

Retail Packaging Guidelines

Born and Reared in Scotland – this is the Scotch Difference

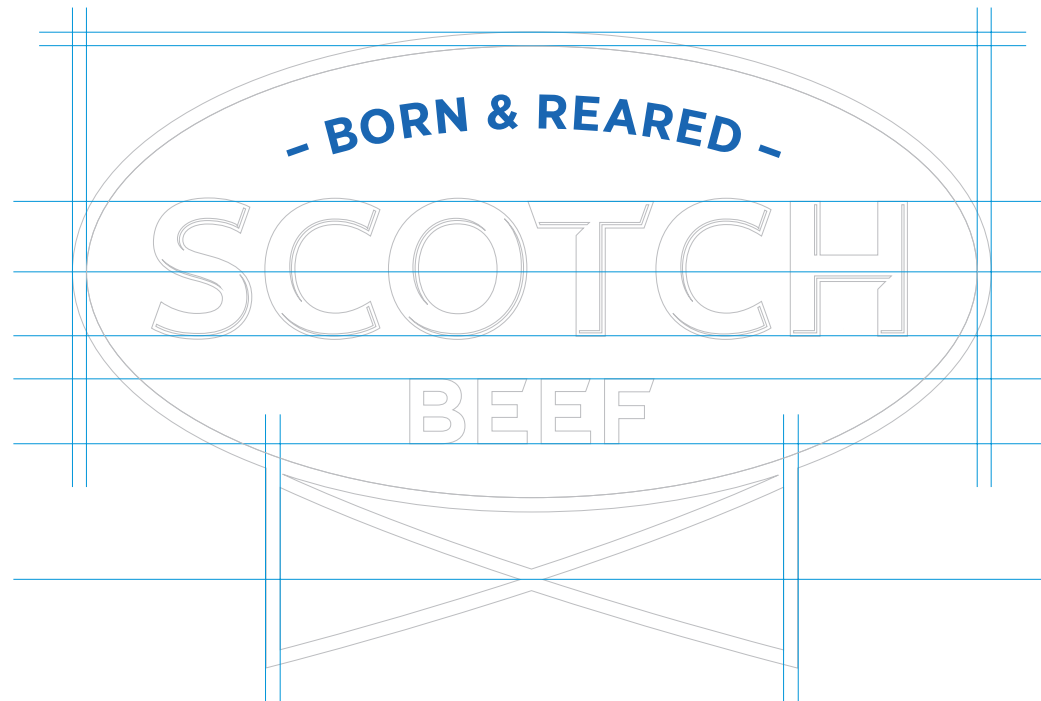


Guidelines for the use of brand marques and other branding elements within the Quality Meat Scotland portfolio.

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MARKETS ARE EVOLVING.
CONSUMERS ARE EVOLVING.
WE NEED TO EVOLVE.

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.

Brand Integrity

These guidelines catalogue the key visual elements of the Scotch Beef, Scotch Lamb and Prime Scottish 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.

These guidelines are effective from **March 2026** 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 **Prime Scottish Pork** (and variants) logos and descriptors.
5. If used as an ingredient the logos or descriptors: **Scotch Beef, Scotch Lamb** and **Prime Scottish 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 “QMS consumer logos” refers to the **Scotch Beef UK GI**, **Scotch Lamb UK GI**, and **Prime Scottish Pork** logos and their derived versions using the descriptor “**Made With**”.



Scotch Beef UK GI

The product is derived from cattle born, reared throughout their lives, slaughtered and dressed in the designated geographical area (Scotland).

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



Scotch Lamb UK GI

The product is derived from lambs born, reared throughout their lives, slaughtered and dressed in the designated geographical area (Scotland).



Prime Scottish Pork

To carry the **Prime Scottish 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 **Prime Scottish Pork**.

For **Prime Scottish Pork** guidelines see **page 24**.

We are currently in a transition period to the UK GI Scheme from the EU PGI Scheme.

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

This retail packaging guideline shows the options available to retailers/processors for inclusion of the logo on retail packaging:

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 34 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.

UK GI Colours

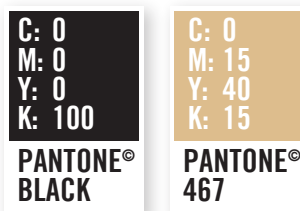
Only specified colours should be used. The logo must never be reproduced in any other colour.

