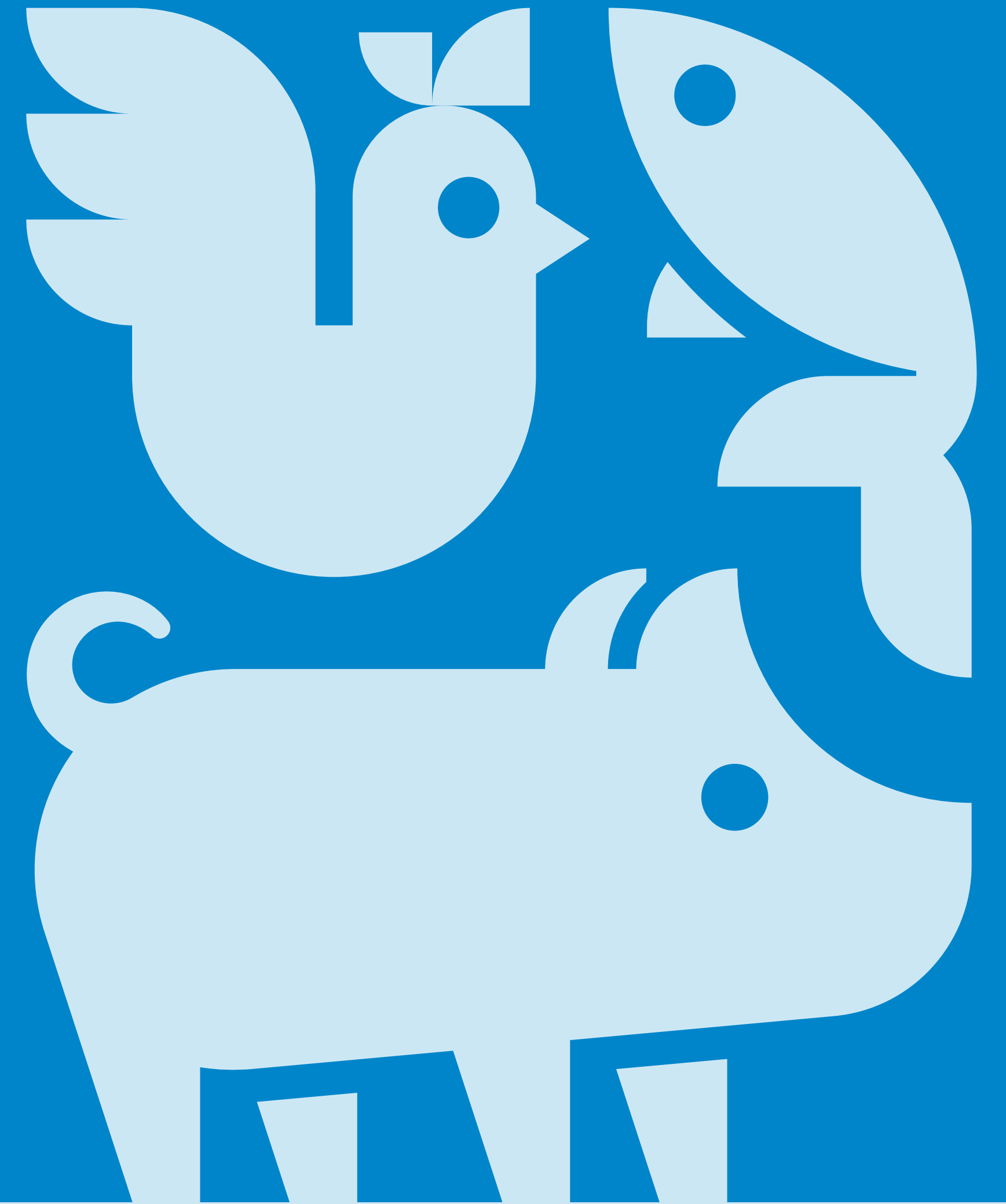


# RSPCA Certified Guidelines 2026

Version 1.0



# Raised Right is a Signal of Progress

We've defined our brand essence to be Raised Right.

It inspires us to lead the way in farm animal welfare and establish RSPCA Certified as a reassuring symbol of higher welfare products. Being guided by the RSPCA brings with it inherent trust, credibility and a duty of care.

Raised right is influencing change by motivating and encouraging others into action. Raised right isn't about activism, being provocative or rebellious.

It's about positivity. The right attitude, taking the right steps and most importantly the hope for a better tomorrow.



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## OFF PACK

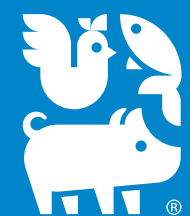
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# 01 On Pack



# RSPCA Certified Symbol

Our RSPCA Certified symbol is designed using flat, geometric shapes to represent all creatures great and small. A unified identifier for our brand that can stand the test of time and act as a clear representation for providing continuity of better animal welfare.

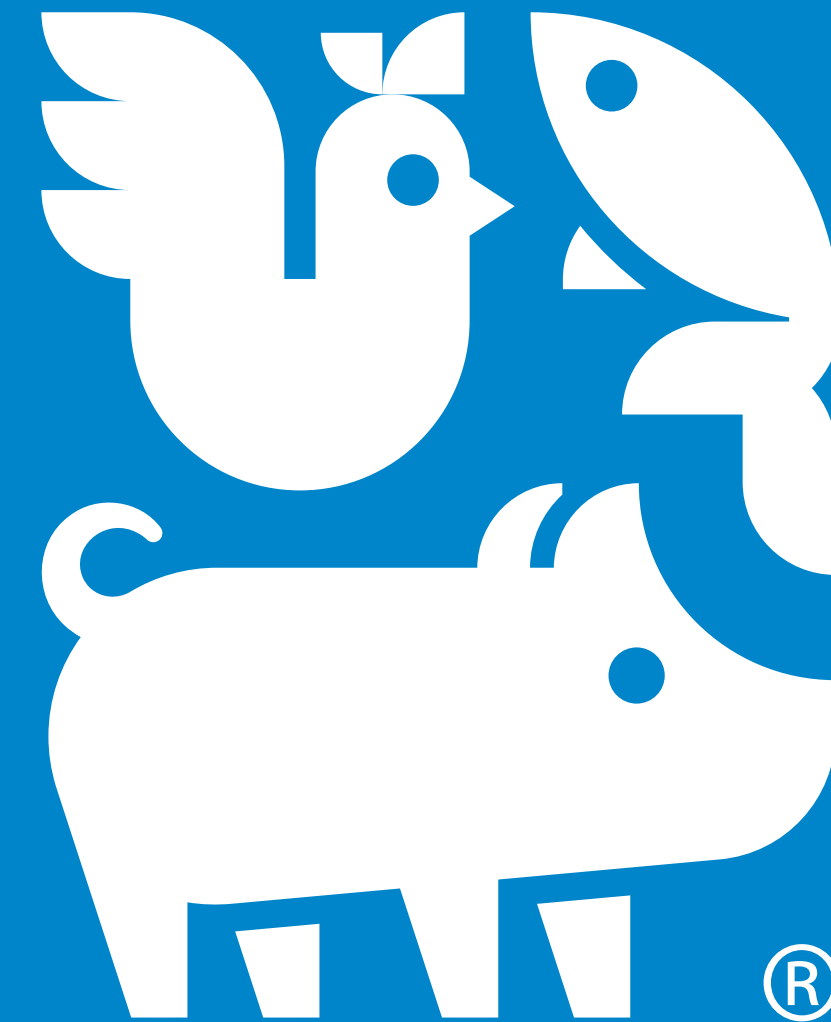
For questions about the correct use of the RSPCA Certified brand, please contact:

## **RSPCA CERTIFIED**

02 6282 8300

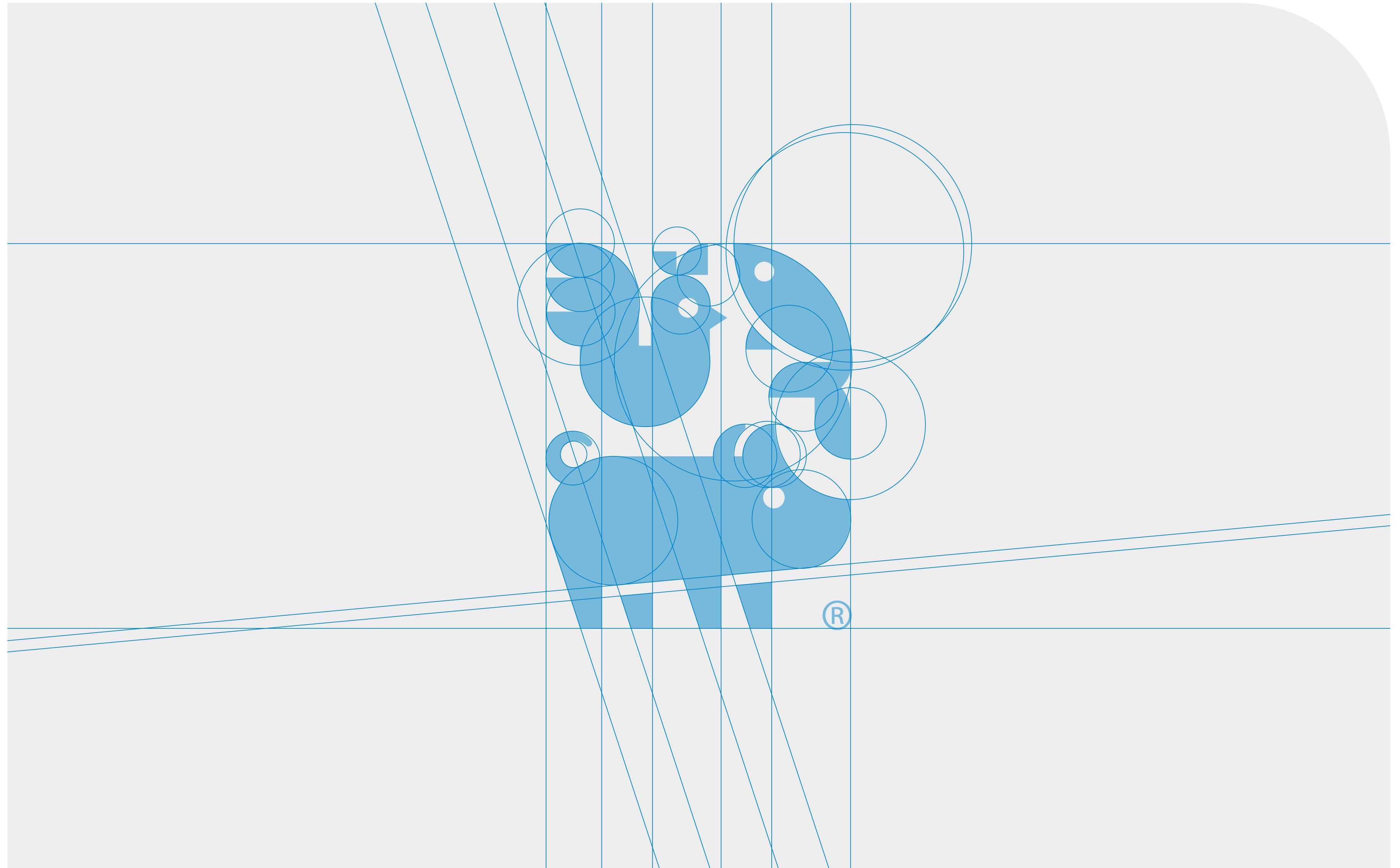
[info@rspcacertified.org.au](mailto:info@rspcacertified.org.au)

[rspcacertified.org.au](http://rspcacertified.org.au)



# Symbol Construction

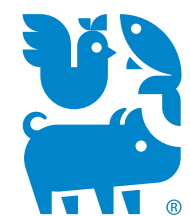
The RSPCA Certified symbol is constructed in a way that fundamentally provides structure and strength that the brand values can confidently stand behind. Its structure should not be altered in any way or instance.



