LEAF Style Guidelines
A good practice guide for developing collateral using the LEAF Style

LEAF | LEAF Marque | LEAF Open Farm Sunday

Version 3.0 | October 2019
Welcome to the LEAF style guidelines, which gives you an overview of how to use the LEAF, LEAF Marque and LEAF Open Farm Sunday marketing and PR assets.

This guide will advise on how to use the assets correctly and provide guidance on how you can use LEAF branding and styling to add strength and authenticity to your collateral and products.

Please email Simon.Bull@leafuk.org with any queries. If you do have any questions, please do ask. We’re here to help.
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Section 1: LEAF style guidelines
An exclusion zone is the area that surrounds the LEAF logo to ensure it stands out. This space should be kept free from text, graphics and images.

The area is defined by using a third of the height of the logo which is referred to as x. A margin of clear space equivalent to 0.3x is drawn around the logo to create the invisible boundary of the area of isolation.

For example:
logo height = 20 mm
area of isolation = 6 mm
around all sides of the logo

This area of exclusion is a minimum and should be increased wherever possible.
The LEAF logo has been designed to reproduce at a minimum height of 1.5 cm. On the web the minimum size of the logo is 58 pixels deep. There is no maximum reproduction size of the logo.
When placed over a photograph, illustration or coloured background the whole logo can appear in one solid colour, preferably white.

The LEAF Charity logo should not be produced in other colours – just green and black or all white/black.
It is important that the appearance of the logo remains consistent. 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.

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.

To illustrate this point some of the more likely mistakes are shown on the left.
Hierarchy of LEAF logos

When used as a strip, the LEAF logo should be used with the appropriate logos for the subject matter of the main body of the item. If two logos are used then the LEAF logo should always appear on the left:

![LEAF logo](image1)

When three logos are used then the LEAF logo should be central with other appropriate logos flanking the LEAF logo either side, with LEAF Marque to the left and LEAF Open Farm Sunday to the right:

![Three logos](image2)
LEAF uses a basic colour palette to keep the brand collateral and identity consistent.

- **2273C PANTONE®**
  - CMYK 53, 0, 68, 54
  - RGB 56, 118, 38
  - #387626

- **6C PANTONE®**
  - CMYK 91, 79, 62, 97
  - RGB 0, 0, 0
  - #000000

- **WHITE PANTONE®**
  - CMYK 0, 0, 0, 0
  - RGB 255, 255, 255
  - #FFFFFF
The correct titles for the organisation are:

✓ LEAF (Linking Environment And Farming)
✓ LEAF

LEAF should always be written in capitals and when Linking Environment And Farming is added in brackets, each word should start with a capital letter and then the remainder of the word should be in lower case.

Incorrect titles, capitalisation and punctuation for the organisation:

✗ Leaf
✗ Leaf (LINKING ENVIRONMENT AND FARMING)
✗ LEAF – Linking environment and farming
✗ Leaf – linking environment and farming
✗ Linking Environment and Farming
✗ Linking Environment and Farming
Tone of voice

Below are examples of the headlines from successful collateral and events.

LEAF Integrated Farm Management: A guide

LEAF President’s Event 2014: Defining Resilience and Diversity in Agriculture

The headlines need to be clear and straightforward headlines, not too wordy. The headlines tone should be friendly and confident to reflect LEAF’s positioning as “the go-to organisation for the delivery of more sustainable food and farming.”
Sponsorship and third party logos

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. Occupying the same height as the LEAF logo.

In general, any additions to advertising should be kept as discreet as possible and in no way be allowed to obstruct or visually dominate the LEAF logo. Strict adherence to the exclusion zone regulations must be followed.

No two logos are the same shape or dimension, so it is impossible to give strict size guidelines. However, as a guide additional logos must not exceed the width of the LEAF logo.
Talking about LEAF on social media

If you want to communicate anything about LEAF via social media, we have outlined below some things to consider:

Please use the following handles in any tweets to alert us to your messages and to allow us to interact: @LEAF_Farming

• Please use any of the following hashtags in any tweets:
  • #SustainableFarming – if it is a sustainable farming message
  • #IntegratedFarmManagement – if it is an IFM message
Can I use the LEAF logo?

If you are unsure whether you may use the LEAF logo then please email us Simon.Bull@leafuk.org or call +44 (0)24 7641 3911 for guidance. Our Marketing and Communications team would be happy to answer any of your questions.
Section 2: LEAF Marque style guidelines
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 either or both 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 (See Claims & Labelling Guidance Document for more information) and comply with the LEAF Marque Claim Rules.

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 style guidelines included in this document.

If you have any questions about Claims & Labelling, please contact info@leafmarque.com
Logo Use

**Minimum clear space**

An exclusion zone is the area that surrounds the LEAF Marque logo to ensure it stands out. This space should be kept free from text, graphics and images. The area of isolation ensures that headlines, text or other visual elements do not encroach on the LEAF Marque logo. The area is defined by using a third of the height of the logo which is referred to as x. A margin of clear space equivalent to 0.3x is drawn around the logo to create the invisible boundary of the area of isolation.

