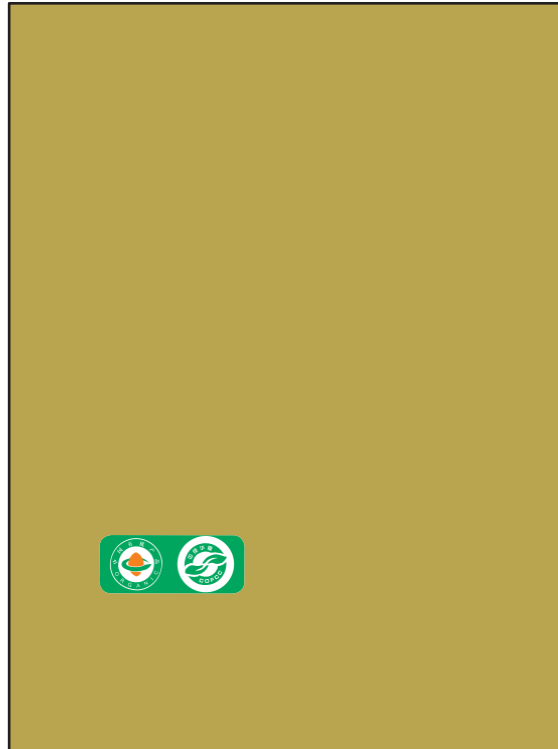
A-006 Specification on Single-color Printing of Combined Logo on Special Papers

经中绿华夏有机食品认证中心认证的产品，认证标识在牛皮纸、瓦楞纸或特种纸张 单色印刷包装时组合应用标准。（标识可印制或不干胶贴在相应位置）

The combined logo shall be subject to this specification in case of single-color printing on brown paper, corrugated paper or special paper packages of COFCC certified products. (The combined logo can be made into adhesive sticker and pasted at the corresponding position)

粘贴位置不做具体要求，组合标识尺寸大小使用规范依据A-003，最大的长边不能超过80mm，最小尺寸能小于25mm。

There is no specific requirement on the position for pasting and size dimension of the combined logo shall be subject to A-003, with the longest side being no more than 80mm and the minimum size being no less than 25mm.

