

Guidelines and Requirements for the Use of the Harmony Logos and Seals

Version 1.0



Table of Contents

Guidelines and Requirements for the Use of the Harmony Logos and Seals	1
Record of Revisions	4
1. Introduction	5
1.1 Scope and purpose	5
1.2 Review and revision	5
2. Definitions.....	5
3. General requirements	5
3.1 Basic requirements for Harmony claims	6
3.2 Claims approval and oversight	6
3.3 Roles and responsibilities.....	6
3.4 Graphic design of claims	7
3.5 Claims translations.....	7
3.6 Transition period	7
4. Describing the Harmony Scheme	7
4.1 Acceptable description of the Harmony Scheme	7
4.2 Unacceptable description of the Harmony scheme	8
5. The Harmony Certified label.....	10
5.1 Overview of the Harmony Certified label.....	10
5.1.1 Permitted uses by certified label type	10
5.2 General Harmony Certified label use requirements.....	11
5.3 Harmony Certified label graphic requirements	11
6. Certified operation claims.....	12
6.1 Corporate claims	12
6.2 Consumer-facing claims	14
6.2.1 Off pack claims	14
6.2.2 On pack claims	14
On pack claims – Level 1	14
On pack claims – Level 2	16
On pack claims – Level 3	17



7. Audio and video claims.....	18
8. Use of Harmony General Label	18
8.1 Use of Harmony General Label	18



Record of Revisions

This document is periodically updated based on implementation experience, feedback, regulatory requirements, and/or emerging good practices. It is the responsibility of the document reader to ensure use of the most current version of the document. In the event of any discrepancies between the original English version and a translation, the English original shall prevail.

Version History

Version	Date	Remark/changes
V1	27 September 2026	Guidelines and Requirements for the Use of the Harmony Logos and Seals

1. Introduction

1.1 Scope and purpose

This document sets requirements and guidelines around claims relating to the Harmony Certification Scheme, as well as associated products, materials, and certification services. Objectives of this document include 1) establishing allowable Harmony claims and use cases, 2) adding value to the Harmony certification and Harmony label for scheme users, and 3) ensuring that claims relating to Harmony are accurate, consistent, and reliable, to support the long-term recognition and credibility of the scheme.

The requirements and guidelines in this document are primarily applicable to consumer-facing claims, particularly those intended to market or differentiate a product or business based on its Harmony certification. This document may additionally be helpful to other organisations that are interested in accurately portraying the Harmony certification scheme, such as NGOs, certification bodies, and news platforms.

1.2 Review and revision

This document will be reviewed and revised on an as needed basis, for example, to respond to changes in the Harmony Certification Scheme, evolving regulatory contexts, and/or to requests from stakeholders. Questions, comments, and suggestions for revision may be submitted to info@proterrafoundation.org.

2. Definitions

Throughout this document, the following definitions apply:

- **Certified operation:** An organisation that holds a valid Harmony certificate, or is listed on a valid Harmony certificate, as the result of a successful Harmony audit.
- **Certified material:** Material that holds a specified characteristic based on the outcome of an audit. For Harmony, this means “Harmony-certified” wheat, wheat flour, and products containing certified wheat or wheat flour, until the product is in its final form and in consumer-ready tamper-proof packaging. The specified characteristic is maintained by all supply chain actors handling the material, i.e., by consistently implementing an effective chain of custody model.
- **Claim:** Any communication in any format intended to promote a product or business based on that product’s or business’ Harmony certification. Claim mediums include, but are not necessarily limited to, product packaging, website, video communications, audio communications, product specification documents, stakeholder/shareholder reports, press releases, and other print or digital media.
- **Corporate claim:** A claim made by a Harmony-certified operation that is not consumer-facing. The claim may be about one or more certified products or about the certified operation. For example, claims that the company holds Harmony certification and/or sources Harmony-certified material made in a corporate report or press release.

- **On pack claim:** A consumer-facing claim that appears on the Harmony-certified product. This may be directly on the product packaging, or as a sticker, tag, or other medium affixed directly to the product.
- **Off pack claim:** A consumer-facing claim that appears in any communication medium other than on the Harmony-certified product. Examples include on a website, a sign at the point of sale, or in audio or video form. Such claims may refer to a specific product, but do not directly appear on the product.
- **Certified product:** A salable product that is in consumer-ready, tamper-proof packaging and meets all Harmony requirements to be marketed and sold as certified. A certification claim may be, but does not necessarily have to be, made on pack.
- **Harmony label:** The circular logo stating “Certified Harmony” that is used to communicate and market the Harmony Certification Scheme and to communicate and market the certified status of businesses and products. The label may appear with or without the ingredient-specification tag, in which case it must be used according to the rules outlined in this document. See section 5 for details.

