



# Preferred by Nature™ Seal Graphic Guidelines

# The seal

The Preferred by Nature hummingbird seal shows that products come from farms or forests managed with care for people, nature, and the climate.

Companies that pass the Preferred by Nature's rigorous checks can use the seal on products meeting our strict sustainability requirements.

Hummingbirds, despite their small size, make significant contributions to their ecosystems. Likewise, every sustainable choice, big or small, makes a difference.

Companies wishing to label products with our hummingbird seal shall sign an agreement with Preferred by Nature and follow the rules for how the seal is used.

This document provides graphical guidance on how to correctly use the Preferred by Nature seal on your products. If the guide cannot be met for certain products or you have alternative ideas for using our seal, contact us to discuss alternatives.

Please refer to the Preferred by Nature Seal Use Policy for technical requirements for the use of the seal.



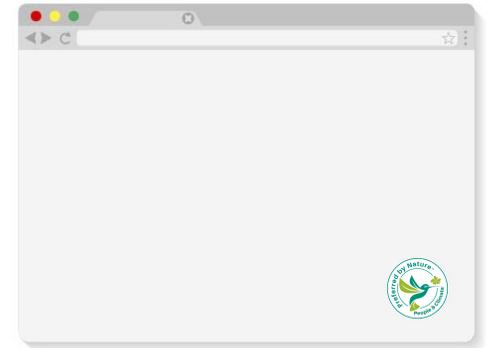
# Usage

## Who can use the seal?

Organisations that meet the [seal use eligibility requirements](#) can use the seal to communicate about the verified status and promote the verified services and/or products.

## Where can the seal be placed?

The seal can be used off-product to indicate verified status of organisation or a product, or it can be used on specific product, or its packaging.



## Colour variations

The Preferred by Nature™ seal has three approved colour options. They are: two-colour (green), black and reverse white. No other alternative colours are permitted.

The two-colour versions should be used whenever possible. Make sure that the colour or any image or pattern on the background does not interfere with the seal's legibility.

The reverse white seal version may be used when the background colour clashes with the green colours in the seal.

The black seal versions should only be used when the colour production is not possible.

The black and white versions of the seal may be used on colour background or image with adequate contrast.



Two-colour version,  
transparent



Two-colour version,  
white



Black version



Black and white version



Reverse white version



### Teal

Pantone P 131- 7 C  
CMYK 90 0 54 22  
RGB 0 144 124  
Hex #00907C



### Green

Pantone P 160- 16 C  
CMYK 35 0 100 14  
RGB 156 185 45  
Hex #9CB92D



### Black

Pantone P 179- 16 C  
CMYK 70 67 64 74  
RGB 35 31 32  
Hex #231F20



### White

CMYK 0 0 0 0  
RGB 255 255 255  
Hex #FFFFFF

# Placement

## Clear space

To ensure the seal is highly visible, always separate it from its surroundings.

When you're using the seal with other graphic elements, make sure you maintain an empty space around the seal and other typography and elements such as photographs, illustrations, patterns, other logos or certification marks, and the trim edge of a printed piece, etc.

More than the minimum clear space is encouraged.

Minimum clear space on all sides of seal is equal to the height of two "N"s in the brand name "Preferred by Nature". Do not allow any other graphic elements to enter this space.

## Minimum size

In order to preserve maximum legibility at all times, the seal should never be used smaller than the minimum size of 15mm.

## Translation

The seal cannot be translated into any language other than English.



Minimum clear space = 2 x N



Minimum size: 15mm

# DOs and DON'Ts

Following are few typical correct and incorrect examples on the use of the Preferred by Nature™ seal. Do not use the Preferred by Nature logo where the seal should be placed, or make the seal appear to be part of information that is not related to the verified products.

**DO:** Use the approved original electronic files. Treat the seal as an artwork. Provide clear space. Contrast with the background. Make sure the seal read clearly.



**DON'T** change the shape of the border or background or add anything (lines, shapes, objects...) to the seal or place any elements within the clear space area.



**DON'T** change the colour of the seal or any elements



**DON'T** compress, rotate or stretch the seal



**DON'T** alter or rotate the seal in relation to other content or add effects (shadows, bevels, gradients, and strokes) to the seal.



**DON'T** change or add any designs beyond the specified elements.



**DON'T** place the seal over busy photographic background, graphic element or pattern



# Have any questions?

Contact us at [coms@preferredbynature.org](mailto:coms@preferredbynature.org)