# Primary On Pack Logo

The RSPCA Certified primary on pack logo embodies animals first. The arch housing device represents continuity of higher welfare standards.

This primary vertical logo is the preferred version to use on pack. All uses of the logo on packaging and Point-of-sale must be in full colour to ensure customers can easily recognise the brand.



## Secondary On Pack Logo

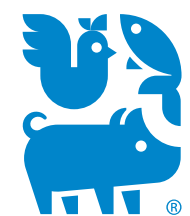
When space is restricted and not allowing the use of the primary on pack Logo, we may use the secondary horizontal logo on pack. Please refer to [page 10](#) with regard to specifications on minimum sizing and clear space.



## Monochromatic Logo Versions

On rare occasions, and with approval from RSPCA Certified, the RSPCA Certified logo may be used in mono. This is only acceptable for post-sale packaging materials when colour printing is unavailable, for example, takeaway packaging.

**Mono version only to be used when colour isn't allowed in certain printing instances.**



# Clear Space & Minimum Size

Clear space is important to allow breathing room around our logo. The size of the 'R' in RSPCA of our logo is equal to the minimum amount of required space around our logo at all times. Although, more clear space is encouraged where possible. These requirements also apply to how close the RSPCA Certified logos can be placed to the edge of the page.

For the RSPCA Certified brand to be clearly recognisable and legible, please ensure the logos are at least 33 mm in height for primary and 15mm for secondary in size. Minimum sizing of our logo ensures the minimum point size of our typography never goes below 6pt and is universally accessible for the majority of consumers.

In the case of extreme size restrictions, the secondary lockup may be used at a minimum size of 10mm on pack with permission from RSPCA Certified.

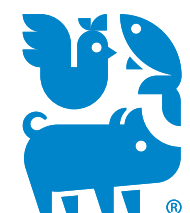
## Clear Space



## Minimum Size



## Clear Space Application

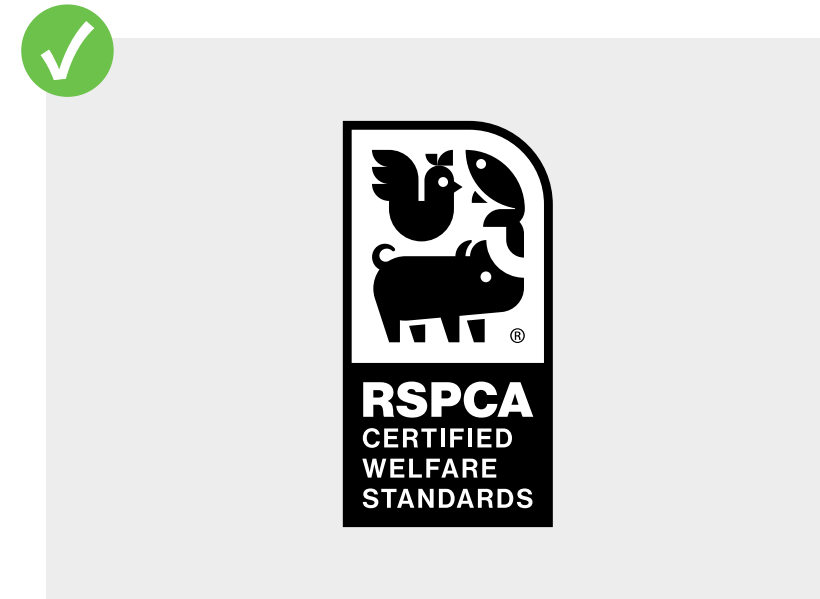


# On Pack Logo Do's and Don'ts

It is important that our logo shows up consistently across all mediums and touch points. Whether on pack or off pack, we must follow the following rules around correct and incorrect usage of our logo.



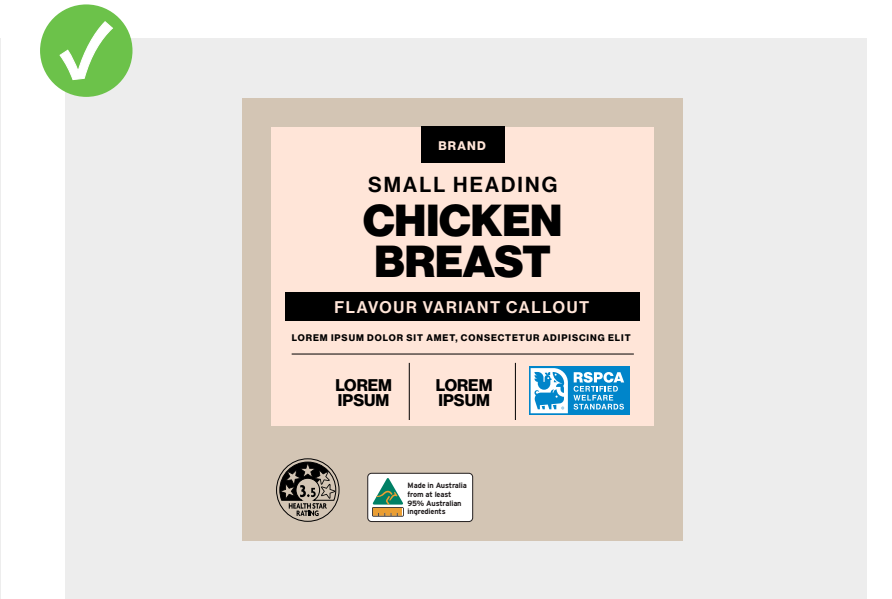
**Do** use the on pack logos where there is strong contrast on pack.



**Do** use the mono version when colour printing is unavailable.



**Do** allow minimum clear space around our logos.



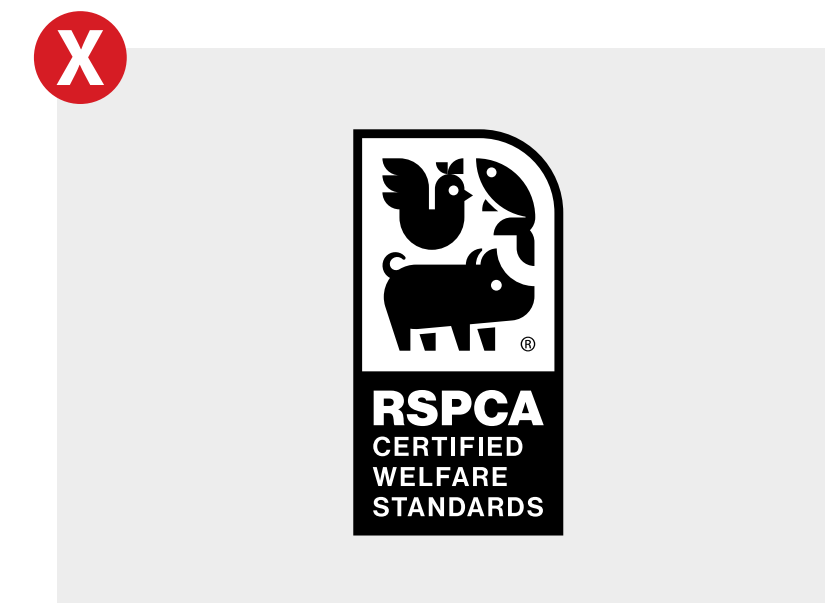
**DO** use the secondary horizontal logo where the vertical won't fit.



**Do not** stretch or distort the logo in any direction.



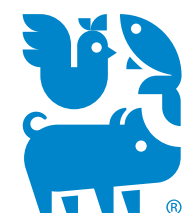
**Do not** rotate the logo from its original orientation in any instance.



**Do not** use the mono version when colour printing is available.



**Do not** change alter elements of the lockup in any way.

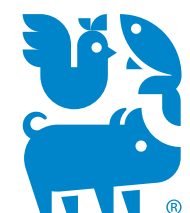


# On Pack Application

Only products that have RSPCA Certified ingredients can use the logo and reference RSPCA Certified on pack and in supporting marketing material.

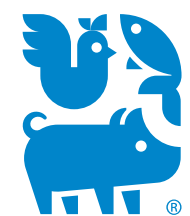
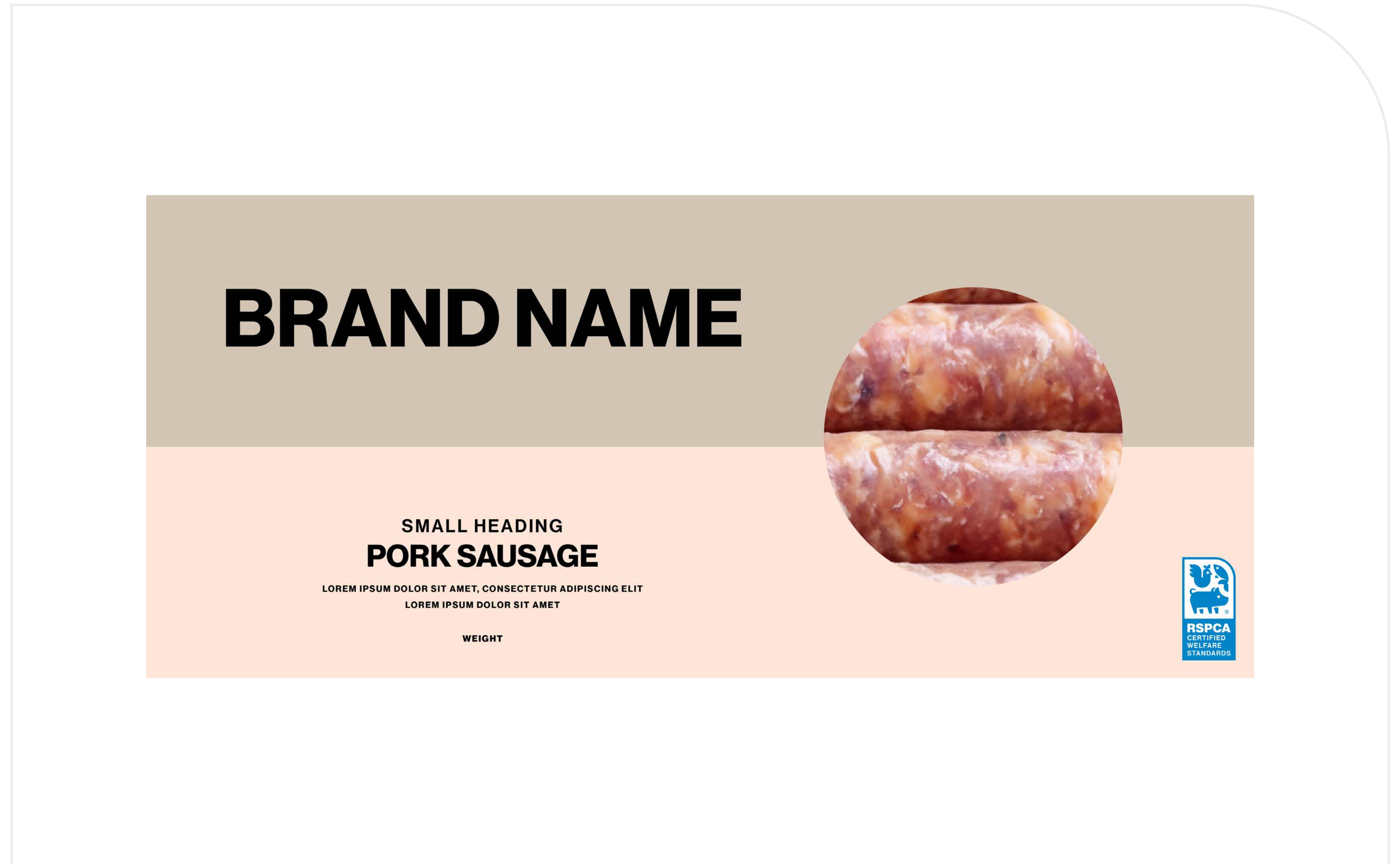
All applications of the RSPCA Certified logo on packaging must be in full colour. However, on rare occasions, with permission from RSPCA Certified, the logo may be used in mono. Generally this is only acceptable for post-sale or delivery packaging materials when colour printing is unavailable, for example, cardboard cartons that are not visible at point of sale or takeaway packaging.

