

BRCGS

Brand Guidelines – Use of BRCGS Logos for Approved Certification Bodies

This brand guideline is provided to ensure the proper and consistent use of BRCGS certification logos. This guideline includes a range of logos and details the specific circumstances in which approved certification bodies may use them:

- Approved certification body logo for corporate promotional use.
- Approved certification body logo for use on certificates.
- BRCGS standard logos for use on certificates.
- BRCGS standard logos for use on the audit report template and in general promotion.

All logo usage must adhere to these guidelines to protect the integrity and visual identity of the BRCGS logos. No variation in the logo guidelines outlined below is permitted.

Who can use these logos?	The logos included in this guideline are for use only by certification bodies recognised by BRCGS to carry out certification services against BRCGS standards.
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Form and display of logos	Each logo shall be displayed only in the appropriate form, size and colour and in full compliance with the conditions set out in this document.	— The logo is available in colour or monochrome. — Each 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
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Colour	The colours shown are for reference only. The master logo files have been created with the relevant colours.
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Charcoal				
HEX	2b2b30	RGB	43 43 48	CMYK
				20 20 0 90
				Pantone
				426C



Signal Orange				
HEX	fa4d0f	RGB	250 77 15	CMYK
				0 88 100 0
				Pantone
				1665C

The Pantone colours are the primary colour references for the logo. Equivalent CMYK, RGB and HEX values are also provided for other applications.

Approved certification
body logo

This logo is intended for use by certification bodies to promote that they are BRCGS-approved to carry out certification audits to BRCGS standards.

The approved certification body logo can be used on printed and digital collateral.

This is the only colour to be used except when used in monochrome.



Logo sizing and
positioning

Suggested logo sizes (Measure from the logo height X).		When used on a certificate, the two BRCGS logos may be positioned in accordance with the certificate template within the code.
Paper size	Logo size	
A5	10mm	For promotional use on other documentation it may be positioned anywhere on the page as considered appropriate.
A4	15mm	
A3	20mm	
A2	30mm	
A1	40mm	
A0	50mm	
PowerPoint	15mm	



Clear space

The clear space zone ensures the legibility and impact of the logo by isolating it from competing visual elements such as text or supporting graphics.

Aim to maintain minimum clear space around the logo equal to ⅓ of the cap height, illustrated below.



Certified and Standards logos

The certified logo is intended for use on the certificate. Below is an example of the certified logo for food safety that can be used on the certificate.

The standards logos are designed to promote a specific standard or to be used in audit report templates. The latest templates are available in the BRCGS Directory.



Logo sizing and positioning

Suggested logo sizes
(Measure from the logo height X).

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

When used on a certificate, the certified and approved certification body logos may be positioned in accordance with the certificate template within the code.

For promotional use on other documentation, the standard logos may be positioned anywhere on the page as considered appropriate.



Clear space

The clear space zone ensures the legibility and impact of the logo by isolating it from competing visual elements such as text or supporting graphics.

Aim to maintain minimum clear space around the logo equal to 1/3 of the cap height, illustrated below.



Application

- The Approved Certification Body logo can be used on BRCGS certificates. It can also be used on:

 - Printed company communication and marketing materials, including but not limited to, brochures, letterheads, business cards, advertising, exhibition graphics.
 - Digital company communication and marketing materials including, but not limited to, websites, email signatures, brochures and social media content.

The Certified logo can only be used on BRCGS certificates.

The Standard logos can be used to promote a specific standard or to co-brand relevant collateral.

Your trade or company name must appear on any materials where the logos are used.

Logos may only be used on certificates in relation to certification against a BRCGS standard.
- You may not modify or alter the logo designs in any way. The logos may not be translated or otherwise localised into any other language.

You may not combine a BRCGS 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 these logos with any other trademark (including your company name) unless it is sufficiently distinguished from the surrounding and adjacent text.

The logos must not be stretched or compressed horizontally or vertically or distorted in any way.

The logos 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.

Requirements for correct use of the logo

- The logo is not permitted for use by any certification body that is not approved by BRCGS.
 - The logo may not be used in any manner that is derogatory to BRCGS, its products and services, or in a way that would negatively impact the reputation of BRCGS.
 - Certification bodies shall not attempt to register any BRCGS logo, or any mark that is confusingly similar or imitating it, as a trademark anywhere in the world.
- No ownership rights are transferred to certification bodies through use of the logo. Any BRCGS mark and associated branding remain the intellectual property of BRCGS.
 - The logos should only be used by the certification body to which the approval applies.
 - Certification bodies should notify BRCGS if they become aware of any unauthorised use of the logo or any mark confusingly similar to, or imitating, it

Suspension or withdrawal

If a certification body ceases to be approved by BRCGS for any reason, you must stop using the logo and remove it along with any claims of approved status from all materials.

Misuse of the logos

Any instances where the Approved Certification Body logo is found to not adhere to this guideline should be reported to BRCGS through TellBRCGS.

Use of the logo outside the permitted conditions is unauthorised and may result in BRCGS requiring the use to cease or taking action under its applicable contractual or legal rights.

Guideline updates

BRCGS may periodically review and update the guidelines for use of the Approved Consultant logo. Users must ensure they are referring to the latest published version.

If you have any questions regarding the use of the BRCGS logo, please contact BRCGS to discuss.