



Promoting your BSI Catering Food Safety Certification.

Doc ID PP1269-EN
Version 1.0 | April 2018

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Promote your BSI Food Safety Certification.

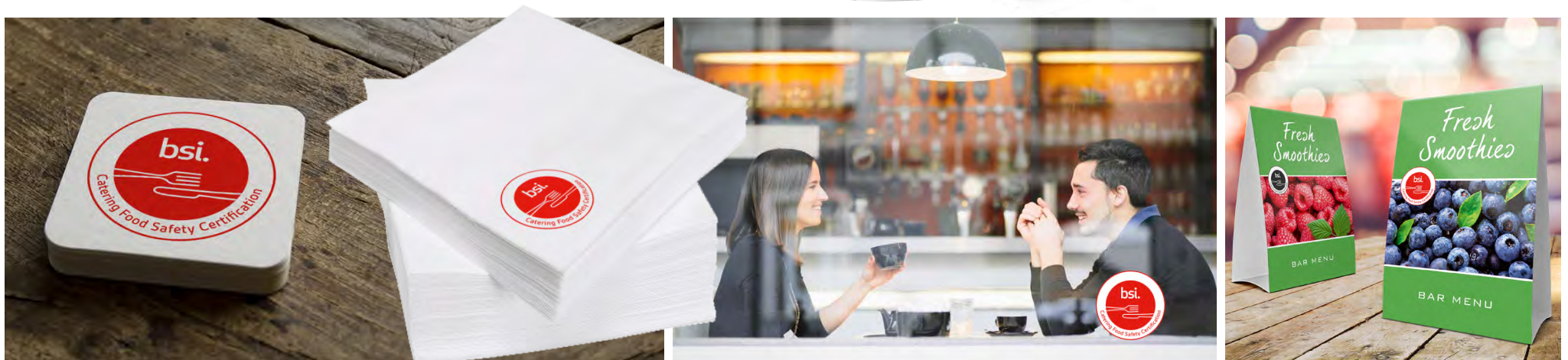
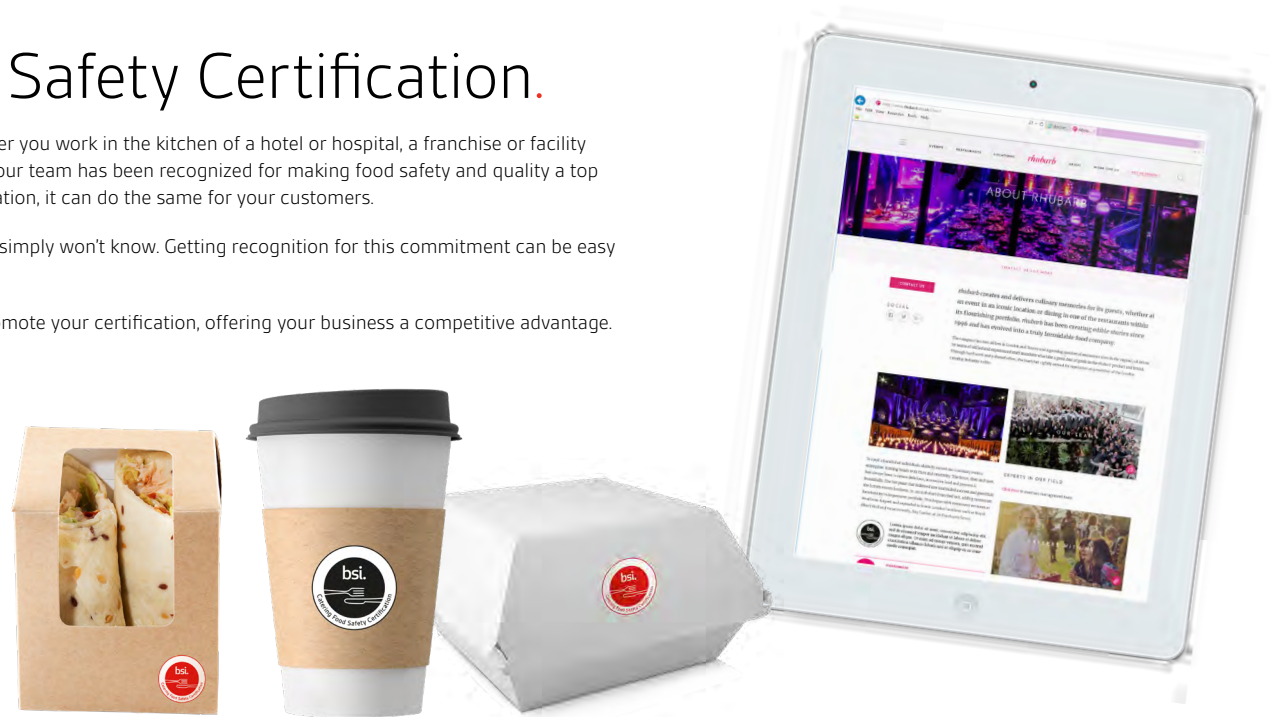
Congratulations on achieving BSI Catering Food Safety Certification. Whether you work in the kitchen of a hotel or hospital, a franchise or facility providing catering services for parties and events or operate a restaurant, your team has been recognized for making food safety and quality a top priority. This achievement not only provides peace of mind for your organization, it can do the same for your customers.

