

# Logo Regulations

## Regulations relating to the use of The British Pie Awards logos, certificates and labels

To avoid misrepresentation and to maintain the integrity of The British Pie Awards, the British Pie Awards have issued the following regulations which must apply to the use of all British Pie Awards branding.

The logo and the wording 'British Pie Awards' are registered to the **Melton Mowbray Pork Pie Association** and may only be used in printed or electronic format in the prescribed manner.

The British Pie Awards on behalf of The Melton Mowbray Pork Pie Association reserves the right to refuse permission to use the logo if not deemed to be in keeping with the aims and integrity of the British Pie Awards.

### **Labels**

Supreme Champion, Class Champion, Highly Commended, Gold, Silver or Bronze labels etc for use on packaging **may** only be purchased from our approved supplier InkREadible and **must** only be attached to winning pies. The British Pie Awards has no financial interest in the production of these award labels and has negotiated what it believes to be the best price available. Should any award winner believe they have identified an alternative supplier capable of producing the labels at a better price, the label supplier should contact the British Pie Awards directly.

### **Packaging**

Any producer wishing to print the Awards logo directly onto their packaging must provide the British Pie Awards with proofs prior to printing. The British Pie Awards on behalf of the Melton Mowbray Pork Pie Association reserves the right to refuse permission to use its logo if it believes the terms and conditions of usage are not in accordance with its rules and regulations.

### **Marketing**

The British Pie Awards logo should **never** be displayed in any form whatsoever, whether as labels, at exhibitions, on leaflets, letter headings, on websites or in advertisements without stating the award (Supreme Champion, Class Champion, Highly Commended, Gold, Silver or Bronze), **or** the product that won the award, **or** the year in which it won.

### **It is the Pie that wins!**

Every award given by the British Pie Awards is specific **only** to that winning pie as entered originally into the Awards. Awards are not transferable and do not represent a business or pie maker – it's just the pie that wins.

For further information regarding the Regulations, please email [info@britishpieawards.co.uk](mailto:info@britishpieawards.co.uk)