

Style guide for the QS certification mark



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1. INTRODUCTION

This style guide describes rules and guidelines for the use and correct presentation of the QS certification mark on products and in corporate communication.

**Our common task:
consolidate trust and create transparency.**

The blue QS certification mark is applied to foods which were produced and marketed in compliance with mandatory quality requirements. It symbolises the joint efforts of more than 180,000 economic operators in cross stage quality assurance. It stands for thorough controls, ensured origin and clear marking and labelling: QS. Quality scheme for food.

Together with the scheme participants, we organise a reliably quality assurance along the entire supply chain, from farm to shop.

We ensure transparency by means of binding standards and independent controls of the processes in the participating businesses. In this way, we create a solid basis for trust between customers and suppliers and deepen consumers' trust in safe food.

As an industry standard setter, we develop industry-wide solutions for the thorough quality assurance of fresh food. In the event of incidents and crises, QS gets to the bottom of the causes and provides support and clarification.



2. OWNERSHIP AND UTILISATION RIGHTS

QS Qualität und Sicherheit GmbH is the owner of the trademarked QS certification mark an the slogan „QS. Ihr Prüfsystem für Lebensmittel.“.



The QS certification mark is registered at the German Patent and Trade Mark Office (DPMA) in Munich, at the European Union Intellectual Property (EUIP) in Alicante and the World

Intellectual Property Organization (WIPO) in Geneva for QS Qualität und Sicherheit GmbH.

Right to use the QS certification mark

The QS certification mark may only be used by **scheme participants** of QS Qualität und Sicherheit GmbH and its subsidiary and **coordinators**. They are awarded the right to use the mark individually by means of a scheme contract or framework agreement with QS. Agricultural businesses, livestock transport companies and food retail branches do not make any direct contractual agreements with QS; they participate in the QS scheme via coordinators. The right to use the QS certification mark is awarded to them individually and on request by their coordinator.

The QS certification mark may not be used without the advance written authorisation of QS Qualität und Sicherheit GmbH or a coordinator empowered to award sublicences. Unauthorised depiction of the QS certification mark is prohibited. QS reserves the right to take legal action against anyone who depicts, reproduces or uses the marks of QS Qualität und Sicherheit GmbH in any other way without express advance authorisation to do so.

Use in communication

The QS certification mark may be used by the authorised users for illustration on products and packaging material as well as on delivery notes or shipping documents. The use without direct product reference is permitted in online communication, as an element in business equipment (letterheads, image brochures etc.) and on advertising material of all kinds.

User fees

The fees paid by scheme participants include the right to use the QS certification mark. A separate licence fee is not charged

3. DESIGN SPECIFICATIONS

QS CERTIFICATION MARK

Corporate Colour Blue - primary colour

The QS certification mark is always depicted in blue with a colour gradient. The circle symbol and the lettering are highlighted with a white background and a blue frame against the background. The boundary frame must be completely closed and visible against the surrounding background.

Pantone 2935 C	CMYK C 100% M 50% Y 0% K 0%
HKS 44	RGB R 0 G 106 B 179

Standard depiction



QS certification mark with colour gradient



15 mm

Minimum height 15 mm



QS certification mark with list of ingredients

Minimum height 18 mm



16,8 mm

QS certification mark with URL

Minimum height 16,8 mm

There are no restrictions regarding the maximum height. When adjusting the size, the extension, compression and distortion of the QS certification mark must be avoided.

Colour gradient

To ensure a uniform appearance, the QS certification mark is always displayed with a colour gradient. This applies to the standard presentation in blue as well as to the authorised exceptional case of black and white presentation. In justified exceptional cases (e.g. printing processes), the QS certification mark may be displayed without a colour gradient. This is subject to approval by the QS head office.

Colour exceptions

In justified exceptional cases, the QS certification mark may be displayed in black and white. This is subject to the express authorisation of the QS head office.

Size of depiction

The minimum height for all images of the QS certification mark is 15 mm. In exceptional cases

may be nonconformity with the minimum height. The prerequisite for this is the existence of express authorisation from the QS organisation.

Only permitted with the explicit approval of QS



QS certification mark b/w with colour gradient



< 15 mm

Image smaller than 15 mm



QS certification mark without color gradient



QS certification mark b/w without color gradient

Languages

Illustration in other languages (German, English, Spanish) is permitted if products, delivery notes and shipping documents are primarily used in another language area.

