

# TERMS AND CONDITIONS FOR THE MADE IN GHANA PRODUCTS AND SERVICES LOGO



## THE MADE IN GHANA CAMPAIGN LOGO

### 1. Overview

The Made in Ghana (MiG) logo was developed by the Ministry to promote the campaign and to increase the patronage of Made-in-Ghana goods and services as well as serve as a seal of quality. The logo reflects the theme as well as the spirit and objective of the campaign. It is important to

stress that products marked with the logo have been certified and accepted as meeting local and international standards and produced to a premium quality standard.

The logo was launched in April 2015 to help consumers identify genuine and authentic Made in Ghana products and thus help promote it. The mark symbolizes the optimism of producers, linking the everyday determination of Ghanaians with the aspiration of consumers everywhere to make a difference.

The MiG logo has the following distinctive features symbolizing the high quality mark: The black colour, the African and its people. The circular edge representing the treading wheel of the never-ending delivery of Ghanaian excellence, with the half star with the circle evidencing the national colours from left, red, yellow and green with the inscription “made in Ghana” in between the star. Underneath it is written Premium Quality assuring consumers of the worth of their money.

The logo is a challenge to think quality first, embrace productivity and create business results. The Logo is the intellectual property of Ministry of Trade and Industry and registered as a trademark. The mark must not be altered, copied, reproduced or otherwise used without receiving prior written permission from the Ministry.

## **2. Attributes of the Logo**

- The logo is symbolic and reflects the objective of the MiG campaign
- The logo is communicative and is appealing
- It is simple and user friendly and thus will work for product branding
- The logo communicates national symbolism

## **3. Vision**

To be the most sought after seal or mark for excellent Ghanaian goods and services.

## **4. Objectives of the Logo**

- To promote high standards and to encourage excellence in product and service offerings
- To ensure improved quality of good(s) and services
- To set standards that will ensure quality and durability of made in Ghana goods and services
- To drive companies to deliver greater quality and value
- To make Made in Ghana an idea to live by
- To create top of the mind awareness of the availability of quality assorted Ghanaian goods and services
- To make these items the desired choice for majority of Ghanaians
- To identify innovative ways to add value in the production and distribution process

## **5. Qualifying Criteria**

A business seeking a license to use the MiG Logo shall meet the following requirements:

- **Local content:** At least 30% of the cost of production must be incurred in Ghana and there must be “substantial local transformation” of any imported materials.[1W2]
- **Business Registration:** Be registered as a business with the Registrar General’s Department, Produce valid copies of business registration certificate [A1.8], Social Security and National Insurance Trust, Value Added Tax and Ghana Revenue Authority clearance certificates;
- **HACCP Certificate:** For businesses in the manufacture of foods and food related products only, provide certificate from a recognized body of the successful implementation of the Hazard Analysis and Critical Control Point Management System.eg. Ghana Standards Authority, SGS Ghana Limited, Bureau Veritas Ghana, etc [A1.11]
- **GS ISO 9001 Certificate:** For businesses in the manufacture of non-foods and non-food related products, provide certificate from a recognized body of the successful implementation of the GS ISO 9001 Quality Management System. Eg. Ghana Standards Authority, SGS Ghana Limited, Bureau Veritas Ghana, etc [A1.12]
- **Marketing License:** License from the relevant regulatory authority. Eg. Food and Drugs Authority, Energy Commission, Environmental Protection Agency, etc. [A2.4]
- **Product Certification:** Product Certificates from a recognized third-party conformity assessment body where applicable i.e. Ghana Standards Authority [A2.5]
- **Environmental standards:** The company must be environmentally responsible and responsibly adhere to production processes that are environmentally friendly and acceptable.[1W3]

## 6. Withdrawal of the Use of Logo

The above regulations are the standards that pertain to the use of the logo. Any of the following practices will account for its withdrawal;

- Distribution of the logo to third party/unauthorized individuals or companies
- Production of sub-standard products and services
- Non-payment of yearly marketing audit fee
- Default in trading regulations (tax evasion, etc.)
- Complaints from clients/consumers of harmful effects of product usage
- Failure to renew any of licenses and certificates required under clause 5 above.

