



DEPARTMENT CIRCULAR

NO. 12

Series of 2020

SUBJECT : GUIDELINE ON THE USE OF THE PhilGAP CERTIFIED MARK

Pursuant to Administrative Circular No. 01 Series of 2018 also known as the *Rules and Regulation on the Certification of PhilGAP for Crops, Superseding Administrative Circular No. 10 Series of 2013*, Article VI. PhilGAP Certified Mark, this guideline is hereby issued:

I. BASIC DESIGN ELEMENTS AND COLORS

The PhilGAP Certified Mark (Figure 1) shows the basic design elements of the certification mark, the PhilGAP logo with the text "PhilGAP" situated at the bottom of the circle. The logo of the Department of Agriculture (DA) at the upper left corner of the circle, the logo of the Bureau of Plant Industry (BPI) at the lower right corner of the circle and with the check mark at the center with green color and black line indicating conformities to standards, the DA logo indicating its respective original color of yellow and green; the BPI logo indicating its respective yellow, green and light green and; and black for the circle enclosing the logo and the inscription "PhilGAP". The type face use is Impact Regular for the word "PhilGAP".



Figure 1. PhilGAP Certified Mark



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II. RULES ON THE USE OF THE PhilGAP CERTIFIED MARK

A. Figure 1

1. The PhilGAP Certified Mark, FIGURE 1 shall be used EXCLUSIVELY by the BPI-Plant Product Safety Services Division (PPSSD)-Accreditation Inspection Section (AIS) on the following but not limited to:
 - a. PhilGAP Certificate
 - b. Letterhead
 - c. Tarpaulin
 - d. Inspectors-prescribed Uniform



Certificate # BPI- 000- 00

Figure 2. PhilGAP Certified Mark with Certificate Number

B. Figure 2

1. The PhilGAP Certified Mark, FIGURE 2 can be used by a PhilGAP Certified Farm during the validity of the certificate.
2. The PhilGAP Certified Mark, FIGURE 2 shall include the Certificate Number on which the type face use is Impact Regular both for the word 'PhilGAP' and the Certificate Number of the PhilGAP certified farm with proper size of the inscription, and with the format "BPI-000-00"
 - a. In which the *BPI* stands for Bureau of Plant Industry;
 - b. the next 3 digits indicates the number of the certificate issued on that year and;
 - c. the succeeding 2 digits indicate the year of the certificate is issued.

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3. The PhilGAP Certified Mark, FIGURE 2 shall be used EXCLUSIVELY by a PhilGAP Certified Farm on the following but not limited to:
 - a. Certified products, including primary packaging
 - b. Signboard posted on the farm with specifications as indicated in AC No.1, series of 2018, Article V, Section 15.8
 - c. Product documentations and catalogue pages
 - d. Tarpaulins and Websites
 - e. Marketing material
4. A PhilGAP Certified Farm shall seek first a written approval on the use of PhilGAP Certified Mark to the Director of the Bureau of Plant Industry

III. MARK AND INSCRIPTION MISUSE

1. To avoid misinterpretation, the PhilGAP Certified Mark is therefore not allowed to be used on:
 - a. Certificates (except PhilGAP certificate), statements of conformity, reports etc.
 - b. Business cards
 - c. Stationery, letterheads, envelopes, invoices and fax sheets.
 - d. Vehicles
 - e. Corporate publications
2. The original artwork of the PhilGAP Certified Mark shall be used in a way that preserves the integrity of the mark. Therefore, the mark should not be altered or used in an improper way.
 - a. Do not modify the color.
 - b. Do not distort any part of the mark.
 - c. Do not alter the relative size of any element of the mark.
 - d. Do not position the mark on a visually distracting background or on pictures.
 - e. Do not separate and modify any elements of the mark.
 - f. Do not place the mark inside any kind of box or other shape that may mistakenly be considered part of the mark.
 - g. Do not print at less than 100 % ink density (opacity).
 - h. Do not use the mark as decorative element that is repeating it or portions of it like a wallpaper pattern.
 - i. Do not modify the font type and color of the inscription.
3. Any uses of the PhilGAP Certified Mark not addressed in this guide are considered unacceptable unless approved by the DA-BPI.

IV. DISTANCE AND SIZE OF THE MARK

1. The PhilGAP mark maybe enlarged or reduced but shall maintain its height-width proportion.
2. The minimum reduced size is 20 mm (in height). This is the minimum size at which numbers and letters are legible.



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V. OTHER USES

Any other usage of the PhilGAP Certified Mark shall seek approval from the Director of the Bureau of Plant Industry

VI. EFFECTIVITY


This Circular shall take effect fifteen (15) days after the complete publication in two (2) newspapers of general circulation and submission of copies to the office of National Administrative Register, UP Law Center.

Done this 7th of July 2020.


WILLIAM D. DAR, PhD
Secretary

DEPARTMENT OF AGRICULTURE

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