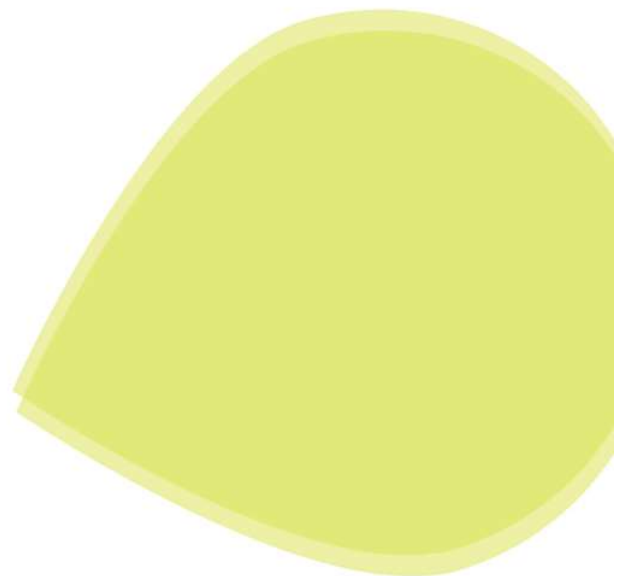# regenagri

Standards Logo Use Specifications

Introduction

This document is designed to provide companies with clear guidelines for the use of regenagri's logos. This document is particularly relevant anyone with responsibility for creating artwork for claims relating to products and regenagri.

This document should be used in conjunction to the other regenagri standard documents. Please ensure to read all the requirements thoroughly before applying the regenagri logo. If any details are unclear please contact info@regenagri.org.

Section A – Logo guidelines

A1. Distribution and file formats

A1.1   The regenagri logo must be approved by the Certification Body. Companies should contract Certification Body for copies of the logos.

A1.2   File type on request.

All regenagri logos shall come from the original design files only. They will be provided in the below formats on request.

1.   EPS: Best for printing and high-resolution production.

2. PNG: Good for on-screen, website, presentations, Word documents and similar low-resolution applications.

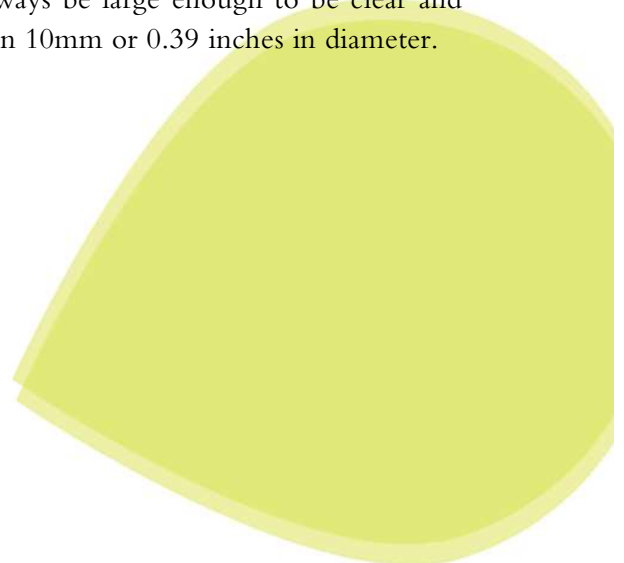3. JPG: Similar to PNG, lower quality and faster loading time than PNG.

A1.3   Copywrite logo

The regenagri copywrite logo should appear as follows and it can be used in conjunction with the full regenagri name.
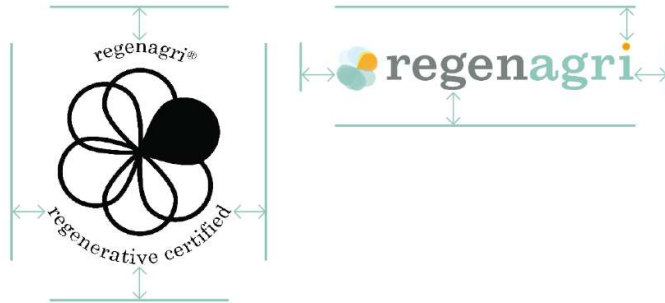

A2. Logo positioning and size guide

A2.1   The regenagri logo and all wording must always be large enough to be clear and legible. regenagri certified shall not be less than 10mm or 0.39 inches in diameter.

A2.2 The must be adequate space of approximately 20% of the width of the mark shall be left around the logo. The logo should not overlap with any other logos or text.
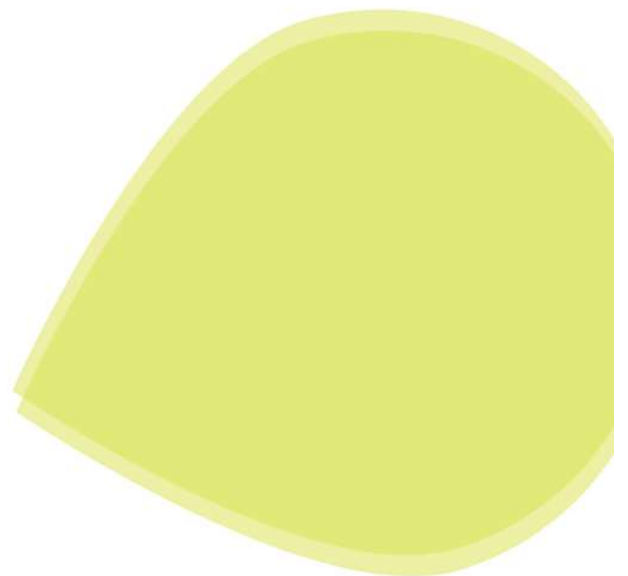

A2.3 Fonts used in text claims accompanying the regenagri logo shall be clear and legible and set to an appropriate size for the place where it is printed e.g. labels, hangtags.

