



by **Hemlock Printers** www.hemlock.com/zero

It's time for carbon neutral printing

At Hemlock, we want you to feel good about your business decisions, both now and in the future. It's about balancing quality and cost with a set of strong environmental and social values that resonate with employees, customers and stakeholders.

When you print carbon neutral with Hemlock, you can use the exclusive "Zero" brandmark on the materials you offset. It shows the positive steps your organization is taking toward climate action.

When you purchase offsets through "Zero", you are investing in renewable energy and clean tech projects that would not be developed without your investment.

Suggested sustainability statement: *Greenhouse gas emissions from the paper lifecycle, the transport, and the printing of this item have been offset through investments in energy efficiency and non-fossil fuel energy technologies.*



www.hemlock.com/zero



Guidelines for Using the "Zero" Brandmark

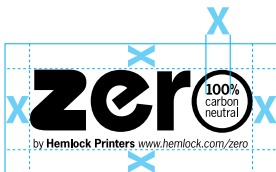


Using the “Zero” Brandmark

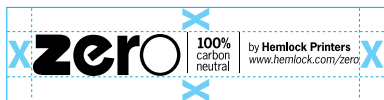
The “Zero” brandmark can be applied to any materials you offset with Hemlock’s carbon neutral printing program. It is essential to adhere to the guidelines below to maintain the integrity of the brandmark.

Minimum Size and Clearance Space

Stacked Version



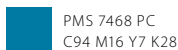
Horizontal Version



- no borders
- tagline cannot be edited or removed
- do not change colours

Acceptable Colours

The brandmark should be used in full colour whenever possible. Solid black and reversed-out white options are also available.



If you have any questions about the “Zero” program or the brandmark application, or would like to request the art files, please contact zero@hemlock.com.