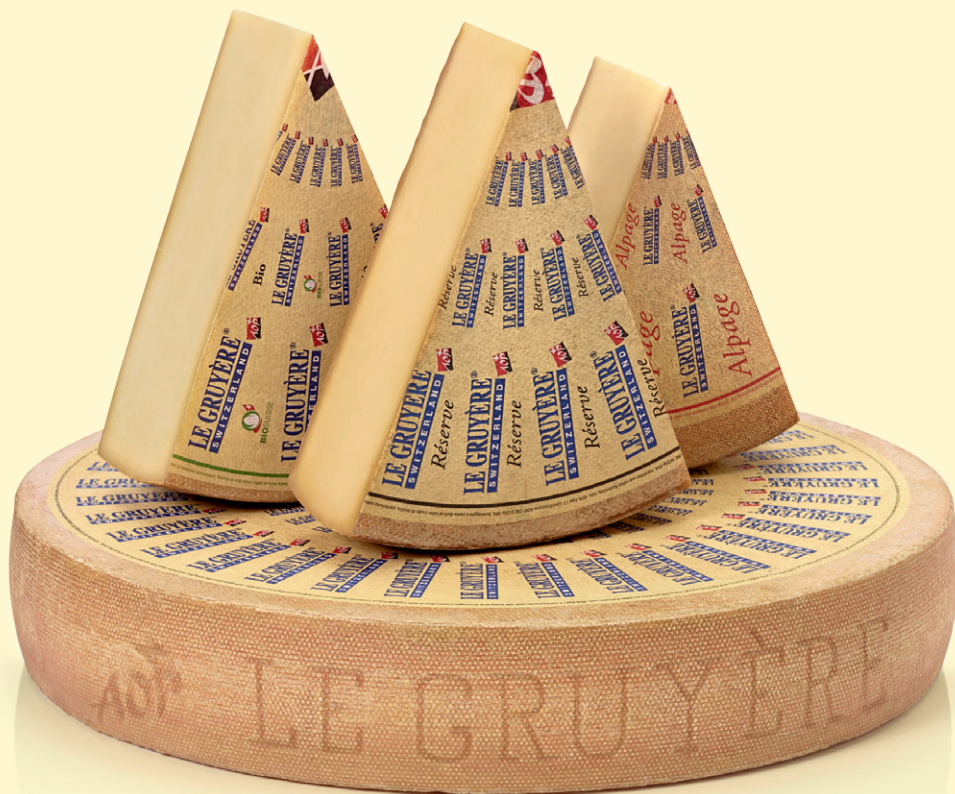


# Graphic Charter

**LE GRUYÈRE®**  
**SWITZERLAND**



[www.gruyere.com](http://www.gruyere.com)

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## General Provisions

All graphics for packaging and labelling as well as all publicity and/or promotional actions must be completed in accordance with this charter and submitted to the “Interprofession du Gruyère” (hereinafter IPG) for approval.

Labelling specifications are obligatory and apply to all sales of Gruyère AOP IA, IB, RL as per the meanings stated in the various articles and appendixes of the specifications.

The IPG reserves the right to conduct inspections and to bring prosecutions before the competent food and labelling authorities.

In any event, the use of “Le Gruyère AOP” brand identity (see definition of the brand identity on p. 6) must be documented in terms of conformity and the traceability of the contents. The OIC (Organisme Intercantonal de Certification, see below) and the IPG reserve the right to conduct inspections to ensure compliance with these provisions.

The Organisme Intercantonal de Certification (OIC) is the organisation responsible for inspections and application of the specifications. Maturing cellars and pre-

packaging facilities will be regularly controlled. Failure to comply with these provisions may lead to heavy fines being imposed.

**All proposed labels and materials bearing “Le Gruyère AOP” brand identity, as well as composition indications, must be submitted to the “Interprofession du Gruyère” for inspection and approval.**

**All packaging bearing the brand identity or any other use of the brand identity which has not been approved by the IPG may have significant consequences for the partner.**

This Charter was approved by the Committee of the IPG on 24 April 2012.

Timeline:

Amended in April 2006.

Entered into effect in October 2001.

For all matter relating to translation, interpretation and litigation, the French text takes precedence.

