



## **Using official logos in connection with the sale and promotion of Cornish pasties**

### **Guidance notes to CPA members**

#### **1. The EU PGI symbols**

- 1.1. EU legislation requires the official PGI symbol to be used in the labelling of Cornish pasties and the CPA encourages this.
- 1.2. Any business using the protected name at point of sale is required to use a certified product and to comply with this guidance. It is the responsibility of all certified producers of genuine Cornish pasties to use the information in this guidance and relay the information to their trade customers. A procedure needs to be adopted for this to be relayed onwards where products are being sold to a wholesaler and the identification of the final point of sale is not known to the producer.
- 1.3. The EU PGI symbol may only be used where the products have been verified as being compliant with the product specification and certified as such. If certification expires, the use of the protected name and the PGI symbol may not continue.
- 1.4. Each product must also display the identification mark of the producer, which is allocated by the CPA. The number will start with the letters CP followed by a number. The entire identification mark, e.g. CP01 must be used. See below for guidance on how this should be displayed.
- 1.5. The protected name (Cornish pasty/pasties) must appear in its entirety on any product bearing the EU PGI symbol. For example, the symbol may not be used alongside a product labelled only as 'steak pasty' or 'traditional pasty'. Similarly, both words of the protected name are to appear together. For example, the symbol may not be used alongside a product labelled as 'Cornish steak pasty'.
- 1.6. On a packaged product the protected name should appear within the same field of vision as the EU PGI symbol. The CPA recommends that the symbol is used prominently to encourage consumer and trade recognition of the protected name status.
- 1.7. For non-packaged products, the symbol should be used on menus and point of sale materials that are used to label the product. Again, the protected name should appear within the same field of vision as symbol.
- 1.8. The symbol may also be used on promotional materials where the protected name is used, for example websites, leaflets, posters, displays, shelf talkers, swing signs.

## 2. Reproduction of EU PGI symbols

### 2.1. Union symbols in colour

When used in colours, direct colours (Pantone) or four-colour process may be used. The reference colours are indicated below.

### 2.2. Union symbols in pantone:



Pantone®  
Reflex Blue



Pantone®  
Yellow 109

### 2.3. Union symbols in four-colour process:



100 % cyan  
80 % magenta



10 % magenta  
90 % yellow

### 2.4. Contrast with background colours



If a symbol is used in colour on a coloured background, which makes it difficult to see, a delimiting outer circle around the symbol should be used to improve contrast with the background:

### 2.5. Union symbols in black and white



Use of the symbols in black and white is allowed only when black and white are the only ink colours used on the package.

When used in black and white Union symbols are reproduced as follows:

### 2.6. Union symbols in black and white in negative



If the background of the packaging or labelling is dark, the symbols may be used in negative format as follows:

## 2.7. Typography

Times Roman capitals must be used for the text.

## 2.8. Reduction

The minimum size of the Union symbols is 15 mm in diameter; however, it may be reduced to 10 mm in case of small packages or products.

## 2.9. Use with the producer identification number

The producer identification number must be used in conjunction with the EU symbol. If the EU symbol is used more than once on a pack or a label, the producer identification number only needs to appear once.



CP01

The number must be reproduced as follows:

Typography: Times New Roman capitals, minimum Point 9

Colour: Black

Position: centred under the logo

Additional words: are not to be used.

## 3. CPA logo

- 3.1 The CPA intends the CPA logo to become a mark that is recognised as a symbol of a genuine Cornish pasty. The use of the CPA logo by CPA members and their customers to promote genuine certified Cornish pasties is therefore strongly encouraged.
- 3.2 The CPA maintains a supply of adhesive window stickers for use in premises to which the public have access, and supplies these to all members. There is no charge for these stickers while current stocks last. It is each member's responsibility to request the correct number of stickers and to distribute them to their customers.
- 3.3 The logo may be reproduced for use in point of sale and marketing materials in connection with genuine Cornish pasties. It should not be used in materials exclusively promoting another type of product made by the producer, e.g. bread, or in outlets where Cornish pasties are not sold.
- 3.4 If CPA membership fees are overdue or membership ceases, use of the logo is no longer permitted. The lapsed member is required to ensure its customers are made aware of this and that their use of the logo is also discontinued.
- 3.5 The CPA logo may appear alongside the EU PGI logo but must not be used in place of the EU PGI logo.
- 3.6 Provided the above guidance and the reproduction requirements below are adhered to, permission or approval of artwork by the CPA is not required. However, the CPA is happy to provide further guidance on design if required.

## 4. Reproduction of the CPA logo



4.1. The logo must only ever be used in its standard black and white format

- 4.2. The colours may not be used in negative.
- 4.3. The black elements of the logo must not be placed on a background of a colour other than white.
- 4.4. The wording or type font within the logo may not be changed in any way.
- 4.5. The CPA logo must remain distinct, and therefore the design of any individual member's own logo or other artwork, or that of any of their customers, must not in any way be evocative of the CPA logo itself.