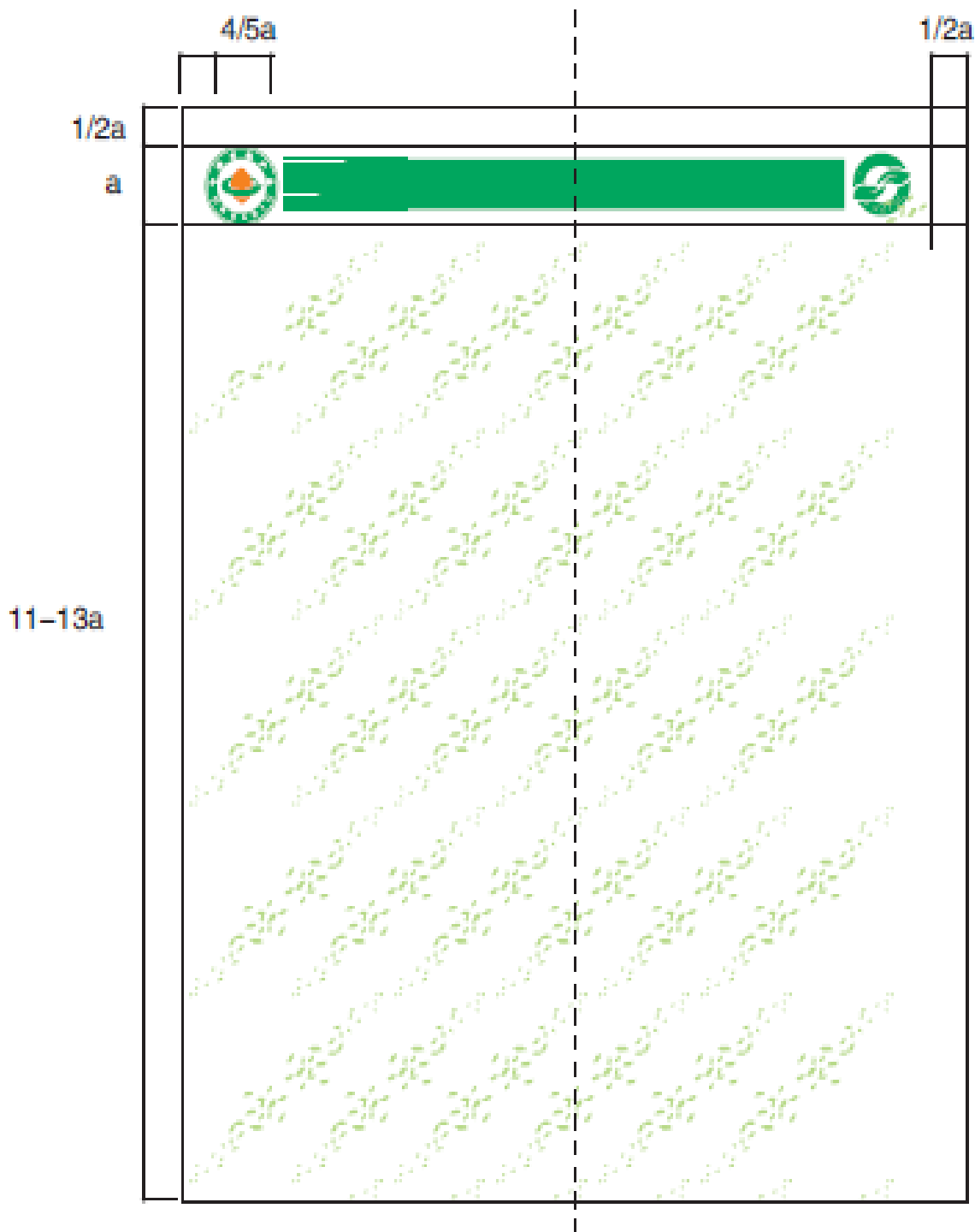


A-007 组合标识在长方形包装上印刷应用规范

A-007 Specification on Printing of Combined Logo on Rectangular Packages

经中绿华夏有机食品认证中心认证的产品，在长方形包装上正背四色印刷时双标识的组合应用标准需依据此标准设计制作。

The combined logo shall be designed and produced as per this specification in case of four-color printing on the front and back of rectangular packages of COFCC certified products.