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

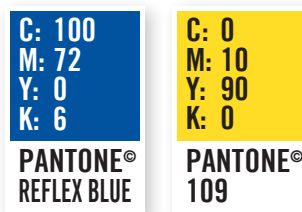
Only specified colours should be used. The logo must never be reproduced in any other colour.

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 consumer logos for **Scotch Beef** and **Scotch Lamb**.

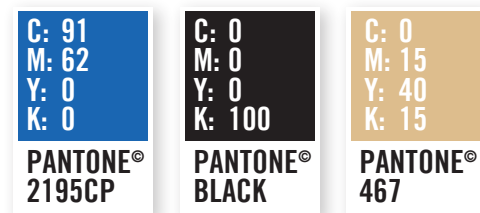
Only specified PANTONE® colours or CMYK values should be used. The **Scotch Beef** and **Scotch Lamb** brands must never be reproduced in any other colour.

PANTONE

When available the preferred use of colour is the specified colours: PANTONE 2195CP.

FOUR-COLOUR

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



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 **Prime Scottish Pork** guidelines see **page 24**.

HORIZONTAL PLACEMENT



VERTICAL PLACEMENT



UK GI 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.

SIZE USAGE

The recommended minimum size of **Scotch Beef**, **Scotch Lamb** is **30mm** at the widest part of the oval.



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.





WHEN A LABEL IS 70MM X 50MM OR SMALLER
The minimum size for the UK GI logo should be 10mm.



