

NZØ Certification

Mark & Copywriting Guidelines

NZØ

New Zealand Zero

Section 1

The NZ0 Certification Mark

The NZ0 Certification Mark

Overview

Currently, the NZ0 certification consists of three variations; Grower, Producer or Transitional.

The document provides guidance around the marks usage from a design perspective only. For further information and the criteria for each of these marks please refer to the AsureQuality NZ0 certification rules and policies.

Design & Point of Difference

A deliberate design decision was made to have the transitional mark visually different to that of the grower/producer marks. This was to ensure the consumer is aware of the point of different between full, and transitional NZ0 certification.

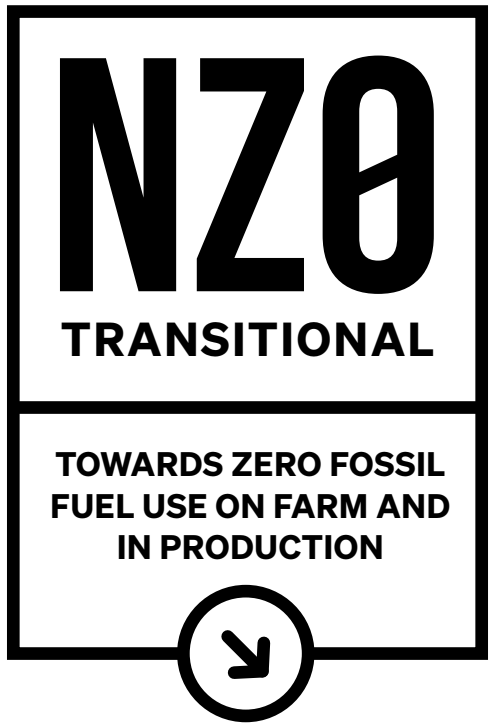
Grower



Producer



Transitional



Colour Options

Colour Options

The mark only has two colour variations.

Monotone (Black)

- This is the most common colour usage, and should be used on all white/light coloured packaging or applications.
- Note that the container device (the 'shield') and the circle should have a solid white background. A slight transparency of this background is permissible, but only as long as text legibility is maintained.

Reverse (White)

- For use on black/dark coloured packaging or applications.
- Note that the container device (the 'shield') and the circle should have a solid black background. A slight transparency of this background is permissible, but only as long as text legibility is maintained.

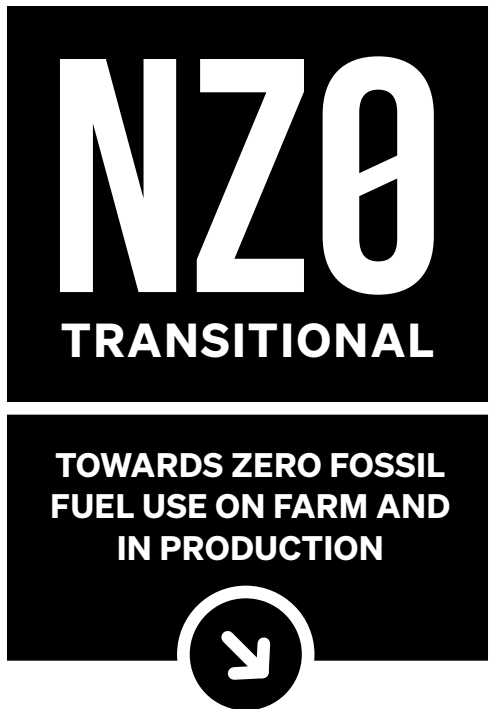
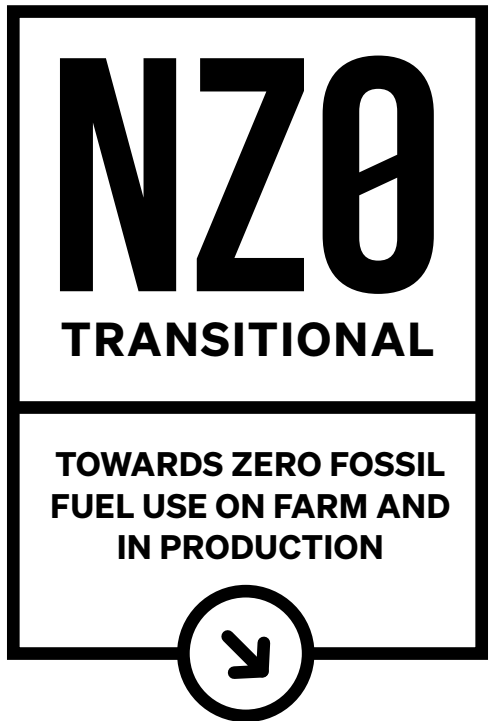
Grower



Producer



Transitional



Incorrect Usage

Incorrect Usage

The mark represents the NZ0 Certification and should not be altered in any way, unless prior approval has been received from the MC (Managing Committee).