## Terminology used in the Gruyère AOP Charter

**Pre-packaging:** all packaging which applied unseen by the customer/consumer, offered as a self-serve product, which has not been subject to thermal treatment at Gruyère AOP, and which is vacuum packed or packaged in a protective atmosphere.

**Grated:** fresh Gruyère AOP is passed through a grating machine and then packaged with no thermal treatment.

**Melted:** depending on legislation in force at the time: “Melted cheese and spreadable melted cheese are products obtained by melting and emulsifying cheese under the action of heat and, as a general rule, emulsifying salts.

In order for the name Gruyère AOP to be applied to these types of product, it is imperative that the name Gruyère AOP be used as defined in article 40 of the Specifications. The brand identity specified in appendix III of the Specifications may not appear on the packaging of these types of product under any circumstances.

**Packaged fresh:** Gruyère AOP which is cut and prepared in the shop in advance and sold in a cellophane or paper wrapping.

**Cut and sold:** Gruyère AOP which is cut and wrapped in view of the customer.

# Legal grounds

This Graphic Charter makes references to the articles and appendixes of the Specifications registering Gruyère as a Protected Denomination of Origin as per the Ruling of 6 July 2001 by the Federal Office of Agriculture. The following articles apply:

- Article 36 on the traceability and labelling of Gruyère d'Alpage AOP
- Article 40 on taxation criteria
- Article 48 on the labelling of Gruyère AOP
- Appendix III of the Specifications

You can download this document on [www.gruyere.com](http://www.gruyere.com), under, Interprofession, Graphic Charter.

The IPG only oversees aspects concerning the use of the brand identity.

In order to market and sell Gruyère AOP the IPG's Best Practices guidelines (Guide des bonnes pratiques) must also be applied.

It should be remembered that all labelling must conform to the legal provisions applying in the various countries where Le Gruyère AOP is sold.

Since the adoption of the Specifications, the organisation has decided to impose specific markings for the heels of wheels of Gruyère AOP cheese. This decision appears in the requirement of the Ordinance on "Inter-professions" and producer's organisations in the chapter on "Gruyère AOP". This Ordinance applies in addition to the provisions of the Specifications.

Given this situation it is clear that no other marking or labelling, nor any other form of labelling, can be applied to the heels of wheels of Gruyère AOP.

## Section 36 Tracking, labelling

<sup>2</sup> The mention of *Gruyère d'Alpage* is compulsory. The writing style and the presentation of the word *Gruyère* must conform to the labelling specifications of section 48. Any naming that could cause confusion for the consumer is forbidden (such as cheese from the alpage, from the Alps, of the chalet etc.) The indication of regional provenance and the name of the summer pastures are authorised from the start.

## Section 40 Grading criteria

<sup>1</sup> The grading is done on the basis of opening, texture, aroma and the exterior (shape and keeping properties).

<sup>2</sup> At the time of the grading, the presence of casein marks must be checked. The non justified absence of marks leads automatically to the transfer to second choice.

<sup>3</sup> Classification criteria :

18 points and above and at least 8.5 for taste and texture :	Quality I A
16.5 points and more and at least 4 for taste :	Quality I B
Below :	Quality II

*Gruyère* of first quality 1A : obtains a label and is meant to be sold loose or prepacked.  
*Gruyère* of first quality 1B : is identified differently. It cannot be sold loose or prepacked. It is used in melted mixtures or in grated form.  
Cheese of second quality : is branded in three places. It cannot bear the name of *Gruyère*, it is dispatched towards an other use, such as melting.  
Cheese of third quality : is dispatched directly towards a specific use (fodder for pigs for instance). It cannot in any case be used for human consumption.

The same batch can be made of cheeses of first quality 1A, 1B, second and third quality .

<sup>4</sup> Exit check or third appraising. At the time of sale, when coming out of the cellars, it is possible to declassify the 1A cheeses into 1B, second choice or even third choice. The declassified cheeses will be identified according to the principles defined in paragraph 3 of the present section.

