

Processor & Wholesaler Packaging Guidelines

Born and Reared in Scotland: This is the Scotch Difference



Guidelines for the use of quality assurance marques and other branding elements within the Quality Meat Scotland portfolio.



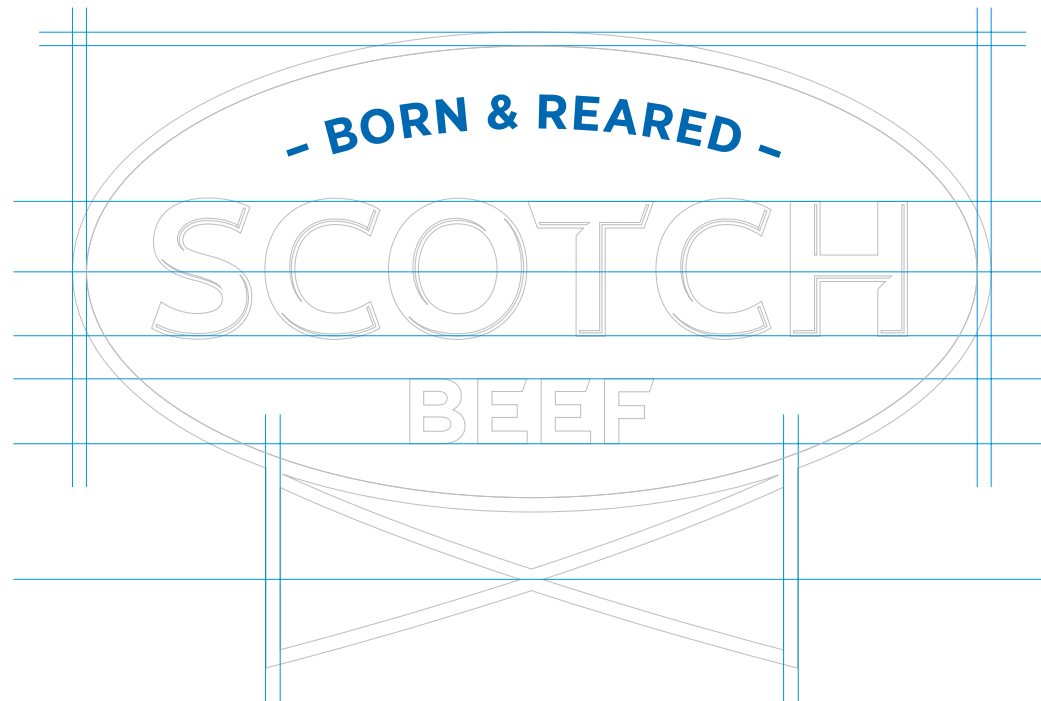
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This document should be used by processors and wholesalers as a set of guidelines around the usage of the Scotch Beef, Scotch Lamb and Specially Selected Pork brands on packaging products.

By following the guidelines set out in this document, we ensure the consistent delivery of important messages associated to quality assured, respectfully reared and full traceable Scotch and Specially Selected red meat.

THE SCOTCH DIFFERENCE



THE SCOTCH BRAND IDENTITY

The Scotch identity has been designed to maintain ownable Scottish characteristics and crafted typography - with improved legibility at any size of application. The Saltire ribbon clearly designates its heritage, its pride, and supports the consumer facing messaging - BORN & REARED.

Consistency = Brand integrity

These guidelines catalogue the key visual elements of the Scotch Beef, Scotch Lamb and Specially Selected Pork logos. This sets out the manner in which these elements must be applied across processor and wholesaler packaging. This document is for guidance and, although based on legislation, QMS is not the implementing body.

The use of the logos is restricted to those who are members of the QMS Assured Processors Scheme and Brands Licensing Scheme which includes members of both the Scotch Beef and Butchers Clubs.

These guidelines are effective from **July 2024** and supersede all previous versions. QMS recommend packers, processors and manufacturers amend their design and packaging as soon as their current stocks have expired and/or review their label designs or policies.