Licensees are required to meet all relevant legislative labelling requirements for packaging of RSPCA Certified product and labeling and marketing terms must be accurate and not misleading.



# On Pack Application

Our logo is intended to flex and fit across all formats and sizes of packaging, including landscape variants.



# Mixed Ingredients

If a product also contains animal ingredients that are not RSPCA Certified, the animal product that has been certified, must be clearly mentioned on the packaging, ingredients lists and promotional material, for example, Chicken sourced from RSPCA Certified farms.

If the primary protein is RSPCA Certified then the logo can be used FOP (front of pack) with supporting statement and/or reference in ingredients list.

If the RSPCA Certified protein is not the primary protein ingredient then the logo may only be used BOP (back of pack) with supporting statement and/or reference in ingredients list.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris.

**NUTRITION INFORMATION**  
Servings per package: 1    Serving size: 350g

	Quantity Per serving	Quantity Per 100g
Energy	2160kJ (517Cal)	618kJ (148Cal)
Protein	18.2g	5.2g
Fat, total	29.4g	8.4g
- saturated	10.2g	2.9g
Carbohydrate	40.6g	11.6g
- sugars	LESS THAN 1g	LESS THAN 1g
Dietary Fibre, total	9.4g	2.7g
Sodium	1400mg	400mg

**INGREDIENTS**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum

**ALLERGY ADVICE**  
LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT LOREM IPSUM DOLOR SIT AMET, CONSECTETUR.

**CAUTION**  
LOREM IPSUM DOLOR SIT AMET.

**STORAGE**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore.

Lorem ipsum dolor sit amet auc, consectetur adipiscing elit

Label  
lorem.org

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore. Call 1800 969 392 www.loremipsum.com.au  
**LOREM IPSUM. LOREM IPSUM LOREM.**

EAN 13 DIGIT POSITIONAL ONLY 100% MAG

9 000000 000000

A1430-0001    DA0318P



Not primary protein  
ingredient use on BOP

**BRAND**

**SMALL HEADING  
CHICKEN  
BREAST**

**FLAVOUR VARIANT CALLOUT**

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT

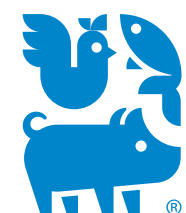
LOREM IPSUM    LOREM IPSUM



HEALTH STAR RATING 3.5

Made in Australia from at least 95% Australian ingredients

Primary protein  
use on FOP



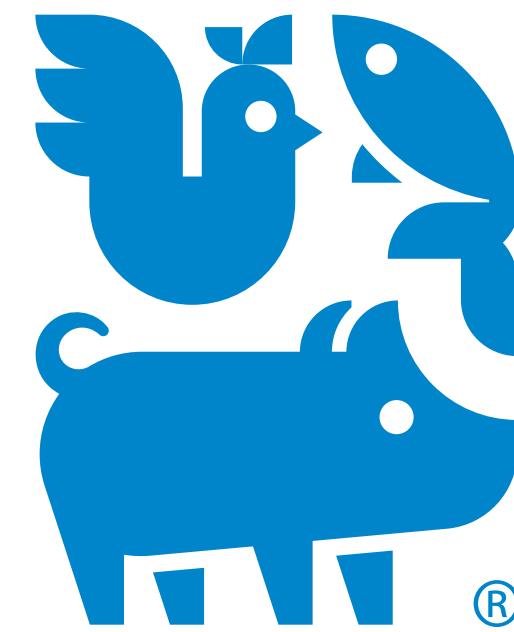
# Distinct Brand Assets

The RSPCA Certified brand is comprised of a few key assets which help us stand out, be memorable, flexible and remain consistent across platforms.

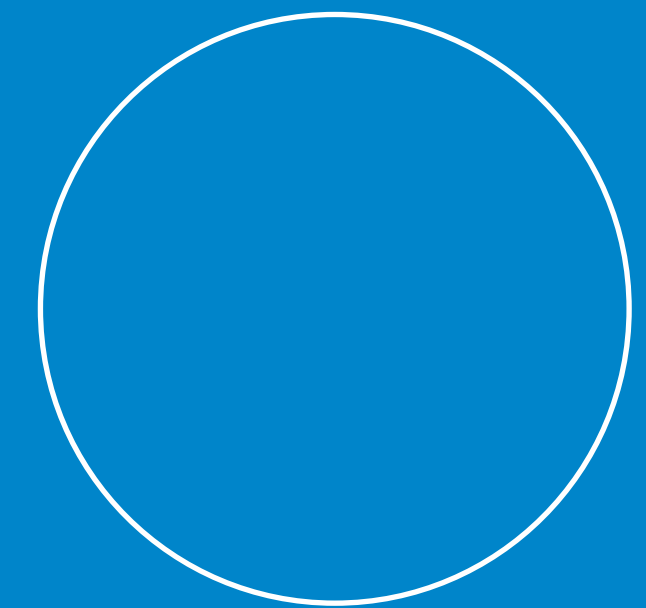
Our arch holding device represents our continuity of care in improving animal welfare standards. Our RSPCA Certified symbol, represents farm animals into one unified identifier for our brand. Whilst our blue is from the RSPCA master brand to help strengthen our connection as an entity for better welfare.



**Container**  
Arch Device



**RSPCA Certified**  
Symbol



**Colour**  
RSPCA Blue



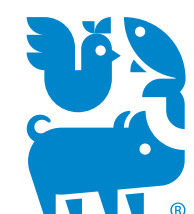
## Brand Typeface

Neue Haas Grotesk Display Pro is a font family with a total of 16 different styles. It's geometric structure compliments the styling of our new logo whilst also helping legibility at smaller sizes.

Ensure there is a clear distinction between hierarchy of information, whether that includes a larger point size for headlines or increasing the weight differentiation between headlines and copy.

It is available for free (commercial and personal use) through Adobe Fonts. If you require a license outside of the Adobe Creative Cloud, please visit MyFonts to purchase the appropriate weights.

[Download Neue Haas Grotesk Font from MyFonts.](#)



### Neue Haas Grotesk Display Pro

**Rr**

ULTRA THIN

THIN

EXTRA LIGHT

LIGHT

ROMAN

MEDIUM

BOLD

BLACK

# Colour Palette

The RSPCA Certified on pack logo is to be used in full colour. The logo can't be altered to use other colours or colour combinations. Only in certain circumstances may it be printed in the mono (black version) where colour is restricted.

For branding purposes off pack, the RSPCA light blue is to be used to provide contrast and variety when needed across applications.

## RSPCA Blue

HEX: #0085CA  
CMYK: 100, 13, 1, 2  
RGB: 0, 133, 202  
PMS: Process Blue

## Light Blue (Off Pack Only)

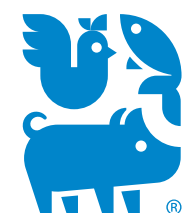
HEX: #CCE7F4  
CMYK: 18, 2, 1, 0  
RGB: 204, 153, 204  
PMS: Process Blue (20%)

## White

HEX: #FFFFFF  
CMYK: 0, 0, 0, 0  
RGB: 255, 255, 255

## Black

HEX: #000000  
CMYK: 0, 0, 0, 100  
RGB: 0, 0, 0  
PMS: Black C



# 02 Off Pack



## Off Pack Logo

An off pack RSPCA Certified logo has been created in order to help strengthen the brand and provide greater flexibility on digital and off pack brand applications. This version of the logo must never be used on pack in any instance.



# Clear Space & Minimum Size

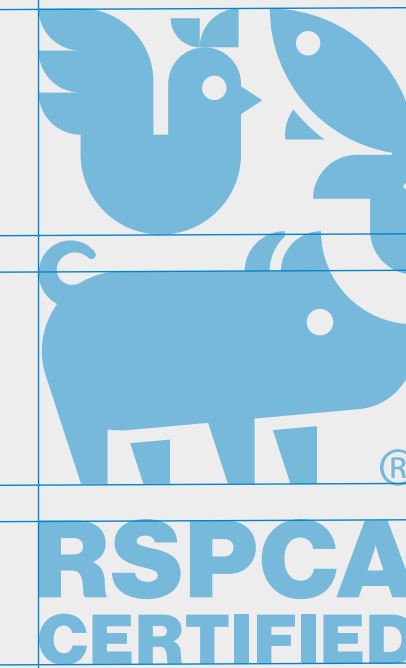
Clear space is important to allow breathing room around our logo. The size of the 'R' in RSPCA of our logo is equal to the minimum amount of required space around our logo at all times. Although, more clear space is encouraged where possible. These requirements also apply to how close the off pack RSPCA Certified logo can be placed to the edge of the page.

Only approved colour variations as shown may be used across brand applications, including online implementation.

## Clear Space



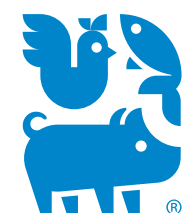
## Text Alignment



## Minimum Size



## Colour Variations

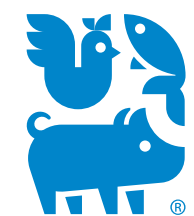


## RSPCA Certified Off Pack Logotype

The RSPCA logotype may only be used in conjunction with off pack branded collateral as long as the RSPCA Certified symbol is the main focal point of the application.

Please refer to [page 25](#) and [26](#) for examples.

The size of the 'R' in RSPCA of our logo is equal to the minimum amount of required space around our logotype at all times. Although, more clear space is encouraged where possible. These requirements also apply to how close the RSPCA Certified logos can be placed to the edge of the page.



# RSPCA CERTIFIED

Clear Space



# Off Pack Logo Do's and Don'ts

It is important that our logo shows up consistently across all mediums and touch points. Whether on pack or off pack, we must follow the following rules around correct and incorrect usage of our logo.



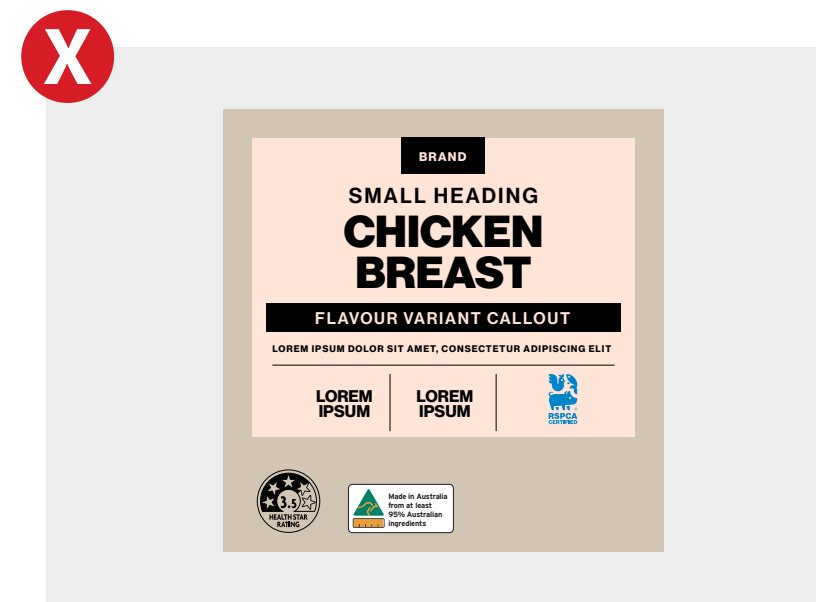
**Do** use the off pack logo across approved RSPCA imagery.