3. General requirements

3.1 Basic requirements for Harmony claims

All claims relating to the Harmony Certification Scheme must be made in line with the requirements outlined in this document. Certification bodies must not offer alternative Harmony-related claims from those outlined in this document, and certified operations must not develop additional claims relating to Harmony certification. Any questions around the permissibility of a claim should be addressed to info@proterrafoundation.org.

3.2 Claims approval and oversight

Claims can only be made by certified operations or by organisations approved to offer certification services for the Harmony Certification Scheme (i.e., certification bodies). Organisations that are not either of the above must not use the Harmony name or label in any way without prior written consent from the Harmony Certification Scheme. Please refer to item 8 that details the use of the Harmony General Logo.

It is not necessary that claims be approved prior to use, however, oversight of claims is conducted in the following ways:

- For certified operations, a representative sample of claims will be checked by the certification body as part of the annual audit. Any claims misuse detected will result in a major nonconformity, which must be addressed according to the process and timeline outlined in the Harmony Certification Body Requirements.
- For certification bodies, claims oversight is conducted by the Harmony Scheme. Any claims misuse will be responded to with appropriate action, meaning an action suitable to the scale of the misuse.

3.3 Roles and responsibilities

It is the responsibility of the organisation making the claim to avoid misuse and ensure conformance with all applicable Harmony requirements. Similarly, it is the responsibility of the organisation making the claim to ensure legal compliance of the claim in the relevant market(s). Checks of Harmony claims completed as part of scheme certification activities and/or other oversight are only checks on scheme conformance and are not checks for legal compliance.

3.4 Graphic design of claims

This document outlines required specifications that must be met for Harmony claims, including acceptable claim text, placement of claim elements, and requirements around logo use. So long as these requirements are met and the Harmony claim is not obscured or misrepresented in any way, the organisation making the claim may contribute its own visual identity to the claim text, for example, by using fonts, colours, and/or imagery to supplement the communication of the claim. As outlined in section 3.3, it is the responsibility of the claim maker to ensure that any supplementary graphic design elements used to communicate their claim are accurate, not misleading, and meet all legal requirements in the relevant countries and markets.

3.5 Claims translations

Use of the Harmony label and approved on pack claims must only occur in the approved languages. Off pack claims or other statements about Harmony may be made in other languages so long as the claims are truthful, accurate, and not misleading, and requirements of this document are met.

Whenever translating the terms “Certified Harmony,” “Harmony Certification,” or “Harmony Certification Scheme,” “Harmony” must always be left untranslated. For example, “Certifié Harmony” or “Certificado Harmony.”

Any questions around translations or requests for additional languages should be addressed to info@proterrafoundation.org.

3.6 Transition period

Whenever a revision of this document occurs, current certified operations must come into conformance with the updated requirements within 18 months from the date of publication of the new document version, at the latest. The Harmony Scheme will distribute updated requirements to all relevant stakeholders; however, it is the responsibility of each operation making Harmony claims to ensure that all claims are in line with Harmony Scheme requirements (per section 3.3).

4. Describing the Harmony Scheme

4.1 Acceptable description of the Harmony Scheme

In consumer-facing marketing and communication, it is acceptable to refer to the Harmony Certification Scheme by the shortened moniker “Harmony,” as long as it clearly refers to the scheme. In formal uses, such as agreements and scheme normative documents, the full name



“Harmony Certification Scheme” should be used, at least in the first instance. It is acceptable in later instances in the same document to use a shorthand, such as “the scheme,” “Harmony Scheme,” “Harmony Certification,” or “Harmony.”

When describing the Harmony Certification Scheme, one or a combination of the following text options should be used:

- “Harmony was first developed in 2008 in partnership with farmers and was formalized into a public certification scheme in 2026 to increase the impact on key agricultural and environmental topics. Harmony aims to support soil health, biodiversity, and farmer livelihoods, while at the same time allowing consumers to make thoughtful purchasing choices that have a positive impact on farmers and environment.”
- “Harmony-certified farmers work to improve soil health and biodiversity by limiting soil disturbance, dedicating space to biodiversity, diversifying crops, and reducing the use of chemicals.”
- “Harmony proudly supports wheat farmers in implementing practices that improve soil health and biodiversity.”
- “Every Harmony-certified farmer receives a premium for the Harmony wheat they produce. This premium supports the implementation of practices intended to protect and improve soil health and biodiversity.”

