



True Friends of
Natural and Organic
Cosmetics

NATRUE label usage guidelines

Version 5 · May 28, 2010



CONTENTS

3	The NATRUE label
12	Colours
14	Typography
15	NATRUE spelling
16	Contact information and imprint



OUR BASIC DESIGN ELEMENTS

THE NATRUE LABEL

Our label is our most important asset. A specially drawn artwork, it illustrates a leaf and head profile together with our name and web address.

The NATRUE label can be used openly for journalistic or information purposes. However, when used for promotional or commercial purposes NATRUE has to be consulted first.





OUR BASIC DESIGN ELEMENTS

THE NATRUE LABEL

ARTWORKS

To ensure our label is clearly recognisable and delivers a consistent message, it must never be altered and has to be reproduced using the approved master artworks provided.

Shown here are the three different master artwork files in Pebbles Grey, White and Black. Our preferred usage is in Pebbles Grey or White. If this is not possible due to printing restrictions or legibility another colour may be used.

The master artworks are provided in various file formats and are available digitally. Please see the end of this document for contact information.



PEBBLES GREY

File name indication _4C/_SC (four colour process/spot colour)



BLACK

File name indication _LA (line art/Black)



WHITE

File name indication _W (White/negative)



OUR BASIC DESIGN ELEMENTS

THE NATRUE LABEL

CLEARANCE ZONE ON NATRUE COMMUNICATIONS

The clearance zone around the label is one third of the height/width (X) and has to be applied on all sides.

By maintaining a clearance zone around the logo it will always appear clear, precise and consistent on NATRUE communications. No graphic or illustrative elements or type can enter this zone.

CLEARANCE ZONE ON MEMBER PRODUCTS

In packaging design cases where space restrictions apply, the clearance zone can be reduced further. However, it must never touch other graphic or illustrative elements or type.





OUR BASIC DESIGN ELEMENTS

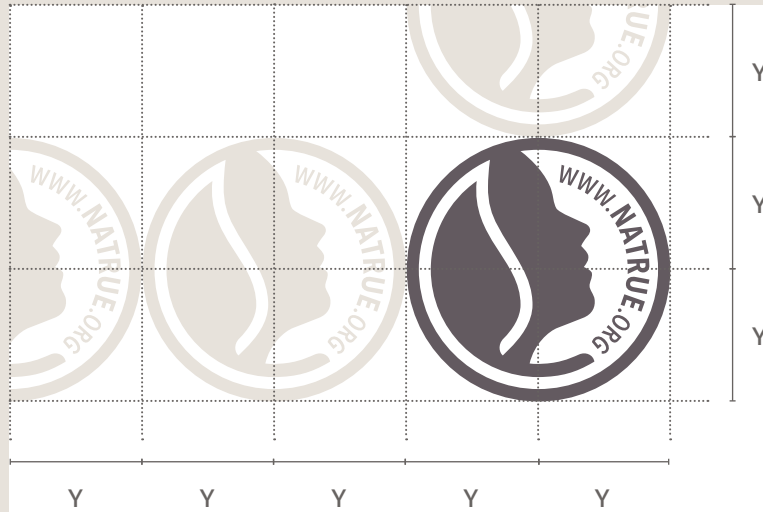
THE NATRUE LABEL

PLACEMENT ON NATRUE COMMUNICATIONS

Our label must always be placed consistently throughout our communications.

Preferably it should be placed on the top left hand corner of a document as shown here based on half of the label height/width (Y).

The distance to the top should never decrease. The distance to the left can decrease or increase according to the defined space (Y).





OUR BASIC DESIGN ELEMENTS

THE NATRUE LABEL

SIZES

To ensure maximum legibility of our label on various applications we have created a regular and small size version.

For sizes in height/weight of 10 to 15 mm the small version should be used. For any other sizes from 15 mm the regular version should be used as illustrated here.

Please note that these guidelines are a general recommendation. We recommend you always test the printing of the label to make sure it is clear, legible and recognisable.



SMALL VERSION

File name indication _S

Size in height/width 10-15 mm

Scale from master artwork size from 100-150 %

REGULAR VERSION

File name indication _R

Size in height/width no smaller than 15 mm

Scale from master artwork size no smaller than 15 %



OUR BASIC DESIGN ELEMENTS

THE NATRUE LABEL

HORIZONTAL SMALL VERSION

For use at very small sizes and application on narrow, long formats where maximum legibility has to be achieved (such as a USB stick or on signage), we have created a horizontal small version.