**Do** use the mono version when colour printing isn't available.



**Do not** use the isolated logotype on pack in any instance.



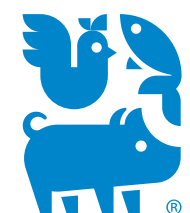
**Do not** use the off pack logo on pack in any instance.



**Do not** stretch, distort or rotate the logo in any direction.



**Do not** change alter elements of the lockup in any way.



# Certified Brand Imagery

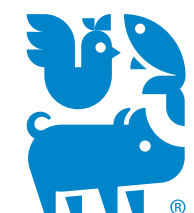
Farm and animal imagery that's used in relation to RSPCA Certified should be authentic and demonstrate how the program is giving farm animals a better life.

RSPCA Certified owned images and vision are taken on RSPCA Certified farms, showing good welfare practices and characteristics of RSPCA Certified systems, such as perching for meat chickens and straw bedding for pigs.

Farm animal imagery relating to RSPCA Certified should aim to show the farming system in a clear and transparent way. Natural behavior expression by animals is a key focus, as this shows the positive mental wellbeing of the animals on RSPCA Certified farms.

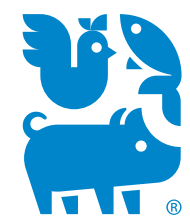
RSPCA Certified can assist in providing on farm images and vision for use by Licensees when referencing RSPCA Certified.

RSPCA Certified must approve all animal or farm imagery that's used on or in relation to a product if it relates to RSPCA Certified product.



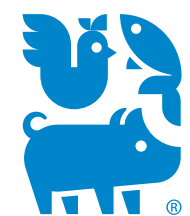
# Out of Home Brand Example

The following brand application is an example which highlights combinations of approved colours, type and distinct assets which are able to flex and scale to many dimensions. It is important that we follow minimum size and clear space of our off pack logo across all instances.



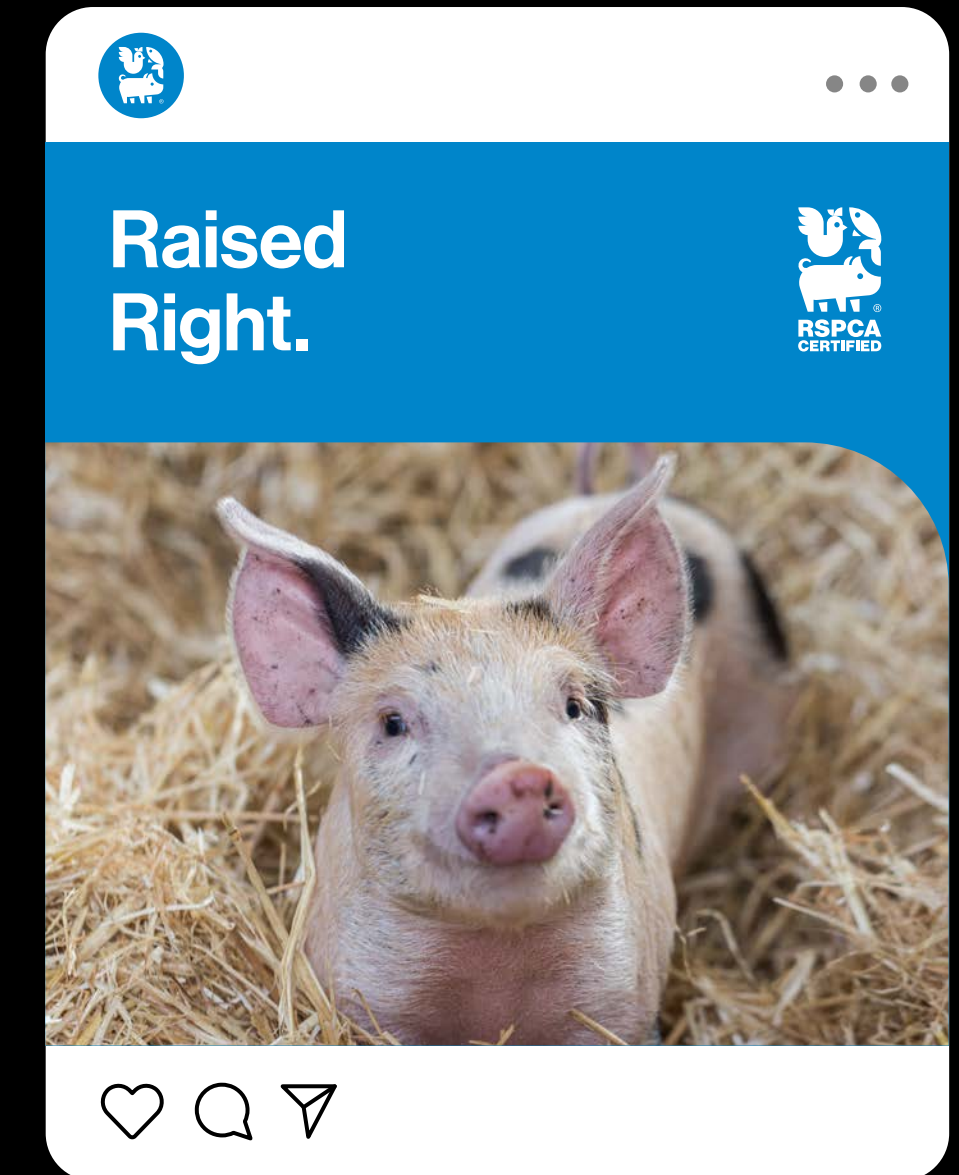
## Isolated Print Example

Another example in which we can utilise brand assets for promotional purposes across print. The logotype may only be used as an asset on colateral where the icon is heroed and the main focus.



# Social Media Example

For social media (including all other digital use), the off pack logo must be used across brand collateral. It is important that all colour, type and logo assets are consistent with the specifications listed in the RSPCA Certified brand guideline.



# Signage Application

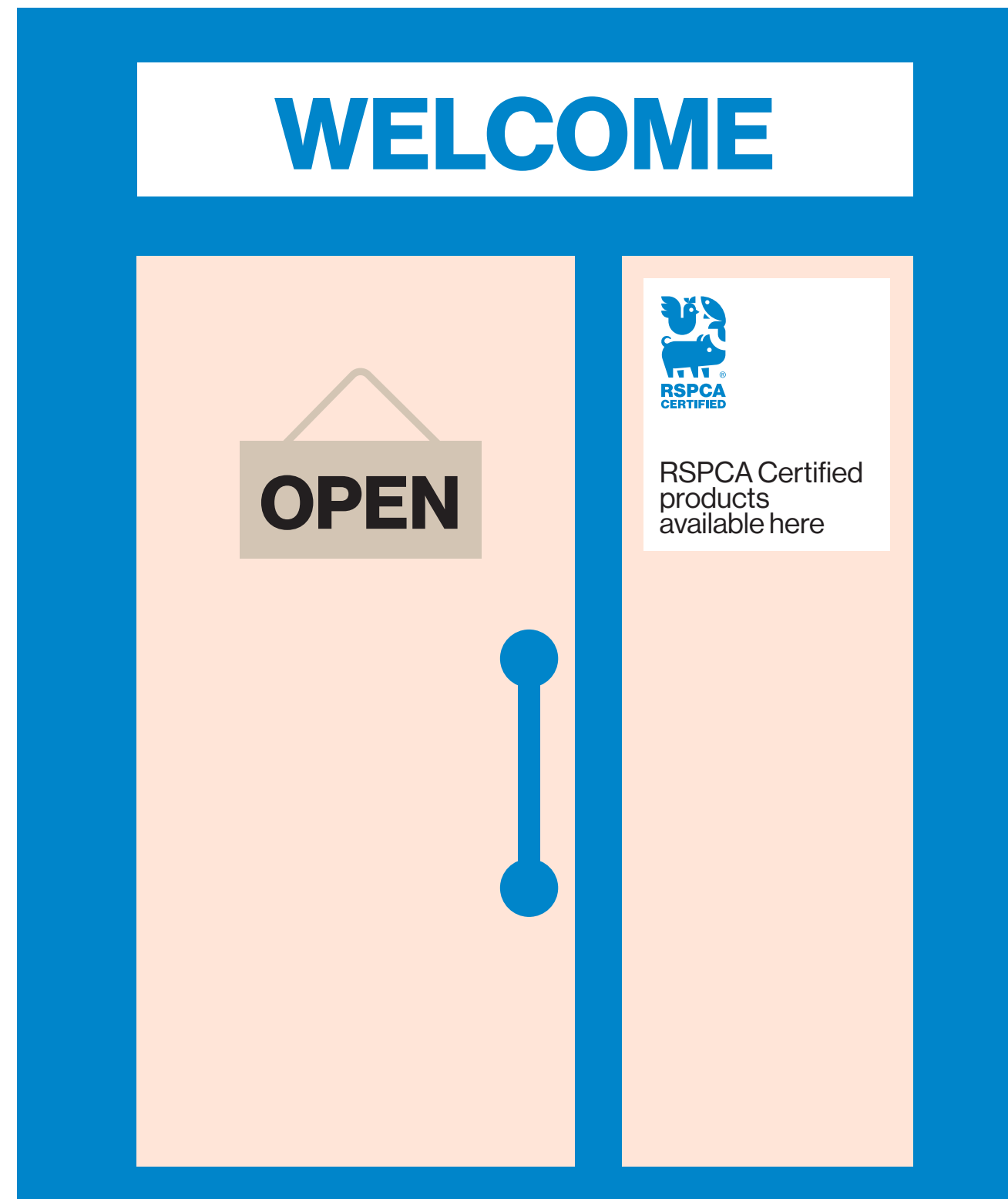
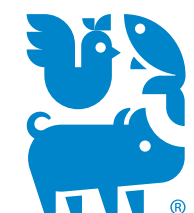
Use of the RSPCA Certified logo and reference to RSPCA Certified on signage, including instore, outdoor, vehicles and events, must clearly relate to an RSPCA Certified product or product containing RSPCA Certified ingredients, not a brand or company.

