LEAF (Linking Environment And Farming)

BRAND GUIDELINES
About LEAF

LEAF (Linking Environment And Farming) works with farmers, the food industry, scientists, educators and consumers to develop and promote more sustainable, regenerative farming.

OUR VISION

Our vision is a global farming and food system that delivers Climate Positive action, builds resilience and supports the health, diversity and enrichment of our food, farms, the environment and society.

OUR MISSION

Our mission is to inspire and enable more circular approaches to farming and food systems through integrated, regenerative and vibrant nature-based solutions, that deliver productivity and prosperity among farmers, enriches the environment and positively engages young people and wider society.
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Organisation titles

LEAF (Linking Environment And Farming)
Capitalisation of LEAF, and when written in full each word should begin with a capital within brackets.

LEAF Marque
Capitalisation of LEAF and M for Marque.

LEAF Education
Capitalisation of LEAF and E for Education.

LEAF Open Farm Sunday
Capitalisation of LEAF and O, F, S. Can be abbreviated to LOFS.
**LEAF: Logo use**

The LEAF charity logo should not be misinterpreted, modified or added to. It shouldn’t be redrawn, cropped or adjusted in any way and should only be reproduced from the artwork provided.

The LEAF charity logo cannot be used on any packaging, regardless of whether or not that business is LEAF Marque certified or a member of LEAF.

**LEAF: Logo use**

**COLOUR TRANSPARENT**
(USE ON A WHITE OR LIGHT BACKGROUND)

**WHITE TRANSPARENT**
(USE ON A DARK BACKGROUND COLOUR OR PHOTO)

**EXCLUSION ZONE OF 0.3X MINIMUM HEIGHT OF 1.5CM NO MAXIMUM**
LEAF: Logo hierarchy

When used as a strip, the LEAF logo should always be on the left, with the appropriate logos to the subject matter appearing to its right and, if all are needed, in the order shown below. The logos should not exceed the LEAF logo in size, and they should all be equally spaced.

Sometimes there will be a need to include sponsors’ logos. This is most likely to occur on posters, flyers, websites and advertisements. Logos should be positioned at the base of the layout in a strip of other sponsors or third party logos. In general, they should be kept as discreet as possible and in no way be allowed to obstruct or visually dominate the LEAF logos.
The main colour is LEAF Green, this should be the predominant colour.

It can be used alongside the neutral accompanying colours.

The Integrated Farm Management (IFM) rainbow can only be used as small accent colours in correlation to the relevant IFM core areas e.g. blue is water management.
LEAF: Font system

HEADINGS

For main headings the font should Century, with a wide spacing if possible.
For subheadings Montserrat can be used, usually in bold, or sometimes in light, wide spaced capitals as seen above.

Century

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Montserrat Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Calibri Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

For the main body of text the font should be Montserrat Light, with adequate line spacing.
Calibri Light can be used if Montserrat is not available.
LEAF Marque

Claims - Can I use the logo?

LEAF Marque is an environmental assurance system that recognises more sustainably farmed products. When a LEAF Marque claim is made it indicates to consumers that the product comes from a business which practices Integrated Farm Management and is meeting the requirements of the LEAF Marque Standard.

A LEAF Marque claim can be both or either of the following:

• use of the LEAF Marque logo at point of sale (on pack and/or off pack, e.g. online shop).
• a sustainability claim directly referencing LEAF Marque certification that is used to set apart and promote a product, process, business or service.

Primary suppliers into retailers/food service or brand owners must hold a Claims & Labelling Licence to make a LEAF Marque claim and comply with the LEAF Marque Claim Rules (more information here).

Where the logo or sustainability claim is used but a Claims & Labelling Licence is not needed (e.g. logo used not at the point of sale, or the business is not the relevant Licence Holder for where a sustainability claim is made), the business must comply with the LEAF Marque brand guidelines included in this document and in accordance with the LEAF Marque System Rules.

If you have any questions about Claims & Labelling, please contact info@leafmarque.com
The LEAF Marque logo is a registered trademark and must only be used by businesses that are LEAF Marque certified or who support LEAF Marque through supplier requirements or stakeholder partnerships.

The LEAF Marque logo can be used in contexts such as websites and on business resources in order to communicate certification status or support of LEAF Marque. Where possible, the businesses engagement with LEAF Marque should be stated (e.g., certified businesses, supplier requirements), and it should not be used in any way that is false or misleading, or could tarnish the reputation of LEAF Marque.

You can also include the LEAF website (www.leafmarque.com) below the logo if you wish to provide more information on what the LEAF Marque logo means.

The logos to the left should be used wherever possible, however, in instances where there are constraints due to printing or branding rules, the LEAF Marque logo can be used in an alternative colour scheme, as long as it is clearly legible and a high contrast from the background.
Talking about LEAF Marque

The LEAF Marque logo can be used by suppliers if there is a qualifying statement highlighting the relationship the business has with LEAF Marque alongside the logo, for example: LEAF Marque certified business or supplier. If there is opportunity to provide further information about the business’ association with LEAF Marque and what it delivers, the relevant website to link to is: www.leafmarque.com.

Below are some appropriate phrases to use about LEAF Marque certification:

ASSURANCE MODEL

The assurance model of LEAF Marque is that it is third-party certified. This means the LEAF Marque audits are carried out by a party that is independent of and not related to the enterprise being assessed.

The correct phrases to use are:

• “certified”
• “independently certified”
• “certified against the LEAF Marque Standard by a third-party certifier”

TRACEABILITY INFORMATION

For any sustainability claim it is important to ensure the claim is accurate of what is delivered.

