



RSPCA Approved

Brand Guidelines

May 2023





RAISING THE BAR

FOR FARM ANIMALS

For 25 years the RSPCA Approved Farming Scheme has been working with Australian farming industries to improve the lives of farm animals. We're Australia's leading independent certification scheme dedicated to improving farm animal welfare and a recognised brand that consumers trust.

[**rspcaapproved.org.au/impact**](https://rspcaapproved.org.au/impact)

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Brand Overview

This guide sets out how to correctly use the RSPCA Approved brand which is used exclusively by the RSPCA and RSPCA Approved Farming Scheme Licensees.

Licensees may use the RSPCA Approved logos and reference RSPCA Approved certification on packaging of products sourced from farms with RSPCA Approved certification, as well as on marketing and communication materials promoting RSPCA Approved products.

IMPORTANT:

- Only Licensees participating in the RSPCA Approved Farming Scheme may use the logos and refer to RSPCA Approved certification.
- Licensees must only use the electronic logo files provided by RSPCA Australia.
- The RSPCA Approved logos must never be recreated or modified.
- RSPCA Australia must approve the use of the logos as well as any reference to the RSPCA Approved brand on packaging, marketing materials and communication. This includes new artwork, re-designed artwork and online as outlined in the Trademark Licensing Agreement.
- The use of the logos and reference to RSPCA Approved certification must only be on or clearly relate to RSPCA Approved products, not broadly to a brand or company.
- The use of the term 'RSPCA Approved' should be on the same line of text with no paragraph or line breaks.
- RSPCA Australia must approve all animal or farm imagery that's used on or in relation to a product if it relates to a product with RSPCA Approved certification.
- RSPCA Australia reserves the right to request changes to the use of the logos and references to RSPCA Approved as necessary.



For questions about the correct use of the RSPCA Approved brand, please contact:

RSPCA Approved Farming Scheme

02 6282 8300 | approvedfarming@rspca.org.au | rspcaapproved.org.au

Logo

The RSPCA Approved Farming Scheme paw logo is reserved for use by the RSPCA for material and communications regarding the Scheme.

There are 5 animal specific RSPCA Approved logos which can be used by Licensees. These must only be used to represent the ingredient that has RSPCA Approved certification.

If a product contains multiple RSPCA Approved ingredients, the main RSPCA Approved ingredient must be represented by the use of the relevant logo.

If a producer also contains animal ingredients that do not have RSPCA Approved certification, the RSPCA Approved product must be clearly mentioned on the packaging, ingredients lists and promotional material.

Variations



Eggs/Chicken



Pork



Salmon



Turkey



Veal/Beef



Paw
Reserved for RSPCA
use only

Logo Usage

Full Colour - Without Key Line

The RSPCA Approved logos must be used in full colour. When on a white background, the logo without the keyline should be used.



Full Colour - With Key Line

The RSPCA Approved logos must be used in full colour. When on a coloured or photographic background, the logo with the keyline must be used.



Mono

On rare occasions, with approval from RSPCA Australia, the RSPCA Approved logo may be used in mono. This is only acceptable for post-sale packaging materials when colour printing is unavailable, eg. takeaway packaging.



Clear Space

Please keep the RSPCA Approved logo clear of busy background elements. The width of the black circle is equal to the minimum amount of space that must be kept clear around the logos at all times – although more clear space is encouraged where possible.

The clear space requirements also apply to how close the RSPCA Approved logos can be placed to the edge of the page.



Minimum Size

For the RSPCA Approved brand to be clearly recognisable and legible, please ensure the logos are at least 20mm in size.

Note: This sizing information applies to the logo without the keyline.



Logo - Correct Use



The RSPCA Approved logos can be used without the keyline only on a white coloured background.



The RSPCA Approved logos can be used with the keyline on a coloured background.



The RSPCA Approved logos can be used with the keyline on any approved photography.

Logo - Incorrect Use



Do not use the standard logo without the keyline on any coloured background.



Do not use the standard logo without the keyline on any photography.



Do not recreate or change any element of the logo.



Do not rotate the logo.



Do not stretch the logo in any direction.



Do not add any effects to the logo.

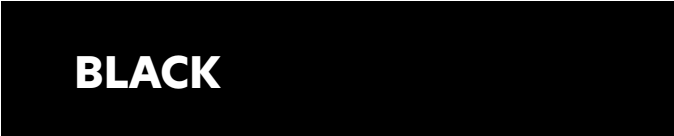
Colour Palette

The RSPCA Approved logo is to be used in full colour. The logo can't be altered to use other colours or colour combinations.

