respeggt-Style guide

Version 1.0

Free of
Chick Culling

respeggt.com

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Introduction

The respeggt promise as well as the respeggt label stand for processes of gender identification in hatching eggs. This includes the worldwide unique and patented process of SELEGGT GmbH.

This style guide therefore defines packaging design, conveyance of the respeggt label and other design guidelines. The guidelines ensure the internationally standardised and unique design of the label.

Not all shapes, sizes and formats are presented, but these guidelines allow new packaging and means of communication to be derived and produced. All designs shall comply with these guidelines. Accordingly, deviation or only partial implementation is prohibited. The respeggt label is registered to respeggt GmbH.

Hereinafter, the term "label" shall be used. The term "logo" is inadmissible.

respeggt shall be written in lower case letters in continuous text. The pronunciation of respeggt is German.

The Label

The shape of the label is an asymmetrical heart, which is shaded yellow and has a white edge. The pink lettering "Free of Chick Culling" stands parallel to the right edge of the heart on the shaded yellow face. In the pink lettering "respeggt.com" "egg" is highlighted in yellow to emphasise the pun.

Internationally, the English version "Free of Chick Culling" is used unless there is a specific translation available.

It is prohibited to modify the label in any way. For all applications only the original designs and materials are admissible. Original designs and materials can be requested via e-mail: **info@respeggt-group.com**.

Shadow: 35 % black, angle: 150°.
The spacing and size of the shadow have the same value. Depending on the application size, the shadow increases accordingly. For the label size of 80.5 mm width shown opposite, the value is 1.845 mm.

The label in other languages

Other languages, other character lengths. The French and Italian translations for "Free of Chick Culling" are longer and have been scaled to fit into the shaded yellow face. The lettering needs to be aligned on the left margin with "respeggt.com".

The label
with an outline

If the label is printed on a white background, a thin grey line should outline the heart.

Colour: 30 % black.

Line thickness: depending on application size 0.3 to 1 pt.

Caution: When using an outline, the yellow shaded face does not run out of the heart's edge and stays within the heart shape.

21 mm

24 mm

Minimum size:
21 mm wide

Recommended size:
24 mm wide

Packaging example: The label's size often depends on other adjacent labels. This example shows the minimum width of 21 mm. Smaller than this would make the label illegible.

Scale options

The label's minimum size is 21 mm in width. Here "respeggt.com" has a font size of 6.5 pt. Since "egg" is printed in yellow, this must not be undercut under any circumstances.

To ensure legibility use a label size with a minimum width of 24 mm.

Restricted space

The restricted space defines the minimum space to adjacent elements, such as labels or characters. The restricted space encloses the entire label and corresponds to the space between the lettering "Free of Chick Culling" and the heart's edge.

Incorrect application

Incorrect shadow intensity: Incorrect angle, incorrect tint level, incorrect size.
Blurry heart shape.

Do not rotate or tilt the label.

Do not distort the label.

Do not exceed the outline's standardised line thickness.

Do not change the outline's standardised transparency.

When using the outline, the yellow shaded face must not exceed the heart's outer edge.

Primary colour

Label	cmyk	pantone	RGB	html
respeggt-gelb	00-20-100-00	7406 CP*	255-204-00	fecc00
respeggt-pink	00-90-20-00	7424 CP*	232-50-120	e73177

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

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

Secondary colours				
Light grey (stain)	12-09-11-00	–	228-228-228	e3e4e3
Black (font)	09-06-07-00	–	0-0-0	1d1d1b

The Company Colours

Yellow and pink are the primary colours for respeggt-related design media such as websites, brochures, information and packaging materials. Caution: Larger faces/backgrounds use a lighter yellow than the label's yellow! This way the respeggt label will be more prominently visual (see illustration above left). CMYK colours may be substituted with corresponding PANTONE colours if this leads to a better print image (e.g. flags, stickers, textiles, bags). For economic reasons, CMYK colours should be used for regular offset printing (e.g. flyers or brochures).

Do not use graded semitones for neither yellow nor pink.
Secondary colours consist of black and light grey.

Secondary colour

negative fringe

positive fringe

negative fringe
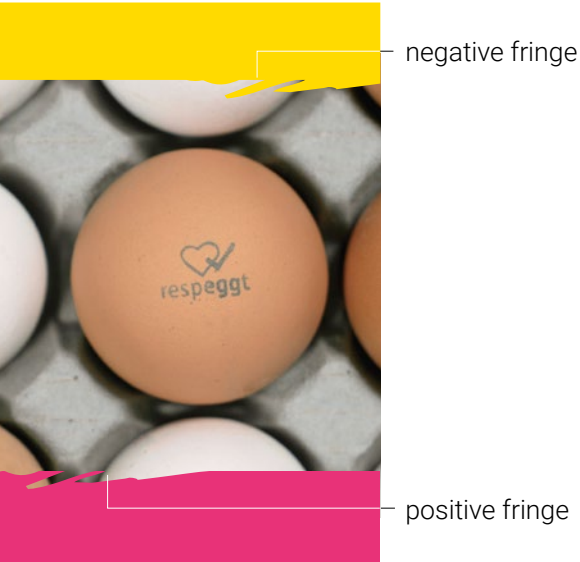
positive fringe

Design feature "fringe"

"Fringes" are used as a design element for photos and coloured areas.
These are used in negative (as white/yellow/pink fringes) and in positive
(as image-filled fringes). If the adjacent face is coloured, the fringe is
filled with this colour. The fringe's size may be adjusted.
Do not distort or rotate the fringe.