Minor additions or modifications may be made to the four descriptions of Harmony provided above, for example, the addition of the Harmony website or alteration to combine the claims.

It is also acceptable to add further text about the operation making the claim, for example, the additional first sentence in the following:

- “We at [company name] care about the long-term health of the environment and the wellbeing of people, which is why we source Harmony-certified flour for our products. Every Harmony-certified farmer receives a premium for the Harmony wheat they produce. This premium supports farmers in the implementation of practices intended to protect and improve soil health and biodiversity.”

4.2 Unacceptable description of the Harmony scheme

It is not acceptable to refer to the Harmony Certification Scheme as the “Harmony Program,” as this does not adequately convey the fact that Harmony is a publicly available third-party certification scheme. Likewise, it is not acceptable for a certified operation or certification body to describe the Harmony Scheme as a program owned or created by their own operation, nor is it acceptable to describe Harmony as a certification that ensures “sustainable wheat” or “more sustainable wheat,” given that Harmony focuses on environmental aspects of agriculture and does not comprehensively cover other aspects of sustainability (e.g., social elements). Examples of unacceptable claims can be found in the table below.

Table 1. Unacceptable descriptions of Harmony

Unacceptable description	Reason
✗ NOT allowed: “The Harmony Program exists to promote biodiversity and improve soil health.”	Uses term “Harmony Program”.
✗ NOT allowed: “We developed the Harmony program to support farmers.”	States/implies inaccurate ownership of the Harmony Scheme.
✗ NOT allowed: “We offer audits for our certification, Harmony.”	
✗ NOT allowed: “Harmony certification ensures that the wheat we source is sustainable.”	States/implies that Harmony ensures the sustainability of wheat and/or other Harmony-certified products.

5. The Harmony Certified label

5.1 Overview of the Harmony Certified label

There are two primary versions of the Harmony Certified label: the base version and the ingredient-specific version.¹ The ingredient-specific label, in addition to adding the ingredient tag (added in yellow) also adds an asterisk after the ingredient name to refer to other key information on pack. No elements of either label can be removed, nor can other elements be added to either label.

Harmony Certified label types



Figure 1. Base Harmony label (no ingredient specification)



Figure 2. Ingredient-specific Harmony label

5.1.1 Permitted uses by certified label type

The base Harmony Certified label may be used off pack, either in print or digital material, but cannot be used on pack. The ingredient-specific Harmony label is used primarily for on pack use. If the ingredient-specific Harmony Certified label is used off pack, it must clearly and accurately refer to one or more certified products, and one of the following must be included in the same medium and be clearly referenced by the asterisk in the logo:

- “Information about the content of certified Harmony wheat can be found on the product.”
- “Learn more: [link to Harmony website]”

Table 2. Permitted uses by certified label type

Label type	On product	Off product	Online
Base label (no ingredient specification)	No	Yes	Yes
Ingredient-specific label	Yes	Yes*	Yes*

* Only if clearly and accurately referring to one or more certified products and including one of the options indicated in 5.1.1, above.

¹ As Harmony is only currently applicable to wheat flour, there is currently only an ingredient-specific label for wheat flour.

5.2 General Harmony Certified label use requirements

The base Harmony Certified label may be used by certified operations and by organisations offering certification services to the Harmony scheme (i.e., certification bodies). The ingredient-specific label may only be used by certified operations.

All instances of label use, regardless of label type, must meet the graphic requirements outlined in section 5.3. In addition, the following requirements must be met:

- The label must be clearly independent of the operation making the claim, i.e., it must be clear that the advertiser/brand is making the claim and not the Harmony scheme (based on size, placement, etc.).
- A link to the Harmony website must be included somewhere on the material making the claim. The link may be anywhere on the material as long as the link to the Harmony label and other information about Harmony is clear.
- If certified and uncertified products are shown in advertising material (signage, website, video, etc.), the label must be placed in a way where it refers only to the certified products and does not imply that non-certified products are Harmony certified.

5.3 Harmony Certified label graphic requirements

Background: The label should not be printed on backgrounds that are patterned or that otherwise prohibit the clear display and legibility of the label.

