

Using the RSPCA Assured certification mark

Brand guidelines

The RSPCA Assured certification mark (name or logo) is only to be used to indicate products and dishes that contain animal derived ingredients from farms that meet RSPCA welfare standards.

These guidelines set out how and when the mark can be used by **members** and other **authorised users**. Members and authorised users may also be permitted to use the mark on relevant marketing communications, but only with **prior written approval**.

It is important that the RSPCA Assured certification mark is used consistently to protect its purpose, identity and value – and that of the main brand the RSPCA – and these guidelines are here to help us achieve that.



If you need **more advice** you will find links and contact information on the back cover.



Approvals

We always try to respond to artwork approval requests as soon as possible. However, **please allow us 72 hours** in case we need advice from the RSPCA's farm animals or legal departments. Please email artwork for approval to: artwork@rspcaassured.org.uk



Remember

All uses of the RSPCA Assured certification mark (name or logo) are strictly subject to scheme membership, traceability, licence fee and prior written approval.

For more information regarding membership, licence fee and traceability please go to: www.berspcaassured.org.uk

Quick checklist

- Colour:** is the colour correct? (page 2)
- Size:** is it at least 10mm in diameter? (page 2)
- Background:** is the white rectangular background present and correct? (page 2)
- Positioning:** is it at least half its diameter from other elements and the edge of the artwork? (page 2)
- Rearing system:** is the rearing system stated in the case of pig and poultry? (page 3)
- Supporting text:** is the supporting text present and correct? (page 3)
- Brand name:** is the brand name used correctly in the title or description? (page 3)

The certification mark

The RSPCA Assured certification mark **must appear as illustrated** on these pages and must not be altered in any way with the words ‘certification mark’ clearly displayed beneath.

Colour

The mark **must be full colour**, unless using a limited colour print process. If it is not possible to use the full colour mark, it must be reflex blue and white or black and white*.



PANTONE 1375 CMYK 50M 90Y
RGB 246 146 32 HEX f69220

PANTONE Reflex Blue CMYK 95C 65M
RGB 0 88 165 HEX 0058a5

PANTONE 206 CMYK 10C 96M 41Y 2K
RGB 211 28 91 HEX d31c5b



PANTONE Reflex Blue CMYK 95C 65M
RGB 0 88 165
HEX 0058a5



PANTONE Black CMYK 100K
RGB 0 0 0
HEX 000000

Size

10mm minimum width, preferably 15mm where space permits, or 40px wide online.



10mm



15mm

*If neither reflex blue or black are possible please contact us for further advice.

Background

The mark must be presented within its **white rectangle**. The size of the rectangle proportionate to the size of the mark **must not be altered**.



CERTIFICATION MARK

The RSPCA Assured certification mark graphic files already come with the words ‘certification mark’ written beneath, and in the case of the .eps and .png files a white rectangular background on a transparent layer.

Positioning

The mark must be at least **half its width** from any other element or the edge of the artwork. The words ‘certification mark’ must be positioned beneath the mark as illustrated below.



25mm logo with 12.5mm clear space

Products and menus

The RSPCA Assured mark (name or logo) may not be used on products or dishes that contain eggs, pork or salmon that are not RSPCA Assured or ingredients from systems **with unacceptable welfare**. These include cage eggs (including enriched cages), white veal and foie gras.

Rearing system

Pork and poultry products or dishes must **clearly state the rearing system** on the front of pack or in the description of a dish. For more information regarding rearing system definitions please go to: www.berspcaassured.org.uk/definitions

Supporting text

On products and menus, including online, the mark **must always be accompanied by the following line of text** elsewhere on the pack, menu or web page in a font no smaller than 8pt:

“The [system – e.g. free range] [ingredient] in this [product/dish] comes from producers inspected to RSPCA welfare standards by the RSPCA’s independently certified farm assurance scheme.”



1 If 100 per cent of the animal-derived ingredients in a product or dish are RSPCA Assured then the mark may be used front of pack or beside a dish.

2 If more than 50 per cent of the animal-derived ingredients, and the primary* animal-derived ingredient, are RSPCA Assured then the mark may be used front of pack or beside a dish with the relevant systems and ingredients clearly stated beside the mark.

3 If 50 per cent or less of the animal-derived ingredients, and the primary* animal-derived ingredient, are RSPCA Assured then the mark may be used back of pack or elsewhere on a menu*.

4 If five per cent or less of the animal derived ingredients are RSPCA Assured you may use the words ‘RSPCA Assured’ beside the relevant ingredient in the list of ingredients.

*the animal derived ingredient constituting the greatest percentage of all animal derived ingredients

Remember

Please **do not** attribute any other statements (such as quality or flavour) to RSPCA Assured or combine such statements with our supporting text.

Titles and descriptions

The words RSPCA Assured **may only be used** in the title or description of a product or dish if **all the animal-derived ingredients** are RSPCA Assured and **make up more than 50 per cent** of all ingredients.

However, it **must be separated** from any other brand name or unrelated wording by a **line break** or **full stop** and must be followed by the principal RSPCA Assured ingredient, for example: 'RSPCA Assured beef mince'.

Verbal communications

In all verbal communications, such as television and radio, RSPCA Assured must be described in one of the following two ways:

RSPCA Assured [product/dish] from/by [brand]
e.g. **RSPCA Assured fillet from MartCo**

or

[Brand's] [product/dish] carrying the RSPCA Assured mark. e.g. **MartCo's fillet carrying the RSPCA Assured mark**



Marketing

Members of RSPCA Assured may use the RSPCA Assured certification mark on their **websites, literature, buildings and vehicles** etc., to promote their membership, subject to **prior written approval**.

However, it is important to ensure that any such use of the certification mark is **not misleading** in any way: for example, by implying that the whole of a business or range of products, dishes or ingredients are approved by the scheme where this is not the case.

For instance, it would be misleading to use the certification mark on a vehicle that also transports products or animals that are not assured, however infrequently.

Ownership

RSPCA Assured is a registered certification mark belonging to Freedom Food Limited. RSPCA is a registered trademark belonging to the RSPCA. Use of the RSPCA trademark within the RSPCA Assured certification mark is granted under licence for this specific purpose only. **The RSPCA trademark cannot be used by scheme members or authorised users** except as part of the RSPCA Assured certification mark.

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e help@rspcaassured.org.uk

w berspcaassured.org.uk

Useful links for further information and usage advice

Licence fees: www.berspcaassured.org.uk/licencefees

Rearing system definitions: www.berspcaassured.org.uk/systems

RSPCA welfare standards descriptions: www.berspcaassured.org.uk/descriptions

Terms and conditions: www.berspcaassured.org.uk/termsandconditions