

respeggt style guide

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Introduction

“Free of Chick Culling” is the promise given by respeggt GmbH through its images printed on egg boxes or foodstuffs containing eggs that were produced without chick culling.

This promise is currently achieved through two different solutions: the process of gender identification in the hatching egg and the fattening of male layer chicks. For both processes, the company has been establishing framework conditions since 2019 and can thus provide maximum transparency and control along the supply chain.

The “Free of Chick Culling” promise is visible on packaging as the heart-shaped respeggt label and on eggs as the respeggt stamp.

This style guide defines the layout specifications to be followed when using the heart-shaped respeggt label and the respeggt stamp on packaging, fresh eggs and means of communication.

These specifications ensure that the heart-shaped respeggt label is always displayed with the same distinct layout in each country.

This style guide does not provide all the different possible sizes, forms and formats of this label. Rather, the specifications allow new types of packaging and means of communication to be derived and produced. All designs must comply with the specifications in this style guide. Deviating from these specifications or implementing them only partially is not permitted. The heart-shaped respeggt label and the respeggt stamp are registered trademarks.

In running text, the brand name respeggt must always use the lower case.



The heart-shaped respeggt label: basic features

The heart-shaped respeggt label is an asymmetrical heart that has a shaded yellow centre with a white border. The pink lettering “Free of Chick Culling” is aligned parallel to the right side of the heart in the shaded yellow area. The “egg” part of the pink-lettered “respeggt.com” is yellow to emphasize the play on words.

For international use, the label is generally shown with the English lettering “Free of Chick Culling”, unless there is an official country-specific translation.

Only the original image files may be used for displaying the heart-shaped respeggt label. These files can be requested via info@respeggt-group.com. Modifying the heart-shaped respeggt label in any way is prohibited.



The label in different languages

The number of characters in the logo will vary in different languages: the French and Italian versions of “Free of Chick Culling” are relatively long and have therefore been scaled to fit into the shaded yellow area. When scaling the lettering, it is mandatory for the left margin of the text to be aligned with the left margin of the “respeggt.com” text.





Outlining the label

If the heart-shaped respeggt label is displayed on a white background, a thin, grey line may be used to outline the heart.

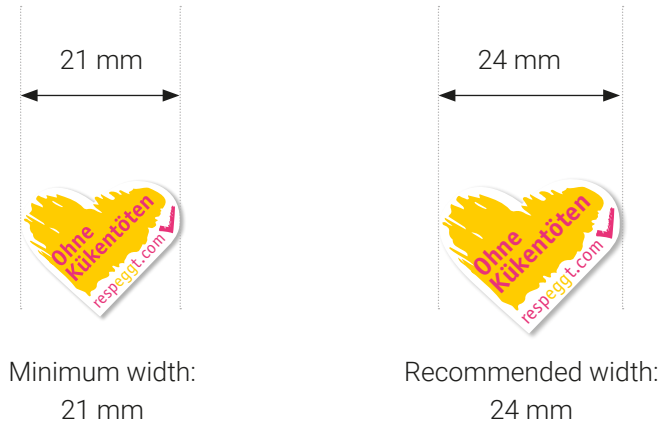
Colour: 30% black.

Line thickness: between 0.3 and 1 pt, depending on applied size of the label.

Please note: in cases where the label is used with an outline, the yellow shaded area must not extend beyond the edge of the heart; it must be contained within the heart shape.

Shadow: 35% black | Angle: 150° | Size: 1.746 mm

In general, the shadow must increase proportionally to the size of the heart-shaped respeggt label; it must never be harder/softer, darker/lighter or longer/shorter than the label. The above-mentioned specifications for the shadow apply to the heart-shaped respeggt label displayed on the left with a width of 76.6 mm.



Packaging example: The size of the heart-shaped respeggt label often depends on other labels that may be displayed alongside it. In this example, the minimum width of 21 mm was used; lettering on a smaller heart-shaped respeggt label would be illegible.

Size of the label

The heart-shaped respeggt label must have a minimum width of 21 mm. For a width of 21 mm, the “respeggt.com” text has a font size of 6.5 pt. Since “egg” is printed in yellow, the font size must never be smaller than this!

A minimum width of 24 mm for the heart-shaped respeggt label is generally recommended for use.



