

# CANADIAN BEEF PRODUCT PACKAGING LABELS

## LABEL USAGE GUIDE

The details below apply to all of the following pages (label versions).

### MINIMUM SIZE USAGE



W x H: 1" x 1"  
W x H: 25.4 mm x 25.4 mm

Circle Label



W x H: 1" x 1"  
W x H: 25.4 mm x 25.4 mm

Circle Label with QR Code



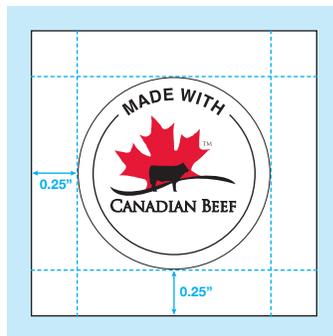
W x H: 2.5" x 1"  
W x H: 63.5 mm x 25.4 mm

### Expanded Label

The usage of the expanded label is optional when products have available space for placement.

### CLEARANCE SIZE

To capitalize the label placement, it should be placed with a clearance of 0.25" or 6.35 mm from the edge.



### DIGITAL USAGE

If any of these elements are being used online or for digital use, the text MUST be legible and the QR code MUST scan effectively. Please test to ensure the size works for intended use.

### LANGUAGE USAGE

Label usage varies amongst provincial retailers and distributors.

#### English

Locations where English is the primary language.



#### French

Locations where French is the primary language.



#### Bilingual

Locations where English and French are both used commonly.



### COLOUR USAGE

#### White Design

Use on dark coloured backgrounds.



#### Black Design

Use on light coloured backgrounds.



# CANADIAN BEEF PRODUCT PACKAGING LABELS

## LABEL USAGE GUIDE

### MADE WITH / FAIT AVEC

The Made With Canadian Beef logo/label can be used when Canadian beef is present along with other ingredients in any proportion, although all the beef in the product must be from Canadian cattle.

QR codes shown here are for illustration purposes only.

The QR codes on labels will be customized for the intended application. Those shown are for illustration purposes only.

Without QR Code



With QR Code and CTA  
QR Code is 0.45" / 11.43 mm



With QR Code and CTA  
QR Code is 0.275" / 7 mm



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Label Usage Instructions

# CANADIAN BEEF PRODUCT PACKAGING LABELS

## LABEL USAGE GUIDE

### CANADIAN BEEF / BŒUF CANADIEN

The Canadian Beef logo/label is reserved exclusively for meat from Canadian cattle including ground beef that contains no other ingredients.

QR codes shown here are for illustration purposes only.

The QR codes on labels will be customized for the intended application. Those shown are for illustration purposes only.

Without QR Code



With QR Code and CTA  
QR Code is 0.45" / 11.43 mm



With QR Code and CTA  
QR Code is 0.275 in" / 7 mm



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Label Usage Instructions

# CANADIAN BEEF PRODUCT PACKAGING LABELS

## LABEL USAGE GUIDE

### CANADIAN BEEF INFORMATION GATEWAY

The Canadian Beef logo/label is reserved exclusively for meat from Canadian cattle including ground beef that contains no other ingredients. Use this version when we want to bring attention to the Canadian Beef Information Gateway.

QR codes shown here are for illustration purposes only.

The QR codes on labels will be customized for the intended application.  
Those shown are for illustration purposes only.

With QR Code and CTA  
QR Code is 0.29 in" / 7.5 mm



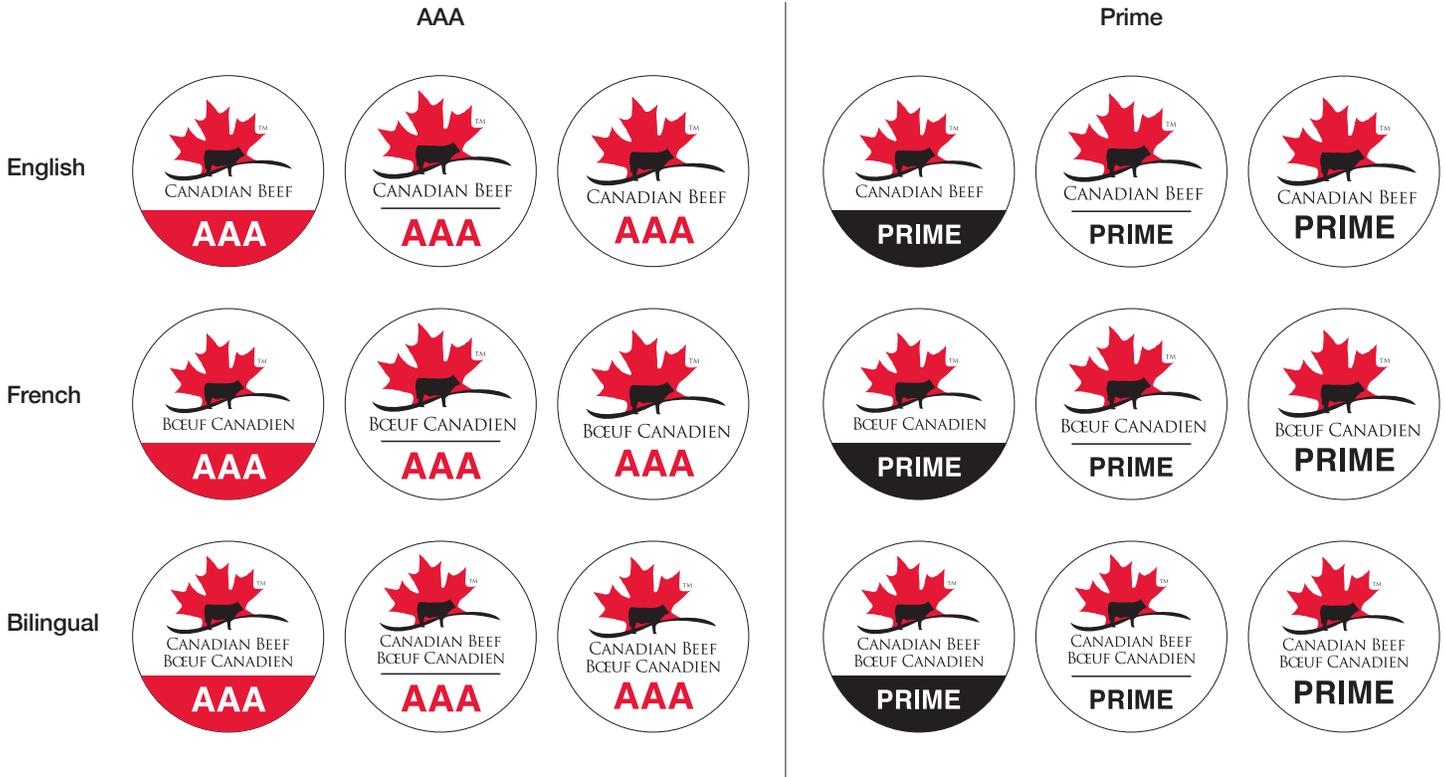
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# CANADIAN BEEF PRODUCT PACKAGING LABELS

