



Using LRQA marks

Terms and conditions of use

Farm First marks

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LRQA Verified marks

LRQA Partner and LRQA Trained marks

Do's and don't's

Terms and conditions of use

Using the mark

You can use the relevant LRQA partner mark on your stationery, publicity material, company buildings, flags, vehicles, and so on. It can be reproduced in any single colour and at a size that is clearly legible. We provide a full colour version of the marks with a CMYK variation for use on printed materials and an RGB variation for use on screen. This ensures the optimal display of your mark. The marks come in portrait and landscape format.

If the mark changes

If the LRQA marks change, you will be notified by your local LRQA office. Please update to the new mark at your earliest convenience. Ideally, this would take place in line with your next certificate renewal visit. Your company can continue to use the previous LRQA mark for a reasonable time. Please contact your local LRQA client services team, who will be happy to assist you in updating to the current approval mark.

Examples of the LRQA partner marks:



LRQA Assured

The LRQA Assured mark can be used if you have obtained certification or assurance services from LRQA.



LRQA Verified

The LRQA Verified mark can be used if you have obtained verification services from LRQA.



LRQA Trained

The LRQA Trained mark can be used if you have obtained training services from LRQA.



Farm First

The Farm First marks can be used if you have obtained Farm First certification. The Farm First mark is also available with the scheme grading information, e.g. Silver, Gold or Platinum.



Using the mark

LRQA partner marks don't demonstrate product or service approval so marks can't be used on the product itself or on the product packaging. This excludes the Farm First mark, which can be used on product packaging, however, the mark must only be used on products within your Farm First certificates remit. For example, if you receive Farm First certification for poultry products, the mark may be used on poultry product packaging, but should not be used on other animal product packaging.

You cannot use the relevant LRQA partner mark on test or calibration reports, certificates or on certificates of conformity.

The mark must not imply that certification exists other than as defined in the LRQA scope and at the location(s) printed on your certificate.

Statement of Certification

A statement of certification can be applied on product packaging (that can be removed without the product disintegrating or being damaged) or accompanying information (considered as separately available or easily detachable) to demonstrate that you have received assurance services from LRQA. Type labels or identification plates are considered as part of the product.

The statement shall include reference to;

- Identification (e.g. brand or name)
- The type of management system and the applicable standard
- LRQA as the certifying body.

Correct use of your mark and statement of certification, is a contractual obligation. LRQA monitors the use of the mark and statements of certification during surveillance and certificate renewal visits. By using the LRQA partner mark(s), you are agreeing to follow the terms of use.



Farm First marks

Farm First mark

Mark types

There are two basic types of LRQA Farm First marks available. Base Farm First marks and Farm First Approval marks.

The basic farm first mark should be used to indicate the LRQA Farm First scheme is in use whereas the Approval mark is used to denote which level (Gold, Silver or Platinum) has been achieved.

Farm First mark types



Base Farm First mark - colour



Base Farm First mark - black



Farm First Approval mark - silver



Farm First Approval mark - gold



Farm First Approval mark - platinum

Farm First mark

Minimum size

Both types of LRQA Farm First mark share the same minimum size specifications, shown here. These sizes are to ensure legibility when in use.

Use with other marks

When used in conjunction with other marks the LRQA Farm First mark should be no less than equal height of the accompanying mark/s and no less than the height of two of the letter 'L's' from the LRQA logo should be used to separate the mark, as shown here.

Minimum size

Print



23mm

Digital



120px

Print



23mm

Digital



120px

Use with other marks



Clearance distance

Farm First mark

Clearance distance

Both types of LRQA Farm First mark share the same minimum clearance distance. As shown here the height of two letter 'L's' form the LRQA logo should be allowed between the logo and any other graphic elements.

Base Farm First mark



Farm First Approval mark





Farm First mark

Colour use

To allow for versatility of application the LRQA Farm First marks are available in black, RGB and CMYK as shown here.

