

# OPERATING TO THE HIGHEST STANDARDS

## Member badge usage guidance

The **OPERATING TO THE HIGHEST STANDARDS** badge is available to all active Cold Chain Federation members.

**It demonstrates that your organisation:**

- Is a Cold Chain Federation member
- Has access to expert guidance, compliance insight and industry leadership
- Is supported to operate to the highest standards across the cold chain

The badge reflects the collective standards driven by Cold Chain Federation membership and the resources, insight and support available to members.

## WHERE YOU CAN USE THE BADGE

Members are **encouraged to use the badge** to promote their membership and commitment to high standards.

**The badge can be used:**

- On your website
  - (e.g. footer, About Us page, Membership or Sustainability pages)
- Across your social media channels
- In marketing and communications materials, including:
  - Presentations
  - Email footers
  - Proposals and tenders
  - Digital brochures and reports

If in doubt, use the badge in a way that clearly reflects your Cold Chain Federation membership.

## HOW TO USE THE BADGE

- Always use the badge alongside your Cold Chain Federation member logo
- Use only the official badge files provided
- Do not alter or recreate the badge
- Ensure the badge is clear and legible



## ANNUAL USE

- The badge is available to **active members only**
- The 2026 badge is valid for the 2026 membership year
- Please ensure the **correct year badge is displayed**

## NEED HELP?

If you're unsure how to use the badge, contact the Cold Chain Federation team: [info@coldchainfed.org.uk](mailto:info@coldchainfed.org.uk)