

BRCGS

Brand transition guide

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Introduction

Introduction

BRCGS *continues to evolve*. We are introducing a new brand, logos and website that support the evolving needs of our global community.

Our new brand identity reinforces the role BRCGS plays in setting the global benchmark for *safer food and trusted products*, bringing together standards, intelligence and risk-focused assurance across the supply chain.

This guide provides transition timelines, updated logo information and access to supporting resources.

This document applies to approved certification bodies, training partners and consultants, as well as certified sites and BRCGS Professional graduates that are using the old BRCGS logo and branding.



Section—02

What's changing

What’s changing

Phased BRCGS branding updates.

BRCGS is taking a phased approach to the updates of our standards publications, guidance documents and training materials as part of the brand transition. This comprehensive process extends beyond replacing the logo, with each resource carefully reviewed to maintain its quality and integrity. As a result, some documents may continue to display the previous BRCGS logo during the transition period. We will communicate with relevant stakeholders as updated materials become available.

What’s *changing*

- BRCGS logo
- Certification logos
- Partner and BRCGS Professional logos
- Website

What’s *not changing*

- BRCGS standards and requirements
- Existing certification status
- Audit processes
- Certification integrity programme
- Our commitment to integrity, rigour and trust



Section—03

Certified Site logo

New logo for certified sites

For use by BRCGS certified sites only.

The new certified site logos shown opposite replace the versions currently in use. A mono version of the logo is also available.

Further guidance on logo usage and application is available within the [brand guidelines](#).

BRCGS Agents & Brokers Certified

BRCGS Consumer Products Certified

BRCGS Ethical Trade & Responsible Sourcing Certified

BRCGS Food Safety Certified

BRCGS Gluten-Free Certified

BRCGS Packaging Materials Certified

BRCGS Plant-Based Certified

BRCGS Retail Certified

BRCGS Start Certified

BRCGS Storage & Distribution Certified

New certified site logo transition timelines

We encourage you to transition to the new brand as soon as possible. The dates in this document are the final deadlines for completing the transition.

To support a structured and manageable transition to the new BRCGS certified site logo, certified sites must follow the timelines below:

- Digital applications (including websites, email signatures, digital brochures and presentations) to be updated by 06 October 2027.
- Printed applications (including marketing materials, brochures, leaflets, stationery, signage, exhibition stands, uniforms, clothing and promotional items) to be updated by 06 October 2028.
- Vehicle and permanent signage should be updated by 06 October 2028. After this date, use of the old logo will require BRCGS approval through concessions. Please consult your certification body to obtain approval.
- From 01 September 2027, all newly issued certificates and audit reports will carry the updated BRCGS branding and logos. Any electronic or physical display of a BRCGS certificate must be updated to the latest version when issued. Certificates and audit reports will not be updated in retrospect.



Section—04

Approved Certification Body

New Approved
Certification Body
logo

For use by BRCGS-
approved certification
bodies only.

The new Approved Certification
Body logo shown opposite
replaces the version currently in
use. A mono version of the logo
is also available.

Further guidance on logo usage
and application is available
within the [brand guidelines](#).

We encourage you to
transition to the new
brand as soon as
possible. The dates
in this document are
the final deadlines
for completing the
transition.

Important note: BRCGS is taking a phased approach to the updates of our standards publications, guidance documents and training materials as part of the brand transition. This comprehensive process extends beyond replacing the logo, with each resource carefully reviewed to maintain its quality and integrity. As a result, some documents may continue to display the previous BRCGS logo during the transition period. We will communicate with relevant stakeholders as updated materials become available.

BRCGS Approved Certification Body

To support a structured and manageable transition to the new BRCGS Approved Certification Body logo, certification bodies must follow the timelines below:

- Digital applications (including websites, email signatures, digital brochures and presentations) to be updated by 06 October 2027.
- Printed applications (including brochures, leaflets, marketing materials and stationery) to be updated by 06 October 2028.
- By 01 September 2027 at the latest, all newly issued certificates and audit reports must use the updated branding and logos. Existing certificates and reports do not need to be updated retrospectively. To ensure consistency, the certificate and corresponding audit report should be issued with the same branding.



Section—05

Approved Training Partner

New Approved Training Partner logo

For use by BRCGS-approved trainers only.

The new Approved Training Partner logo shown opposite replaces the version currently in use. A mono version of the logo is also available.

Further guidance on logo usage and application is available within the [brand guidelines](#).

We encourage you to transition to the new brand as soon as possible. The dates in this document are the final deadlines for completing the transition.

Important note: BRCGS is taking a phased approach to the updates of our standards publications, guidance documents and training materials as part of the brand transition. This comprehensive process extends beyond replacing the logo, with each resource carefully reviewed to maintain its quality and integrity. As a result, some documents may continue to display the previous BRCGS logo during the transition period. We will communicate with relevant stakeholders as updated materials become available.

