

Official Journey of the Republic of Chile
Ministry of the Interior and Public Security

LAWS, REGULATIONS, DECREES AND GENERAL ORDER RESOLUTIONS

Num. 41.720

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**General regulation
CVE 1197837**

Ministry of Agriculture

Undersecretary of Agriculture/Agricultural and Livestock Service/National Directorate

APPROVED GRAPHIC TRADEMARK AND REPEAL RESOLUTION N ° 1.110, OF 2008

(Resolution)

Núm. 1.272.- Santiago, February 28, 2017.

Viewed:

The provisions of Law No. 20,089 that creates the National Certification System for Organic Agricultural Products; Law No. 18,755, of 1989, which establishes the Organization and Powers of the Agricultural and Livestock Service; Supreme Decree No. 3, of 2016, of the Ministry of Agriculture, which approves the Regulation of Law No. 20,089; DS N° 2, of 2016, of the Ministry of Agriculture, which Officializes Technical Standards of Law N° 20,089; the provisions of DFL No. 1, which establishes the consolidated, coordinated and systematized text of Law No. 18,575, Constitutional Organic Law on the General Bases of the State Administration; DS N° 117, of 2015, of the Ministry of Agriculture; Resolution No. 1,600, of 2008, of the Office of the Comptroller General of the Republic and the powers that I invested as National Director of the Institution.

Considered:

1. The Agricultural and Livestock Service is the competent authority in charge of supervising compliance with Law No. 20,089 and its complementary regulations, as well as sanctioning the infractions indicated in articles 9 and 10 of said normative body, under the sanction and claim procedure contained in Paragraph IV, Title I of Law No. 18,755.

2. It will be the Agricultural and Livestock Service's responsibility to administer and control the use of the distinctive official seal of organic agricultural products and entrust its application to certifying entities registered in its Registry.
3. The Official Seal must be incorporated into the certificate of organic products, containing the registration code in the Registry Certification entity's Registry. The numbering is assigned annually to certified organic production, granted by the entity certifier, to the production to be certified.
4. The use of Official Seal must be used on the labeling according to the provisions of current national legislation.
5. The certification bodies will deliver to their inspectors to identify the same in the development of their functions. This credential will contain the inspector's individualization, the characteristics, and mentions that the Service determines for such purposes.
6. The credential for the inspectors of the certifying entities registered by the Service must have a unique format.
7. That it is required to have a unique graphic brand for organic products.

RESOLVED:

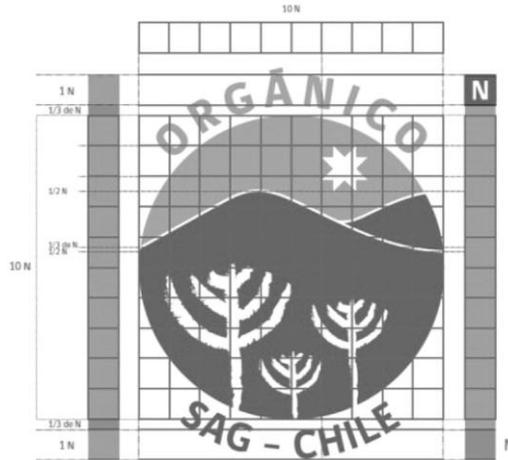
1. Approve the Manual of Graphic Brand of Organic Products and its equivalents, which establishes the graphic characteristics of the official seal of Law No. 20,089 and which is an integral part of this resolution.

The technical specifications and the official seal's graphic mark will be available on the service's website, www.sag.gob.cl.

The correct application of this brand, the standards that have been conceived in order to maintain the visual identity must be respected.

The rigorous application of the guidelines contained in this manual ensures the correct maintenance of the visual identity and its accurate and adequate recognition.

To avoid incurring errors, it is always recommended to apply this graphic mark from this digital document. Following these regulations, the messages will be consistent, cohesive, and clear, contributing to the identity's success.



CONSTRUCTION

The grid shows the relationships between elements and their arrangement on the plane. These relationships may not be modified or altered, in order to preserve their visual identity intact.

The assembly proportions of the brand's container are presented, which arise from dividing the surface into 10 x 122/3 parts.

SPECIFICATIONS

This grid has been built from modules (N) that subdivide the entire container into equal parts, indicating the proportion of the elements. They must always maintain the relationships that have been assigned to them.



ELEMENTS

COLOR

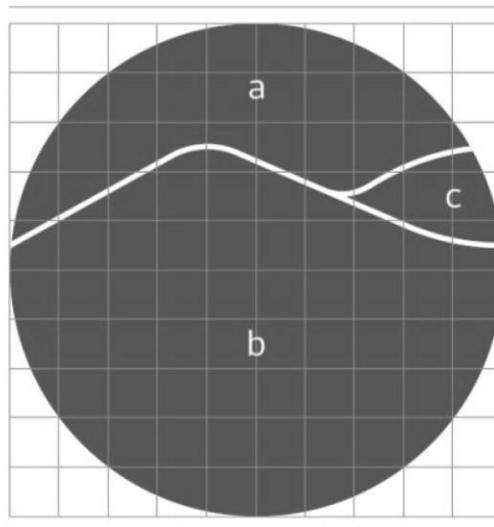
Only 2 colors apply:

1. "ORGANIC" text and top surface: Pantone 361 C.
2. Text "SAG-CHILE" and lower surface: Pantone 349 C.
3. The flower of the cinnamon tree and the 3 araucarias are drawn in white.