## CORRECT USE

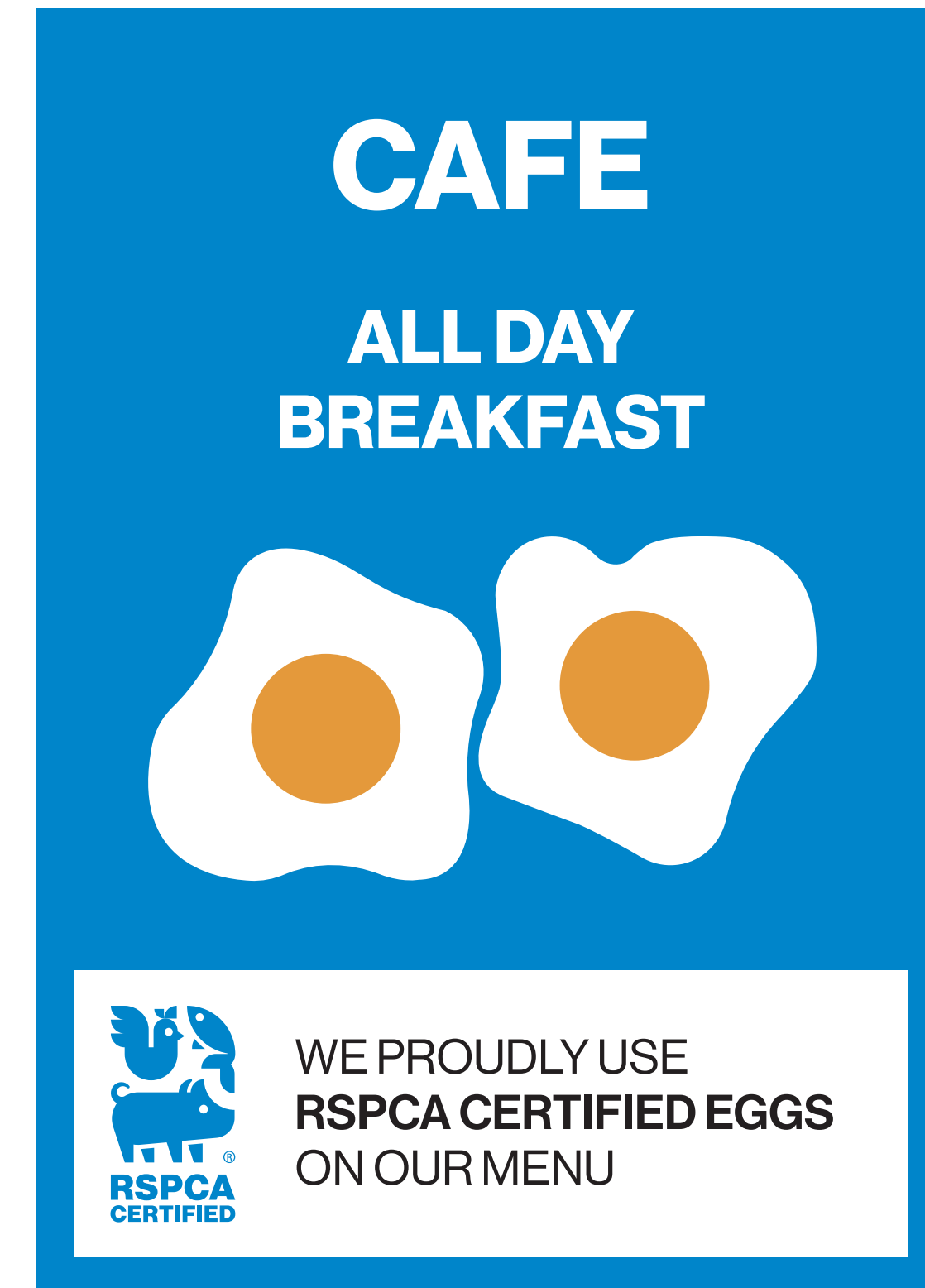
- Next to a menu item that uses RSPCA Certified product.
- RSPCA Certified logo with a supporting statement identifying the RSPCA Certified ingredient used, for example, image of a burger with 'we proudly use RSPCA Certified chicken'.
- RSPCA Certified logo on signage when the brand or company only produces RSPCA Certified products.

## INCORRECT USE

- RSPCA Certified logo or non-product specific statements, for example, 'we're RSPCA Certified'.
- RSPCA Certified logo out of context, for example, at the entrance to an event or business, such as a zoo.



RSPCA Certified logo with a supporting statement identifying the RSPCA Certified ingredient used.



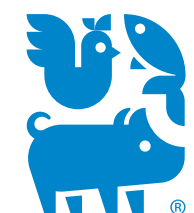
RSPCA Certified logo with a supporting statement identifying the RSPCA Certified ingredient used.

# Advertising Application

Using the RSPCA Certified logo and reference to RSPCA Certified in advertising, including print, online, tv and radio, must clearly relate to an RSPCA Certified product or product containing RSPCA Certified ingredients, not a brand or company.

Using a supporting statement in advertising is recommended to make it clear where RSPCA Certified products are used, for example: 'RSPCA Certified chicken is used in selected products' or 'Ask us about our RSPCA Certified options'.

All applications of the RSPCA Certified logo in advertising material must be in full colour and maintain minimum size and clear space.



**BRAND NAME**



OUR EGGS ARE PROUDLY SOURCED  
FROM RSPCA CERTIFIED FARMS

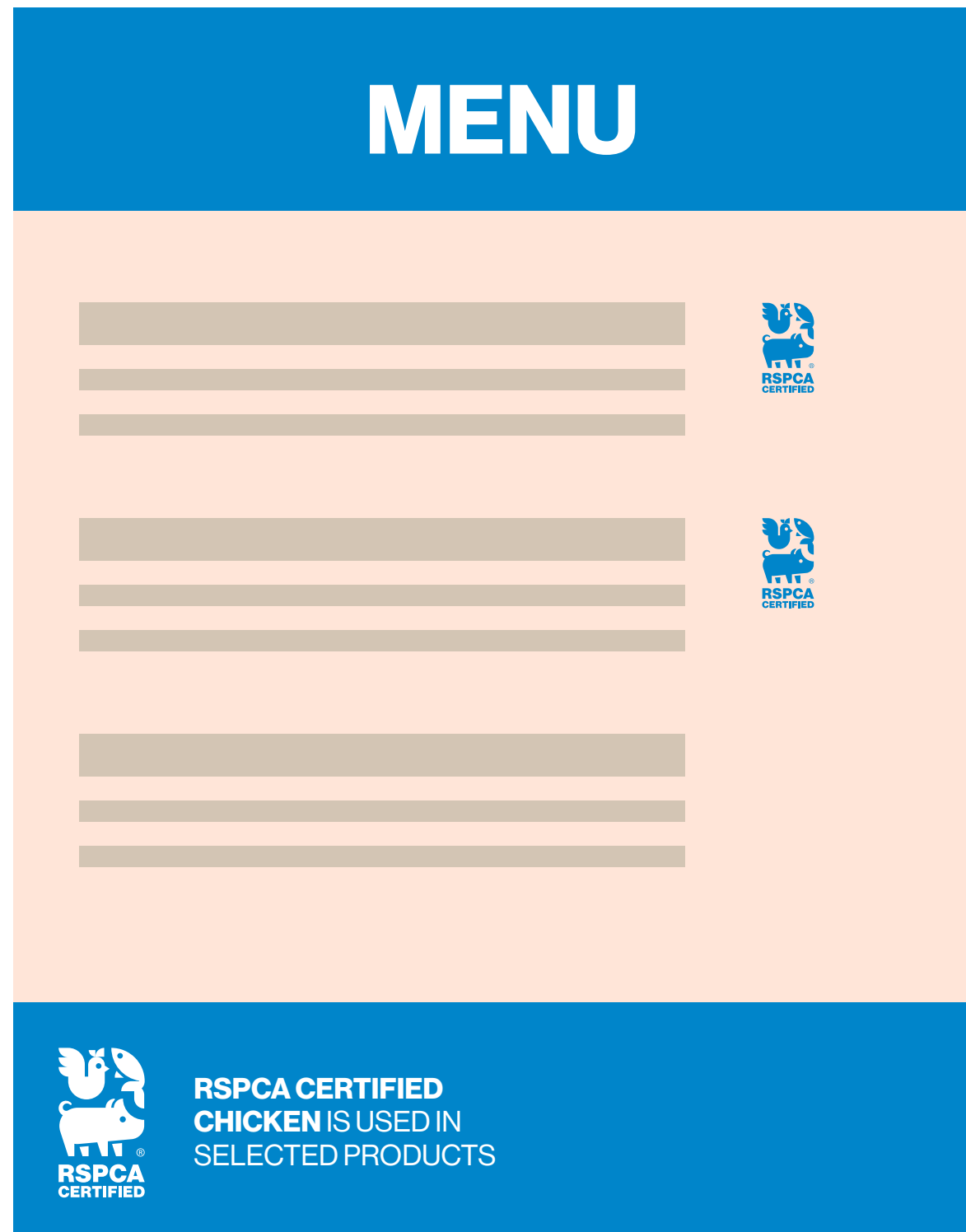
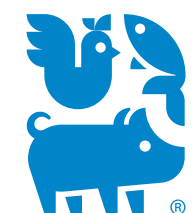
Using a supporting statement clearly relating to an RSPCA Certified product.

# Menu Application

To promote the use of RSPCA Certified products on a menu, the preferred option is to use the RSPCA Certified logo next to the menu items containing RSPCA Certified ingredients with the inclusion of a supporting statement identifying which products are certified. For example, 'our pies are made using RSPCA Certified chicken' or 'RSPCA Certified chicken is used in selected products'.

If the RSPCA Certified logo can't be next to the menu item, the supporting statement must be clearly visible and accurately describe the menu items that use RSPCA Certified ingredients.

All applications of the RSPCA Certified logo on menus must be in full colour and maintain minimum size and clear space.



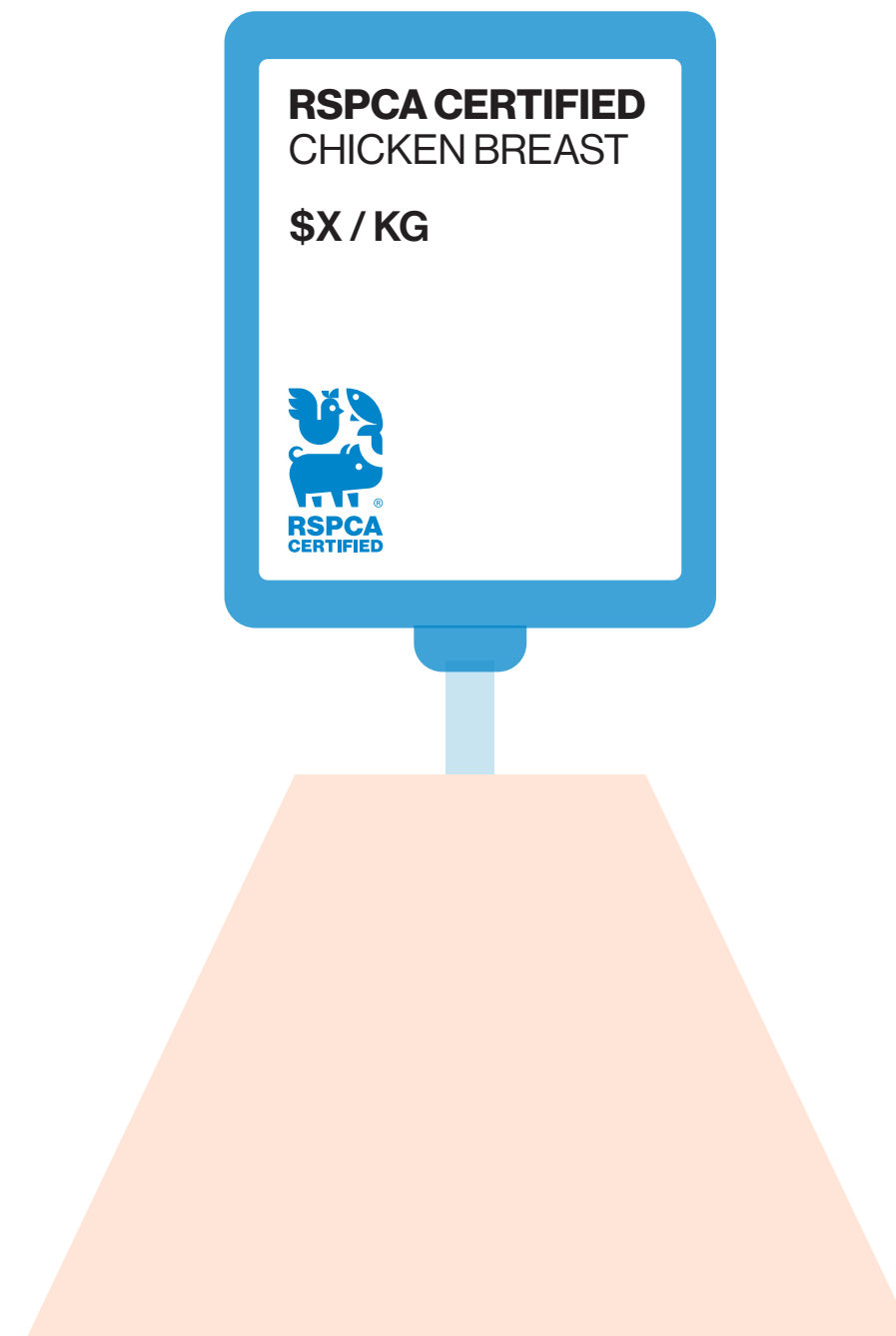
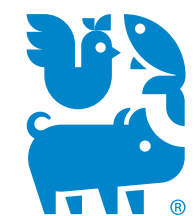
RSPCA Certified logo next to menu items containing certified ingredients with supporting statement identifying which products are RSPCA Certified.

