

# 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.



[www.lovepaper.org](http://www.lovepaper.org)

**CMYK**  
0, 0, 0, 100  
**RGB**  
0, 0, 0  
**HEX**  
#000000



[www.lovepaper.org](http://www.lovepaper.org)

**CMYK**  
0, 0, 0, 0  
**RGB**  
255, 255, 255  
**HEX**  
#FFFFFF



[www.lovepaper.org](http://www.lovepaper.org)

**CMYK**  
53, 0, 51, 10  
**RGB**  
124, 183, 141  
**HEX**  
#7CB78D



[www.lovepaper.org](http://www.lovepaper.org)

**CMYK**  
18, 64, 28, 4  
**RGB**  
204, 115, 139  
**HEX**  
#CC738B



[www.lovepaper.org](http://www.lovepaper.org)

**CMYK**  
66, 72, 29, 20  
**RGB**  
99, 75, 113  
**HEX**  
#634B71



[www.lovepaper.org](http://www.lovepaper.org)

**CMYK**  
73, 53, 38, 26  
**RGB**  
74, 93, 112  
**HEX**  
#4A5D70

## 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.