German



English



Obligation to release exceptional cases

The right to depict the QS certification mark

- in black and white,
- smaller than 15 mm minimum
- height, without colour gradient and
- in another language

is subject to prior approval by QS.

Drafts of printed media and screenshots of online communication are sent to QS as a PDF file or as a link for review and release. Please use the online form at www.q-s.de/approval-request to request approval for the use of characters.

If you have any questions regarding the use of QS certification mark, please contact certificationmark@q-s.de.

The authorisation must be presented on request e. g. in the course of an audit.



4. USE OF QS CERTIFICATION MARKS AND APPROVAL PROCEDURES

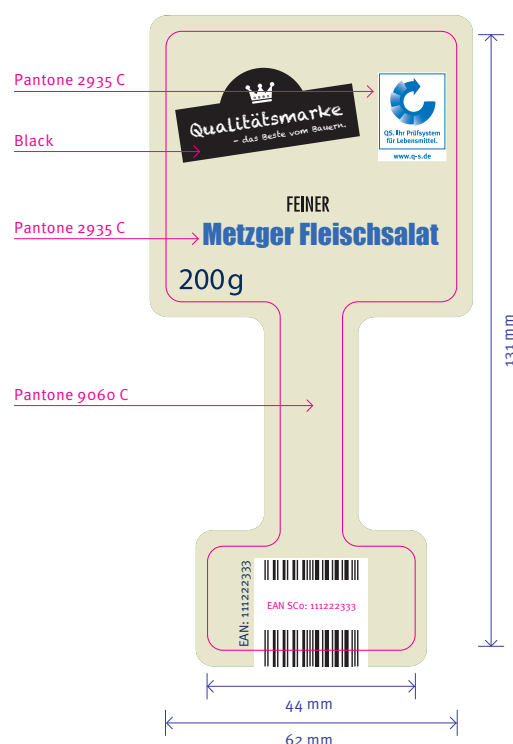
With the signing of a scheme contract, scheme participants are given this style guide along with individual data for accessing the protected area of the QS website (www.q-s.de/en) reserved for users of the certification mark. For authorised users who want to display the QS certification mark on products, delivery notes and shipping documents or without direct reference to a product, printable data is available for download. Bundled companies receive the print data and authorisations from their coordinators.

The following applies to all other scheme participants:

Release process

Prior to publication, drafts of printed media or screenshots of online communication are sent to QS Qualität und Sicherheit GmbH for checking and approval, stating the own QS-ID, and are authorised after review. Authorised users must keep the release from QS on file. Scheme participants must be able to prove their right to use the QS certification mark at any time upon request from QS or at the end of a QS audit by submitting suitable documents (scheme agreement, coordinator's authorisation of use, release or exception approval by QS).

Sample label



Meaningful test documents with size specifications facilitate the release by QS.

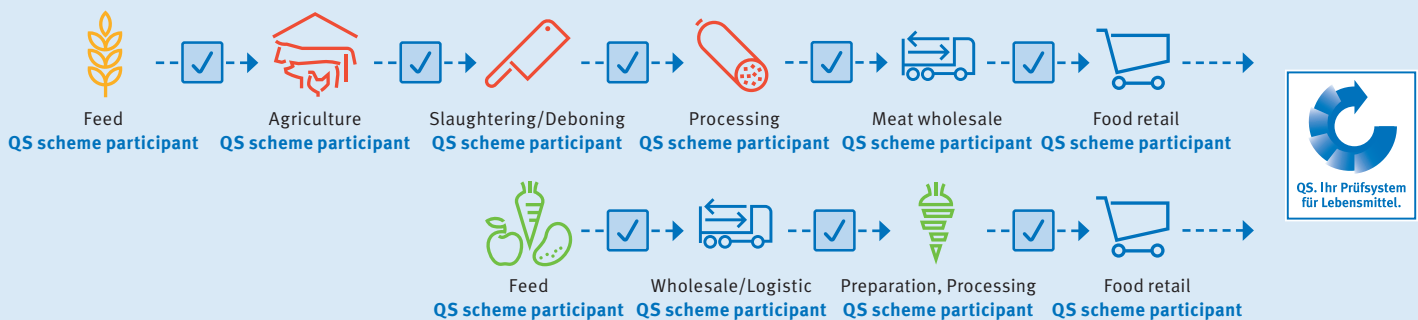
For release requests for the use of QS certification marks, please use the online form at www.q-s.de/approval-request.

