

# *Usage Guidelines*

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**THE VEGAN TRADEMARK**



  
One world. Many lives. Our choice.





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## *Usage guidelines*

# INTRODUCTION

We encourage the use of the Vegan Trademark as widely as possible including for:

- ✓ Product packaging
- ✓ Point of sale materials
- ✓ Social posts
- ✓ Press releases
- ✓ TV/Video advertising
- ✓ Digital advertising
- ✓ Website banners/footers
- ✓ Email footers

We are happy to support you with placement or general usage, you can find our full set of contact information [here](#) or [email us](#) today.



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## Usage guidelines

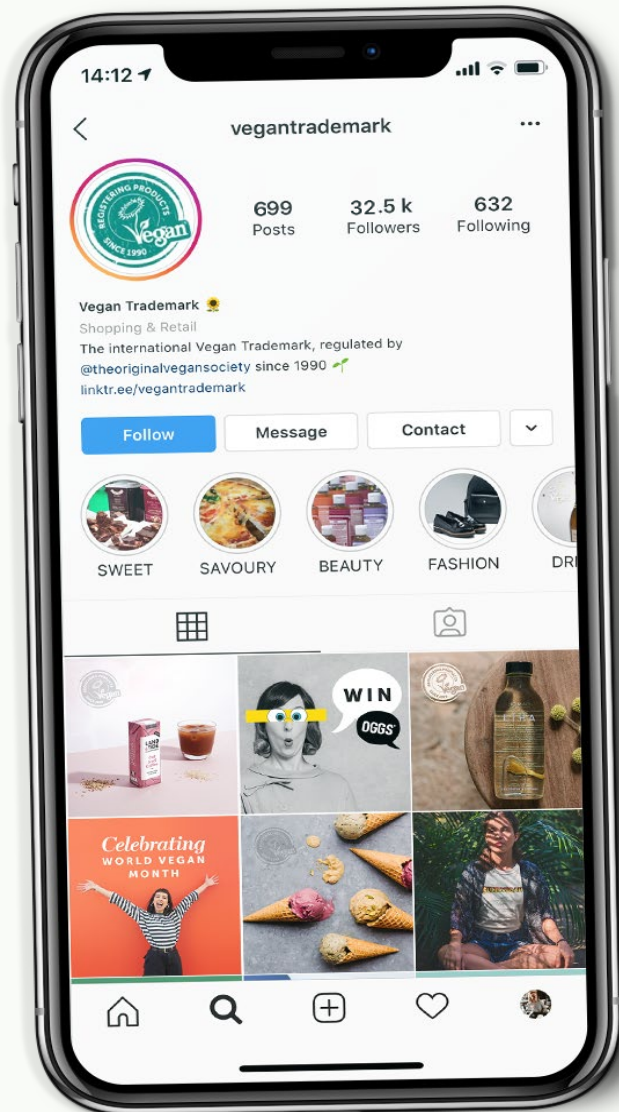
### PLACEMENT

When using the trademark on your product, we strongly recommend using it on the front of the packaging to maximize its effect.

We recommend using the trademark on point-of-sale materials which will grab shoppers' attention in stores or at events.

This can include on the product, aisle positioning, or to promote a fully registered range of products.





### Usage guidelines

## SOCIALS & WEBSITE

You can show the trademark alongside registered products or ranges, and information about the registration in the product description.

