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1. PURPOSE

The purpose of this procedure is to define the technical specifications, sizing rules, placement criteria, and legal constraints governing how certified clients utilize the IS EG HALAL certification documents, corporate acronyms, and official Halal conformity marks. This ensures total traceability, prevents misleading public advertisements, and establishes clear protocols for handling mark misuse.

2. SCOPE

This procedure applies to all active, suspended, or withdrawn certified clients, including their product packaging artworks, shipping containers, outer cartons, promotional websites, brochures, and facility entrances. It covers all product lines certified under the IS EG HALAL scheme, with specific emphasis on high-risk export components (such as meat, offal, and processed food chains).

3. RESPONSIBILITIES

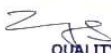
3.1 Director: Responsible for defining the legal boundaries of trademark ownership, authorizing legal breach notices or certificate cancellations against clients misusing the logo, and approving final custom packaging layouts.

3.2 Quality Manager: Responsible for distributing official high-resolution graphic files of the mark to authorized clients, reviewing duplicate packaging artwork submittals, and conducting market surveillances to prevent fraudulent references to the certification body.

4. OPERATIONAL PROCEDURE

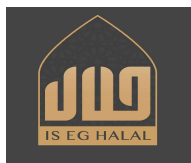
4.1 General Ownership & Legal Control Principles

4.1.1 The IS EG HALAL Conformity Mark (comprising the specific monogram, Arabic حلال text, and English "Halal" branding) remains the exclusive legal property of IS EG HALAL.

IS EG HALAL INDIA PVT. LTD.

Issued by: QUALITY MANAGER

For IS EG HALAL INDIA PRIVATE LIMITED

Approved by: Director

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4.1.2 Certified clients are granted a non-transferable, conditional right to display the mark and certificate reference numbers only during the active validity period specified on their certificate.

4.1.3 It is a major non-conformity and a contractual violation to apply the mark to any product, manufacturing line, or sub-facility that falls outside the explicitly validated scope of the certificate. Clients whose certificates have expired, or have been suspended or withdrawn, must immediately stop using the logo across all media.

4.1.4 No client or external party shall use any corporate name, symbol, acronym, or mark that is confusingly similar to the official brand of IS EG HALAL.

4.2 Technical Specifications & Design Rules

4.2.1 The Monogram Structure: The standard mark must display the official monogram, featuring high-contrast black and white colours, ensuring legibility on varying label backgrounds.

4.2.2 Traceability Requirements: Every applied mark must explicitly include the unique tracking elements, including the client's registered certificate license number (e.g., MH-XXXXXX) or their specific slaughterhouse tracking code (Client APEDA Number) displayed clearly below or adjacent to the monogram.

4.2.3 Dimension and Sizing Guidelines:

- Outer Shipping Cartons: The width of the applied mark must be at least 50 mm to 80 mm, maintaining strict original design proportions to prevent visual stretching.
- Consumer Retail Units / Small Packaging: For smaller packaging spaces, the mark width may be reduced to a minimum of 30 mm, provided all text and Arabic calligraphy remain fully legible.

4.3 Placement & Method of Applying the Mark

4.3.1 The mark must be prominently displayed on the front or top side of approved product packaging, ideally near or directly above the official product name. It must be placed away from folds, sealing lines, edges, or text-heavy fields.

4.3.2 Recognized Application Methods:

- Direct printing onto product labels, cartons, or boxes.
- Printed adhesive stickers, tamper-evident seals, or safety tapes.

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- Embossing or moulding directly onto premium rigid packaging materials, provided legibility is maintained.
- Holograms or special security prints on high-value cargo documents.
- For certified bulk materials or tanker consignments where, labelling individual units is impossible, the mark must be affixed clearly onto the conformity certificate accompanying the specific shipment batch.

4.3.3 The Impartial Anti-Fraud Rule: Wherever technically feasible, the mark should be applied to packaging in a manner that automatically splits, breaks, or destroys the graphic image when the consumer opens the package, preventing the fraudulent reuse of shipping boxes.

4.3.4 Elimination of Pre-Release Marking: Applying the mark to a product batch before final laboratory testing, raw material validation, or quality compliance release is strictly prohibited. The mark shall only be affixed to conforming batches that have achieved complete technical release.

4.4 Export Packaging & Labelling Requirements for Meat and Offal Categories

4.4.1 For companies processing export meat categories, the complete label design must satisfy bilingual rules, listing information in both English and the importing country's primary language (e.g., Arabic for GCC/GSO scopes).

4.4.2 Every outer carton must display the mandatory parameters: product name (e.g., Halal Frozen Buffalo Meat), origin country (India), net weight (e.g., 20 kg), explicit storage instructions (Keep Frozen at -18°C), production/slaughter dates, and expiration timelines.

4.4.3 Shelf Life & Colour Differentiation:

- Standard meat and liver categories are limited to an expiration timeline of up to 12 months from the slaughter date.
- Internal offal products (such as kidney and heart) are limited to a maximum shelf life of up to 7 months from the slaughter date.
- In line with international transport guidelines, labels for offal components (liver, kidney, heart) should prominently utilize a distinct red colour separation element to differentiate them from standard primal meat cuts, ensuring instant tracking at import custom checkpoints.

4.5 Misuse, Enforcement, and Financial Penalties

4.5.1 The Quality Manager systematically checks logo usage during routine on-site surveillances and marketplace checks.

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4.5.2 Graded Actions for Misuse:

- Isolated/Accidental Errors: If a client prints incorrect text sizes or puts a label in the wrong place, a formal minor non-conformity is raised, requiring artwork correction within thirty (30) days.
- Deliberate Misuse / Fraud: If a client applies the mark to uncertified lines, false species, or during active suspension, the Quality Manager routes the case to the Director, triggering immediate certificate withdrawal, public reporting inside the directory, and immediate legal breach actions.
- Uncertified Third Parties: If an uncertified organization copies your logo or references your name fraudulently, IS EG HALAL will issue immediate cease-and-desist notices, initiate formal search and seizure procedures through local courts, and file civil or criminal intellectual property lawsuits.

5. REFERENCES

EG/FM/07/02-01	– Client Agreement
EG/PR/07/06	– Certificate Issuance Procedure.
EG/PR/07/07	– Suspension & Withdrawal Procedure.
EG/RG/07/04	– Directory of Certified Clients

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