

Better Life label

Style guide
and user protocol

Beter
Leven



DIEREN
BESCHERMING



Introduction

This style guide explains how participating companies are permitted to use the Better Life logo in their communication about the Better Life label.

The style guide is an appendix to the Regulations for use and monitoring of the Better Life label (pursuant to article 5). This style guide states the communication requirements for the use of the certified 'Better Life' label (hereafter referred to as the logo).

The certified participant must actively inform their suppliers and customers that the content of the style guide also applies to communication issued by the suppliers/customers (see article 5(3) of the Regulations for use and monitoring of the Better Life label). In this style guide, the term 'certified participant' should therefore be understood to mean: including their suppliers and customers.

Communication by participants about the Better Life label is often marketing driven. The certified participant must ensure that the impression created in the marketing/advertising communication items concerned (in images or in writing) complies with the requirements of the relevant animal welfare criteria and the correct scope (species of animal and number of stars).

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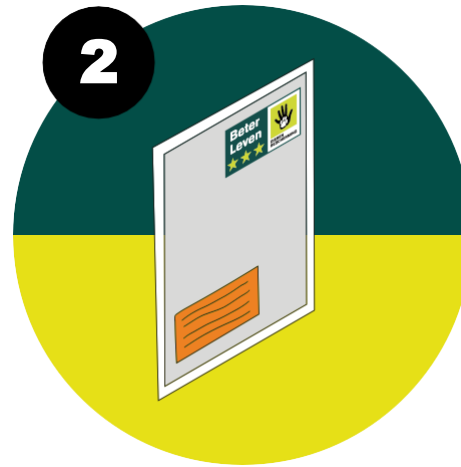
1. Steps to apply to use the Better Life label

Participants in the Better Life label scheme must use the BLL portal to submit communication items for assessment in advance when using the logo on consumer packaging. The communication item may only be used when approved has been granted.



STEP 1

Consult our website for information about the logo.



STEP 2

Design the communication item with the Better Life logo in compliance with the guidelines in this style guide.



STEP 3

Use the BLL portal to submit the communication item for approval.



STEP 4

BLLF will assess the application. The communication item may be used when approved has been granted.

2. Communication about the Better Life label

REGULATIONS CONCERNING REFERENCES TO THE LABEL



The certified participant must use the Better Life logo in the correct way stating the correct number of stars as described below. Consumer packaging must be submitted in advance for approval using the BLL portal.

The responsibility for the legal requirements in this respect, including the truthfulness/accuracy of the items displayed, is entirely with the participant. The BLLF assesses and benchmarks product communication on consumer packaging against the following requirements. The obligation to submit packaging in advance only applies to consumer packaging.

2.1 THE FOLLOWING GENERAL REGULATIONS APPLY:

Information on product packaging with the Better Life logo must not be misleading.

The following is permitted:

- The correct number of stars must be indicated on the product (with the exception of downgraded products for which a lower number of stars is permitted).
- Only the product that has been submitted and accepted in the BLL portal is permitted to be labelled a Better Life product. Products that have not been approved must not display the Better Life logo.
- The claims or images of animals and their surroundings comply with the Better Life criteria as published on the Better Life Label Foundation website.
- The Better Life label is linked to a specific product, not to a company or supplier.

2.2 REGULATIONS FOR FORMULATING TEXT

In communication items that refer to the Better Life label, nuance is very important in order to convey the correct image to consumers. Superlative forms that suggest that the level of animal welfare is the highest must not be used in communication items.

Examples that are permitted include, but are not limited to:

- 'more animal-friendly' instead of '(most) animal-friendly', provided it is linked to the number of stars. For example: 'the more stars, the more animal-friendly';
- 'better' instead of 'best', provided it is stated what the comparison is with. For example: the statutory minimum;
- 'more' instead of 'everything' or 'all', provided it is compared with the statutory minimum;
- 'higher' instead of 'highest achievable', provided it is compared with the statutory minimum.

Five principles

1. The Better Life label is 'awarded' by the Dutch Society for the Protection of Animals. The term 'rewarded' is not correct here.
2. The Better Life label is awarded to specific products (with the exception of raw material certification), not to companies or brands.
3. For a Better Life product/communication item, the relevant Better Life animal species must always be stated, as well as the number of stars awarded to the product, as defined in the approved product specification. In addition, it is recommended to include the URL of the Better Life website and/or a QR code linking to this website (beterlevenkeurmerk.nl/dierenwelzijn).
4. When referring to the Better Life label on consumer packaging, use the following untranslated spelling: 'Beter Leven keurmerk' or 'Beter Leven', whereby the words 'Beter' and 'Leven' always start with a capital letter.
5. The terms 'Beter Leven' and 'Beter Leven keurmerk' should only be used in the untranslated spelling. If the packaging is multilingual and is intended for the Dutch market as well as for other-language countries, a translation may be used. However, the translation must always be submitted to the BLLF for assessment and approval in advance.

