How to use the Vegetarian Society Approved trademarks

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About the Vegetarian Society Approved trademarks

The Vegetarian Society is a charity that runs a scheme that licenses the use of two trademarks. One is for displaying on vegetarian products. One is for displaying on vegan products.

When a product is licensed to display one of the Vegetarian Society Approved trademarks, it means the product has undergone our independent checks, met our strict criteria, and is therefore suitable for vegetarians / vegans.

This guide gives you information you need to use the Vegetarian Society Approved trademarks correctly, but do contact us if you have any questions. We’re here to help.
Where to use the trademark(s)

If your product is licensed to display a Vegetarian Society Approved trademark, you can display the trademark on your products, your website or on your marketing materials.

The Vegetarian Society accredits products, not companies. Any trademarks must be displayed alongside the accredited products – not, for example, on a company’s homepage separate from the specific product.

Trademark clear space

The minimum exclusion zone for the Vegetarian Society Approved trademarks is height of the capital “R” – like this:
Trademark minimum size

Minimum size
It can sometimes be tricky to squeeze everything in – especially if your product is in a small package.

In print, the preferred minimum width of a Vegetarian Society Approved trademark is 18mm. If your packaging requires the trademark to be displayed at a smaller size, please contact the Vegetarian Society.

Minimum size (actual size)

18mm  18mm
Trademark colours

**Trademark(s) in full-colour**
This uses the Vegetarian Society corporate colours, and can only be used on a white background.

**Trademark(s) in black**
This can be used on any suitably contrasting (white or light-coloured) background.

**Trademark(s) in white**
This can be used on any suitably contrasting (black or dark-coloured) background.

**Trademark(s) in single colour**
This can be used on any suitably contrasting (white or light-coloured) background.

**Trademark(s) in any other colour**
You may use the Vegetarian Society Approved trademark(s) in any other single colour, as required by your packaging needs, as long as it is suitably contrasting to the background. You may not use more than one colour in a single trademark.
Things to avoid

Do not stretch or distort the trademark(s)

Do not separate or remove any of element of the trademark(s) (e.g. removing the text)

Do not change the trademark(s) font

Do not use the full-colour trademark(s) on a coloured background or image
- Do not apply texture to the trademark(s) or fill with images
- Avoid using colours that don’t contrast with the background, or using the trademark(s) over a busy area of an image
- Do not outline the trademark(s)
- Avoid applying effects (e.g. drop shadows)
What the trademarks mean

What it does mean

The Vegetarian Society Approved vegetarian or vegan trademarks mean the product has undergone our independent checks, has met our strict criteria, and is therefore suitable for vegetarians / vegans.

The accreditation applies to specific products, not to the company.

What it doesn’t mean

Being licensed to carry the Vegetarian Society Approved trademarks does not mean the Vegetarian Society endorses the product.

It does not mean the Vegetarian Society recognises / confirms / endorses any claims (e.g. health claims) made in relation to the product other than it being suitable for vegetarians / vegans.
How to talk about the trademarks

Terms you can use

When talking about the Vegetarian Society Approved vegetarian trademark or Vegetarian Society Approved vegan trademark, you can say your product...

- ...is licensed to carry the Vegetarian Society Approved vegetarian/vegan trademark
- ...is licensed to display the Vegetarian Society Approved vegetarian/vegan trademark
- ...carries/displays the Vegetarian Society Approved vegetarian/vegan trademark
- ...has the Vegetarian Society Approved vegetarian/vegan accreditation
- ...meets the Vegetarian Society’s strict criteria for vegetarian/vegan
- ...is accredited by the Vegetarian Society
Terms you **should not use**

When talking about the Vegetarian Society Approved vegetarian trademark or Vegetarian Society Approved vegan trademark, you should **not** say or imply:

- The Vegetarian Society accredits [company name] *as opposed to [product]*
- The Vegetarian Society approves of...
- The Vegetarian Society endorses...
- [Product] has the seal of approval of the Vegetarian Society
- [Product] has won the Vegetarian Society Approved accreditation
- [Product] is the first / best / only product [e.g. in a specific sector] to carry the Vegetarian Society Approved trademark(s)
If you have any questions...

If you are unsure about anything in this guide, or have any questions, you can contact the Vegetarian Society in the following ways:

Email: hello@vegsoc.org
Telephone: 0161 925 2000 (lines are open Monday to Friday, 9am to 5pm)