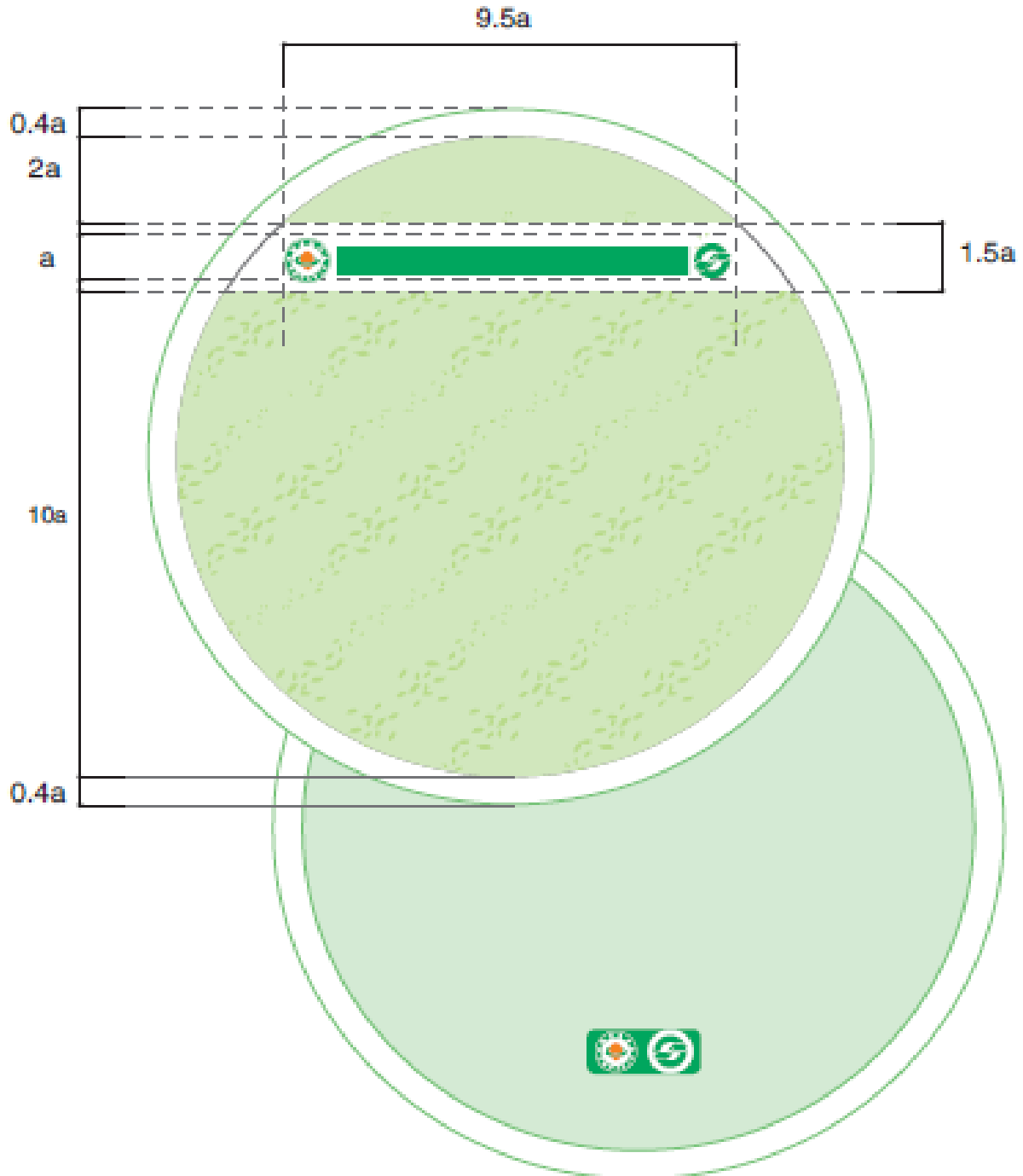


A-008 组合标识在圆形包装上正面印刷应用规范

A-008 Specification on Printing of Combined Logo on the Front of Circular Packages

经中绿华夏有机食品认证中心认证的产品，在圆形包装上四色印刷时，组合应用标准需依照此标准设计制作。

The combined logo shall be designed and produced as per this specification in case of four-color printing on circular packages of COFCC certified products.

