	BHUTAN AGRICULTURE & FOOD REGULATORY AUTHORITY CERTIFICATION SERVICES		GUIDELINE
DOC. BAFRA-CS-GL-4.1-01	ISSUE 05	REVISION 00	9 JUNE 2022

GUIDELINES ON THE USE OF STANDARD MARKS

1. PURPOSE

To provide guidelines on the use of standard marks under the Product Certification Schemes operated by BAFRA-CS.

2. SCOPE

This Guideline covers the use of standard marks under the Product Certification Schemes operated by BAFRA-CS, in different modes by the certified clients.

3. DEFINITION

3. Mark of conformity- Protected mark issued by a body performing third party conformity assessment indicating that an object of conformity assessment (product, process, system or body) in conformity with specified requirements.

4. RESPONSIBILITIES

4.1 Certification Manager is responsible for developing correct sizes of the Standard Marks and granting approval on the design of the Standard Marks, prior to the commencement of its use.

4.2 Certification Officer is responsible for ensuring the correct use of Standard Marks by the certified clients.

5. GUIDELINES

5.1 Standard mark


5.1.1 Standard Mark stands for quality of the product in conformance to the provisions of the related Bhutan Standard. The mark carries BTS number or the Standard Number as a distinguishing feature for identifying the product certified.

5.1.2 The Standard Mark consists of two components i.e. monogram and a reference to the relevant Bhutan Standard. The preferred sizes of the monogram, which should be used by the licensees, are given in **Annex A**.

5.1.3 The licensee shall use only the preferred sizes of the Standard Mark. However, when larger sizes other than those given in the preferred dimensions sheet are to be used, the enlarged sizes shall be in multiples of 10 of any of the preferred dimensions. However, a photographic reduction or enlargement is permitted in specific cases.

5.1.4 The second component of the Standard Mark is the reference to the relevant Bhutan Standard, super scribed as the corresponding BTR number or the Standard Number above the

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monogram. In case of dual number standards (ISO adoption) only corresponding BTS/R Number or the Standard Number should appear. For those standards having number as BTS/ISO, the same should appear before the number. Normally, the year mentioned in BTR or Standard designation is not given in the Standard Mark.

5.1.5 In cases where the Standard Mark is applicable to only certain components of the product, the part which is specifically covered under certification may be mentioned at the bottom, for example, 'Tin only', to indicate that tin the outer cover is certified and not what it contains.

5.1.6 Apart from the Standard Mark, all licensees have to compulsorily mark the license No. BAFRA-CS-CM/L-.....' at a suitable place on the Standard Marked Product and/or its packaging and/or carton.

5.1.7 The licensee should get the design of the monogram approved by the Certification Manager before bringing it to use. He will be permitted to commence use of standard mark only after approval by BAFRA-CS.

5.1.8 Only those firms holding a valid license under the BAFRA-CS are authorized to use the Standard Mark.

5.2 Method of Applying Standard Mark

5.2.1 As far as possible, the Standard Mark shall be applied on the product itself or on the container or package of the product. However, for products supplied in bulk, the Standard Mark may be affixed on the conformity certificate accompanying each consignment of certified product.


5.2.2 In order to avoid possibilities of fraudulent use, the Standard Mark shall be applied on the package in such a manner that it gets automatically destroyed when the consumer takes out the article from the package, wherever feasible.

5.2.3 In certain cases, it may be necessary to affix the Standard Mark on the product before the test results are known. Also, in certain cases, the Standard Mark may have to be embossed or molded on to the product. In such cases, an undertaking should be obtained in advance from the licensee that, if the product is found unsatisfactory after testing, the Standard Mark shall be defaced.

5.2.4 The following are some of the recognized methods of applying Standard Mark on the product:

- a) Printing on a label,
- b) Printing on an anodized name-plate,
- c) Printed stickers, adhesive tapes, transfix labels, etc.,
- d) Stenciling with paint,
- e) Embossing or punching,

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- f) Casting where no other specified system exists,
- g) Use of Hologram,
- h) Woven cloth labels in case of textile products like cotton vests,
- i) Metal tags and
- j) As a part of the test certificate if individual items cannot be marked.
- k) Printing on products.

5.2.5 The product certification mark can be used with the accreditation mark of the BAFRA-CS's Product certification schemes. The accreditation mark must only be used in conjunction with the product certification mark of BAFRA-CS.

5.2.5 The product certification mark should not be used on:

- a) Client's stationery,
- b) Business cards,
- c) Client's Website.

5.2.6 The product certification mark should not be applied to laboratory test, calibration or inspection reports,

5.2.7 The master copy of the product certification mark can be obtained from the Certification Manager. Electronic reproduction of the master copy of the product certification mark is permitted.

6. REFERENCE

ISO /IEC 17030- 2003 Conformity assessment-General requirement for third party mark of conformity
BAFRA-CS-PR7.6 -01 Procedure for grant of certification

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**ANNEX A
SPECIMEN OF STANDARD MARKS**

1. Food Product Certification Mark

The Food Product Certification Mark:

- a) shall be of the shape as described in the design
- b) may be larger or smaller than in the design but its parts shall keep the same proportions as in the design
- c) may appear in the official colours of the BAFRA logo or any colour, provided colour is uniform throughout.




Fig. 01: Food Product Certification Mark with preferred dimensions

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2. Organic Certification Mark



Fig. 02: Organic Certification Mark with preferred dimensions






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The Bhutan Organic Certification Mark represents the following:

- i. **The Blue Poppy and the mountain:** The Blue Poppy, Bhutan's national flower, and the mountain in the logo represent the beauty of nature and the rare pristine environment of Bhutan.
- ii. **Dzongkha text 'Rang Zhin':** The Dzongkha text 'Rang Zhin' means natural in Dzongkha. The color of the text is brown, which is the color of Earth, one of the natural elements. The Blue poppy on top of Rang zhin signifies natural production.
- iii. **The Color Green:** The color Green is used because Green represents prosperity, stability and reliability which the use of these natural products will provide in the long run.

Color Values used in the Mark:



1. Red (R) : 79	Cyan (C) : 70	#4F85C4	
Green (G) : 133	Magenta (M) : 41		
Blue (B) : 196	Yellow (Y) : 0		
Black (K) : 0			
2. Red (R) : 47	Cyan (C) : 83	#2F6CB4	
Green (G) : 108	Magenta (M) : 58		
Blue (B) : 180	Yellow (Y) : 1		
Black (K) : 0			
3. Red (R) : 71	Cyan (C) : 75	#47A447	
Green (G) : 164	Magenta (M) : 11		
Blue (B) : 71	Yellow (Y) : 100		
Black (K) : 1			
4. Red (R) : 61	Cyan (C) : 79	#3D9043	
Green (G) : 144	Magenta (M) : 21		
Blue (B) : 67	Yellow (Y) : 100		
Black (K) : 6			
5. Red (R) : 127	Cyan (C) : 37	#7F5221	
Green (G) : 82	Magenta (M) : 63		
Blue (B) : 33	Yellow (Y) : 100		
Black (K) : 31			

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3. GAP Certification Mark



Fig. 03: GAP Certification Mark with preferred dimensions