



LOGO USE

GUIDELINES



THE FRAMEWORK

The Certified Sustainable Beef Framework, known as CRSB Certified, is a 3rd party audited outcome-based certification program that provides credible assurances for the production, processing and sourcing of beef through certified supply chains in Canada.

Its standards serve as a checklist to recognize best practices across the nation to build consumer confidence in the sustainability of Canadian beef, backed by credible, science-based claims.

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Formed in 2014, founding members of the CRSB had a vision of creating a collaborative space to make continual progress in the sustainability of beef production in Canada, rooted in science, with contribution from all aspects of the supply chain and beyond.

All our work is centered around the five guiding principles of beef sustainability that support our definition of sustainable beef.



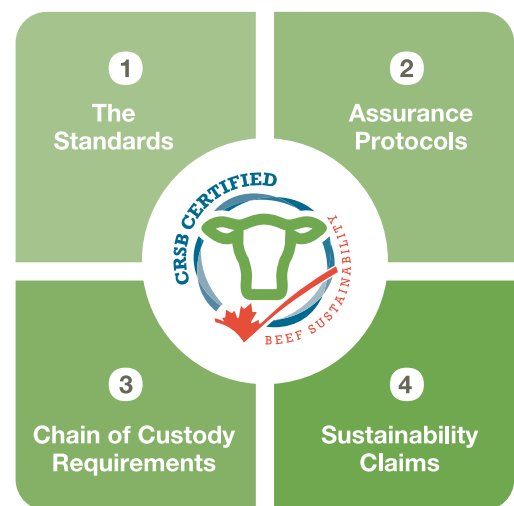
ABOUT THE PROGRAM

Built around outcome-based standards aligned with the five principles of beef sustainability, the assurance program consists of four core components: Standards for beef production and processing, Assurance Protocols which outline the rules for certification, Chain of Custody Requirements, for tracking cattle and beef through the supply chain, and CRSB Claims.

The program verifies achievement of indicators across all areas of beef sustainability through a third party audited process.

The CRSB Certified logo represents beef that has been certified to these sustainability standards. It shows support for all aspects of sustainability, the importance of continuous improvement, and all the people involved in bringing sustainable beef to Canadian families.

CRSB Certified Program Core Components



PROGRAM PARTICIPANTS

The CRSB Certified program links all participants in the beef supply chain from gate to plate – from beef farmers and ranchers to processing facilities, and the distributors, retailers and restaurants that serve CRSB Certified beef.

CRSB CERTIFICATION MARK USE

The CRSB Certified logo is a Certification Mark that represents the CRSB Certified program. It can be used by CRSB Certified production and processing operations to promote their certification status, by other select program participants, and to label and advertise CRSB Certified beef products sourced through a segregated supply chain.

A separate Mass Balance Certification Mark is for product-related claims sourced through a mass balance supply chain, and must be used when making CRSB Claims with the mass balance system.

The CRSB Communications, Claims and Labeling Manual outlines all details related to logo use with the program; all use of CRSB Certified logos and/or CRSB Claims must following the requirements outlines in that manual.



Certification



Sourcing



Consumer Trust

LOGO FORMATS



The CRSB Certified logos are trademarks of the CRSB program, and the registered trademarks “Canadian Roundtable for Sustainable Beef” and “CRSB”, are the organizational brand marks of the CRSB.

CRSB Certified™ is a Certification Mark which, in Canada, is a specific type of trademark that can be licensed to individuals or companies for the purpose of showing that certain goods or services meet a defined standard. A certification mark serves a different purpose than an ordinary trademark; it distinguishes goods or services which adhere to a specified standard from those that do not meet that standard.¹

The CRSB Certified™ Certification Marks are protected by trademark, with application for registration pending approval by the Canadian Trademarks Office.



¹ Canadian Intellectual Property Office: Government of Canada. <https://ised-isde.canada.ca/site/canadian-intellectual-property-office/en/corporate-information/canadian-ip-voices-podcast-case-studies-and-blog/stamped-excellence-power-certification-marks>

CERTIFICATION MARK

The full colour primary logo is the preferred format and should be used whenever possible.