For example: logo height = 20 mm, area of isolation = 6 mm, around all of the logo. This area of exclusion is a minimum and should be increased wherever possible.

The topmost northern point of the LEAF Marque logo should be between the first E and N in ‘Environment’ when used correctly.

**Logo Size**

The logo should always be clearly displayed. It should be used as large as possible whilst remaining in proportion to the design. Where space is limited, 15mm is the minimum size for reproduction.

**LEAF Website**

If you wish to provide additional information to provide further clarity on what the LEAF Marque logo means and delivers, you may also choose to include the LEAF website below the logo: [www.leafuk.org](http://www.leafuk.org)

**LEAF Marque Claim Rules**

The LEAF Marque logo is a registered trademark and must only be used on products that are LEAF Marque certified.

The LEAF Marque logo can only be used without a supporting statement when more than 95% of it’s contents are LEAF Marque certified. If 50 – 95% of a product is sourced from LEAF Marque certified sources, the LEAF Marque logo can be used if there is also a supporting statement to clarify the origin and proportion of the product that is LEAF Marque certified.

LEAF Website

[www.leafuk.org](http://www.leafuk.org)
Logo Use

Colour

LEAF Marque uses the colour palette below to keep the brand collateral and identity consistent.

- **CMYK 53, 0, 68, 54**
  - RGB 56, 118, 38
  - #387626

- **CMYK 91, 79, 62, 97**
  - RGB 0, 0, 0
  - #000000

- **CMYK 1, 2, 20, 0**
  - RGB 250, 237, 188
  - #FAEDBC

- **PANTONE ® 2273C**
  - CMYK 53, 0, 68, 54
  - RGB 56, 118, 38
  - #387626

- **PANTONE ® 6C**
  - CMYK 91, 79, 62, 97
  - RGB 0, 0, 0
  - #000000

- **PANTONE ® 7499U**
  - CMYK 1, 2, 20, 0
  - RGB 250, 237, 188
  - #FAEDBC

Alternative Colours

The above colour palette should always be used where possible. However, in instances where there are constraints from the number of colours that can be used on packaging or from branding rules, the LEAF Marque logo can be used in alternative colour scheme, as long as it is clearly legible.

In addition, when placed over a dark photograph, illustration or coloured background the colour of the logo may be white or coloured if this provides greater clarity. There must be a high contrast between logo and background.

Examples of Correct Use:

- ✓
- ✓
How not to use the LEAF Marque logo

- Do not remove the centre of the logo
- Do not remove the type around the logo
- Do not use the core of the logo
- Do not attach an image to the logo or modify it in any way
- Do not use a previously printed logo as artwork
- Do not turn the logo upside down or alter the orientation
- Do not distort the logo
- Do not turn the type around the centre of the logo
- Do not use the logo less than 15mm in diameter
- Do not change the text in any way or make additions within the exclusion zone

www.leafuk.org | +44 (0)24 7641 3911 | enquiries@leafuk.org | LEAF, Stoneleigh Park, Warwickshire, CV8 2LG
Logo Use - Off products

The LEAF Marque logo can be used by suppliers if there is a qualifying statement highlighting this alongside the logo. We recommend “LEAF Marque Supplier” is written below the LEAF Marque logo, but any similar phrase or position would also be acceptable if it is clear. Below are examples of various places a business may choose to use the LEAF Marque logo.

On vehicles

Businesses may choose to use the LEAF Marque logo on vehicles that supply LEAF Marque produce. Where possible, the LEAF Marque colour palette should be used. However, where the LEAF Marque logo would not be visible due to the colour of the vehicle, black or other high contrasting coloured logo can be used.

On websites

Businesses may choose to use the LEAF Marque logo on their website, along with the qualifying statement to highlight the relationship the business has with LEAF Marque. 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.leafuk.org

On banners and printed collateral

Businesses may choose to use the LEAF Marque logo on printed materials such as leaflets and pull up banners along with a qualifying statement. Include the link to the website where possible (www.leafuk.org) to enable consumers to find out more information.
Talking about LEAF Marque

Social Media

If you want to communicate anything about LEAF Marque such as on your website or via social media, we have outlined below some things to consider.

When using Twitter Please use any of the following handles in any tweets to alert us to your messages and to allow us to interact: @LEAFMarque @LEAF_Farming

Please use any of the following hashtags in any tweets:

#SustainableFarming – if it is a sustainable farming message
#IntegratedFarmManagement – if it talks about LEAF’s Integrated Farm Management principles
#LEAFMarque

You may also find it helpful to review LEAF’s Speak Out Toolkit which provides guidance on how to effectively communicate on social media and other situations.
Talking about LEAF Marque

Websites and general communications
Ensure the statement you make is appropriate to the activity you undertake. You should make very clear what involvement you have with LEAF Marque, for example, that you are a LEAF Marque certified business or supplier. 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 to not 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.leafuk.org”
• “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.

