

# Brand Guidelines

Catalogue and guidelines for brand elements  
within the Quality Meat Scotland portfolio



Last Updated July 2018

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## Guidelines for the use of the Scotch Beef PGI, Scotch Lamb PGI and Specially Selected Pork logos and descriptors.

Quality Meat Scotland requests that artwork using our logos is sent to us for approval prior to labels going to print. This will help illuminate any avoidable mistakes regarding the correct and proper use of our logos. Requests should be sent to [info@qmscotland.co.uk](mailto:info@qmscotland.co.uk). Quality Meat Scotland will endeavour to respond within 5 working days, if not sooner.

### Summary in five points:

1. Use of our logos or descriptors should not be misleading including the use of terms such as “Scottish” or “British” in association with our logos or descriptors
2. **Scotch Beef** and **Scotch Lamb** should always be followed by a **PGI** reference.
3. The PGI logo must be at least 15 millimetres in diameter.
4. Quality Meat Scotland retains ownership of the **Scotch Beef PGI**, **Scotch Lamb PGI** and **Specially Selected Pork** (and variants) logos and descriptors.
5. If used as an ingredient the logos or descriptors: **Scotch Beef PGI**, **Scotch Lamb PGI** and **Specially Selected Pork** should be preceded by the term “Made with.”

To help avoid consumer confusion with regards to Quality Assurance logos, Quality Meat Scotland recommends that no other assurance logos are placed next to the **Scotch Beef PGI**, **Scotch Lamb PGI** or **Specially Selected Pork** logos. This would include, for example, the Red Tractor logo. If it is decided to include other Quality Assurance logos, care must be taken to ensure enough space is between the logos to ensure that it is clear that the PGI accreditation refers to the Scotch Beef/ Scotch Lamb product and not the Red Tractor Assurance scheme.

If the brand logos are used in conjunction with other assurance schemes (for example Red Tractor, Freedom Foods; SOIL association, Organic etc), QMS take no responsibility in making sure that the products adhere to other member organisation schemes.

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## 1. Introduction

These guidelines catalogue the key visual elements of the **Scotch Beef PGI**, **Scotch Lamb PGI** and **Specially Selected Pork** logos and set out the manner in which these elements must be applied by retailers and their suppliers. This document is for guidance and, although based on legislation, QMS is not the implementing body.

This simple set of rules allow the brands to maintain consistency and brand integrity across a range of media and materials destined for consumers, they focus specifically on “on-pack labelling”.

### Scotch Beef PGI - EU Protected Geographical Indication Specification (Commission Regulation (EC) No 1215/2004)

The product is derived from cattle born, reared throughout their lives, slaughtered and dressed in the designated geographical area (Scotland). The animals will have been produced and slaughtered in accordance with quality assurance schemes accredited to European Standard EN45011 (ISO Guide 65) and having the same standards, assessments and assessment frequencies as those set by the applicant (QMS).

### Scotch Lamb PGI - EU Protected Geographical Indication Specification for Scotch Lamb (Commission Regulation (EC) No 1345/2004)

The product is derived from lambs born, reared throughout their lives, slaughtered and dressed in the designated geographical area (Scotland). The animals will have been produced and slaughtered in accordance with quality assurance schemes accredited to European Standard EN45011 (ISO Guide 65) and having the same standards, assessments and assessment frequencies as those set by the applicant (QMS).

Only product that meets the above specifications can be labelled as Scotch Beef PGI or Scotch Lamb PGI and use the following logos.

## Logos

Where the Scotch Beef and Scotch Lamb logos (or terms Scotch Beef and Scotch Lamb) are used, the EU PGI logo must appear alongside

## Specially Selected Pork

To carry the Specially Selected Pork brand containing the thistle, the product must be derived from pigs that were born, reared and slaughtered in Scotland, produced by members of the QMS Pigs Assurance Scheme and must have been slaughtered in a processing plant that is a member of the QMS Processor Assurance scheme.

Only product that meets the above specification can be labelled as Specially Selected Pork or Red Tractor Pork and use the following logos:



In this document the term “QMS consumers’ logo(s)” refers to **Scotch Beef PGI** and/or **Scotch Lamb PGI** and/or **Specially Selected Pork** (2 versions) logo(s) (see point 4) and/or their derived versions using the descriptor “made with” (see point 3)

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## 2. Implementation of these guidelines

These guidelines are effective from July 2018 and supersede all previous versions. QMS recommend packers, processors, manufacturers to amend their design and packaging as soon as their current stocks have expired and/or review their label designs or policies.

