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பெருந்தோட்ட அமைச்சு
MINISTRY OF PLANTATION

ශ්‍රී ලංකා තේ මණ්ඩලය
இலங்கை தேயிலைச் சபை
SRI LANKA TEA BOARD



574 { මාලු පාර, කොළඹ 03, ශ්‍රී ලංකාව
காலி வீதி, கொழும்பு 03, இலங்கை
Galle Road, Colombo 03, Sri Lanka

07 / 09 / 2023

Our Ref: Circular No: SLTB/TPD/Lion Logo/2023

TO: All Registered Tea Exporters

USE OF 'LION LOGO' CERTIFICATION MARK FOR 'CEYLON TEA'

The "Lion Logo" is a trade mark owned by the Sri Lanka Tea Board. Any registered Tea Exporter who wishes to use the "Lion Logo" should obtain the Franchise rights from the Director (Promotion), Sri Lanka Tea Board.

Attached herewith the circular issued by the Sri Lanka Tea Board regarding the above subject which will be **effective from 18th September 2023**.

The 'Lion Logo' is permitted only on consumer packs less than 3.00 kg in the form of tea packets, cans, cartons, canisters, caddies, tags of tea bags or in any other acceptable form of retail packs for domestic consumption or export. Further, up to 5.00Kg packs considered for the Lion Logo which is exports only for Syria.

Please note that the copy of the application and the cheque should be drawn in favour of 'Sri Lanka Tea Board' need to be handed over to the Director – Analytical Services of Sri Lanka Tea Board at the time of lodging the Lion Logo application for cover-up the Chemical and Microbiological Testing fee.

If you need more clarifications regarding the Chemical and Microbiological analysis please contacts Mrs. Thushara Guruge, Director Analytical Services Tel: 0112581576 Email: lab@pureceylontea.com and any clarifications regarding the sensory analysis please contact Mr. Manoj Samarasinghe, Assistant Director, Tea Tasting Unit Tel: 011 2593270, email: manoj@s@pureceylontea.com

Pavithri Peiris
Director -Promotion

Cc: Chairman – Sri Lanka Tea Board
Director General - Sri Lanka Tea Board
Tea Commissioner - Sri Lanka Tea Board
Director Analytical Services - Sri Lanka Tea Board
Director Finance - Sri Lanka Tea Board
Deputy Tea Commissioner (Exports) - Sri Lanka Tea Board
Assistant Director (Tea Tasting) - Sri Lanka Tea Board
Chairman – Colombo Tea Traders' Association
Chairman –Tea Exporters' Association
Chairman – Small and Medium Tea Exporters' Association
President – Ceylon Artisanal Tea Association
Chairman – Ceylon Planters' Association
Chairman – Tea Factory Owners' Association

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TO: All Registered Manufacturers, Brokers and Exporters of Tea

QUALIFICATION CRITERIA AND PROCEDURES APPLICABLE FOR THE USE OF 'LION LOGO' CERTIFICATION MARK FOR 'CEYLON TEA'

This circular will supersede all previous circulars on account of the Sri Lanka Tea Board 'Lion Logo' Certifications and applications for new registrations. The application for renewal of any 'Lion Logo' (See Section 4.1 below) should be as per the new criteria established herein.

Under the powers vested by the Sri Lanka Tea Board Act No. 14 of 1975 and its subsequent amendments, Tea Control Act No. 51 of 1957 and its subsequent amendments as well as related regulations, Tea (Tax and Control of Export) Act No. 16 of 1959 and its subsequent amendments, this new circular will come into force henceforth.

Sri Lanka Tea Board (herein after referred to as 'SLTB') operates a Certification Scheme for teas packed in Sri Lanka and ready for dispatch/ sale and/or for consumption consisting of 100% pure Sri Lankan origin ('Ceylon Tea') either by an individual registered producer (i.e. straight line garden mark with Invoice No. from a Tea Factory; refer No. 386-13. of 1986 in SLTB regulations) or by a registered tea exporter (blended teas of single origin Ceylon Teas). This scheme is based on applicable standards of tea, by the prevailing Acts & Regulations under the Consumer protection authorities in Sri Lanka (including the National Standard SLS 135:2009: - Specifications for black tea; ISO 3720: 2011: - Black tea- Definition and basic requirements; ISO 11287: 2011: - Green tea - Definition and basic requirements), ISO 6079: 1990 – Instant tea in solid form – Specifications, and the connected SLTB regulations, standards & guidelines.

