

LIMITS AND CONDITIONS FOR THE USE OF THE LOGO “IL NOSTRO LATTE”
CREATED AND DEPOSITED BY THE GRANA PADANO CHEESE PROTECTION CONSORTIUM

This Regulation governs the terms and conditions for granting to companies, licensed to package Grana Padano PDO cheese, the use of the logo "Il Nostro Latte" (Our Milk), created and deposited by the Consortium for the Protection of Grana Padano Cheese (or Grana Padano cheese Protection Consortium) and whose reproduction parameters are reproduced in the Annex, which is to be considered in all respects an integral and substantial part of the regulation itself.

The logo in question has been defined and registered by the Grana Padano Cheese Protection Consortium, which is therefore the sole and exclusive holder of the logo itself.

Following the request of a company that is authorised for the packaging of Grana Padano PDO cheese, having signed the relevant Agreement, the Consortium will forward the necessary documentation to reproduce the said logo on the packaging.

It is understood that the use of the logo by the applicant company is subject to the following

LIMITS AND CONDITIONS:

- 1) The logo may be used on a voluntary basis on all Grana Padano packages, for sales both in Italy and abroad, by all members of the Consortium and authorised packers.
- 2) Any use in different contexts (advertising materials, billboards, etc.) must be previously submitted and authorised by the Consortium.
- 3) The logo must be faithfully reproduced, according to the parameters attached to this Regulation. Black and white reproduction or any colour other than those specified in the attached specification are not permitted.
- 4) Any translations of the terms will have to be submitted to the Consortium in advance and obtain approval from the Consortium.
- 5) The logo should be placed close to the Grana Padano logo so that it clearly refers to Grana Padano as a whole and cannot create the misconception that the words contained in it (*il nostro latte*/our milk) refer to the company that markets the product.
- 6) It is strictly forbidden to use the logo in question on packages that also contain products other than Grana Padano. Therefore, it is expressly forbidden to reproduce it on mix or processed products.
- 7) The logo in question must be reproduced in a size that does not overshadow the Grana Padano logo. In principle, it should not have a diameter exceeding half the width of the Grana Padano logo.

- 8) The logo must always be printed on the packaging. It is forbidden to reproduce it on stickers or other accessory items which then would be attached to or, in any case, separate from the packaging.
- 9) The use of the logo in question is granted by the Consortium free of charge, but it must previously be authorized by the Consortium.
- 10) However, the Company is expressly required to submit in advance to the Consortium the draft of any promotional material bearing the logo in question and to comply strictly with the Consortium's instructions regarding positioning, size, colour and any other features of the logo itself.
- 11) The Consortium reserves the right to vary or change, where applicable, the parameters of the logo's reproduction and / or the present conditions of concession and use of said logo. The users will be required to comply to any change or their authorization may be withdrawn.

LOGO



YELLOW		C0 M10 Y90 K0	R255 G222 B20	PANTONE 109 C
BLACK		C100 M100 Y100 K100	R29 G29 B27	PANTONE BLACK C
GREEN		C100 M0 Y100 K0	R0 G150 B64	PANTONE GREEN C
WHITE		C0 M0 Y0 K0	R255 G255 B255	PANTONE 000 C
RED		C0 M100 Y100 K0	R227 G6 B19	PANTONE 032 C