Promoting your BSI Catering Food Safety Certification.

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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...
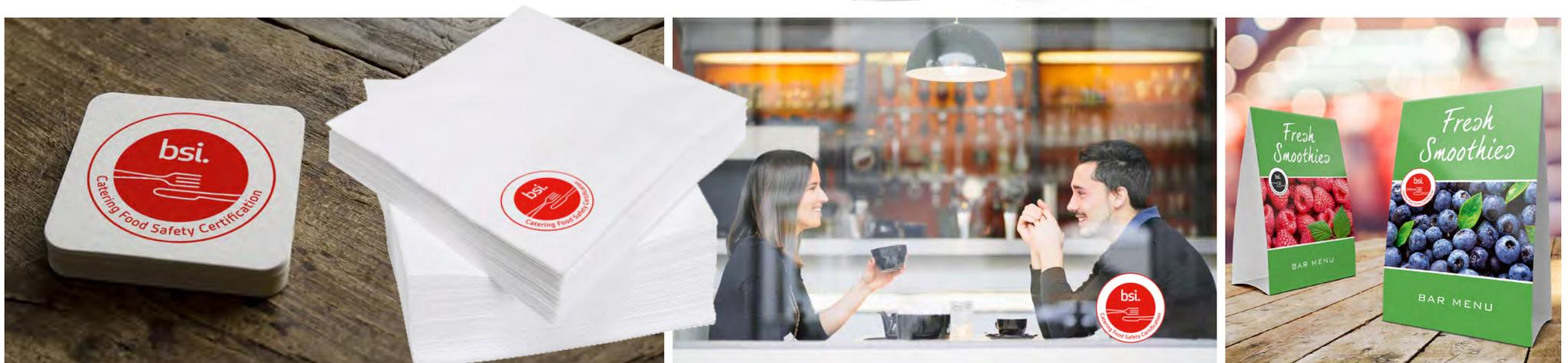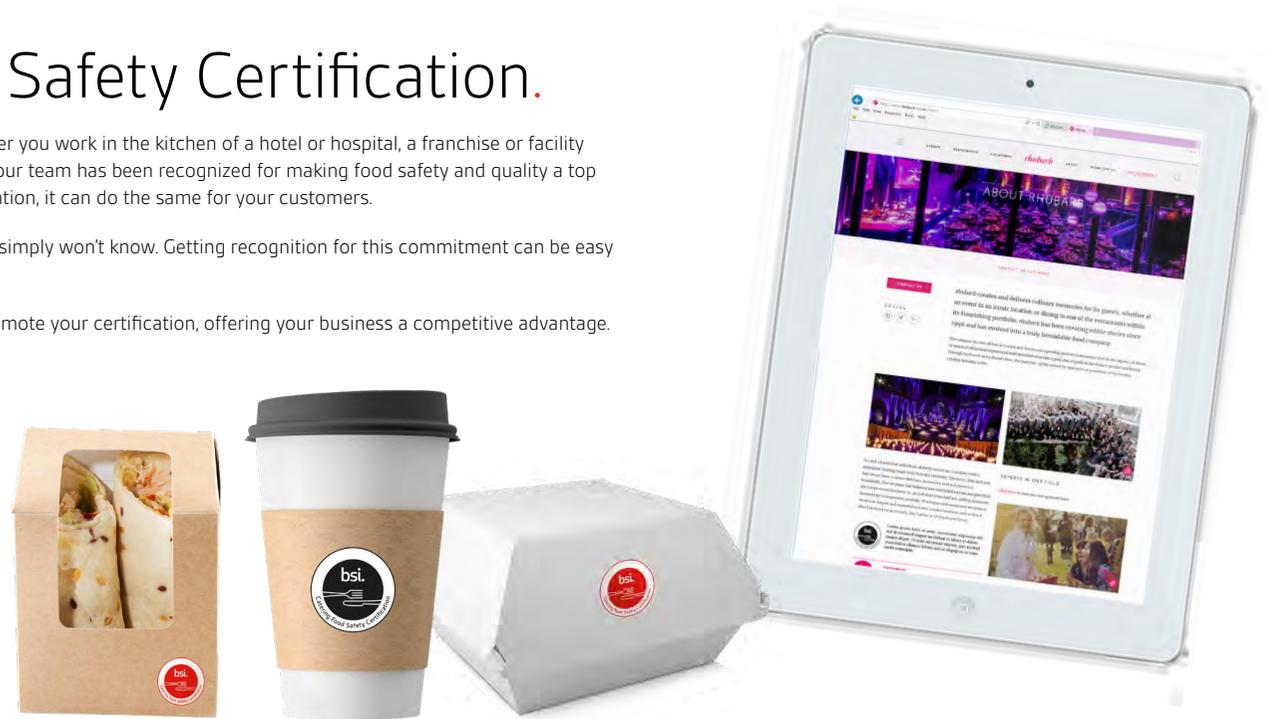
BSI Catering Food Safety Certification mark guidelines.

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

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	BSI Red	BSI Red
CMYK 0 0 0 0	Pantone® 485 C	Pantone® 485 C
RGB 255 255 255	CMYK 0 95 100 0	CMYK 0 95 100 0
Hex FFFFFF	RGB 255 43 31	RGB 255 43 31
RAL 9010	Hex FF2B1F	Hex FF2B1F
	RAL 3024	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

Not enough contrast between background and 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 your 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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