PACKAGING LOGO

STYLEGUIDE

INDEX

01. Terms of use

Only manufacturers who place packaging subject to system participation on the market in Germany and who are registered with the Central Packaging Registry pursuant to Section 9 of the Packaging Act are entitled to use the Packaging Logo. However, it is not permitted to apply the Packaging Logo to reusable packaging, to packaging that is subject to the mandatory deposit pursuant to §31 of the Packaging Act or to packaging for products containing harmful substances. Further details are regulated by the License Agreement and the Trademark Statutes.

In order to offer consumers even greater added value, the Packaging Logo can be supplemented with indications about the correct disposal of the specific packaging in the corresponding collection system. The following applies to the German collection system:

Collection system 'Gelbe Tonne' ('LVP') = All packaging components that are not made of paper, cardboard, carton or glass.
Collection system 'Papiertonne' ('PPK') = All packaging components that are made of paper, cardboard or carton.
Collection system 'Glassammlung' ('Glas') = All packaging made of glass

02.1 The Logo | Basic Elements
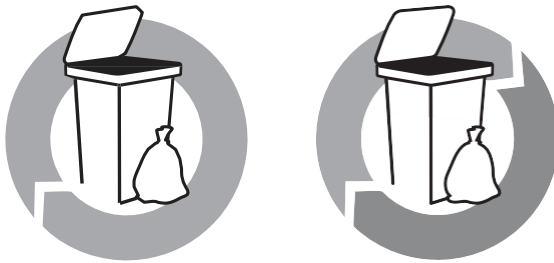
The basic design includes the sack-container illustration and a circular arrow running around it, which can also consist of two parts depending on the collection systems. The basic design is monochrome black from the CMYK colour space. The circulating arrow is shown in screened black.

02.2 The Logo | Logo Size

From a size of 13 mm height, text elements can be used.

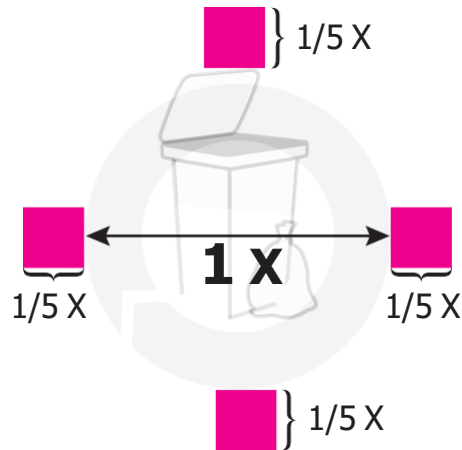recommended size

⟶ Height: 13 mm

Minimum size ⟶ Height: 9 mm

Exception for micro packaging ⟶ Height: 7 mm

02.3 The Logo | Shelter

1/5 X

1/5 X

1 X

1/5 X

1/5 X

Circle = 1 X

Shelter = 1/5 X

02.4 The Logo | Placement

- The logo should be placed in such a way that it is easily recognisable and legible.

- The logo must be placed spatially or visually separate from any other logos or marks that represent the thematic complexes "Packaging", "Disposal", "Recycling" and/or "Recyclability".

- Especially those provided by initiatives, companies or other institutions.

03.1 Single-colour implementation | shades of grey

All strokes of the illustration and the interior of the container print 100% black.

Defined shade of grey, depending on the displayed.

Collection system, see below.
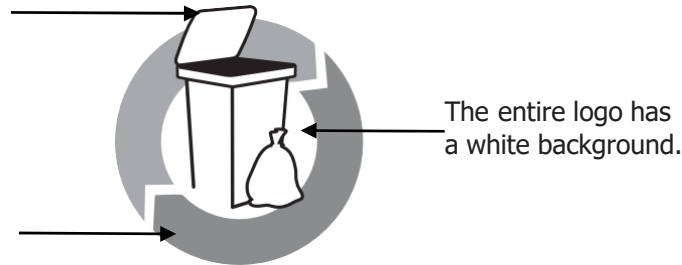
The entire logo has a white background.
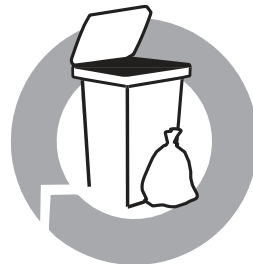
In the case of a single-colour implementation of the licensee's design, the respective special colour according to the CI of the licensee shall be used instead of black at same percentage.

GLASS:
55% Black

PPK:
40% Black

LVP:
25% Black

03.2 Single-colour implementation | Collection systems

GLASS

PPK

LVP

PPK
GLASS

LVP
GLASS

PPK
LVP

To show the different collection systems, the circulating arrow can be shown in the respective shades of grey.

For packaging with several collection systems, logos are used that are built up with two arrows.

LVP (LEICHTVERPACKUNG) = all packaging that is not made from paper, cardboard, carton and glass

PPK = all packaging made of paper, cardboard and paperboard

GLASS COLLECTION = all packaging made of glass

03.3 Single-colour implementation | Outline

All strokes of the illustration and the interior of the container print 100% black.

The entire logo and the interior of circular arrow the have a white background.

Text elements must be used.

Optionally, in case of a single-colour implementation, the cirucular arrow might have a white background with a black outline. In this case the text elements for the collection system must be used, see page 13.

In the case of a single-colour implementation of the licensee's design, the respective special colour according to the CI of the licensee shall be used instead of black at same percentage.

04.1 Multi-coloured implementation | Colours

All strokes of the illustration and the interior of the container print 100% black.
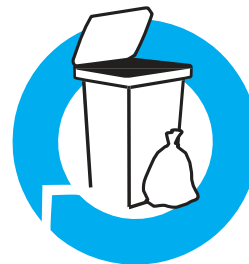
The entire logo has a white background.