It can only be used from 3 to 10 mm in height. For larger usage the small version of the standard label has to be used (see previous page).



www.NATRUE.ORG



HORIZONTAL SMALL VERSION

File name indication _S

Size in height 3-10 mm

Scale from master artwork size from 30-100 %



OUR BASIC DESIGN ELEMENTS

THE NATRUE LABEL

LABEL AND CLAIM

When using our claim with the NATRUE label it should be constructed as shown here.

The claim should be typeset in Neutraface No. 2 Text Demi with 100 % typesize leading. Optical kerning has to be enabled when typesetting.

It is used in Autumn Orange (primarily), Pebbles Grey, White or Natural White.



X X X X

True Friends of
Natural and Organic
Cosmetics



OUR BASIC DESIGN ELEMENTS

THE NATRUE LABEL

LABEL AND CERTIFICATION/ CONTROL LEVEL ON MEMBER PRODUCTS

When adding certification/
control level text to the NATRUE
label it can be constructed as
shown here (recommended
mentions). However, if this
construction doesn't suit the
product packaging design it can
be positioned differently.

Short single lines – not more
than two or three (short) words
per line – should be used. The
text block is always horizontally
centred with the label.

The level text should be typeset
in Neutraface No. 2 Text Demi, all
upper case with 100 % typesize
leading. Optical kerning has to
be enabled. The certification/
control level text must always be
used in the same colour as the
label. Please follow label colour
usage rules on page 12/13 of this
document for details.

Shown here are the three
certification/control levels in
British English, American English,
German and French. For a
recommendation in another
language version please contact
NATRUE.

The diagram illustrates the layout of the NATRUE label. It features a circular logo on the left containing a stylized leaf and a profile of a woman's face, with the text 'WWW.NATRUE.ORG' around the perimeter. To the right of the logo, the words 'NATURAL' and 'COSMETICS' are stacked vertically in a large, bold, sans-serif font. Below the logo, a horizontal line is divided into four equal segments, each marked with an 'X'.

BRITISH ENGLISH	AMERICAN ENGLISH	GERMAN Deutsch	FRENCH Français
 NATURAL COSMETICS	 NATURAL PERSONAL CARE	 NATURKOSMETIK	 COSMÉTIQUES NATURELS
 NATURAL WITH ORGANIC PORTION	 NATURAL WITH ORGANIC PORTION	 NATURKOSMETIK MIT BIOANTEIL	 COSMÉTIQUES NATURELS EN PARTIE BIO
 ORGANIC COSMETICS	 ORGANIC PERSONAL CARE	 BIKOSMETIK	 BIOCOSMÉTIQUES



OUR BASIC DESIGN ELEMENTS

THE NATRUE LABEL

LABEL AND QR CODE

Placement and usage guide to be designed and included once QR code system is developed and in use.

Content available July 2010



OUR BASIC DESIGN ELEMENTS

COLOURS

Colours form an important part in our look and feel and should be used carefully and consistent throughout our communications.

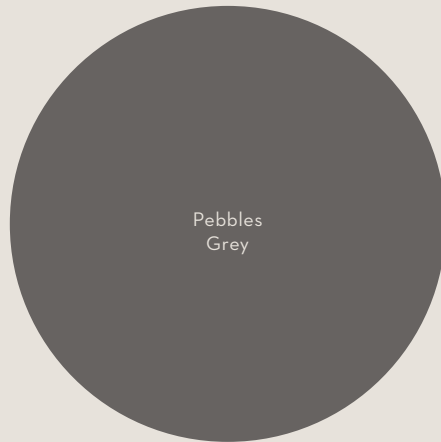
We have chosen a well balanced yet versatile palette of true and honest colours taken from nature. They complement our tonalities and work well to create an overall friendly and engaging yet solid and confident look and feel.

Our main colours are Pebbles Grey and Natural White.

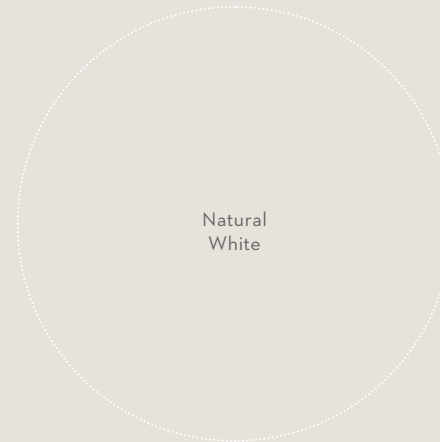
A secondary palette has been put together to compliment the master colours for highlights in typography and graphic elements.

Please note that accuracy of colour will vary substantially on printouts.

