



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.

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

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

These guidelines set out how and when the mark can be used by **members** and other **authorised users**, including using the mark on relevant marketing communications.

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.

As a member of RSPCA Assured you do not have licence to use the RSPCA brand name or logo, which must never be used without the express permission of the RSPCA.

For instance, we **cannot accept products that only state RSPCA, such as 'RSPCA free-range eggs'**. This is because the RSPCA is a separate charity to RSPCA Assured.

Approval

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

Wholesale only

All guidelines listed in this document also apply to products for wholesale/trade purposes. However, if labelling space is limited, we can make allowances such as stating 'RA' as opposed to 'RSPCA Assured'.

The standard line of supporting text (mentioned on page 2) isn't a strict requirement for business-to-business, but please include our web address where space permits: www.berspcaassured.org.uk.

Traceability

Please remember to fill in the RSPCA Assured traceability form for each product artwork you submit, using this link: goo.gl/DOV6Ey or contacting artwork@rspcaassured.org.uk

The form must be filled in before we can approve any artwork submitted.

Quick checklist

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

Mandatory requirements

Supporting text

The certification 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.”

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

Acceptable ingredients

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, but are not limited to, caged eggs (including enriched cages), white veal and foie gras.

RSPCA Assured ingredients

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 – for example, ‘Free range chicken’.
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

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’.

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 berspcaassured.org.uk/join-us/definitions

Misleading information

It is important to ensure that any such use of the certification mark is **not misleading** in any way: for example, by using the mark in such a way that could imply 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.



How to use our logo

The RSPCA Assured logo (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.

The mark must be presented **within its white rectangle** when on anything other than a purely white background. The size of the rectangle proportionate to the size of the mark **must not be altered**.

The size must be 10mm minimum width, **preferably 15mm** where space permits, or 40px wide online.



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

CERTIFICATION MARK



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

CERTIFICATION MARK



- PANTONE Black CMYK 100K**
RGB 0 0 0
HEX 000000

CERTIFICATION MARK

*If neither reflex blue nor black is possible please contact us for further advice.

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.



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.

Marketing

The RSPCA Assured logo may be used on websites, literature, buildings, and vehicles, but this is subject to **prior written approval** from the marketing team. Please contact artwork@rspcaassured.org.uk to enquire about using the logo for marketing purposes.

Sustainability policies

In consultation with The Environment Agency, WWF, WRAP UK and our members, we have introduced new policies which set out our requirements for the inclusion of soy and palm oil in products carrying the RSPCA Assured logo, as well as guidelines on the use of plastic packaging.

What do these policies cover?

Palm oil (currently excludes animal feed)

- Requirements for appropriate sourcing of sustainable palm oil to be used in RSPCA Assured products



Soy (currently excludes animal feed)

- Requirements for appropriate sourcing of sustainable soy to be used in RSPCA Assured products



Plastic packaging

- Elimination of problematic or unnecessary single-use plastic packaging for RSPCA Assured products
- Adoption of reusable or recyclable materials in packaging
- Proactive promotion of effectively recycling, composting, or repurposing of packaging



- Increase in use of recycled content in all plastic packaging carrying the RSPCA Assured certification mark

You can read these policies in detail at berspcaassured.org.uk/policies/

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

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.

Further information

RSPCA Assured, Wilberforce Way, Southwater, Horsham, West Sussex RH13 9RS

t 01403 286170

e help@rspcaassured.org.uk

w berspcaassured.org.uk

Useful links

Licence fees: berspcaassured.org.uk/licencefees

Rearing system definitions: berspcaassured.org.uk/systems

RSPCA welfare standards descriptions: berspcaassured.org.uk/rspca-welfare-standards

Terms and conditions: berspcaassured.org.uk/selling-rspca-assured/using-the-mark