

# Using the RSPCA Assured certification mark

## Brand guidelines



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# RSPCA Assured

Freedom Food is a charitable company and subsidiary of the RSPCA, established to prevent cruelty to animals by promoting the humane farming, transportation and slaughter of animals.

The RSPCA Assured certification mark is only to be used to indicate products and dishes that contain animal derived ingredients from farms that have been approved by Freedom Food to RSPCA welfare standards.

These guidelines set out how and when the mark can be used by members of the Freedom Food scheme 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 from Freedom Food.

It is important that the mark is used consistently to protect its function, identity and value, and that of the main brand the RSPCA, and these guidelines are here to help us achieve that. However, if you need more advice you will find links and contact information on the back cover.

The Freedom Food name will continue to be used by the scheme for business-to-business purposes, but is no longer for use on products, menus or other third-party communications aimed at consumers.



**RSPCA  
ASSURED**

CERTIFICATION MARK

# Ownership and approvals

## Ownership

'Freedom Food' is a registered trademark belonging to Freedom Food Limited and 'RSPCA' is a registered trademark belonging to the RSPCA. Permission to use the RSPCA name within the 'RSPCA Assured' certification mark (belonging to Freedom Food Limited) is granted by the RSPCA for this specific purpose only. The name 'RSPCA' cannot be used by scheme members or authorised users except as part of the 'RSPCA Assured' certification mark.

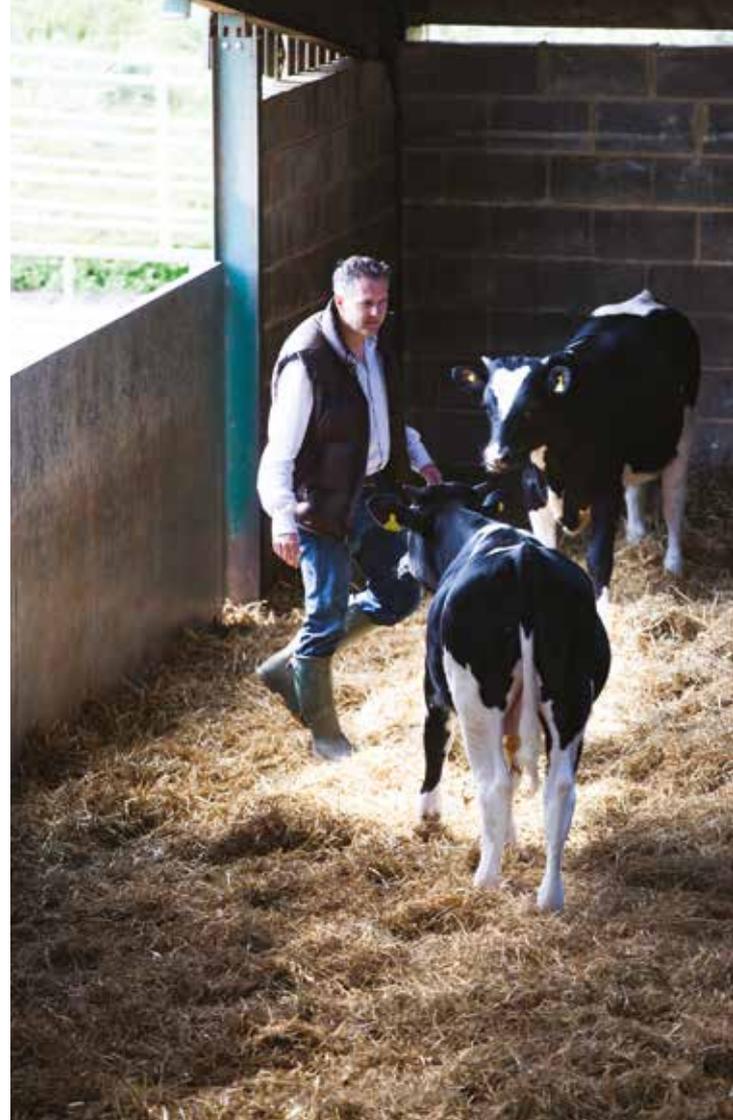
**All uses of the RSPCA Assured certification mark are strictly subject to scheme membership, traceability, licence fee and prior written approval.**

For more information regarding membership, licence fee and traceability please go to:

**[www.freedomfood.co.uk/industry](http://www.freedomfood.co.uk/industry)**

## 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: **[info@freedomfood.co.uk](mailto:info@freedomfood.co.uk)**



# Usage checklist

- Colour:** is the colour correct? (page 6)
- Size:** is it at least 10mm in diameter? (page 6)
- Background:** is the white rectangular background present and correct? (page 7)
- Positioning:** is it at least half its diameter from other elements and the edge of the artwork? (page 7)
- Rearing system:** is the rearing system stated in the case of pig and poultry? (page 8)
- Supporting text:** is the supporting text present and correct? (page 8)
- Brand name:** is the brand name used correctly in the title or description? (page 10)

Notes

# The logo

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

## Colour

If you are not printing full colour, the mark must be reflex blue and white or black and white if this is not possible.\*

## Size

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



CERTIFICATION MARK

**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

10mm



CERTIFICATION MARK

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 only as illustrated below.