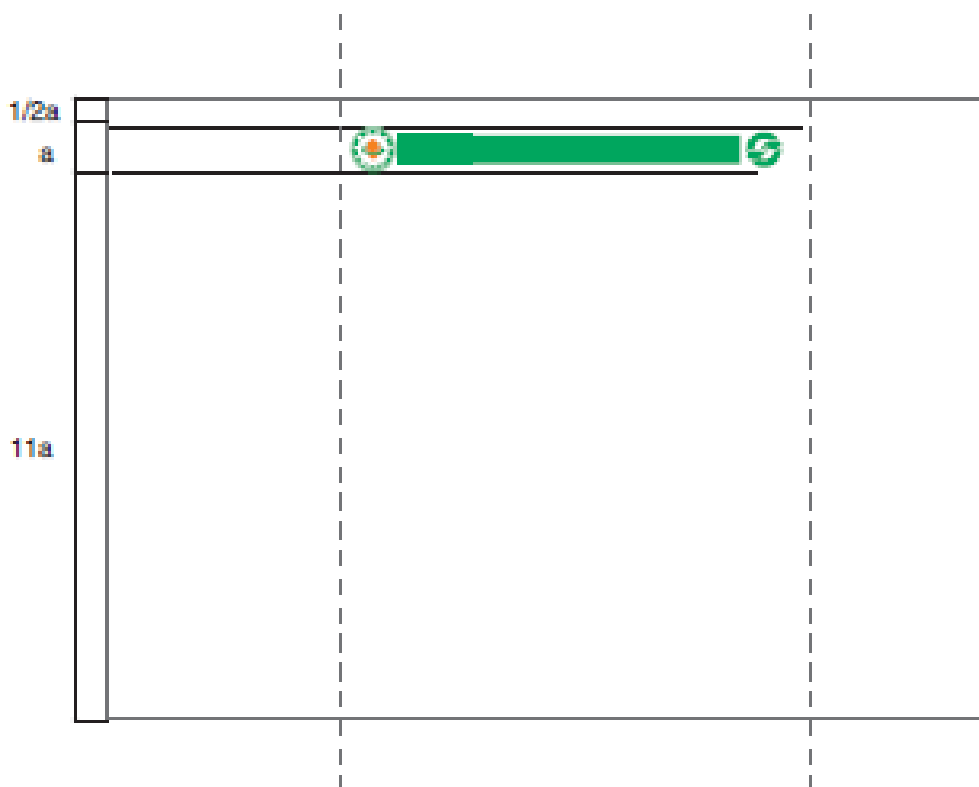
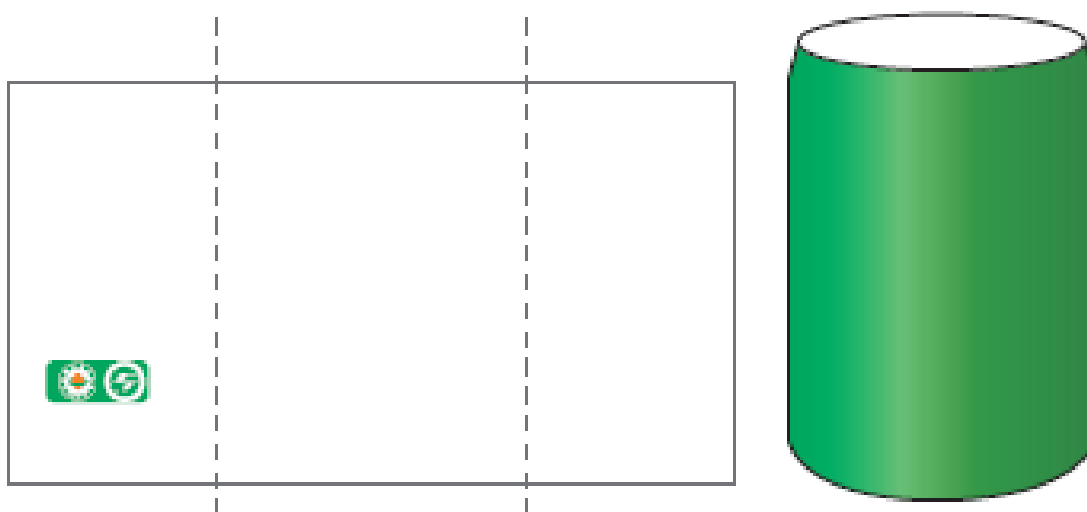


A-009 组合标识在易拉罐包装上印刷应用规范

A-009 Specification on Printing of Combined Logo on Zip-top Cans

经中绿华夏有机食品认证中心认证的产品，在易拉罐包装上四色印刷时，组合应用标准需依照此标准设计制作。

The combined logo shall be designed and produced as per this specification in case of four-color printing on zip-top cans for COFCC certified products.



