

Respeggt-Style Guide

Annex 5.0 to the Respeggt System Manual
Version 7.0 | effective from 2023



Table of contents

1	Introduction	3
2	The heart-shaped Respeggt label: basic features	4
2.1	The label in different languages	5
2.2	Outlining the label	6
2.3	Size of the label	7
2.4	Exclusion zone	8
2.5	Examples of misuse	9
3	The Respeggt graphic elements: colours	10
3.1	Fringe	11
3.2	Stain	12
3.3	Typography	13
3.4	Typography/line spacing	14
3.5	Typography/colours	15
4	The Respeggt stamp	16
5	The Respeggt document stamp	16
6	The Respeggt group logo	18
6.1	Colour	18
6.2	Black and white	19
7	Sample applications: for packaging	20
8	Actual examples of applications: for packaging	24
8.1	Use on website	25
8.2	Information and advertising material	26
9	General information	27

Introduction

“Free of Chick Culling” is the promise given by Respeggt through its images printed on egg boxes or food-stuffs containing eggs that were produced without chick culling.

This promise is achieved through a process of gender identification in the hatching egg. For this process, 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 displayed on packaging as the heart-shaped Respeggt label and may additionally be displayed on eggs as the Respeggt stamp.

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 Respeggt is always represented with the same distinct layout in each country.

This style guide does not provide all the different possible sizes, forms and formats of the Respeggt look. 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 uppercase.

The heart-shaped Respeggt label

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.com. Modifying the heart-shaped Respeggt label in any way is prohibited.



The heart-shaped Respeggt 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:** 1.74 mm

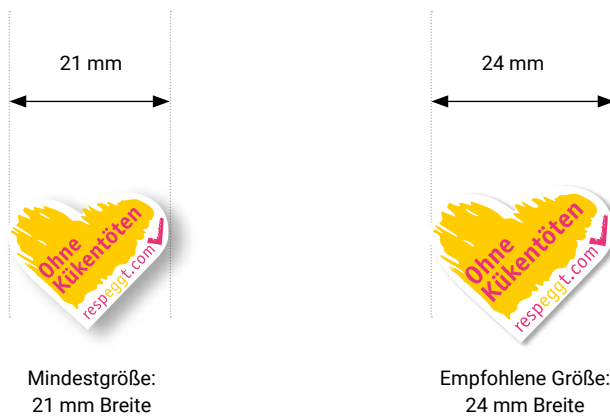
In general, the shadow must increase proportionally to the size of the heart-shaped Respeggt label; it must never be harder/softer, darker/lighter or longer/shorter than the label. The above-mentioned specifications for the shadow apply to the heart-shaped Respeggt label displayed on the left with a 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.

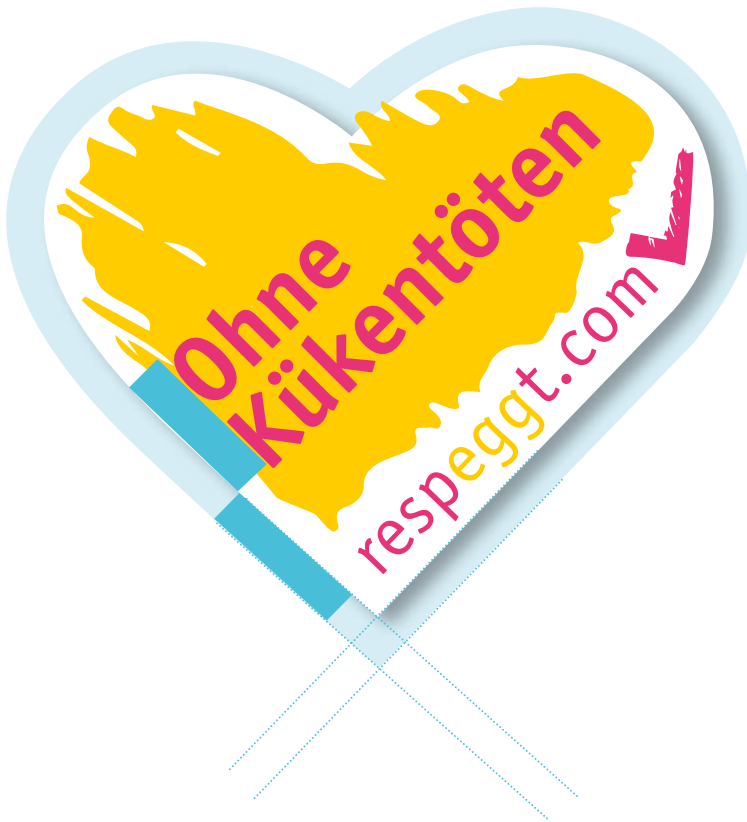


Packaging example: The size of the heart-shaped Respeggt label often depends on other labels that may be displayed alongside it. In this example, the minimum width of 21 mm was used; lettering on a smaller heart-shaped Respeggt label would be illegible.

