

VLOG Guideline Seal Usage „VLOG geprüft“ ("VLOG verified")

Use of the seal in connection with products

- Before products are labelled with the seal "VLOG geprüft" ("VLOG verified"), an [application for seal usage](#) must be submitted and a Licence Agreement concluded with VLOG.
- The trademark is exhausted as soon as a Licence Agreement has been concluded for a product and it is traded without any further processing or packaging step (e.g. if a product already licensed by the manufacturer is shown in the leaflet by the feed trader). In this case, no further application for seal usage needs to be made and no Licence Agreement needs to be concluded with VLOG.
- The prerequisite for applying for a licence is compliance with the specifications in the [Regulations Governing Use of the EU Certification Mark](#)/ in the [VLOG Standard](#) and the existence of a valid certification according to the VLOG Standard or a [standard recognised as equivalent](#) by VLOG.
- Labelling of products is considered to be:
 - 1) Labelling of product packaging
 - 2) Labelling of products on bills of lading
 - 3) Labelling of products on websites and in other promotional materials (e.g. product data sheets, leaflets, catalogues, transport vehicles etc.)
 - 4) Indirect labelling of products through promotional materials at the point of sale (e.g. displays, stand-up displays, shelf disruptors etc.)
- The impression must not be created that the seal refers to non-licensed products.

Use of the seal in connection with certification

- If a company wishes to advertise its certification according to the VLOG Standard (e.g. on letterhead, in the sustainability report, for the presentation of quality standards on the website), the seal may be used after concluding a Licence Agreement.

Use of the seal for editorial, non-promotional purposes

- When using the seal for editorial, non-promotional purposes, no Licence Agreement is required.
- When using the seal in teaching materials, approval of the layout by the VLOG office via layout@ohnegentechnik.org is required.