The usage of 'Lion Logo' certification is voluntary for the packers in Sri Lanka subject to complying with all necessary SLTB regulations. Further, SLTB has the sole authority to regulate, monitor and promote the use of 'Lion Logo' locally and internationally. SLTB also has the mandate to determine/guide the packers on the positioning of the Lion Logo on the retail pack, in reference to the No. 386-13. of 1986 in SLTB Regulations.

This certification scheme focuses on the different criteria under No.386-13:1986, mainly for qualifying, evaluation, assessment, awarding, regulating and monitoring of the 'Lion Logo' trade mark. The assessment procedure for 'Lion Logo' will include both organoleptic/ sensory evaluation by a panel of experienced tea tasters appointed by the SLTB as well as scientific evaluation / assessment by specialized technical experts in an internationally accredited testing laboratory adopting internationally established and / or validated test methodologies / standards.

Tea Board 'Lion Logo' certification scheme operates in an impartial, non discriminatory and transparent manner to provide a third-party official guarantee for 100% Sri Lankan origin 'Ceylon Teas' produced with high purity and guaranteed quality to its valued consumers globally.

1.0 QUALIFICATION CRITERION FOR 'LION LOGO' APPLICANTS

- 1.1 Any applicant/ exporter who is interested in obtaining the 'Lion Logo' certification for their final product shall have a valid registration under the 'Tea Act No. 16 of 1959 (Tax and Control of Export) and its subsequent amendments.
- 1.2 A person or body who possess a valid license for packing and/or exports under the Sri Lanka Tea Board Regulation No. 386-13. of 1986 are eligible to apply for approval to use the 'Lion Logo'.
- 1.3 A person or body interested in obtaining the 'Lion Logo' certification for their final product who already markets a retail pack locally, with valid local authority license for their business shall have a valid registration under packing and /or exports under the Sri Lanka Tea Board Regulation No. 386-13. of 1986 is eligible to apply for approval for the use of the 'Lion Logo'.
- 1.4 Only packs containing 100% Ceylon Tea determined as above ISO 3720/ ISO 11287 and/or SLS 135 standards, Tea Board standards/guidelines and conforming to the relevant specifications for the content and packing requirements established by Sri Lankan food authorities and SLTB will be eligible to use the 'Lion Logo' on their packs of final product of tea ready to use or consume.
- 1.5 A pack described under 1.4 above and value added with approved food-grade flavoring substances under declared narration with the percentage added by mass weight/ volume of flavoring agent against the total net weight/volume, following the requirement of SLTB packet registration regulations and applicable Sri Lankan food regulations and/or local regulations stipulated by the destination country food authorities.
- 1.6 The 'Lion Logo' is permitted only on consumer packs less than 3.00 kg in the form of tea packets, cans, cartons, canisters, caddies, tags of tea bags or in any other acceptable form of retail packs for domestic consumption or export. This requirement may not be applicable to special cases where bilateral agreements mutually agreed upon and / or meeting the export / import regulations of respective countries are in force.
- 1.7 The final products of tea extracts which are ready to be used in the form of either 'Ready to Drink' or 'Instant Tea' are eligible to apply for Tea Board 'Lion Logo' certification under the following conditions:
 - a/. An aqueous extraction of black tea or green tea by an acceptable process, solely and exclusively derived from those varieties of the species *Camellia sinensis* (L) O.Kuntze plant entirely which are known to be suitable for making tea for consumption as a beverage, comply with the ISO 6079 standards.
 - b/. Black tea extract/ extract of black tea and green tea extract/ extract of green tea packed and ready to be consumed with or without added approved food-grade flavors, either in hot or chilled form stored under controlled environment.
- 1.8 Any applicant / exporter who wishes to apply for the 'Lion Logo' certification for their final product, must demonstrate the capability of having followed Good Manufacturing Practices (GMP), produced through Good Hygienic Practices (GHP) and maintain HACCP standards by controlled procedures acceptable to the Sri Lanka Tea Board and subjected to periodic inspection & monitoring.

- 1.9 Any applicant who wishes to trade in the local market with 'Lion Logo' certified tea packs, in addition to the above requirements, is required to get prior approval while submitting the following documents at the time of making the request. Specially for the local sales the 'Lion Logo' certification will be granted only for a three-year period subject to annual surveillance. The documents required are:

- a/. Copy of Brand Registration (NIPO Certificate - Class 30)
- b/. Format of the Affidavit (Annex A.)
- c/. Lion Logo Application (Annex B.)
- d/. Statement of the Tea Exporter (Annex D.)