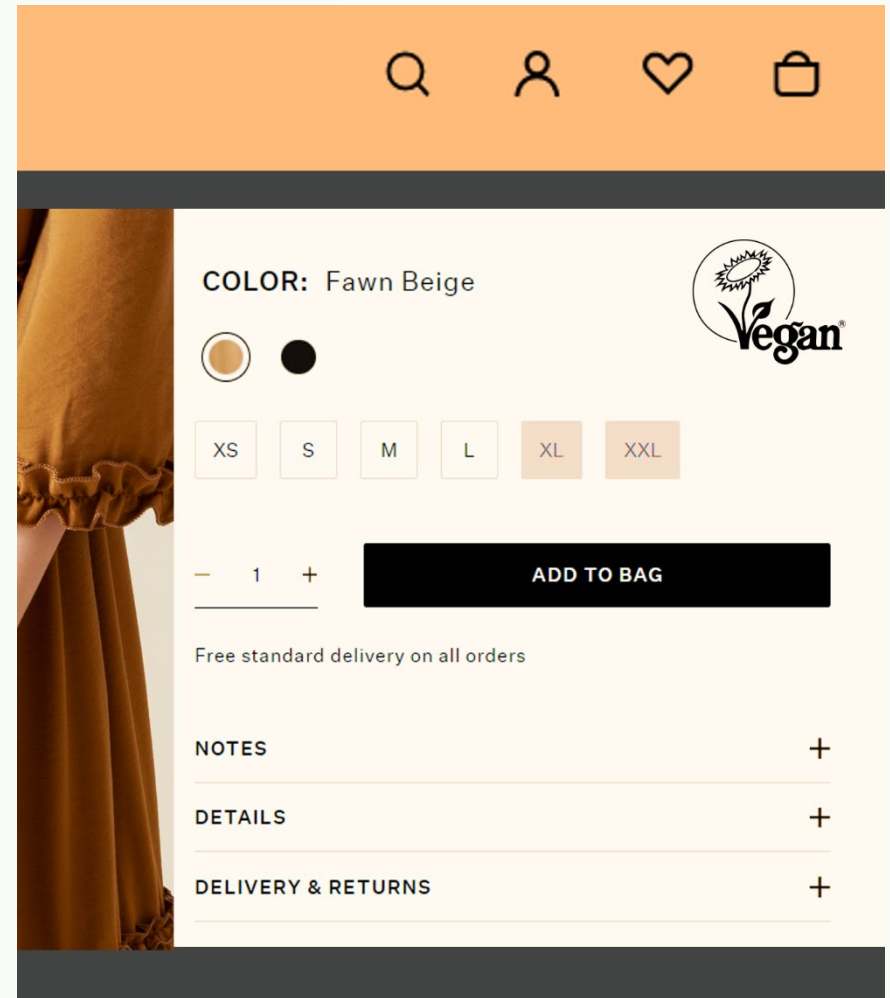
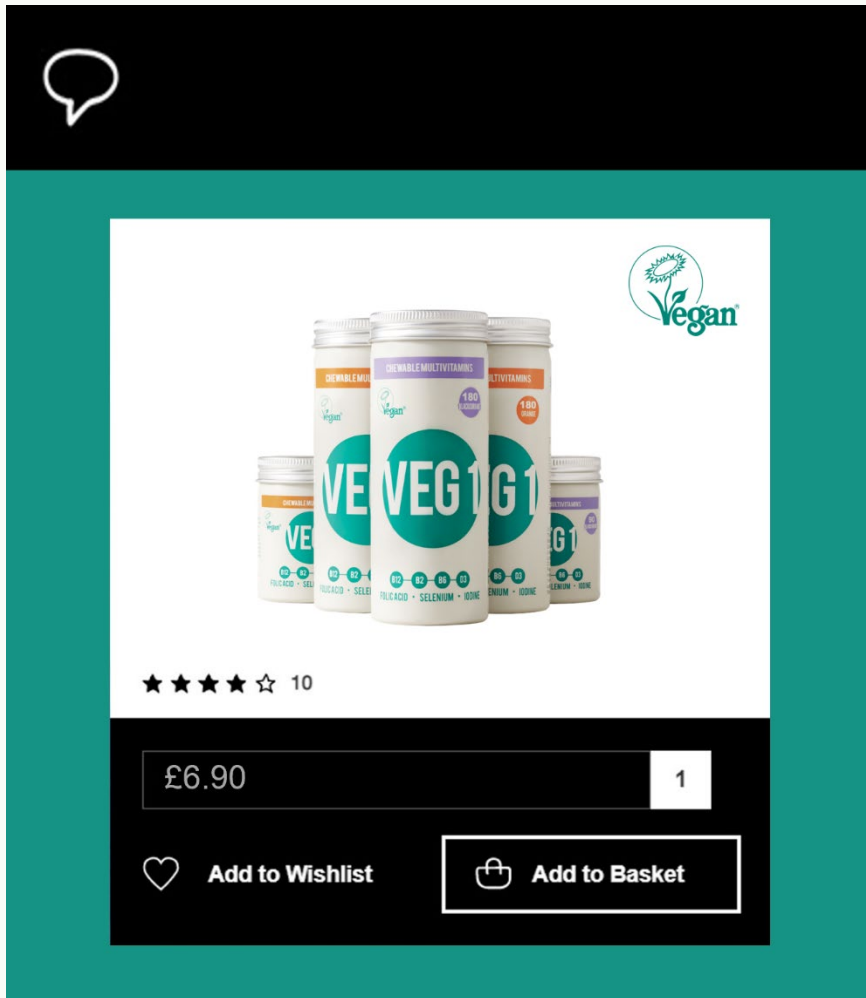
If you have a vegan range that is registered, you can use it on your banners too. If all your products are registered, you may also use the trademark on your homepage and in any website footers.

