



# LEAF Marque

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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# 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](mailto:info@leafmarque.com)*

# Logo use



THERE SHOULD BE A  
CLEARANCE SPACE OF 6  
DASHES AROUND THE LOGO



SMALL USE  
24MM - 30MM



LARGE USE  
FROM 30MM

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](http://www.leafmarque.com)) below the logo if you wish to provide more information on what the LEAF Marque logo means.

The full colour version of the LEAF logo is the primary use and should be used on pack and in digital/printed applications. There are two variations of the logo, one for small use text which should be used from 24mm to 30mm, and one for large use from 30mm upwards.



The monochrome version of the LEAF logo is for secondary use and should be used on packs when the background is very colourful - this is so that the LEAF logo has stand out and doesn't get lost on pack. There are two variations of the logo, one for small use text which should be used between 24mm to 30mm, and a larger one for over 30mm.



SMALL USE  
24MM - 30MM



LARGE USE  
FROM 30MM





# 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](http://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”

## 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](http://www.leafmarque.com)”
- “This product comes from LEAF Marque certified sources, which shows that this product has been produced sustainably.”

## TRACEABILITY INFORMATION

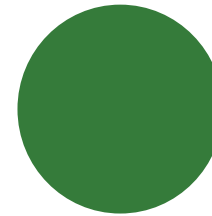
For any sustainability claim it is important to ensure the claim is accurate of what is delivered.

# LEAF Marque: Colour palette

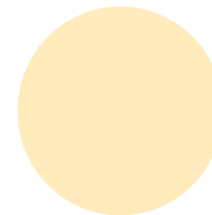
The logo should appear in the LEAF Marque colour palette, using the artwork that is provided, and following the guidelines set out in this document.

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](mailto:info@leafmarque.com)



LEAF MARQUE GREEN  
PANTONE 364  
CMYK: 79, 29, 100, 16  
RGB: 59, 124, 59 #3b7c3b



LEAF MARQUE CREAM  
PANTONE 7499C  
CMYK: 0, 6, 30, 187  
RGB: 255, 235, 187 #FFE BBB





# Contact us

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

 + 44 (0)24 7641 3911

 enquiries@leaf.eco

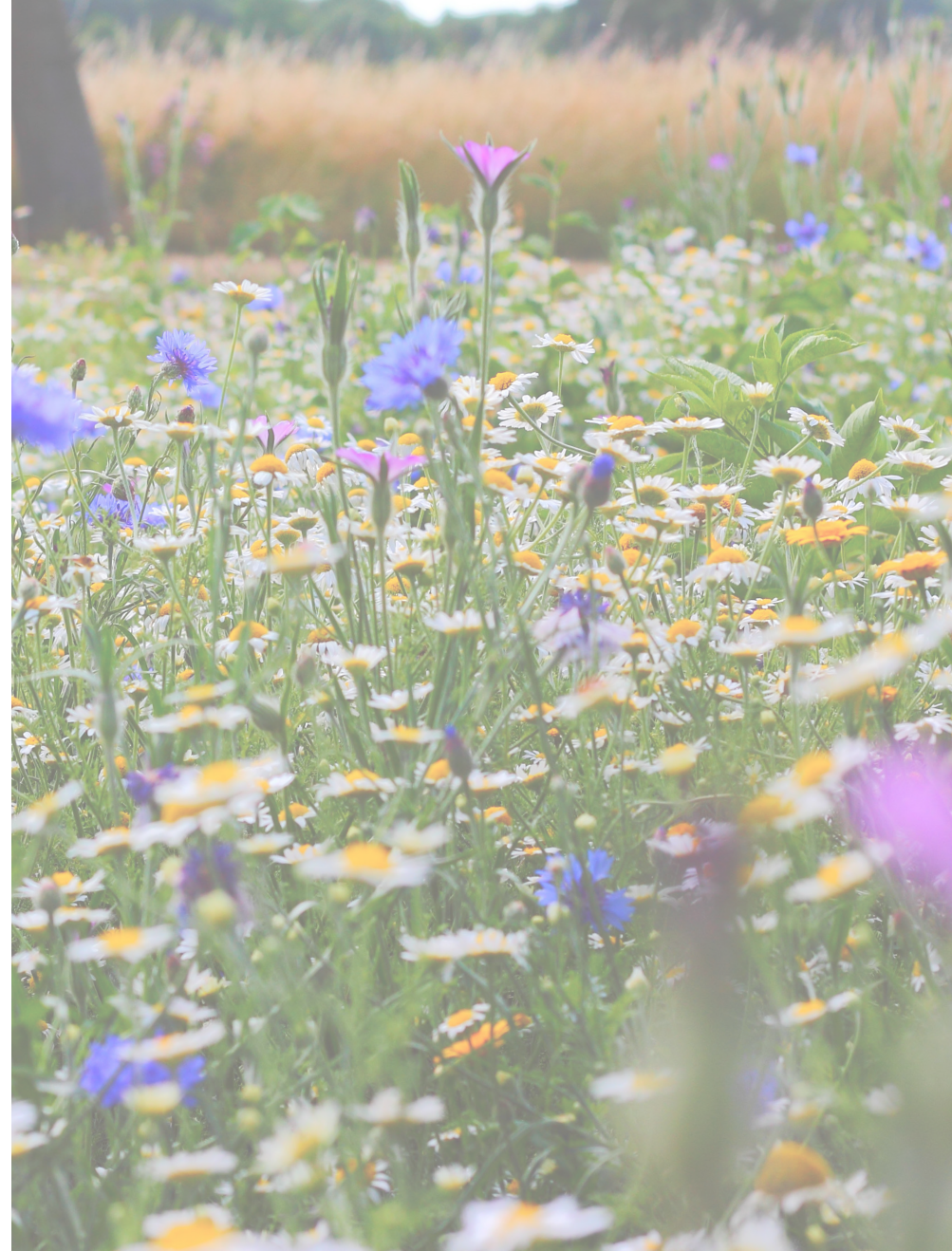
 [www.leaf.eco](http://www.leaf.eco)

 @LEAF\_Farming

 /LinkingEnvironmentAndFarming

*Registered Charity Number: 1045781*

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



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