

STYLEGUIDE FOR PRODUCT LABELLING OF THE ANIMAL WELFARE INITIATIVE



PRODUCT LABELLING – GENERAL GUIDELINES

As of 1 April 2018, food retailers participating in the Animal Welfare Initiative can label products originating from AWI broiler and turkey fattening farms (see Fig. A).

The identified goods labelling is permitted for use on producer and retailer logos. Care must therefore be taken to ensure that items labelled as identified must only be supplied to consumers by retailers participating in the Animal Welfare Initiative.

Please find out first of all via zeichennutzung@initiative-tierwohl.de which product groups are eligible for labelling and who is entitled to use the logo through your company.

The text to logo size ratios within the labels are set and must be retained when the sizing is reduced. Otherwise, labels may be adjusted to the desired size. The sizes used in the style guide are optimum sizes.









A: Identified goods labelling
Optimum size: 61.738 mm x 35.05 mm




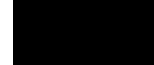
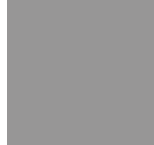



LOGO - COLOURS

The colours used in identified goods labelling is the same as those used in the AWI logo. The colours in the logo are defined on the basis of the specified CMYK and RGB values.

The AWI logos used on identified goods labels are coloured in the AWI colours without gradient. The tick on the identified goods labelling stands out from the AWI blue shade.



		
R 52 G 178 B 193	R 253 G 195 B 0	R 234 G 78 B 52
ITW Blue	ITW Yellow	ITW Red
CMYK 70/5/25/0	CMYK 0/25/95/0	CMYK 0/80/80/0
RGB 52/178/193	RGB 253/195/0	RGB 234/78/52
Pantone 631 C	Pantone 7406 C	Pantone 7417 C
HKS 51 (bei 80%)	HKS 04	HKS 12
RAL 5018	RAL 1003	RAL 2002
		

			
R 151 G 150 B 150	R 112 G 111 B 111	R 255 G 255 B 255	R 0 G 0 B 0
ITW Grey	ITW Dark Grey	ITW White	ITW Black
CMYK 0/0/0/53	CMYK 0/0/0/70	CMYK 0/0/0/0	CMYK 0/0/0/100
RGB 151/150/150	RGB 112/111/111	RGB 229/150/0	RGB 179/62/39
Pantone Cool Gray 7C	Pantone 424 C	Pantone White	Pantone Pro Black C
HKS 92 (bei 70%)	HKS 92	HKS weiß	HKS schwarz
RAL 7045	RAL 7012	RAL 9016	RAL 9005
			

PRODUCT LABELLING – IDENTIFIED GOODS

The labelling on identified goods is adjusted for readability on the product and therefore does not deviate in its design.

The first line of the label “This product originates from” has been enlarged by one pt in comparison to the second line “a participating farm from”.

In addition to the AWI logo, the word mark has been slightly reduced in size to make space for the tick.

The AWI logo is used without any colour gradients.

The identified products label is permitted for use on producer and retailer logos. Care must therefore be taken to ensure that items labelled as identified must only be supplied to consumers by retailers participating in the Animal Welfare Initiative.



A: Coloured identified goods label



B: Black identified goods label



The minimum size for the yellow seal is **40 mm** in width. **Smaller versions are prohibited because otherwise the white font is illegible.**



The minimum size for the black and white seal is **30 mm** in width. This version still guarantees adequate readability. **Smaller versions are prohibited because otherwise the font is illegible.**

PRODUCT LABELLING - IDENTIFIED GOODS



A: Price display



B: Packaging



C: Sleeve or wobler

PRODUCT LABELLING (PORTRAIT FORMAT) – IDENTIFIED GOODS

The labelling on identified goods is adjusted for readability on the product and therefore does not deviate in its design.

The first line of the label “This product originates from” has been enlarged by one pt in comparison to the second line “a participating farm from”.

We ask that the AWI logo (picture mark) is always placed to the left above or next to the word mark when in portrait format. We advise against placing it in the centre right next to the word mark.

In addition to the AWI logo, the word mark has been slightly reduced in size to make space for the tick. The AWI logo is used without any colour gradient.

The identified products label is permitted for use on producer and retailer logos. Care must therefore be taken to ensure that items labelled as identified must only be supplied to consumers by retailers participating in the Animal Welfare Initiative.



A: Coloured identified goods label (portrait format)



B: Black and white identified goods label (portrait format)



C: Visualisation on packaging

SEAL – COMPACT VERSION

To enable the Animal Welfare Initiative's powerful word and picture mark to be displayed for brands and products in smaller-sized packaging, a smaller, more succinct version has been developed to supplement the existing branding.

To offer partners and companies the widest variety of labels and formats when producing their products, we have developed an impactful, square-shaped version of the logo. Despite having less content, the simplified version achieves high brand recognition and strengthens the Animal Welfare Initiative brand in the long term.



SEAL – COMPACT VERSION – GENERAL GUIDELINES

Food labelling should be understandable for final consumers, easy to decipher, and have a clear, user-friendly information hierarchy.

