



# Brand Guidelines

Use of the BRCGS Logos  
for Certificated Sites

# Brand Guidelines – Use of the BRCGS Logos for Certificated Sites

These guidelines have been developed to ensure the proper and consistent use of the official BRCGS Food Safety, Packaging, Consumer Products, Storage and Distribution, Agents and Brokers START!, Ethical Trade and Responsible Sourcing logos and Plant-Based (the “Logo”).

The logo guidelines cover all usage of the Logo including use on all printed material and electronic communication tools, as well as on such other materials as the BRCGS may permit usage from time to time. Such usage must adhere to the guidelines to protect the Logo’s integrity and help build a strong visual identity for the BRCGS Directory.

## Who can use the logo?

The Logo is for use only by sites that have achieved BRCGS certification to the Standards listed above who have achieved certification without any exclusions to scope.

## Form and display of the Logo

The Logo shall be displayed only in the appropriate form, size and colour and in full compliance with the conditions set out hereunder:

The Logo must be used in its original form, with no alterations to design or colour scheme. BRCGS Certificated Sites can display the Logo on printed, digital collateral and outer business to business product packaging to advertise and promote the fact that they are BRCGS certificated.

The Logo is available in colour and monochrome. Where possible the Logo should be used in its colour form. The Pantone colours stated below should be used.

## Positioning

The Logo may be positioned anywhere on the page as considered appropriate. When using the logo, it is important to leave enough clear space or an exclusion zone around it to prevent interference from other elements.



## Logos

### Colour



Food Safety

CERTIFICATED



Packaging Materials

CERTIFICATED



Consumer Products

CERTIFICATED



Storage and  
Distribution

CERTIFICATED



Agents and Brokers

CERTIFICATED

### Greyscale



Food Safety

CERTIFICATED



Packaging Materials

CERTIFICATED



Consumer Products

CERTIFICATED



Storage and  
Distribution

CERTIFICATED



Agents and Brokers

CERTIFICATED

## Logos

### Colour



**START!**

**CERTIFICATED**



Ethical Trade and  
Responsible Sourcing

**CERTIFICATED**



Ethical Trade and  
Responsible Sourcing  
Risk Assessment

**CERTIFICATED**



Gluten-Free

**CERTIFICATED**



Plant-Based

**CERTIFICATED**

### Greyscale



**START!**

**CERTIFICATED**



Ethical Trade and  
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Risk Assessment

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Gluten-Free

**CERTIFICATED**



Plant-Based

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## Terms and Conditions

The Logo can be used on company communication and promotion tools such as, Company and Product Brochures, Letterheads, Framed Certificate, Compliment Slips, Business Cards, Advertising, Exhibition Graphics and all forms of electronic media (website, social media).

- The logo can now be displayed on outer business to business product packaging, but not on any form of direct consumer product packaging.
- Transportation and external signage at site.
- The site cannot use the logo if there are any exclusions in the scope.
- Your trade or company name must appear on any communication materials where the Logo is used.
- You may not modify or alter the Logo design in any way.
- The Logo may not be translated or otherwise localised into any other language.
- You may not combine the Logo with any other object, including but not limited to, other logos, icons, words, graphics, photos, slogans, numbers, symbols, design features or website audio files. Further, you cannot use the Logo with any other trademark (including your company name) unless it is sufficiently distinguished from the surrounding and adjacent text.
- The Logo must not be stretched or compressed horizontally or vertically or distorted in any way.
- The Logo should appear only once in any given document, should not be used as a design feature on any of your communication materials and you should not use a copy of the Logo that has been scanned at low resolution.
- You may not use the Logo in any manner that is derogatory to BRCGS or any BRCGS's products or services or in any way which would allow the Logo to become generic or which would be inconsistent with the good name, goodwill, reputation or image of BRCGS. You shall comply with all the requirements laid down by BRCGS in respect of the standards of quality and service for all goods and services which you supply by reference to the Logo.
- You will not adopt or use any trademark, symbol or device which includes the Logo or is confusingly similar to or a colourable imitation of it. You will not attempt to register as a trademark anywhere in the world the Logo or any mark, which is confusingly similar to, or a colourable imitation of it.
- You will not obtain any right, title or interest in the Logo through your use of it save for the rights expressly granted to you under the BRCGS Certificate Site Logo Guidelines.
- You cannot assign, or sub license the right to use the Logo.
- If you should become aware of any unauthorised use of the logo or any mark confusingly similar to or a colourable imitation of it, you shall immediately notify BRCGS, which shall have full discretion as to whether to take any action. Should the Logo become a registered trademark at any time, sections 30 and 31 of the Trademarks Act 1994 are expressly excluded from this license.

## Expiry, Suspending or Withdrawing a Recognised Certificated Site

- You can no longer use the Logo if your recognition/certification is suspended or withdrawn by BRCGS or your Certification Body.
- You can no longer use the Logo if you decide to cancel or not to renew your certification against a BRCGS Standard, and you will be responsible for withdrawing the Logo from use within 7 working days.

## Compliance

Failure to comply with these guidelines shall constitute a breach of the BRCGS Certificated Site licence and the use of the Logo shall terminate immediately. After this time, you shall do nothing to lead customers into believing that your company is still licensed to use the Logo or is connected to or recognised by BRCGS in any way (subject to any other schemes to which you may belong).

You shall indemnify and keep indemnified BRCGS in respect of all costs, damages and losses incurred as a result of any breach by you

of these guidelines, including but not limited to any claims made against BRCGS as a result of the supply by you of goods or services which fail to comply with the requirements laid down by it in respect of the standards of quality and service for all goods and services to be supplied by you by reference to the Logo.

## Right to Amend

BRCGS retains the right to amend the guidelines on the usage of the BRCGS Certificated Site Logo at any time.

## Registration and Further Enquiries

If your site wishes to use the logo or have any questions regarding the use of the BRCGS Certificated Site Logo please contact:

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7 Harp Lane  
London EC3R 6DP  
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