The outer circle is 100% black. The RSPCA trademark, Approved Farming text and registration symbol are white. The single paw print or animal icon in the centre of the logo is RSPCA green.

All uses of the logo on packaging and materials seen at POS must be in full colour to ensure customers can easily recognise the brand. However, on rare occasions, and with approval from RSPCA Australia, the RSPCA Approved logo may be used in mono. This is only acceptable for post-sale packaging materials when colour printing is unavailable, for example, takeaway packaging.

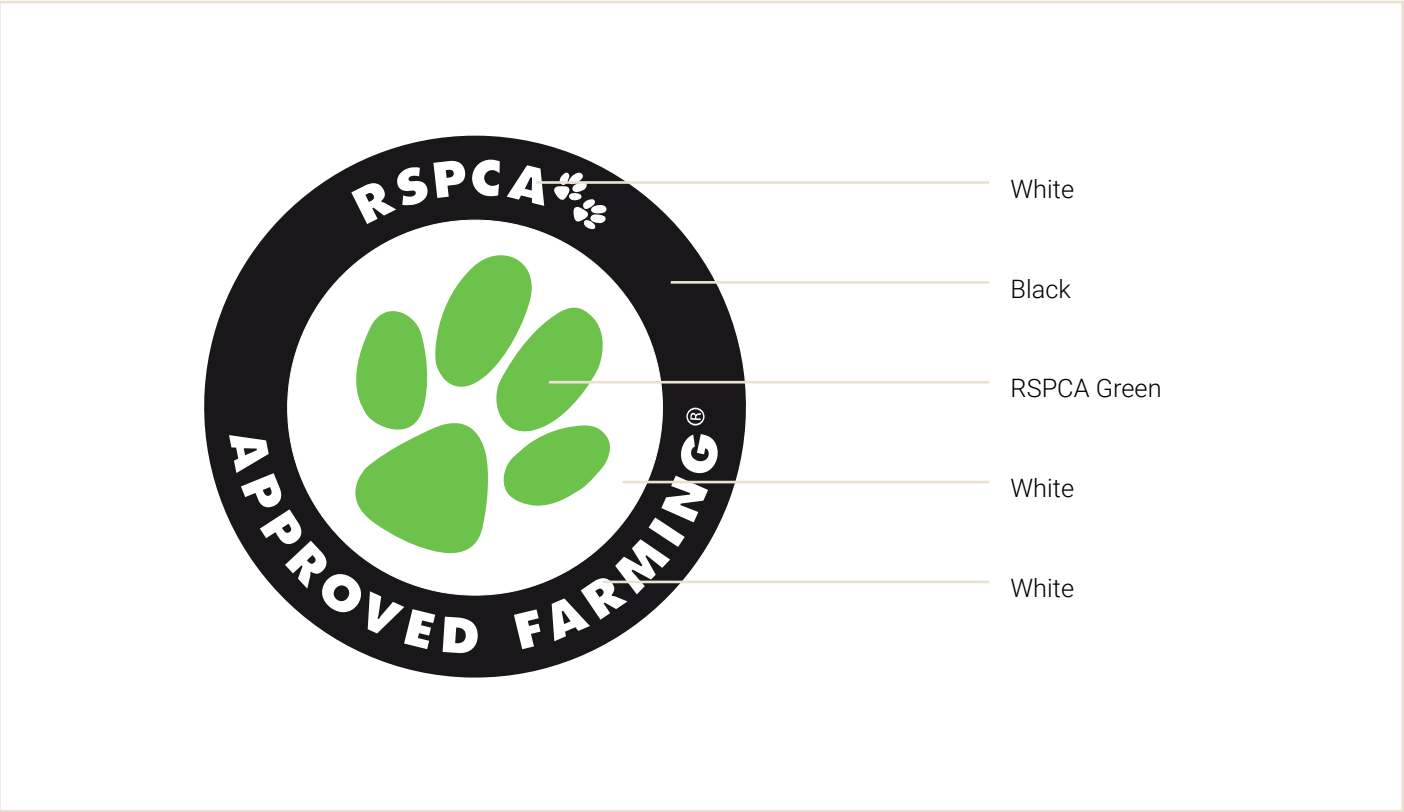
Please note for printers, RSPCA Green is based on ISO Coated V2 (Fogra 39L) and we have a tolerance of $\leq 3\Delta E$.



