

Brand Guidelines

Eco+ Containers





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SUB-BRAND LOGOS

These collections are under the main Eco+ Container umbrella and require their own logo.



PRIMARY LOGO

The primary Eco+ logo contains both the wordmark and tagline. It should be paired with the Proven Winners logo. These guidelines apply to all Eco+ Container logos (see all logos on page 3).



PRIMARY LOGOS



WHEN TO USE

HORIZONTAL ORIENTATION **default*

Placement in a horizontal space

3" or more of space

Large print pieces

Web or digital application

STACKED ORIENTATION

Vertical and square spaces ONLY

3" or more of space

Large print pieces

Web or digital application

Container labels

Use Grande or Quart logo with appropriate sized pot.

SECONDARY LOGOS



WHEN TO USE

HORIZONTAL ORIENTATION **default*

Use just the Eco+ (grande, quart, others on pg 3) logo when the Proven Winners logo is placed elsewhere in the design

3" or more of space

Large print pieces

Web or digital application

Container labels

Use Grande or Quart logo with appropriate sized pot.

WHAT TO AVOID

Below are logo modifications that break brand rules and should be avoided.



Do not alter the colors of the logo.



Do not distort the logo by altering the proportions.



Do not add any graphic effects or elements such as a drop shadow.



Do not angle the logo. It should always sit at a 0 degree angle.



Do not distort the logo in any way by either stretching or squishing.



Do not use the logo on contrasting backgrounds.

LOGO CLEARING SPACE



The logo's exclusion zone is equal to the length of the line in the tagline. (marked as X in the diagram.)

MINIMUM SIZE

In order to retain legibility, the logo should not appear smaller than shown in the examples below.



HORIZONTAL ORIENTATION **default*

The logo should never be smaller than 3/4" (0.75") tall in print and 50 px high in digital.

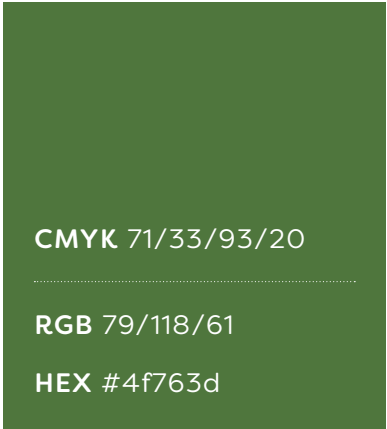
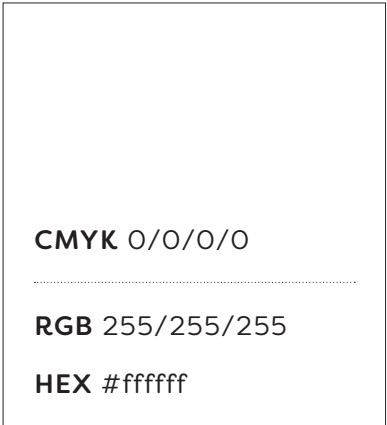
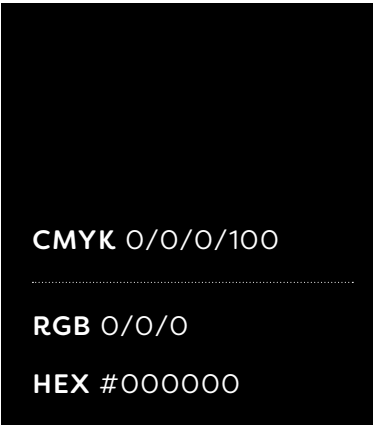
STACKED ORIENTATION **default*

The logo should never be smaller than 1 1/2" (1.5") tall in print and 100 px high in digital.

PRIMARY AND SECONDARY COLORS

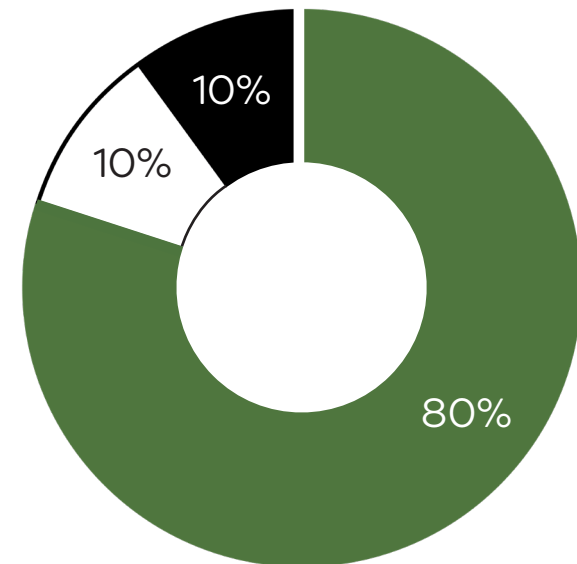
The primary colors can be used for headlines, color fields, and the logo. CMYK values are ideal for print. While RGB and HEX are ideal for web and digital applications.

Note: There are no exact Pantone® matches for these colors. Build the colors using the values listed below.