25mm logo with 12.5mm clear space

# Products and menus

The RSPCA Assured mark may not be used on any product or dish that contains 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.freedomfood.co.uk/definitions](http://www.freedomfood.co.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.”**

The RSPCA Assured certification mark is a certification mark of Freedom Food Ltd



1. **If 100 percent** 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 percent** 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 percent** or less of the animal-derived ingredients are RSPCA Assured then the mark may be used back of pack or elsewhere on a menu beside our supporting text.
4. **If five percent** or less of the animal-derived ingredients are RSPCA Assured you may use the words 'RSPCA Assured' in the list of ingredients.

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



# Titles, descriptions and verbal communications

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 percent 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'.

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***



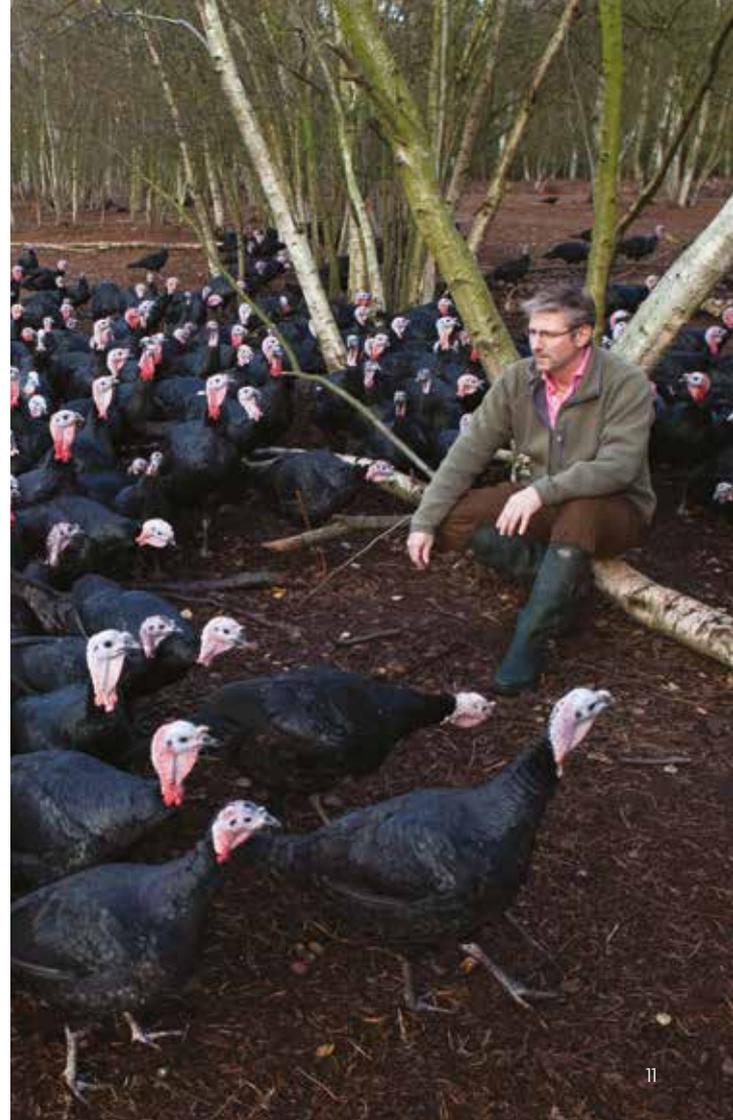
# Marketing

Scheme members may use the RSPCA Assured certification mark on their consumer facing websites, literature, buildings and vehicles etc., to promote their membership, subject to prior written approval from Freedom Food.

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.

If a business ceases to be a member of the scheme the mark must be removed immediately as per the terms and conditions of the membership agreement.





CERTIFICATION MARK

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Charity registered in England and Wales (0059879)  
and Scotland (SC038199)

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E: [info@freedomfood.co.uk](mailto:info@freedomfood.co.uk)  
[www.freedomfood.co.uk](http://www.freedomfood.co.uk)

**Useful links for further information and usage advice**

**Licence fees:** [www.freedomfood.co.uk/licencefees](http://www.freedomfood.co.uk/licencefees)

**Rearing system definitions:** [www.freedomfood.co.uk/systems](http://www.freedomfood.co.uk/systems)

**RSPCA welfare standards descriptions:** [www.freedomfood.co.uk/descriptions](http://www.freedomfood.co.uk/descriptions)

**Terms and conditions:** [www.freedomfood.co.uk/termsofuse](http://www.freedomfood.co.uk/termsofuse)