## 3. Specific use of the Scotch Beef PGI and Scotch Lamb PGI logos

- 3.1 In 1996 **Scotch Beef** and **Scotch Lamb** were registered for Protected Geographical Indication (PGI) under Commission Regulation (EC) 1107/96; amended by Commission Regulation (EC) 1215/2004 (**Scotch Beef PGI**) and 1345/2004 (**Scotch Lamb PGI**). PGI is not applicable to Scottish Beef or Scottish Lamb or Beef/lamb from Scotland. For more information on what qualifies as Scotch Beef PGI or Scotch Lamb PGI check the QMS website or contact QMS.
- 3.2 The EU regulation No 1151/2012 states that the use on pack of the PGI logo became compulsory for eligible products on 4 January 2016.
- 3.3 To avoid misleading consumers, the industry and retailers must not use the terms Scottish (or British) and Scotch Beef/Lamb PGI on the same packaging. Derogations may apply for small production batches of pre-packed products using an existing pre-pack packaging which includes a country of origin descriptor such as Scottish or British embedded in the primary label. In this case a secondary label with the QMS Consumer logo(s) can be added on the packs. The derogation must be agreed with QMS before production. A “small” production batch is defined as less than 1,000 consumers’ pre-packs a week or less than 1,000kg a week. The derogation is automatically cancelled if volumes exceed the lesser of 1,000kg or 1,000 consumers’ pre-packs.

### What does this mean for you?

- 3.4 The PGI logo must be used on **Scotch Beef/Scotch Lamb PGI** labels at point of retail.
- 3.5 EU legislation dictates that the PGI logo must not be any smaller than 15mm in diameter.
- 3.6 **In addition the “Scotch Beef” or “Scotch Lamb” logo or descriptor should appear in the same field of vision as the PGI logo on the front or side of pack, visible to the consumer when the product is on display. The logos (Scotch Beef PGI or Scotch Lamb PGI) must not appear in a different area of the pack or be separated by another sign or logo. The Scotch Beef or Scotch Lamb logo should be of comparable size to the PGI logo.**
- 3.7 **The terms “Scottish Beef” or “Scottish Lamb” or similar must not appear on the labels with the PGI logo. This is because these products do not qualify for PGI status. If there is any doubt regarding the difference between “Scottish” or “From Scotland” and “Scotch” please contact QMS.**

The following descriptions may appear on the label in addition to the above:

Description of geographical area of origin - in the form of text, graphics or symbols. To avoid confusion the term Scottish (or British) Beef and Scottish (or British) Lamb should not appear in accordance with point 4.4  
Breed, gender, age, maturation or any other product descriptions

Please note to that to avoid consumer confusion these additional descriptions or any other descriptors or logos cannot be placed between the Scotch Beef/Scotch Lamb logos and the PGI logo.

## As an ingredient: “Made with ...”

The European Commission has published guidelines on the labelling of foodstuffs using Protected Designations of Origin (PDOs) or Protected Geographical Indications (PGIs) products as an ingredient - reference 2010/C 341/03 reinforced by Regulation (EU) 1151/2012 . These guidelines codify the use of Protected Food Names as ingredients. We have summarised them as:

- 3.8 Only processed/manufactured/prepared products using 100% of their beef and/or lamb ingredients from **Scotch Beef PGI** and/or **Scotch Lamb PGI** can use the term and logos “made with Scotch Beef/ Lamb PGI” on their front-of-pack names or description. If the meat used in the preparation is not 100% **Scotch Beef PGI** and/or **Scotch Lamb PGI** it is not possible to use the terms, descriptors, logos **Scotch Beef/Lamb PGI** on any parts of the pack including front-of-pack description.
- 3.9 The descriptor **Scotch Beef PGI** and/or **Scotch Lamb PGI** must also be listed as an ingredient.
- 3.10 It is illegal to use any descriptor(s), symbol(s) or term(s) which may mislead the consumer to believe the final product is PGI when in fact the PGI refers to only one or several ingredients among others making a processed/manufactured/ prepared products.