# Point-of-Sale Application

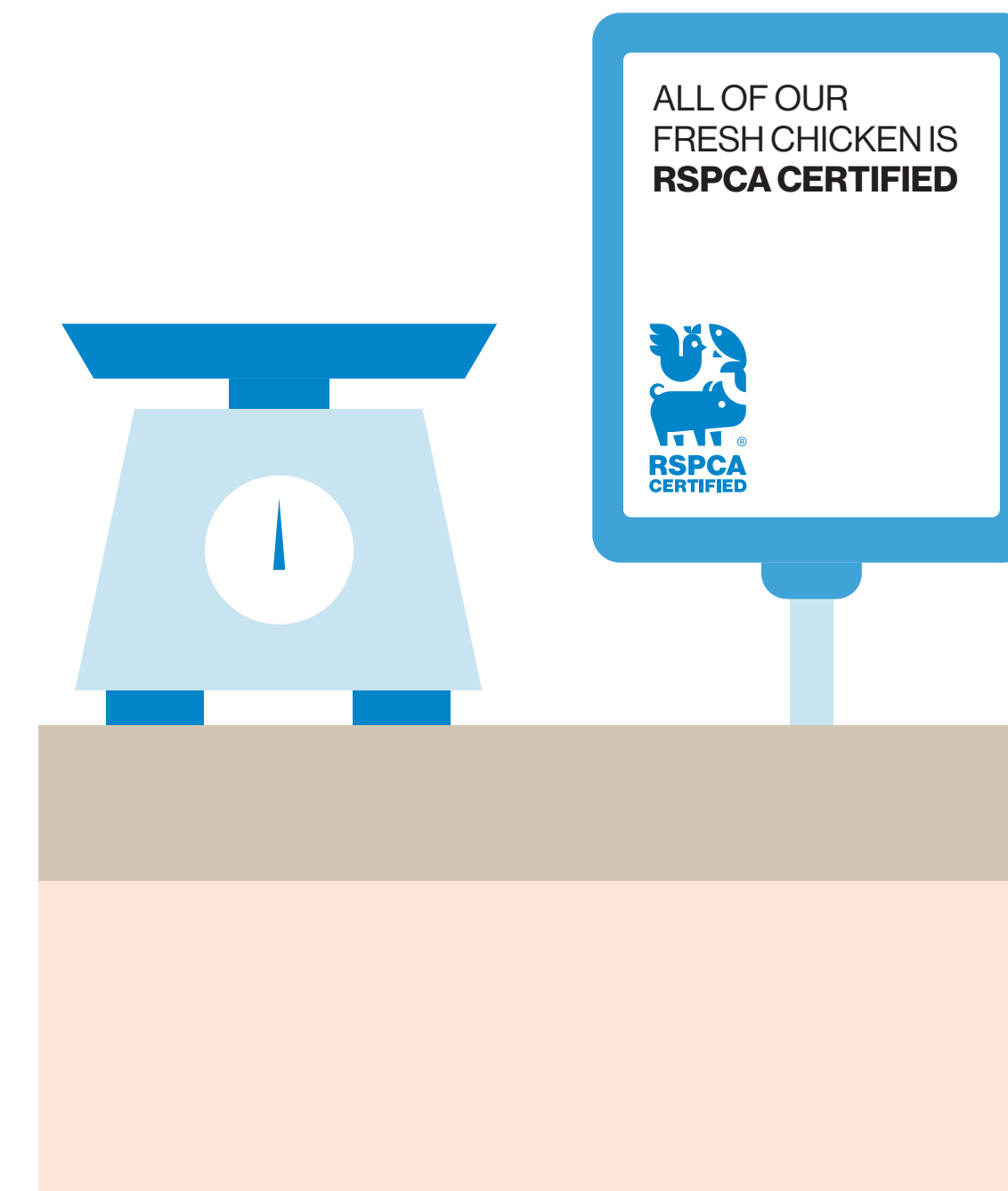
Using the RSPCA Certified logo and reference to RSPCA Certified in point-of-sale material must clearly relate to an RSPCA Certified product or product containing RSPCA Certified ingredients, not a brand or company.

Using a supporting statement in point-of-sale material is recommended to make it clear where RSPCA Certified products are used, for example, 'RSPCA Certified chicken is used in selected products' or 'all of our fresh chicken comes from RSPCA Certified farms'.

When promoting RSPCA Certified products in delis or fresh seafood counters, the product can be labelled as 'RSPCA Certified' or use the RSPCA Certified logo. The RSPCA Certified logo should be on the same meat spike or label as the product name and price so it's unlikely that a non-RSPCA Certified product will be mistakenly labelled as RSPCA Certified.



RSPCA Certified logo used on the same label as the product name and price.



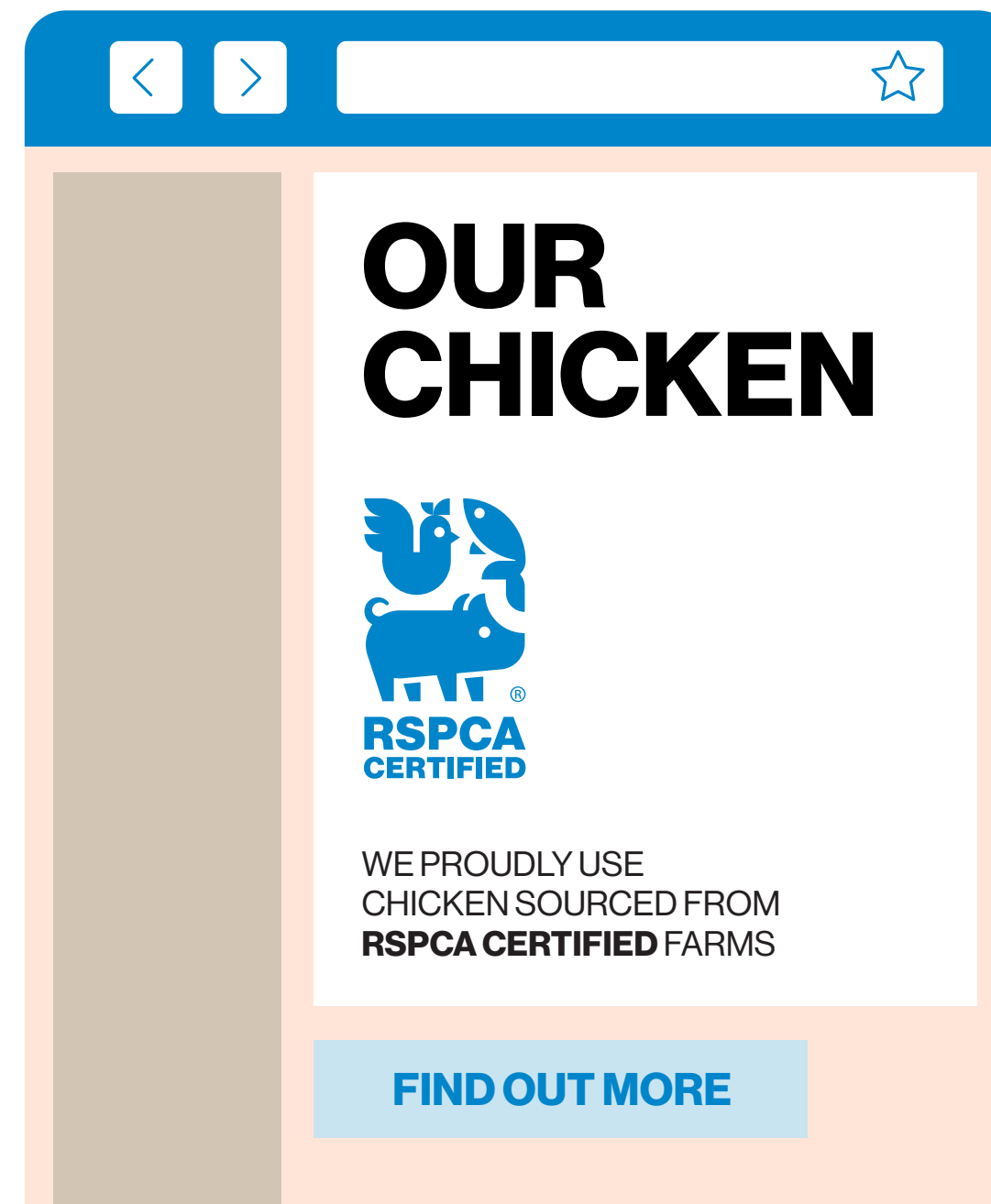
Using a supporting statement in point of sale material to make it clear where RSPCA Certified products are used.

# Online Application

Using the RSPCA Certified logo and reference to RSPCA Certified online, including websites and social media, must clearly relate to an RSPCA Certified product or product containing RSPCA Certified ingredients, not a brand or company.

If promoting a product that contains multiple animal products and they are not all RSPCA Certified, the ingredient that has been certified must be clearly distinguished from the non-RSPCA Certified ingredients, for example, 'chicken is sourced from RSPCA Certified farms' or 'RSPCA Certified chicken.'

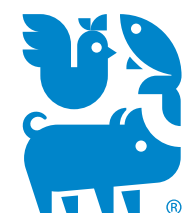
All applications of the RSPCA Certified logo online must be in full RSPCA Certified colour variations and maintain minimum size and clear space.



Reference to RSPCA Certified, clearly relating to an RSPCA Certified product or product containing RSPCA Certified ingredients, not a brand or company.



Promoting a product that contains multiple animal products that are not all RSPCA Certified, the ingredient that has been certified is clearly distinguished.



# 03

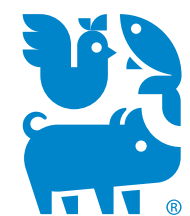
# External Language



## Who Can Refer to RSPCA Certified

Only those with a trademark licensing agreement for use of the RSPCA Certified brand may make public claims or references to the program, with approval from RSPCA Certified. Our approvals process can be provided upon request.