5. USE AND LABELLING WITH THE QS CERTIFICATION MARK

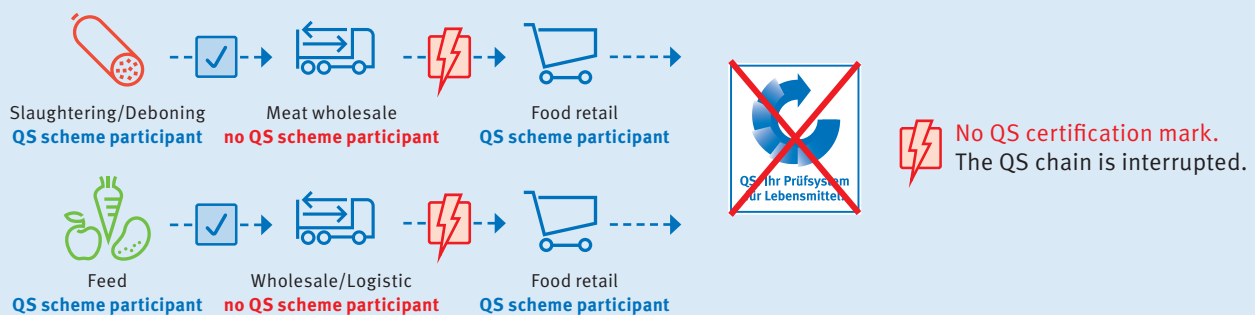
Only foods which have been produced and marketed right from the start by certified businesses in compliance with the QS requirements may bear the certification mark. In addition to this, the scheme participant entitled to use it must be recognisable on each product.

If the QS scheme participant chain from production to marketing is interrupted – e.g. because a business does not participate in the QS scheme, does not have valid certification at the time of delivery or is not eligible to deliver into the QS scheme – the QS certification mark may not be applied to the product.

Product may be labelled with the QS certification mark



Product may not be labelled with the QS certification mark



Check eligibility of delivery

As a scheme participant's eligibility of delivery can lapse at any time, e.g. if an audit is not passed, the QS scheme participants along the supply chain are obliged to check the status of their suppliers with every delivery.

This way it can be ensured that the integrity of the supply chain is maintained. Information on the eligibility of delivery can be accessed under www.q-s.de/softwareplattform/en/.

Depiction on products and advertisements

When displaying the QS certification mark on products or their packaging, any misleading of the consumer must be avoided. The certification mark must be depicted in such a way that the services directly related to QS are clearly recognisable. If the QS certification mark is used at the same time as other statements about the product, any misleading information must be avoided.



The QS certification mark must be displayed on product packaging in such a way that the consumer is not misled about the services behind it.

When designing the counter, care must be taken to ensure that the separation of QS products and non-QS products is clearly recognisable to the customer.

Use at fresh meat counters

When using the QS certification mark in or at the meat/sausage service counter and for batches of goods in the fruit/vegetable department, attention must be paid to the clear allocation to the goods. It must be clearly visible to the customer which assortments or products have been produced and marketed in accordance with the requirements of the QS scheme and therefore bear the QS certification mark.

It must be clearly recognisable which assortments or products are produced and marketed in accordance with the QS requirements and which are not.

Advertising materials – flyers, customer magazines and image brochures

The QS certification mark can also be used in print/online media for customer communication

When designing the leaflet, the correct assignment of the QS certification mark to the advertised product must be ensured in order to avoid misleading the consumer.

Information on QS certification in online communication

The QS certification mark can also be used on the Internet or in e-mail communication, taking into account the same rules as in print communication.

	Roast beef	17,99 €
	1 kg each.....	
	Leg of lamb	9,99 €
	1 kg each.....	
	Cod-fil	12,99 €
	1 kg each.....	

INCORRECT REPRESENTATION

The consumer must be able to clearly recognise which products bear the QS certification mark and which do not.