## 4. QMS consumer logos:

The collective term QMS consumer logos and descriptors includes the **Scotch Beef PGI**, the **Scotch Lamb PGI**, the **Specially Selected Pork**, the **Specially Pork approved by Scottish SPCA** logos and descriptors and/or their derivatives “Made With”

### 1. Scotch Beef PGI and Scotch Lamb PGI

The logos below are the official QMS consumer logos for **Scotch Beef PGI** and **Scotch Lamb PGI**. For the avoidance of doubt, the PGI logo must be at least **15mm** when used on pack.



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## 2. Specially Selected Pork

The above guidelines are extended to the **Specially Selected Pork** and **Specially Selected Pork approved by Scottish SPCA** logos and descriptors including point 5 of this document “As an Ingredient... made with”.

**These logos cannot be used in association with the PGI logo as Specially Selected Pork is not a Protected Geographical Indication (PGI).**

Descriptors referring to the origin of the meat are possible as long as they are not misleading.

The logo **Specially Selected Pork – Approved by Scottish SPCA** can only be used by members of the industry purchasing meat from a processor (and farm) member of Quality Meat Scotland’s consumer assurance schemes which have been individually approved by Scottish SPCA. **A formal application must be made to QMS in writing before using this logo. QMS will check with the Scottish SPCA that they are content for the applicant to use the Scottish SPCA logo.**



## 6. Consumer logo usage

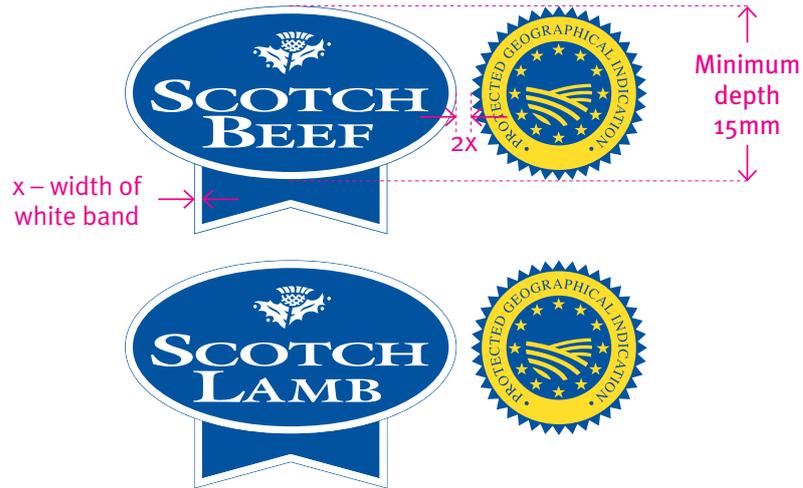
The collective term *QMS consumer logos and descriptors* includes the **Scotch Beef PGI** and the **Scotch Lamb PGI**, and descriptors and/or their derivatives “Made With”.

### Scotch Beef PGI and Scotch Lamb PGI

The logos below are the official QMS consumer logos for **Scotch Beef PGI** and **Scotch Lamb PGI**.