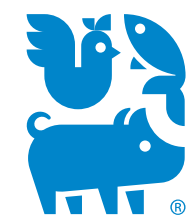
RSPCA Certified is Australia's leading independent certification program focused on farm animal welfare. Ensuring that Australians know what RSPCA Certified is – and importantly, what it isn't – is crucial to ensuring that we can achieve our mission of improving the lives of farmed animals.



## What is RSPCA Certified

The below language can be used when describing the program:

- RSPCA Certified is Australia's leading independent certification program focused on farm animal welfare.
- Our Vision: A world where animals and people live together with dignity, respect, and compassion.
- Our Mission: We improve the lives of animals through care and evidence-based welfare advancements that change attitudes, behaviours, practices, and laws.
- Can you please update the Brand Guidelines where required. I will update you regarding the contact details soon too.
- The program started in 1996 as the RSPCA Accreditation Scheme, later renamed the RSPCA Approved Farming Scheme in 2010, and more recently rebranded as RSPCA Certified in 2026.
- RSPCA Certified is underpinned by animal-specific standards that go beyond legal requirements and are informed by science and evidence, developed by RSPCA Australia's Science and Policy team. A robust assessment and certification process then verifies conformity with those standards, leading to producers achieving a certification status.



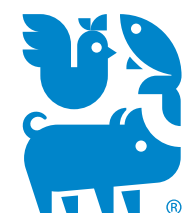
## Your Relationship With RSPCA Certified

It's important to note that whilst the RSPCA commends brands efforts in sourcing certified higher-welfare products and communicating this to their customers through use of the RSPCA Certified brand, this is not a partnership arrangement.

Therefore, any description of the relationship must be clear that the brand is sourcing from certified producers and communicating this important Commitment to customers through use of the RSPCA Certified logo which is tightly controlled.

- e.g., '[BRAND NAME] has worked closely with RSPCA Certified to source from higher-welfare producers.'

Licensees do not join or participate in RSPCA Certified, this is different however for Producers who do participate in RSPCA Certified animal-specific programs for the purposes of certification.



# What RSPCA Certified Means for Farm Animals

RSPCA Certified products come from producers who've been regularly assessed against the RSPCA Australia standards, with certification granted by RSPCA Certified.

It means that farm animals have been raised to standards that go well beyond legal requirements, are science and evidenced-informed resulting in a better quality of life and a humane death.

Not every consumer wishes to know the details of how an animal has been raised, and so more detailed information can always be found on the RSPCA Certified website. However, there are ways to give your customers topline information about what RSPCA Certified means for animal welfare.

- e.g., 'Our RSPCA Certified [PRODUCT] comes from producers who meet standards that go well beyond legal requirements, and are regularly assessed by RSPCA Certified.'
- e.g., '[BRAND NAME] is committed to improved farm animal welfare and contributes to this vision by sourcing RSPCA Certified [PRODUCT].'
- e.g., '[BRAND NAME] uses RSPCA Certified [PRODUCT] across our range, as this reputable certification is focused solely on improving farm animals' quality of life.'

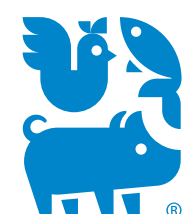
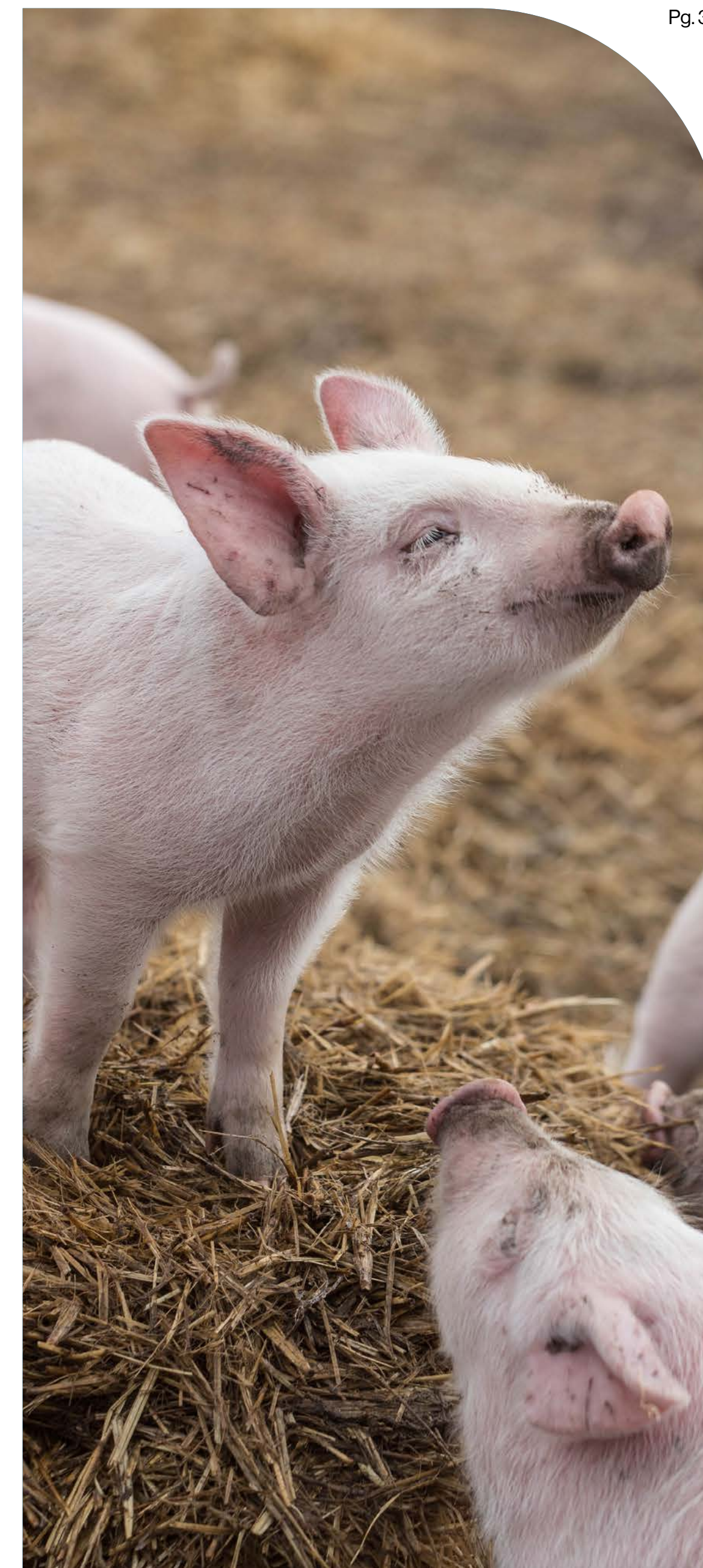
An important part of RSPCA Certified is the assessment and certification process that verifies producers are meeting the standards. These assessments are conducted regularly and may be scheduled or unscheduled. The certification process is robust and conducted impartially and independently.

When talking about assessments and certification it is important to highlight that this is a robust process and independent from your company.

- e.g., '[BRAND NAME] sources RSPCA Certified [PRODUCT] from farms that are regularly assessed and independently certified.'
- e.g., 'RSPCA Certified farms undergo regular assessments as part of a robust certification process, to verify the animal welfare requirements are being met.'

When talking about RSPCA Certified and its impact on animal welfare, we say that it means better animal welfare or a better life for animals. Do not say a good life or good welfare. This is because RSPCA Certified seeks to raise the bar for animal welfare, beyond what is legally required whilst recognising there is still more work to be done. Likewise, we refer to higher-welfare farming – not high or highest. We don't refer to the standards as being of a high standard, but rather higher – the word 'high' is subjective, however the standards are higher than those required by law.

Animals are not farmed under RSPCA Certified – they are farmed to the Standard or farmed by RSPCA Certified producers.



# RSPCA Certified Products

Licensees using the RSPCA Certified logo or referencing RSPCA Certified by name must make it clear that their products have independent certification from RSPCA Certified and there should be no suggestion whatsoever that the RSPCA has produced the product.

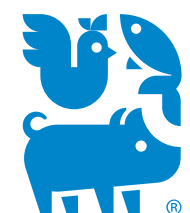
Products should always be referred to as RSPCA Certified [product], and never as RSPCA [product] (or RSPCA endorsed [product], RSPCA accredited [product], or similar).

- e.g., 'RSPCA Certified ham'
- e.g., 'All Coles brand fresh chicken is RSPCA Certified.'

'RSPCA Certified' should always come:

- Before the protein/product (e.g., 'RSPCA Certified eggs')
- After the production process (e.g., 'Free-range RSPCA Certified turkey') (except when the production process forms part of the business's trademarked name).
- After the brand name (e.g., 'Huon RSPCA Certified salmon')
- After any other descriptive product labels (e.g., 'crumbed RSPCA Certified chicken')

If a product has a mixture of RSPCA Certified products and non-RSPCA Certified products, the RSPCA Certified logo must be accompanied by a statement identifying which products are certified. For example 'made with RSPCA Certified eggs', or this must be clearly identified in the ingredients list.

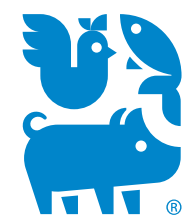


## For Producers

Note that Producers do not have the rights to make public claims or use the RSPCA Certified trademark or wordmark under a Producer Agreement. A trademark licensing agreement must be in place between the Producer and RSPCA Certified to make these public claims.

However, on a case-by-case basis RSPCA Certified may permit reference to a Producer's certification status within company annual reports or sustainability reports. Statements similar to the following may be drafted and sent to RSPCA Certified for approval before use:

- e.g. '[PRODUCER NAME] is assessed and certified for all/part of its operations against the RSPCA Certified Standard for [SPECIES], allowing [PRODUCER NAME] to supply RSPCA Certified [PRODUCT TYPE].'
- e.g., '[PRODUCER NAME], at time of print, holds a valid and current certification status from RSPCA Certified for [SPECIES/PRODUCT TYPE].'



# 04 Internal Language



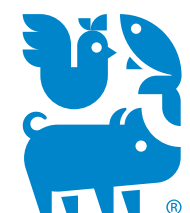
# General Principles

The language guidelines below ensure that we are all talking about RSPCA Certified in a way that emphasises:

- RSPCA Certified is a certification program – no more, no less.
- RSPCA Certified is independent – from industry and government.
- RSPCA Certified is focused on animal welfare – it's the only reason that it exists.
- RSPCA Certified is a better standard of welfare than what's legally required in Australia.

Thus, the language we use puts animal welfare first and is incredibly precise about how RSPCA Certified operates – and what the logo on products means and doesn't mean.

RSPCA Certified is Australia's leading independent certification program focused on farm animal welfare. Ensuring that Australians know what RSPCA Certified is – and importantly, what it isn't – is crucial to ensuring that we can achieve our mission of improving the lives of animals.



## Name of the Program

RSPCA Certified should be used to refer to the program as a whole.

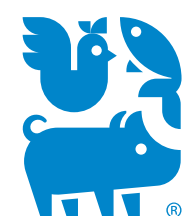
- e.g., 'RSPCA Certified works closely with Australian producers and brands to improve the quality of life, and when the time comes death, of farm animals.'

Do not use RSPCA Certified Welfare Standards, which is the long-form reference used only within the logo.

Do not use RSPCA Approved Farming Scheme, RSPCA Approved, or AFS – as this was the name of the program until 2025 and is no longer used. By that token, RSPCA Certified is a program, not a scheme.

