

LABELING DESIGN PRINCIPLES

Extract of the Labeling and Trademark
Policy

June 2017



Introduction

This document is a copy of Chapter 9 in the Labeling and Trademark Policy June 2017 and describes the design requirements for the UTZ logo on and off pack.

Before designing your package, consult our online [labeling assistant](#) to find out which labeling logo and text claim you can use in your design. For a complete overview of the labeling and trademark rules, read the [Labeling and Trademark Policy June 2017](#).

There are two categories of logos available:












- The UTZ labeling logo, which includes the word 'Certified' and should always be used in combination with a text claim. It is not allowed to use the UTZ labeling logo without this claim. The labeling logo is applicable for on-pack and off-pack communication regarding the certified product. This logo category can be divided into three types of logos. Please refer to chapter 9 for more information.
- The UTZ corporate logo or UTZ trademark, which does not include the word 'Certified' and which can be used for off-pack communication when talking about the collaboration with the UTZ organization.

Design

Different UTZ logos

9.1 There are different types of logos available. Please find the visual representation of the two categories of logos available:

- The UTZ corporate logo, which refers to the organization.
- The UTZ labeling logo, including its subcategories per product. And please note that some labeling options in the tea program require the use of percentages underneath the logo. To find out when to use which logo, please refer to chapter 7 of the [Labeling and Trademark Policy June 2017](#).

Logo category	Logo type	Outlook
UTZ corporate logo	UTZ without the word 'Certified'	
UTZ labeling logo	UTZ labeling logo with pay-off 'Better farming. Better future'.	
	UTZ labeling logo (flag only)	
	UTZ labeling logo with product specification (cocoa, coffee, tea, rooibos)	       

Design requirements: corporate logo

- 9.2 Positioning: The UTZ corporate logo consists of a flag with a single line inside and the text 'UTZ'. These elements are fixed and their proportions cannot be altered. A blank space should be left around the logo. The height of the 'U' in the logo defines the size of this space.



- 9.3 Color use: The UTZ corporate logo comes in two colors: red and black, each one with its diapositive (negative) version. UTZ mainly uses the red flag with white text in its own communications. Therefore, we recommend using this variety of the logo as much as possible in order to achieve maximum consistency.

UTZ red:

1. Red flag with white text (positive)
2. White flag with red text (diapositive)



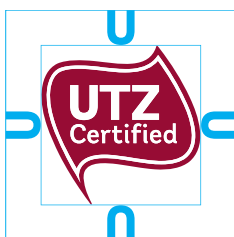
Black and white:

3. Black flag with white text (positive)
4. White flag with black text (diapositive)



Design requirements: labeling logo

- 9.4 Positioning: The UTZ labeling logo consists of a flag with a single line inside and the text 'UTZ Certified'. These elements are fixed and their proportions cannot be altered. A blank space should be left around the logo. The height of the 'U' in the logo defines the size of this space.



- 9.5 Color use: The UTZ labeling logo come in three color combinations: red/white, black/white and white and a custom color. Each category is available in a positive and a diapositive (negative) version. UTZ mainly uses the red flag with white text in its own communications. Therefore, we recommend using this variety of the logo as much as possible in order to achieve maximum consistency.

UTZ red:

1. Red flag with white text (positive)
2. White flag with red text (diapositive)



Black and white:

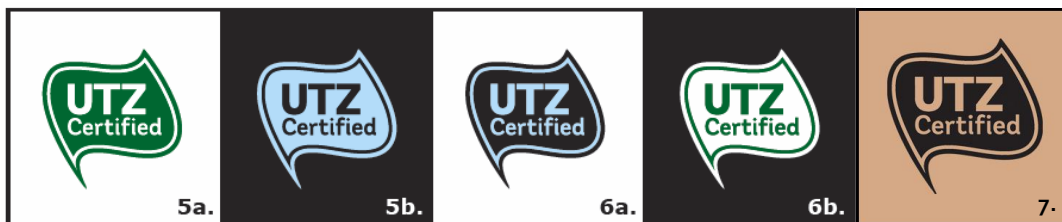
3. Black flag with white text (positive)
4. White flag with black text (diapositive)



