



# ***Guidelines on trademark use***

## ***1. Principals of Use***

- 1.1 The Licensed Mark must not be used in a way that is misleading, likely to adversely affect the interests of Green Tick Technologies Limited (GTT), or the public.
- 1.2 The Licensed Mark may only be used in association with an Approved Product.

## ***2. Issue of Permission to Use the Licensed Mark***

- 2.1 GTT must approve in writing any application to use the Licensed Mark in respect of any Product, by the completion of a License Agreement with the successful applicant.
- 2.2 GTT must approve in writing all proposed reproductions of the Licensed Mark, including packaging, display materials and print, radio and television advertising. All references to the Licensed Mark must also be approved by GTT prior to distribution.
- 2.3 GTT reserves the right to accept or reject any advertising or packaging material used in conjunction with an Approved Product.

## ***3. Green Tick Logo Production Guidelines***

- 3.1 The "Green Tick Sustainable", "Green Tick GE-Free" and "Green Tick Organic" logos must be reproduced in PMS362 and PMS3308. (See figures 1.1, 1.2 and 1.3).
- 3.2 The "Green Tick" logo must not be distorted in any way, and must appear with the word "Sustainable" or "GE-Free" or "Organic" at its base whichever is appropriate for the certification for those goods or services.
- 3.3 The trade mark symbol TM must appear on the logo, with the following phrase "(c) 2004 Green Tick Technologies Limited used under licence" on the material.
- 3.4 The "Green Tick" logo must not be impinged upon by text, pictorial or photographic background.
- 3.5 The "Green Tick" logo must not be printed smaller than 22mm including the tail of the Green Tick. Therefore the diameter of the outer circle should never be below 15mm (see figure 2.1).
- 3.6 The "Green Tick" logo printed for stickers on products must be as figure 3.1 as per respective categories.

## ***4. Products and Services Representations***

- 4.1 Any claims (text and pictorial) associated with Approved Products must not be confusing or misleading, must be technically correct, and must comply with the New Zealand Fair Trading Act 1986.



# Guidelines on trademark use

## Colour Breakdown

Figure 1.1

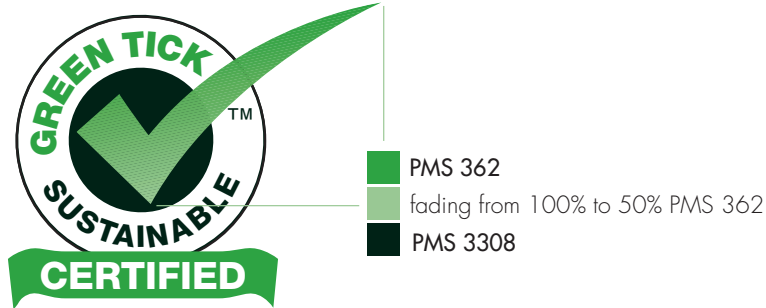


Figure 1.2

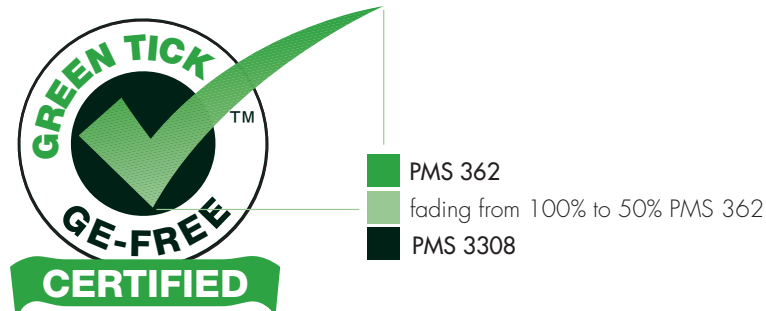
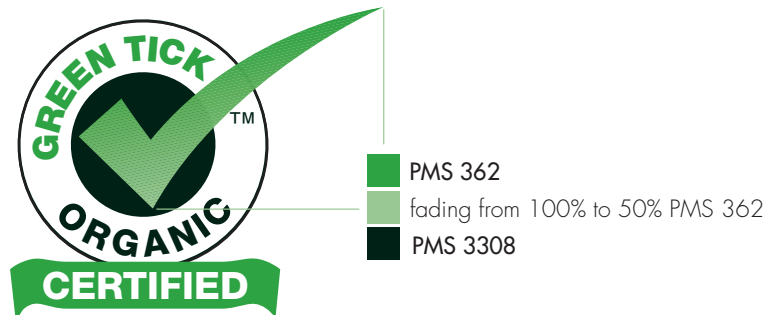


Figure 1.3



## Size Specifications

Figure 2.1



## Sticker Examples

Figure 3.1