RGB is the preferred format and should be used wherever possible.

Colourways

Base mark - black



Base mark - RGB



Base mark - CMYK



Approval marks - RGB



Approval marks - CMYK



Farm First mark

Packaging Companies

Once certification is achieved, packaging companies will be supplied with a link to download the relevant artwork for the Approval mark to be affixed during the packaging process.

The Approval mark should be applied in a prominent position on the front of pack where possible.

Example on pack





LRQA Assured marks

LRQA Assured marks

LRQA Assured mark formats

There are two formats of LRQA assured mark available, portrait and landscape as shown here.

Where possible the portrait version is preferred however where space or design dictates the landscape version may be used.



LRQA Assured mark - colour - portrait



LRQA Assured mark - colour - landscape

LRQA Assured marks

Minimum size

Both portrait and landscape versions of the LRQA Assured marks require a minimum size is observed when in use, shown here. These sizes are to ensure legibility when in use.

Use with other marks

When used in conjunction with other marks the LRQA Assured mark should be no less than equal height of the accompanying mark/s and no less than the height of two of the letter 'L's' from the LRQA logo should be used to separate the mark, as shown here.



Minimum size

Print



23mm

Digital



120px

Use with other marks



Minimum size

Print



10mm

Digital



50px

Clearance distance

LRQA Assured marks

Clearance distance

Both types of LRQA Assured mark share the same minimum clearance distance. As shown here the height of two letter 'L's' form the LRQA logo should be allowed between the logo and any other graphic elements.

LRQA Assured - portrait mark



LRQA Assured - landscape mark



LRQA Assured marks

Colour use

To allow for versatility of application the LRQA Assured marks are available in RGB and CMYK as shown here.

RGB is the preferred format and should be used wherever possible.

RGB



LRQA Assured mark - colour - portrait



LRQA Assured mark - colour - landscape

CMYK



LRQA Assured mark - colour - portrait



LRQA Assured mark - colour - landscape

LRQA Assured marks

Example in use

The LRQA Assured mark should always be applied in a prominent position free of any visual clutter. The mark should be clearly visible and sit on a contrasting background.

Example in use





LRQA Verified marks

LRQA Verified mark types

LRQA Verified marks

LRQA Verified mark formats

There are two formats of LRQA Verified mark available, portrait and landscape as shown here.

Where possible the portrait version is preferred however where space or design dictates the landscape version may be used.



LRQA Assured mark - colour - portrait



LRQA Assured mark - colour - landscape

LRQA Verified marks

Minimum size

Both portrait and landscape versions of the LRQA Verified marks require a minimum size is observed when in use, shown here. These sizes are to ensure legibility when in use.

Use with other marks

When used in conjunction with other marks the LRQA Verified mark should be no less than equal height of the accompanying mark/s and no less than the height of two of the letter 'L's' from the LRQA logo should be used to separate the mark, as shown here.

Minimum size

Print



23mm

Digital



120px

Use with other marks



Minimum size

Print



10mm

Digital



50px

[Previous](#)

[Next](#)



Clearance distance

LRQA Verified marks

Clearance distance

Both types of LRQA Verified mark share the same minimum clearance distance. As shown here the height of two letter 'L's' form the LRQA logo should be allowed between the logo and any other graphic elements.