## Section 48 Labelling

<sup>1</sup> The Gruyère is commercialised as a wheel shaped cheese with a label, answering to the request of annex 3, applied to one of its flat sides. The other side can be covered with the same label or can be left free of any label. No rule is given concerning the use of the curved side of the wheel shaped cheese of *Gruyère* which is left free to the appreciation of the partners of the group.

<sup>2</sup> The label to be used for the prepackaging appears also in annex 3 of the present specifications.

<sup>3</sup> Processed cheese, preparations with processed cheese, cheese spread and fondue ready to use can carry, in combination with the specific name, the name of Gruyère under the following conditions :

- Processed cheese, preparations with processed cheese and cheese spread can carry the name of Gruyère with the specific name if the used mixture used for the melt contains only Gruyère.
- In ready to use cheese fondue, the mixture must be made of at least half Gruyère.
- The name of Gruyère must figure in letters of identical colour and not bigger than the specific name.
- The common labelling of annex 3 cannot be used.

## Appendix 3

### Common disposition of labelling



<sup>1</sup> The use of the mark of the Alpine horn player as well as the word Switzerland in the stripe underneath "Le Gruyère", is optional.

<sup>2</sup> The authorised colours for the writing of the words Le Gruyère are black (Pantone black), white (Pantone white), blue (Pantone 287c), red (Pantone 188c). The background colour must be aesthetically adapted to the colour of the writing.

<sup>3</sup> The label used on the wheel-shaped cheeses must include, on at least half of its surface, the word Gruyère as described in paragraph 1. The lettering used for the word Gruyère must be at least twice as large as the one used for any other information figuring on the label. This other information can only report about the provenance of the cheese, the business selling it in Switzerland and from Switzerland, and/or the rules concerning its maturing.

<sup>4</sup> The label fixed on the prepackaging must contain the directions described in the present appendix.

<sup>5</sup> The lettering used for the word Gruyère must be at least twice as large as than of any other information. This other information can only be about the provenance of the cheese, the business which is selling it and/or the specification concerning its maturing.

<sup>6</sup> The selling of grated Gruyère (in packet or melted) must respect the same principles. In all cases the name of Gruyère must follow the regulations as spelt out in the present appendix. The lettering used for the name Gruyère must be at least twice as large as any other word.

## Procedure for submitting a label to the “Interprofession du Gruyère”

All graphics for packaging and labelling as well as all publicity and/or promotional actions must be completed in accordance with this charter and submitted to the “Interprofession du Gruyère” (hereinafter IPG) for approval.

### **Submission of documents:**

Documents can be submitted by post to: Interprofession du Gruyère-CP 12- 1663 Gruyères

### **Or by e-mail to:**

interprofession@gruyere.com.

### **Deadline:**

The application must arrive at least 5 days before the reply deadline.

### **Dimensions to be provided:**

The IPG will study each application containing all of the following documents:

- Presentation of the front label and back label (front and back)
- Description of the pre-packaging (material, packaging procedure etc.)
- Pantone colours used
- Size and measurements
- The comprehensive actual size document (only this size will be approved)
- If it is a pouch, please send the flat document with fold marks.
- Expected distribution including the destination country
- The composition
- The manufacturing procedure (if other than cut and sold Gruyère AOP)
- Any other particulars must also be provided

The IPG will only approve elements of which they have been made aware. If any elements are omitted the IPG reserves the right to withdraw the packaging.

# 1. Brand identity

The Gruyère AOP brand identity is as follows, as per Appendix II of the Specifications. It is available at [www.gruyere.com](http://www.gruyere.com), under «Interprofession», «Graphic charter / Logos».



## 1.1 Colour reproduction

The colours are as follows:



N.B.:

As is stated in paragraph 1 of Appendix III, the alpine horn player logo is optional. Within the context of the IPG and its members the alpine horn player logo has not been used since October 2001. Therefore none of the instructions in this document include the alpine horn player logo. However, the term "Switzerland" shown in negative on the blue band is always used everywhere.



## 1.2 Clear space

In application of paragraph 2 of Appendix III it is essential to leave a white clear space around the brand identity in order to ensure it is clear and legible. The logo can be placed next to text or on colour backgrounds or images as long as this clear space is respected.

Under no circumstances may the brand identity contain any other name (except the brand identities in points 1.8 and 1.9). Nothing else may be added within the clear space of the brand identity.