#### Version 1

For use when placed on a light background



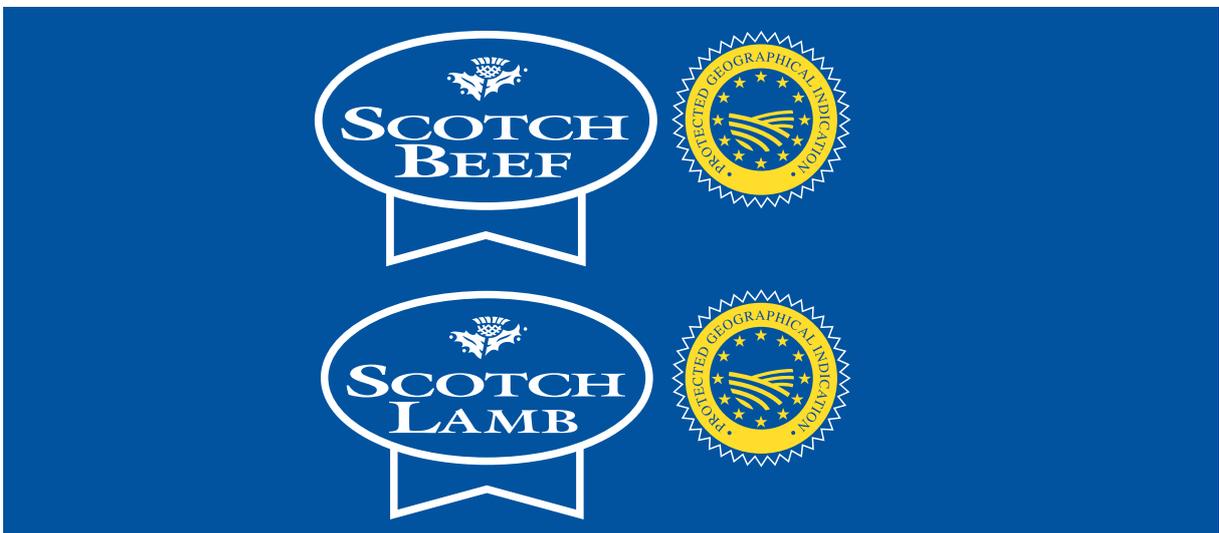
#### Version 1b

For use when placed on a light background, printing at minimum size in single colour.



#### Version 2

For use when **not** placed on a light background



## 6. Consumer logo usage cont.

These guidelines are extended to the **Specially Selected Pork** and **Specially Selected Pork** approved by Scottish SPCA logos and descriptors including point 5 of this document “As an Ingredient... made with”.

**These logos cannot be used in association with the PGI logo as Specially Selected Pork is not a Protected Geographical Indication (PGI).**

Descriptors referring to the origin of the meat are possible as long as they are not misleading.

### Version 1

For use when placed on a light background



The logo **Specially Selected Pork** – Approved by Scottish SPCA can only be used by members of the industry purchasing meat from a processor (and farm) member of Quality Meat Scotland’s consumer assurance schemes which have been individually approved by Scottish SPCA. A formal application must be made to QMS in writing before using this logo.

### Version 2

For use when **not** placed on a light background, a 0.5pt keyline should be applied.



## Brand Colours

Only specified PANTONE® colours or CMYK values should be used. The **Scotch Beef PGI** and **Scotch Lamb PGI** brands must never be reproduced in any other colour.

### PANTONE

When available the preferred use of colour is the specified colour PANTONE Reflex Blue.

### FOUR-COLOUR

If the PANTONE colour is not available then the specified four-colour use is acceptable.

PANTONE Reflex Blue  
C100 M72 Y0 K6

## PGI Marque Usage.

### PREFERRED USAGE – VERSION 1

Version one should be used whenever possible.

### ALTERNATE USAGE – VERSION 2

Version two contains a white keyline around the logo. In cases where the logo is placed upon a dark background then version two should be used to distinguish the mark from that background.



#### Version 1

For use when placed on a light background



#### Version 2

For use when **not** placed on a light background

## PGI Colours

Only specified colours should be used. The logo must never be reproduced in any other colour.

### PANTONE

When available the specified PANTONE colours should be used.

### FOUR-COLOUR

If the PANTONE colour is not available then the specified four-colour usage is acceptable.

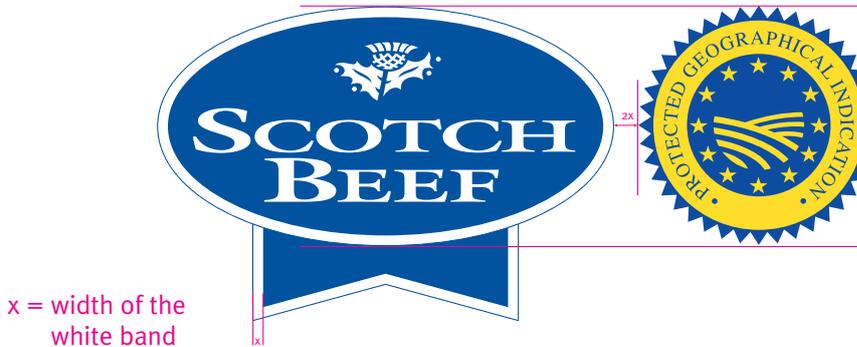
PANTONE Reflex Blue  
C100 M72 Y0 K6

PANTONE 109  
Co M10 Y90 Ko

## PGI Positioning

To aid consistency in the positioning we have provided a series of guidelines for usage of the PGI logo along with the consumer logos. These rules apply to both the English, French and Italian consumer logos. When using the French or Italian consumer logos then the French or Italian versions of the PGI logo should be used.

### HORIZONTAL PLACEMENT



### VERTICAL PLACEMENT



### MULTIPLE LOGOS HORIZONTAL PLACEMENT

PGI logo should line up as indicated and should be distributed evenly between the two consumer logos.