CMYK **0 / 0 / 0 / 100**
RGB **0 / 0 / 0**
HEX **#000000**



CMYK **63 / 0 / 84 / 0**
RGB **108 / 194 / 74**
HEX **#6CC24A**
PANTONE **360 C / 360 U**



Information for Brands & Licensees



Imagery & Vision

Farm and animal imagery that's used in relation to the RSPCA Approved Farming Scheme should be authentic and demonstrate how the Scheme is giving farm animals a better life.

RSPCA Australia owned images are taken on farms with RSPCA Approved certification, showing good welfare practices and characteristics of RSPCA Approved systems, such as perching for birds and straw bedding for pigs.

Farm and animal imagery relating to RSPCA Approved certification should aim to show the farming system in a clear and transparent way. Natural behaviour expression by animals is a key focus, as this shows the positive mental wellbeing of the animals on farms with RSPCA Approved certification.



RSPCA Australia can assist in providing on farm images and vision for use by Licensees when referencing RSPCA Approved.



Imagery & Vision (Cont.)

Where Licensees wish to capture their own imagery and vision for marketing purposes, RSPCA Australia requires the following:

- Only farms that are currently participating in the RSPCA Approved Farming Scheme should be approached for imagery and vision capture (please note: that if a farm ceases participation in the Scheme the associated imagery and vision may potentially not be used in future material).
- The appropriate method of production associated with the product sourced by the Licensee should be captured, for example, free-range imagery should not be used to promote a product sourced from indoor-raised animals.
- The correct species must be used for the associated product, and avoid including other species in the same frame, for example, if there are sheep in view on a neighbouring property on a free-range hen farm.
- It's preferable that images show animals exhibiting a natural behaviour that they are able to do because they are raised under the Scheme, for example, perching, dustbathing, wallowing in mud, pecking at enrichment.
- All involved in the shoot need to be mindful of how their presence can affect an animal's wellbeing, for example, enter a chicken shed slowly so that birds aren't startled and give farrowing sows space so that they aren't fearful for their piglets.
- Avoid the use of flash photography. This creates softer lighting on the animals' features and helps ensure the animals aren't distressed by the flash.
- Make sure that any time an animal must be handled or restrained in anyway, that gentle, force-free handling is always used.
- The photography shoot must be ended if at any time an animal is showing signs of discomfort or distress.
- Use appropriate lenses so as to not be intrusive.

Other farm animal imagery considerations:

As part of a suite of communications, Licensees may wish to update marketing materials for non RSPCA Approved products to include imagery or vision of farm animals. While not captured from farms with RSPCA Approved certification, if used in conjunction with messaging on RSPCA Approved product the RSPCA recommends the following to be considered:

- Images must show accurate Australian practice, and consider the species of the animal and the farming system, for example, breed of cattle, layer hens for egg production and broilers for chicken meat production.
- It is preferable that images are positive and show animals with good welfare.

RSPCA Australia is always on hand to check any proposed imagery to ensure relevance and accuracy.

Any imagery or vision captured by the Licensee must be shared with RSPCA Australia for approval before publication. However, the imagery and vision will remain the property of the Licensee. The Licensee is responsible for finalising relevant talent release forms and waivers.



Supporting Statements

Licensees using the RSPCA Approved logo or referencing RSPCA Approved certification must make it clear that their products have independent certification from the RSPCA and there should be no suggestion that the RSPCA has produced the product. Products must always be referred to as **'RSPCA Approved'**, for example, **'RSPCA Approved chicken'**, and under no circumstances should a product be referred to as an RSPCA product, for example, 'RSPCA chicken'.

If your company offers RSPCA Approved products and non RSPCA Approved products, the RSPCA Approved logo must be accompanied by a statement identifying which products are certified, for example, 'proudly offering RSPCA Approved chicken products' or 'selected RSPCA Approved products available'.

The use of RSPCA Approved must always come directly before the reference to the RSPCA Approved ingredient, for example, 'crispy RSPCA Approved chicken' and 'Australian RSPCA Approved turkey'.

See examples for correct and incorrect supporting statements. Correct use of these statements will also depend on whether your company offers only RSPCA Approved products or non RSPCA Approved products as well.

If unsure about how to correctly identify your RSPCA Approved certification, please contact RSPCA Australia.



