

# Logo and Advertising Guidelines

This document describes the way in which the Heart Foundation Tick logo, a certification trade mark, is permitted to be used by Licensees in packaging, advertising, media releases, editorial, demonstrations, educational materials and any other promotions. The following requirements for use of the Tick trade mark form part of the Licence Agreement and rules/ regulations governing the use of the Heart Foundation's trade mark as approved by the Intellectual Property Office of New Zealand (IPONZ). It is intended that this document be used in conjunction with the 'Tick Trademark Guidelines', which may be obtained from the Tick Programme staff.

## Overview

- The Heart Foundation Tick trade mark can only be used in association with a food product which has been approved by the Heart Foundation as meeting the criteria guidelines, and in relation to which a valid Licence Agreement has been entered. Such products are referred to as "Approved Products".
- The Tick trade mark must not be used in a way that is misleading, likely to adversely affect the interests of the Heart Foundation and/or the Tick Programme, or brings the Heart Foundation into disrepute.
- Approved Products should always be promoted in the context of a balanced, healthy eating pattern. Meal or serving suggestions used on pack or in advertising or promotions associated with the Approved Product must, as far as possible, represent foods that are relatively lower in saturated fat, sodium and kilojoules and higher in fibre than other foods of their type.
- When referring to an Approved Product, please use the following approved statements, "Heart Foundation approved" or "Heart Foundation Tick of approval". Terms such as "Heart Tick", "endorsed", and "Health Tick", are not acceptable.
- When referring to the Heart Foundation it is correct to use "Heart Foundation of New Zealand" or "Heart Foundation" but not "National Heart Foundation" or "NHF".
- When referring to the Tick Programme it is correct to use "Heart Foundation Tick Programme" or "Tick Programme" "Pick the Tick" is no longer used in reference to the Tick Programme name.
- Promotion of a non-Approved Product on the packaging of an Approved Product bearing the Tick trade mark is not permitted without the prior written approval of the Heart Foundation. Approval will be based on the nutritional profile of the non-Approved Product.
- Use of the Tick trade mark is only permitted in the country, or countries specified in the Licence Agreement, being New Zealand and/or Australia.
- Should a Licensee supply the Approved Product into the foodservice/takeaway market (e.g.: frying oil, chips, processed meat products), the retailer is not permitted under any circumstances to use the Tick trade mark or promote a product as having Heart Foundation approval.
- It is unacceptable to use the Tick trade mark in a manner likely to cause confusion that Heart Foundation approval for the Approved Product was based on criteria other than those for which the product has been assessed for acceptance into the Programme.

## Approvals

- It is a condition of the License Agreement that the Licensee submits to the Heart Foundation for approval in writing all proposed reproductions of the Tick trade mark including food packaging; display material; point of sale material; print and television advertising; educational or training materials; website and media releases; editorial and recipes associated with Approved Products.
- All references to the "Tick Programme", "Heart Foundation Tick Programme", "National Heart Foundation of New Zealand" and "Heart Foundation" must also be approved prior to distribution.

**TIMELINE: Approvals will normally take up to five (5) working days from receipt of material. Drafts may be posted, faxed or sent by e-mail directly to the Heart Foundation.**

*NOTE The Heart Foundation reserves the right to accept or reject any material bearing the Tick trade mark or which refers to the Heart Foundation in any way, and may enforce full recall and correction of any materials should approval not be sought prior to production*

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## How to Reproduce the Tick Trade Mark

- Under no circumstances should the Tick trade mark be redrawn or independently created. An authorised copy of the Tick logo trade mark may be easily obtained by contacting the Heart Foundation Tick Programme staff.
- The Tick trade mark should be reproduced in the standard colours of PMS red 485, black and white. The only one colour reproductions permitted are in all PMS red 485 and white or in black and white. Reproduction using other colours is not permitted. Please refer to the document 'Tick Trademark Guidelines' for examples of correct logo usage.
- The size of the Tick trade mark may vary, but must always be smaller than the brand name of the approved product and must not be smaller than 12mm in diameter. Please refer to the Heart Foundation 'Tick Trademark Guidelines' for a pictorial guide.
- A minimum clear space, twice the width of the outer white circle, must be left around the Tick trade mark, to ensure that it is never visually dominated by other elements. The space that has been defined should be kept clear of all type, graphics (including other logos), lines and illustrations.
- "CERT TM" must appear adjacent to the logo. Please refer to the 'Tick Trademark Guidelines' for examples.
- The following phrase "CERT TM used under licence" must appear legibly, somewhere on all packaging and advertising material using the Tick trade mark.

## Recipe Development

- Recipes associated with an Approved Product must comply with Heart Foundation Recipe Guidelines whenever the Tick trade mark is used and/or the approved product inclusion in the Tick Programme is mentioned. For full information, the document 'Recipe Development Guidelines' may be obtained by contacting the Heart Foundation Tick Programme staff.

## Food Regulations and Labelling

- It is the responsibility of food manufacturers or agents/ distributors to comply with all legal requirements for the Approved Product, including labelling and advertising in the country of sale, and in particular the Food Standards Code (FSANZ) and Fair Trading legislation.
- In addition, all packaging and advertising material for Approved Products must comply with the Code of Practice on Nutrient Claims in Food Labels and in Advertisements (National Food Authority, 1995).
- For details of the Food Standards Code and the Code of Practice on Nutrient Claims call 0800 441 571 or check the website [www.foodstandards.govt.nz](http://www.foodstandards.govt.nz)

## Nutrition Information Panels

- If the approved product is packaged – whether fresh or processed - a nutrition information panel will normally be required on the packaging. This includes single ingredient foods like meats, fish, fruit and vegetables. An exception to this rule states that punnets of fruits or other whole or cut packaged vegetables may not be required to carry a nutrition panel if the outer package is clear or transparent and does not obscure the nature or the quality of the product. A nutrition information panel should be displayed in connection with the food or provided to the purchaser upon request.
- If the approved product is unpackaged – whether fresh or processed – there must be a statement clearly visible to consumers that nutrition information is available upon request.
- The nutrition information must include the nutrients tested for product approval.

For more information about the *Logo and Advertising Guidelines* or to submit recipes or artwork for approval please contact: Rhodi Bulloch | Tick Nutrition Manager | Ph : 09 571 9177 | Email : [rhodib@nhf.org.nz](mailto:rhodib@nhf.org.nz)