## 1.3 Proportions

Under no circumstances may the height/width proportions be modified.



## 1.4 Reproduction in black & white



Black: 100%   Black: 50%   White: 100%



Reproduction in black & white (grey scale) is only authorised on packaging, a label, an advert or a document which is entirely black & white.

## 1.5 Descriptions of elements

Our original brand identity contains three sections:

- a) The text "LE GRUYÈRE"
- b) The negative band "SWITZERLAND"
- c) The "AOP" logo

The ratio between these elements is proportional and may not be changed under any circumstances.



### Exception:

The brand identity shown opposite may occasionally be used in advertising with the agreement of the IPG. This brand identity must be requested to the IPG.



## 1.6 Perspectives

When the brand identity is used in perspective it may not be of a trapezoidal shape.

WRONG



RIGHT



## 1.7 The Gruyère AOP Denomination

When Le Gruyère AOP is written in typographic style (e.g. in a text), all additional information (e.g. age, provenance, production method, maturing process, brand, assortment) must come after Gruyère AOP. The product name is "Le Gruyère AOP"; under no circumstances may this name be separated from any information. When the denomination "Switzerland" is used this must come after the denomination "AOP": Le Gruyère AOP Switzerland.

WRONG: Le Gruyère matured for 10 months AOP  
RIGHT: Le Gruyère AOP matured for 10 months

**The brand "Le Gruyère AOP" may not be translated in to English or any other language.**

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## 1.8 Other brand identities recognised by the IPG

### 1.8.1 Gruyère d'Alpage AOP

The use of the designation "Alpage" applies exclusively to Gruyère d'Alpage AOP cheese which complies with the specifications. The designation Gruyère d'Alpage AOP is obligatory under the provisions of article 36. Any designation which is liable to confuse consumers is prohibited (such as fromage d'alpage, de l'Alpe, du chalet, etc. in french or in any other language). Indications of regional provenance and the name of the farm are automatically authorised but must appear after the name Gruyère d'Alpage AOP:

RIGHT: Le Gruyère d'Alpage AOP + provenance.

WRONG: Le Gruyère d'Alpage provenance AOP.

The following brand identity must be used for Gruyère d'Alpage AOP:



Exact designation: Le Gruyère d'Alpage AOP.  
This denomination may not be translated.

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## 1.9 Other permissible graphic presentations

The only permissible exceptions are the two following uses, these are neutral and recognised by the IPG.

### 1.9.1 Le Gruyère AOP Réserve

The use of the designation «Réserve» is exclusively applicable to Gruyère AOP which has been matured at least 10 months in a cellar which meets the Specifications.

Exact designation: Le Gruyère AOP Réserve.

This denomination may not be translated.

The recommended brand identity is as follows:



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### 1.9.2 Le Gruyère AOP Bio

The use of the designation "Bio" is exclusively applicable to Gruyère AOP which has been produced using milk and production techniques which comply with the Gruyère AOP Specifications and the strict Bio Suisse Specifications and which has been inspected and certified by an independent body.

Exact designation: Le Gruyère AOP Bio.

This denomination may not be translated.

The recommended brand identity is as follows:





## 2. Use on coloured backgrounds

Pursuant to paragraph 2 of Appendix III of the Specifications, background colours must be paid attention to. **The ideal colour for application is white.** Otherwise, on certain materials at the point of sale and external advertising we recommend using a light-coloured background. Other types of light background may also be used. **All usages on a background colour must be approved by the IPG.**

The term “SWITZERLAND” on the negative band and the “WHITE CROSS” and the letters “AOP” in the logo must always be in white (they may not be transparent).

a)  
**PANTONE® 141 C**  
**Process colours**  
Magenta: 11%  
Yellow: 47%



b)  
**PANTONE® 365 C**  
**Process colours**  
Cyan: 11%  
Yellow: 30%



c)  
**PANTONE® 290 C**  
**Process colours**  
Cyan: 27%  
Magenta: 6%



d)  
To liven up advertising materials the “SPIRALS” decoration can be used as per the model available at the [www.gruyere.com](http://www.gruyere.com) website.