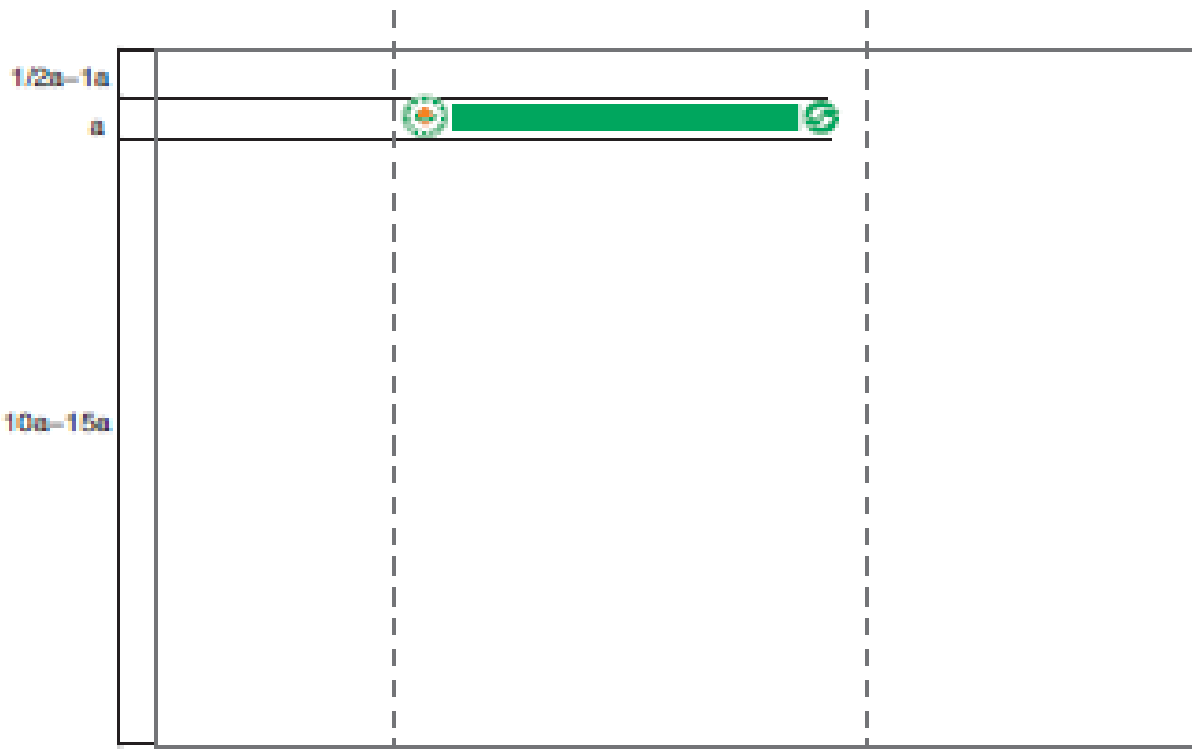
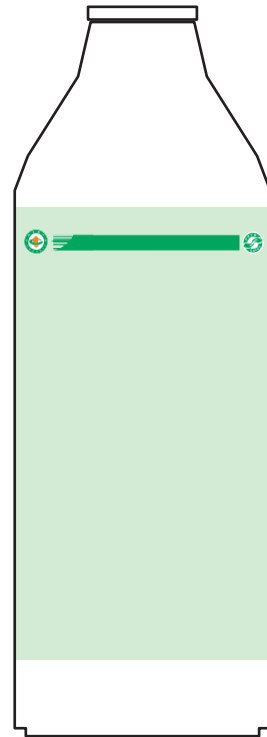
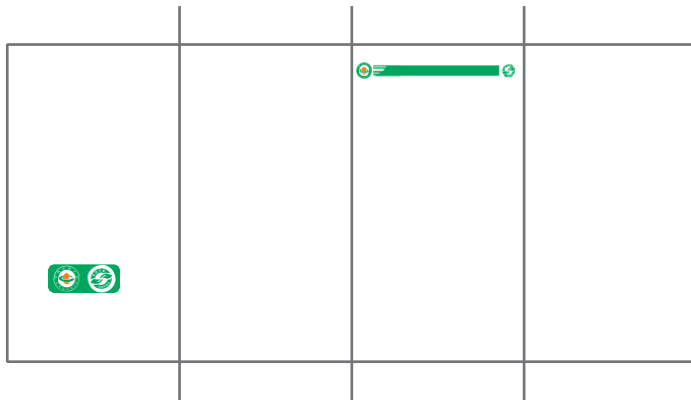
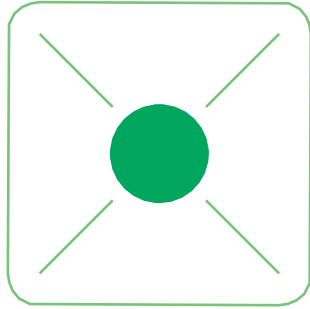


A-010 组合标识在塑料瓶包装上印刷应用规范

A-010 Specification on Printing of Combined Logo on Plastic Bottle Packages

经中绿华夏有机食品认证中心认证的产品，在塑料瓶包装上四色印刷时，组合应用标准需依照此标准设计制作。

The combined logo shall be designed and produced as per this specification in case of four-color printing on plastic bottle packages of COFCC certified products.