2.0 APPLICATION PROCEDURE FOR 'LION LOGO' CERTIFICATION

- 2.1 A specimen application form for permission to use the 'Lion Logo' could be obtained either from the office of Director -Promotion, Tea Promotion Division of the Sri Lanka Tea Board or downloaded through the official web site of the Sri Lanka Tea Board; <https://www.srilankateaboard.lk/downloads/> free of charge. A duly filled application should be forwarded in respect of each pack to the Director -Promotion, Tea Promotion Division, Sri Lanka Tea Board, No. 574, Galle Road, Colombo 03, Sri Lanka. A specimen of the application could be found in the (Annex B), and the format for affidavit if required is found in the (Annex A).
- 2.2 Every application should be forwarded to the Director (Promotion), Tea Promotion Division under these regulations and thereafter SLTB an official assigned by the Tea Commissioner will do a random sampling of the tea shipment/s therein, drawn freshly from the final form of dispatch.
- 2.3 Any person who wishes to use the 'Lion Logo' on tags and/or badges attached to tea bags/ pots/ pouches shall also be required to obtain pre approvals by submitting the application and thereafter SLTB official assigned by the Tea Commissioner will draw sample packs randomly in its final form from the final shipment, for the approval by the Director-Promotion, SLTB.
- 2.4 Contract Packers (private label packers) of tea who wish to obtain approval for use of 'Lion Logo' should provide the written approval of the relevant importer and a certified copy of the brand registration under intellectual property (IP) law in the particular country of export.

3.0 AWARDING CRITERION FOR 'LION LOGO'

- 3.1 The Director -Promotion, SLTB shall have the power to either accept or reject the request for use of 'Lion Logo' by giving legitimate reasons for rejection in writing or an acknowledgment for accepted applications.
- 3.2 All acknowledged duly perfected applications with the applicable payment and materials for intended 'Lion Logo' usage will then be submitted for evaluation processes. The applicant is required to submit a certified copy of the blend sheet of the intended pack of tea planned to obtain 'Lion Logo' certification as well.

- 3.3 During the evaluation, the tea will be subjected to organoleptic / sensory assessment by a panel of experienced tea tasters and an assessment at the SLTB laboratory for predetermined testing criteria in relation to ISO standards as applicable.
- 3.4 All packing material must be of food grade. Applicants are required to produce all relevant technical data / specifications of packing material used for the packaging prior to the evaluation process to the Director - Promotion, SLTB.
- 3.5 After the evaluation process, the recommendation for the use of 'Lion Logo' (with specific criteria) will be forwarded to the Director - Promotion, SLTB for necessary approval, followed by awarding the official 'Lion Logo' certificate.
- 3.6 The approval of the Director -Promotion, SLTB, for the use of 'Lion Logo', and the design of each pack bearing the 'Lion Logo' will be granted to the qualified applicant and the applicant informed officially prior to commencement of printing operations.
- 3.7 The content of tea in the pack intended to use 'Lion Logo' is subjected to an **organoleptic assessment** and **chemical and microbiological analysis** to meet all requirements. All teas must have clear liquor and any teas having any adverse character eg. Out of condition, Mouldy, Musty, Flat, Old, Fruity, Burnt, Smoky, Stewy, Tainted, Sour, will not be permitted to carry the 'Lion Logo'.
- 3.8 The 'Lion Logo' registered tea shipments are required to be sampled in duplicate directly from the final consignment in order to carry out the chemical and microbiological analysis as per the requirement. The testing fee (refer Section 6.1 below) should be paid by the applicant at the time of lodging the application to cover the required testing fee.

If the sample fails to meet the qualifying standards for the Lion Logo, it must be corrected before the second shipment is done. The "Lion Logo" certificate will be suspended until the correction measures are taken by the brand owner.

- 3.9 Sri Lanka Tea Board is empowered to instruct and/ or refuse the 'Lion Logo' request with the objective of protecting the market at the destination at the same time meeting the regulatory requirements giving due consideration to the varied quality requirements specially in the following destinations (Annex E)
- 3.10 In respect of market requirement, any main grade or a primary dust with a neat appearance and clean liquor would be considered for the use of the 'Lion Logo', if it meets the minimum quality requirements. Exporters are kindly requested to submit samples well in advance prior to negotiation and packing to obtain necessary approval.

