



# SQF Logo Rules of Use for Certification Bodies, Training Centers, and SQF Professionals

Guidelines

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© 2023 Safe Quality Food Institute

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## 1. INTRODUCTION

- 1.1 The SQF logo is owned by SQFI. Certification Bodies (CB), Training Centers (TC) or SQF Professionals obtain no property in the SQF logo.
- 1.2 These rules of use regulate the use of the SQF logo by SQFI, CBs, TCs, and SQF Professionals. CBs, TCs, and SQF Professionals have the right to use the SQF logo in accordance with these rules of use, which are designed to protect the integrity and enhance the value of the SQF logo.
- 1.3 There will be no fees payable by CBs and TCs for the right to use the SQF logo, other than fees payable to become licensed with SQFI.
- 1.4 There will be no fees payable by the SQF Professional for the right to use the SQFI logo, other than fees payable to obtain registration as an SQF Professional.

## 2. DEFINITIONS

- 2.1 For the purposes of this document, the relevant definitions given in Appendix 2: Glossary in the SQF Food Safety Codes and the SQF Quality Code, together with the following definitions apply:

Guidelines	The rules and procedures contained in this document and include any modification, variation, or replacement of this document.
Registration	The process of filing documentation to support a specific SQF designation. Registrations are annual.
SQF Logo	The SQF Code and the logos depicted in this document (section 4).
SQF Professional	Includes auditors, technical reviewers, consultants, and trainers as meeting the criteria set forth by SQFI for the specific designation. SQF Professionals are required to renew registration annually to maintain their status.

### 3. CONDITIONS FOR USE

- 3.1 An SQF Professional, for the duration of their registration, must only use the SQF logo in accordance with their professional designation and these rules of use.
- 3.2 A CB or TC must be licensed with SQFI to use the SQF logos in accordance with these rules of use.
- 3.3 Subsidiary companies not included in the scope of the license agreement are not permitted to use the SQF logo.

### 4. REPRODUCTION

- 4.1 Reproduction of the SQF logo is to be clear, precise, of the highest standard and follow the usage guidelines in the table below.
- 4.2 Full color reproduction should be: PMS3005C or CMYK: C=100, M=34, Y=0, K=2, Hex: 0782C6, RGB: 7,130,198. Logos may also be produced in single color black and white.
- 4.3 To ensure readability, do not reproduce the SQF logo smaller than indicated. Larger variation to these dimensions is permitted provided it is proportional to the dimensions given below.
- 4.4 Where it is demonstrated that alternative reproduction of the SQF logo enhances the status of the SQF logo and/or SQFI, then the alternative is permitted provided it is approved by SQFI. All requests must be provided in writing to SQFI.

Logo	Minimum Size	For Use On
	8 mm high x 18 mm wide	<ul style="list-style-type: none"> <li>• CB, TC, or SQF Professional Use</li> <li>• Publicity material including brochures, advertisements, press releases, company website, booth displays and the like; or</li> <li>• Signage, flags, vehicles associated with licensed CB or TC and stationery; or</li> <li>• Business cards.</li> </ul>
	10 mm high x 29 mm wide	<ul style="list-style-type: none"> <li>• CB Use Only</li> <li>• Publicity material including brochures, advertisements, press releases, company website, booth displays and the like; or</li> <li>• Signage, flags, vehicles associated with licensed CB or TC and stationery.</li> </ul>
	10 mm high x 29mm wide	<ul style="list-style-type: none"> <li>• CB Use Only on the SQF Certificates for certified sites.</li> <li>• SQF certificates for certified sites</li> </ul>
	10 mm high x 29mm wide	<ul style="list-style-type: none"> <li>• TC Use only</li> <li>• Publicity material including brochures, advertisements, press releases, company website, booth displays and the like; or</li> <li>• Signage, flags, vehicles associated with licensed TC and stationery.</li> </ul>

## **5. GROUNDS FOR CEASING USE OF THE SQF LOGO**

5.1 The permission for a CB, TC, or SQF Professional to use the SQF logo will be suspended and/or withdrawn:

- 5.1.1 if the CB, TC, or SQF Professional registration or license is withdrawn or expires;
- 5.1.2 if the CB, TC, or SQF Professional breaches or fails to comply with these rules of use;
- 5.1.3 If the CB, TC, or SQF Professional uses the SQF logo in a way that, in the opinion of SQFI or the CB, is detrimental to the SQF logo, the SQF program, is misleading to the public, or otherwise contrary to law.

## **6. DISCLAIMER**

6.1 SQFI may alter these rules of use or make new rules. No such alteration or new rule shall affect the use of the SQF logo by a CB, TC, or SQF Professional until six (6) months have expired from the date the alteration or new rules of use are first published by SQFI on its website (sqfi.com) unless specified by SQFI.