Defined shade according to collection system, see below.
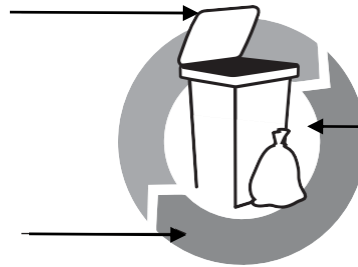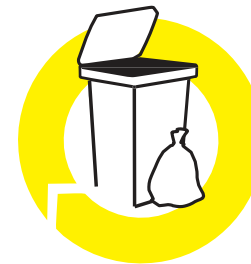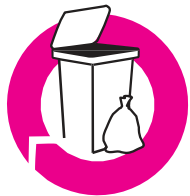

GLASS:
100% Magenta

PPK:
100% Cyan

LVP:
100% Yellow

04.2 Multi-coloured implementation | Collection systems

GLASS

PPK

LVP

PPK
GLASS

LVP
GLASS

PPK
LVP
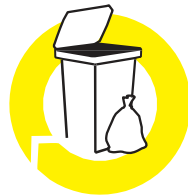
To show the different collection system, the circulating arrow can be shown in the respective colours.

For packaging with several collection systems, logos are used that are built up with two arrows.

LVP (LEICHTVERPACKUNG) =   all packaging that is not made from
                           Paper, cardboard, carton and glass are

PPK   =   all packaging made of paper,
                             cardboard and paperboard

GLASS COLLECTION   =   all packaging made of glass

05. Collection materials

a collection system

two collection systems

three collection systems

Optionally, the text elements listed can be used to clarify the affiliation to the collection system.

The naming and arrangement of the text elements is fixed and may be used for German exclusively as supplied.

The size should not be less than 3.5 pt when used.

Typoinfo, see page 22.

GLASSAMMLUNG   = Packaging made of glass

PAPIERTONNE   = Packaging made of paper, cardboard or carton

GELBE TONNE   = Packaging that is not made of paper, cardboard, carton or glass

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06.1 QR Code | Use

Optionally, a QR code provided by the licensor can be added in order to provide more information and motivation for proper waste separation.

In addition, there is the option of producing individual films for printing on the packaging in coordination with the licensor. If you are interested, please contact kontakt@trenn-hinweis.de.

06.2 QR Code | Structure and Size

The area under the QR code has a white background and a black outline (see also single-colour implementation, p. 08).

The size of the logo must be chosen so that the QR code has at least a width and height of 1 cm.

06.3. QR code | portrait and landscape format

Portrait format

Landscape format

Depending on the space, the logo can be used with a QR code in portrait or landscape format.

The examples shown are recommendations that may be adapted to better integrate with the licensee's design.

07.1 Further design possibilities | Use

- The logo can optionally be combined with additional texts, for example "Richtig Müll trennen:".

- If necessary, combined with a concrete instruction for action, such as "Gib mich in die Gelbe Tonne!"

- and/or an additional explanatory note such as "Denn: Mülltrennung wirkt!"

An example is included in the files provided. Alternatively, the licensee's CI font can be used.

- If the logo is to be printed on multilingual packaging, an additional English text can be added as an option or a multilingual additional text in the respective packaging languages, for example "Separate waste correctly:", or additional explanations such as "Because waste separation works!"
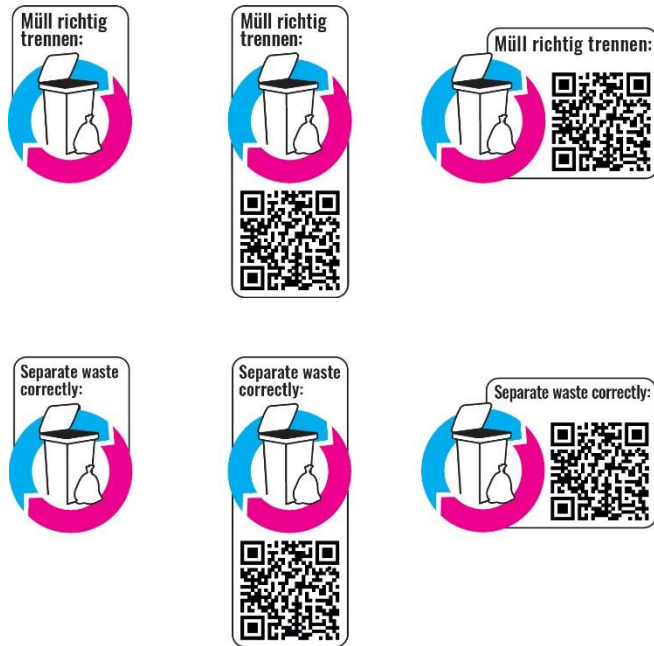
07.2 Further design options | Examples

Examples German

Examples English

07.2 Further design options | Examples

Examples German

Examples English

08.1 Typography | Logo

Tahoma, bold

A B C D E F G

H I J K L M N

O P Q R S T U

V W X Y Z

If the text elements need to be changed for other language areas, Tahoma bold in capitals is used for this purpose.

Care should be taken to ensure that the typography is used in a balanced way and that the sack-container illustration is not too close to the typography.

Please follow the German templates for this.

If language-specific characters are not available in Tahoma bold, a typeface that appears similar in style must be used.

Oswald, medium

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z

a b c d e f g h i j
k l m n o p q r s
t u v w x y z

This typo is used for the additional text elements on the logo.

Please use the templates (see p. 20) to maintain the design structure.

09. Licence Agreement

You can conclude the License Agreement by clicking on the following
link, after which you will receive the Packaging Logo.
Whether you then use the Packaging Logo is up to you.

www.trenn-hinweis.de