You can also use the trademark in videos or GIFs for your social channels or mention the trademark in your captions, tweets or comments.

Don't forget to tag **@VeganTrademark** and use **#VeganTrademark** so we can share your posts!

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### Examples



## *Usage guidelines*

### **COLOUR**

The trademark will work well in any colour, but we encourage you to select a colourway that compliments your branding. Please ensure only one solid colour is used.

You are also welcome to use colours from our primary palette including:

- **GREEN** | HEX:#008275
- **PLUM** | HEX:#3a334f
- **ORANGE** | HEX:#ff9e17
- **AQUA** | HEX:#71cac3



## Usage guidelines

### SIZE

We understand that clear space on labels is precious, especially for smaller products. The following guidelines should be followed to maintain the clarity of the mark:

The recommended minimum size of the trademark is a width of 12mm for print applications and 70 pixels for online applications.

The exclusion zone is the width between the top of the trademark ® and the baseline of the letter 'n'. No typographic or graphic elements can encroach on this space. This is

the minimum amount of space, but more is advisable.

A holding device is also encouraged if you are using a patterned or busy background.



## Usage guidelines

### SIZE

We understand that clear space on labels is precious, especially for smaller products. The following guidelines should be followed to maintain the clarity of the mark:

The recommended minimum size for the trademark is a width of 12mm for print applications and 70 pixels for online applications.

The exclusion zone is the measurement from the top of the trademark '®' symbol to the bottom of the character 'n'. No typographic or graphic elements should encroach on this space.

This is the minimum amount of space, but more is advisable.

A holding device is also encouraged if you are using the trademark on a busy or patterned background.



12mm

**Minimum size**



**Exclusion zone**

## Usage guidelines

# LANGUAGE

When talking about the trademark please observe the following guidelines:

### YOU CAN USE:

- ✓ 'Registered with' or by\*.
- ✓ 'Verified with' or by.
- ✓ 'Certified with' or by.

### PLEASE AVOID:

- ✗ Saying 'approved by' or 'endorsed by'.
- ✗ Using negative language about animal-based alternatives.

\*The Vegan Society, the Vegan Trademark or The Vegan Society's Vegan Trademark.



## Usage guidelines

# REGISTERED TERRITORIES

The Vegan Trademark is the intellectual property of The Vegan Society and registered in various territories.

Please do not include the trademark in any marketing materials, logos or imagery you intend to register.

If the country or region you are selling your products in is listed here, you can use the ® trademark. If it is not listed, please use the ™ trademark, please contact your registering Certification Officer if you have any questions.

- ✓ Australia
- ✓ Canada
- ✓ Chile
- ✓ European Union
- ✓ Hong Kong
- ✓ India
- ✓ Israel
- ✓ Japan
- ✓ Monaco
- ✓ New Zealand
- ✓ Pakistan
- ✓ Philippines
- ✓ South Korea
- ✓ Switzerland
- ✓ Taiwan
- ✓ United Arab Emirates
- ✓ United Kingdom
- ✓ United States



## *Usage guidelines*

### IN SUMMARY

We hope that the information provided in this document has been helpful in outlining the permitted use of The Vegan Trademark. Here are a few summary points to consider:

#### YOU CAN:

- ✓ Use the trademark on all registered products packaging and labels.
- ✓ Use the trademark on digital advertising materials.
- ✓ Use the trademark in any colour.
- ✓ Change the size (within [sizing limits](#)).
- ✓ Use a holding device (check [exclusion zone](#)).



## Usage guidelines

# IN SUMMARY

### PLEASE DO NOT:

- ✗ Fill in any parts of the sunflower.
- ✗ Increase the circle weight.
- ✗ Distort the shape.
- ✗ Remove any elements of the mark.
- ✗ Add any busy effects or shadows.
- ✗ Highlight letters.
- ✗ Use multiple colours.
- ✗ Use the trademark alongside any distressing imagery.
- ✗ Incorporate the trademark into your logo.
- ✗ Register any imagery including the trademark as your intellectual property.










# CONTACT US

Our friendly team are on hand to help you with any questions you may have around using the trademark in compliance with these guidelines, you can call us on (+44) 0121 523 1730 – select option 4 or [email](#) us today.

For promotional opportunities, business referrals or partnerships please contact our [Client Relations Team](#).

-  For licence renewals
-  Adding products
-  General enquiries
-  Partner referrals
-  Supermarket enquiries





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