

## Appendix 3: SQF Logo Rules of Use

### 1 Introduction

- 1.1 The SQF logo is owned by SQFI.
- 1.2 Sites at all levels of certification will have the right to use the SQF logo upon and for the duration of certification. There will be no fee payable by sites for the right to use the SQF logo, other than fees payable to obtain and maintain certification.
- 1.3 Sites obtain no property in the SQF logo.
- 1.4 Sites may only 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.
- 1.5 SQFI delegates any or all of its functions described herein to a SQFI licensed certification body (CB).
- 1.6 These rules of use regulate the use of the SQF logo by certified sites only. These rules of use do not regulate the use of the SQF logo by SQFI, CBs or other entities licensed by SQFI to use them, unless otherwise provided for in this or another instrument.

### 2 Conditions for Use

- 2.1 A site shall, for the duration of its certification, prove to the satisfaction of SQFI and the CB that its SQF System satisfies the requirements set forth in the current edition of the SQF Food Safety and/or Quality Code or that it meets the requirements spelled out in the SQF Food Safety Fundamentals; and
- 2.2 A site must only use the SQF logo in accordance with its certificate and these rules of use.

### 3 Reproduction

- 3.1 If a site wishes to reproduce the SQF logo it must do so strictly in accordance with the requirements and specifications set out in Schedule 2.

### 4 Obligations of a Site

- 4.1 A site must:
  - a) comply fully with these rules of use;
  - b) direct any queries regarding their intended use of the SQF logo to the certifying CB who issued the certificate;
  - c) discontinue any use of the SQF logo to which SQFI or the certifying CB reasonably objects;
  - d) operate entirely within the scope of its certificate, including the certification schedule. Subsidiary companies and site addresses not included on the certificate of registration are not certified to use the SQF logo;
  - e) give SQFI, a CB and/or their agents access to examine publicity material and all other such items bearing or indicating the SQF logo for the purpose of confirming compliance with these rules of use and the certificate; and
  - f) pay within the specified time any fees set by SQFI.

### 5 Grounds for Suspending or Ceasing Use of the SQF Logo

- 5.1 The permission for a site to use the SQF logo will:
  - a) be suspended if the site's certification is suspended; all efforts must be made to suspend in the manufacturing process of the use of the SQF logo upon certificate suspension;
  - b) cease to be used within the operation if the site's certification is withdrawn, relinquished or not renewed.
- 5.2 Conditions for suspending or ceasing a site's permission to use the SQF logo, to be notified by the certifying CB, include (but are not necessarily limited to):
  - a) suspended if the site breaches or fails to comply with these rules of use;
  - b) suspended if the site fails to use the SQF logo in accordance with its certificate, including the certification schedule;
  - c) ceased if the site uses the SQF logo in a way that, in the opinion of SQFI or the CB, is detrimental to the SQF logo or the SQF program as a whole, is misleading to the public or otherwise contrary to law; or

- d) ceased if the site has an administrator, receiver, receiver and manager, official manager or provisional liquidator appointed over its assets or where an order is made or a resolution passed for the winding up of the site (except for the purpose of amalgamation or reconstruction) or the site ceases to carry on business or becomes bankrupt, applies to take the benefit of any law for the relief of bankrupt or insolvent debtors or makes any arrangement or composition with its creditors.

**6 Disclaimer**

- 6.1 SQFI may from time to time alter these rules of use or make new rules but no such alteration or new rule shall affect the use of the SQF logo by a site 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.

**7 Reproduction Requirements for the SQF Logo**

- 7.1 Sites who achieve and maintain certification to the SQF Food Safety Fundamentals or the SQF Food Safety Code and/or the SQF Quality Code are granted permission by their certifying CB to use the SQF logo, subject to the rules of use and the conditions set out hereunder per site.

Electronic SQF logo files are to be obtained from the certifying CB.

Color Format	For Use On
Full Color Reproduction: see PMS color format set out at Schedule 2 Clause 2.	<ul style="list-style-type: none"> <li>• brochures, flyers, advertisements, press releases, company website, email signature lines</li> <li>• internal documents and training materials</li> </ul>
Single Color Reproduction: black and white.	<ul style="list-style-type: none"> <li>• brochures, flyers, advertisements, press releases, company website, email signature lines</li> <li>• internal documents and training materials</li> </ul>

- 7.2 Reproduction of the SQF logo is to be clear, precise and of the highest standard. The following guidelines govern full color reproduction.



PMS 3005C  
CMYK: C=100, M=34, Y=0, K=2

- 7.3 To ensure readability, do not reproduce the SQF logo smaller than indicated below. Larger variation to these dimensions is permitted provided that any such variation is proportional to the dimensions given below.



- 7.4 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 the certifying CB. All requests must be provided in writing **per certified site** to the certifying CB and SQFI.