The following are examples of what should not be done to the mark.

- 01. Correct mark usage (no alterations).
- 02. No language alterations to the mark.
- 03 & 04. No colour variations of the mark.
- 05. No removal of copy from the mark.
- 06. No rotating of the mark (where possible).

01. Correct



02. Incorrect



03. Incorrect



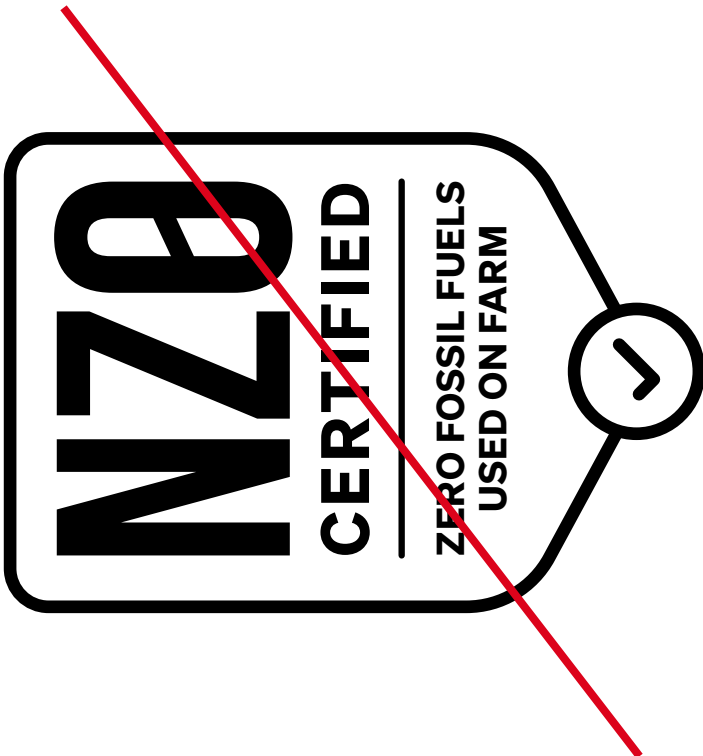
04. Incorrect



05. Incorrect



06. Incorrect



Section 2

NZØ Language & Copywriting

Certification Language Guidelines

Overview

Like the mark, the NZ0 certification copywriting should be clear and concise so there is no ambiguity in the consumers mind about what the mark does, and does not represent. As a result, the copywriting used alongside the mark is critical to ensure continued consumer trust in the certification and the standards and rules.

The following pages have been provided as a starting point for the three certification variations (grower, producer and transitional). Note that where possible the numerical '0' should always have a angled stroke placed through it to ensure it is not mistaken for an 'O'.

Note that at these initial stages of the certification, all copywriting must receive prior approval from the MC before being rolled out in any marketing or applications.

Grower(s) Language Guideline

Main Tagline

'Zero fossil fuel food'

Secondary/Support Messaging

'Zero fossil fuels used on farm'

Tertiary/Support Messaging

'NZ0 certification is only awarded to growers that meet our strictest criteria: growing the best food with zero fossil fuel use on farm. Along with our certification, NZ0 mentors and supports NZ farmers to become industry leaders by producing zero fossil fuel certified food; championing the fight against climate change.'

Producer(s) Language Guideline

Main Tagline

'Zero fossil fuel food'

Secondary/Support Messaging

'Zero fossil fuels used in production'

Tertiary/Support Messaging

'NZ0 certification is only awarded to producers that meet our strictest criteria: growing and producing the best food with zero fossil fuels used. Along with our certification, NZ0 mentors and supports NZ farmers to become industry leaders by producing zero fossil fuel certified food; championing the fight against climate change.'

Transitional Language Guideline

Main Tagline

'Zero fossil fuel food'

Secondary/Support Messaging

'On the path to zero fossil fuel use'

Tertiary/Support Messaging

'NZ0 transitional certification is only awarded to growers and producers that meet our strictest criteria: those who have actively committed to creating the best food with zero fossil fuels used. Along with our certification, NZ0 mentors and supports NZ farmers to become industry leaders by producing zero fossil fuel certified food; championing the fight against climate change.'

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