A-011 组合标识在罐形包装上印刷应用规范

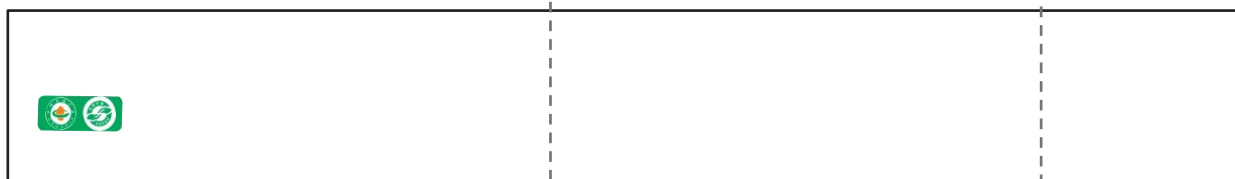
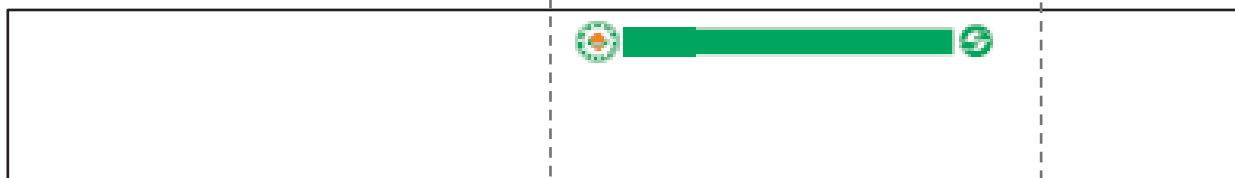
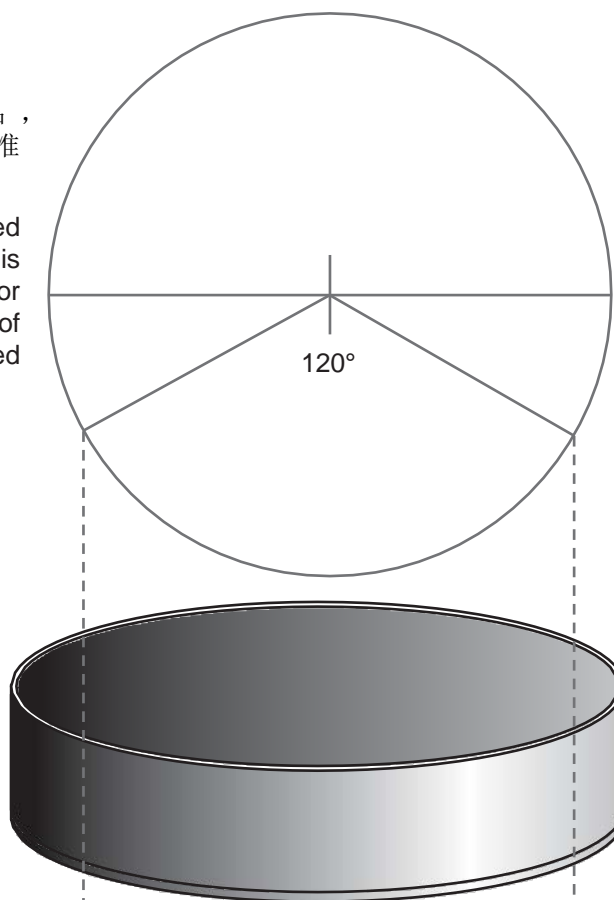
A-011 Specification on Printing of Combined Logo on Cylindrical Packages

经中绿华夏有机食品认证中心认证的产品，在罐形包装上四色印刷时，组合应标准 需依照此标准设计制作。

The combined logo shall be designed and produced as per this specification in case of four-color printing on cylindrical packages of COFCC certified products.

经中绿华夏有机食品中心认证的产品，在罐形包装上四色印刷组合应用标准需依照此标准制作印刷

The combined logo shall be designed and produced as per this specification in case of four-color printing on the front and back of square packages of COFCC certified products.