Use approved supporting text

Please always state the Better Life label and Dutch Society for the Protection of Animals in the content.

- The Better Life label of the Dutch Society for the Protection of Animals and the URL or QR code to the Better Life website (beterlevenkeurmerk.nl/dierenwelzijn).
- The Dutch Society for the Protection of Animals awards the Better Life label to products where the animals have had a better life than legally required. The more stars, the more animal-friendly.
- By choosing products with a star, you choose products for which you know what the animals' living conditions were. The more stars, the more animal-friendly and therefore the better the living conditions compared with what the law requires.
- Animals raised under the Better Life label of the Dutch Society for the Protection of Animals have more space, more enrichment material than the law requires, and under Better Life 2 and 3 stars can also go outdoors.



2.3 APPEARANCE OF THE BETTER LIFE LOGO

LAYOUT, COLOURS, DIMENSIONS

Do NOT modify the shape and colour of the Better Life logo



New colour values lime green

The Dutch Society for the Protection of Animals modified its logo in 2022. The lime green colour also changed.

Logo files for coated and uncoated paper

There are separate versions of the Better Life logo for coated and uncoated paper. These are available in both CMYK and PMS.

The correct logo files must be used to avoid mistakes. Modifying your own logo files is not advisable. The correct logo sets can be [downloaded](#) from the business section of the Better Life label website.

Colour values lime green:

Pantone: 396C and 395U

CMYK: 17/3/100/0

(coated and uncoated)

RGB: 214/214/0

HEX: #D6D600

Colour values dark green:

Pantone: 3302C and 3302U

CMYK coated: 90/46/59/32

CMYK uncoated: 100/0/48/60

RGB: 0/77/71

HEX: #004D46



Dimensions of logo

- The size of the Better Life logo is at least 2 centimetres wide.
- If the size of the product is a limiting factor, the following applies:
 - a. if the largest surface of the packaging is less than 80 cm², a width of at least 1.5 cm is sufficient.
 - b. if the surface is smaller than 30 cm², at least 1.0 cm is sufficient.

Position of logo

The position or size of the label in written form or logo must not suggest that the Better Life label Foundation is the producer or trademark holder of the product. For example, the label must not be used by a company on, for example, stationery, envelopes, invoices, business cards, in signatures, under e-mails and in other corporate identity items.

3. Guidelines for consumer packaging and online images



This page lists guidelines for consumer packaging and online product images. Consumer packaging must always be submitted in the BLL portal for approval.

3.1 GUIDELINES CONSUMER PACKAGING

1. The consumer packaging displays the Better Life logo. The logo of the product concerned must be directly visible on the front of the packaging. If this is impossible on single-serve packaging, visibility must be ensured using other marketing tools (e.g.: shelf cards, etc.).
2. If the Better Life logo does not stand out against the background, a white area around the logo may be used.
3. Consumer packaging displays the Better Life logo with the number of stars as defined in the product specification. This is the lowest star rating for a multi-scope product (a product with more than one scope).
4. The ingredient declaration must correspond to the product composition entered in the BLL portal. This concerns the end product and not the recipe.
5. All the regulations apply to physical products and products presented on a website. The BBLF expects that the physical and the digital representation of communication items are both identical. Examples are: BLLF products displayed on the website, ingredient declaration etc.

3.2 GUIDELINES ONLINE SALES

Companies that sell the products exclusively via a webshop are permitted to display packaging with the black and white Better Life logo. However, the coloured Better Life logo must be displayed during the online order process in the webshop. Companies with a physical location that also offer their range in a webshop are only permitted to use the coloured Better Life logo, both in the webshop and on the physical product packaging.

3.3 INGREDIENT DECLARATION

If the ingredient declaration contains other animal ingredients in addition to Better Life ingredients, reference is made to all Better Life ingredients whereby:

- a) As the reference text, both the label and the number of stars are written correctly. The word 'star' or 'stars' is stated in writing or '*' is used to replace the word star.
- b) The Better Life species of animal and the number of stars is specified. For example: '13% beef Better Life 2 stars'; '29% pork (Better Life label 1 star)'; '11% protein*, glucose' with below: '* = Better Life pig 2 stars'.