Exclusion zone

The exclusion zone defines the required minimum distance between the heart-shaped respeggt label and other graphic elements, such as adjacent labels or lettering. The exclusion zone surrounds the entire heart-shaped respeggt label and has the same width as the distance between the lettering “Free of Chick Culling” and the adjacent edge of the heart.

Examples of misuse



The shadow values have been modified: angle, density value and size of shadow are incorrect. The heart shape is not clearly defined.



The heart-shaped respeggt label must never be rotated.



The heart-shaped respeggt label must never be compressed.



The outline of the heart-shaped respeggt label must never be too thick.



The outline of the heart-shaped respeggt label must never be black.



When using an outline, the yellow shaded area must never extend beyond the edge of the heart.



Primary colours ↑

Secondary colour →



heart-shaped respeggt label	CMYK	Pantone	RGB	html
respeggt-yellow	00-20-100-00	7406 CP/UP*	255-204-00	fecc00
respeggt-pink	00-90-20-00	7424 CP/UP*	232-50-120	e73177

* CP = Color Bridge Coated Process / UP = Color Bridge Uncoated Process

Primary colours				
Yellow (backgrounds)	00-12-100-00	–	255-221-00	ffdd00
Pink (highlights)	00-90-20-00	–	232-50-120	e73177

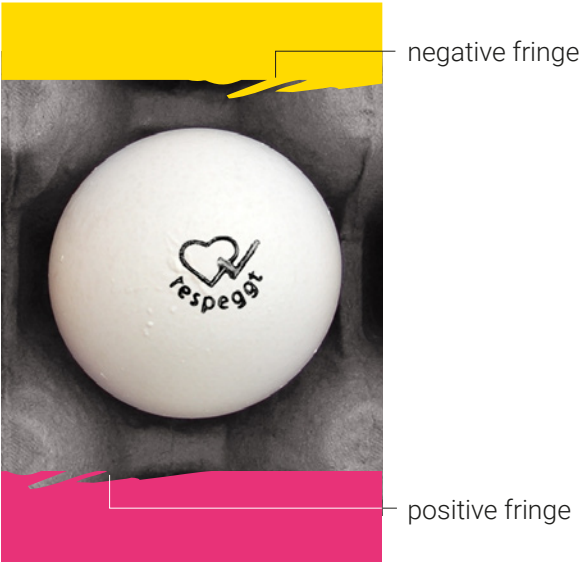
Secondary colours				
Light grey (stain)	12-09-11-00	–	228-228-228	e3e4e3
Black (fonts)	00-00-00-100	–	0-0-0	1d1d1b

The respeggt graphic elements: colours

Yellow and pink are the primary colours used in respeggt-related graphic media, including the website, brochures, information and packaging material. Please note that larger areas and backgrounds are displayed in a yellow that is lighter than the yellow of the heart-shaped respeggt label. As a result, the heart-shaped respeggt label is more prominent (see above left).

CMYK colours may be substituted with the corresponding PANTONE colours, if this improves the print image (e.g., for flags, stickers, textiles and bags). For economic reasons, CMYK values should be used in the regular offset printing of flyers or brochures.

The respeggt yellow and the respeggt pink may not be used in shaded halftones. For these purposes, the only permitted secondary colours are black and light grey.



Fringe

Fringes are used as a special graphic element for coloured areas and photographs. Both negative fringes (as a white/yellow/pink-coloured fringe) and positive fringes (as a photo-filled fringe) may be used. If the adjacent area is coloured, the corresponding fringe is filled with this colour. The size of the fringe may vary, but it must never be compressed or rotated.



Stain

The stain is another graphic element that may be used as a background underneath products or behind images or videos. The stain may be strongly tilted, but it must never be compressed or rotated. The colour must never be changed. (CMYK: 12-09-11-00| RGB: 228-228-228)

Roboto Slab Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789°!“§\$%&/()=?`

Roboto Slab is only used in the Regular style. This font is mainly used for large headings and as such is considered sufficiently prominent. The style is mixed and sentence case is used. This font is occasionally also used for subheadings or highlights.

Roboto Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789°!“§\$%&/()=?`

Roboto Light must be solely used for running text. The use of Regular/Medium is only permitted for highlights, tables or for white text on coloured backgrounds.

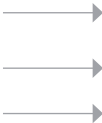
Typography

The fonts to be used are Roboto Slab und Roboto and can be downloaded from the website <https://fonts.google.com> free of charge.

