

# Instruction brochure for use of the 'On the way to PlanetProof' logo



We have prepared instructions to ensure the correct use and quality of the 'On the way to PlanetProof' logo. Label holders can use these instructions to decide which version of the logo they will use. Various versions have been developed as the logo can be used on a wide range of communication resources, including black or coloured backgrounds, transparent packaging, and suchlike. This brochure explains how this works.

## Versions

The logo is available in a number of versions. There is a petrol blue and a black version for refined printing techniques and use on the internet. The logo has a white<sup>1</sup> edge as standard. There is also an adapted logo for coarser printing techniques (like flexo print for example) and a logo for when only white printing ink is used (see page 3).

The preferred use is the petrol blue version on a white background with white surround (and certainly if the logo is less than 20 mm wide).



Petrol blue on a light background



Black on a light background



Petrol blue on a dark background





Black on a dark background

1: White refers to the background colour, not a white printing colour. If the logo is printed onto brown card, for example, the edge and the other white elements in the logo will assume the colour of the background. The colour rendering of the petrol blue logo must not differ too greatly; if the background is particularly dark, we discourage use of this version. In that case, opt for the black logo.

## Colour usage

We prefer the use of the petrol blue logo. If this is not possible, a black or white<sup>2</sup> version is available.

	Pantone:	2203 C
	CMYK:	94 - 1 - 14 - 15
	RGB:	0 - 135 - 174
	Hex:	0087AE
	RAL <sup>3</sup> :	5021
	RAL Design:	220 50 40
	NCS:	S 3050-B10G

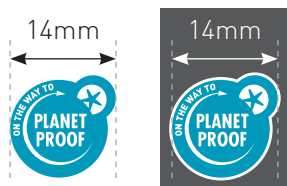
	Pantone:	Process Black C
	CMYK:	0 - 0 - 0 - 100
	RGB:	0 - 0 - 0
	Hex:	000000
	RAL:	9005
	NCS:	S 9000-N

2: The white logo can only be used when printed with white ink (see page 3).

3: The standard RAL colour is slightly different to the Pantone colour. The RAL Design colour system and the NCS system are both more accurate, however these systems are less commonly used. Talk to your manufacturer to ensure you get the right colour.

## Formats

The smallest logo format has a minimum width of 14 mm. This excludes the minimum white space that needs to be left around the logo and the white<sup>1</sup> edge of the logo.



## Space around the logo

The minimum space that needs to be left around the logo is equal to the height of the letter 'P' in PLANET PROOF. When placing the logo on a white<sup>1</sup> background, the end of the petrol or black area is seen as the edge of the logo, but when placing the logo on a darker background, the white edge is seen as part of the logo. The thickness of the white edge is then added to the 'P' height.



## Registration number

The registration number of the quality label holder can be inserted into the logo, in which case a special version of the logo is available. A JPEG or PNG logo can be generated online, containing the registration number. In the event that the registration number cannot be inserted into the logo, the number must be clearly legible elsewhere on the packaging, as close to the logo as possible.

To use a vector variant of the logo with registration number, you can request Illustrator files.

These files contain an example number which can be easily replaced by the registration number in DINPro Black font.

No registration number is inserted into the modified logo for coarse printing techniques.



Logo with registration number

The colour, alignment, and size of the registration number must not be modified. The registration number may only be inserted in DINPro Black font.



## Placement of the logo

Pay attention to the background on which the logo is placed. The logo must always contrast sufficiently, but its colour must not be modified. The following are some practical examples.



## Coarse printing techniques

For coarser printing techniques such as flexography, a specially developed logo may be used. This logo has been modified so that the details and legibility are retained for longer. The same guidelines for use apply to this modified logo as to the standard logo.

No registration number is inserted into the modified logo for coarse printing techniques.



Petrol blue on a light background



Black on a light background

The logo for coarse printing techniques may not be used for purposes other than printing (such as on websites).

The logo for coarse printing techniques may be requested from SMK via [smk@smk.nl](mailto:smk@smk.nl).

## Only white ink

In some cases printing the label or product with only white ink may occur. In this case, deviating from standard colors is allowed and the white logo may be used. The white logo is also available for coarse printing techniques.

The logo can only be used for printing ends. It is never to be used for other ends (like websites for example).

Please contact SMK ([smk@smk.nl](mailto:smk@smk.nl)) if you wish to receive the white logo in AI or EPS.