



The New Leaf Paper Eco Audit Brand, Design and Logos Usage Guidelines

May 2007

When you use the New Leaf Eco Audit you agree to not alter, change, or modify it, including the New Leaf Paper logos and the certification and designation logos. To protect the trademarks and copyrights of New Leaf Paper and the respective owners of the certification designation logos, and to maintain a consistent and unified presentation of the New Leaf Paper Eco Audit, please follow these guidelines.

YOU MAY:

- 1) You can ask New Leaf Paper to customize the copy in the New Leaf Paper Eco Audit to include your customer or company name and/or the project name.
- 2) You can scale the New Leaf Paper Eco Audit provided you retain the original proportions. (The *New Leaf Paper Eco Audit Guide* suggests minimum sizes, however, you are not required to conform to the minimum sizes.)
- 3) You can use the data from the New Leaf Paper Eco Audit and present it in your own design or copy. Your design should not infringe on the trademarks and copyrights of New Leaf Paper or the respective owners of the certification and designation logos. If you create your own eco audit please ask us to review it to ensure correct usage and verbiage pertaining to the certifications and designations. If you design your own eco audit or create a plain text version of the eco audit, you **MUST** cite the source of the eco audit data as follows: "Calculations based on research by Environmental Defense and other members of the Paper Task Force."

NOTE: If you create your own eco audit, you *cannot* use the certification and designation logos. You can write text copy that refers to New Leaf Paper and/or the certifications and designations, however, you cannot use the actual logos. This is to ensure that the attributes of the respective certification and designation logos are clearly associated with the paper and no other products or services. Your text must specify that the certifications and designations are attributes of the New Leaf Paper product and no other product or service.

FSC logo: To use the FSC logo, both the printer and the paper must be FSC certified. Ask your printer if they are FSC certified, and if so, ask them how to include the FSC logo in your printed materials. If the printer is not FSC certified, you cannot use the FSC logo, however, you may include a text mention that the paper is FSC certified. New Leaf Paper includes text reference in the Eco Audits for papers that are FSC certified.

PLEASE DO NOT:

- 1) Please do not change or alter the design or copy in the New Leaf Paper Eco Audit.
- 2) Please do not move or alter the certification and designation logos. **The certification and designation logos can be displayed only within a New Leaf Paper Eco Audit as provided to you by New Leaf Paper.**
- 3) Please do not remove or alter any logos or design elements and use them for any other purposes.
- 4) Please do not change the fonts, point size, colors, proportions, or any other design elements of the New Leaf Paper Eco Audit.
- 5) Please do not add any copy or design elements such as logos or graphic symbols.

APPROVAL

We appreciate your adherence to these requirements. Any deviation from the applications stated in the above guidelines can be submitted to New Leaf Paper for review. If you have questions about how to use these guidelines, or special circumstances, please contact New Leaf Paper at 888-989-5323 and ask for someone to assist you with the New Leaf Paper Eco Audit.