

# Tick Trademark Obligations

The Tick trademark is the intellectual property of the Heart Foundation. To comply with the guidelines it must appear accurately and legibly on all Tick product packaging and marketing materials.

The Tick logos can be emailed to you from the Heart Foundation for use related to approved products. Please contact the Tick Programme staff on 09 571 9177

The Tick logo must not be redrawn or independently created

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## The Tick logo

This version of the Logo is to be used on all Tick approved product packaging:



## Mandatory Trademark Statement

Anytime the Tick trademark is reproduced the following statement must appear legibly somewhere on the material, away from the logo:

CERT TM used under licence.

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## Logo Reproduction Colours

Tick logo red  
Pantone 485CV  
Coated & uncoated

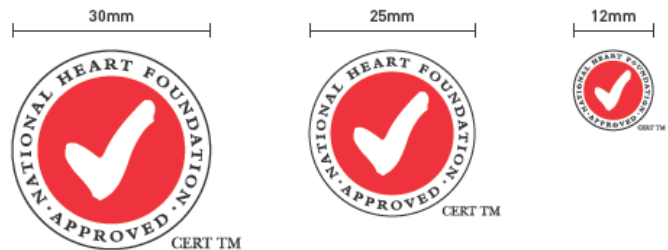
Process  
Cyan 0  
Magenta 100  
Yellow 100  
Black 0

On-screen  
R 223  
G 0  
B 41

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## Logo sizes

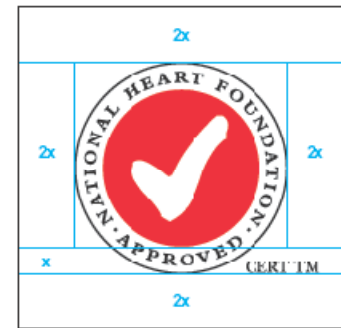
There is no maximum size for the Tick logo, although it should not be larger than the product brand name. The most practical requirement for the Tick logo is that it can be clearly seen. The Tick logo must not be reproduced smaller than 12mm wide.



## Clear space

Clear space is required around the logo to protect the integrity of the mark and ensure that it is never visually dominated by other elements. The clear space should be kept clear of all type, graphic elements, lines and illustrations.

The minimum clear space is twice the width of the outer white circle in proportion with the size of the trade mark.



## Promoting the Tick

The Tick programme recommends that the Tick logo is included on your approved product promotions. The Tick has exceptional levels of consumer awareness and demand, and as a Tick licensee you can maximise your competitive advantage and return on your Tick investment by highlighting Tick product approval on advertising and promotional materials.

## Approvals

It is a condition of the Licence Agreement that all promotional materials bearing the Tick trademark, or making reference to the Heart Foundation, requires written approval from the Tick programme before going to market. Please contact Rhodi Bulloch, nutrition manager, [rhodib@nhf.org.nz](mailto:rhodib@nhf.org.nz), (09) 571 9177