

PACKAGING LOGO

STYLE GUIDE

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01. Terms of Use

The use of sorting labels is permitted exclusively on the basis of a valid licence agreement with Trennhinweis e.V.
The following types of packaging must not bear a sorting label:

a) Reusable packaging for which actual take-back and reuse are ensured through an existing reuse system;
b) Single-use beverage packaging subject to a deposit requirement under Section 46 of the German Packaging Law Implementation Act (VerpackDG);
c) Sales packaging containing products classified as hazardous substances.

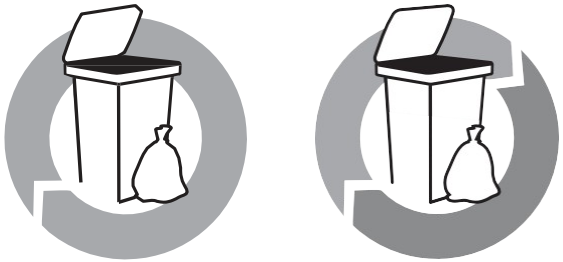
Further details are governed by the licence agreement.

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' = All packaging components that are not made of paper, cardboard, carton or glass.
Collection system 'Papiertonne' = All packaging components that are made of paper, cardboard or carton.
Collection system 'Glassammlung' = All packaging components that are made of glass.

The packaging logo must not be used in such a way as to give the impression that it is a sustainability label. Specifically, the packaging logo must not give the impression that it is being used to highlight or promote a product, a process or a business activity in terms of its environmental or social characteristics, or both. In particular, the packaging logo must not be combined with additional text or graphic elements that could create such an impression.

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 circular arrow is shown in screened black.

02.2 The Logo | Logo Size

Text elements can only be used from a logo height of 13 mm.

Recommended size →



Height: 13 mm

Minimum size →



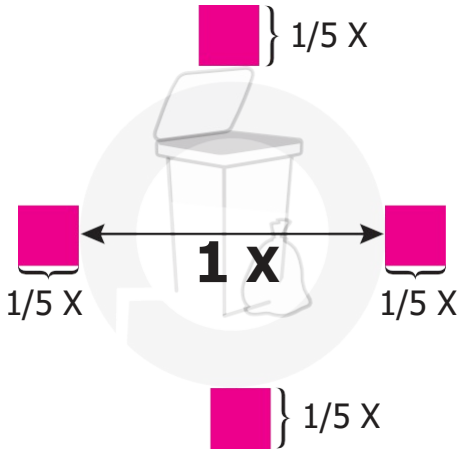
Height: 9 mm

Exception for micro packaging →



Height: 7 mm

02.3 The Logo | Shelter



Circle = 1 X

Shelter = 1/5 X

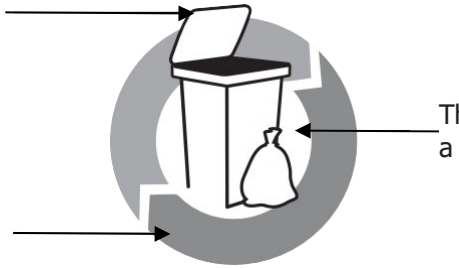
02.4 The Logo | Placement

- 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 user's design, the respective special colour according to the CI of the user shall be used instead of black at the same percentage.



GLASS:
55% Black



PPK:
40% Black



LVP:
25% Black

LVP	=	all packaging that is not made of paper, cardboard, carton or glass
PPK	=	all packaging made of paper, cardboard or carton
GLASS	=	all packaging made of glass

03.2 Single-Colour Implementation | Collection Systems



GLASS



PPK



LVP



PPK
GLASS



LVP
GLASS



PPK
LVP



LVP
PPK
GLASS

To show the different collection systems, the circular 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.

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

03.3 Single-Colour Implementation | Text Elements

one 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 are fixed and may be used for German exclusively as supplied.

The font size should not fall below 3.5 pt in application.

For typography info, see page 23.

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

03.4 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 the circular arrow have a white background.

Text elements must be used.

Optionally, in case of a single-colour implementation, the circular 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 12.

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

03.4 Single-Colour Implementation | Outline

one 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 are fixed and may be used for German exclusively as supplied.

