



## HOW TO USE THE LEAF MARQUE LOGO

Guidelines for farmers, growers, processors  
and retailers who are certified licensees of LEAF

## 2 Guidelines for using the LEAF Marque Logo

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The LEAF Marque logo is the UK's trademark for produce grown to Integrated Farm Management standards. When used on packaging, it tells customers that produce is certified to the highest IFM standards and provides reassurance of IFM authenticity. The LEAF Marque logo is valued by farmers, growers, processors and retailers as an important marketing aid, and it embodies the high professional standards which licensees are asked to keep.

Correct, consistent and clear use of the LEAF Marque logo ensures that its value to consumers and producers is maintained. Incorrect use of the logo erodes its integrity and authority.

The LEAF Marque logo is a trademark of LEAF (Linking Environment And Farming), the charity and the copyright belongs to LEAF. It must not be used by anyone who is not a licensee of LEAF without prior permission.

These Guidelines provide simple examples of how to use and how not to use the LEAF Marque logo. Artwork for reproducing the logo is found on the inside back cover – additional artwork (supplied by e-mail, on disc or as hard copy) is available free of charge; please contact Justine Hards at the address shown on the back.



## How to use the LEAF Marque Logo

The LEAF Marque logo can be used on a plain background, in positive and negative versions, or over photographs as the examples shown below.

### Origination

Whenever the LEAF Marque logo is used it must not be altered or modified in any way. To ensure consistency use the artwork supplied with these Guidelines; use artwork larger than the final printed size. Use a new piece of artwork each time the logo is reproduced. Do not reproduce the logo from an existing printed copy. If you require digital or hard copy, please contact Justine Hards at the address shown on the back.

### Size and general use

The logo should always be seen clearly. It should be used in as large a format as possible whilst remaining in proportion to the design. Where space is limited, 12mm is the minimum size for reproduction.



1. Positive version



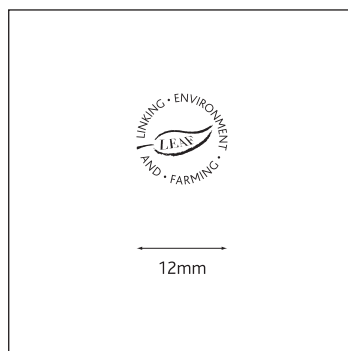
2. Negative version on a dark or coloured background



3. Positive version on a light photograph background



4. Negative version on a dark photograph background



5. Minimum size 12mm diameter

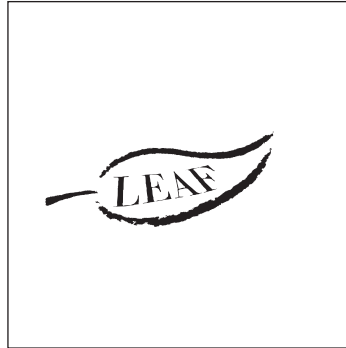


6. Exclusion zone. Keep this area clear of text and other graphic elements

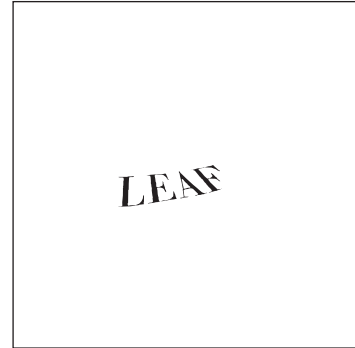
## 4 How not to use the LEAF Marque logo



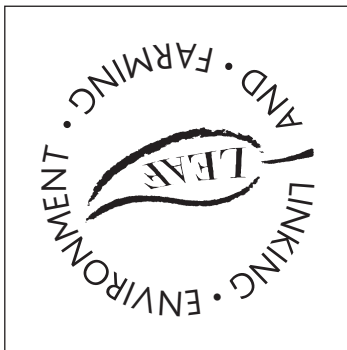
1. Do not remove the centre of the logo



2. Do not remove the type around the logo



3. Do not use the core of the logo



4. Do not turn the logo upside down or alter the orientation



5. Do not distort the logo



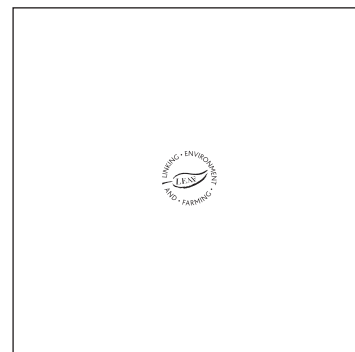
6. Do not turn the type around the centre of the logo