TYPOGRAPHY

The font used corresponds to that of the Government: GobCl. It is applied with the following characteristics:

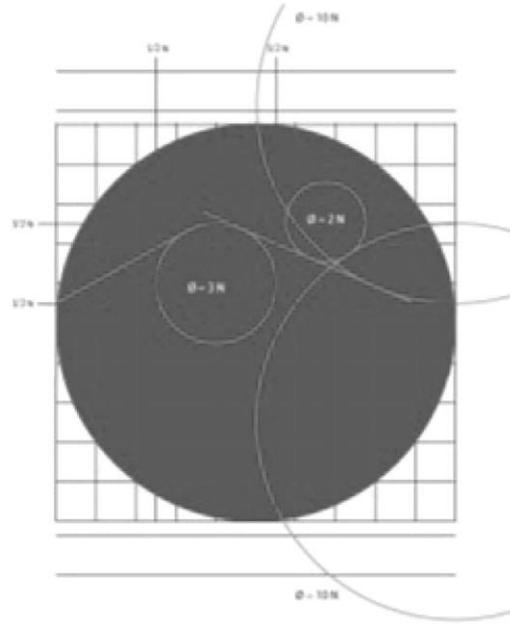
1. Text centered on a curved path (larger circle, 1/3 of N away from the isologo).
2. Style: a. ORGANIC: GobCl Heavy; tracking: 200; body: 1 basic measure N. b. SAG-CHILE: GobCl Bold; tracking: 10; body: 90% basic measurement N



HILL CONSTRUCTION

The largest central circle is divided by a white line that forks into 3 areas:

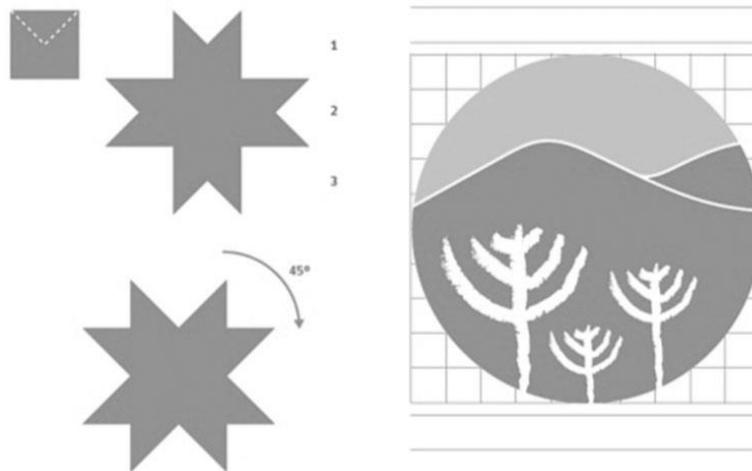
A B C. These spaces are assigned a specific color. The image indicates the construction of this division.



FLOWER CONSTRUCTION

1. From 1 square, 1/4 of the space is subtracted from it, in the form of an equilateral triangle, by one of its sides.
2. 3 squares are vertically aligned, of which 2 do not have a triangle (upper and lower) and are grouped together. Size: 1.5 N.
3. It doubles and rotates 90°.
4. Group both bars centered and turn 45° again.

CHARACTERISTICS



CHARACTERISTICS OF ARAUCARIAS ICON

1. Stroke: Uniform profile, charcoal style.
2. One is built and then repeated 2 times, in different sizes.
3. Color: white.

COLOR VERSION

2-color version:

- Pantone 349.
- Pantone 361.

BLACK AND WHITE VERSION

Replace both colors with:

- Pantone 349: 90% black.
- Pantone 361: 60% black.



Minimum size:

1.5 cm high.



3. Approve the credential format referred to in Article 26 of Supreme Decree 3, which approves the regulation of Law 20.089, of the Ministry of Agriculture, which will have the following graphic characteristics.



The mentions that the credential approved by this resolution must contain will be the following:

Name of the Certifying Entity, registered in the SAG.

Name Authorized inspector.

Profession:

Authorized by area (Agricultural, Livestock, Fungic Beekeeping, Wines or all).

RUT:

Date of issue:

Effective date 5 years from issuance.

SAG Registration Number, of the certifying entity (reverse).

4. The preparation and cost of the credentials will be the responsibility of the certifying entities.
2. Exempt resolution No. 1,110, dated March 4, 2008, of the Agricultural and Livestock Service is repealed.

Sign up, communicate and publish.- Ángel Sartori Arellano, National Director, Agricultural and Livestock Service.