This decoration can also be used on packaging.

**Yellow light (background)**  
**Process colours**  
Magenta: 10%  
Yellow: 30%

**Yellow dark (spirals)**  
**Process colours**  
Magenta: 15%  
Yellow: 50%



### 3. Prohibited uses

#### Non-exhaustive list

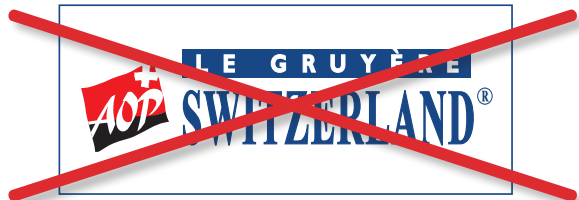
- a Do not use the brand identity in negative.



- b Do not change the clear space around the brand identity.



- c Do not modify the layout of the elements of the brand identity and the «AOP» logo.



- d Do not change the original colours of the brand identity and the «AOP» logo.



- e Do not change the height and width changes of the brand identity and the «AOP» logo.



- f Do not overlay the brand identity and the “AOP” logo on a colour background (see special case in point 2).



- g Do not overlay the brand identity and the “AOP” logo on a photographic image or illustration which will tend to make the brand identity illegible. All illustrations must be approved by the IPG.



## 4. Labels for cheese rounds

### 4.1 General provisions for all Gruyère AOP cheese round labels

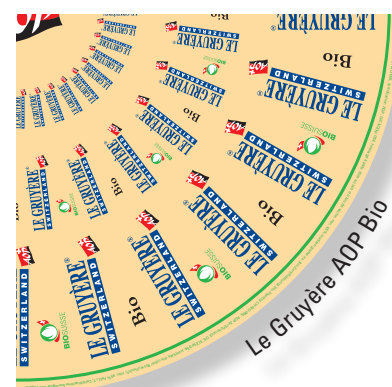
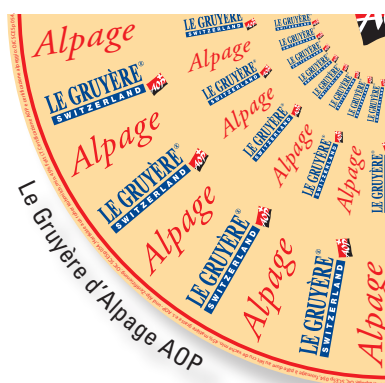
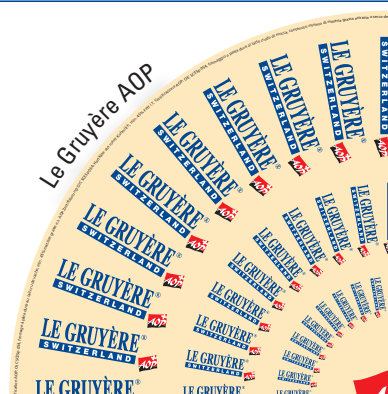
- a within the meaning of article 48 paragraph 1, the cheese round label must compulsorily be applied on one side. It covers the whole surface of the round.
- b The space used by “Le Gruyère AOP” must represent at least 50% of the total surface area of the label (including clear space).
- c At the centre of the label you can have the “Switzerland Cheese Marketing” logo, the “AOP” logo or another (see point d below).
- d All other information must be exclusively related to the provenance of Gruyère AOP, the company selling it in or from Switzerland and/or specifications relating to maturity. These indications must not exceed 50% of the surface area of the label and must correspond to the point f below.
- e The cheese round label must include information relating to the composition of the cheese. These indications are placed in a distinct manner. When calculating the total surface area of the label occupied, these indications are excluded from other indications and the space used for the “Le Gruyère AOP” brand identity. The 50% font size rule in point f must also be respected. These indications must not exceed 10% of the total surface area of the label.
- f The size of all lettering must not exceed 50% of the size of the “LE GRUYÈRE” font, with the exception of the “AOP” logo in the centre space.
- g The proportions of the brand identity must be respected and not triangulated (see points 1.2, 1.3 and 1.6 in this charter).
- h For Gruyère d’Alpage AOP, the creation and use of the label must also comply with article 36 of the Specifications.
- i The background colour is the following: Yellow Pantone® 1215 C.

