## **LOVE PAPER LOGO GUIDE**



## **ABOUT LOVE PAPER**

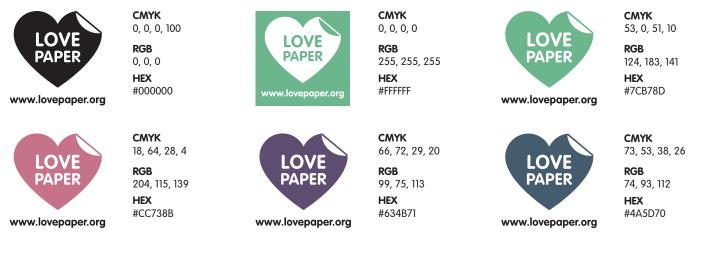
Love Paper is a global campaign launched in 2012 to improve perceptions and raise awareness of the sustainability and attractiveness of print, paper and paper packaging.

The new Love Paper logo introduces a new mark for brands, retailers, printers and paper producers to demonstrate and promote paper's sustainability.

The Love Paper logo is a registered trademark of Two Sides Limited and can only be used by members of Two Sides or with express permission.

## **COLOUR STYLES**

The Love Paper logo can only be produced in black, reversed/white and the following colour values. The URL must remain black, unless using the reversed/white logo.



## **USING THE LOGO**

It is recommended that the logo with the URL is used where possible.

The Love Paper logo must have a minimum height of:

- 15mm when using the Love Paper logo with the URL.
- 10mm when using the Love Paper logo without the URL.



For more information or to request the Love Paper logo contact: *info@lovepaper.org / +44 (0)1327 262920*