4.0 TERMS AND CONDITIONS FOR USE OF 'LION LOGO'

- 4.1 The 'Lion Logo' shall be as depicted in the picture below:



- 4.2 It is mandatory to have the seventeen (17) dots and five garlands correctly on the body of the lion in the symbol of 'Lion Logo' which stand for the quality certified product of "Ceylon Tea".
- 4.3 Every person who uses the 'Lion Logo' shall ensure that:
- i. The 'Lion Logo' is correctly depicted as shown in the above picture and should be enclosed within a rectangle with rounded edges.
 - ii. The 'Lion Logo' shall be of a size which is in proportion to the package/container, not less than 2% of the printable surface area of one plane. The length and width of the given size must not be reduced abnormally but should stick to 1 1/4 of width to the length ratio in 'Lion Logo' picture. Minimum size should be 1.5cm x 1.5cm. (Annex F)
 - iii. Approved color for Lion Logo is black. However, the exporter shall have own art work but the Lion Logo should be distinctive and prominent. On the printed surface and/or according to the IP law requirement in the destination Country which must have the prior approval from the Director – Promotion, SLTB. (Annex F)
 - iv. The 'Lion Logo' is displayed in such a manner where it may be easily and clearly visible as a distinct mark on the surface plane of the relevant package/container.
 - v. The phrase "CEYLON TEA - SYMBOL OF QUALITY" must be printed in clear and visible letters at the bottom of the 'Lion Logo' and in a size proportionate to the rest of the Logo as shown in 4.1 above.
- 4.4 All the retail packs which are printed with the 'Lion Logo' should carry the narration "PURE CEYLON TEA - PACKED IN SRI LANKA", registration Number and the name of the packer.
- 4.5 The narration in the packs should indicate the contents of the pack in general terms, and not give any description which will be misleading to the consumer, or give a false narration as to the contents.
- 4.6 Any narration, photograph or picture on the pack should not depict in any way to tarnish the image of cultural, social or religious background of Sri Lanka.
- 4.7 No description or narration or text referring to the 'Lion Logo' could be printed on any package without authorization from the Director - Promotion, SLTB.
- 4.8 If a re-design of the pack is being made or the blend component is changed, all packs which bear the 'Lion Logo', needs prior approval from the Director - Promotion, SLTB by forwarding a new application for amendment of such pack/s.

- 4.9 No person shall market teas using the 'Lion Logo' except under the authority of a letter of approval issued by Director -Promotion, SLTB.
- 4.10 No person engaged in any approved undertaking to whom a letter of approval is issued to use the 'Lion Logo' under these regulations shall export or market locally, tea of a specification different from the original sample unless prior approval has been obtained for a change of content.
- 4.11 If a person to whom a letter of approval is issued to use the 'Lion Logo' contravenes or fails to comply with any of these rules, the Director -Promotion, SLTB may withdraw such approval without notice.
- 4.12 Every person who engages in any approved undertaking using the 'Lion Logo' shall comply with such directions and requirements as may be issued by the Director - Promotion, SLTB from time to time and shall maintain such records as required.
- 4.13 The frequency of sampling for each pack for which approval has been granted for the use of 'Lion Logo' shall be determined by the Director - Promotion, SLTB.
- 4.14 The use of 'Lion Logo' by way of pasting a sticker is not allowed and strictly prohibited. In such an event, the 'Lion Logo' registration will be cancelled and punitive action initiated.
- 4.15 The validity of 'Lion Logo' registration expires after three years from the date of registration or the date of issue of the Certificate, subject to annual surveillance audit on the quality of the product/ product range by paying the analysis cost. All authorized users should renew 'Lion Logo' identified packs prior to the expiry date of the current registration. It is advised **that this exercise done at least 3 months prior to the expiring date.**
- 4.16 All the authorized users of 'Lion Logo' should furnish Annual declaration of tea exports in the Packed form and Tea Bags in the Form TPD/EX/LL to the Director -Promotion, SLTB on or before 10th day of the following month. This will be for statistical purpose only. (Specimen Form TPD/EX/LL is enclosed as Annex D).

5.0 RENEWAL OF THE 'LION LOGO' CERTIFICATION

- 5.1 The certification for 'Lion Logo' of the respective product shall be renewed every three years from the date of issue of the Certificate.
- 5.2 At the renewal, certificate holder must provide all necessary information as in the case of the first application, and the decision for the renewal will be based on the criteria described above in Section 4.

6.0 FEES

- 6.1 The 'Lion Logo' Chemical and Microbiological Testing fee will be Rs.15,000.00 per type of pack/brand per SKU or per family of SKUs (excluding the VAT components) for a Three-year period. The cheque should be drawn in favour of 'Sri Lanka Tea Board' and handed over to the Director -Analytical Servicers along with the copy of the application at the time of lodging the Lion Logo application.

