

The Vegan Trademark

Usage Guidelines

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Purpose of the Vegan Trademark

The Vegan Trademark has been making vegan products accessible to consumers since 1990.

It is the original and largest third-party vegan certification in the world, but now operates in a rapidly changing landscape for consumers and business, with a huge range of products in various categories and a tightening of regulation.

The new look mark places the word ‘vegan’ front and centre, so the claim can be read instantly, even by someone who has never seen the mark before or who is shopping in a market where the sunflower was never established.

It now carries The Vegan Society’s name within the mark itself, so that the certifying body is visible at the point of purchase and the mark cannot be mistaken for a generic vegan icon.

This evolution of the Trademark arrives at a moment when clarity matters more than ever. New rules on environmental and ethical claims, including the EU Empowering Consumers for the Green Transition Directive (EmpCo), mean that businesses increasingly need a certification mark that is independent, verifiable and impossible to confuse with a vague green promise. The new identity is designed to look like exactly what it is: a certification, backed by a named entity with a rigorous standard behind it.

The Vegan Trademark logo

The Trademark has two parts, a symbol and a wordmark locked together. Both parts of the logo are designed to be used together and never in isolation.

The symbol is a roundel containing eight chevron forms arranged around a central point. The chevrons form ‘V’ shapes, which can also be viewed as ticks reinforcing the rigorous standards and assurance provided by the Vegan Trademark. The roundel has been designed to give the logo the character of a seal, reflecting the independent stamp applied to a product that has been certified.

A primary and a stacked version is provided, to be used according to the client’s needs.

When the Vegan Trademark appears on a product or against a raw material, it denotes:

- The product contains no animal ingredients or derivatives
- No animal testing has been carried out on the product or its ingredients by or on behalf of the company
- The product has been assessed against The Vegan Society’s standard and is covered by a current licence agreement

Primary version





Stacked version

Colour

The trademark can be used in **any** solid colour to reflect a brand's visual identity, as long as it remains clearly visible.

A black version and a white version are provided.

The black version can be changed to any colour, **except** for white. When using the logo in white, please **always** use the provided white version, as this version has been specifically optimised to enhance legibility in white.

Caution is advised in relation to the use of green to avoid possible greenwashing claims. Use of green may suggest a broader environmental claim that Vegan Trademark certification does not substantiate.





Exclusion zone and sizing

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.

Exclusion zone: The space around the logo must be at least the width of the letter **N** on the word 'Vegan'. No typographic or graphic elements should encroach on this space.

Sizing: The minimum size allowed for print applications is

Primary version: 14mm width
Stacked version: 9mm width









Misuse

The logos (primary and stacked versions) cannot be altered. This includes, but is not limited to:

Do not distort the logo
Do not apply drop shadows or effects
Do not use in outline form
Do not apply a stroke or border
Do not rotate
Do not remove elements of the logo
Do not change the position of the symbol and the wordmark
Do not use over busy backgrounds, where legibility becomes compromised
Do not apply gradients
Do not use multiple colours at once. The logo can only be changed to one solid colour *(see page 3)*
Do not lock-up with other logos, without adhering to the exclusion zone *(see page 4)*



Use of the Trademark and Language

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

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

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.

We are happy to support you with placement or general usage, please contact the team for support at: TM-Marketing@vegansociety.com

Socials and 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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