Minimum size: It is preferred that the label is not used smaller than 16mm in width. If a certified operation wishes to use the mark at a smaller size, this may be considered on a case-by-case basis.

Logo clearance area: The minimum logo clearance area is the height of the letter “R” in Harmony, as outlined below. No font or other element can be placed within this protection area.

Alternative logo colours: A black, greyscale, or monochrome green version of the label may be used, based on graphic design preferences and logo clarity, for example, if a black or monochrome version would stand out more clearly.

Logo don'ts: Altering any symbols or text of the logo is not permitted, per the visual below.



Figure 3. Alterations of the Harmony label that are NOT permitted: 1) Do not rotate elements of the label, 2) Do not alter the wheat symbol, 3) Do not change the typography, 4) Do not flatten or stretch the icon, 5) Do not change the text colour, 6) Do not change colours of the label graphic elements (besides approved alternative logo colours), 7) Do not delete the wheat symbol, 8) Do not delete or alter any other graphic elements of the label.

6. Certified operation claims

A certified operation is permitted to make claims relating to the operation's certified status, its sourcing of Harmony-certified material, and/or its sale of Harmony-certified products. These claims may be made in print or online, or in audio or video form. Certified operation claims can be split into two types:

- Corporate claims, understood to be claims relating to Harmony certification and/or sourcing of Harmony material in reporting documents, press releases, or other mediums that are not directly consumer-facing.
- Consumer-facing claims, understood to be claims intended for the consumer, either included on pack, or off pack at the point of sale or in other consumer-facing advertising mediums.

6.1 Corporate claims

All corporate claims made by certified operations must always include a link to the Harmony website for more information and may optionally include the Harmony label (either label version permitted, but if the ingredient-specific label is used, the corresponding text outlined in section 5.1.1 must be included). Wherever a claim is made relating to a finished product that uses the ingredient-specific logo on pack, the claim should specify "Harmony wheat flour" whenever feasible (see examples below). All claims must be accurate in scope and portrayal of impact.

Examples of possible claims include the following:

- [Farm/Mill/Group/Plant name] has achieved Harmony certification / is Harmony certified / has been found compliant with [name of Harmony standard]. Learn more about Harmony at [Harmony website].
- [Mill name/Brand name] has been sourcing Harmony-certified wheat grain since [YEAR]. Learn more about Harmony at [Harmony website].
- In 2025, [Plant/Brand name] used X tones of Harmony-certified wheat flour. Learn more about Harmony at [Harmony website].
- We have X products made with Harmony-certified wheat flour. Learn more about Harmony at [Harmony website].
- 100% of our suppliers of wheat flour are Harmony-certified / we source all our wheat grain from Harmony-certified farms.
- By sourcing Harmony-certified wheat flour to produce its [product name] in Europe, [Company/Brand name] affirms its commitment to long-term health of the environment and the wellbeing of people. Through Harmony, [brand name] supports farmers that implement farming practices aiming to improve soil health and protect biodiversity. Learn more about Harmony at [Harmony website].
- By sourcing Harmony-certified wheat grain, [brand name/company] supports farming practices that comply with recognized certification requirements and benefit from regular third-party audits. Learn more about Harmony at [Harmony website].
- By sourcing Harmony-certified wheat, [brand name/company] supports soil health, biodiversity, and farmer livelihoods, while also allowing consumers to make thoughtful purchasing choices that have a positive impact on farmers and environment. Learn more about Harmony at [Harmony website].
- Through Harmony, [brand name/company] supports improved sourcing practices of wheat flour for its biscuits and works to make a positive impact on environmental health and biodiversity. Learn more about Harmony at [Harmony website].
- Through Harmony, [brand name/company] reinforces its sourcing commitments for its biscuits and supports actions with positive effects on soil health and biodiversity. Learn more about Harmony at [Harmony website].

Examples of claims that are not allowed include the following:

- ✗ NOT allowed: Statements that link certification to an impact without clear relation to the content of the Harmony Standard(s), e.g., “[Mill name]’s Harmony certification means that we do not contribute to environmental pollution.”
- ✗ NOT allowed: Statements that imply that the whole of an operation or its products is covered by Harmony certification if that is not the case, e.g., “[Farm name]’s Harmony certification means that 100% of our operation is sustainable / “[Farm name]’s Harmony certification means we sell 100% sustainable products.”
 - Note: The above claim is also unacceptable because it implies that Harmony certification guarantees overall sustainability, which is not permitted, as outlined in section 4.2.