Reverse or knockout image may be used when required for visibility; it should only be used when other trademarks or logos are also displayed in reverse on a dark or coloured background.

Black-on-white version may be used only when black and white printing is required.

Full Colour

English



French



Knockout

English



French



Monochrome

English



French



MASS BALANCE CERTIFICATION MARK

Full Colour

English



French



Bilingual



Knockout

English



French



Bilingual



Monochrome

English



French



Bilingual



CRSB CERTIFIED MARKS AND CLAIMS DISPLAY SPECIFICATIONS

The CRSB Marks shall be used in such a way to protect the integrity of the CRSB Certified brand. The CRSB Marks shall stand on their own, not competing with other text, graphics, logos or certification marks. They shall never be placed in a position that may cause confusion with another brand, business, program or in any way implies endorsement of initiatives or programs not affiliated with the CRSB. Specifically, the CRSB Marks shall not be placed in close proximity with other brands/program/method of production claims or logos that could be easily confused or bring the CRSB brand into disrepute.

Clear Space

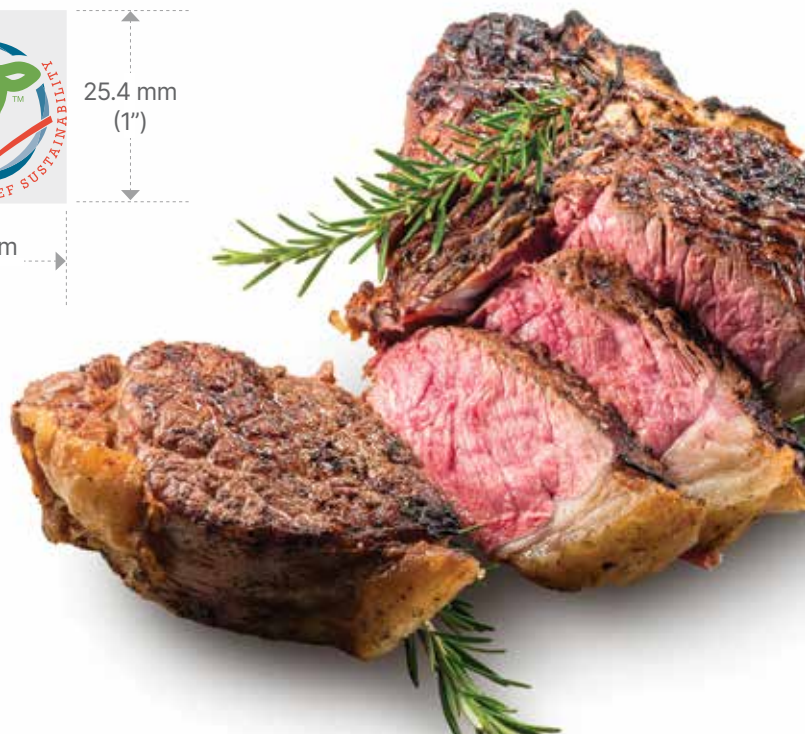
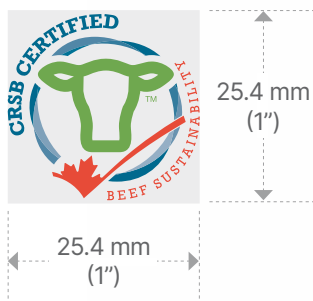
To ensure maximum visibility and prominence, there should be clear space surrounding the logo at 20% the width of the logo on all sides.



Marketing and Minimum Size Requirements

In marketing materials, the size of any CRSB Mark should be proportional to the size of the materials to ensure visibility.

When a CRSB Mark is used on product packaging, the size of the CRSB Mark should be at least 25.4 mm (1") in height and should be smaller and less dominant than the primary product brand, logo or business name to prevent the understanding that the CRSB is selling a product or service.



Claims Display Specifications

The text size of the CRSB Claim statement accompanying any CRSB Mark must be a minimum of 1.59 mm (1/16"), or as required for the package size as per the Canada Food and Drug Act and Regulations, or any other applicable labelling requirements.