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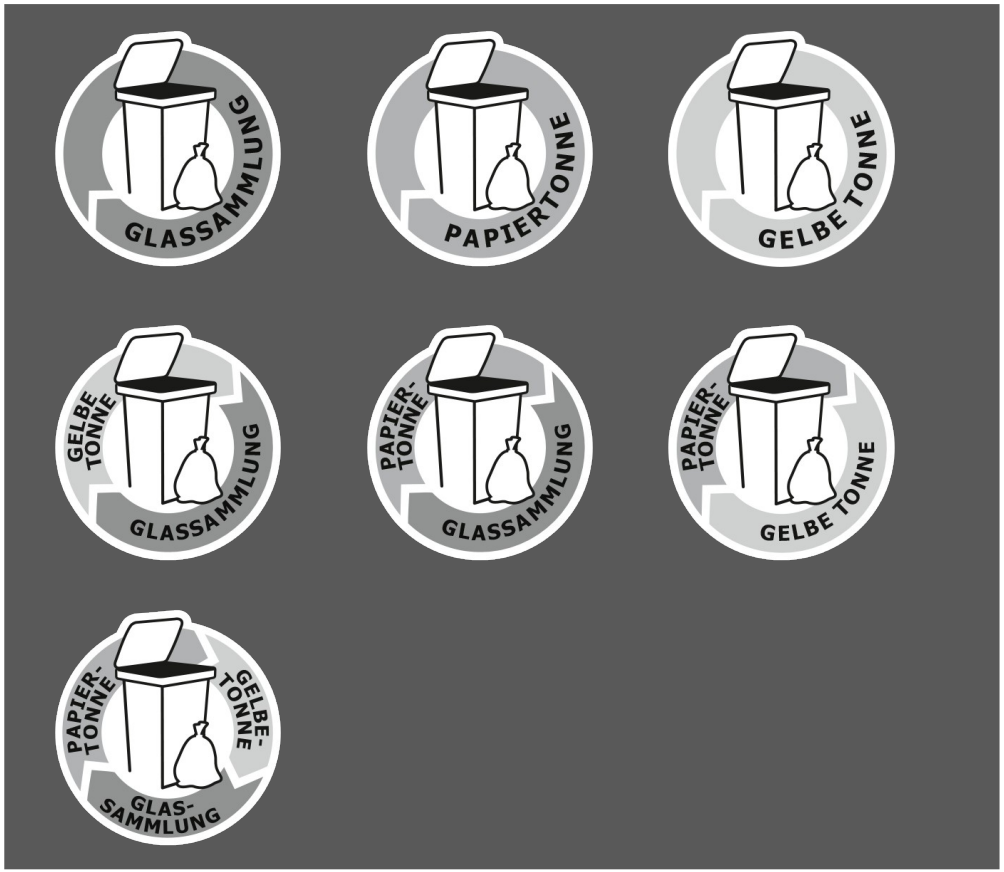
GELBE TONNE = Packaging that is not made of paper, cardboard, carton or glass

03.5 Single-Colour Implementation | On a Dark Background

one collection system

two collection systems

three collection systems



If an icon is to be placed on a dark background, this version with the white outline must be used.

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

The font size should not fall below 3.5 pt in application.

For typography info, see page 23.

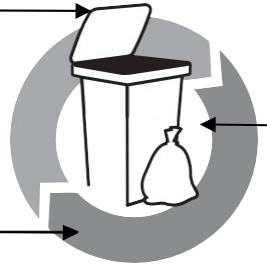
GLASSAMMLUNG = Packaging made of glass

PAPIERTONNE = Packaging made of paper, cardboard or carton

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

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 colour 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



LVP
PPK
GLASS

To show the different collection systems, the circular arrow can be shown in the respective colours.

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

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

04.3 Multi-Coloured Implementation | Text Elements

one 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 are fixed and may be used for German exclusively as supplied.

The font size should not fall below 3.5 pt in application.

For typography info, see page 23.

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

05.1 QR Code | Use

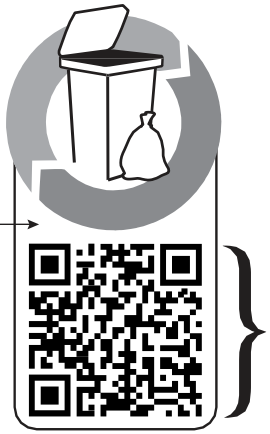


Optionally, a QR code provided by the Trennhinweis e.V. can be added in order to provide more information and motivation for proper waste separation.

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

05.2 QR Code | Structure and Size

The area under the QR code has a white background.



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

05.3 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 user's design.

06.1 Further Design Options | 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!"
- 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!"
- The packaging logo must not be used in such a way as to give the impression that it is a sustainability label. Specifically, the packaging logo must not give the impression that it is being used to highlight or promote a product, a process or a business activity in terms of its environmental or social characteristics, or both. In particular, the packaging logo must not be combined with additional text or graphic elements that could create such an impression.

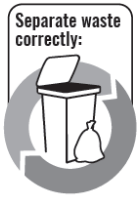
06.2 Further Design Options | Examples







Examples German

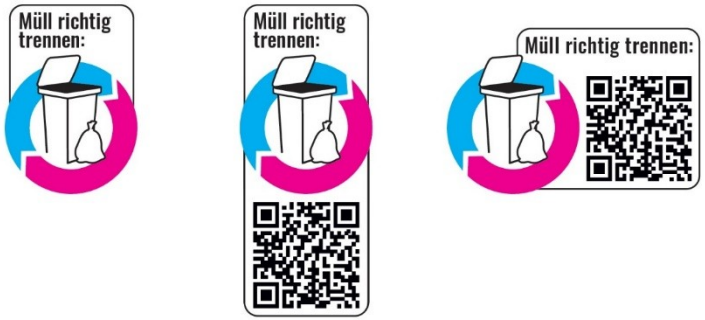






Examples English

06.2 Further Design Options | Examples



Examples German

Examples English

07.1 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.

07.2 Typography | Further Design Options

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 typeface is used for the additional text elements on the logo.

Please use the templates to maintain the design structure, see pages 21-22.

08. Contract of Use

You can conclude the contract of use by clicking on the following link, after which you will receive the packaging logo.
Whether you then use the packaging logo is entirely up to you.

www.waste-separation.eu