Roboto fonts are programmable and therefore do not need to be replaced by a different font when used on the internet. Arial font may be used for emails as well as for Word and Excel applications.

Line spacing

Typography



The fonts to be used are Roboto Slab und Roboto and can be downloaded from the website <https://fonts.google.com> free of charge.

Line spacing may be adapted as long as the typography still conveys an impression of spaciousness and openness. For reference purposes, the illustration above, where one full line of text fits exactly into the space between two lines (see arrows), is a good example.

For running text: Roboto Light 10 pt / line spacing 18
For heading 1: Roboto Slab Regular 32 pt / line spacing 38
For heading 2: Roboto Slab Regular 18 pt / line spacing 21

Typography/colours

Headings and running text are usually typed or printed as black on white. Depending on the medium used, black characters on a yellow background and white characters on a pink background are also permitted.

Roboto Light

Roboto Light – most commonly used for black running text on white areas.

Coloured areas should be used sparingly and only as an eye-catcher: the aim is to create an overall visual impression that is modern, but not excessively colourful.

Roboto Light/Regular

Roboto Regular – for black running text on yellow backgrounds. The size of the print image will determine whether the font style used is Light or Regular.

Roboto

Roboto Medium – for white running text on pink backgrounds: because white characters on print images are often difficult to read, use of the Medium font style is recommended.



The respeggt stamp

If the principles of the respeggt promise have been followed throughout the supply chain, the eggs may then be marked with not only the producer code but also the respeggt stamp.

The respeggt stamp printing equipment is provided by respeggt GmbH to the participating packing centres.

In comparison to the heart-shaped respeggt label, the monochrome respeggt stamp has a much more simple design. However, it still includes the defining features of the heart-shaped respeggt label: the heart symbol, the tick and the word respeggt.

The respeggt stamp may only be printed on eggs that fulfil the requirements mentioned above. It must always be printed on the head side of the eggs.



The respeggt document stamp

Any relevant documentation, such as delivery notes, transport documents and invoices must always be marked with the acronym “OKT” (Ohne Kükentöten) or “FoCC” (Free of Chick Culling) or with the respeggt document stamp.

The monochrome document stamp has a diameter of 24 mm and may be ordered via info@respeggt-group.com.





Use on packaging

The heart-shaped respeggt label with its respeggt.com URL must always be placed in a position where they are clearly visible on the packaging. For the positioning of the label, the following rules apply:

- 1) The heart-shaped respeggt label must be placed in a prominent position on the front side of the packaging without covering any graphic elements that are relevant to the product. If the heart-shaped respeggt label is placed in a different area, such as on the back, right or left side of the packaging, this positioning must be discussed with and confirmed in writing by respeggt GmbH.
- 2) If several quality labels and certification marks are displayed on the packaging, the heart-shaped respeggt label should be of similar size and must never be smaller than any of the other labels or brands. It is recommended that the heart-shaped respeggt label be positioned close to the other labels and marks.



sample*

The heart-shaped respeggt label is too prominent and covers the area containing the product name.



sample*

The heart-shaped respeggt label is of an appropriate size compared to the adjacent labels.

* The images on this page are packaging samples that are not available in stores.



sample*

The heart-shaped respeggt label is too prominent and covers the area containing the FSC label.



sample*

The heart-shaped respeggt label is of an appropriate size compared to the adjacent labels.

* The images on this page are packaging samples that are not available in stores.



Sample*

The heart-shaped respeggt label is too prominent, is positioned too close to the product name and covers too much of the packaging image.



Sample*

The heart-shaped respeggt label is of an appropriate size compared to its adjacent label.

* The images on this page are packaging samples that are not available in stores.



Example: bookmark

Examples of application: printing & packaging



Example: 6 fresh free-range REWE Beste Wahl eggs



Example: 6 fresh free-range respeggt eggs

Use on website

www.respeggt.com



General information

Consulting respeggt GmbH prior to producing packaging or means of communication is mandatory in order to achieve the best possible results.

Please note that the point sizes given in this style guide are for guidance only and will vary depending on application and packaging size. For larger or smaller packaging, the sizes should be proportionally adjusted to the other graphic elements.

Rules of approval:

Each means of communication must be verified by respeggt GmbH. The packaging or means of communication may not be produced until final approval by respeggt GmbH has been granted. Finished packaging and means of communication must be sent to the following email address for verification:

info@respeggt-group.com.