Please note, RSPCA Australia may request changes to statements about RSPCA Approved that may be ambiguous.

Additionally, the use of the term 'RSPCA Approved' should be on the same line of text with no paragraph or line breaks.

Correct Use

- ✓ RSPCA Approved eggs
- ✓ Chicken sourced from a farm with RSPCA Approved certification
- ✓ Free-range pork sourced from farms with RSPCA Approved certification
- ✓ Chicken certified to the RSPCA's animal welfare standards
- ✓ Pork certified to the RSPCA's standards
- ✓ Barn raised RSPCA Approved chicken
- ✓ Slow-roasted RSPCA Approved pork
- ✓ Australian RSPCA Approved pork

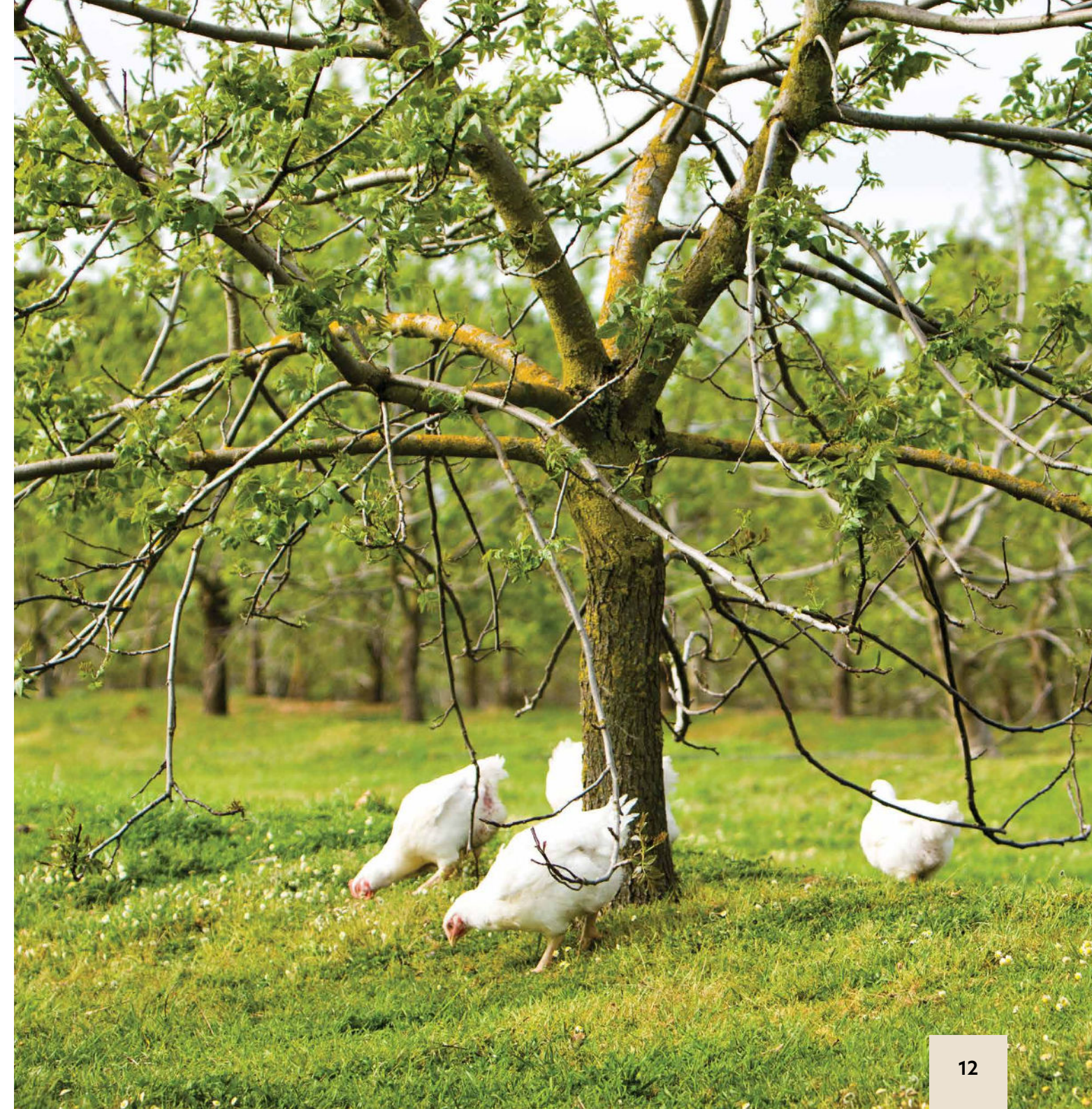
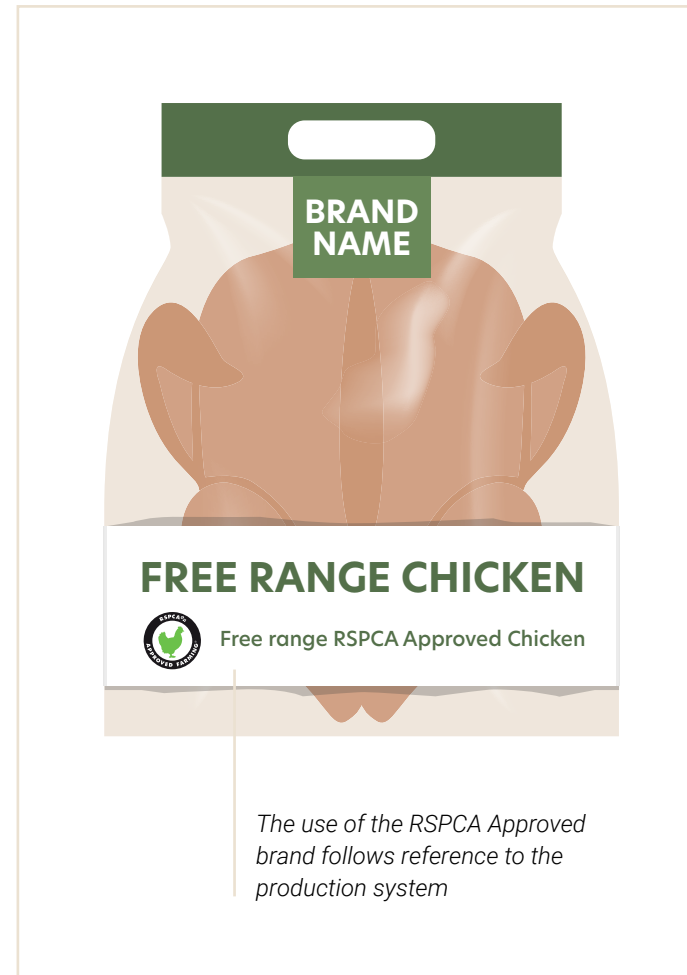
Incorrect Use

