

SALSA

Safe and Local Supplier Approval

SALSA Logo Guidelines for Approved Members

The SALSA Logo Policy

The SALSA Logo and Approved Icons can only be used by members who hold a valid SALSA Certificate, subsequently demonstrating they can produce and store safe food and are committed to continually meeting the Standard's requirements.

Using the logo and icons will allow members to advertise their SALSA Approval via various media, including social media, presentations and company literature. It will demonstrate to customers and buyers that the food produced has met the Scheme's standard.

This guide has been created to help achieve consistency and continuity in the use of the SALSA logo amongst approved members.



SALSA Logo and Approved Icons

The following Approved Icons are available to members that hold a valid SALSA Certificate. Members are only permitted to use the Approved Icon that is relevant to their SALSA Certificate e.g SALSA *plus* Beer. All members are permitted to use the 'SALSA Approved' Icon and the SALSA Logo.

The Approved Icons and SALSA logos are available from SALSA, in a number of formats including JPG, PNG and others. Please email sarahrobbins@salsafood.co.uk to request your logo pack.



Food & Drink Production



Brokers, Storage & Distribution



SALSA *plus* Beer



SALSA *plus* Cheese



SALSA *plus* Ice Cream



SALSA *plus* Beer with BFBi Feed Assurance



**Available to all Approved
Members**

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Conditions of Use

1. The SALSA logo and Approved Icons can only be used by current SALSA Members holding valid certification.
2. The SALSA Logo or Approved Icon cannot be used on any food packaging or labelling.
3. Upon termination of SALSA Approval, the business shall immediately cease to use the SALSA Logo and/or Approved Icon and remove it from all materials, including digital.
4. The SALSA Logo and Approved Icon must appear whole, intact and not appear stretched or distorted.
5. The SALSA Logo and Approved Icon may not be embellished e.g effects such as embossing or highlighting.
6. The SALSA Logo and Approved Icon must not be recoloured.
7. SALSA reserves the right to withdraw the use of the SALSA Logo and Approved Icons.

#SafeFoodSells

Please share your success and tell your social media followers that you are #SALSAapproved.

Don't forget to tag us!



@salsafood



@SalsaFoodSafetyApproval



@salsafood



@salsafood

Please contact the SALSA Office if you have any questions about these guidelines.

01295 477570 or email info@salsafood.co.uk