## 7. Benefits of the Use of the Logo

The Logo is a standard by which every product or service must be delivered. Every company has to opt in to enjoy its benefits.

### a. Primary Benefits

- The use of the logo which is a recognized mark and acts as an endorsement of quality
- Recommendation in public procurement and preferences in tender situations
- Online portal where members promote their companies to both the domestic and international market as well as have access to the market information database
- Platform for sourcing opportunities from other participating members
- Participants benefit from the campaigns marketing strategy and activities that encourage the purchasing and procurement of Made-in-Ghana marked products and services

#### **b. Secondary Benefits**

- Participating in joint promotions
- Benefit from yearly national research focused on the consumer and the retail category
- Participants enjoy business and networking opportunities with other strategic stakeholders
- Capacity building programs throughout the year
- Partner product support activation programs

### **8. Brand Regulations**

The logo is the intellectual property of MOTI which must not be replicated. Its use is solely restricted to MOTI's regulation which shall be adhered to.

#### **➤ Colours of the Logo**

When using the coloured version of the logo, the colours specified must be used. Accurate representation of these colours is crucial to enhancing consumer recognition of the logo on packaging. Other colours that are too similar must not be used, in order to protect the integrity of this certification mark. If the brand already uses colours close to the logo or where colour restrictions apply, the black and white version of the mark must be used.

#### **➤ Standard Versions**

The Made-in-Ghana Logo is available in two versions as follows: the fully multi-coloured is made up of red, yellow, green, and the black and white versions. To achieve maximum contrast between the background colour and the registered trademark symbol, the positive or negative version must be chosen accordingly. The multi-coloured version of the Logo is the most recognized and is recommended. If production challenges present themselves with the coloured version of the logo, the black and white version may be used.

#### **➤ Printing on Coloured Substrate**

When printing the logo onto a coloured or transparent substrate, the white keyline and logo wordmark must be printed in white as a spot colour. The logo certification mark files provided by the Ministry of Trade and Industry are the only versions that can be used. The use of any other colours or adaptations is not allowed.

#### **➤ Limited Use Versions**

MOTI agrees that it might not always be possible to print the MIG logo in full colour, for example when printing is restricted to one colour or when printing onto rough or absorbent surfaces like shipping boxes or textiles. In these instances, the black and white version have been created, which should be used only as an exception.

The use of the Multi-coloured version of the logo is still strongly recommended, whenever possible. The black and white version may only be printed in black and in white. They are not allowed to be printed in any other colour.

## 9. Application Fees

The application fees are one-time payment during submission of registration forms. Companies pay a yearly marketing audit fees depending on the size of the company. Below are the fees as per company size;

<b>APPLICATION FEES</b>	
<b>Type of Business</b>	<b>Amount GH¢</b>
Start Ups <sup>[1W4]</sup> (0 - 5 employees up to a year of existence)	100
Small Scale Enterprises (1 - 10 employees)	150
Medium Enterprises (11 - 50 employees)	250
Large Scale Business (51 and above employees)	300
<b>ANNUAL MARKING FEES</b>	
<b>Type of Business</b>	<b>Amount GH¢</b>
Start Ups	500
Small Scale Enterprises	1000
Medium Scale Enterprises	2000
Large Scale Enterprises	3000

## 10. Application Procedures

The steps below will guide businesses register products.

### Step 1

- Pick a form at the Ministry of Trade and Industry or download a form online. Fill, submit at the Ministry along with all relevant documents as required under clause 5 and pay the appropriate fee.

### Step 2

- A team will conduct an audit of all documents to verify their authenticity.

### Step 3

- Payment of annual marking fee determined. [1W6]