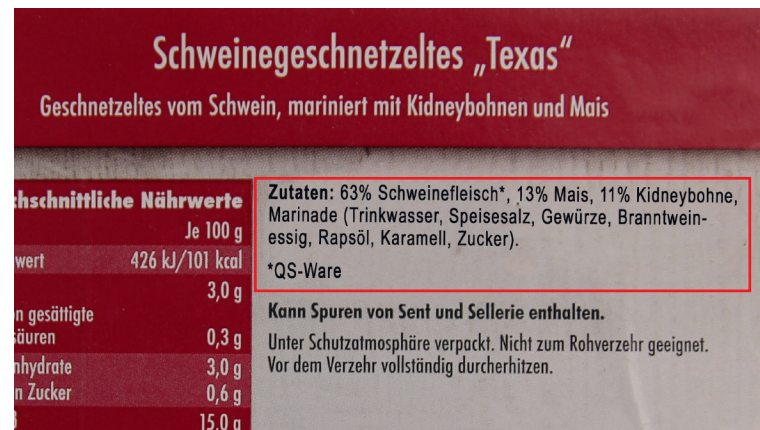
COMPOSITE PRODUCTS

Composite products are food products that pass more than one ingredient, such as mixed salads and ready meals. The QS certification mark can be used on composite products if they contain ingredients (meat/meat products and/or fruit, vegetables, potatoes) that have been produced and marketed in accordance with the requirements of the QS scheme (QS products). A distinction must be made between the following regulations:

- a) Use of the QS certification mark on composite products with $\geq 50\%$ QS products
- b) Use of the QS certification mark on composite products with $< 50\%$ QS products

General regulations

- Ingredients from meat and meat products contained in the composite products that fall within the scope of the QS scheme are completely (100 %) QS products.
- In order for the QS certification mark to be used, at least 10% of the composite product must pass QS products. Products with a QS content of $< 10\%$ but $\geq 5\%$, but where the QS ingredient is considered a value-defining component and is emphasised in the sales description (e.g. „salami pizza“), may also be labelled with the certification mark.
- To enable consumers to recognise which ingredients in a composite product are QS products, these must be labelled with a footnote in the list of ingredients on the label. Excluded from this requirement are products that consist of 100% QS products, with the exception of ingredients such as salt, water, spices and/or additives.



Specific regulations

Re a) Use of the QS certification mark on composite products with $\geq 50\%$ QS products

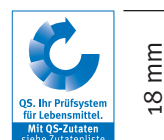
The regular QS certification mark is used.



Minimum height 15 mm

Re b) Use of the QS certification mark on composite products with $< 50\%$ QS products

The certification mark supplemented by the addition „With QS ingredients - see list of ingredients“



Minimum height 18 mm

When using the certification mark, please observe the regulations in the document „Explanatory notes on the use of the QS certification mark for composite products“ at www.q-s.de/en.

6. USE OF THE QS CERTIFICATION MARK FOR LIVESTOCK TRANSPORT COMPANIES

The transport companies authorised for livestock transport in the QS scheme (livestock transporters) can use the QS certification mark, but not on transport vehicles.

Use of QS certification mark by livestock transport companies

The QS certification mark can be found on

- transport,
- Letters and
- comparable means of communication

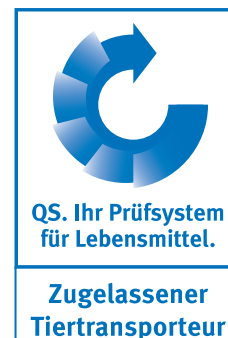
Each figure must be labelled with the addition „**Authorised livestock transport company**“.

Participation in the QS scheme can also be communicated on the animal transport vehicles with corresponding lettering.

Formulation examples:

- Animal transport companies approved in the QS scheme
- Livestock transport in accordance with the requirements of the QS scheme

A combination of lettering and a symbol is also possible (see illustration example).



Display example



Source::

Deutscher Vieh- und
Fleischhandelsbund
e.V., Bonn

The use of the QS certification mark (with or without addition) on transport vehicles is not permitted.



7. CONTACT

We are pleased that you use the QS certification mark on products, delivery notes and in advertising communication. Do you have any questions for us?



Sonja Pfeifer

Scheme agreements,
use of QS certification mark

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For release requests for the use of QS certification marks, please use the online form at www.q-s.de/approval-request.

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