



Brand Guidelines – Use of the BRCGS Logo for registered Consultants

This guideline has been developed to ensure the proper and consistent use of the official BRCGS Registered Consultant logo (the "logo"). The logo guideline covers all usage of the logo including its use on all printed material and electronic communication tools and on such other materials as BRCGS may permit usage from time to time. Such usage must adhere to the guideline to protect the logo's integrity and help build a strong visual identity for the BRCGS Registered Consultant Scheme.

No variation in the logo guideline outlined below is permitted.

Who can use the logo?

The logo is for use only by BRCGS Registered Consultants who are recognised by BRCGS to carry out consultancy work against the BRCGS Standards.

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 is available in colour or monochrome.

- The logo must be used in its original form, with no alterations to design or colour scheme.
- Where possible the logo should be used in its colour form.
- The Pantone colours stated below should be used.

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



This is the principal logo. This is the ONLY colour to be used except when used in monochrome. The colour should not be reversed, the text for the name of the logo is to be white reversed out of the colour. Please follow the colour breakdowns if using four-colour process printing.

The logo – 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.



Suggested logo sizes

Paper size	Logo size
A5	10mm
A4	15mm
A3	20mm
A2	30mm
A1	40mm
A0	50mm

PowerPoint 15mm

Terms and Conditions

- The logo can be used on all company communication tools such as, letterheads, compliment slips, business cards, advertising, exhibition graphics and all forms of electronic media
- Your trade or company name must appear on any communication materials where the logo is used. Wherever the logo is used you must indicate that it is a trademark belonging to BRCGS, which is being used under licence
- 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 Registered Consultant Logo Guideline
- 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 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 licence.



Suspending or Withdrawing a BRCGS Registered Consultant

- You can no longer use the logo if your membership is suspended or withdrawn by BRCGS.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

The logo – compliance

Failure to comply with this guideline shall constitute a breach of the BRCGS Registered Consultant code of conduct and the licence to use the logo shall terminate immediately. After this time, you shall do nothing to lead consumers into believing that your company is still licensed to use the logo or is connected to or authorised 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 this guideline, 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.

The logo – right to amend

BRCGS retains the right to amend the guideline on the usage of the BRCGS Registered Consultant logo at any time.

If you have any questions regarding the use of the BRCGS Registered Consultant logo, please contact:

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