

BRCGS

Brand Guidelines – Use of the BRCGS Logo for Certified Sites

Achieving BRCGS certification is something to be proud of. This document explains how businesses (“sites”) certified to a BRCGS standard by a BRCGS-approved certification body may use the BRCGS certified site logo (the “logo”) to promote their certification.

BRCGS certification is globally recognised, trusted and relied upon, so certified sites are responsible for using the logo in a way that accurately reflects their certification status and certified scope to maintain the logo’s integrity. The key principle is that logo use must never be misleading and any certification claims must be traceable and verifiable.

Use of the logo must comply with the requirements in this guideline to protect its position in the global marketplace and maintain a strong visual identity through correct and consistent application.

Any business found to be misusing the logo will be subject to the BRCGS complaints and referral process and risks the suspension or removal of certification.

Who can use the logo?

Sites can download the logo files from their audit record in the [BRCGS Directory](#).

The logo may only be used by a legal entity certified to a BRCGS standard by a BRCGS-approved certification body with no scope exclusions.

Certified sites do not need explicit permission from BRCGS to use the logo, and BRCGS does not need to approve individual uses of the logo. It is the responsibility of the site to ensure logo usage adheres to these guidelines. Sites may contact BRCGS for advice on complying with these guidelines using the [General Query Form](#).

Scope exclusions

The logo may not be used by sites with scope exclusions i.e. those that do not include all products that are manufactured, processed, packed or labelled on site within their audit scope. The only exceptions to this rule are laid out below:

- Food Safety – traded goods permitted as a scope exclusion
- Packaging Materials - traded goods permitted as a scope exclusion
- Consumer Products - traded goods permitted as a scope exclusion
- Storage and Distribution – voluntary modules permitted as a scope exclusion

Form and display of the logo

The BRCGS certified site logo is available in full colour and monochrome. Where possible the logo should be used in its colour form. It shall be displayed only in accordance with the conditions set out in this guideline.

The logo must be displayed in its original form as supplied in the BRCGS logo file, with no alterations to design, text or colour scheme. The logo must not be or changed in any way, including proportions.

The logo is only available in English; no translations or localisations are permitted.

The logo may not be combined with any other element or object, including but not limited to, other logos, icons, words, graphics, photos, slogans, numbers or symbols. Audit grade is not permitted to be added to, or underneath the logo.

The logo must be sufficiently distinguished from any other trademark, logo or text, including your company branding.

The logo must not be stretched or compressed, distorted or imitated in any way.

The logo must remain clear and legible at all times and must not be displayed on backgrounds that affect visibility.

Colour

The colours shown are for reference only. The master logo files have been created with the relevant colours.



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.

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

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.



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.



Full colour

BRCGS

Agents & Brokers
Certified

BRCGS

Packaging Materials
Certified

BRCGS

Consumer Products
Certified

BRCGS

Plant-Based
Certified

BRCGS

Ethical Trade & Responsible Sourcing
Certified

BRCGS

Retail
Certified

BRCGS

Food Safety
Certified

BRCGS

Start
Certified

BRCGS

Gluten-Free
Certified

BRCGS

Storage & Distribution
Certified

Mono black

BRCGS

Agents & Brokers
Certified

BRCGS

Packaging Materials
Certified

BRCGS

Consumer Products
Certified

BRCGS

Plant-Based
Certified

BRCGS

Ethical Trade & Responsible Sourcing
Certified

BRCGS

Retail
Certified

BRCGS

Food Safety
Certified

BRCGS

Start
Certified

BRCGS

Gluten-Free
Certified

BRCGS

Storage & Distribution
Certified

Mono white

BRCGS

Agents & Brokers
Certified

BRCGS

Packaging Materials
Certified

BRCGS

Consumer Products
Certified

BRCGS

Plant-Based
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BRCGS

Start
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BRCGS

Gluten-Free
Certified

BRCGS

Storage & Distribution
Certified

Application

The BRCGS logo may be used as a marketing tool to promote a site's certification achievement. It is not a product certification mark. Certification to any BRCGS standard is awarded to the site, not to individual products, and logo use must accurately reflect this distinction.

- The logo can be used on printed company communication and marketing materials including but not limited to brochures, letterheads, business cards, advertising, exhibition graphics.
- The logo can be used on digital company communication and marketing materials including but not limited to websites, email signatures, brochures and social media content.
- The logo can be displayed on outer business to business packaging (e.g. shipping boxes) but not on any form of direct consumer product packaging. Wording to reference BRCGS certification claims is also not permitted on any direct consumer product packaging.
- The logo can be displayed on company vehicles, workwear and external signage or flags.
- The logo is not permitted for use on any technical documents e.g. product specification sheets, which might imply product certification.
- The logo is not permitted for use on any content or portal where it might imply BRCGS has co-authored, contributed to or endorsed the content in any way.

**Requirements for
correct use of the logo**

- The logo is not permitted for use by any business that is not certified, including those referring to certified suppliers.
- Sites are not permitted to use the logo or refer to BRCGS certification in any way if there are any exclusions to scope with the exception of traded goods and voluntary modules.
- The logo must not be used to promote traded goods in any way.
- The trade or company name must be included on any materials or digital channels where the logo is used. This must match the name that appears on the certification body-issued certificate and the site's entry on the BRCGS Directory for traceability.
- Certified sites must use the correct, most up-to-date version of the logo shown in this guideline. Older logos may only be used during a transition period or where special conditions have been agreed directly with BRCGS. This includes any historical references to BRCGS certification.
- 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.
- Sites shall not attempt to register the BRCGS certification logo, or any mark that is confusingly similar or imitating it, as a trademark anywhere in the world.
- No ownership rights are transferred to sites through use of the logo. Any BRCGS mark and associated branding remain the intellectual property of BRCGS.
- The logo should only be used by the certified site to which certification applies.
- Sites should notify BRCGS if they become aware of any unauthorised use of the logo or any mark confusingly similar to, or imitating, it.

Multi-site companies

If a business operates multiple sites and only some are certified, the logo must not be used in a way that implies all sites are certified or is otherwise misleading. Any use of the logo must clearly identify the certified site(s), include the relevant site code, and link to the corresponding BRCGS Directory record to ensure the claim is traceable and verifiable.

Expiry, suspension or withdrawal of certification

If a site ceases to be certified to a BRCGS standard for any reason, including lapsed certification, it must stop using the logo and remove it along with any claims of certification from all materials.

Misuse of the logo

Any instances where the certified site 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 certified site logo. Users must ensure they are referring to the latest published version.