- ✗ RSPCA barn-laid eggs
- ✗ Chicken sourced from RSPCA farms
- ✗ RSPCA Approved free-range pork
- ✗ Chicken raised with the RSPCA
- ✗ RSPCA accredited pork
- ✗ Chicken endorsed by the RSPCA
- ✗ RSPCA Approved slow-roasted pork
- ✗ RSPCA Australian pork

Free Range Labelling

The RSPCA Approved certification certifies a product against the RSPCA's animal welfare Standards. Therefore, the use of the RSPCA Approved brand must follow any reference to the production system, for example, **'free range RSPCA Approved pork'**. The only exception is when the production term forms part of the business' trademarked name.

Only farms which meet and are assessed against the RSPCA's outdoor requirements can market their products as both 'outdoor bred/free range' and 'RSPCA Approved'. If unsure contact RSPCA Australia to find out if your product can be labelled 'outdoor bred RSPCA Approved' or 'free range RSPCA Approved'.



Signage

Using the RSPCA Approved logo and reference to RSPCA Approved certification on signage, including instore, outdoor, vehicles and events, must clearly relate to an RSPCA Approved product or product containing RSPCA Approved ingredients, not a brand or company.

All applications of the RSPCA Approved logo online must be in full colour and maintain minimum size and clear space.

