

COMMISSION IMPLEMENTING REGULATION (EU) 2021/1904
of 29 October 2021
adopting the design of a common logo for the retail of veterinary medicinal products at a distance
(Text with EEA relevance)

THE EUROPEAN COMMISSION,

Having regard to the Treaty on the Functioning of the European Union,

Having regard to Regulation (EU) 2019/6 of the European Parliament and of the Council of 11 December 2018 on veterinary medicinal products and repealing Directive 2001/82/EC ⁽¹⁾, and in particular Article 104(7) thereof,

Whereas:

- (1) Persons permitted to supply veterinary medicinal products in accordance with Article 103 of Regulation (EU) 2019/6 may offer such products for sale at a distance under certain conditions. A common logo, which includes a hyperlink to the relevant Member State competent authority's list of retailers permitted to offer veterinary medicinal products for sale at a distance, is to be adopted with the purpose of assisting the public in finding out whether a website offering such products for sale at a distance is legally entitled to do so.
- (2) The design of the common logo for the supply of veterinary medicinal products at a distance is to include both a graphic design and a hyperlink to the list of retailers permitted to offer veterinary medicinal products for sale at a distance on the website of the competent authority of the relevant Member State.
- (3) In accordance with the majority opinions of the Member States expressed at the Standing Committee on Veterinary Medicinal Products' meeting of 2 December 2019, and a targeted consultation of stakeholders by email on 26 November 2019, the common logo should be modelled on the equivalent logo for medicinal products for human use ⁽²⁾. This logo has proven to be effective in practice by allowing the public to verify that a retailer is legally entitled to sell medicinal products on line. In order to distinguish the graphic design from the existing logo for medicinal products for human use, a different colour should be used and the letters 'vet', standing for veterinary, should be added.
- (4) This Regulation should apply from 28 January 2022 in accordance with Article 153(1) of Regulation (EU) 2019/6.
- (5) The measures provided for in this Regulation are in accordance with the opinion of the Standing Committee on Veterinary Medicinal Products,

HAS ADOPTED THIS REGULATION:

Article 1

The design of the common logo referred to in Article 104(6) of Regulation (EU) 2019/6 shall follow the model set out in the Annex.

⁽¹⁾ OJ L 4, 7.1.2019, p. 43.

⁽²⁾ Commission Implementing Regulation (EU) No 699/2014 of 24 June 2014 on the design of the common logo to identify persons offering medicinal products for sale at a distance to the public and the technical, electronic and cryptographic requirements for verification of its authenticity (OJ L 184, 25.6.2014, p. 5).

Article 2

This Regulation shall enter into force on the twentieth day following that of its publication in the *Official Journal of the European Union*.

It shall apply from 28 January 2022.

This Regulation shall be binding in its entirety and directly applicable in all Member States.

Done at Brussels, 29 October 2021.

For the Commission
The President
Ursula VON DER LEYEN

ANNEX

- (1) The model for the common logo referred to in Article 1 is the following:



- (2) The reference colours are:

PANTONE 647 CMYK 88/50/12/0 RGB 63/107/162; PANTONE 2925 CMYK 78/28/0/0 RGB 78/138/224; PANTONE 2905 CMYK 45/10/0/0 RGB 159/195/239; PANTONE 421 CMYK 13/11/8/26 RGB 204/204/204.

- (3) The national flag of the Member State where the retailer supplying veterinary medicinal products to the public at a distance by means of information society services is established shall be inserted in the white rectangle in the middle (left side) of the common logo.
- (4) The language of the text in the common logo shall be established by the Member State where the retailer supplying veterinary medicinal products to the public at a distance by means of information society services is established.
- (5) The common logo shall have a minimum width size of 90 pixel.
- (6) The common logo shall be static.
- (7) If the logo is used on a coloured background that makes it difficult to discern, a delimiting outer line around the logo can be used to improve contrast with the background colour.



- (8) The hyperlink, mentioned in Article 104(5)(c) of Regulation (EU) 2019/6, between the website of the retailer permitted to supply veterinary medicinal products at a distance to the public by means of information society services and the website providing the national list mentioned in Article 104(8)(c) of the Regulation, shall be fixed and reciprocal.
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