Design feature "stain"

Another design element is the so-called "stain". The stain is used as a
background for products, images or videos. The stain may be tilted.
Do not distort or rotate the stain. Do not change the colour.
(cmyk: 12-09-11-00 | RGB: 228-228-228)

Roboto Slab Regular

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

Use **Roboto Slab** only in "regular" style. Since it is mainly used for large headlines, this style is sufficiently prominent already. The style is mixed – no capitals. Occasionally it is also used as a subheadline or highlighting.

Roboto Light

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

Roboto Light is exclusively intended for continuous text. Use Regular/Medium style only when it comes to highlighting, tables or white writing on coloured faces.

Typography

Please use only the fonts "Roboto Slab" and "Roboto". Both fonts can be downloaded free of charge at **https://fonts.google.com**

Roboto fonts are programmable and do not need to be substituted for Internet use. Arial may be used for e-mails, Word and Excel applications.

Line spacing Typography

Please use only the fonts "Roboto Slab" and "Roboto". Both fonts can be downloaded free of charge at **https://fonts.google.com**

There are no strict requirements for line spacing, provided that the impression of spaciousness/lightness remains. Please refer to the example above, where the line space fits into the space between the lines.

Continuous text: Roboto light 10 pt / 18 pt Line Spacing

Headline 1: Roboto Slab reg 32 pt / 38 pt Line Spacing

Headline 2: Roboto Slab reg 18 pt / 21 pt Line Spacing

Typography/Colours

Headlines and continuous text are usually written in black and white. Depending on the medium, the use of black lettering on a yellow colour face and white lettering on a pink colour face is permitted.

Roboto light

Roboto Light – The use of black continuous text on a white surface is the most common application. Coloured surfaces are to be used sparsely and as an eye-catcher. It should look modern, but never overwhelm with colour.

Roboto light/regular

Roboto Regular – The use of black continuous text on a yellow colour face: Use light or regular style depending on the print purpose and application size.

Roboto

Roboto Medium – The use of white continuous text on pink surfaces.
Use medium style to ensure legibility.

respeggt-stamp

Registration number ——————

DE = Germany ——————

1 = Free-range eggs ——————

—————— respeggt-stamp

Every respeggt-egg is marked with the respeggt-stamp beside the producer code when the principles of the respeggt promise are kept throughout the supply chain. The respeggt-stamp-system is provided to the respeggt-packing-centres by respeggt GmbH.

The monochrome respeggt-stamp is simplified in design due to its extremely small format. The most striking features of the respeggt label have been preserved. The stamp consists of the heart, tick and the name respeggt.

The stamp is reserved exclusively for marking respeggt-eggs and is always printed on the head side of the egg.

Größe:
16 mm wide
10 mm high

Applications: Packaging

Always position the respeggt label and the URL in way that is clearly visible on all packaging. Follow these rules:

1) Place the label in a prominent position on the front. Please make sure that the label does not obscure design elements that are relevant to the product. If the label needs to be placed on another side, such as the back or the sides, please contact respeggt GmbH for permission and approval in writing.

2) In special cases, the label may be reduced in size. However, this decision needs to be made in agreement with respeggt GmbH. Additionally, print quality and legibility have to be guaranteed (see page 6, scale options).

3) If several quality labels and certification marks are shown on the packaging, the respeggt label has to be similar in size and never be smaller than one of the other quality labels. respeggt GmbH recommends positioning the respeggt label close to other quality labels.

Prime example*

The label is too prominent and overlaps the area
of the product name.

Prime example*

The label's size ratio is ideal in relation to the
adjacent labels.

* The packagings shown are samples and not available in stores.

Prime example*

The label is too prominent and covers
the peel-off label of the FSC.

Prime example*

The label's size ratio is ideal in relation
to the adjacent labels.

* The packagings shown are samples and not available in stores.

Prime example*

The label is too prominent, too close to the product name and obscures a large part of the image.

Prime example*

The label's size ratio is ideal in relation to the adjacent labels.

* The packagings shown are samples and not available in stores..

Actual implementation
Printing & Packaging

Example bookmark

respeggt mit Herz & Verstand!

Nur Produkte, die unsere Forderung „Ohne Kükentöten" erfüllen, dürfen das Siegel tragen.

respeggt GmbH
Köln

www.respeggt.de

Example "6 fresh free-range eggs REWE Beste Wahl"

Example "6 fresh free-range respeggt-eggs"

Website application

General notes

Please consult respeggt GmbH prior to production start to ensure best outcome.

Please note that dot sizes may vary according to use and packaging size. On larger or smaller packages, the dot sizes should be adjusted proportionally to the remaining elements.

Release rules:

Every means of communication must be checked by respeggt GmbH. After official approval has been given, the packaging or the means of communication may be produced. Please send ready-made packaging/ means of communication to the following e-mail address for verification:

info@respeggt-group.com