6.2 The fees payable by the applicant in connection with the certification scheme, shall be determined by the SLTB and revised from time to time considering the prevailing situation. The current fee structure indicated in 6.1 above will be in force until its revision which will be notified officially.

6.3 The fees paid in this connection are non-refundable but transferable to the identical pack of the same brand.

7.0 MISUSE OF 'LION LOGO' CERTIFICATION MARK

The certified 'Lion Logo' holder shall not display, advertise or otherwise use the certification mark-'Lion Logo' and the certification status if there is:

- a) A lapse of validation, suspension or cancellation of certification.
- b) Any reasons which could be expected to adversely affect the name of 'Ceylon tea' globally.
- c) Any other circumstances which would adversely affect as identified by the SLTB at any time.

8.0 SUSPENSION OR CANCELLATION OF 'LION LOGO' CERTIFICATION

8.1 'Lion Logo' certification shall be either suspended or cancelled and/or initiate legal action by the Director -Promotion, SLTB, if any violation/s of provisions indicated in the clause 4.0 is observed.

8.2 The Director General and/or the Tea Commissioner will take action in the case of violations of the Sri Lanka Tea Board Law No. 14 of 1975 and its subsequent amendments, Tea Control Act No. 51 of 1957 and its subsequent amendments and related regulations, Tea (Tax and Control of Export) Act No. 16 of 1959 and its subsequent amendments which warrants the suspension / cancellation of the registration,

8.3 During an inspection, if the Tea Board officials observe any risks or health hazards in 'Lion Logo' printed packs and / or detect inferior quality tea during random sampling of tea shipment/s undertaken by the SLTB officials assigned by the Tea Commissioner under the 'Tea (Tax and Control of Export) Act No. 16 of 1959 and its subsequent amendments, the Tea Commissioner will take punitive action as appropriate.

8.4 The Tea Commissioner/ Deputy Tea Commissioner (Export) will take action under their regulatory powers if the improper use of the 'Lion Logo' certification mark, certification document or certification contents is not rectified to the satisfaction of the Director (Promotion) SLTB within an agreed period, superseding the given instructions / criteria here above.

8.5 During the annual surveillance check, if found any deviations / distortion against the first application and established testing parameters, the Director- Promotion has the right to hold/ suspend/ cancel the 'Lion Logo' certification with immediate effect with notice to the certificate holder.

- 8.6 Any suspension shall be removed and the certificate holder is notified accordingly, upon the correction of conditions leading to the suspension within the specified period granted by the Director -Promotion, SLTB,
- 8.7 Withdrawal of the awarded 'Lion Logo' certification could be done by the certificate holder at any given time by way of a written request giving reason/s,
- 8.8 In the case of either suspension or cancellation or withdrawal, the respective certificate holder shall refrain from further promotion of 'Lion Logo',
- 8.9 The suspension/ cancellation/ withdrawal shall be notified to the client by the Director - Promotion, SLTB in writing and the SLTB shall inform the notification of termination of the 'Lion Logo' certification mark to the parties concerned.


9.0 APPEALS FOR 'LION LOGO' CERTIFICATION & COMPLAINTS

- 9.1 If the applicant or certificate holder is not satisfied with the decision taken on this 'Lion Logo' certification scheme, an applicant or the certification holder is eligible to appeal, in writing to the Chairman, Sri Lanka Tea Board, No. 574, Galle Road, Colombo 03 within 30 days of receipt of such decision.
- 9.2 The decision of the appeal committee chaired by the Chairman, Sri Lanka Tea Board shall be final and conclusive.
- 9.3 Complaint/s related to the Lion Logo shall be addressed to the Chairman, Sri Lanka Tea Board in a sealed envelope mentioning; 'Confidential – Lion Logo Certification' on the top left-hand corner.

10.0 COMMUNICATION CONNECTED TO THE 'LION LOGO' CERTIFICATION

- 10.1 Except in the case of appeals and unless other than mentioned directive herein, all other communications relating to clarifications/ information on this certification scheme shall be addressed to the Director -Promotion, Sri Lanka Tea Board, No. 574, Galle Road, Colombo 03.