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



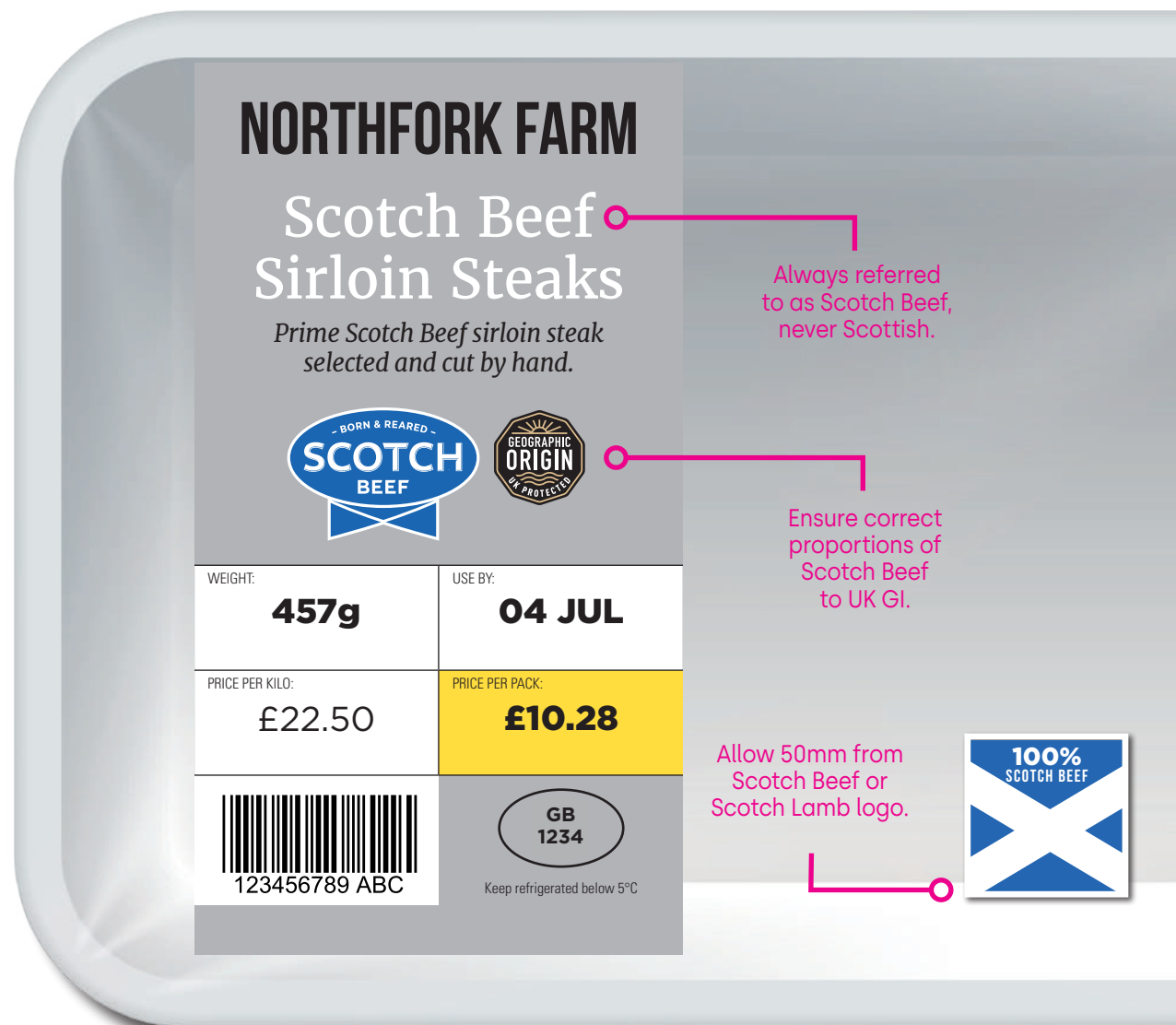
Scotch not Scottish or British

Where the **Scotch Beef** or **Scotch Lamb** logo or name is referenced on packaging, the term Scottish/British Beef/Lamb or Beef/Lamb from Scotland/Britain must not appear on the same packaging 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 conform to UK GI standards