Correct Use

- ✓ Next to a menu item that uses RSPCA Approved product
- ✓ RSPCA Approved logo with a supporting statement identifying the RSPCA Approved ingredient used, for example, image of a burger with **‘we proudly use RSPCA Approved chicken’**
- ✓ RSPCA Approved logo on signage when the brand or company only produces RSPCA Approved products

Incorrect Use

- ✗ RSPCA Approved logo or reference to RSPCA Approved certification at the top of a menu without a statement identifying which products are certified
- ✗ RSPCA Approved logo or non-product specific statements, for example, **‘we’re RSPCA Approved’**
- ✗ RSPCA Approved logo out of context, for example, at the entrance to an event or business, such as a zoo



RSPCA Approved logo with a supporting statement identifying the RSPCA Approved ingredient used



RSPCA Approved logo on signage when the brand or company only produces RSPCA Approved products

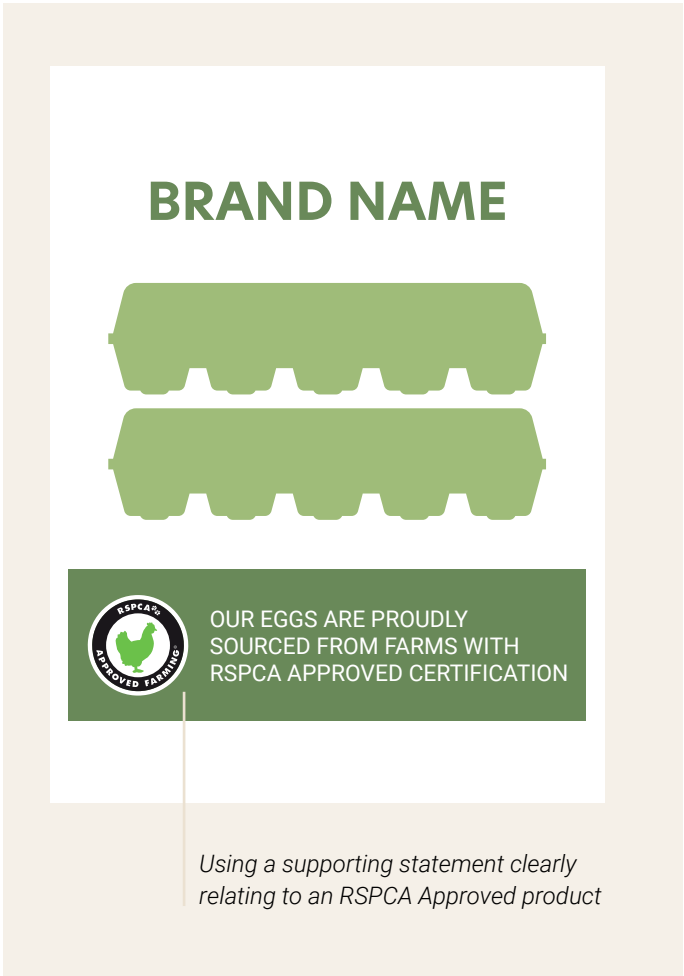
Advertising

Using the RSPCA Approved logo and reference to RSPCA Approved certification in advertising, including print, online, tv and radio, must clearly relate to an RSPCA Approved product or product containing RSPCA Approved ingredients, not a brand or company.

Using a supporting statement in advertising is recommended to make it clear where RSPCA Approved products are used, for example: 'RSPCA Approved chicken is used in selected products' or 'Ask us about our RSPCA Approved options'.

All applications of the RSPCA Approved logo in advertising material must be in full colour and maintain minimum size and clear space.

Please note, RSPCA Australia must approve all animal or farm imagery that's used on or in relation to a product if it relates to the RSPCA Approved certification of a product.



Menus

To promote the use of RSPCA Approved products on a menu, the preferred option is to use the RSPCA Approved logo next to the menu items containing RSPCA Approved ingredients with the inclusion of a supporting statement identifying which products are certified, for example, 'our pies are made using RSPCA Approved chicken' or 'RSPCA Approved chicken is used in selected products'.

If the RSPCA Approved logo can't be next to the menu item, the supporting statement must be clearly visible and accurately describe the menu items that use RSPCA Approved ingredients.

All applications of the RSPCA Approved logo on menus must be in full colour and maintain minimum size and clear space.



Packaging

Only products containing RSPCA Approved ingredients can use the logo and reference RSPCA Approved certification on pack and in supporting marketing material.

The animal specific RSPCA Approved logos must only be used to represent the ingredient that has been certified under the Scheme. If a product contains multiple RSPCA Approved ingredients, the main RSPCA Approved ingredient must be represented by the use of the relevant logo.

If a product also contains animal ingredients that are not RSPCA Approved, the animal product that has been certified, must be clearly mentioned on the packaging, ingredients lists and promotional material, for example, 'Chicken sourced from farms with RSPCA Approved certification'.