6.2 Consumer-facing claims

6.2.1 Off pack claims

Off pack claims made by certified operations must always include a link to the Harmony website for more information and may optionally include the Harmony label (either label version is permitted, but if the ingredient-specific label is used, the corresponding text outlined in section 5.1.1 must be included). Wherever a claim is made relating to a finished product that uses the ingredient-specific logo on pack, the claim should specify “Harmony wheat flour” (see examples below). All claims must be accurate in scope and portrayal of impact.

Examples of possible off pack consumer-facing claims include the following:

- Through Harmony, [brand] proudly supports wheat farmers in implementing practices that improve soil health and biodiversity. Learn more: *QR code and/or weblink to Harmony website.*
- By sourcing Harmony-certified wheat flour, [brand name] financially supports farmers that implement practices aiming to protect soil health and biodiversity. Learn more: *QR code and/or weblink to Harmony website.*
- By sourcing Harmony-certified wheat flour, [brand name] supports soil health, biodiversity, and farmer livelihoods. Learn more: *QR code and/or weblink to Harmony website.*
- [Brand name] proudly supports wheat farmers. Learn more: *QR code and/or weblink to Harmony website.*
- [Brand name] supports soil health and biodiversity protection. Learn more: *QR code and/or weblink to Harmony website.*
- [Brand name] proudly supports wheat farmers using these practices:
 - Limiting soil disturbance
 - Dedicating space for biodiversity
 - Diversifying crops
 - Reducing the use of chemicals.
 - Learn more: *QR code and/or weblink to Harmony website.*

6.2.2 On pack claims

Wherever claims around Harmony certification occur on a consumer-facing product, they must meet one of the options below (Level 1, Level 2, or Level 3 - depending on the type of claims an organization wishes to make). Regardless of the level chosen, the following requirements apply:

- Only the ingredient-specific label can be used on pack.
- The appropriate certified content statement must be included on pack (see Level 1, 2, and 3 claims below for details) and must be clearly referred to via use of the asterisk included in the label. Alternative asterisk designs are not permitted. The asterisk can be in any colour but will ideally match the text colour of the certified content statement.
- The Harmony label will ideally be on the front of pack, but it is permitted to have the label on the back or side of pack only, or on the front of pack and additionally on the back of pack.

- There must be a clear hierarchy (e.g., size relationship) between the brand name, product name, and Harmony label, such that the brand name and product name are clear, and that the Harmony label is not misinterpreted as part of the brand or product name.
- The website information will ideally be in the same field of view as the Harmony label. At a minimum, it must be in a location that can easily be associated with the label and/or other Harmony-related claims made on pack (must be easily found by the consumer). If the Harmony label is on both the front and back of pack, the website information can accompany the label that is back of pack and does not need to be on the front of pack.
- The certified content statement should be in the same field of view as the Harmony label, wherever feasible. At a minimum, it must be in a location that can easily be associated with the label and/or other Harmony-related claims made on pack (must be easily found by the consumer).

On pack claims – Level 1

Label	Website	Certified Content Statement	Claim
 Ingredient-specific Harmony label	“Learn more here: harmony.info”	✦ <i>The asterisk symbol in the Harmony label must clearly reference one of the following statements, as applicable based on the chain of custody model(s) applied.</i> For segregation: • “100% of the wheat flour in this product is sourced from Harmony-certified farms.” • In cases where on pack space is limited, the following shortened version of the statement is permitted: “100% of the wheat flour is sourced from certified farms.” The longer version of the statement is preferred and should be used whenever possible. For controlled blending: • “At least 70% of the wheat flour in this product is sourced from Harmony-certified farms.” • In cases where on pack space is limited, the following shortened version of the statement is permitted: “Min. 70% of the wheat flour comes from certified farms.” The longer version of the statement is preferred and should be used whenever possible.	N/A

		For mass balance: “By mass balance. Certified wheat flour may not be present in this product. Read more on harmony.info/trace .”	
--	--	---	--

On pack claims – Level 2

Label	Website	Certified Content Statement	Claim
 Ingredient-specific Harmony label	“Learn more here: harmony.info ”	✦ <i>The asterisk symbol in the Harmony label must clearly reference one of the following statements, as applicable based on the chain of custody model(s) applied.</i> For segregation: “100% of the wheat flour in this product is sourced from Harmony-certified farms.” - In cases where on pack space is limited, the following shortened version of the statement is permitted: “100% of the wheat flour is sourced from certified farms.” The longer version of the statement is preferred and should be used whenever possible. For controlled blending: “At least 70% of the wheat flour in this product is sourced from Harmony-certified farms.” - In cases where on pack space is limited, the following shortened version of the statement is permitted: “Min. 70% of the wheat flour comes from certified farms.” The longer version of the statement is preferred and should be used whenever possible. For mass balance: “By mass balance. Certified wheat flour may not be present in this product. Read more on harmony.info/trace.”	<i>The following claim will most likely be placed on back of pack but may alternatively be on the side or front of pack, space permitting.</i> “Harmony proudly supports wheat farmers to implement practices that improve soil health and biodiversity. Learn more on harmony.info.”