Telephones : +94-11-2583343/2593270/2587814
Fax : +94-11-2587341/2589132
Email : promotion@pureceylontea.com


Director -Promotion
Tea Promotion Division
Sri Lanka Tea Board

07th September, 2023

AFFIDAVIT

I, (full name) holder of National Identity Card No..... of (address)..... in the Democratic Socialist Republic of Sri Lanka, being a Buddhist/Hindu/ Muslim/ (Christian/ Catholic) do hereby solemnly, sincerely and truly declare and affirm/(make oath and state)as follows;

1.I am the affirmant/ deponent above named.

2. I am a Director/ General Manager of (name of the Company)bearing Company Registration No. a Company incorporated in the Democratic Socialist Republic of Sri Lanka and having its Registered Office at (address).....in the said Republic.

3. The Company has applied for the registration of the mark at the Intellectual Property Office of Sri Lanka in class under application No..... dated (A Copy marked as 'X' is attached herewith).

4. I confirm that the search of registers at the National Intellectual Property Office of Sri Lanka was done and the Company satisfied that the said application is not similar or closely resemble any other mark or prior application and believe that there is no impediment in law for the due registration of the mark under the Code of Intellectual Property Act No. 36 of 2003.

5. I, being a Director/ General Manager of the said Company hereby fully indemnifies the Sri Lanka Tea Board for any damage cause by registering the above mark or similar mark, akin to the brand in our name.

Read over declared and affirmed/

Swore to and signed at

On this Day of, 20.....



.....

Affirmant/ deponent

Before me

JUSTICE OF PEACE/
COMMISSIONER FOR OATHS

Sri Lanka Tea Board

APPLICATION FOR THE 'LION LOGO' CERTIFICATION FOR PACKED TEA

TO BE FORWARDED TO:

Director -Promotion
Tea Promotion Division
Sri Lanka Tea Board
No.574/1, Galle Road,
Colombo 03.

GENERAL INFORMATION ABOUT THE TEA EXPORTER/ TEA PROCESSOR

1. Name of the Applicant:
2. Address of business registration:
3. Business Registration No:
4. Contact Details:
 - Telephone :
 - Fax :
 - e – mail No. :
 - website, if any :
5. Tea Board Packer Registration No. TC/ E / PR/
6. If subsidiary or holding Company, Name of Holding Company:
7. Type of tea packing to be undertaken:
(Please state whether Tea in Packets/ in caddies/ in pouches/ Tea in Bags)
8. Description of packs:
 - Type:
 - Material (should be food grade):
 - Specification:
 - Net weight:
 - Marks & No's:
9. Name of brand/ brands:
10. Country / Countries to which exports are intended:
11. Address of Warehouse/ Warehouses where teas are packed:
 -
 -

12. If arrangements have been made to obtain the services of a contractor, state details of his Warehouse (It is necessary to provide certified copy of the agreement):
13. Is the Brand/ Brands owned by you, If so: -
(a) Attach a certified copy of document pertaining to registration issue by the Registrar of Patents and Trade Marks.
(b) If not, have you made an application to the Registrar of Patents and Trade Marks for registration. Please submit evidences of such application.
14. Is the brand owned by the importer, if so, please forward a copy of his letter authorizing you to have contract packing using his brand on behalf?

I/ We abide by the conditions laid down in the guide lines of the Sri Lanka Tea Board relating to the use of Lion Logo and agree that the Sri Lanka Tea Board has the sole right to withdraw the franchise rights, If teas of a different specification to the original sample lodged with them, is packed and marketed by us.

I/ We hereby give a firm undertaking that I/ We will withdraw/ call back all such packs from the market/ country of import, within a period of ninety days of such notice been given by the Sri Lanka Tea Board.

I/ We hereby declare that the particulars furnished in this application are true and correct.

Date:

Signature and Seal of Applicant

Name:

..... Designation
Name of contact Executive

TEL. NO :

EXAMINATION OF RETAIL PACKS FOR 'LION LOGO' – CHECK LIST

REGISTRATION/ RENEWALS

1.TMR No.:

2. Brand Name:

3. Packer/Exporter Registration No.:

Destination Country:						Details of Sensory Evaluation/ Organoleptic assessment				Minimum quality standards for black/ Green tea
Pack/ Tea Bags	Grade	'Pure Ceylon Tea' Blend sheet attached	Date of Manufacture and Date of Packing	Brand owned by Exporter/A private label	Placement of 'Lion logo', if used	Leaf appearance	Infused leaf	Liquor quality	Milk tea mixed	ISO 3720:2011 ISO 11287: 2011 SLS 516:Part 1-3
i.e. 500g or 20 TB	i.e. BOP	'yes'	dd/mm/yyyy & dd/mm/yyyy	Brand owner Private label	i.e. Back Front Bottom Top side	i.e. Crushed Fibrey, Hairy/Whiskery Light/Open, Shelly Spongy, Stalky etc.,	i.e. Mixed Dull Musty etc.,	i.e. Bakey/Toasty Burnt, Cheesy, Coarse Cooked, Dry, Dull Flat, Grassy, Harsh Metallic, Mouldy, Old Smoky, Soft, Spicy, Tainted, Woody etc.,	i.e. Dull cup less Mouth feel etc.,	It should above the standard limits prescribed in above stds. (Details of Lab Report or Certificate reference No.)