Quality Meat Scotland requests that artwork using our logos is sent to us for approval prior to labels going to print. This will help avoid mistakes regarding the correct use of our logos and descriptors. Requests should be sent to info@qmScotland.co.uk. Quality Meat Scotland will endeavour to respond within 5 working days, if not sooner.

Six point Summary

1. When operating within the **UK, Scotch Beef** and **Scotch Lamb** should always be followed by a **UK GI** logo.
2. When operating within the **European Union, Scotch Beef** and **Scotch Lamb** should always be followed by a **PGI** logo.
3. The **UK GI and PGI** logo must be at least **15 millimetres**.
4. Quality Meat Scotland retains ownership of the **Scotch Beef, Scotch Lamb** and **Specially Selected Pork** (and variants) logos and descriptors.
5. If used as an ingredient the logos or descriptors: **Scotch Beef, Scotch Lamb** and **Specially Selected Pork** should be preceded by the term "**Made With**" and appear in the ingredients list.
6. Use of our logos or descriptors should not be misleading including the use of terms such as "Scottish" or "British" in direct association with our logos or descriptors.

In this document the term “logos” refers to the **Scotch Beef UK GI**, **Scotch Lamb UK GI**, and **Specially Selected Pork** logos and their derived versions using the descriptor “**Made With**”.



Scotch Beef UK GI / EU PGI

The product is derived from cattle born, reared throughout their lives, slaughtered and dressed in the designated geographical area (Scotland). The animals will have been produced and slaughtered in accordance with quality assurance schemes accredited to European Standard EN45011 (ISO/IEC17065) and having the same standards, assessments and assessment frequencies as those set by the applicant (QMS).

Only product that meets the above specifications can be labelled as **Scotch Beef UK GI / EU PGI** or **Scotch Lamb UK GI / EU PGI** and use the logos.



Scotch Lamb UK GI / EU PGI

The product is derived from lambs born, reared throughout their lives, slaughtered and dressed in the designated geographical area (Scotland). The animals will have been produced and slaughtered in accordance with quality assurance schemes accredited to European Standard EN45011 (ISO/IEC17065) and having the same standards, assessments and assessment frequencies as those set by the applicant (QMS).



Specially Selected Pork

To carry the **Specially Selected Pork** brand containing the saltire, the product must be derived from pigs that were born, reared and slaughtered in Scotland, produced by members of the QMS Pigs Assurance Scheme and must have been slaughtered in a processing plant that is a member of the QMS Processor Assurance scheme.

Only product that meets the above specification can be labelled as **Specially Selected Pork**.

For **Specially Selected Pork** guidelines see **page 23**.

We have transitioned to the UK GI Scheme from the EU PGI Scheme.

Companies packaging and selling Scotch Beef & Scotch Lamb PGI in the UK have continued to use the EU PGI however UK GIs on pack became a legal requirement from 1st January 2024.

These guidelines are for processors and wholesalers. You can also access our Retail Packaging Guidelines via the Quality Meat Scotland Website.

Option A: Scotch UK GI

Option B: Scotch UK GI & EU PGI

An example of both options has been visualised in this guide but for the purposes of simplicity, **Option A**, will be presented as the lead logo throughout.

See page 26 for Packaging Destined for Export.

OPTION A



OPTION B





UK GI logos and product labelling

Producers' labels must follow the rules for adding a GI logo to UK registered products or packaging before they can sell it. Producers will have until 1st January 2024 to add the UK GI scheme logo to retail packaging.

UK GI Colours

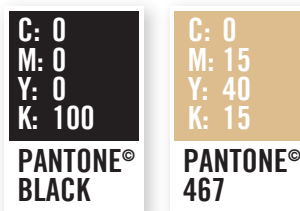
Only specified colours should be used. The logo must never be reproduced in any other colour.

PANTONE

When available the specified PANTONE colours should be used.

FOUR-COLOUR

If the PANTONE colour is not available then the specified four-colour usage is acceptable.



UK GI Logo Usage

PREFERRED USAGE – VERSION 1

Version one should be used whenever possible.