On pack claims – Level 3

Label	Website	Certified Content Statement	Claim
 Ingredient-specific Harmony label	"Learn more here: harmony.info"	✦ <i>The asterisk symbol in the Harmony label must clearly reference one of the following statements, as applicable based on the chain of custody model(s) applied.</i> For segregation: "100% of the wheat flour in this product is sourced from Harmony-certified farms." - In cases where on pack space is limited, the following shortened version of the statement is permitted: "100% of the wheat flour is sourced from certified farms." The longer version of the statement is preferred and should be used whenever possible. For controlled blending: "At least 70% of the wheat flour in this product is sourced from Harmony-certified farms." - In cases where on pack space is limited, the following shortened version of the statement is permitted: "Min. 70% of the wheat flour comes from certified farms." The longer version of the statement is preferred and should be used whenever possible. For mass balance: "By mass balance. Certified wheat flour may not be present in this product. Read more on harmony.info/trace."	<i>The following claim will most likely be placed on back of pack but may alternatively be on the side or front of pack, space permitting.</i> "Harmony is committed to improving soil health and biodiversity by proudly supporting wheat farmers using these practices: - Limiting soil disturbance - Dedicating space for biodiversity - Diversifying crops - Reducing the use of chemicals Learn more at [Harmony website]."

Notes for Level 3: It is **not** permitted to add other example practices to the list of practices included in the claim, nor is it permitted to remove any of the four listed practices. However, it is permitted to include more detail around the practices listed. For example, the claim maker could provide the exact text of the relevant practices and/or link directly to the Harmony Standard for more information.

7. Audio and video claims

Any claims made in audio or video form by certified operations must respect the requirements throughout this document, as relevant. Sections that may be particularly relevant to audio and video claims include Section 4 (Describing the Harmony Scheme), Section 5 (The Harmony label), Section 6.1 (Corporate claims), and section 6.2.2 (Off pack claims).

Usage requirements for the Harmony label that are specific to video claims include the following:

- The label must be shown for a minimum of three seconds.

Requirements around linking to the Harmony website for audio and video claims include the following:

- For video claims, the link to the Harmony website must be either included in the video itself, or in the platform hosting the video (e.g., in the video description).
- For audio claims longer than a minute, the link must be included; for audio claims shorter than a minute, the link does not need to be included.

8. Use of Harmony General Label

Media professionals and publishers may use the General Harmony label for illustrative purposes, provided that a written agreement authorising such use is in place.

Businesses and organisations, including grantors, foundations, and project collaborators, that wish to promote their relationship with the Harmony Standards may also be permitted to use the General Harmony Label, provided that a written agreement authorizing such use is in place.

In publications or on websites that reference the Harmony Standards, the General Harmony Label should appear within or in close proximity to the relevant article or mention of the ProTerra Foundation. For use of the ProTerra logo, please refer to the Guidelines and Requirements for the Use of the ProTerra Logos, available on the ProTerra Foundation website.

Any reference to a relationship or collaboration with the Harmony Standards must be accompanied by an approved statement that accurately describes the nature of that relationship. Businesses or organisations that work with the ProTerra Foundation to improve sustainability practices, including through increased sourcing of Harmony-certified wheat, may be permitted to use the General Harmony Label.

In all cases, a written agreement authorising the use of the General Harmony Label must be in place, and any accompanying statement must be approved in advance.

8.1 Use of Harmony General Label

The General Harmony Label may be displayed in marketing materials, publications, CSR reports, websites, and other corporate communications.

It must never be used on product packaging or in product-specific marketing materials.

The General Harmony Label should not be confused with the Harmony Certified Labels, which are subject to separate rules and requirements.

Logo	Website	Certified Content Statement	Claim
 General Harmony label	"Learn more here: harmony.info"	Not possible	Not Possible