If you are ever unsure of the appropriate sustainability claim, please contact either info@leafmarque.com

www.leafuk.org | +44 (0)24 7641 3911 | enquiries@leafuk.org | LEAF, Stoneleigh Park, Warwickshire, CV8 2LG
LEAF Marque Number

On registering with LEAF Marque, all businesses are allocated a unique LEAF Marque Number. As an optional way of being able to identify your business, you can choose to put your LEAF Marque Number on your sales invoices, dispatch documentation, or underneath the LEAF Marque logo.

Previously, this number was referred to as the “LEAF Tracks Number”, which could be searched for publicly on the website to identify the business who produced the LEAF Marque certified product. With the implementation of Claims & Labelling and to avoid confusion, “LEAF Tracks” will no longer be used. Instead of having a publicly available LEAF Tracks search tool, LEAF Charity members will have access to a LEAF Marque checker which is a search function on www.leafuk.org.

Your LEAF Tracks number and LEAF Marque number are the same; if you currently refer to LEAF Tracks on your documentation, you simply have to change the name of this to “LEAF Marque Number”.

www.leafuk.org | +44 (0)24 7641 3911 | enquiries@leafuk.org | LEAF, Stoneleigh Park, Warwickshire, CV8 2LG
Section 3: LEAF Open Farm Sunday style guidelines
Open Farm Sunday is managed by LEAF (Linking Environment And Farming). Please acknowledge LEAF where possible use the LEAF logo adjacent to the Open Farm Sunday logo, please request logos from LEAF.

For the first mention of Open Farm Sunday in a document or some collateral, please refer to LEAF, so it should read as LEAF Open Farm Sunday. (i.e. The LEAF Open Farm Sunday event will be on 11\textsuperscript{th} June 2017).

Please do not use the Open Farm Sunday logo to imply that your organisation manages Open Farm Sunday.

We would appreciate seeing how the logo is being used on your materials. Please forward examples to openfarmsunday@leafuk.org.
Date versions and formats

There are versions of the LEAF Open Farm Sunday logos ‘with’ and ‘without’ the date.

If you are producing leaflets and booklets to hand out to visitors on the day, we would recommend using the version **without** the date so any copies left over can be used for Open Farm Sunday next year and beyond:

The logos are available in jpg, png and eps formats from Simon.Bull@leafuk.org.
If you are a principal sponsor of LEAF Open Farm Sunday, you are also entitled to use the ‘Open Farm Sunday’ and ‘Principal Sponsor of Open Farm Sunday’ logos:
When placed over a photograph, illustration or coloured background the logo may be produced in a single colour, preferably solid black or white.
An exclusion zone is the area that surrounds the LEAF Open Farm Sunday logo to ensure it stands out. This space should be kept free from text, graphics and images.

The area of isolation ensures that headlines, text or other visual elements do not encroach on the logo. The area is defined by using a third of the height of the logo which is referred to as $x$. A margin of clear space equivalent to $0.3x$ is drawn around the logo to create the invisible boundary of the area of exclusion.

For example:
log height = 30 mm
area of isolation = 9 mm
around all sides of the logo

This area of exclusion is a minimum and should be increased wherever possible.
The LEAF Open Farm Sunday logo has been designed to reproduce at a minimum height of 1.5 cm. On the web the minimum size of the logo is 58 pixels deep. There is no maximum reproduction size of the logo.
How not to use the Open Farm Sunday logo

You must not distort, stretch, twist or redraw the logos.

✗ Don’t stretch the Open Farm Sunday logo, please keep the proportions the same.
✗ Don’t edit the logo to cut out text or edit the shape of the logo.
✗ Don’t frame or box the logo.
✗ Don’t mirror or reflect the logo.
LEAF Open Farm Sunday and Open Farm School Days uses a basic colour palette to keep the brand collateral and identity consistent.

If you need to produce the logo in a single colour (white, or black), please use the solid black and white versions of the logo.
Talking about OFS on social media

If you want to communicate anything about LEAF Open Farm Sunday via social media, we have outlined below some things to consider:

Please use any of the following handles in any tweets to alert us to your messages and to allow us to interact:

@OpenFarmSunday

Please use any of the following hashtags in any tweets:

#OFS17 – with the year changing depending on the next Open Farm Sunday (i.e. 17 for 2017)
#BeProud – for tweets encouraging farmers to open their gates to the public for Open Farm Sunday

There are a range of social media assets on the Open Farm Sunday website, so feel free to download and use these: https://farmsunday.org/open-my-farm/help-support-promote
Contact us

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T: + 44 (0)24 7641 3911
E: enquiries@leafuk.org
W: www.leafuk.org
Twitter:@LEAF_Farming
Facebook: facebook.com/LinkingEnvironmentAndFarming

Registered Charity Number: 1045781
LEAF is a company limited by guarantee, registered
in England number: 3035047