How to use the NATRUE logo

The NATRUE logo

If you are certified by BioGro to NATRUE’s standards you can use one of the following logos (depending on which level of NATRUE certification you meet i.e. natural, natural with organic portion or organic).

**NATURAL COSMETICS** – ingredients must be natural but they do not have to be organic (from organic production). This level is the foundation of the NATRUE label: it defines which ingredients are permitted and how they may be processed. Products of the other two levels need to fulfil the criteria of this level first.

**NATURAL COSMETICS WITH ORGANIC PORTION** – natural cosmetics containing ingredients of organic origin. At least 70% of natural ingredients must stem from certified organic production and/or certified wild collection.

**ORGANIC COSMETICS** – at least 95% of natural ingredients must come from certified organic production and/or certified wild collection.

*and/or derived natural, where applicable

For further information about NATRUE please visit www.natrue.org

What colour must the co-branded logo be?

Below is a colour guide for reproducing the logo. Please ensure these colours are always used. It is important that the logo is shown in the correct colour and is reproduced against a white or clear background. Where printing the logo in colour is not possible, it can be printed in black against a white or clear background.

**GREEN:**
- PMS 342
- CMYK: 100, 0, 70, 40

**GRAY:**
- PMS Cool Gray 10 Coated
- PMS 412 Uncoated
- CMYK: 0, 10, 0, 75
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What if I am certified organic to BioGro’s standards AND certified organic to NATRUE’s standards?

If you meet both BioGro’s & NATRUE’s organic standards you can use BioGro’s premium organic logo in conjunction with NATRUE’s logo as shown below.

The co-branded logo must appear on a white or clear background.

Can the logo or background be any other colour?

If you are only able to print your packaging (or publish your website etc) using one colour (which is not an official co-branded logo colour above) then you can print the logo in black or white.

If you are restricted to printing one colour only (which is not an official NaTRUe/Biogro colour, black or white) please contact BioGro to request approval of an alternative colour (you will need to specify a PMS or CMYK colour). Approval of alternative colours is at BioGro’s discretion.

If the background colour of your packaging or label (or website etc) is a dark colour e.g chocolate brown, the logo may be used in negative and therefore appear as white on the background colour of the packaging or label. This will ensure the co-branded logo stands out better.
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How much clear space must the logo have around it?

The co-branded logo must always have a minimum clear space around it equal to the width of the word ‘Bio’ around the outer edge of the logo. The clearspace must be free from typography, illustration or any other graphic.

What is the minimum size the logo can appear as?

The minimum size at which the NATRUE icon can be displayed is 10mm wide. The proportion of width to height must always be 1:1 and not be distorted in any way.
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What if I breach the terms of logo usage?

It’s in everyone’s interest that the logo be used correctly. If for some reason it is mis-used we will write to you specifying how the logo has been mis-used and request that the logo be used correctly within a certain time frame. Ultimately, if the logo is not used correctly before that time frame, we may write to you again to terminate the License Agreement.

How do I position my BioGro Number alongside the co-branded logo?

Your unique BioGro number must always appear alongside the logo and be set in the BioGro brand typeface PMN Caecilia Heavy (fig 1). If you do not own this typeface then Helvetica Bold is also acceptable (fig 2).
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Where must the co-branded logo be positioned/placed on marketing material?

The NATRUE logo and your unique BioGro Number are significant selling points which support traceability and are motivating factors in a customer’s decision to purchase your product/service.

- **Outer packaging** – the logo must appear in full (NATRUE circle, level of certification and BioGro wording) on all outer packaging (e.g. a box seen on-shelf by customers instore). The logo can appear on the front or side of the outer packaging.
- **Product labelling** – the logo must appear in full (NATRUE circle, level of certification and BioGro wording) on any bottle, pottle, tube etc.
- **Inner packaging and/or instruction sheets placed inside outer packaging** – the NATRUE circle can appear on its own (without the level of certification or BioGro’s wording).
- **On websites** – the NATRUE logo can appear anywhere on the HOME page of a website if 100% of the business is certified by BioGro to NATRUE’s standards. To avoid misleading customer’s, if only ‘part’ of the business, e.g. one product range or one service, is certified to NATRUE’s standards, the NATRUE logo must be placed in immediate proximity to the brand/name/logo promoting a product/service which meets NATRUE’s standards.
- **Stationery and other marketing material (e.g. brochures, business cards etc)** – the NATRUE logo can appear anywhere on stationery and marketing material (including invoices) if 100% of the business is certified by BioGro to NATRUE’s standards. To avoid misleading customer’s, if only ‘part’ of the business, e.g. one product range or one service, is certified to NATRUE’s standards, the NATRUE logo must be placed in immediate proximity to the brand/name/logo promoting a product/service which meets NATRUE’s standards. If only ‘part’ of the business is certified to NATRUE’s standards, invoices must not feature NATRUE’s logo.

What other information must appear on packaging?

All packaging and labelling carrying the co-branded logo must also feature the producer’s/service provider’s name and address (this can be a web address).

What happens if I stop being certified by BioGro to NATRUE’s standards but the logo appears on printed packaging?

The NATRUE logo can only feature on packaging, marketing material or websites while you hold a valid certificate from BioGro.

Where can I get hi res versions of the NATRUE logo?

High resolution logos are available by emailing info@biogro.co.nz

Do I need to get approval from BioGro before publishing/printing the NATRUE logo?

Yes. BioGro requires that all final artwork that incorporates the NATRUE/BioGro branding be sent to BioGro for consideration prior to printing/publication in print or online. Written approval from BioGro must be granted prior to printing/publishing in print or online. Failure to do so could result in all products bearing the unauthorised logo being withdrawn from the market. Please allow at least 2 working days for the processing of this written approval.