The term Alpage is included in the space used by “Le Gruyère AOP” in 50% of the total surface area of the label.

### 4.2 Labels proposed by the IPG

The IPG can provide wheel’s labels for Le Gruyère AOP, Le Gruyère AOP Réserve, Le Gruyère d’Alpage AOP and Le Gruyère AOP Bio.

The IPG updated these labels on the 1st of March 2012. If you use the standard IPG labels please ask for the new files from the IPG before re-printing them.



## 5. Application of the brand identity on pre-packaging labels

### 5.1 General provisions for the use of the brand identity on all types of pre-packaging

The “Le Gruyère AOP” brand identity must be applied to the front of the packaging. See points 1 to 3 for instructions on the correct application of the brand identity and its surroundings.

The front label may also include a second term of “Le Gruyère AOP” in any font in addition to the brand identity, but the height must not exceed 50% of the brand identity. The size of any other lettering used must not exceed 50% of the size of the “LE GRUYÈRE” lettering.

When the brand identity is present on the front of the packaging (printed on the film or adhesive label), the “Le Gruyère AOP” denomination may be printed in any font

The body of the text must be used for calculating this; the capital letter at the start is not considered and may exceed the 50% value.



on the back label, but this must comply with point 1.7 of this charter.

**Any form of improper use is punishable as per the legal provisions covering the matter.**

### 5.2. Examples of application:

#### 5.2.1 For pre-packaging (this example applies to all forms of pre-packaging)

Free illustration, the IPG also provides a series of downloadable images at [www.gruyere.com](http://www.gruyere.com)



#### 5.2.2 For a price label

<b>LE GRUYÈRE®</b> <b>SWITZERLAND</b> 		
Hartkäse, vollfett, aus Rohmilch Fromage à pâte dure, gras, au lait cru Formaggio a pasta dura, grasso, di latte crudo		
A vendre jusqu'au Verkauft bis Da vendere entro il		
A consommer de préférence avant Modestamente preferire Da consumare preferibilmente entro il		
Fr./Kg	kg	Prelis/Prix/Prezzo

<b>LE GRUYÈRE®</b> <b>SWITZERLAND</b> 		
Hartkäse, vollfett, aus Rohmilch Fromage à pâte dure, gras, au lait cru Formaggio a pasta dura, grasso, di latte crudo		
consommable kg	en	en personnel kg
à vendre jusqu'au verkußt bis da vendere entro il		
à consommer de préférence avant modestamente preferire da consumare preferibilmente entro il		

#### 5.3 Rolls of labels “Le Gruyère AOP” and “Le Gruyère d’Alpage AOP”

To help members and partners comply with the legal provisions, the IPG can provide adhesive labels for all packaging containing Gruyère AOP or Gruyère d’Alpage AOP. These labels are on sale on the [www.gruyere.com](http://www.gruyere.com) website in the Shop section.



## 6. Distribution abroad

### 6.1 Use of the “Le Gruyère AOP” brand identity

All packaging designed for foreign sales must fulfil the same conditions as packaging designed for sale in Switzerland (see point 5).

### 6.2 Licensing contract

For distribution abroad there are provisions within the context of a licensing contract with Switzerland Cheese Marketing which will apply. The IPG must be contacted for the contact details of the competent organisation. They will guide you through the entire process.

### 6.3 Switzerland and European Union mutual recognition agreement

The agreement with the EU relating to the mutual recognition of Protected Designations of Origin (PDO) and Protected Geographical Indications (PGI) for agricultural and food products came into force on the 1<sup>st</sup> of December 2011. It has been included as Appendix 12 in the Swiss/EU agricultural agreement of 1999.

As such, Le Gruyère AOP is protected for the use of the brand identity as per this charter. Subsequently, any denomination which is similar to Gruyère, such as “gruyère type” or “Like gruyère” (non-exhaustive list) are prohibited.

**The Interprofession du Gruyère will prosecute all cases involving the usurpation of the name or non-compliant labels.**

### 6.4 Suisse Garantie Logo

Le Gruyère AOP does not wish to integrate the Suisse Garantie label as the “AOP” certification is stricter. The application of the Suisse Garantie label is subsequently not authorised.