LRQA Assured - portrait mark



LRQA Assured - landscape mark



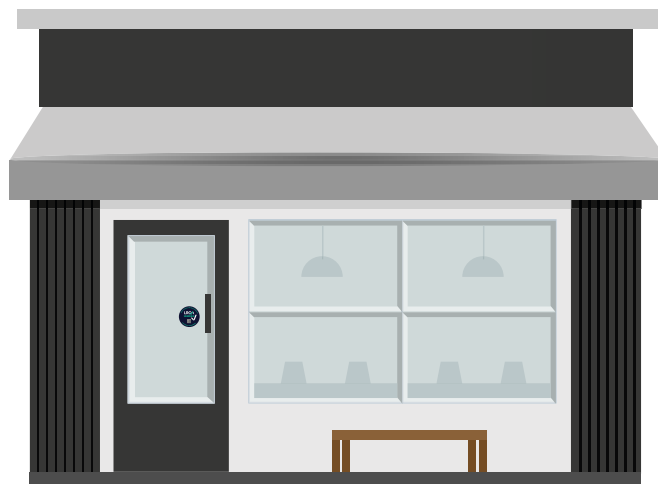


LRQA Verified window sticker

Window sticker application

The LRQA food hygiene and sustainability assurance programme sticker should be applied in a prominent position on an exterior door or window as close to eye line height as possible.

Window sticker application





LRQA Partner and LRQA Trained marks

LRQA Partner and trained marks

Suggest text describing where these may be used- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

LRQA Partner mark



LRQA Trained mark



LRQA Partner and Trained marks

Minimum size

Both LRQA Partner and Trained marks require a minimum size is observed when in use, shown here. These sizes are to ensure legibility when in use.

Use with other marks

When used in conjunction with other marks the LRQA Partner and Trained marks should be no less than equal height of the accompanying mark/s and no less than the height of two of the letter 'L's' from the LRQA logo should be used to separate the mark, as shown here.

Minimum size

Print



23mm

Digital



120px

Print



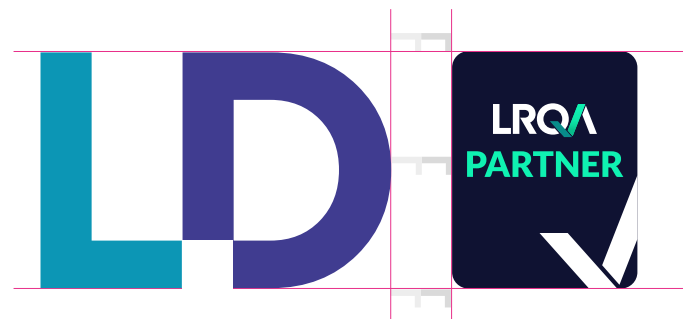
23mm

Digital



120px

Use with other marks



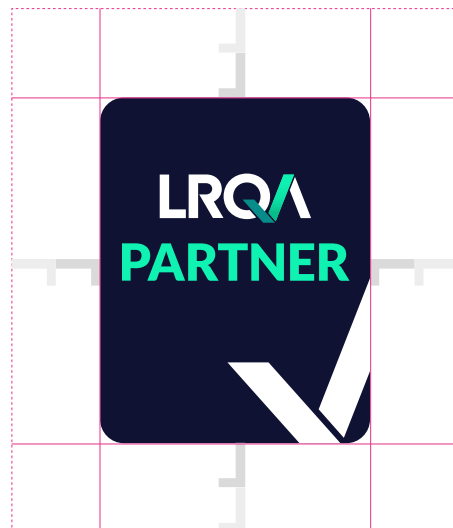
Clearance distance

LRQA Partner and Trained marks

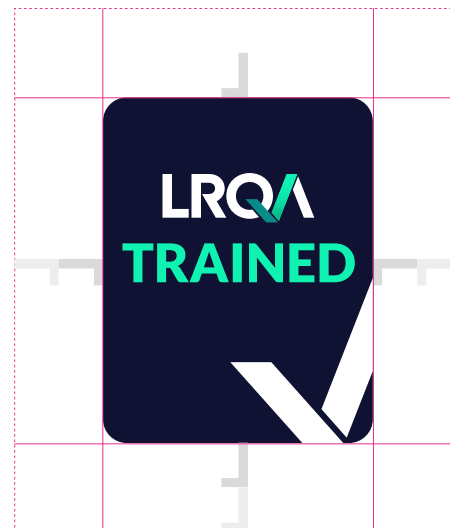
Clearance distance

Both LRQA Partner and Trained marks share the same minimum clearance distance. As shown here the height of two letter 'L's' form the LRQA logo should be allowed between the logo and any other graphic elements.

