

Brand Approvals Process



Only companies with a Trademark Licensing Agreement with RSPCA Australia may use the RSPCA Approved brand.

All use of the RSPCA Approved brand (logo and reference in text) **must be approved by the RSPCA Approved team prior to use.** This includes but is not limited to product artwork, and all marketing materials such as POS signage, advertising, websites, social media posts, and packaging.



All brand approval requests are to be sent to: approvedfarming@rspca.org.au



Our team aims to respond to all approval requests within one business day.

If your company is planning a product launch, campaign or other marketing activity where it is expected a large number of approval requests will come through, our team appreciates a notification over email. This way we can plan our time to assist you with the process.

If your request has a short turnaround timeframe, please send your RSPCA Approved contact an SMS message to alert them.

Reminder:

- ✓ If using imagery/vision to market RSPCA Approved products, this must be from farms that are part of a Producers scope of RSPCA Approved certification. The RSPCA Approved team must approve these before use, and can supply imagery/vision if needed.
- ✓ Only products from Producers meeting the RSPCA's outdoor requirements can be marketed as both 'free range' and 'RSPCA Approved'.



Our team are happy to assist with drafting copy or providing guidance on how to communicate to your customers about higher welfare farming, and our certification.

Reach out if there is anything we can help with.

Can't find the answer to your question? **Contact us.**

ApprovedFarming@rspca.org.au | 02 6282 8300