Attn.: The Better Life logo must always be displayed on consumer packaging. If necessary, the declaration of ingredients must also state a reference to the Better Life label. It is not sufficient to only state a reference to Better Life in the declaration of ingredients.

Examples of ingredient declarations:
Ingredients: Pork ¹ (90%), wheat flour, water, starch, spices, porcine haemoglobin, sunflower oil.
1 = Better Life label with 1 star
Ingredients: Chicken, water, starch, spices, oil.
Ingredients: Pork ^a , beef ^b , natural flavouring, antioxidants, sodium citrate [E301]
a = Better Life label 1 star, b = Better Life label 2 stars
Ingredients: Egg (Better Life 3 stars), cream, salt, chives, curry, egg yolk (Better Life label 1 star)

3.4 ANIMAL FEED

If the ingredient declaration does not contain any other animal ingredients in addition to Better Life ingredients, the relevant BLL species of animal is listed with the number of stars.

- a) For example: 'Meat and animal by-products*(4% pig, 4% poultry), vitamins, fibres. *With Better Life label 1 star pig and chicken.'
- b) In the case of a multi-scope product, the relevant number of stars for each species of animal must be indicated in the ingredient declaration.
- c) The percentage BLL is specified by the number of stars and the BLL species of animal is listed with the number of stars. For example: 'Meat and animal by-products (4% chicken, 4% turkey)*, minerals. *With 75% Better Life 1 star chicken and beef, 22% Better Life 3 stars beef and turkey.'

New European Directive 2024/825

Under the new European Directive 2024/825, the 'EMPco Directive', general animal welfare claims on packaging may quickly be regarded as misleading and are therefore prohibited. Statements on the packaging must be sufficiently specific in themselves, i.e. it must be clear what the comparison is with.

The following principles apply:

a) Use of a QR code or URL next to the logo

Users of the Better Life label are strongly advised to include a QR code or URL directly next to the label logo on the packaging, linking to more information about the Better Life label (beterlevenkeurmerk.nl/dierenwelzijn). This addition applies to all new packaging stock on which the Better Life logo is displayed.

b) Use of claims

Including an additional claim on the packaging about the animal's living conditions is not mandatory. We recommend choosing one of the claims included in the Style Guide (p. 5 and p. 9).

Example claims

If the user wishes to include an additional claim on the packaging, the examples below are provided for inspiration.

General

- The more stars, the more animal friendly.
- Under Better Life 1 star, animals demonstrably have more space and often more enrichment material than legally required.
- Under Better Life 2 stars, there is even more attention to animal welfare than under 1 star. The animals have even more space, may go outdoors and have access to pasture or a (covered) outdoor run.
- Under Better Life 3 stars, the greatest attention is paid to animal welfare within the label. All animals can go outdoors. The barn is designed to give the animal as much freedom of choice as possible, so it can choose where to stay, indoors or outdoors. Within the label, animals under 3 stars have the most space.

For all other communication items, the Style Guide applies. Parties are responsible for correct use of the communication items. The Style Guide can be used as guidance. The Dutch Society for the Protection of Animals and BLLF do not check other communication items for compliance with the rules on sustainability communication, such as the ACM guidelines. However, the Dutch Society for the Protection of Animals and BLLF may address participants regarding incorrect use of communication items.



4. Other communication items

4.1 GENERAL USE

In addition to communication on consumer packaging, other items are also used to communicate about the Better Life label, such as leaflets, flyers, shelf cards and banners. The regulations stated in the style guide also apply to these items.

4.2 LEAFLETS

The Better Life label is displayed with a Better Life product, stating the correct species of animal and number of stars and the correct information, such as a URL or QR code to the Better Life website. It is therefore not permitted to use a single logo for a leaflet page if the scopes of the products displayed on that page differ.

4.3 FLYERS AND BANNERS

Flyers and banners can be used with a defined product group. The content must comply with the style guide. See section 2 for examples of how to use texts.

4.4 SHELF CARDS

Display the Better Life logo in colour, stating the correct number of stars, the words 'Better Life' and the correct information, such as a URL or QR code to the Better Life website. See section 2 for more details.

4.5 AUDIO AND VISUAL COMMERCIALS

For commercial radio, online and TV commercials where Better Life products are central, the number of stars, the words 'Better Life' and the URL or QR code to the Better Life website must be stated with the product concerned.

For example:

- Now on special offer Better Life 1 star pork schnitzels.
- This week at [name of supermarket] Better Life 1 star chicken fillet on special offer.



Attn.: Only statements on consumer packaging need to be submitted in the BLL portal of the Better Life Label Foundation for approval.

ANY QUESTIONS?

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