To ensure that the meaning of the CRSB Marks are clear, CRSB Claim statements shall be placed directly adjacent, above or below CRSB Marks, with no intervening written or graphic material. Alternative placement may be considered, upon request to CRSB. A CRSB Claim shall always be accompanied by "crsbcertified.ca".

The CRSB Communications, Claims and Labelling Manual outlines the definitive requirements for use of CRSB Certified Marks and CRSB Claims.

See example below.





INCORRECT LOGO USE

The CRSB logo should not be adjusted or edited in any way. Here are some examples of what not to do.

1. Do not change the colours of the logo.
2. Do not stretch the logo.
3. Do not rotate the logo.
4. Do not place the logo on top of an image with poor contrast and readability.
5. Do not add any additional design elements to the logo.
6. Do not place elements in the logo clear space.
7. Do not adjust the placement of any logo elements.
8. Do not adjust the size of any logo elements.
9. Do not use a low quality version of the logo.
10. Do not remove any elements from the logo.
11. Do not use the knockout version of the logo on a light background.
12. Do not use the black and white version of the logo in colour printing.
13. Do not use logo without correct claim statement accompanying it.



Our beef is sustainable.
OR
Certified Sustainable Beef.

COLOUR PALETTE

The CRSB's Certified primary colour palette was selected to represent aspects of sustainability and sustainable beef production. The primary brand colours, dark blue and green, depict the conservation of the land and water. As a secondary colour, red points to the Canadian identity.

Primary Colours

BLUE

CMYK 100, 51, 29, 6
RGB 41, 105, 140
HEX #23698C
Pantone 7706C

Secondary Colour

DARK GREEN

CMYK 77, 10, 82, 65
RGB 63, 87, 48
HEX #2D5130
Pantone 7734C

RED

CMYK 4, 86, 85, 0
RGB 224, 78, 47
HEX #E04E39
Pantone 7417C

GREEN

CMYK 62, 14, 91, 1
RGB 130, 167, 86
HEX #83A757
Pantone 7489C

Tertiary Colour

GREY

CMYK 0, 0, 0, 75
RGB 99, 100, 102
HEX #636466

Grey should only be used for treatment of body copy.

Tints and Shades

90%	80%	60%	40%	20%
90%	80%	60%	40%	20%
90%	80%	60%	40%	20%
90%	80%	60%	40%	20%

Blue

90%, 80%, 60%, 40%, 20%

Green

90%, 80%, 60%, 40%, 20%

Dark Green

90%, 80%, 60%, 40%, 20%

Red

90%, 80%, 60%, 40%, 20%

GET THE FONTS

Purchase Rockwell

<https://www.myfonts.com/collections/rockwell-font-monotype-imaging>

Download Inter

Partial set (no italics) at Google Fonts <https://fonts.google.com/specimen/Inter>

Full set (with italics) at Typewolf <https://www.typewolf.com/inter>

ROCKWELL

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

REGULAR

abcdefghijklmnopqrstuvwxyz

abcdefghijklmnopqrstuvwxyz

INTER

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz



GRAPHIC ELEMENTS

The CRSB Certified program is just one of the core workstreams of the Canadian Roundtable for Sustainable Beef (CRSB). To differentiate the program from the CRSB organization, complementary yet individual graphic elements have been developed to clearly identify the program.

Photo Treatment

Photo framed with rounded corners



Close-cut Farmers

Farmers layered with other graphic elements.



Large Photo Backgrounds

Layered shapes that frame pages and content with a duotone filter

Rolling Hills

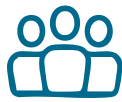
Commonly used at the base of content area

ICONOGRAPHY

The CRSB's definition of beef sustainability is guided by five core principles, represented by these icons.



**NATURAL
RESOURCES**



**PEOPLE &
THE COMMUNITY**



**ANIMAL HEALTH
& WELFARE**



FOOD



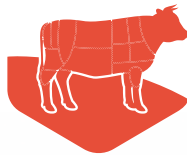
**EFFICIENCY
& INNOVATION**

The CRSB Certified program connects the whole beef value chain. The following set of icons are used to represent the core program participants and aspects of the program.