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

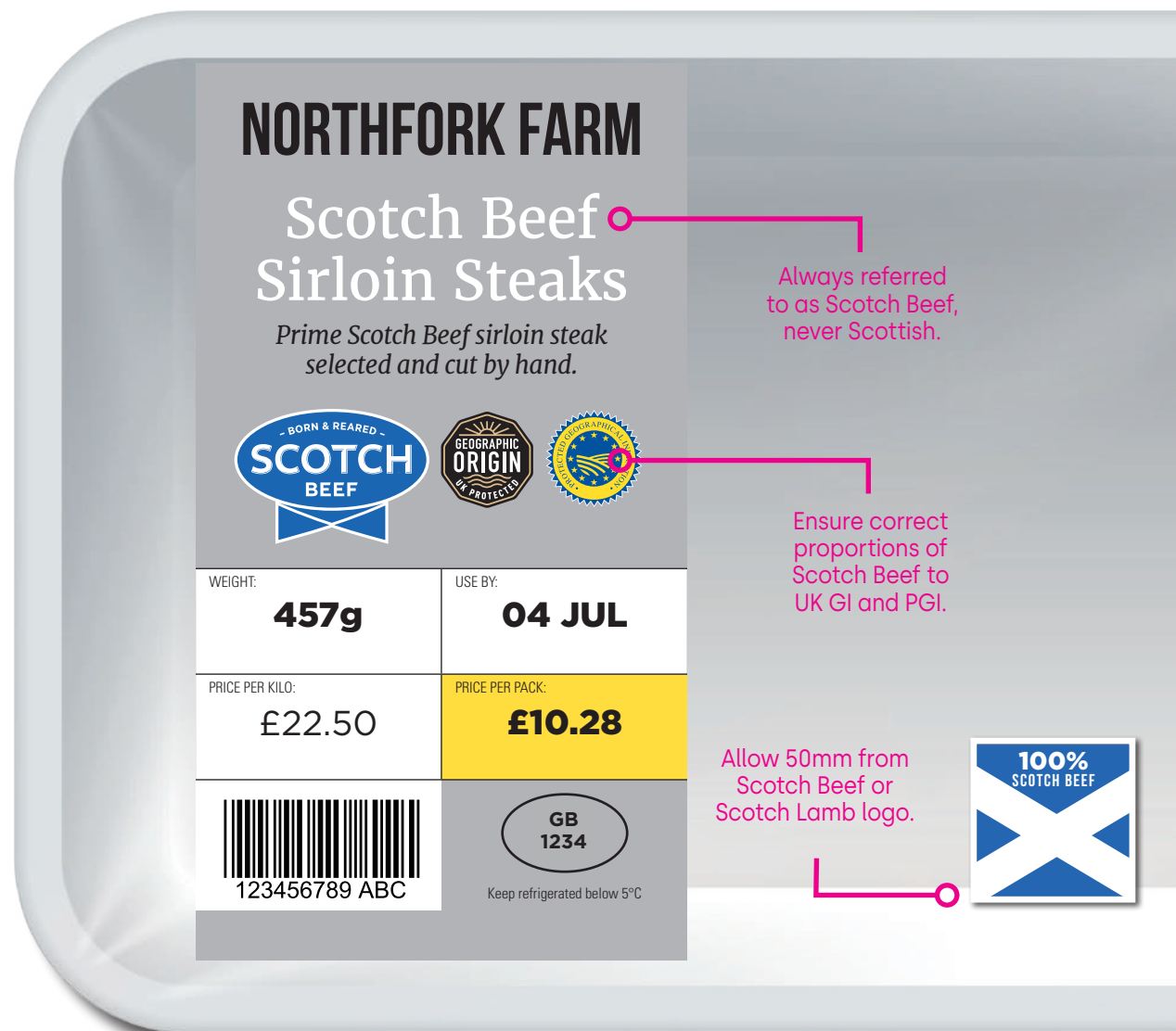




UK GI and PGI Application

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 conform to UK GI standards.





Non Compliance Examples

The most common issues when applying the **Scotch Beef/Scotch Lamb** and **UK GI** logos as well as a geographical area symbol are to do with proportion, proximity and incorrect description.

Northfork Farm

Scottish Lamb Chops

Prime Scotch Lamb from selected assured farms.

SCOTCH LAMB (BORN & REARED)

GEOGRAPHIC ORIGIN (UK PROTECTED)

100% Scotch

WEIGHT: 457g

USE BY: 04 JUL

PRICE PER KILO: £22.50

PRICE PER PACK: £10.28

GB 1234

Keep refrigerated below 5°C

123456789 ABC

Incorrect use of Scottish, should be Scotch Lamb.

Incorrect proportion: UK PG logo larger than Scotch Lamb logo.

Proximity of Scottish flag too close to Scotch Lamb logo.

Incorrect use of Scotch. It should always be Scotch Lamb.

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/Prime should never be used on its own.



Scotch Beef and Scotch Lamb cannot be described as Scottish. Prime Scottish Pork cannot be described solely as Scottish.



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



Using Scotch and breed logos

When the **Scotch Beef** or **Scotch Lamb** logo or descriptor is being used alongside any additional logo or descriptor relating to a specific breed, these cannot be placed between the **Scotch Beef**, **Scotch Lamb** and **UK GI** logo or descriptors.

Scotch Beef and **Scotch Lamb** is not breed specific and covers cattle and sheep born, reared and slaughtered in Scotland and conform to UK GI standards.

Care must be taken to ensure enough space is afforded between any breed logo or descriptor and the **UK GI** logo to ensure it is clear that the **UK GI** accreditation only refers to **Scotch Beef** or **Scotch Lamb**.

QMS can take no responsibility for ensuring that the product packaging adheres to other breed standard guidelines.



Scotch should never be used on its own – should be Scotch Beef.



Incorrect use of Scotch.
It should always be
Scotch Beef.

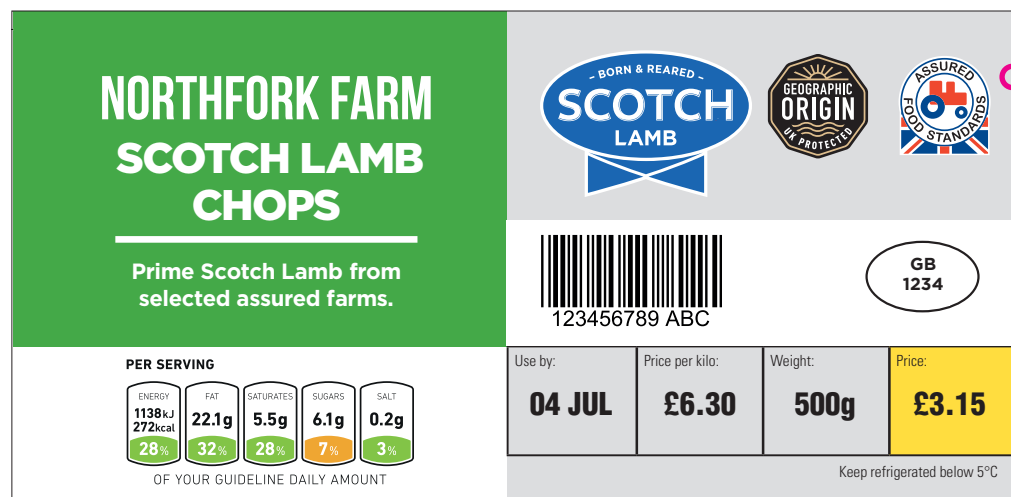
Using Scotch and other assurance schemes