PERFORMANCE LEVEL

It is important not to use the term “sustainable” inappropriately and out of context. LEAF Marque certification has a continuous improvement approach in which “sustainability” is not an absolute end point. Definitive phrases such as “this product is sustainable” should be avoided, and the following phrases are examples of those that are appropriate to the LEAF Marque System:

• “LEAF Marque certified farmers implement Integrated Farm Management, a whole-farm approach which delivers more sustainable farming.”
• “This product’s sustainability credentials are supported by LEAF Marque certification”.
• “This product has been independently certified in delivering more sustainable farming”.
• “By purchasing LEAF Marque certified products, our company supports more sustainable farming. To find out more, visit www.leafmarque.com”
• “This product comes from LEAF Marque certified sources, which shows that this product has been produced sustainably.”

If you are ever unsure of an appropriate sustainability claim, please contact info@leafmarque.com.
The logo should appear in the LEAF Marque colour palette, using the artwork that is provided, and following the guidelines set out in this document.

However, in instances where there are constraints due to printing or branding rules, the LEAF Marque logo can be used in an alternative colour scheme, but it must be clearly legible and a high contrast from the background, whilst still following the guidelines in this document.

If you are unsure about using the LEAF Marque logo, please get in touch with us and we will be happy to help: info@leafmarque.com
LEAF Marque: Font system

HEADINGS

For main headings the font should Century, with a wide spacing if possible.

For subheadings Montserrat can be used, usually in bold, or sometimes in light, wide spaced capitals as seen above.

Century

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Montserrat Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Calibri Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
About LEAF Education

LEAF Education, in partnership with our members, works to engage, inspire and motivate young people through experiential learning, in order to equip our future generations with balanced and informed insight into food production, farming and the environment.

We work across the education and agricultural sectors to mobilise farmers and educators to bring food production, farming and the environment into a learning context and embed an appreciation of farming into everyday life.

Due to the nature of the work and the audiences, the brand guidelines for LEAF Education, whilst still following the same simple, clean look as the rest of LEAF, are a little more lighthearted and fun, with the addition of vectors, cutout farming images and a differing colour palette.
LEAF Education: Logo use

The logo should not be misinterpreted, modified or added to.

The logo must never be redrawn, adjusted or modified in any way. It should only be reproduced from the artwork provided.

There are specific logos that corporate, farmer & educator members can use, as well as the Demonstration School Award logos:

COLOUR TRANSPARENT
(USE ON A WHITE OR LIGHT BACKGROUND)

WHITE TRANSPARENT
(USE ON A BACKGROUND COLOUR OR PHOTO)

EXCLUSION
ZONE OF 0.3X

MINIMUM
HEIGHT OF 1.5CM
NO MAXIMUM
LEAF Education: Colour palette

The main colour is LEAF Education Pink, this should be the predominant colour.

The other bright colours can be used as accents in a design, but must not dominate over LEAF Education Pink.

The main background should be white.
LEAF Education: Font system

HEADINGS
For main headings the font should be Montserrat Black.
For subheadings Montserrat Light can be used, in capitals or sentence case.
All should be in LEAF Education Pink.

Montserrat Black

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Montserrat Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

BODY
For the main body of text the font should be Montserrat Light, with adequate line spacing.
Calibri Light can be used if Montserrat is not available.

Montserrat Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Calibri Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
LEAF Education: Vectors & Graphics

There is a range of vectors that are key to the brand identity of LEAF Education. These include nature, food and farming images, as well as ‘pencil’ strokes that sweep across the page or screen (always coming from the edge).

See examples below:
About LEAF Open Farm Sunday

LEAF Open Farm Sunday, managed by LEAF (Linking Environment And Farming), is the farming industry’s annual open day. It is a fantastic opportunity for everyone, young and old, to discover first hand what it means to be a farmer and the fabulous work they do producing our food and enhancing the countryside.

LEAF Open Farm Sunday (LOFS) is all about connecting the public with farming, and showcasing all that British Farming has to offer. Hence the branding is based around 'discovering the world of farming'. It is very similar to LEAF Education branding, but with a different colour palette.
LOFS: Logo use

The logo should not be misinterpreted, modified, stretched or added to. It should only be reproduced from the artwork provided.

COLOUR TRANSPARENT
(USE ON A WHITE OR LIGHT BACKGROUND)

EXCLUSION
ZONE OF 0.3X

WHITE TRANSPARENT
(USE ON A BACKGROUND COLOUR OR PHOTO)

MINIMUM
HEIGHT OF 1.5CM
NO MAXIMUM

Where possible, please use the LEAF Open Farm Sunday logo in conjunction with the LEAF charity logo, as shown below:
LOFS: Colour palette

The main colour is LOFS Orange, this should be the predominant colour.

LOFS Orange is supported by LEAF Green.

The main background should be white.
LOFS: Font system

HEADINGS

For main headings the font should be Montserrat Black. This should be in LOFS Orange.

Montserrat Black

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

BODY

For the main body of text the font should be Montserrat Light, with adequate line spacing.

Montserrat Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

SUBHEADINGS

For subheadings the font should be Amatic. Montserrat Light can be used too, especially if Amatic is not available.

Amatic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Montserrat Light
LOFS: Vectors & Graphics

Similarly to LEAF Education, there is a range of vectors that are key to the brand identity of LOFS. These include nature, food and farming images, as well as ‘pencil’ strokes that sweep across the page or screen (always coming from the edge).

See examples below:
Contact us

LEAF (Linking Environment And Farming)
Stoneleigh Park
Warwickshire
CV8 2LG

+ 44 (0)24 7641 3911
enquiries@leaf.eco
www.leaf.eco
@LEAF_Farming
/LinkingEnvironmentAndFarming

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LEAF is a company limited by guarantee, registered in England number: 3035047

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