respeggt-Style Guide

Appendix 5.2 to the respeggt system manual
Version 3.0 | effective from 2021

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Introduction

"Free of Chick Culling" is the promise given by the respeggt group 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 recognisable by the respeggt-heart symbol on the packaging and, if desired, the respeggt stamp on the egg.

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.

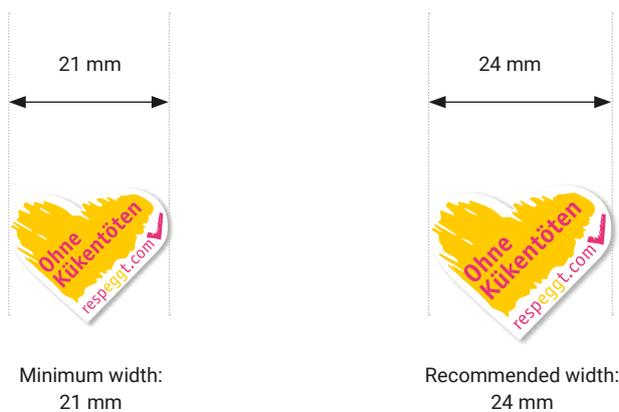Shadow: 35% black | Angle: 150° | Size: 1.746 mm
In general, the shadow must increase proportionally to the size of the heart-shaped respeggt label; it must never be harder/softer, darker/lighter or longer/shorter than the label. The above-mentioned specifications for the shadow apply to the heart-shaped respeggt label displayed on the left with a width of 76.6 mm.

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.

Minimum width:
21 mm

Recommended width:
24 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.

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

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

The heart-shaped respeggt label must never be compressed.

The heart-shaped respeggt label must never be rotated.

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

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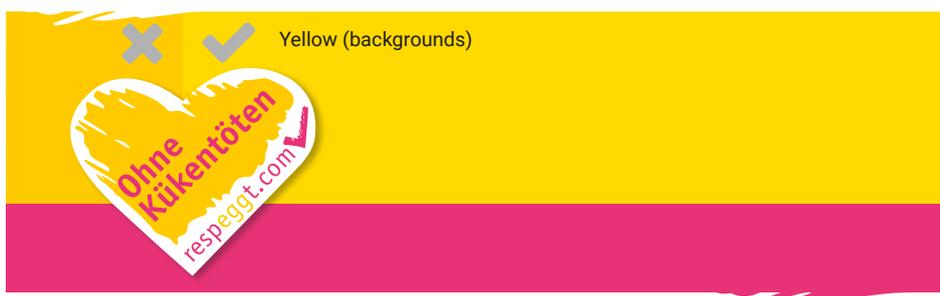
The respeggt yellow and the respeggt pink may not be used in shaded halftones. For these purposes, the only permitted secondary colours are black and light grey.

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

Yellow (backgrounds)

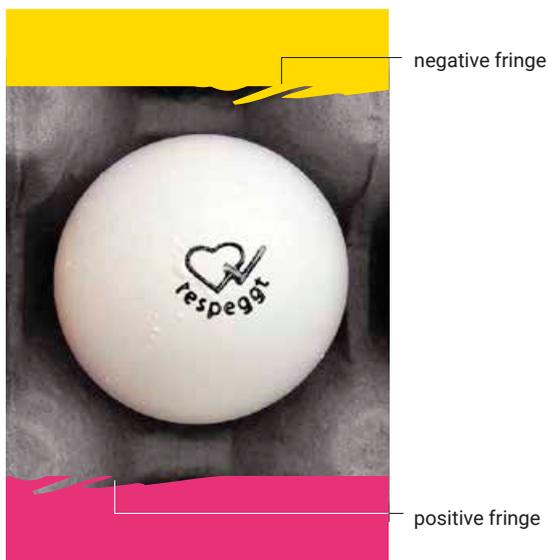Ohne Kükentöten
respeggt.com

← Primary colours

Secondary colour
↓

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.

negative fringe

positive fringe

negative fringe

positive fringe

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)

Typography

The fonts to be used are Roboto Slab and Roboto and can be downloaded free of charge from **https://fonts.google.com**.

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

Typography

The fonts to be used are Roboto Slab und Roboto and can be downloaded free of charge from **https://**

The fonts to be used are Roboto Slab und Roboto and can be downloaded free of charge from https://

Line spacing may be adapted as long as the typography still conveys an impression of spaciousness and openness. It should, however, never be smaller than the size of the lower case letters used (see grey font above).

Roboto Slab Regular | Headings

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

Use for headings, and in running text to highlight individual words and for black or white text on pink or yellow backgrounds.
For headings: Note that sentence case should be used (i.e. upper case letters are only used for the first letter of the first word of the heading).

Roboto Slab Light | Running text

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

Roboto Slab Light is used for black running text. The use of Regular is only permitted for highlights, tables or for white text on coloured backgrounds.

Roboto Regular | Running text for special use

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

Roboto Regular is easier to read and therefore reserved for special use in very small print, such as in notes, footnotes, tables, labels etc.