Custom colors

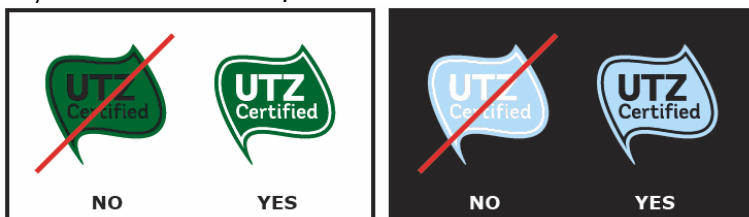
9.6 In principle, any color can be chosen to fit your packaging design. The custom colors in the examples were chosen randomly.

- Custom colored flag with black (5b)/white (5a)¹ text (positive).
- Black (6a)/white (6b)² flag with custom colored text (diapositive).
- Transparent version of the logo (7)³.



The positive versions (1, 3, 5a, 5b) are recommended if it fits the [color restriction](#). Out of all the positive versions, the use of the UTZ red version (1) is recommended.

¹ If you use a custom color, it must be combined with another color that produces a [high contrast](#):

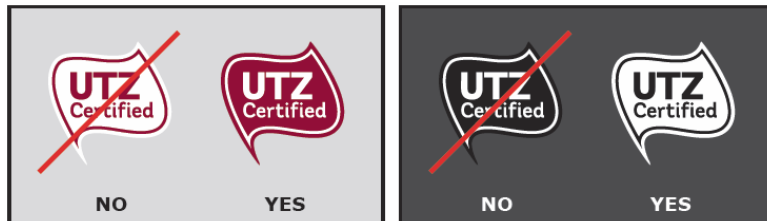


² Only to be used in case of space restrictions.

³ Only to be used with a single uniform background color.

Background color restrictions

9.7 The UTZ labeling and corporate logo come in three different positive and diapositive versions (1&2, 3&4, 5&6). Always choose the flag color that contrasts most with its background:



Please note that only two colors may be used, and that the outer border must be visible.

9.8 Copy, font, color and position are fixed and their proportions cannot be altered. All logo types have the same restrictions as above. Below you will find an example of the red UTZ positive and diapositive versions:



Check the [Good Inside Portal](#) (note: login required) for available languages. Other languages available upon request. Please contact the Member Support Team via membersupport@utz.org.

Color values of UTZ red

- PMS / Pantone: 1955
- CMYK: C 5, M 100, Y 60, K 37
- RGB: R 142, G 0, B 43
- HTML: 931638
- RAL: 020 30 48

How to make a custom color version

9.9 Use the black and white version (number 3 or 4) of the UTZ logo to create the custom color version. In these versions, you can replace either the white or black color (or both) according to the color restrictions. Choose the option that produces the *highest contrast*. A color gradient (color progression) of two or more colors is not allowed.

Sizes and positioning

9.10 The size of the logo is determined by the width of the flag, excluding surrounding space, excluding additional copy.

- The minimum width of the flag is 11 mm.
- The width of the flag for packaging should not be larger than half of the own brand logo.
- For retail packaging, 13 - 15 mm is most common.

- 9.11 Recommended positions for front of pack use are the top left/right corner or bottom left/right corner.

Available files

- 9.12 The artwork files are coded for easy use. All files are available on the UTZ [Good Inside Portal](#) (note: login required).

Available color modes:

- CMYK (full color)
- PMS (Pantone color)
- BW (black and white)
- RGB (for digital use)

Available file formats:

- xxx.eps (for print/digital use)
- xxxHR.jpg (high resolution version for digital use, 500 x 500 pixels)
- xxxLR.jpg (low resolution version for digital use, 100 x 100 pixels)

- 9.13 UTZ also offers a file that can be used to create stickers with the logo and claim printed on them. The use of these stickers is limited to new members who would like to use their old stock of packaging material, existing members who want to change another product line to UTZ, or small-scale members, such as coffee or chocolate shops that use the sticker on all UTZ products.