When the **Scotch Beef** or **Scotch Lamb** logos or descriptors are being used alongside any additional logos or descriptors relating to other assurance schemes, these cannot be placed between the **Scotch Beef**, **Scotch Lamb** and **UK GI** logos or descriptors.

Scotch Beef and **Scotch Lamb** logos represent cattle and sheep born, reared and slaughtered in Scotland and conform to UK GI standards.

Care must be taken to ensure enough space is afforded between any other assurance logo or descriptor and the **UK GI** logo to ensure it is clear that the **UK GI** accreditation only refers to **Scotch Beef** or **Scotch Lamb**.

QMS can take no responsibility for ensuring that the products adhere to other scheme guidelines.



Place other assurance scheme logos to the right hand side or below the Scotch Beef or Lamb logo.





Use of "Made With"

"Made With" to be used in white to ensure stand-out.



Use of "Made With"



If placed on clear film "Made With" to be used in white with a drop shadow to ensure stand-out.



Use of 'mono' logos

Mono logos can only be used when the entire label being printed is in black and white, if another colour appears on pack, then the coloured versions of the logos and UK GI must be used.

Ensure correct sizes.

NORTHFORK FARM
SCOTCH BEEF
SIRLOIN STEAK

BORN & REARED

SCOTCH

BEEF

GEOGRAPHIC
ORIGIN

UK PROTECTED

30mm 15mm

Use by:	Price per kilo:	Weight:	Price:
04 JUL	£6.30	500g	£3.15

GB
1234

Keep refrigerated below 5°C

NORTHFORK FARM

123456789 ABC

BORN & REARED

SCOTCH

LAMB

GEOGRAPHIC
ORIGIN

UK PROTECTED

SCOTCH LAMB
CHOPS

Use by:	Price per kilo:	Weight:	Price:
04 JUL	£6.30	500g	£3.15

GB
1234

Keep refrigerated below 5°C

Brand colour

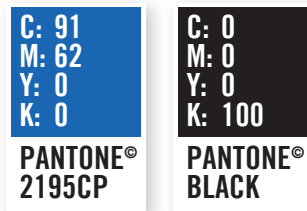
Only specified PANTONE® colours or CMYK values should be used. The **Prime Scottish Pork** brand must never be reproduced in any other colour.

PANTONE

When available the preferred use of colour is the specified colour PANTONE 2195CP.

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 **Prime Scottish 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 **Prime Scottish Pork** and Approved by Scottish SPCA logo cannot be separated.

SIZE USAGE

The recommended minimum size of **Prime Scottish Pork** is 15mm deep.

For use when placed on a light background



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



For use when included as an ingredient.



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

In certain circumstances, when a label is **70mm x 50mm** or smaller, the Prime Scottish Pork logo can be used at **10mm**.



Use of Prime Scottish Pork descriptor and logo

When using a descriptor on pack, there is the option to either use the brand name of **Prime Scottish Pork** (recommended), or shorten the description to **Scottish Pork**.

The Scottish SPCA logo element should always sit below the Prime Scottish Pork logo element and should never be separated.

Example of how the shortened product descriptor can be used alongside the Prime Scottish Pork branding.



Prime Scottish Pork and SPCA logos should never be separated.



The only descriptors permitted are Prime Scottish Pork and Scottish Pork.

Use of Prime Scottish Pork descriptor and logo for processed products such as cold hams

When working with processed products such as ham, the permitted product descriptors are Prime Scottish Pork and Scottish Pork. The Scottish SPCA logo element should always sit below the Prime Scottish Pork logo element and should never be separated.



Incorrect use of brand name/
descriptor.



Incorrect use of logo, the Prime Scottish Pork and Scottish SPCA elements should never be separated.