MAIN COLOURS



Pebbles
Grey



Natural
White

SECONDARY COLOURS



Autumn
Orange



Leaf
Green



Blossom
Yellow



White



Black










OUR BASIC DESIGN ELEMENTS

COLOURS

SPECIFICATIONS

All colours have been specified for most print and screen purposes. Should other colour specifications be required, please get in touch.

COLOUR NAME	PRINT COLOURS			SCREEN COLOURS		OPAQUE COLOURS	
	PANTONE® coated	PANTONE® uncoated	CMYK	sRGB (visually)	Hex	RAL	NCS
 Pebbles Grey	Cool Grey 10 C	412 U	0 10 0 75	103 99 97	676361	8019 Grey Brown	S 7005-R50B
 Natural White	Warm Grey 1 C	Warm Grey 1 U	5 5 10 0	231 226 219	E7DEDB	9001 Cream	S 1002-Y50R
 Autumn Orange	158 C	144 U	0 55 90 0	237 153 39	ED7B27	2000 Yellow Orange	S 1080-Y30R
 Leaf Green	7495 C	583 U	40 5 90 0	168 207 48	A8CF30	Not available	S 2070-G80Y
 Blossom Yellow	129 C	7404 U	0 20 85 0	251 222 47	FBDE2F	1023 Traffic Yellow	S 0560-Y20R
 White			0 0 0 0	255 255 255	FFFFFF	9010 Pure White	S 0300-N
 Black		Black U	0 0 0 100	0 0 0	000000	9005 Jet Black	S 9000-N



OUR BASIC DESIGN ELEMENTS

TYPOGRAPHY

Our typeface is called Neutraface No. 2 Text and was chosen due to its timeless character and open feel. It's very legible on a range of sizes and works well with the NATRUE label.

The weights Book, Demi and Bold can be used. Italic versions should not be used.

Please see NATRUE visual identity guidelines for a general guide on typesetting headlines and copy.

Arial should be used for on-screen viewing and composing in general office applications such as letters, faxes, e-mails, presentations, web pages and newsletters.

PURCHASING

Neutraface No. 2 Text can be purchased from the House Industries font foundry - www.houseind.com.

The default font Arial is available on all computer systems.

The quick
brown fox jumps
over the lazy dog
&?!(.,:;)@/*

The quick
brown fox jumps
over the lazy dog
&?!(.,:;)@/*

NEUTRAFACE NO. 2 TEXT BOOK

Aa	Bb	0
Cc	Dd	1
Ee	Ff	2
Gg	Hh	3
li	Jj	4
Kk	Ll	5
Mm	Nn	6
Oo	Pp	7
Qq	Rr	8
Ss	Tt	9
Uu	Vv	0
Ww	Xx	
Yy	Zz	

NEUTRAFACE NO. 2 TEXT DEMI

Aa	Bb	0
Cc	Dd	1
Ee	Ff	2
Gg	Hh	3
li	Jj	4
Kk	Ll	5
Mm	Nn	6
Oo	Pp	7
Qq	Rr	8
Ss	Tt	9
Uu	Vv	0
Ww	Xx	
Yy	Zz	

NEUTRAFACE NO. 2 TEXT BOLD

Aa	Bb	0
Cc	Dd	1
Ee	Ff	2
Gg	Hh	3
li	Jj	4
Kk	Ll	5
Mm	Nn	6
Oo	Pp	7
Qq	Rr	8
Ss	Tt	9
Uu	Vv	0
Ww	Xx	
Yy	Zz	

The quick
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&?!(.,:;)@/*

ARIAL REGULAR

Aa	Bb	0
Cc	Dd	1
Ee	Ff	2
Gg	Hh	3
li	Jj	4



OUR BASIC DESIGN ELEMENTS

NATRUE SPELLING

As a compulsory rule the word NATRUE must always be written in upper case (all caps) in all written text.

This is important due to the unique placement of letters in our name and helps pronounce NATRUE correctly.

It has to be typeset to match the copytext the word appears in.

Never highlight the word NATRUE in text by making it bold or italic.

E-MAIL AND WEB ADDRESS

There is one exception to this rule. As part of an e-mail or web address, NATRUE must always be written in lower case as shown below in Autumn Orange.

NATRUE unites those who support true Natural and Organic Cosmetics made in honest respect for people and nature.

~~Nat~~true unites those who support true Natural and Organic Cosmetics made in honest respect for people and nature.

jtyrrell@natrue.org
www.natrue.org

~~NATRUE~~ unites those who support true Natural and Organic Cosmetics made in honest respect for people and nature.

~~NATRUE~~ unites those who support true Natural and Organic Cosmetics made in honest respect for people and nature.

~~info@NATRUE.eu~~
~~www.NATRUE.org~~



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Natural and Organic
Cosmetics

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