However, unless you make your customers aware of your certification, they simply won't know. Getting recognition for this commitment can be easy by using the BSI Catering Food Safety Certification mark.

The mark is a valuable marketing tool that you can use to recognise and promote your certification, offering your business a competitive advantage.

Promote your certification on/in:

- Menus and point of sale materials (e.g. napkins, coasters, table mats)
- Packaging like takeaway bags, coffee cups/sleeves, food containers, etc.
- Staff clothing: uniforms, aprons, hats, etc.
- Client contracts
- Business cards and other stationery
- Advertising, gift certificates and coupons
- Your website and social media
- Delivery vehicles
- And more...



BSI Catering Food Safety Certification mark guidelines.

Please do:

- Use the mark in black, white or red so it's recognized as the BSI Catering Food Safety Certification mark
- Be clear which organization the mark relates to by including your company logo or trademark as well as the BSI Catering Food Safety Certification mark
- Make sure the BSI mark is legible and the words can be read (minimum size: 20 mm)
- If using the mark on your website or social media feeds you can link to the BSI website using a hyperlink

Please don't:

- Reduce the BSI Catering Food Safety Certification mark to less than 20 mm in diameter
- Add to or alter the text of the mark



Practical usage of the mark

The BSI Catering Food Safety Certification mark can be used in one of three colours: red, black or white.

Colours



White
CMYK 0 0 0 0
RGB 255 255 255
Hex FFFFFFFF
RAL 9010



BSI Red
Pantone® 485 C
CMYK 0 95 100 0
RGB 255 43 31
Hex FF2B1F
RAL 3024



BSI Red
Pantone® 485 C
CMYK 0 95 100 0
RGB 255 43 31
Hex FF2B1F
RAL 3024

Choosing the correct BSI Catering Food Safety Certification mark.

White background: primary BSI Catering Food Safety Certification mark or the red BSI Catering Food Safety Certification mark



Black background: reversed BSI Catering Food Safety Certification mark



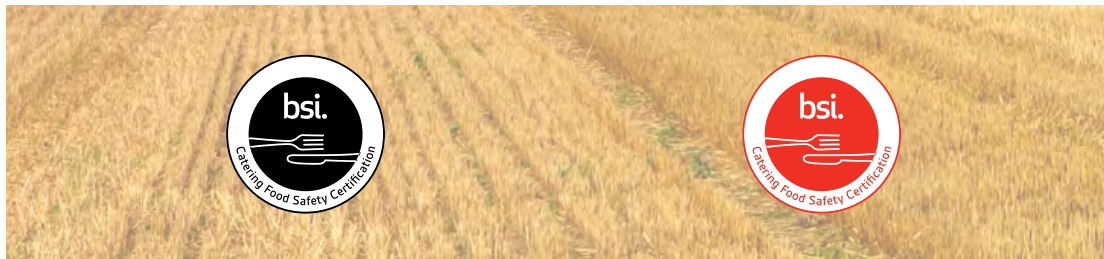
Light background: primary BSI Catering Food Safety Certification mark or the red BSI Catering Food Safety Certification mark



Dark background: reversed BSI Catering Food Safety Certification mark



Light image: primary BSI Catering Food Safety Certification mark or the red BSI Catering Food Safety Certification mark



Dark image: reversed BSI Catering Food Safety Certification mark



Which logo? It's your choice.

Promote the standard you're certified for with the BSI Catering Food Safety Certification mark.

It's your choice what colour BSI Catering Food Safety Certification mark you use – black, white or red.



Can I use the BSI Catering Food Safety Certification mark on:

Marketing material

Brochures, advertisements, Annual Reports, PowerPoint presentations, case studies, etc.

Yes

Yes

Yes

The Internet

On your website, on social media websites (on your Facebook page, twitter etc.), email marketing, email signatures etc.

Yes

Yes

Yes

Corporate stationery

Letterheads, business cards, compliment slips, invoices, presentation folders etc.

Yes

Yes

Yes

Vehicles, promotional items, exhibition banners, flags or external buildings

Yes

Yes

Yes

Product packaging

Yes

Yes

Yes

Minimum size (diameter)

20mm

20mm

20mm

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