If it is necessary to use the old name for context or clarity, you can use words like:

- e.g., 'The RSPCA established RSPCA Certified as part of our efforts to improve the lives of Australia's farmed animals. In its inception the program was called the RSPCA accreditation scheme, then the RSPCA Approved Farming Scheme, before becoming RSPCA Certified.'



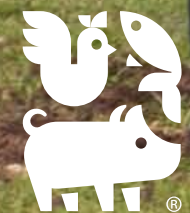
# Purpose of RSPCA Certified

RSPCA Certified is a certification program. It is not an accreditation, quality assurance or audit scheme or program. Our vision is world where animals and people live together with dignity, respect, and compassion.

Our mission is to improve the lives of animals through care and evidence-based welfare advancements that change attitudes, behaviours, practices, and laws.

When talking about RSPCA Certified and its impact on animal welfare, we say that it means better animal welfare or a better life for animals. Do not say a good life or good welfare. This is because RSPCA Certified

seeks to raise the bar for animal welfare, beyond what is legally required whilst recognising there is still more work to be done. Likewise, we refer to higher-welfare farming – not high or highest.



# RSPCA Certified Association

When referring to farms that have achieved a certification status, say farms that are RSPCA Certified or RSPCA Certified farms.

- e.g., 'McDonald's is showing a commitment to farm animal welfare by sourcing from RSPCA Certified farms.'

While abattoirs are assessed as part of a Producer's certification, they are not given an individual certification status – so an abattoir cannot be RSPCA Certified. Instead, say assessed by RSPCA Certified or assessed within the scope of certification by RSPCA Certified.

- e.g., 'Ingham's abattoirs are regularly assessed by RSPCA Certified.'

An RSPCA Certified Producer (capital P) means a company that operates one or more production sites (e.g., farms) and meets the RSPCA Australia Standards. The phrase producer (lowercase P) means producers in general.

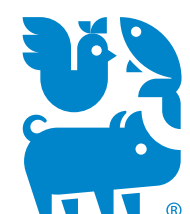
- e.g., 'Woolworths source chicken from RSPCA Certified Producers.'
- e.g., 'Forward-thinking producers are increasingly concerned about animal welfare.'

Note that in the context of RSPCA Certified, the term 'producer' may refer to an individual or company that runs a farm. This might also be an individual farm or farmer, or a larger company responsible for many farms that it owns, or from which it sources products under contract.

After entering into a Trademark License Agreement with RSPCA Australia, RSPCA Certified Licensees source and market RSPCA Certified product and products containing RSPCA Certified ingredients. They may also use the RSPCA Certified logo on these products and in related marketing materials, in line with the RSPCA Certified Style Guide. When used to refer to an individual or organisation with whom the RSPCA has a licensing agreement (including as part of RSPCA Certified), the term Licensee is always capitalised, as it appears in legal documentation.

For communications to the general public about RSPCA Certified Licensees, use brands.

Do not use RSPCA Certified brands unless all of a Licensee's products are RSPCA Certified.



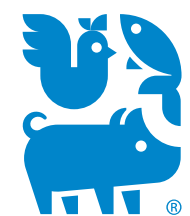
# RSPCA Certified Products

Products should always be referred to as RSPCA Certified [product], and never as RSPCA [product] (or RSPCA endorsed [product], RSPCA accredited [product], or similar).

- e.g., 'RSPCA Certified ham'
- e.g., 'All Coles brand fresh chicken is RSPCA Certified.'

'RSPCA Certified' should always come:

- **Before** the protein/product (e.g., 'RSPCA Certified eggs')
- **After** the production process (e.g., 'Free-range RSPCA Certified turkey')
- **After** the brand name (e.g., 'Coles RSPCA Certified pork')
- **After** any other descriptive product labels (e.g., 'crumbed RSPCA Certified chicken')



# RSPCA Australia Standards

The standards are the set of documents developed and owned by RSPCA Australia for RSPCA Certified's use. The set of standards includes layer hens, pigs, meat chickens, turkeys, farmed Atlantic salmon and non-replacement dairy calves.

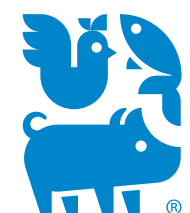
Use standards (lowercase s) when referring to the suite of documents. Use Standard (capital S) when referring to a specific standard (e.g., the meat chicken Standard).

The individual requirements within a standard are called requirements (in other words, a standard isn't made up of standards, it's made up of requirements).

- e.g., 'The Standard specifies the rearing, housing, transport and slaughter of meat chickens.'
- e.g., 'The Standard has 322 requirements when on farm and 88 at slaughter.'
- e.g., 'The RSPCA has standards for layer hens, meat chickens, pigs and turkeys.'
- e.g., 'The keeping of layer hens as assessed by RSPCA Certified is governed by the RSPCA Australia Standard – Layer Hens.'
- e.g., 'RSPCA's detailed animal welfare standards'
- e.g., 'RSPCA's higher-welfare standards'

We don't refer to the standards as being of a high standard, but rather higher – the word 'high' is subjective, however the standards are higher than those required by law.

The standards are animal-specific, not species-specific (as layer hens and meat chickens have different standards but are the same species).



# RSPCA Certified Assessors & Assessments

When referring to Assessors who work for RSPCA Certified, Assessors is always capitalised (as it's a job title). They are not inspectors (this term refers to RSPCA animal cruelty inspectors in each state and territory) or auditors – likewise, the activities they undertake are assessments, not audits or inspections.

When referring to whether or not a Producer is meeting the requirements of the standards, use conformance, not compliance.

- e.g., '25 farm assessments were conducted by RSPCA Assessors to ensure conformance with the requirements in the Standard.'



# Chain of Custody Program

A strict chain of custody program means that all RSPCA Certified ingredients can be traced from point of sale right back to the farm and refers to handling of all RSPCA Certified products.

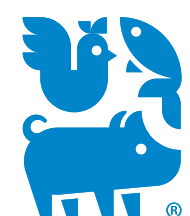
All businesses with a Trademark License Agreement with RSPCA Australia for use of the RSPCA Certified brand on product packaging or public facing material must complete a Chain of Custody assessment. The process ensures the RSPCA Certified logo can be trusted to mean the product comes from a farm where the animals have been raised to RSPCA's higher welfare standards.

The process ensures traceability of all RSPCA Certified ingredients and means Licensees and consumers can trust that, when they see the RSPCA Certified logo, this ensures effective verification of conformance with the Chain of Custody Standard.

Capitalise Chain of Custody when referring to the proper name of the program, and do not capitalise chain of custody when referring to the concept in general.

- e.g., 'Licensees should be familiar with the RSPCA Certified Chain of Custody Program.'
- e.g., 'We have strict chain of custody processes to ensure traceability of products.'

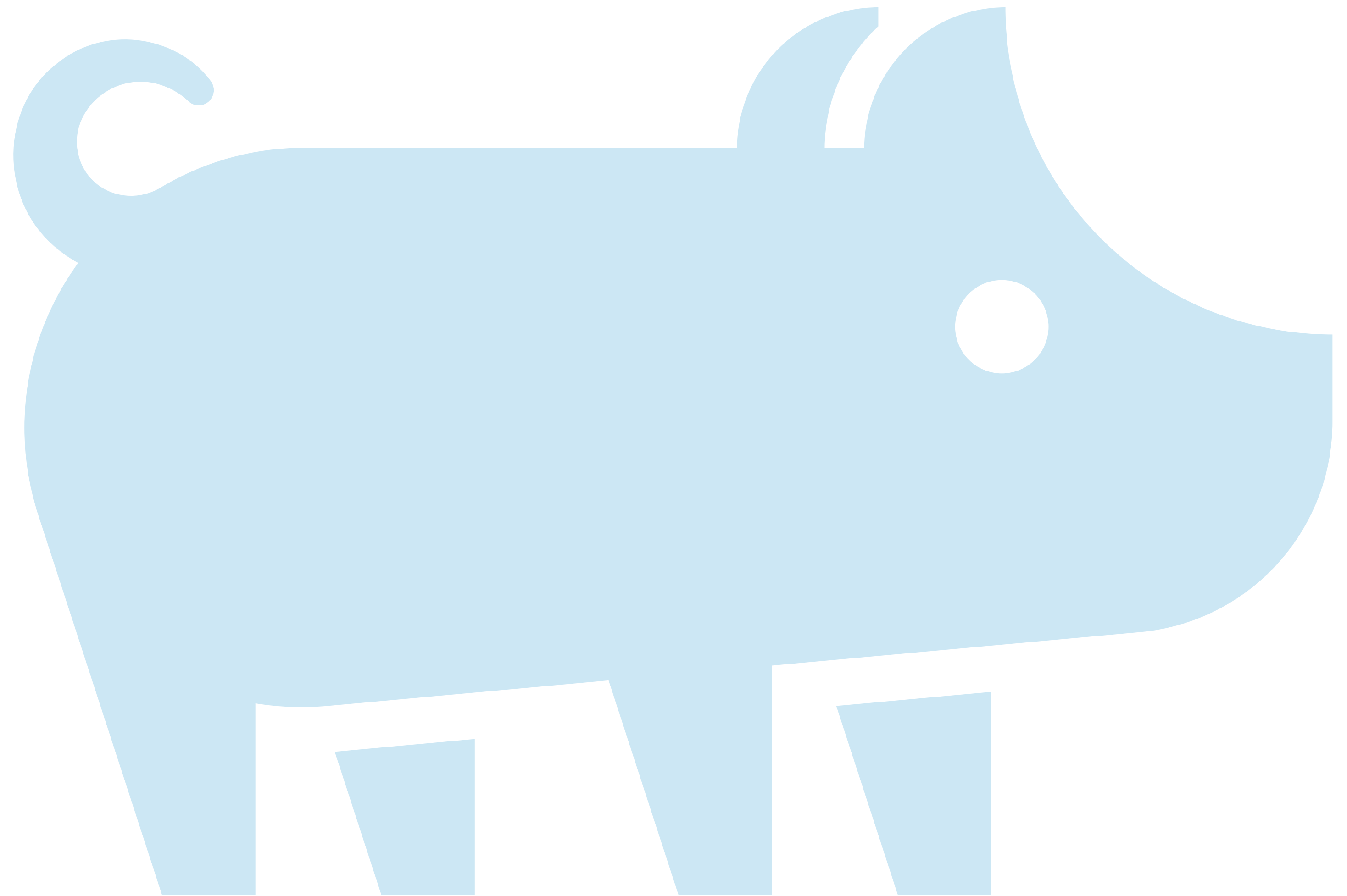
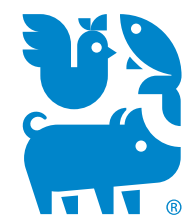
The Chain of Custody Standard is a proper name of a document and should be capitalised accordingly, and the other rules relating to standards apply (for example, the individual measures within the Chain of Custody Standard are called requirements).



# Talking about RSPCA Certified's Impact on Farm Animal welfare

RSPCA Certified is a farm animal welfare program, and the focus should always be on the difference it makes for animals who are farmed, transported and slaughtered to the requirements within a Standard. You can do this by, for example:

- Referring to how the requirements in the standards allow animals to express natural behaviours and give examples.
- Talking about the focus on meeting animals' physical and behavioural needs – and give examples.
- Referring to how the assessment program is rigorous, comprehensive, and conducted by trained RSPCA Assessors.
- Highlighting the robustness of the standards, including that they are comprehensive, regularly reviewed, and developed in line with the latest animal welfare science, and leading farming practices in Australia and overseas. Referring to the specific number of requirements within a standard is a good way of doing this.
- Using positive, animal-centric language (for example, referring to animals as them rather than it, who rather than that).





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