

### Salsa Logo Procedure

**Objective:** This Logo Misuse Policy is established to protect the integrity and reputation of The SALSA Scheme. The policy outlines guidelines for the proper use of logos associated with SALSA. Any unauthorised or improper use of the logos is strictly prohibited and may result in legal action.

**Scope:** This policy applies to all employees, contractors, members and third parties who have access to SALSA's logos.

**Policy:** Users of the SALSA Scheme Logo must adhere to the following conditions of use:

- a. The SALSA logo and Approved Icons can only be used by current SALSA Members holding valid certification, and auditors and mentors for business purposes only.
- b. Only SALSA Logos or Approved Icons from the latest SALSA Logo Pack (provided by SALSA via info@salsafood.co.uk) can be used. The current version and usage conditions are available on the SALSA website.
- c. The SALSA Logo or Approved Icon cannot be used on any food packaging or labelling.
- d. 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.
- e. The SALSA Logo and Approved Icon must appear whole, intact and not appear stretched or distorted.
- f. The SALSA Logo and Approved Icon may not be embellished e.g. effects such as embossing or highlighting.
- g. The SALSA Logo and Approved Icon must not be re-coloured.
- h. SALSA reserves the right to withdraw the use of the SALSA Logo and Approved Icons.

The following are strictly prohibited:

- a. Displaying the logo if you are not an Approved SALSA member, auditor and or mentor.
- b. Altering or modifying the logo's design or colours without explicit authorisation from SALSA.
- c. Combining the logo with other graphics or elements that could diminish its visibility or impact.
- d. Using outdated versions of the logo that have been superseded by newer versions.
- e. Displaying the logo in a manner that suggests endorsement or partnership without proper authorisation.

If an employee, member, auditor, mentor or a third party identifies any misuse of SALSA's logos, they must report it to info@salsafood.co.uk.

**Procedure:** SALSA will undertake the following procedure in reported cases of logo misuse:

1. **Investigation:**

- a. The case will be sent to the SALSA Marketing Manager who will investigate any reported incidents of logo misuse to determine the extent of the violation.
- b. The case will be logged on the SALSA complaints register.

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### 2. Corrective Action:

- a. If there has been a violation of the SALSA Logo Policy, the individual or entity will receive an email warning about the breach of the SALSA Logo Policy and request appropriate corrective action to adhere to the policy.
- b. If the individual or entity does not respond to the first email within seven days, they will be sent a reminder email.
- c. If the individual or entity does not respond to the reminder within seven days, the SALSA Marketing Manager will follow up with the Cease & Desist letter, giving the recipient three weeks to provide evidence of the requested corrective action.
- d. If the corrective action is not actioned within three weeks, the individual or entity will be reported to the following organisations:
  - Their local Council – trading standards
  - Advertising Standards Agency

### Resolve

SALSA Leadership Team to review the result of the investigation.

The outcome of the investigation is to be recorded on the SALSA complaints register.

Upon receipt of an appeal, SALSA will review the grounds of the appeal and any additionally supplied supporting information.

SALSA can at any time prior to an appeal meeting, revoke the decision to terminate the member's certification.

A tribunal panel will be appointed to consider the appeal, ensuring that the panel is independent, impartial and competent. The appeal hearing will take place within 30 days of receipt of the appeal. The appeal will consider any additional information provided and a decision provided within 30 days of the panel meeting.

### Availability

This document is made available via the [salsafood.co.uk](http://salsafood.co.uk) website to the following stakeholders:

Advisory Board	Yes
Technical Advisory Committee	Yes
Auditors/Mentors	Yes
Members	Yes
Buyers and Specifiers	Yes