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.

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 Slab Regular
Headings

Roboto Slab Light

Running text on white areas

Roboto Slab Light
Black running text on yellow areas

Roboto Slab Regular
Small black running text on yellow areas

Roboto Slab Regular
White running text on yellow areas
Note that white font is often illegible when printed.

Roboto Regular

Running text on white, for special use only

The respeggt stamp

If the requirements 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 the respeggt group 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.

respeggt stamp

Laying farm
registration number

Country of origin
(In this case:
DE = Germany)

Type of rearing
(In this case:
1 = free-range 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 the respeggt group.

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.

Examples of application: printing & packaging

Example: bookmark

**respeggt mit
Herz & Verstand!**

Nur Produkte, die unsere Forderung
„Ohne Kükentöten" erfüllen, dürfen
das respeggt-Herzsiegel tragen.
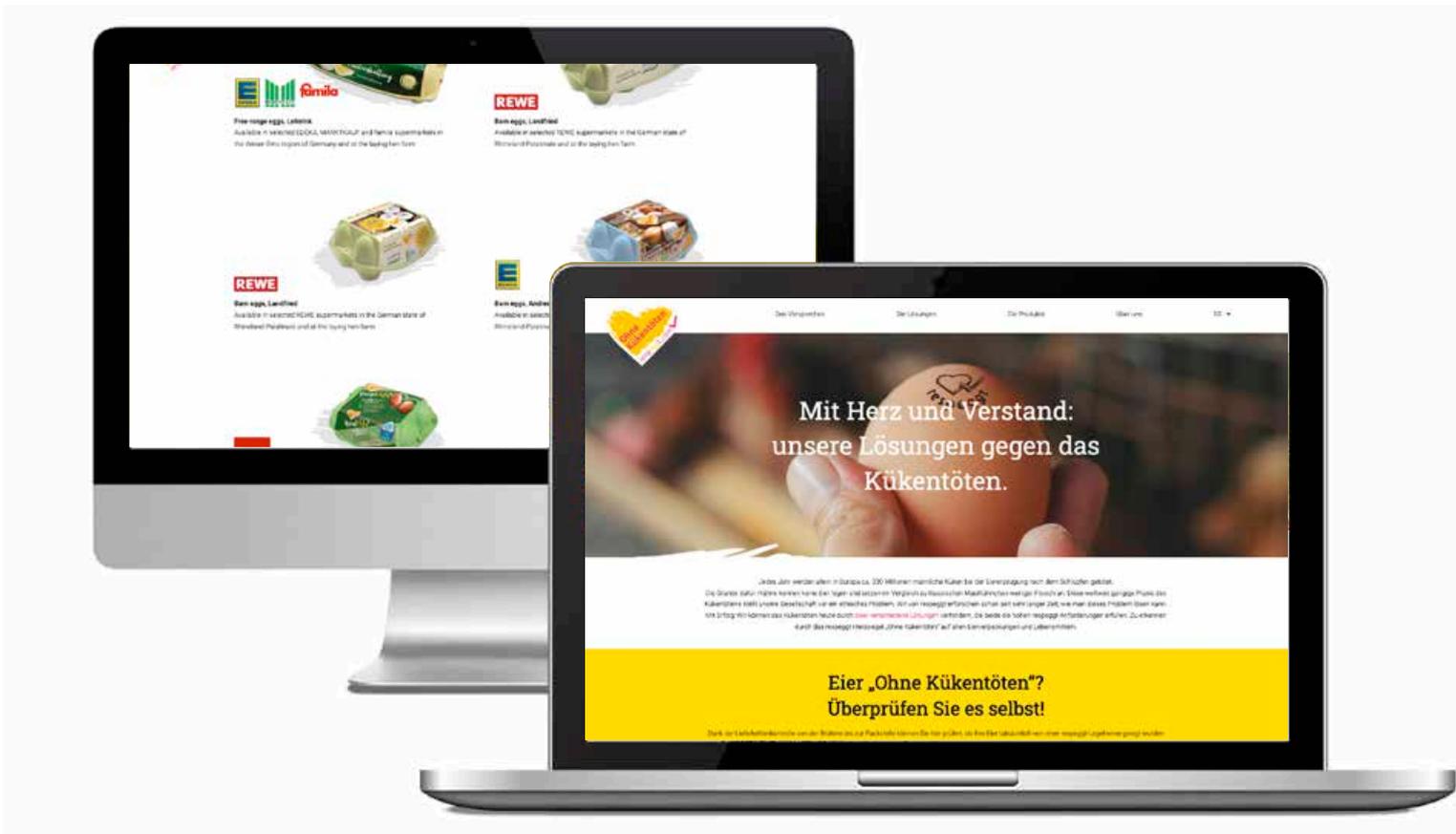
respeggt group
Köln

www.respeggt.de

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 the respeggt group 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 the respeggt group. The packaging or means of communication may not be produced until final approval by the respeggt group has been granted. Finished packaging and means of communication must be sent to the following email address for verification: info@respeggt-group.com.