



## **Brand Guidelines – Use of the BRCGS Logos for Certification Bodies**

This brand guideline has been developed to ensure the proper and consistent use of the official BRCGS Certification Body Logos. The guideline covers several types of logos that can be used in specific circumstances.

They include a Certification Body Sub Brand Logo designed for corporate promotional use, the Approved Certification Body Logo for use on certificates, the Specific Standard Logo for use on certificates and finally a Standard Logo for promotion of a specific Standard and used on the audit report template.

All usage must adhere to the guidelines to protect the Logo's integrity and help build a strong visual identity for Certification Bodies recognised by BRCGS. No variation in the Logo guidelines outlined below is permitted.

### **Who can use these Logos?**

The Logos are for use only by Certification Bodies recognised by BRCGS to carry out certification services against a BRCGS Standard.

### **Form and display of the Logos**

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

- Each Logo must be used in its original form, with no alterations to design or colour scheme
- Each Logo is available in colour or black and white
- Where possible the Logo should be used in its colour form



## Logo Types

### 1. Certification Body Sub Brand Logo (See Appendix for details)

It's intended use is for Certification Bodies to display the Logo on printed and digital collateral to advertise and promote the fact that they can undertake BRCGS certification schemes.



This is the principal Logo. This is the **ONLY** colour to be used except when used in monochrome (i.e. Black and White). The colour should not be reversed, the text for the name of the Logo to be white reversed out of the colour.

### 2. Approved Certification Body Certificate Logo

It's intended use is for our Certification Bodies to display the Approved Logo on the certificate.



### 3. Approved Standards Certificate Logo

It's intended use is for our Certification Bodies to display the relevant Standards Logo on the certificate.

Here is an example of the Food Safety Logo that can be used on the Certificate.





#### 4. Standards Logo

Designed to promote a specific Standard or used in the Standard audit report templates. Standard logos received may therefore be used on audit reports immediately and updated templates are available on the BRCGS Directory.

Here is an example of the Food Safety Logo that can be used in any promotional campaign.



#### **Positioning**

The two Certificate Logos may be positioned in accordance with the certificate template within the Code or on other documentation 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. The recommended minimum height from base to top of tick is 22mm.

#### **Terms and Conditions**

- Logo 1 can be used on company communication tools such as, Letterheads, Compliment Slips, Business cards, Advertising, Exhibition Graphics and all forms of electronic media, web, social media etc.
- Logos 2 and 3 can be used on certificates in relation to certification against the scope of a BRCGS Standard.
- Logo 4 can be used for promoting a specific Standard or cobranding relevant collateral.
- Your trade or company name must appear on any communication materials where the Logos are 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 of 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 Certification Body Logo Guidelines.
- You cannot assign or sub licence 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. 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.

### **Suspending or withdrawing a recognised Certification Body**

- The Certification Body can no longer use the Logos if your recognition is suspended or withdrawn by BRCGS or your Accreditation Body.
- You can no longer use the Logos if you decide to cancel or not to renew your contract with BRCGS, and you will be responsible for withdrawing the Logos from your supply chain within 7 working days.

### **Compliance**

Failure to comply with these guidelines shall constitute a breach of the BRCGS Certification Body contract and the licence to use the Logos shall terminate immediately. After this time, you shall do nothing to lead suppliers 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 Logos.

### **Right to Amend**

BRCGS retains the right to amend the guidelines on the usage of the BRCGS Certification Body Logos at any time.



The latest version of the guidelines will be available online in MyBRCGS

### Further Questions

If you have any questions regarding the use of the BRCGS Certification Body Logos, please contact:

BRC Trading Ltd  
Second Floor  
7 Harp Lane  
London EC3R 6DP  
Email: [enquiries@brcgs.com](mailto:enquiries@brcgs.com)  
Tel: +44 (0)20 3931 8150