## LABEL USAGE GUIDE

### BEEF GRADING LABELS

The Beef grading labels is reserved exclusively for officially graded meat from Canadian cattle.



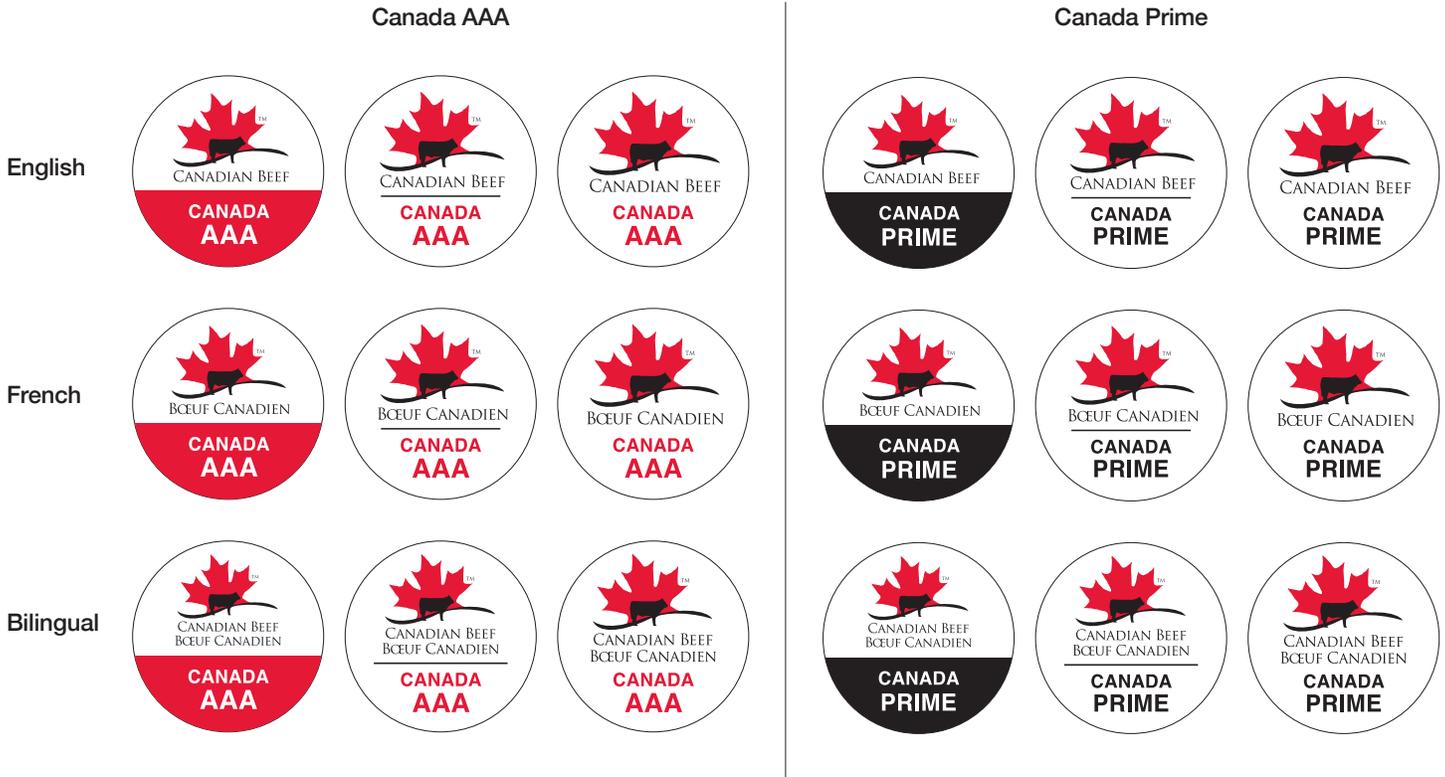
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# CANADIAN BEEF PRODUCT PACKAGING LABELS

## LABEL USAGE GUIDE

### CANADA BEEF GRADING LABELS

The Beef grading labels is reserved exclusively for officially graded meat from Canadian cattle.



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