



How to use the logo of On
the way to PlanetProof?

Using the logo

The On the way to PlanetProof logo is the recognizable image for producers, traders and consumers. It is therefore important to maintain the quality of the logo. This instruction sheet contains the rules and guidelines for its application. Do you still have questions despite the explanation? Feel free to mail to smk@smk.nl

Versions

The original logo is petrol blue. A black version is also available. In addition, there is an modified logo for rough printing techniques (such as flexo printing) and for exceptions such as the use of white printing ink.

Preferably - especially when smaller than 20 mm wide - use the original, petrol blue logo on a white background with a white environment.



Petrol blue on a white background



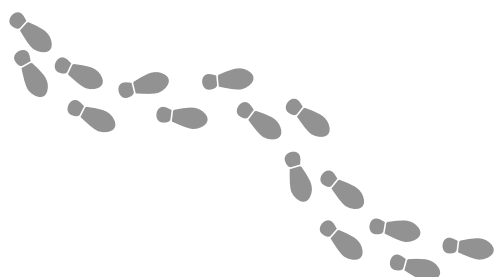
Black on a white background



Petrol blue on a dark background



Black on a dark background



Color usage

If it is not possible to use the original petrol blue logo, the logo can be placed in black. The white variant of the logo may only be used in the case of printing exclusively with white ink, as shown on the right.



Petrol blue	Pantone:	2203 C
	CMYK:	94 - 1 - 14 - 15
	RGB:	0 - 135 - 174
	HEX	0087AE
	RAL*:	5021
	RAL Design:	220 50 40
	NCS:	S 3050-B10G

* 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.

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

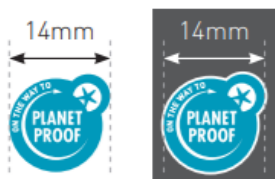
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Specifications

A special logo has been developed for coarser printing techniques, such as flexo printing. With this logo, details and legibility are less likely to be lost. This version of the logo has the same guidelines as the original logo. No registration number can be incorporated into this logo for coarse printing techniques. This number must be placed as close to the logo as possible.

Formats

The minimum width of the logo is 14mm. This excludes the minimum free space around the logo and the white outline of the logo. No maximum size has been set.



Space around the logo

The minimum space that must be left around the logo is equal to the height of the 'P' of PLANET PROOF. If the logo is placed on a white background, the petrol blue or black area forms the border of the logo. If the logo is on a dark background, the white outline is part of the logo. The thickness of the white border is then added to the 'P' height.



Registration number

Due to the traceability of products, certificate holders are obliged to place their On the way to PlanetProof registration number in or as close as possible to the logo. If a certificate holder has a GLN number, the mandatory mention of the registration number in the On the way to PlanetProof logo may be left out, as long as the GLN number is shown on the same packaging. Excluded are GLN numbers that start within the range 4049928 – 4063061 (the so-called GGN numbers).

The logo can be requested as .jpg and .png via the logo tool on the website.

It is possible to request a vector version of the logo. These are Illustrator files (.ai) in which an example number is placed. This can easily be replaced by your own registration number in DINPro Black font.

Note: The registration number may not be altered in color, alignment and size. The registration number may only be placed in DINPro Black font.

[Request logo](#)

Placing of the logo

Take a good look at which surface the logo will be placed on. The logo should always contrast well, but should not be color-adjusted. View some practical examples below.

Do you have questions about the placement of the logo? Please **contact** us.

Background color



When the logo is printed on, for example, brown cardboard, the outline and other white elements in the logo take on the color of that background. The color rendering of the petrol blue logo is also influenced by the color of the material being printed on. That petrol blue color may not deviate and we advise to apply the black version of the logo.



Do you have further questions? Are you in doubt about something or can we help you with something else? Contact us!

[Contact](#)