



Food for Life Supplier Scheme Brand Guidelines

Brand Guidelines

Welcome to the Food for Life Supplier Scheme brand guidelines. This document aims to give you an overview of how to use the marketing toolkits and press releases you have been given, and some guidance on how and where to use the assets it contains.



The Logo

When you join the Food for Life Supplier Scheme, we will give you access to an online toolkit. Here you'll find the Supplier Scheme logo for you to use.

This must not be altered in any way and can only be used in the colourways provided - it must not be stretched or shrunk.

You are permitted to add the logo to your website with the words 'We are members of'. You are not permitted to say 'We are accredited by/endorsed by/assessed by' or similar. **The logo may not be used on products.**

Standard text

You have access to sample text, newsletter copy, press releases and taglines. These cannot be altered in any way except for the copy contained in [boxes] that show where you need to add relevant information to your organisation.

Any edits or updates need to be requested from the Soil Association. You must ensure you have checked products using the 'product range checker' that is available on the resources pages before you reference them in copy.

How to describe your membership

[I am/we are] a member of the Food for Life Supplier Scheme. The Supplier Scheme means that caterers can benefit from our commitment to ethical sourcing and traceability, and that we can meet specifications on health and sourcing.

What's more, working with us will give you peace of mind: our membership of the Food for Life Supplier Scheme means we can make your inspections easier by providing evidence and audit trails.

The Supplier Scheme is for suppliers like us who are committed to supplying / can supply a range of foods that can help you achieve the 'Food for Life Served Here' Mark. Within the packs, there is draft content for press releases'. If you amend anything other than your business information and your quote, you must get your press release approved by the Soil Association.

Images

Images are available on request for use in presentations and promotional flyers. Please credit Soil Association Certification and be aware that our image rights are for a period of two years. Please send us all assets you create for sign off. The images provided can only be used to promote your work within the Supplier Scheme.

Press releases and presentations

In the toolkit, you will find copy for template press releases and a presentation that you can use as part of sales meetings. These should not be altered in any way, apart from the addition of your specific details in the [boxes].

Should you want to issue your own press release, we are very happy to provide a quote. We can usually do this within five working days. However, longer is appreciated. Please send us your draft press release with your request.

Case studies and articles

We are regularly asked to provide articles, good news stories or new case studies. If you'd like to be involved, please contact us.

Over to you

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