ALTERNATE USAGE – VERSION 2

In cases where the logo is placed upon a dark background then version two should be used to distinguish the mark from that background.

ALTERNATE USAGE – VERSION 3

Producers will be able to use the logo in black and white. Black on a white background and never reverse out of a dark background.



Version 1

For use when placed on a light and/or clear background



Version 2

For use when **not** placed on a light background



Version 3

Positive mono version where colour is unavailable



Protected Geographic Indication (PGI)

The EU regulation No 1151/2012 states that the use on pack of the PGI logo became compulsory for eligible products on 4 January 2016. Where the **Scotch Beef** and **Scotch Lamb** logos (or terms **Scotch Beef** and **Scotch Lamb**) are used, the EU PGI logo can continue to appear alongside the UK GI logo.

PGI Colours

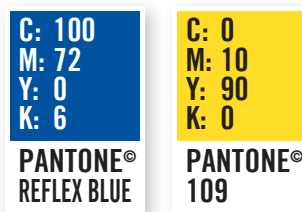
Only specified colours should be used.
The logo must never be reproduced in any other colour.

PANTONE

When available the specified PANTONE colours should be used.

FOUR-COLOUR

If the PANTONE colour is not available then the specified four-colour usage is acceptable.



PGI Logo Usage

PREFERRED USAGE – VERSION 1

Version one should be used whenever possible.

ALTERNATE USAGE – VERSION 2

Version two contains a white keyline around the logo. In cases where the logo is placed upon a dark background then version two should be used to distinguish the mark from that background.



Version 1

For use when placed on a light and/or clear background



Version 2

For use when **not** placed on a light background

Scotch Beef UK GI and Scotch Lamb UK GI

The logos shown are the official QMS logos for **Scotch Beef** and **Scotch Lamb**.

Only specified PANTONE® colours or CMYK values should be used. The **Scotch Beef** and **Scotch Lamb** brands must never be reproduced in any other colour.

PANTONE

When available the preferred use of colour is the specified colours: PANTONE 300.

FOUR-COLOUR

If the PANTONE colour is not available then the specified four-colour use is acceptable.

C: 100 M: 56 Y: 0 K: 3 PANTONE® 300	C: 0 M: 0 Y: 0 K: 100 PANTONE® BLACK	C: 0 M: 15 Y: 40 K: 15 PANTONE® 467
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Version 1

For use when placed on a light and/or clear background



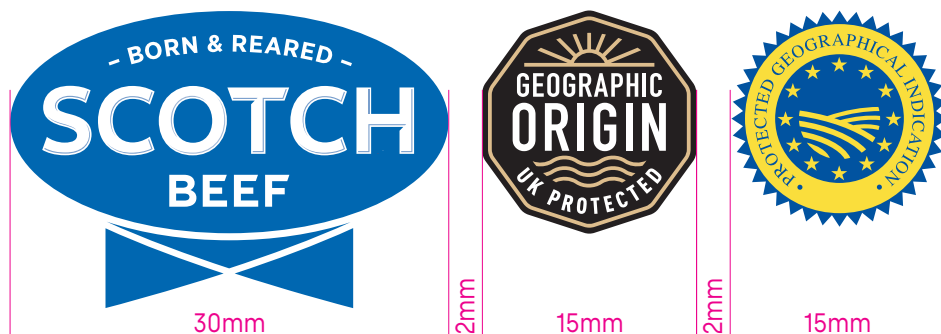
Version 2

For use when **not** placed on a light background



For **Specially Selected Pork** guidelines see **page 23**.

HORIZONTAL PLACEMENT



VERTICAL PLACEMENT



UK GI / EU PGI Positioning

The **UK GI** and **PGI** logos should always be positioned to the right of the **Scotch Beef** or **Scotch Lamb** logo or below when placed vertically as shown.

These sizes shown here are the recommended minimum sizes to be used. There is no maximum size.

SIZE USAGE

The recommended minimum size of **Scotch Beef**, **Scotch Lamb** is **30mm** at the widest part of the oval. There is no maximum size of the logo.



