

# TERMS AND CONDITIONS FOR THE USE OF THE MADE IN GHANA (MIG) LOGO FOR PRODUCTS AND SERVICES





# THE MADE IN GHANA LOGO

## 1. Overview

The Made in Ghana (MiG) logo was developed by the Ministry of Trade and Industry 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 licensed for sale, certified and accepted as meeting local and international standards and produced to a premium quality.

The logo which was launched in April 2015 is meant 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 high quality: The black colour representing the African people. The circular edge representing the trading wheel of the never-ending delivery of Ghanaian excellence, with the half star portraying the national colours from left red, yellow and green with the inscription “made in Ghana” within the star. Underneath is written ‘Premium Quality’ assuring consumers of getting their monies worth.

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 Ministry of Trade and Industry appointed the Ghana Standards Authority as the administrator of the Made-in-Ghana logo in November 2017. The mark must not be altered, copied, reproduced or otherwise used without prior written permission from the Ghana Standards Authority (GSA).

## 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 well in product branding
- The logo communicates national symbolism

## 3. Vision

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

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#### 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 products and services achieved in the short to medium term
- 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 approval to use the MiG Logo shall meet the following requirements:

1. Be registered as a business with the Registrar General's Department.
2. Provide clearance letter from the Social Security and National Insurance Trust
3. Provide clearance certificate/letter from the Ghana Revenue Authority
4. Provide License from relevant regulatory authority.
5. Provide Product Certificate(s) from the Ghana Standards Authority (GSA).
6. Have in place a relevant management system(s) verifiable by the Ghana Standards Authority.
7. Agree to terms and conditions by signing a MiG logo service contract.
8. Make payment to the GSA for the processing of application, annual user license and marking fee depending on the category of the business.

#### 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 fees for the renewal of license to use the logo
- Default in trading regulations (tax evasion, etc.)
- Established complaints from clients/consumers of the quality and safety of product.
- Failure to renew any licenses and certificates required under clause 5 above.

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## 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 by qualifying to enjoy its benefits.

### a. Primary Benefits

- The use of the logo improves the image of Ghana, promoting the beauty, excellence and quality of Ghanaian products and services
- The use of the logo improves the image of the product/business because it acts as an endorsement of quality and safety
- Gives an advantage in public procurement and tendering
- Online portal where members promote their companies to both the domestic and international market as well as have access to market information
- Platform for sourcing opportunities from other participating members
- Participants benefit from the campaign's marketing strategy and activities that encourage the purchasing and procurement of participants' 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 Ministry of Trade and Industry which must not be replicated. Its use is solely restricted to Ministry of Trade and Industry's regulation which shall be adhered to.

### ➤ Standard Versions

The Made-in-Ghana Logo is available in two versions these are as follows: the fully multi-coloured version made up of red, yellow, green, and the black and white version. To achieve maximum contrast between the background colour and the registered trademark symbol, the better of the two versions 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.

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➤ **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 similar must not be used, in order to protect the integrity of this logo. If the brand already uses colours close to the logo or where colour restrictions apply, the black and white version of the logo must 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 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**

The Ministry of Trade and Industry 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 only be used as an exception.

The use of the Multi-coloured version of 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. Fees

The annual user license and marking fee is a one-time payment for the following:

- MiG Secretariat review of MiG logo application and attached requisite documents.
- Management System or HACCP assessment/audit.
- Approval Committee review.
- A minimum of two market surveillances in the year, cost of product samples purchased and cost of laboratory tests.
- A minimum of one factory surveillance (including management system surveillance audit) in the year and cost of laboratory tests on samples from factory.
- Marking fee.

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Below are the fee ranges as per business categories:

<b>ANNUAL USER LICENSE AND MARKING FEES</b>	
<b>Business Category</b>	<b>Amount GHS</b>
Micro Scale Enterprises (Less than six (6) employees, annual turnover of less than \$25000 and assets of less than \$25000)	3000 - 4900
Small Scale Industries (Six (6) to thirty (30) employees, annual turnover of more than \$25000 but less than \$1M and assets of more than \$25000 but less than \$1M)	5000 – 9900
Medium Industries (Thirty one (31) to a hundred (100) employees, annual turnover of more than \$1M but less than \$3M and assets of more than \$1M but less than \$3M)	10000 - 19900
Large Scale Enterprises (Above one hundred (100) employees, annual turnover of more than \$3M and assets of more than \$3M)	25000 and above

## 10. Application Procedures

The steps below will guide businesses in applying to use the MiG logo:

1. Download the MiG logo application form from the GSA or MOTI websites or pick up a form from the GSA or MOTI offices.
2. Fill the application form and submit to the MiG secretariat within the GSA, together with all requisite documents.
3. MiG secretariat reviews application, verifies authenticity of attached documents and prepares service contract.
4. GSA and client (representatives) sign service contract and client makes payment of requisite fee.
5. Verification of relevant management system (or HACCP for food industry) by assessors.
6. Submit report for assessment of management system or HACCP by assessors.
7. Review of MiG logo application, attached requisite documents and report of verification of relevant management system (or HACCP) by MiG logo approval committee.
8. Decision and communication of decision to client.

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