LRQA Partner mark



LRQA Trained Mark



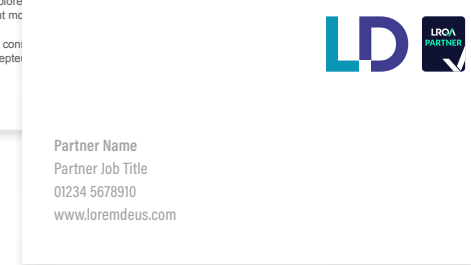
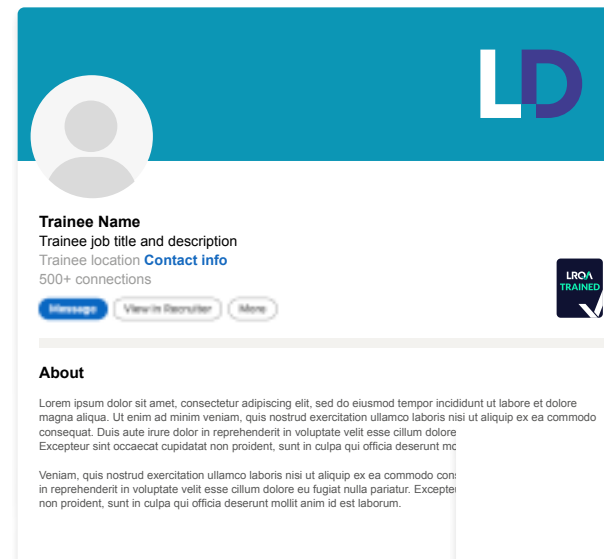
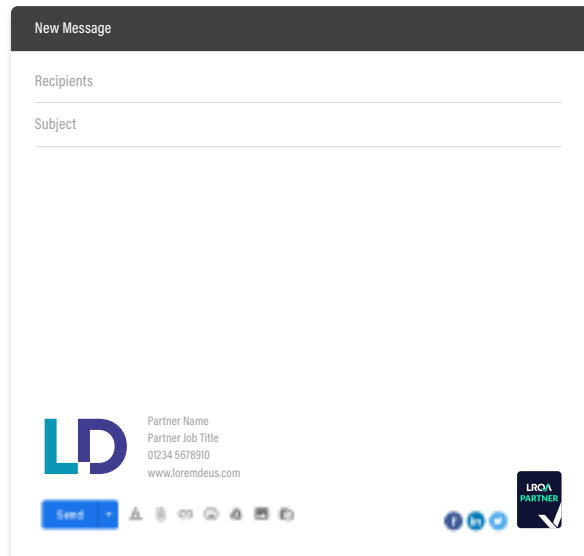


LRQA Partner and Trained marks

Example in use

The LRQA Partner and Trained mark should always be applied in a prominent position free of any visual clutter. The mark should be clearly visible and sit on a contrasting background.

Example in use



Do's and dont's

Using our marks consistently is a key part of creating a coherent brand.

On this page, you'll see a few common mistakes to avoid when using the LRQA marks in any of their variations.

If in doubt please get in touch with your LRQA contact for clarification.

Avoid the following



Compressing the mark, either vertically or horizontally.



Using an incomplete version of the mark.



Display a rotated version of the mark.



Include additional wording on the mark.



Adjust the colours of the mark.



Re-order elements that make up the mark.



Adjust any graphic elements that make up the mark.



Apply the mark on a none-contrasting background.



Get in touch

Visit www.lrqa.com/uk for more information, email enquiries.uk@lrqa.com or call **0800 783 2179**



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Care is taken to ensure that all information provided is accurate and up to date; however, LRQA accepts no responsibility for inaccuracies in or changes to information.
For more information on LRQA, click [here](#). © LRQA Group Limited 2024

YOUR FUTURE. OUR FOCUS.