UK GI MARQUE

The recommended minimum size of **UK GI** logo is **15mm** wide.

CLEAR SPACE / EXCLUSION ZONE

For print application, the exclusion area is equivalent to the full height of the **Scotch Beef** 'S' character.

This area must always be kept clear.



Instructions for using "Made With"

Guidance for the labeling of foodstuffs using the UK Geographical Indication (UK GI) product as an ingredient is summarised as:

Only processed/manufactured/prepared products using 100% of their beef and/or lamb ingredients from **Scotch Beef** and/or **Scotch Lamb** can use the term and logos "**Made With Scotch Beef/Lamb**" on their front-of-pack names or description.

The descriptor **Scotch Beef** and/or **Scotch Lamb** must also be listed as an ingredient.

Please note that the "**Made With**" logo should be used where other ingredients have been added.

If the meat used in the preparation is not 100% **Scotch Beef** and/or **Scotch Lamb** it is not possible to use the terms, descriptors, logos **Scotch Beef/Lamb** on any parts of the pack including front-of-pack description.

It is illegal to use any descriptor(s), symbol(s) or term(s) which may mislead the consumer to believe the final product is **UK GI**. When in fact the **GI** only refers to the **Scotch Beef/Lamb** used in the product.

HORIZONTAL PLACEMENT



Minimum depth
25mm

VERTICAL PLACEMENT



Minimum depth
40mm

Scotch not Scottish or British

Where the **Scotch Beef** or **Scotch Lamb** logo or name is referenced on labels, the term Scottish/British Beef/Lamb or Beef/Lamb from Scotland/Britain must not appear on the same labels as the **Scotch Beef**, **Scotch Lamb** and **UK GI** logos.

Descriptions of geographical area or origin may appear in the form of text, graphics or symbols as long as they are not at risk of misleading the consumer as to the origin of the product.

To carry the Scottish red meat industry's premium brands **Scotch Beef** and **Scotch Lamb**, cattle and sheep must have been born, reared and slaughtered in Scotland and spent their entire life on QMS Scotch Assured holdings.

The inclusion of Scotch Beef or Scotch Lamb in the product description is a legal requirement.

UK GI and PGI Application

Descriptions of geographical area or origin may appear in the form of text, graphics or symbols as long as they are not at risk of misleading the consumer as to the origin of the product.

To carry the Scottish red meat industry's premium brands Scotch Beef and Scotch Lamb, cattle and sheep must have been born, reared and slaughtered in Scotland and spent their entire life on QMS Scotch Assured holdings.



UK GI Application
(destined for UK only)



PGI Application (destined for UK only)



[illegible]

NORTHFORK WHOLESALE, 12 SPOON WAY, SOUTH INDUSTRIAL ESTATE, GLASGOW, SCOTLAND UK, G3 456

Scotch Beef Striploins

NET WEIGHT: **XX.XXkg**

Tare: **XX.XXkg**

GB
1234

Product should be cooked to core temperature of 70°C for 2 minutes or equivalent



001122334455667788999988776655443322

10001

Kill Date **01/07/2024**

Pack Date **04/07/2024**

Use By **15/07/2024**

Run No **100001**

No Units **3**

Store between 1°C and 3°C

Species: Bovine

Origin: UK

Slaughtered in UK GB12345

Cut & Packed in UK GB12345

Time 14:00:00



UK GI Vacuum Pack Application



PGI Vacuum Pack Application





UK GI & PGI Vacuum Pack Application



Geographical representation or origin

These examples show some correct and incorrect usage of geographical representation. Geographical Indicators must be placed at least **50mm** from the **Scotch Beef** or **Scotch Lamb** logo.



Scotch/Specially Selected should never be used on its own.



Scotch Beef, Scotch Lamb and Specially Selected Pork cannot be described as Scottish.



The term "Scottish" must not be used on Scotch Beef and Scotch Lamb packaging.



