



Brand Guidelines

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



Brand Guidelines

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



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.”

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 simple set of rules allows the brand to maintain consistency and brand integrity across a range of media and materials destined for consumers. These guidelines focus specifically on “on-pack labelling”.

The labels for **Scotch Beef PGI** and **Scotch Lamb PGI** can only be used for meat produced under the Protected Geographical Indication (PGI) scheme which specifies: derived from cattle or sheep that have been born, raised, slaughtered and ‘dressed’ in Scotland and have been assured from birth to slaughter through Quality Meat Scotland’s consumer assurance schemes (as available on <http://www.qmscotland.co.uk/assurance-and-licensing>) or an agreed equivalent scheme.

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) and/or their derived versions using the descriptor “made with”.

2. IMPLEMENTATION OF THESE GUIDELINES

These revised guidelines supersede all previous versions. They are effective from 01 July 2014. QMS encourages packers, processors, manufacturers to amend their design and packaging as soon as their current stocks have expired.

3. USE OF THE SCOTCH BEEF PGI AND SCOTCH LAMB PGI LOGOS

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
2. The EU regulation No 1151/2012 states that the use on pack of the PGI logo will become compulsory for eligible products from 4 January 2016 onwards.
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.

4. WHAT DOES THIS MEAN FOR YOU?

1. The PGI logo must be used on **Scotch Beef/Scotch Lamb PGI** labels at point of retail. Even though the legislation is applicable from 2016 (see point 3.2) we strongly advise the industry to adopt it as soon as possible
2. EU legislation dictates that the PGI logo must not be any smaller than 15mm in diameter
3. In addition the “**Scotch Beef**” or “**Scotch Lamb**” logo or descriptor should appear in the same field of vision as the PGI logo. 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.
4. **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.

5. 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:

1. 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.
2. The descriptor **Scotch Beef PGI** and/or **Scotch Lamb PGI** must also be listed as an ingredient.
3. 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. (See following section for logos).

6. QMS CONSUMER LOGOS:

The collective term *QMS consumer logos and descriptors* includes the **Scotch Beef PGI**, **Scotch Lamb PGI** and **Specially Selected Pork** 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**.

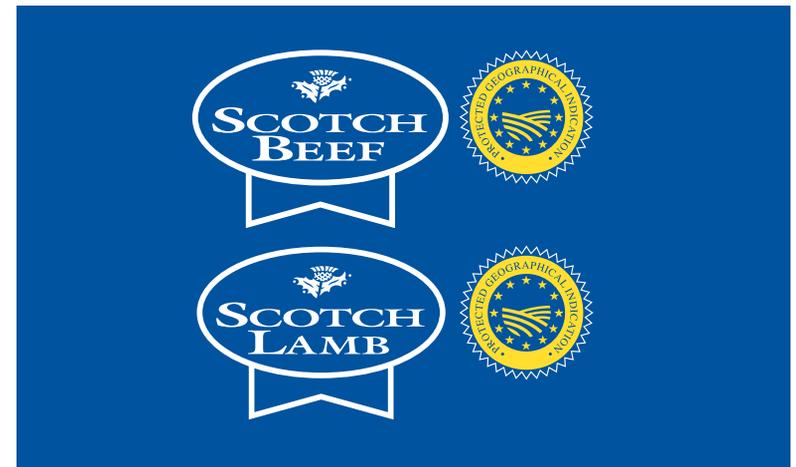
Version 1

For use when placed on a light background



Version 2

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



6. QMS CONSUMER LOGOS 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

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.

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 Y00 K06

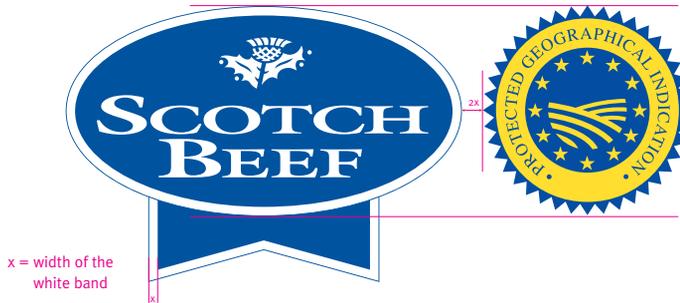
PANTONE Reflex Blue
C100 M72 Y00 K06

PANTONE 109
C00 M10 Y90 K00

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



PGI Positioning cont.

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 **15mm** 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.



'MADE WITH' logos

These logos must follow size guidelines as per the consumer logos.



Consumer Brand Logotype

To achieve the standardised logotype as used in the QMS consumer brand the user should follow these simple rules.

FONT

Galliard Bold all in caps.

HORIZONTAL SCALING

The user must apply a 160% horizontal scaling.



POINT SIZE

The first letter of each word must be larger. To maintain consistency the user must use the same proportion in every usage. The examples below shows a ratio of 9:7. This ratio must be maintained at all sizes when creating this logotype.

9pt **P**POINT SIZE

7pt **P**POINT SIZE

13.5pt **P**POINT SIZE

10.5pt **P**POINT SIZE

18pt **P**POINT SIZE

14pt **P**POINT SIZE

7. RIGHT TO USE QMS CONSUMER LOGOS AND DESCRIPTORS

1. The industry and retailers must apply to have the right to use QMS consumer logos and descriptors. A formal application is available from the QMS office. This application concerns the right to use these QMS consumer logos and descriptors on consumer packaging and general trade packaging only. This right – if the application is approved – is not extended to marketing materials. 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.
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 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.
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.
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.
5. Details of companies approved to use the QMS consumer logos are available to industry, implementing and statutory bodies on request from QMS. QMS reserves the right to have a list of approved companies available on its website.
6. For further information contact the Marketing Department of Quality Meat Scotland or the QMS Brands Integrity Manager.



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