

GROWN IN BRITAIN
LOGO AND CERTIFICATION MARK USE
2022

CONTENTS

1. Protecting our brand… protecting our values....2
2. Who can use our logo....3
   2.1 Forest, Woodlands and Chain of Custody Certificate Holders (On/Off Product Use)....3
   2.2 Promotional Certificate Holders....3
3. How to use our logo – Colour, dark grey and white versions....4
   3.1 How to use our logo in print....4
   3.2 How to use our logo digitally....5
4. How to use our logo – Size requirements....6
5. How not to use our logo – Examples of Misuse....7
6. Conditions for using the Grown in Britain Certificate Mark....8

1. PROTECTING OUR BRAND... PROTECTING OUR VALUES

Grown in Britain brings together everyone who values our forests, woods, and trees and the products we can make from their sustainable management. Our logo is protected by trademark and its use is strictly limited to preserve the integrity of our brand and the values it enshrines. Used on-product, the logo is effectively a 'stamp of approval'; an assurance to the customer that the product meets Grown in Britain certification requirements.

Grown in Britain

The Grown in Britain logo is the union flag trees plus the words Grown in Britain as shown above. The certification mark is the Grown in Britain logo with the addition of GiB-F or GiB-COC certification number beneath.

2. WHO CAN USE OUR LOGO

It is imperative that the Grown in Britain logo and certification mark are only used during a valid period of certification obtained from Grown in Britain.

2.1 Forest, Woodlands and Chain of Custody Certificate Holders (On/Off Product Use)

A certification number will be issued by Grown in Britain once the certification has been approved. The certification number must always be used in conjunction with the logo to ensure traceability back to the organisation.

A certification mark (Grown in Britain logo plus certification number) will be issued by Grown in Britain, once the certification has been approved, in the form of .png and.pdf files (see sections 3-6).

For GiB-FP (Forest Product), GiB-S (Sourced) and GiB-W (Woodfuel) Claims
The certification mark may be used 'on-product' or on packaging or on point of sale material, marketing and communication channels e.g. websites and social media. The certification mark can only be associated with the relevant Grown in Britain products for which the certification has been issued i.e. those listed on the product schedule.

For GiB-LO (Legal Only) Claims
The certification mark may only be used on marketing and communication channels e.g. websites and social media and not on product.

The certification mark can only be used in association with those certified products that meet the eligibility criteria for product labelling as specified by Grown in Britain.

A company that has a forest or chain of custody certificate must seek approval from Grown in Britain before using the Grown in Britain logo in any promotional material, particularly if it is used when not associated with a product.

2.2 Promotional Certificate Holders

A 'promotional certificate' can also be obtained from Grown in Britain via a partnership or sponsorship agreement. In such cases the permitted use of the logo will be prescribed in the agreement for example on websites, literature, posters, signs and vehicles. In this instance the use of the logo must not be directly associated with a forest product and the applicant does not need chain of custody certification.

3. HOW TO USE OUR LOGO

The Grown in Britain logo is supplied in .pdf (for printing) and .png (for digital) formats, with surrounding white or transparent space, complete with certification number to GiB-F and GiB-COC certificate holders, and as the standalone logo to promotional certificate holders. Other sizes, resolutions and file types can be provided by Grown in Britain on special request.

3.1 How to use our logo in print

The Grown in Britain logo is supplied in full colour (CMYK) and dark grey .pdf files for use in printed materials. The logo and certification number (as appropriate) should always be used in its entirety.

The full colour and dark grey versions of the logo can only be used on white or pale colour backgrounds.









The Dark Grey version of the logo should only be used alongside other greyscale elements – i.e when printing monochrome packaging. If colour is an option, the full colour version should be used.

If a white version of the logo is required for printing, the supplied white .png should be adequate for standard design purposes, but please contact the Grown in Britain team for bespoke requests or large-scale printing requirements.

3. HOW TO USE OUR LOGO

3.2 How to use our logo digitally

The Grown in Britain logo is supplied in full colour (RBG) and white .png files with transparent backgrounds and required spacing around the logo and certification number for digital use. The logo and certification number (as appropriate) should always be used in its entirety.

Full Colour Version
The full colour version of the logo should only be used on white or pale colour backgrounds.





White Version
The white version of the logo should be used on black or dark colour backgrounds.





4. HOW TO USE OUR LOGO - Size Requirements

Minimum Size
Width of the type ‘Grown in Britain” should be a minimum of 20mm with the illustration in proportion.



Proportions and Transformations
The Grown in Britain logo is not quite square. Width to height proportions must be preserved, whatever size the logo is used. The logo must not be transformed to fit any other proportions.





Minimum Spacing
The logo should always have a minimum amount of space away from other type or pictures which should be 25 % (b, x) of the width (y) and height (a) of the logo or logo and certificate number for certification marks.
The supplied logo / certification mark .png and .pdf files include this minimum blank space for assistance.

5. HOW NOT TO USE OUR LOGO - Examples of Misuse

Displaying The Logo



The logo should never be boxed either with a rule or be being placed in a box with a coloured background.
Avoid clashing colours – if in doubt, use black or white versions. Do not create differently coloured versions of the logo.

Distortions, Cropping, Etc.



The Grown in Britain logo must always be displayed with its proportions properly preserved and in its entirety. The logo must not be distorted, cropped or edited in any way.

6. CONDITIONS FOR USING THE GROWN IN BRITAIN CERTIFICATION MARK

The logo is owned by Grown in Britain and has been trade marked with the Intellectual Property Office. The Grown in Britain certification mark uniquely identifies the certification holder with the trademark logo and the following conditions apply:

6.1 The certification mark can only be used in accordance with the details of the awarded Grown in Britain certificate.

6.2 Certificate holders will have the right to use the Grown in Britain Certification Mark upon and for the duration of their certificate. There will be an annual fee payable by the certificate holder for the right to use the Grown in Britain Certification Mark, as specified in Grown in Britain Certificate Fees (Document ref GIB11.0).

6.3 Certificate holders obtain no property in the Grown in Britain logo.

6.4 Certificate holders may only use the Grown in Britain Certification Mark in accordance with the Terms and Conditions and this document, which are designed to protect the integrity and enhance the value of the Grown in Britain logo.

6.5 This document and the Grown in Britain Terms and Conditions regulate the use of the Grown in Britain Certification Mark by certificate holders only. These Terms and Conditions do not regulate the use of the Grown in Britain Certification Mark by Grown in Britain or other entities certified by Grown in Britain to use it for purposes of promoting the aims of Grown in Britain, unless otherwise provided for in this or another instrument approved by the Intellectual Property Office.

6.6 Use of the mark in association with a product assures that the virgin material in the product is grown and produced from virgin material grown in Great Britain or Northern Ireland.

6.7 A Certificate holder shall, for the duration of its certificate, prove to the satisfaction of Grown in Britain that its production system satisfies the requirements set forth in the current edition of the Grown in Britain standard; and a Certificate holder must only use the Grown in Britain Certification Mark in accordance with its Certificate of Registration and the Grown in Britain Terms and Conditions.