These aspects were also taken into consideration when developing the simplified mini version to complement the Animal Welfare Initiative seal.

To ensure perception and comprehensibility on small packaging units, the text and picture mark size ratios should always be observed.

The ratios are explained and broadly presented on the following pages.



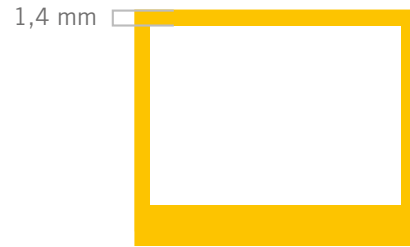
Square format label
Optimum size: 20.5 mm x 24.5 mm

SEAL – COMPACT VERSION – FRAGMENTATION

A strong text and picture mark is comprised of various design elements and typography. Each individual element is contextualised and has a clear purpose and function.

Their combination results in defined size ratios around a clear branding and design architecture.

The size ratios are the foundation of strong brand recognition and functionality for the Animal Welfare Initiative brand, even on small packaging labels.



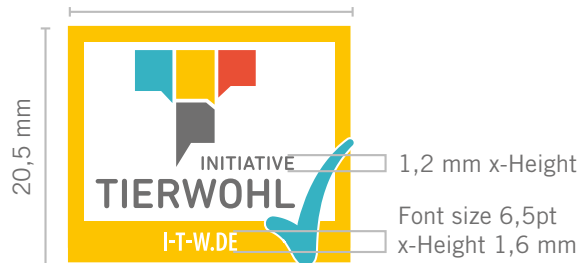
Square format logo without claim



I-T-W.DE URL



24,5 mm



Absolute minimum size












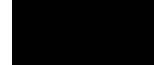
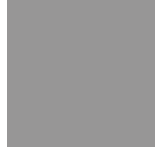



SEAL – COMPACT VERSION – COLOURS

The colours used in the simplified mini version of the Animal Welfare Initiative seal are the same as those in both formats of the Animal Welfare Initiative logo (square and circular). The colours of the Animal Welfare Initiative seal are defined on the basis of the specified CMYK and RGB values, and may not be altered.

No gradient is applied to the coloured areas of the image mark in the simplified mini version of the Animal Welfare Initiative seal. The tick on the label stands out from the AWI blue shade.



		
R 52 G 178 B 193	R 253 G 195 B 0	R 234 G 78 B 52
ITW Blue	ITW Yellow	ITW Red
CMYK 70/5/25/0	CMYK 0/25/95/0	CMYK 0/80/80/0
RGB 52/178/193	RGB 253/195/0	RGB 234/78/52
Pantone 631 C	Pantone 7406 C	Pantone 7417 C
HKS 51 (bei 80%)	HKS 04	HKS 12
RAL 5018	RAL 1003	RAL 2002
		

			
R 151 G 150 B 150	R 112 G 111 B 111	R 255 G 255 B 255	R 0 G 0 B 0
ITW Grey	ITW Dark Grey	ITW White	ITW Black
CMYK 0/0/0/53	CMYK 0/0/0/70	CMYK 0/0/0/0	CMYK 0/0/0/100
RGB 151/150/150	RGB 112/111/111	RGB 229/150/0	RGB 179/62/39
Pantone Cool Gray 7C	Pantone 424 C	Pantone White	Pantone Pro Black C
HKS 92 (bei 70%)	HKS 92	HKS weiß	HKS schwarz
RAL 7045	RAL 7012	RAL 9016	RAL 9005
			

SEAL – COMPACT VERSION – TYPOGRAPHY

Settings
Trade Gothic LT Std Bold
Font size 6,5pt, x-Höhe 1,6 mm
Interlinear spacing V/A
Letter spacing T<->: 100%
Paragraph spacing: 0



Trade Gothic LT Std Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SEAL – COMPACT VERSION – DON'Ts

The simplified mini version of the Animal Welfare Initiative seal can be positioned differently depending on the type of packaging.

The aim of the Animal Welfare Initiative seal is to offer greater transparency for consumers. As such, we strongly recommend positioning the seal on the front of packaging.

In doing so, depending on the type and size of the packaging, the Animal Welfare Initiative seal should be easy to read and not placed too close to the edge so as to ensure that the long-range effect of the coloured dialogue boxes is not restricted at any time or in any measure.

For this reason, the following applications have been excluded:



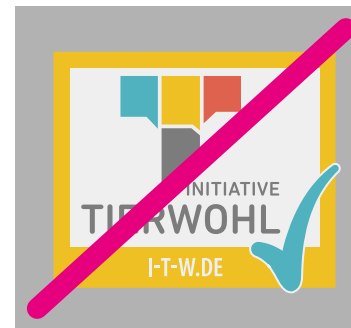
1. Always with URL



2. No effects or shadows



3. No monochrome permutations



4. No transparency



Correct implementation

GESELLSCHAFT ZUR
FÖRDERUNG DES TIERWOHLs IN
DER NUTZTIERHALTUNG MBH

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