

## **REGISTRATION MARK USAGE GUIDELINES**

### **Revised Registration Mark**

With effect from 1 July 2015, NEA's registration mark for public health pesticides and repellent products shall be revised to comprise two elements:

- (a) Registration number
- (b) Registration logo (*New*)

#### **(a) Registration Number**

##### Colour

While there are no restrictions pertaining to the colour of the registration number, the text should be clear and readable against the background colour of the product label.




##### Font Size

The font should be at least 10 pt and not less than 3mm in height.

#### **(b) Registration Logo**

##### Colour

The registration logo is available in three colour choices. The selected colour choice must have adequate contrast against the background colour of the product label.

Preferred Duo-Colour	One-Colour (Black) for light backgrounds	One-Colour (White) for dark backgrounds
		



Red  
Hex #AB1F2D  
RGB 171 / 31 / 45  
Pantone 7621C



Black  
Hex #000000  
RGB 0 / 0 / 0  
Pantone Black C



Opaque White  
Hex #FFFFFF  
RGB 255 / 255 / 255

##### Size

The logo should not be less than 5mm in height.

### Exclusion Zones

There should be sufficient clear space around the registration logo from the other contents on the product label. The minimum clear space required is based on the distance between the two rings.



### **Recommended Layout**

The recommended layout is to position the statement of classification (i.e. "For General Use" or "For Restricted Use"), the registration number and the registration logo in the given order in a centralised fashion.



The above layout is not mandatory. In the event of space limitations, flexibility is allowed in the placement of the required components as long as the statement of classification, both parts of the registration mark (i.e. Registration number and Registration logo) are in conspicuous positions and adhere to the remaining guidelines. Please refer to the Guidebook on the Registration of Pesticides and Repellents against Vectors for more examples.

### Logo Stickers

Registration logos in the form of stickers are allowed during the implementation phase between 1 July 2015 and 1 July 2016. The sticker can be affixed onto any available space within the product label, preferably as close to the registration number as possible. From 1 July 2016 onwards, the sticker option shall phase out and the registration logo should be incorporated into product labels in print.

## Unacceptable Applications of the Registration Mark & Logo

<p>Changing the Colours of the Registration Logo</p> 	<p>Stretching or Distorting the Registration Logo</p> 	<p>Overlapping the Registration Logo with Other Text or Logo</p> 
<p>Inappropriate Pairing of the Logo with Other Text or Logo</p> 	<p>Splitting the Components of the Logo</p> 	<p>Changing the position or placement of text</p> 
<p>Improper Use of Registration Mark on Dark or Solid Backgrounds</p> 	<p>Improper Use of Registration Mark on Similarly-Coloured Backgrounds</p> 	<p>Improper Use of Registration Mark against Complicated Backgrounds</p> 