### MULTIPLE LOGOS VERTICAL PLACEMENT

PGI logo should line up as indicated and should be distributed evenly between the two consumer logos.



### SIZE USAGE

For brand legibility the following guidelines must be adhered to.

#### PGI MARQUE

The legal minimum size of PGI and it's European equivalents must be no smaller than **10mm** across.



#### PRODUCT MARQUE

The recommended minimum size of Scotch Beef, Scotch Lamb and it's European equivalents is **27mm** at the widest part of the oval.



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## 7. Other QMS brand usage

Membership of The Scotch Beef Club is approved on an annual basis. Use of the brand devices below is restricted to Scotch Beef Club member establishments only. The following pages set out a simple set of guidelines within which all the elements of the Scotch Beef Club brand should be used.

### Orientation

There are three arrangements in which the **Scotch Beef Club** logo can be used.

**LANDSCAPE** When sufficient space is available this arrangement should be used.

**PORTRAIT** This arrangement is an acceptable alternative.

### PORTRAIT – MEMBER

When the suffix ‘Member’ is required then this version should be used.



**LANDSCAPE**



**PORTRAIT**



**PORTRAIT - MEMBER**

## Scotch Butchers Club

Membership of the Scotch Butchers Club is approved on an annual basis.

Use of the brand device below is restricted to Scotch Butchers Club members only.

### Size Usage

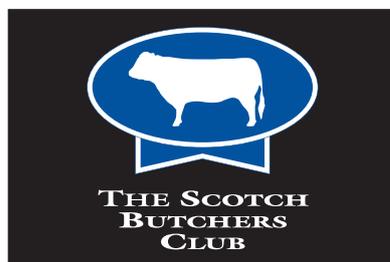
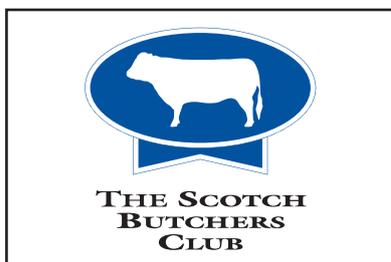
This device should not be used at a height of less than **15mm** for legibility.

### Version Usage

There is one variant of this device. It is not intended or use in mono or white out applications.

### Brand Colours

As per consumer brands (see page 10).



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## Scotch Butchers Club

There is lamb and pig variants of the logo for use by members who sell **Scotch Lamb PGI** and **Specially Selected Pork**.



**THE SCOTCH  
BUTCHERS  
CLUB**



**THE SCOTCH  
BUTCHERS  
CLUB**



**THE SCOTCH  
BUTCHERS  
CLUB**

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## 8. Right to use QMS consumer logos and descriptors

- 8.1 The industry and retailers must apply to have the right to use QMS consumer logos and descriptors. A formal application must be made to the QMS office. This application concerns the right to use these QMS consumer logos and descriptors on consumer packaging and general trade packaging **only**. Approved users should seek express agreement from QMS to use the QMS consumer logos and descriptors on any marketing materials such as point of sale, leaflets, website, vehicle, shop-front and advertisements. In this last case approval will be given on a case by case basis.
- 8.2 To request an application to use any of QMS' consumer logos or descriptors please use the subject line "Logo Request" and email [info@qmScotland.co.uk](mailto:info@qmScotland.co.uk) with the following details:
- Which logo(s) you would like to use.
  - Where you will be using the logo(s).
  - Who supplies you with product (processor/abattoir).
  - Your contact details.
- 8.3 The agreement to use QMS consumer logos or descriptors will be automatically renewed on condition that the supply situation has not changed. It is the duty of the logo user to inform QMS in writing or by email of any changes to their supply situation.
- 8.4 The logos remain the exclusive intellectual property of QMS. In the event of misuse of the logos or change of supply situation, QMS can terminate the authorisation to use the QMS consumer logo(s). If the supply situation changes in a manner incompatible with these guidelines, and the company using these logos omits to inform QMS, the right to use the QMS consumer logo(s) is automatically cancelled. The logo user must then remove these logos from display not later than 24 hours from the time of notification by email unless otherwise agreed with QMS.
- 8.5 For further information contact the Marketing Department of Quality Meat Scotland or the QMS Brands Integrity Manager.

### Quality Meat Scotland (QMS)

The Rural Centre  
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EH28 8NZ  
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