

## BRC Global Standards Directory Logo Guidelines

These guidelines have been developed to ensure the proper and consistent use of the official BRC Food, Packaging, Consumer Products and Storage & Distribution Global Standards Directory Logo (the “Logo”). The logo guidelines cover all usage of the Logo including use on all printed material and electronic communication tools and on such other materials as the BRC may permit usage from time to time. Such usage must adhere to the guidelines to protect the Logo’s integrity and help build a strong visual identity for the BRC Global Standards Directory.

***No variation in the Logo guidelines outlined below is permitted.***

### Who can use the logo?

The Logo is for use only by companies and organisations that have achieved BRC certification in the Food, Packaging, Consumer Products and Storage & Distribution sectors and have agreed to be listed on to the BRC Global Standards Directory and agreed with the Terms and Conditions. A copy can be downloaded from our website - [www.brcglobalstandards.com](http://www.brcglobalstandards.com)

### 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 must be used in its original form, with no alterations to design or colour scheme. The Logo is available in colour monochrome or black and white line.
- Where possible the Logo should be used in its colour form. The Pantone colours stated below should be used.

#### The Logo – Colour

##### Food

Green – Pantone 375



#### The Logo – Monochrome

Black & White - Grey Scale



Black & White – Line



## Packaging

Blue – Pantone 299



## Consumer Products

Red – Pantone 185



## Storage & Distribution

Orange – Pantone 144



This is the principal Logo. These are the ONLY colours to be used except when used in monochrome (i.e. Black & White). The colours should not be reversed, the text for the name of the Logo to be white reversed out of the colour.

## 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.

The recommended minimum height from base to top of tick is 22mm.

## **The Logo - Rules**

- The Logo can be used on all company communication tools such as Company vehicles, Letterheads, Compliment Slips, Business cards, Collaterals, 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 the British Retail Consortium, which is being used under licence.
- You may not use the Logo on your packaging, this includes both inner and outer packaging.
- 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 the British Retail Consortium or any British Retail Consortium'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 the British Retail Consortium. You shall comply with all of the requirements laid down by the British Retail Consortium 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 BRC Global Standards Directory Logo Guidelines and the global Standards Directory Terms and Conditions.
- 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 or a colourable imitation of it, you shall immediately notify the British Retail Consortium, 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 supplier from the database**

- You can no longer use the Logo if your membership is suspended or withdrawn by the BRC (Please refer to terms and conditions)
- You can no longer use the Logo if your certification is not renewed or withdrawn by a certification body, and you will be responsible for withdrawing the Logo from your supply chain within 48 hours of non-renewal or withdrawal of certification or withdrawal of your membership.

### **The Logo - Compliance**

Failure to comply with these guidelines shall constitute a breach of the BRC Global Standards Directory Terms and Conditions 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 the British Retail Consortium in any way (subject to any other schemes to which you may belong).

You shall indemnify and keep indemnified the British Retail Consortium in respect of all costs, damages and losses incurred as a result of any breach by you of these guidelines, including but not limited to any claims made against the British Retail Consortium 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**

The British Retail Consortium retains the right to amend the guidelines on the usage of the BRC Global Standard Directory Logos at anytime.

**The Logo – Artwork**

Reproducible or camera ready artwork is available online for companies and organisations who are listed on the BRC Global Standards Directory and who have agreed to use the Logo according to these guidelines. Please do not scan Logos from any printed brochure for reproduction.