Comments of the 'Lion Logo' Panel with reference standard: Match / not match with country specific reference sample.

Remarks: If any

Recommended/ Not recommended to award 'Lion Logo' for (.....details of the pack)
on/...../ 2021. Period of validity of the award:/...../2021 to/...../ 20.....

.....

.....

.....

Assistant Director /Deputy Director – Technical

Tea Taster, TTU

Deputy Director - Promotion

Approval granted by:

Date:/...../2021

Director - Promotion

Name of Company :

To : The Director -Promotion
Tea Promotion Division
Sri Lanka Tea Board
No. 574/1, Galle Road,
Colombo 03.

Form : TPD/EX/LL

Dear Sir,

STATEMENT OF TEA EXPORTS IN PACKETS AND TEA BAGS WITH LION LOGO
DURING THE YEAR OF.....

Cusdec Lodg No.	Date of Shipment	Packets/ Cartons Brand Name	Destination	Description	Total Qty. Kgs.	Cusdec Lodg. No.	Date of Shipment	Tea Bags		Description	Total Qty. Kgs.
								Brand Name	Destination		

I/ We hereby certify that the above particulars are true and correct.

Date :

.....
Signature and Seal of Exporter

Annexure - E

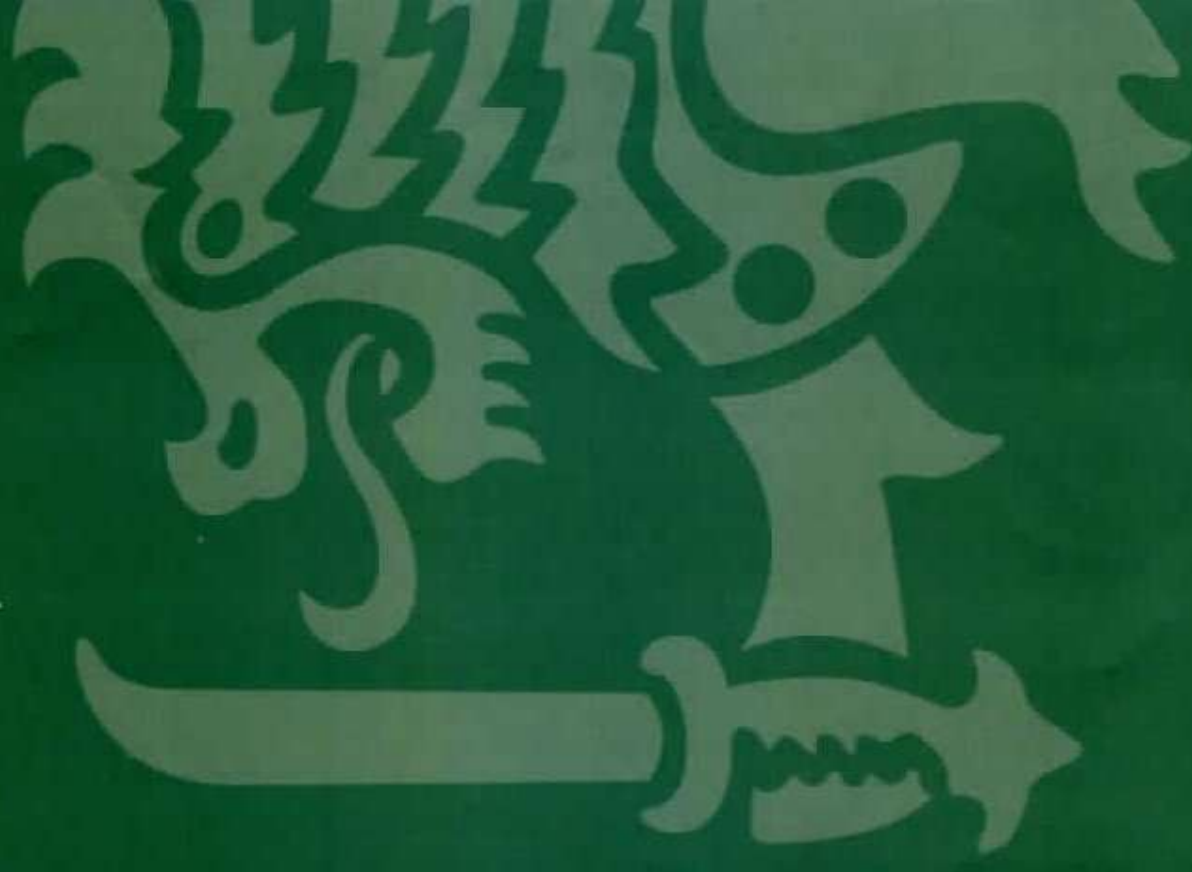
Lion Logo registered countries

	Country
No	
1	Algeria
2	Armenia
3	Australia
4	Azerbaijan
5	Bahrain
6	Belarus
7	Cambodia
8	Canada
9	Chile
10	China
11	Ethiopia
12	Austria
13	Fiji
14	Gambia
15	Gaza Strip
16	Georgia
17	Ghana
18	Iran
19	Iraq
20	Israel
21	Japan
22	Jordan
23	Kazakhstan
24	Kuwait
25	Kyrgyzstan
26	Laos
27	Lebanon
28	Liberia
29	Malaysia
30	Morocco
31	New Zealand
32	Nigeria
33	Norway

34	Malta
35	Oman
36	Russia
37	Saudi Arabia
38	Sierra Leone
39	Singapore
40	Somalia
41	South Africa
42	South Korea
43	Sudan
44	Switzerland
45	Syria
46	Taiwan
47	Tajikistan
48	Tunisia
49	Turkey
50	Turkmenistan
51	UAE
52	Ukraine
53	USA
54	Uzbekistan
55	Vietnam
56	West Bank
57	Yemen
58	Belgium
59	Bulgaria
60	Czech Republic
61	Cyprus
62	Denmark
63	Estonia
64	Finland
65	France
66	Germany
67	Greece
68	Hungary
69	Ireland
70	Italy
71	Latvia

72	Lithuania
73	Luxemburg
74	Netherlands
75	Poland
76	Portugal
77	Romania