7. Do not put the logo in a solid circle



8. Do not put the logo in an outlined circle



9. Do not use the logo less than 12mm in diameter



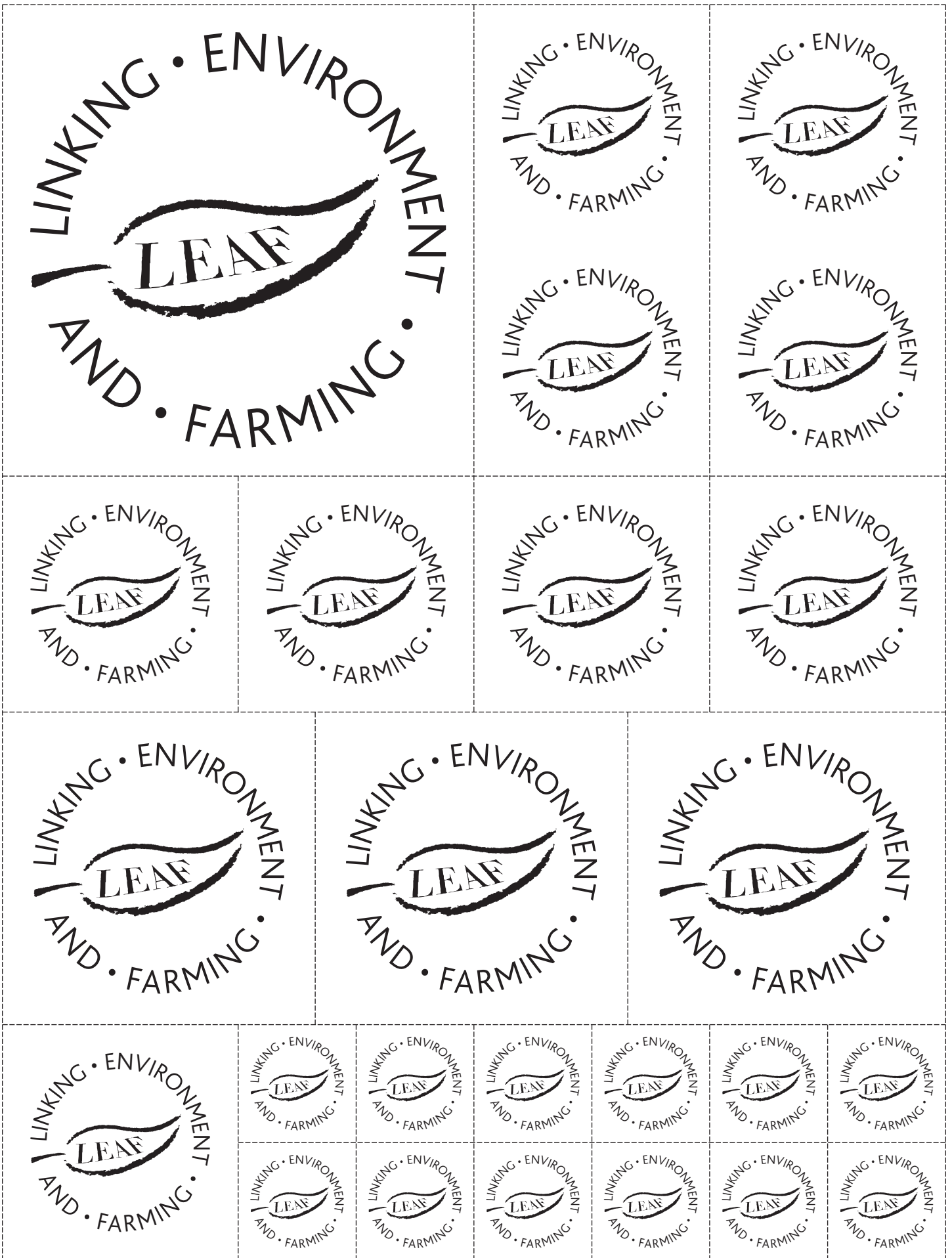
10. Do not attach an image to the logo or modify it in any way



11. Do not use a previously printed logo as artwork



12. Do not change the text in any way or make additions within the exclusion zone





1. These Guidelines should be used in conjunction with LEAF's 'Standards for Integrated Farm Management' which includes clauses on the application of the LEAF Marque logo on food labels and food packaging (specifically sections \*\* and \*\*). Licensees wishing to reproduce the LEAF Marque logo on other items (eg. on company stationery, printed advertisements, vehicles, clothing, buildings etc) should contact LEAF Marque Limited (024 7641 3911).
2. Use of the LEAF Marque logo as a trademark as described here is not the same as the use of the LEAF logo in LEAF's own corporate literature.
3. For further advice on using these guidelines or for copies of 'LEAF Corporate Identity – guidelines for producers of printed information', please contact Justine Hards (024 7641 3911).

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For more logo artwork telephone Justine Hards at LEAF on 024 7641 3911,  
or email her at [enquiries@leafuk.org](mailto:enquiries@leafuk.org)



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