The only descriptors permitted are Prime Scottish Pork and Scottish Pork.



Geographical indication of origin

Where the **Prime Scottish Pork** logo or descriptor is referenced on packaging, care should be taken not to use additional terms of origin in a potentially confusing way on the same packaging.

Please note Scottish/British pork may not hold the same assurance status as **Prime Scottish Pork**.

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 assured status or origin of the product.

To carry the Scottish red meat industry's premium **Prime Scottish Pork** brand, pigs must have been born, reared and slaughtered in Scotland and spent their entire life on QMS Scotch Assured holdings.



Prime Scottish Pork and breed

When the **Prime Scottish Pork** logo or descriptor is being used alongside any additional logos or descriptors relating to a specific breed, these cannot be placed between **Prime Scottish Pork**.

Prime Scottish Pork is not breed specific covering pigs born, reared and slaughtered under the QMS Assurance Schemes.

Care must be taken to ensure enough space is given between any breed logo or descriptor and the **Prime Scottish Pork** logo to ensure it is clear that the accreditation only refers to **Prime Scottish Pork**.

QMS can take no responsibility for ensuring that the product packaging adheres to other breed standard guidelines.



Incorrect use of
Prime Scottish Pork – should not be split
and incorporated with breed name.

Using Prime Scottish Pork and other assurance schemes

When the **Prime Scottish Pork** logos or descriptor is being used alongside any additional logos or descriptors relating to other assurance schemes, these cannot be placed between the **Prime Scottish Pork** logos or descriptors.

Prime Scottish Pork logos represent pigs born, reared and slaughtered under the QMS Assurance Schemes.

Care must be taken to ensure enough space is afforded between any other assurance logo or descriptor and the **Prime Scottish Pork** logo.

QMS can take no responsibility for ensuring that the products adhere to other scheme guidelines.



Place other assurance scheme logos to the right hand side or below the Prime Scottish Pork logo.





Use of "Made With"

Only processed/manufactured/prepared products using 100% of their pork ingredients from **Prime Scottish Pork** can use the term and logos "**Made With Prime Scottish Pork**" on their front-of-pack names or description.

The descriptor **Prime Scottish Pork** 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% **Prime Scottish Pork** it is not possible to use the terms, descriptors, logos **Prime Scottish Pork** on any parts of the pack including front-of-pack description.

The font used in the "**Made With**" logotype is **Trajan Pro Bold**.





Use of "Made With"

If placed on clear film "Made With" to be used in white with a drop shadow to ensure stand-out.





Use of 'mono' logos

Mono logos can only be used when the entire label being printed is in black and white, if another colour appears on pack, then the coloured versions of the logo must be used.



Ensure correct sizes.

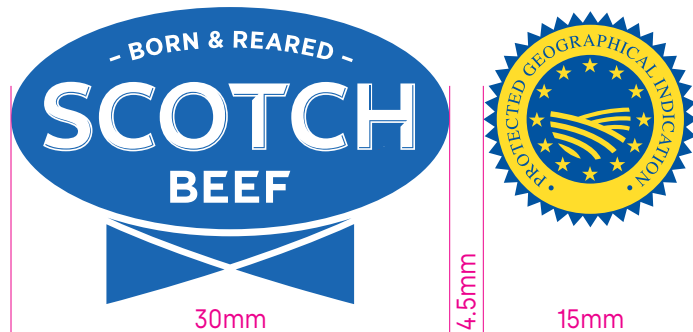
Wholesale and retail packaging for export destinations should use the new **Scotch Beef** or **Scotch Lamb** logos as well as the **EU PGI** logos.

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 consumer logos and descriptors

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

Approved users should seek express agreement from QMS to use the QMS consumer 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' consumer logos or descriptors you must 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 consumer 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 consumer 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 consumer 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 Market Development Department of Quality Meat Scotland.

Quality Meat Scotland (QMS)

4 Redheughs Rigg,
Westpoint, South Gyle,
Edinburgh,
EH12 9DQ

info@qmScotland.co.uk



For recipes & inspiration visit:
makeitscotch.com

Quality Meat Scotland
4 Redheughs Rigg,
Westpoint,
South Gyle,
Edinburgh,
EH12 9DQ

T: 0131 510 7920
E: info@qmscotland.co.uk
www.qmscotland.co.uk

