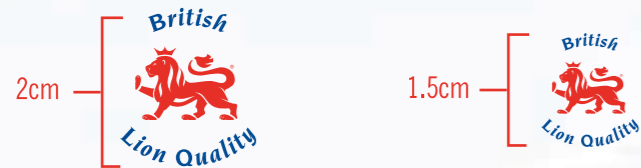


Directions  
for use of the  
Lion mark

On pack

The Lion trade mark must be clearly displayed on the top or front face of the egg pack. The Lion mark must be as large as practically possible and not less than 1.5cm x 1.5cm. A tolerance of 2mm maximum is allowed to the width to ensure the fit of the logo is correct.



The Lion trade mark must appear in the specified colour palette (see page 4); where limited print colours are available BEIC will ensure that the colours used give prominence for the Lion on pack, although dispensation on colour specifications may be granted by the BEIC on a case by case basis.

The font must appear as specified in these guidelines.

The following legend shall appear either on the inside or the outside of all egg packs featuring the Lion mark:

**The Lion mark is your guarantee that these are quality eggs laid by British hens vaccinated against Salmonella. More information at [egginfo.co.uk](http://egginfo.co.uk)**

**Hundreds of recipe ideas at [eggrecipes.co.uk](http://eggrecipes.co.uk)**

For 6-packs where less space is available the following shortened legend shall be used:

**The Lion mark is your guarantee that these are quality eggs laid by British hens vaccinated against Salmonella. See [egginfo.co.uk](http://egginfo.co.uk) and [eggrecipes.co.uk](http://eggrecipes.co.uk)**

On outers

The Lion trade mark must appear on the front face of the outer, visible on shelf after any cardboard has been cut out. The minimum size for the Lion must be 2.5cm<sup>2</sup> and the Lion colours must be used, unless otherwise specifically agreed by BEIC. The requirements for outers relate to printed retail outers only.

On other applications

Use of the Lion trade mark by BEIC subscribers on promotional material, company stationery, signage, websites, vehicles or another application must be approved by the BEIC in writing.

The Lion mark  
on egg products

As part of its licence agreement with Lion egg processors, the BEIC licenses the right for them to use the Lion trade mark in their communications. The BEIC reserves the right to withdraw the right to use the Lion trade mark at any time. The minimum size for the Lion logo on egg products packaging is 1.5cm x 1.5cm. A tolerance of 2mm maximum is allowed to the width to ensure the fit of the logo is correct.

Lion egg processors who comply with the Code of Practice for the Production of Lion Egg Products are permitted to use the Lion trade mark on products where all the egg used is Lion Quality (ie eggs from a Lion-approved packing station).

In addition to the logos outlined on page 3, Lion egg processors may also use the following logo:



Use of the Lion mark  
by third parties

The Lion trade mark may be used under a licence agreement with BEIC on marketing materials by outlets using Lion Quality eggs or egg products, if certain criteria are satisfied. These criteria include that all outlets must, at all times that the Lion trade mark is displayed, only use Lion Quality eggs or egg products.

On further processed food products containing Lion Quality egg products, the words 'Made with' may be used in conjunction with the British Lion egg products logo, provided all the egg used is Lion Quality.

For detailed guidelines for third parties (non-BEIC subscribers) wishing to use the Lion trade mark and an application for a licence agreement, contact the British Egg Industry Council.



Provisions  
for the use of the  
Lion Quality  
trade mark

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# Introduction

The Lion Quality mark (Lion mark) is a registered trade mark of the British Egg Industry Council (BEIC).

As part of its licence agreement with BEIC subscribers, the BEIC licenses the right for subscribers to use the Lion trade mark in their communications. The BEIC reserves the right to withdraw the right to use the Lion trade mark at any time.

These provisions have been developed to ensure that the Lion trade mark is used correctly and consistently, including in all information that is produced about the Lion Quality scheme, in print or electronic form. All use of the Lion trade mark must be in accordance with these provisions.

These provisions are intended to be used by BEIC subscribers, graphic designers, printers and other outside agencies who have responsibility for the design, creation or production of any item that displays the Lion trade mark.

It is a requirement that any external organisation wishing to use the trade mark obtains express written permission from the BEIC.

# Approvals

All usage of the Lion trade mark must be pre-approved in writing by the BEIC. The BEIC requires a minimum of 3 working days for approval of artwork.

# Contact

**British Egg Industry Council,**  
89 Charterhouse Street, London EC1M 6HR  
Tel 020 7608 3760 Fax 020 7608 3860  
Email [info@britisheggindustrycouncil.com](mailto:info@britisheggindustrycouncil.com)

**British Egg Information Service,**  
52a Cromwell Road, London SW7 5BE  
Tel 020 7052 8899 Fax 020 7052 8889  
Email [info@britegg.co.uk](mailto:info@britegg.co.uk)

# The Lion Quality mark

The Lion trade mark must not be altered.

The only exception to this is where the Lion trade mark is used on egg packs in its authorised format but an additional representation is also required for design purposes.

The normal version of the logo (A) should be appropriate for most applications.



The following alternative versions (B & C) of the Lion trade mark can be used for applications when it may not otherwise be immediately obvious that the reference is to eggs ie: on advertising and other promotional material where the Lion trade mark is isolated from the product.



Digital artwork for the logo is available in pdf, eps and jpeg format. Any new use of the Lion trade mark must be approved by the BEIC.

# Technical specifications

## Colour palette

The Lion trade mark palette comprises the colours shown here. These spot colours shall be used whenever possible, although the colours can be produced from a four colour process when necessary.

Red	
Pantone 032	
C	0%
M	91%
Y	87%
K	0%

Blue	
Pantone 287	
C	100%
M	69%
Y	0%
K	11%

Our corporate font is **Novarese Italic**

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
*abcdefghijklmn  
opqrstuvwxyz*

## Exclusion zone

The area around the Lion trade mark must always be entirely clear, ie. enough space must be left to ensure that it stands out. The Lion mark must not be 'overlapped'.

## Territorial designators

Words such as 'Scottish' etc or territorial images such as the Union Flag cannot be integrated with the Lion trade mark but can be used in or on the same materials or item as the Lion trade mark.