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 below 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	CMYK	Pantone	RGB	html
Yellow (backgrounds)	00-12-100-00	–	255-221-00	ffdd00
Pink (highlights)	00-90-20-00	–	232-50-120	e73177

Secondary colours	CMYK	Pantone	RGB	html
Light grey (stain)	12-09-11-00	–	228-228-228	e3e4e3
Black (fonts)	00-00-00-100	–	0-0-0	1d1d1b



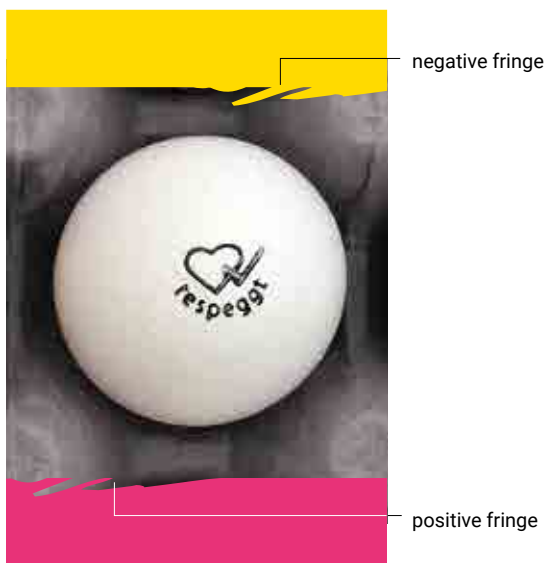
← Primary colours

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.



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 und Roboto and can be downloaded free of charge from [https:// fonts.google.com](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.

Roboto Slab Regular | Headlines

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

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). Use in running text to highlight individual words and for black or white text on pink or yellow backgrounds.

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: line spacing



Typography

- The fonts used are Roboto Slab and
- Roboto and can be downloaded free of

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).

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 pink areas
Note that white font is often illegible when printed.

Roboto Regular

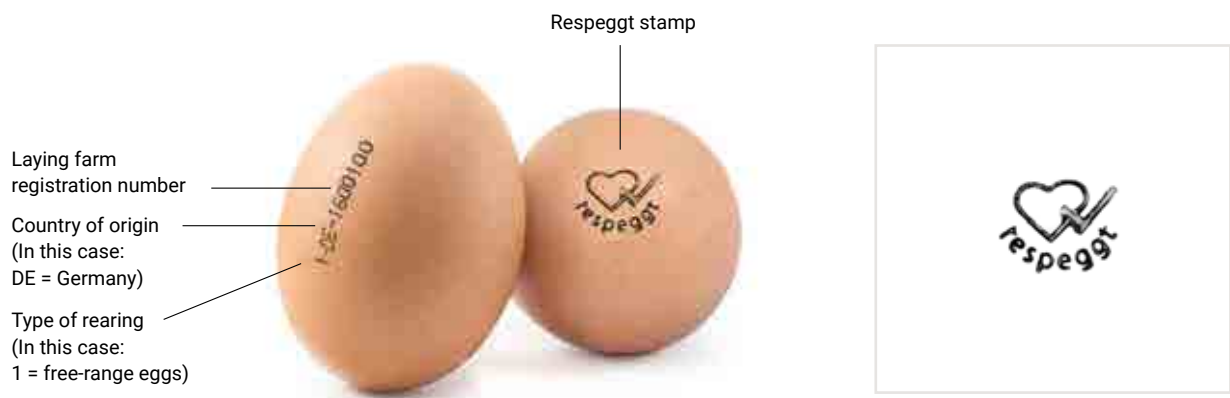
Running text on white, for special use only

The Respeggt stamp

If the principles 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 Respeggt 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.



The Respeggt document stamp

Any relevant documentation, such as delivery notes, transport documents and invoices, must always be marked with the references “Respeggt OKT” (Ohne Kükentöten) or “Respeggt 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.com



The Respeggt group logo (4-col.)



The Respeggt group logo must always be used together with its slogan, meaning the logo and slogan form an entity and should be used as such without exception.

Respeggt-group-Logo	CMYK	Pantone	RGB	html
Respeggt grey	40-30-27-7	422 CP/UP*	160-162-168	#8EA6AD
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 = Colour Bridge Coated Process / UP = Colour Bridge Uncoated Process



Exceptions

In cases where the colour version of the Respeggt group logo is placed on a coloured background, the “Respeggt group” lettering may be displayed in white.



In cases where the logo needs to be displayed in greyscale for a specific application, the following colour codes should be applied:

Respeggt-group-logo	CMYK	Pantone	RGB	html
Respeggt grey	40-30-27-7	422 CP/UP*	160-162-168	#8EA6AD

The Respeggt group logo (black and white)



Positive black and white application

This version may only be used in cases where halftones cannot be displayed for technical reasons, e.g., for stamps, engravings and similar applications.



Negative application

The negative logo is used on coloured areas in the defined primary colours or on images. The colour tone must be 100%. If the negative logo is placed over an image, the density of the logo must be sufficiently dark to ensure that the lettering of the logo is easily legible.

Sample applications for 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.
- 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 brands.
- 2) Packaging for egg boxes displaying the heart-shaped Respeggt label must always be approved of in writing by Respeggt (via info@respeggt.com) prior to production.





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 for packaging

Example: egg noodles



Example: 6 fresh free-range REWE Beste Wahl eggs

Example: egg mayonnaise salad



Example: 6 fresh free-range Respeggt eggs

Use on website

www.respeggt.com



Information and advertising material

Flyer "The 7 Respeggt rules"



Banner for newsletter



Roll-ups



Flyer for laying hen farm managers



Advertisement



General information

Consulting Respeggt prior to producing any 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 Respeggt. Any packaging or means of communication may not be produced until final approval by Respeggt has been granted. Finished packaging and means of communication must be sent to the following email address for verification: **info@respeggt.com**.