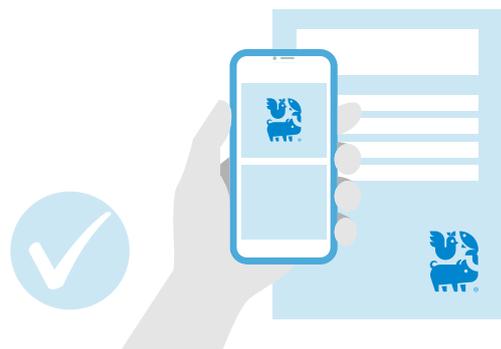


Brand Approvals Process



Only companies with a Trademark Licensing Agreement with RSPCA Australia may use the RSPCA Certified brand.

All use of the RSPCA Certified brand including logo and reference in text **must be approved by the RSPCA Certified marketing team before use.** This includes, but is not limited to, product artwork, and all marketing materials such as in-store signage, advertising, websites, social media posts, and packaging.



All brand approval requests are to be sent to: rspcacertified@rspca.org.au

Our team aims to respond to all approval requests within five business days.

If your company is planning a product launch, campaign or other marketing activity where it is expected a large number of approval requests will come through, our team appreciates a notification over email. This way we can plan our time to assist you with the process.

If your request has a short turnaround time, please advise the RSPCA Certified marketing team as soon as possible.

Reminder:

- ✓ Imagery or vision used to market RSPCA Certified products must come from RSPCA Certified farms. The RSPCA Certified marketing team must approve use of any images or vision prior to use and can assist in the supply of imagery and vision upon request.
- ✓ Only products from Producers meeting the RSPCA's outdoor requirements can be marketed as both 'free range' and 'RSPCA Certified'.



Our team are happy to assist with drafting copy or providing guidance on how to communicate to your customers about higher welfare farming, and our certification.

Reach out if there is anything we can help with.

Can't find the answer to your question?

rspcacertified@rspca.org.au | 02 6282 8300



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