Brand colour

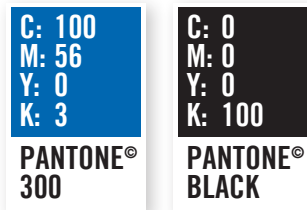
Only specified PANTONE® colours or CMYK values should be used. The **Specially Selected Pork** brand must never be reproduced in any other colour.

PANTONE

When available the preferred use of colour is the specified colour PANTONE 300.

FOUR-COLOUR

If the PANTONE colour is not available then the specified four-colour use is acceptable.



Use of Approved by Scottish SPCA logo



The logo **Specially Selected Pork** Approved by Scottish SPCA can only be used where the product is derived from pigs that were born, reared and slaughtered in Scotland, produced by

members of the QMS Pigs Assurance Scheme and must have been slaughtered in a processing plant that is a member of the QMS Processor Assurance scheme.

The **Specially Selected Pork** and Approved by Scottish SPCA logo cannot be separated.

SIZE USAGE

The recommended minimum size of **Specially Selected Pork** is 25mm deep.

For use when placed on a light background



Minimum depth
25mm



For use when **not** placed on a light background, a 0.5pt keyline should be applied.



For use when included as an ingredient.



Minimum depth
30mm



The descriptor **Specially Selected Pork** must also be listed as an ingredient. Please note that the "Made With" logo should be used where other ingredients have been added.



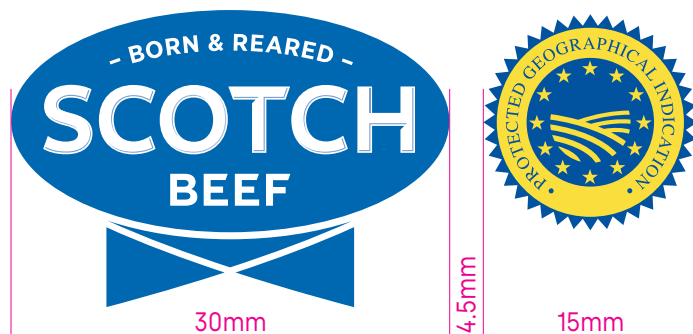
Processor and wholesaler packaging for export destinations should use the **Scotch Beef** or **Scotch Lamb** logos as well as the **EU PGI** logos.

The **EU PGI** logos should always be positioned to the right of the **Scotch Beef** or **Scotch Lamb** logo or below as indicated.

VERTICAL PLACEMENT



HORIZONTAL PLACEMENT





Right to use QMS logos and descriptors

Processors and wholesalers must apply to use QMS logos and descriptors. A formal application must be made to QMS. This application concerns the right to use the QMS logos and descriptors on packaging and general trade packaging **only**.

Approved users should seek express agreement from QMS to use the QMS logos and descriptors on any marketing materials such as point of sale, leaflets, website, vehicle, shop-front and advertisements. In this last case approval will be given on a case by case basis.

To use any of QMS' logos or descriptors you must first be a member of our QMS Assured Processor Scheme or Brands Licensing Scheme and email info@qmScotland.co.uk with the following details:

- Which logo(s) you would like to use.
- Where you will be using the logo(s).
- Who supplies you with product (processor/abattoir).
- Your contact details.

QMS will issue a new Brands Licencing Scheme application annually to track any potential changes to supply provision.

The agreement to use QMS logos or descriptors will be automatically renewed on condition that your supply situation has not changed. It is the duty of the logo user to inform QMS in writing or by email of any changes to their supply situation.

The logos remain the exclusive intellectual property of QMS. In the event of misuse of the logos or change of supply situation, QMS can terminate the authorisation to use the QMS logo(s). If the supply situation changes in a manner incompatible with these guidelines, and the company using these logos omits to inform QMS, the right to use the QMS logo(s) is automatically cancelled. The logo user must then remove these logos from display not later than 24 hours from the time of notification by email unless otherwise agreed with QMS.

For further information contact the Business Development Department of Quality Meat Scotland.

Quality Meat Scotland (QMS)

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UK

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For recipes & inspiration visit:
makeitscotch.com

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