## APPENDIX

### 1. Certification Body Sub Brand Logo



#### The Logo – Colour

**Pantone** – 716C  
**CMYK** – C0 M61 Y99 K0  
**RGB** – R235 G117 B0  
**Hex Code** – #EA7600

#### The Logo – Monochrome

**Pantone** – 6C  
**CMYK** – C50 M50 Y50 K100  
**RGB** – R0 G0 B0  
**Hex Code** – #000000

### 2. Approved Certification Body Certificate Logo



**CERTIFICATION BODY**

#### The Logo – Colour

**Pantone** – 716C  
**CMYK** – C0 M61 Y99 K0  
**RGB** – R235 G117 B0  
**Hex Code** – #EA7600



**CERTIFICATION BODY**

#### The Logo – Monochrome

**Pantone** – 6C  
**CMYK** – C50 M50 Y50 K100  
**RGB** – R0 G0 B0  
**Hex Code** – #000000



### 3. Approved Standards Certificate Logo

#### Food Safety

##### The Logo – Colour

**Pantone** – 7487C

**CMYK** – C42 M0 Y62 K0

**RGB** – R142 G221 B101

**Hex Code** – #8EDD65



Food Safety

**CERTIFICATED**

##### The Logo – Monochrome

**Pantone** – 6C

**CMYK** – C50 M50 Y50 K100

**RGB** – R0 G0 B0

**Hex Code** – #000000



Food Safety

**CERTIFICATED**

#### Consumer Products

##### The Logo – Colour

**Pantone** – 178C

**CMYK** – C0 M70 Y58 K0

**RGB** – R255 G88 B93

**Hex Code** – #FF585D



Consumer Products

**CERTIFICATED**

##### The Logo – Monochrome

**Pantone** – 6C

**CMYK** – C50 M50 Y50 K100

**RGB** – R0 G0 B0

**Hex Code** – #000000



Consumer Products

**CERTIFICATED**

#### Storage and Distribution

##### The Logo – Colour

**Pantone** – 129C

**CMYK** – C0 M11 Y78 K0

**RGB** – R243 G208 B62

**Hex Code** – #FF585D



Storage and  
Distribution

**CERTIFICATED**

##### The Logo – Monochrome

**Pantone** – 6C

**CMYK** – C50 M50 Y50 K100

**RGB** – R0 G0 B0

**Hex Code** – #000000



Storage and  
Distribution

**CERTIFICATED**



## Packaging Materials

### The Logo – Colour

**Pantone** – 318C

**CMYK** – C40 M0 Y14 K0

**RGB** – R136 G219 B223

**Hex Code** – #88DBDF



Packaging Materials

**CERTIFICATED**

## Agents and Brokers

### The Logo – Colour

**Pantone** - 1665C

**CMYK** – C0 M79 Y100 K0

**RGB** – R220 G68 B5

**Hex Code** - #DC4405



Agents and Brokers

**CERTIFICATED**

## Gluten-Free

### The Logo – Colour

**Pantone** - 403C

**CMYK** – C18 M21 Y27 K47

**RGB** – R140 G133 B123

**Hex Code** - #8C857B



Gluten-Free

**CERTIFICATED**

### The Logo – Monochrome

**Pantone** – 6C

**CMYK** – C50 M50 Y50 K100

**RGB** – R0 G0 B0

**Hex Code** – #000000



Packaging Materials

**CERTIFICATED**

### The Logo – Monochrome

**Pantone** - 6C

**CMYK** - C50 M50 Y50 K100

**RGB** - R0 G0 B0

**Hex Code** - #000000



Agents and Brokers

**CERTIFICATED**

### The Logo – Monochrome

**Pantone** - 6C

**CMYK** - C50 M50 Y50 K100

**RGB** - R0 G0 B0

**Hex Code** - #000000



Gluten-Free

**CERTIFICATED**



### START!

#### The Logo – Colour

**Pantone** – 7487C

**CMYK** – C42 M0 Y62 K0

**RGB** – R142 G221 B101

**Hex Code** – #8EDD65



**START!**

**CERTIFICATED**

#### The Logo – Monochrome

**Pantone** – 6C

**CMYK** – C50 M50 Y50 K100

**RGB** – R0 G0 B0

**Hex Code** – #000000



**START!**

**CERTIFICATED**

### Ethical Trade and Responsible Sourcing

#### The Logo – Colour

**Pantone** – 2228C

**CMYK** – C92 M0 Y34 K0

**RGB** – R0 G165 B189

**Hex Code** – #00A5BD



Ethical Trade and  
Responsible Sourcing

**CERTIFICATED**

#### The Logo – Monochrome

**Pantone** – 6C

**CMYK** – C50 M50 Y50 K100

**RGB** – R0 G0 B0

**Hex Code** – #000000



Ethical Trade and  
Responsible Sourcing

**CERTIFICATED**

### 4. Standards Logo Example



#### The Logo – Colour

**Pantone** – 7487C

**CMYK** – C42 M0 Y62 K0

**RGB** – R142 G221 B101

**Hex Code** – #8EDD65



#### The Logo – Monochrome

**Pantone** – 6C

**CMYK** – C50 M50 Y50 K100

**RGB** – R0 G0 B0

**Hex Code** – #000000