



# RED TRACTOR FARM ASSURANCE SCHEME LOGOS

## OVERVIEW

The purpose of this document is to guide Red Tractor Farm Schemes, Certification Bodies and producer members when using the Assurance Scheme logos.

From 1st April 2010 the six Red Tractor Farm Assurance Schemes will incorporate the Red Tractor logo into the old scheme logos. These new logos can only be used by authorised organisations which include: Certification Bodies, Farmers/Producer members & AFS. Anyone else wanting to use it needs to get permission from AFS. Assurance schemes should be aware that the logo combination is an interim measure until the introduction of the new Farm Assurance Scheme logos.

## APPROVAL & QUERIES

If you wish to use the logos on any other materials not specified in these guidelines, please contact Assured Food Standards who will advise.

Assured Food Standards  
Head Office  
4th Floor, Kings Building  
Smith Square  
London SW1P 3JJ

Telephone      020 7630 3320

Email            [enquiries@assuredfoodstandards.com](mailto:enquiries@assuredfoodstandards.com)



---

## TRADEMARKS & LOGOS

### USING THE FARM ASSURANCE SCHEME LOGOS

1. Members: As a certified member of the Scheme you are entitled to indicate that you hold a certificate and, for that purpose only, you can use the Farm Assurance Scheme logos on stationary and publicity materials. You must follow the directions on use of the logos given from time to time. You agree to observe all such directions.

2. Certification Bodies: As an accredited Red Tractor Certification Body you are entitled to indicate the schemes that you audit and, for that purpose only, you can use the Farm Assurance Scheme logos on stationary and publicity materials. You must follow the directions on use of the logos given from time to time. You agree to observe all such direction.

3. Using the Red Tractor logo on food: You **cannot** use the Red Tractor Logo on food packs, or at the point of sale of food products unless you have a licence issued by Assured Food Standards. To apply for a licence go to [www.redtractorlicenceapplication.org.uk](http://www.redtractorlicenceapplication.org.uk)

4. The above consent, in so far as it applies to use of the Scheme Logos, is limited to using the entire designation and, in so far as it applies to using the Red Tractor Logo, is limited to using the Red Tractor Logo in an identical form to that used by Assured Food Standards. The consent is personal to you as a certified member and may not be transferred or licensed to any other person.

5. As a certified member/accredited certification body of the Scheme you shall not use (or authorise or license others to use) the Scheme Logos and/or the Red Tractor Logo in any way outside the scope of the above consent and you shall not use or authorise or license others to use any name, mark, sign or device confusingly similar to the Scheme Logos and/or the Red Tractor Logo nor file or cause to be filed any trade mark or company name registration applications containing or confusingly similar to the Scheme Logos and/or the Red Tractor Logo. You will not oppose or cause any oppositions to be filed to any trade mark applications filed by the Scheme, register the Scheme Logos and/or the Red Tractor Logo anywhere in the world nor otherwise cause any question to be raised concerning the Company's ownership of the Scheme Logos and the Red Tractor Logo.

6. The Scheme reserves the right to withdraw from any Scheme member the permission granted, after giving one months' notice or upon immediate notice if the Scheme member fails to observe the directions of the Company with regard to the use of the Trade Mark or the Logo or if the Scheme Member's membership is suspended or terminated for whatever reason.



If you have any questions about the use of the Red Tractor and Assurance Scheme logos please call 020 7630 3320 or contact us via email at [enquiries@assuredfoodstandards.com](mailto:enquiries@assuredfoodstandards.com)

---

# USING THE FARM ASSURANCE SCHEME LOGOS

The logo should be always be at least 4.5mm from the edge of a page or have a padded area of 4.5mm on all sides.

## Re-branding: The Red Tractor Farm Assurance Schemes

	Becomes:	New logos
<b>ACP</b> Assured Chicken Production	Red Tractor Farm Assurance - Poultry	
<b>ACCS</b> Assured Combinable Crops Scheme	Red Tractor Farm Assurance - Crops and Sugar Beet	
<b>AP</b> Assured Produce	Red Tractor Farm Assurance - Fresh Produce	
<b>ABM</b> Assured British Meat	Red Tractor Farm Assurance - Beef and Lamb	
<b>ADF</b> Assured Dairy Farms	Red Tractor Farm Assurance - Dairy	
<b>ABP</b> Assured British Pigs	Red Tractor Farm Assurance - Pigs	



If you have any questions about the use of the Red Tractor and Assurance Scheme logos please call 020 7630 3320 or contact us via email at [enquiries@assuredfoodstandards.com](mailto:enquiries@assuredfoodstandards.com)

---

## USING THE GENERIC FARM ASSURANCE LOGO

The following logo ('Red Tractor Farm Assurance') can be used when referring in general terms about ALL Red Tractor farm assurance schemes.

For example when communicating that a Certification Body covers the Red Tractor Farm Assurance Schemes.



If you have any questions about the use of the Red Tractor and Assurance Scheme logos please call 020 7630 3320 or contact us via email at [enquiries@assuredfoodstandards.com](mailto:enquiries@assuredfoodstandards.com)

---

---

## RED TRACTOR LOGO COLOURS

These colour values are for printing and design.



PMS 1788  
C:0 / M:87 / Y:91 / K:0  
R: 240 / G:34 / B:51  
WEB: F02233



PMS 280  
C:100 / M:72 / Y:0 / K:18  
R: 0 / G:38 / B:127  
WEB: 00267F

## SCHEME LOGO COLOURS

### Beef and Lamb Standards



PMS 2727  
C:71 / M:42 / Y:0 / K:0



PMS 1795  
C:0 / M:94 / Y:100 / K:0

### Pigs Standards



C:100 / M:100 / Y:13 / K:2



C:16 / M:99 / Y:100 / K:7

### Crops and Sugar Beet Standards



C:0 / M:34 / Y:100 / K:0



C:100 / M:88 / Y:11 / K:1

### Poultry Standards



C:13 / M:91 / Y:95 / K:2



C:94 / M:93 / Y:8 / K:2



C:4 / M:49 / Y:90 / K:0

### Dairy Standards



C:100 / M:90 / Y:32 / K:24



C:82 / M:25 / Y:100 / K:12

### Fresh Produce Standards



C:13 / M:91 / Y:95 / K:2



C:2 / M:11 / Y:91 / K:0



C:75 / M:24 / Y:97 / K:19



C:41 / M:2 / Y:76 / K:0



C:27 / M:78 / Y:95 / K:40



If you have any questions about the use of the Red Tractor and Assurance Scheme logos please call 020 7630 3320 or contact us via email at [enquiries@assuredfoodstandards.com](mailto:enquiries@assuredfoodstandards.com)

---

---

## ASSURANCE SCHEME MANUAL LOGOS

These logos are ONLY for use for A4 Manuals.



If you have any questions about the use of the Red Tractor and Assurance Scheme logos please call 020 7630 3320 or contact us via email at [enquiries@assuredfoodstandards.com](mailto:enquiries@assuredfoodstandards.com)

---

---

## ASSURANCE SCHEME MANUAL COLOURS

Beef and Lamb Standards



PMS 704

Pigs Standards



PMS 279

Crops and Sugar Beet Standards



PMS 123

Poultry Standards



PMS 152

Dairy Standards



PMS 361

Fresh Produce Standards



PMS 7481



If you have any questions about the use of the Red Tractor and Assurance Scheme logos please call 020 7630 3320 or contact us via email at [enquiries@assuredfoodstandards.com](mailto:enquiries@assuredfoodstandards.com)

---