

[Making the most of your business' rating](#)

We provide ideas on how to promote hygiene standards and help increase the numbers of customers who come through the door or order online.

England and Northern Ireland

[How to get most out of your food hygiene rating - how to guide](#) (819.96 KB)

Wales

[How to get the most out of your food hygiene rating](#) (196.22 KB)

How it works

Get inspired

Better food hygiene and standards means both businesses and consumers benefit from our Food Hygiene Rating Scheme (FHRS).

Imagery

We want food businesses to benefit from the Food Hygiene Rating Scheme (FHRS) and make the most of their food hygiene rating. One way to capitalise on a good rating is by including it in promotional activity and materials.

Using our imagery - logos, stickers, posters, leaflets and web banners. To help, we want food businesses to use our imagery, which can be found via the download links below, in any promotional activity.

Downloadables

[Food Hygiene Rating Scheme](#) - window stickers

[Food Hygiene Rating Scheme](#) - logos

[Website banners](#)

[Sticker in Window images](#)

[Window sticker artwork](#)

[Website banners](#)

[Sticker in window - images](#)

Principles to follow

Food Hygiene Rating Scheme stickers are subject to UK trademark and may only be issued by local authorities operating the scheme. Food businesses are reminded that displaying an invalid rating or using this in any advertising or publicity material may constitute an offence under trading standards legislation, for example an offence under the Consumer Protection from Unfair Trading Regulations 2008.

All imagery can be used providing the following principles are followed:

- It should not be altered or amended without our prior permission.
- Our logo is integral in the design of the stickers and may be used in this context but permission must be sought from us before using our logo in any other context
- The use of the FHRS branding in promotional materials should not be seen as or portrayed as our endorsement of any individual food business, chain of food businesses, website or online application.
- Should the rating of any food business change at a subsequent inspection - the images being used should be updated or removed from any promotional materials in which they were featured, for example, menus or websites

Examples of animated banners

Web banners for businesses and trades. All animated banners and static versions can be downloaded.



How to display a rating online

We provide a selection of food hygiene rating badges to display on your online digital services, including on websites, apps, social media and emails. The clever bit is that they automatically update if a rating or inspection result changes. To get the badges for a business, go to the business's individual page within our [search tool](#). The badge will link back to the business's individual page on our [search tool](#).

Downloads for local authorities, and example leaflets

- [Download business leaflets \(high and low resolutions\)](#)
- [Download window sticker artwork](#)
- [Download banners for business websites](#)
- [Download banners for trade body and partner websites](#)
- [Download logos](#)
- [Download sticker in window photos](#)

- [Download mandation leaflet](#)
- [Download window sticker artwork](#)
- [Download banners for business websites](#)

- [Download logos](#)
- [Download sticker in window photos](#)

England and Northern Ireland

[Leaflet for businesses with a rating of 3 or 4 \(low resolution\)](#) (783.6 KB)

England and Northern Ireland

[Leaflet for businesses with a rating of 5](#) (952.22 KB)

Leaflets for consumers and food businesses

England

[FHRS Good Food Hygiene is Easy to spot - Consumer online version](#) (1.92 MB)

England

[FHRS Good Food Hygiene is Easy to spot - Consumer print friendly version](#) (1.92 MB)

England

[FHRS Good Food Hygiene is Easy to spot - Business online version](#) (1.2 MB)

England

[FHRS Good Food Hygiene is Easy to spot - Business print friendly version](#) (1.2 MB)

Wales

[Leaflet for businesses Food hygiene is getting easier to spot in Wales](#) (1.81 MB)