

Trigger Spray Cleaners Cleanright Panel (2013 onwards)



Guidelines

Element	Recommended minimum	Optional (at discretion of individual companies)
Wording	Wording should be used whenever possible: <ul style="list-style-type: none"> • Tips for saving water, energy, CO₂ and money • Save packaging - recycle or refill • A.I.S.E. © • www.cleanright.eu 	For small packs, "silent" version of panel may be used (i.e. without words), however the elements: <ul style="list-style-type: none"> • A.I.S.E. © • www.cleanright.eu should still be present.
Positioning	Wording positioning may be varied to best suit pack layout and consumers' visibility.	None
Graphical	Small variations are acceptable (see examples above). Note that panel may be horizontal (see examples on other page), or vertical with the icons underneath each other.	None
Colour	Green frame, black text and white background.	A black and white version may be used

See also legal/technical guidelines document provided by A.I.S.E.

OPTIONS - IN ORDER OF PREFERENCE

also indicating approximate size on packaging



TRIGGER SPRAY CLEANERS CLEANRIGHT PANEL
WITH COPY
(translations supplied by A.I.S.E.)



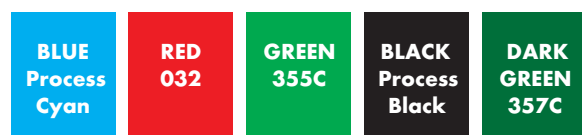
SILENT
TRIGGER SPRAY CLEANERS CLEANRIGHT PANEL
(if space/ multilingual issues)



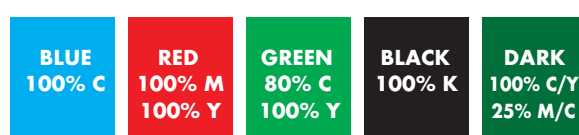
REDUCED COLOR
TRIGGER SPRAY CLEANERS CLEANRIGHT PANEL



NEW COLORS - PANTONE



NEW COLORS - PROCESS



If you have problems matching color with your existing ink selection contact A.I.S.E. for advice.

FONT

- 1/ Futura Bold
- 2/ Futura Condensed Medium

Studio Notes

To be positioned on visible panel of carton. Current A.I.S.E. guidelines for color/ size/ silent panel to be followed. Pre-approved translations supplied by A.I.S.E. to be used.