All applications of the RSPCA Approved logo on packaging must be in full colour. However, on rare occasions, with permission from RSPCA Australia, the logo may be used in mono. Generally this is only acceptable for post-sale or delivery packaging materials when colour printing is unavailable, for example, cardboard cartons that are not visible at point of sale or takeaway packaging.



Please note: Licensees are required to meet all relevant legislative labelling requirements for packaging of RSPCA Approved product and labelling and marketing terms must be accurate and not misleading.

RSPCA Australia must approve all animal or farm imagery that's used on or in relation to a product if it relates to the RSPCA Approved certification of a product.



Use RSPCA Approved logo that represents the main RSPCA Approved ingredient in the product.



Use RSPCA Approved mono logo when colour printing is unavailable.

Point of Sale

Using the RSPCA Approved logo and reference to RSPCA Approved certification in point of sale material must clearly relate to an RSPCA Approved product or product containing RSPCA Approved ingredients, not a brand or company.

Using a supporting statement in point of sale material is recommended to make it clear where RSPCA Approved products are used, for example, ‘RSPCA Approved chicken is used in selected products’ or ‘all of our fresh chicken is RSPCA Approved’.

When promoting RSPCA Approved products in delis or fresh seafood counters, product can be labelled as ‘RSPCA Approved’ or use the RSPCA Approved logo. The RSPCA Approved logo should be on the same meat spike or label as the product name and price so it’s unlikely that a non RSPCA Approved product will be mistakenly labelled as RSPCA Approved.

A separate meat spike with the RSPCA Approved logo can be used but care must be taken to ensure that the meat spike with the RSPCA Approved logo is removed if the product is changed to a non RSPCA Approved product.

All applications of the RSPCA Approved logo on point of sale material must be in full colour and maintain minimum size and clear space.



RSPCA Approved logo used on the same label as the product name and price



Using a supporting statement in point of sale material to make it clear where RSPCA Approved products are used

Online


Using the RSPCA Approved logo and reference to RSPCA Approved certification online, including websites and social media, must clearly relate to an RSPCA Approved product or product containing RSPCA Approved ingredients, not a brand or company.

If promoting a product that contains multiple animal products and they are not all RSPCA Approved, the ingredient that has been certified must be clearly distinguished from the non RSPCA Approved ingredients, for example, 'Chicken is sourced from farms with RSPCA Approved certification' or 'RSPCA Approved chicken.'

All applications of the RSPCA Approved logo online must be in full colour and maintain minimum size and clear space.

Please note, RSPCA Australia must approve all animal or farm imagery that's used on or in relation to a product if it relates to the RSPCA Approved certification of a product.


OUR CHICKEN



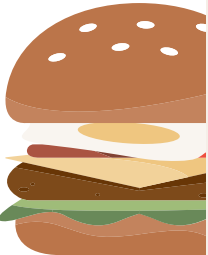
WE PROUDLY USE CHICKEN SOURCED FROM FARMS WITH RSPCA APPROVED CERTIFICATION

FIND OUT MORE

Reference to RSPCA Approved certification, clearly relating to an RSPCA Approved product or product containing RSPCA Approved ingredients, not a brand or company.



WE USE 100% RSPCA APPROVED EGGS ON OUR BURGERS



Promoting a product that contains multiple animal products that are not all RSPCA Approved, the ingredient that has been certified is clearly distinguished

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Definitions

Producer Agreement

An agreement between RSPCA Australia and a producer who has successfully applied and achieved RSPCA Approved certification for part or all of its operations.

RSPCA Approved product

Product produced in line with the RSPCA's Standards and sourced from a producer with RSPCA Approved certification.

Farms with RSPCA Approved certification

A farming site that been assessed as conforming with the RSPCA Approved Farming Scheme Standards and which continue to demonstrate this through the Assessment schedule.

RSPCA Approved Licensee

After entering into a Trademark Licensing Agreement with RSPCA Australia, Licensees source and market RSPCA Approved product and/or ingredients in accordance with RSPCA Approved Brand Guidelines.

RSPCA Approved Logos

The RSPCA's trademarked logos for the RSPCA Approved Farming Scheme.

Animal product

Includes animal products and animal derived products.

Post-sale material

Any material that is used post sale, for example, take away packaging.

Consumer facing

Any material, collateral and advertising that is seen by the brand or company's consumers.

Non-consumer facing

Any material that isn't seen by the brand or company's consumers and is used for transit or storage.



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