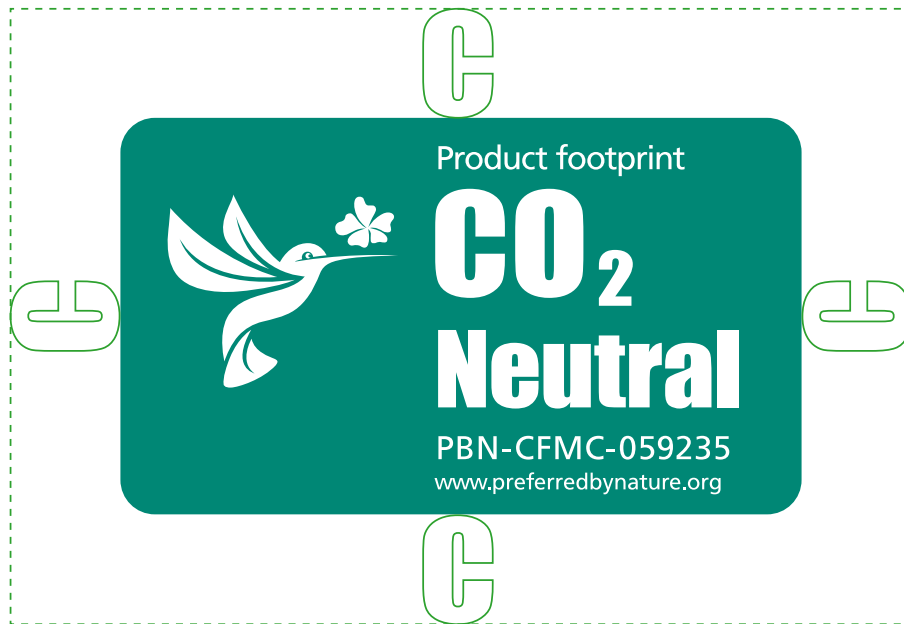# Product Footprint CO$_2$ Neutral

LOGO MANUAL

By including the Product Footprint CO$_2$ Neutral logo
in your print data, you promote awareness of your
environmental approach, which can generate
a highly positive impact, as customers now prefer
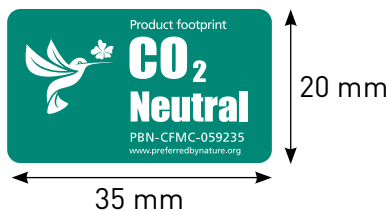to be environmentally responsible.

Protected zone

• Observe the protected zone, which must be free of any text, images or other elements.

• The minimum free space in all pages corresponds to the size of the letter „C" of the word CO_2 in the logo.

Product footprint
CO_2
Neutral
PBN-CFMC-059235
www.preferredbynature.org

Logo size

• The logo may be used at any size as long as the words remain legible and all elements of the logo (humming-bird, flower) are clearly visible. The recommended smallest size is 35 x 20 mm, while the maximum size should be up to three times this size.

Product footprint
CO_2
Neutral
PBN-CFMC-059235
www.preferredbynature.org

20 mm

35 mm

Product footprint
CO_2
Neutral
PBN-CFMC-059235
www.preferredbynature.org

60 mm

105 mm

Colour versions of the logo

Basic
(Pantone spot colour)

- It is ideally used in cases where it is possible to use spot colour from the Pantone swatch.

3-Colour (CMYK, RGB or Hex)

- Used in most cases, the colour of the background should not interfere with the logo legibility.

Black-and-white

- When the background blends in with the logo. It is also possible to use it in cases where the colour of the work is black.

Black with transparency

- It is used in cases where the background blends in with the basic colour of the logo, but is still bright enough.

White

- Used in cases where colour printing is not possible.

Special cases

- If the colour of the work is black, dark gray or one of the darker shades of green, while it is only a 1-colour spot colour print, and it is not possible to use the exact colour shown in the basic or 3-colour version of the logo, it is possible to adapt the colour of the logo to the colour of the work.

- Black and white logos can be applied to colour backgrounds where sufficient contrast is provided.
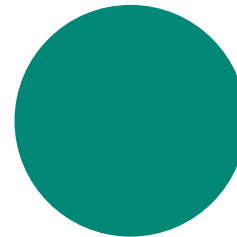
Presentation

- The logo must always contrast with the background so that it is perfectly legible.
- Use original files.
- Do not add any elements, colours, objects, text or other features into the logo.
- Do not deform, rotate or use any effects such as shadows, gradients, animations ...
- Do not change the colours of the logo.
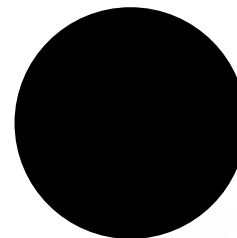

Colours:

GREEN

Pantone: P 131 - 7 C
CMYK: 90 0 54 22
RGB: 41 134 117
Hex: #298675

BLACK

Pantone: P 179 - 16 C
CMYK: 0 0 0 100
RGB: 0 0 0
Hex: #000000

Graspo ®
PRINTING HOUSE