## 7. Use of the brand identity in other product and packaging configurations

### 7.1 Le Gruyère AOP and other cheeses in a single packet

When different cheeses are present in a single packet, the denomination (e.g. cheese board) and the names of the other cheeses may not exceed the size of the letters of the “Le Gruyère AOP” brand identity.

The heights of fonts in logos or brand marks associated with a company, a line, a segment, a family or a marketing text must be smaller than 50% of the lettering in the “Le Gruyère AOP” brand identity.

For cheese boards, the graphic layout must be designed in such a way that the Gruyère AOP brand identity is positioned over the corresponding Gruyère AOP cheese.

This is to provide objective information to the customer.



Example:

### 7.2 Gruyère AOP in grated form

When Gruyère AOP is used in grated form (e.g. a sachet or mix of cheeses for fondue), when the proportion of Gruyère AOP is less than 50%, the actual percentage must be visibly shown to the side of the brand identity on the front of the packaging.

The use of the brand identity is authorised when the quantity of Gruyère AOP in the mix is more than or equal to 25% of the total.

When several different cheeses are present in the same packet, the denomination, as well as names or logos of

other cheeses may have at most the same size as the letters of the “Le Gruyère AOP” brand identity.

The heights of fonts in logos or brand marks associated with a company, a line, a segment, a family or a marketing text must be smaller than 50% of the lettering in the “Le Gruyère AOP” brand identity. Exception : the height of fonts of the word « fondue » may have the same height as the lettering in the « Le Gruyère AOP » brand identity.

The IPG has the right to ask for proof confirming the declaration to authorise the use of the brand identity.

### 7.3 Le Gruyère AOP added to preparations

When Gruyère AOP is added to industrial or artisanal preparations, the brand identity is authorised for use if:

1. Le Gruyère AOP is not processed before final cooking of the product. It must not have undergone thermal treatment before cooking, otherwise it comes under the “melted cheese” category (see point 9).
2. Le Gruyère AOP must be the only cheese added to the base preparation.



## 7.4 Le Gruyère AOP and another food product in the same packet

When Le Gruyère AOP (at 50% and over) is present together with another product in a packet (e.g. meat), the use of the brand identity is authorised under the conditions of Appendix III of the Specifications. Le Gruyère AOP must be the only cheese in the packet and in its original form (not melted, processed or seasoned). It must be physically separated from the other product.

All new marketing projects involving Gruyère AOP which is mixed, juxtaposed, packaged etc. with one or more other products, must be approved by the IPG (packaging and recipe).

## 8. Traceability of Gruyère AOP

The use of the Gruyère AOP denomination and the brand identity require the seller to use a traceability system which can confirm the provenance of the Gruyère AOP cheese. The simplest way to meet this condition is to state the authorisation number on the pre-packaging in compliance with the **ODAIUs 817.02**.

**Graphic presentation of manufacturer and distributor number:**



Four-figure numbering



New eight-figure numbering

### Exportation

Traceability must be ensured when the product is exported

## 9. Use of the Gruyère AOP denomination for a processed product

### 9.1. Conditions of application

When Gruyère AOP undergoes processing and is included in a melted cheese preparation, the “Gruyère AOP” denomination must be used, but under the following conditions.

- In melted cheese, melted cheese preparations and spreadable melted cheese, the mix used for melting must only contain Gruyère AOP.

Example: Gruyère AOP Cheese spread – the “Gruyère AOP” denomination must not be bigger than the “Cheese spread” denomination. The font and colours must be identical.

- With Ready-made fondue mixes, at least half the cheese must be Gruyère AOP.

Example: Ready-made fondue with Gruyère AOP – the “Gruyère AOP” denomination must not be bigger than the “Ready-made fondue” denomination. The font and colours must be identical.

### 9.2 Prohibited uses of the brand identity

The “Le Gruyère AOP” brand identity as shown in point 1 may, under no circumstances, be used on any product which has been processed. The “Gruyère AOP” denomination must appear in letters of an identical colour to the specific denomination and must not be larger. A logo designed for this use is available from the IPG.