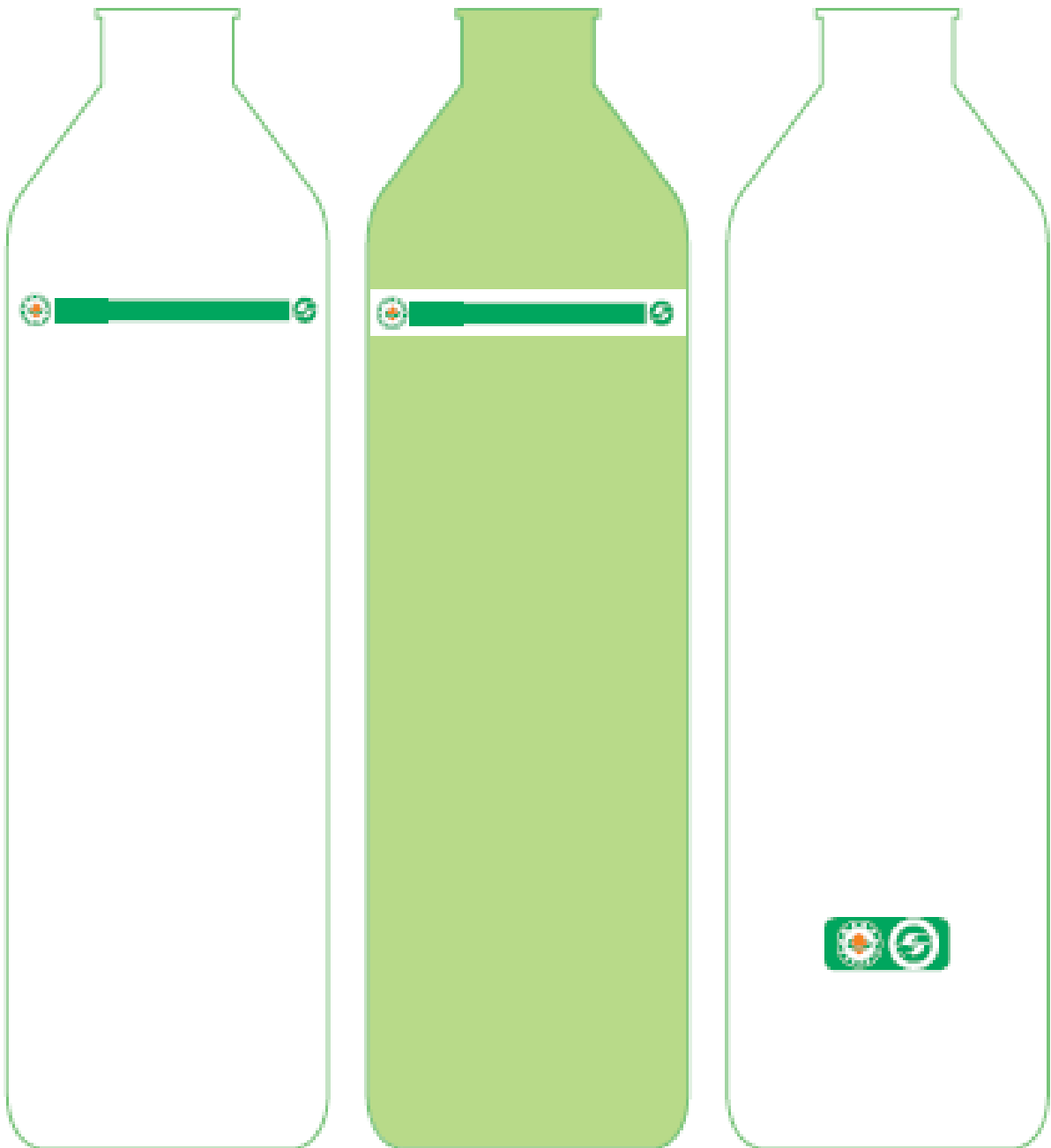


A-012 组合标识在玻璃瓶包装上直接印刷应用规范

A-012 Specification on Printing of Combined Logo Directly on Glass Bottle Packages

经中绿华夏有机食品认证中心认证的产品，在玻璃瓶包装上直接四色印刷时，组合应用标准需依照此标准设计制作。

The combined logo shall be designed and produced as per this specification in case of four-color printing directly on glass bottle packages of COFCC certified products.



A-013 组合标识在塑料桶包装上印刷应用规范

A-013 Specification on Printing of Combined Logo on Plastic Bucket Packages

经中绿华夏有机食品认证中心认证的产品，在塑料桶包装上四色印刷时，组合应用标准需依照此标准设计制作。

The combined logo shall be designed and produced as per this specification in case of four-color printing on the plastic bucket packages of COFCC certified products.





A-014 组合标识在塑料袋和编织袋包装上印刷应用规范

A-014 Specification on Printing of Combined Logo on Plastic and Woven Bags

经中绿华夏有机食品认证中心认证的产品，在塑料袋或编织袋包装上四色印刷时，组合应用标准需依照此标准设计制作。

The combined logo shall be designed and produced as per this specification in case of four-color printing on plastic or woven bags of COFCC certified products.