	
For Print	CMYK 71/33/93/20
For Digital	RGB 79/118/61 HEX #4f763d
	
For Print	CMYK 0/0/0/0
For Digital	RGB 255/255/255 HEX #ffffff
	
	CMYK 0/0/0/100
	RGB 0/0/0 HEX #000000

COLOR USAGE

The following graph depicts the ratio of color usage within the Eco+ Containers color palette. The green is the foundation of the color palette and should be used as the primary color in any designs. The other two colors are used as secondary colors.



PRIMARY TYPEFACE

Use the primary typeface for the wordmark.

Aa

Bistro Script

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % &

Bistro Script Regular

SECONDARY TYPEFACE

Use the secondary typeface for the tagline.

A

LULO CLEAN

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % &

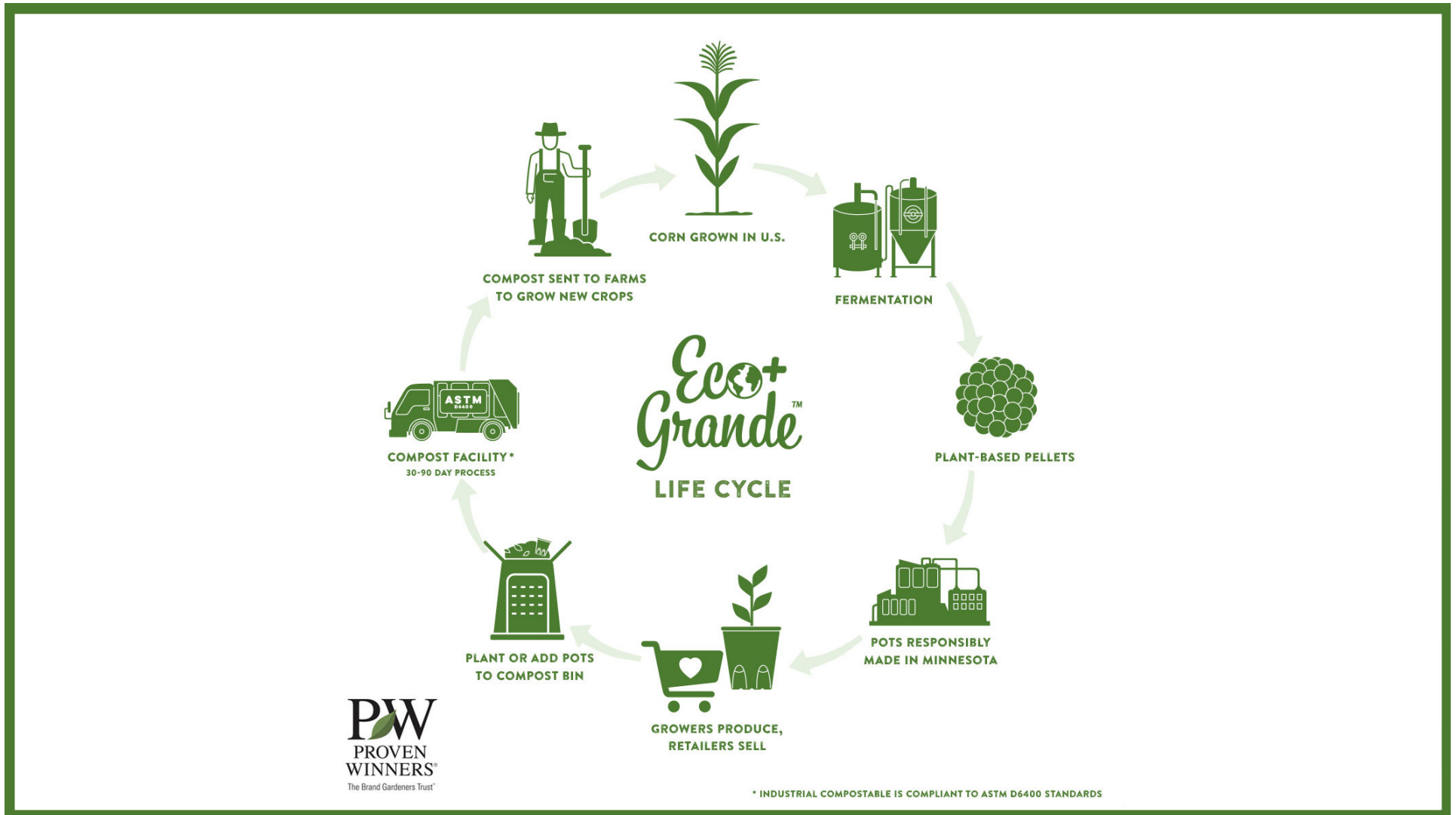
LULO CLEAN ONE

LULO CLEAN ONE BOLD

TRADEMARK USAGE RULES

- 1 All logos will always contain the appropriate TM and ®.
- 2 If Eco+ is not in the logo font (Bistro Script) no TM or ® is needed, unless the logo is not present on the first page of the piece.
- 3 If Eco+ is being used in the headline with a TM and ®, there is no need to include a ® after Eco+ Grande in the body copy.

ECO+ CONTAINERS LIFECYCLE INFOGRAPHIC



PROVEN WINNERS CONTAINER LABEL DESIGN



PROVEN SELECTIONS CONTAINER LABEL DESIGN



CONTAINER LABEL IN USE