78	Slovakia
79	Slovenia
80	Spain
81	Sweden
82	UK
83	Benin
84	Burkina Faso
85	Cameroon
86	Central African Republic
87	Chad
88	Congo
89	Equatorial Guinea
90	Gabon
91	Guinea
92	Guinea-Bissau
93	Ivory Coast
94	Mali
95	Mauritania
96	Niger
97	Senegal
98	Togo

SRI LANKA TEA BOARD LION LOGO GUIDELINE



Lion Symbol

The lion is a traditional symbol in Sri Lanka that identifies with the island nation's roots.

Sri Lanka Tea Board's lion symbol has 17 dots on its body, marking it a unique breed, and enables every user/customer to easily verify its authenticity. This lion symbol is always a 2-D graphic render.



The lion logo consists of 17 dots

Lion Logo

The wordmark for the lion logo is a hand-drawn font traced from the original logo of yore.

Along with the lion symbol, the lion logo is encased in a rectangular unit that is easily identifiable and distinguishable.



Proposed Corporate Colours

The two proposed corporate colours are synonymous with Ceylon Tea.

- Tea Green Pantone 357 C
- Tea Brown Pantone 7597 C

The CMYK ratios of these colours are detailed.

PMS



CMYK



Tint



Pantone 7597 C



Lion Logo Proposed Colour Usage

The Lion Logo can be used in the following proposed colours to suit a relevant need.

Corporate colours:

Pantone 357 C and Pantone 7597 C

Gold and Silver colours:

Pantone 871 C and Pantone 877 C respectively



Pantone 357 C



Pantone 871 C (Gold)



Pantone 7597 C



Pantone 877 C (Silver)

Lion Logo Black & White/ Reverse Usage

Depending on the need, the Lion Logo may be used in Black & White or in Reverse as well.



C - 0%
M - 0%
Y - 0%
K - 100%

Black logo



C - 0%
M - 0%
Y - 0%
K - 0%

Reverse logo

Lion Logo Clear Space & Minimum Logo Size

It must be noted that when using the Lion Logo, a space of X must be maintained from the outer rim as well as a space of X within the rim and the elements inside.

The minimum logo size to be used should be no less than 1.5cm in width.



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