A2.4 The regenagri logo must be a reasonable distance from any other logo, image, statement, or claim that is not related to the regenagri standard.

A2.5 The regenagri logo can only appear on reusable product packing in the packing itself is certified to relevant standard.

A2.6 The URL for regenagri must be embedded in the image of all digital uses of the logo. An organisation may also embed a link to a page with content related to regenagri as long at the URL appears on the page.
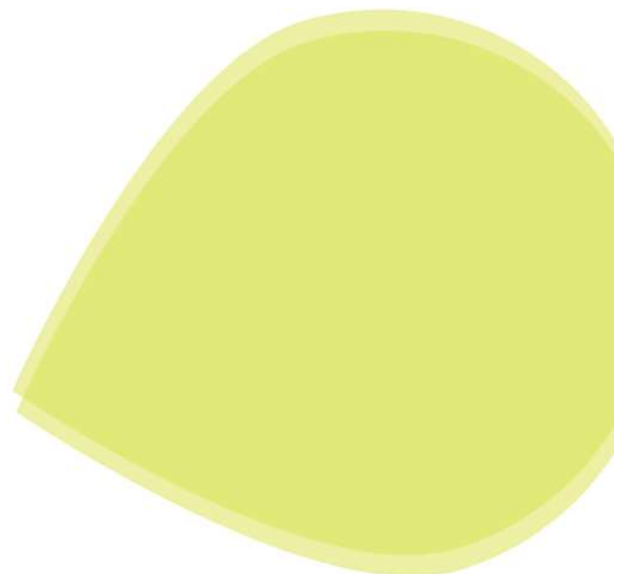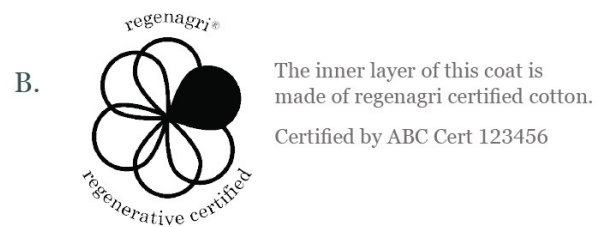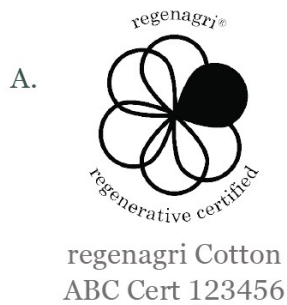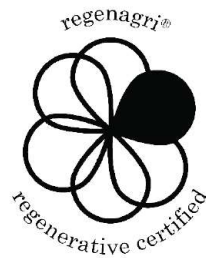
A3. Placement of allowed language

A3.1 The logo must be kept at a reasonable distance from other product or content claims that do not refer to regenagri.

A3.2 When the logo be used the allowed language shall appear near the regenagri logo. The recommended placement for the allowed language is directly below or to the side of the logo.

A.

regenagri®
regenerative certified

regenagri Cotton
ABC Cert 123456

B.

regenagri®
regenerative certified

The inner layer of this coat is made of regenagri certified cotton.

Certified by ABC Cert 123456

C.

regenagri®
regenerative certified

ABC Brand is committed to sourcing 100% of our natural fibres from regenagri certified sources.

D.

We are regenagri certified, which certifies the content of regenerative fibres from farming to final product.

regenagri®
regenerative certified

The regenagri logo can only appear in, the set colours, black, white and greyscale depending on the application.

| 3B5650 |
| C2E0E6 |

These are secondary colours that can be used to support and enrich the primary colours.

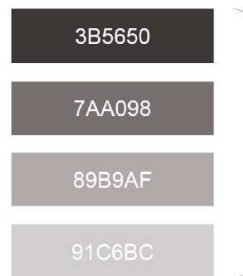| 3B5650 |
| 7AA098 |
| 89B9AF |
| 91C6BC |
| E5F9F5 |
| 7AA098 |

These are the primary colours and can be used when representing the organisation.

The colours with (*) can be used as background colours.

| 3B5650 |
| 7AA098 |
| 89B9AF |
| 91C6BC |

These are neutral colours that can be used for typography, as well as backgrounds and for framing and other visual furniture.

| FFFCF3 |
| FCEE21 |
| F7931E |
| FF99CC |

These are accent colours.

They're able to help punctuate and finish a visual. They shouldn't be used as backgrounds and they shouldn't be used at all the time at the same time.

They should be used sparingly and in support of the core colour palette. They also work really well to highlight typography and other graphic elements.

As a general rule colours should be kept to a maximum of 3 in each piece of work.

Accent colours don't work well when they are the dominant colour in a design or as background, with the cream colour being an exception.

Keep an eye on the content your creating, look for accent colours in photography and ways to contrast but keeping harmony with core colour palette.

Section A – Logo application

C1. General guidelines

C1.1 Organisations must ensure the appropriate logo colour shall be used for the background it is applied to.

1. The colour version of the regenagri logo should be used when possible.

2. When the logo appears over a darker background the white version of the background should be used.

3. When colour printing is not available then the greyscale version of the logo should be used.

4. If only black and white and or single colour printing is available, the black version of the logo should be used.

C1.2 The regenagri logo should be applied to backgrounds with sufficient contrast for optimal visibility.

C1.3 The logo shall not be modified in any manner, for instance changing the approved colours or adding elements to the logo or distorting the logo.

1. When the regenagri logo is applies as a stencil, slight modification and transparency is permitted with single colour versions of the logo, all white logos, or all black logos.