BRCGS Approved Training Partner

To support a structured and manageable transition to the new BRCGS Approved Training Partner logo, training partners must follow the timelines below:

- Digital applications (including websites, email signatures, digital brochures and presentations) to be updated by 06 October 2027.
- Printed applications (including marketing materials, brochures, leaflets, stationery, signage, exhibition stands, vehicles, uniforms, clothing and promotional items) to be updated by 06 October 2028.
- By 01 September 2027, all newly issued training certificates must carry the updated branding and logos. Existing certificates do not need to be updated retrospectively.



Section—06

Approved Consultant

New Approved
Consultant logo

For use by BRCGS-
approved consultants
only.

The new Approved Consultant
logo shown opposite replaces
the version currently in use. A
mono version of the logo is also
available.

Further guidance on logo usage
and application is available
within the [brand guidelines](#).

We encourage you to
transition to the new
brand as soon as
possible. The dates
in this document are
the final deadlines
for completing the
transition.

Important note: BRCGS is taking a phased approach to the updates of our standards publications, guidance documents and training materials as part of the brand transition. This comprehensive process extends beyond replacing the logo, with each resource carefully reviewed to maintain its quality and integrity. As a result, some documents may continue to display the previous BRCGS logo during the transition period. We will communicate with relevant stakeholders as updated materials become available.

BRCGS Approved Consultant

To support a structured and manageable transition to the new BRCGS Approved Consultant logo, consultants must follow the timelines below:

- Digital applications (including websites, email signatures, LinkedIn profiles, digital brochures and presentations) to be updated by 06 October 2027.
- Printed applications to be updated by 06 October 2028.



Section—07

BRCGS Professional

New BRCGS Professional logo

For use by BRCGS Professional graduates and approved trainers only.

The new BRCGS Professional logo is shown opposite. This replaces the version/badge currently in use. A mono version of the logo is also available.

Further guidance on logo usage and application is available within the [brand guidelines](#).

We encourage you to transition to the new brand as soon as possible. The dates in this document are the final deadlines for completing the transition.

Important note: BRCGS is taking a phased approach to the updates of our standards publications, guidance documents and training materials as part of the brand transition. This comprehensive process extends beyond replacing the logo, with each resource carefully reviewed to maintain its quality and integrity. As a result, some documents may continue to display the previous BRCGS logo during the transition period. We will communicate with relevant stakeholders as updated materials become available.

BRCGS Professional

To support a structured and manageable transition to the new BRCGS Professional logo, programme graduates must follow the timelines below:

- Digital applications (including LinkedIn profiles, email signatures, digital CVs, websites and presentations) to be updated by 06 October 2027.
- Printed applications to be updated by 06 October 2028.
- From 06 October 2026, all newly issued and existing digital BRCGS Professional certificates issued via DiplomaSafe will carry the updated branding.



Section—08

Approved Partner

New Approved Partner logo

For use by members of the Partner Connection Programme and API partners. This logo should not be used by BRCGS Delivery Partners.

The new Approved Partner logo shown opposite replaces the version currently in use. A mono version of the logo is also available.

Further guidance on logo usage and application is available within the [brand guidelines](#).

We encourage you to transition to the new brand as soon as possible. The dates in this document are the final deadlines for completing the transition.

Important note: BRCGS is taking a phased approach to the updates of our standards publications, guidance documents and training materials as part of the brand transition. This comprehensive process extends beyond replacing the logo, with each resource carefully reviewed to maintain its quality and integrity. As a result, some documents may continue to display the previous BRCGS logo during the transition period. We will communicate with relevant stakeholders as updated materials become available.

BRCGS Approved Partner

To support a structured and manageable transition to the new BRCGS Approved Partner logo, partners must follow the timelines below:

- Digital applications (including websites, email signatures, digital brochures and presentations) to be updated by 06 October 2027.
- Printed applications (including marketing materials, brochures, leaflets, stationery, signage, exhibition stands, vehicles, uniforms, clothing and promotional items) to be updated by 06 October 2028.



Section—09

Standard logos

New Standard logos

For promotional use only by BRCGS-approved Delivery Partners. We encourage you to transition to the new brand as soon as possible. The dates in this document are the final deadlines for completing the transition.

The new standard logos shown opposite replace the versions currently in use. A mono version of each logo is also available.

To support a structured and manageable transition to the new standard logo, partners must follow the timelines below:

- Digital applications to be updated by 06 October 2027*.
- Printed applications to be updated by 06 October 2028.



*excluding the audit report template for use by certification bodies.

Resources and guidance

How to access logo files

- Certified sites - [Directory](#)
- Certification bodies: [MyBRCGS](#)
- Approved Training Partners: [MyBRCGS](#)
- Approved Consultants: [MyBRCGS](#)
- BRCGS Professionals: brcgs.professional@lgcgroup.com

→ [See brand guidelines](#)

→ [Contact support](#)

Resources

BRCGS

[brcgs.com](https://www.brcgs.com)

Safe food and trusted
products *for* everyone.