Producers



Processors



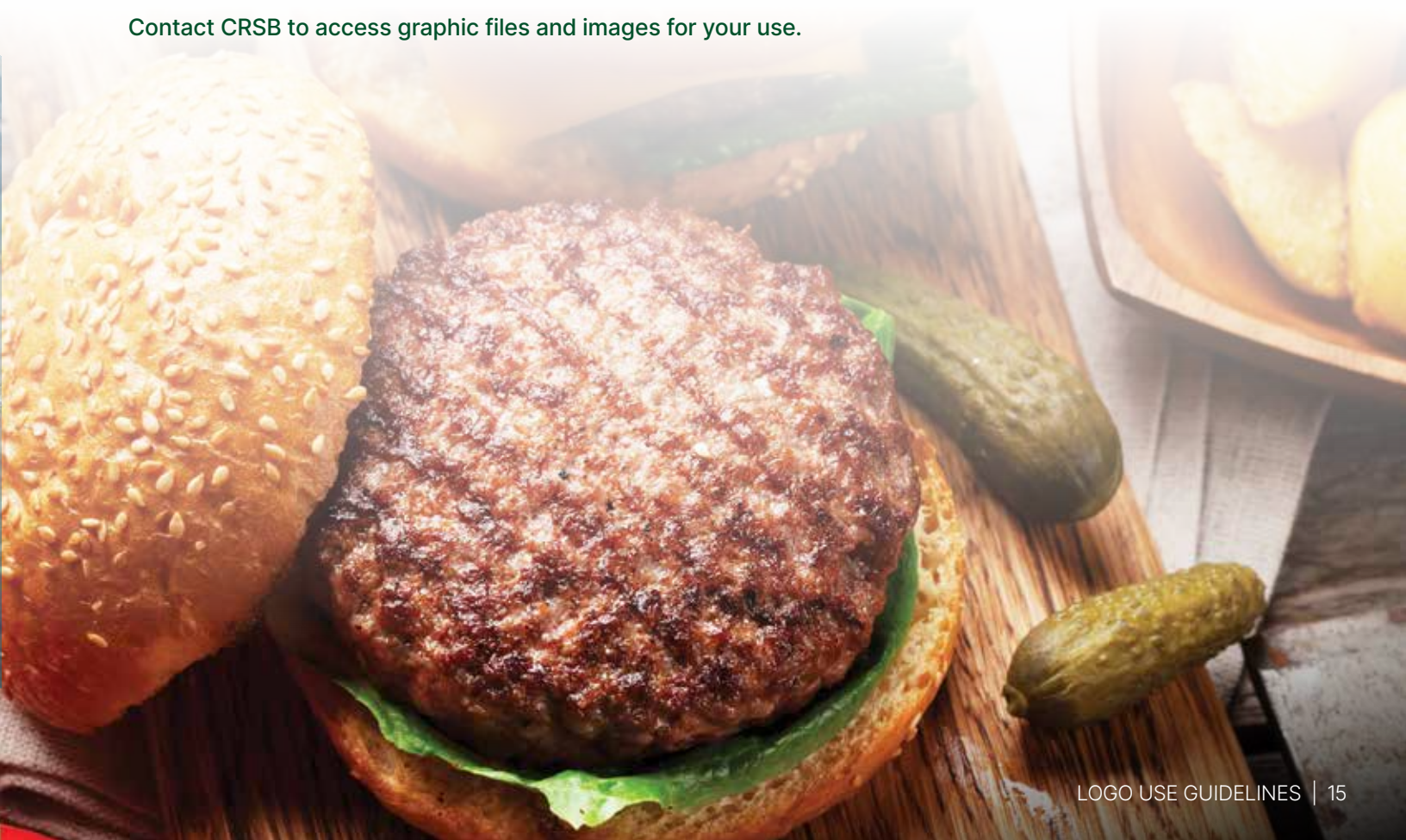
Sourcing



Consumers



Contact CRSB to access graphic files and images for your use.





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X @CRSB_Beef f /CRSBbeef

@CRSB_beef y /CRSBbeef

in Canadian Roundtable for Sustainable Beef



We acknowledge the [financial] support of the government of Canada through the Sustainable Canadian Agricultural partnership, a federal-provincial-territorial initiative.