

NATRUE LABEL GUIDE



Version 1 - 2016
www.natrue.org
info@natrue.org



CONTENT

Preamble

Logo & Legibility

Size

Colour

Position

Certification information

Claims Guidelines

Resources

Terms of use



Preamble

Target users of the Guide

- Every NATRUE Label User

This document is referred by the NATRUE Label Agreement and it is part of the NATRUE requirements.

It is mandatory for each NATRUE Approved Certifier to carefully consider the provisions of this document during the certification process.



Logo: our image to the world



The NATRUE label is our **most important asset.**


As specially drawn artwork, it illustrates a leaf and head profile together with our name and web address.

To ensure our Label is clearly recognisable and delivers a consistent message, **it must never be altered and it has to be reproduced using the approved master artworks provided.**

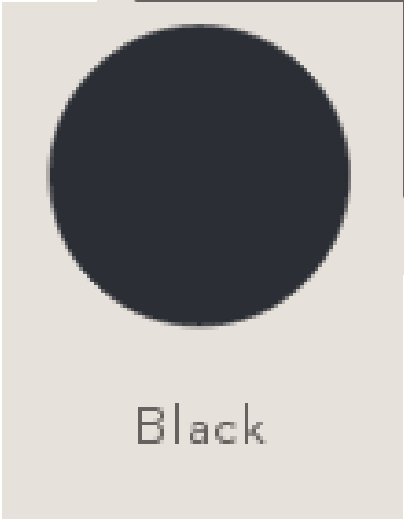


Logo color: basic


MAIN COLOURS




Pebbles Grey




Black



Pebbles Grey



White



Black

APPROVED colours



Logo color: secondary options

The following colours can be used **ONLY** if previously notified to the NATRUE Approved Certifiers.









The use of any other colour should be communicated to the NATRUE Approved Certifier and approved by NATRUE.

NATRUE reserves the right to reject company proposals not in line with NATRUE's Corporate Identity.



Logo color: codes

COLOUR NAME	PRINT COLOURS			SCREEN COLOURS		OPAQUE COLOURS	
	PANTONE® coated	PANTONE® uncoated	CMYK	sRGB (visually)	Hex	RAL	NCS
 Pebbles Grey	Cool Gray 10 C	412 U	0 10 0 75	103 99 97	676361	8019 Grey Brown	S 7005-R50B
 Natural White	Warm Grey 1 C	Warm Grey 1 U	5 5 10 0	231 226 219	E7DED8	9001 Cream	S 1002-Y50R
 Autumn Orange	158 C	144 U	0 55 90 0	237 153 39	ED7B27	2000 Yellow Orange	S 1080-Y30R
 Leaf Green	7495 C	583 U	40 5 90 0	168 207 48	A8CF30	Not available	S 2070-G80Y
 Blossom Yellow	129 C	7404 U	0 20 85 0	251 222 47	FBDE2F	1023 Traffic Yellow	S 0560-Y20R
 White			0 0 0 0	255 255 255	FFFFFF	9010 Pure White	S 0300-N
 Black		Black U	0 0 0 100	0 0 0	000000	9005 Jet Black	S 9000-N



Logo color: overview





Logo size: minimum requirement

The label size should ensure:

- Clarity of the artwork
- Legibility for the consumers
- Recognizability of the logo

On product packaging the NATRUE Label CAN'T be used smaller than 1 cm for all products except for pencils and extremely small products where the size must be agreed previously with the NATRUE Approved Certifier and NATRUE

The NATRUE Approved Certifier is responsible for this verification as part of the certification process.

We recommend you to always test the printing of the label to ensure an optimal end result.



Logo: size – considerations 1

Legibility of www.NATRUE.org

NATRUE informs all the Label users that they should **verify accurately any possible legislation about the size of web addresses and information to the consumers on product packaging**. They may differ from one country to another.

NATRUE Guide should never be regarded as derogation to the local legislation. The 1 cm size is the minimum requirements aimed at offering a common approach to all the Label Users worldwide given the impossibility for NATRUE to check all the local legislations in this regard.



Logo: size – considerations 2

Legibility of www.NATRUE.org

To ensure the maximum visibility of the web address it is also possible to **use the second version of the artwork**



WWW.NATRUE.ORG

The web address can be placed next to, below or above the Label. It must be ensured the relation between the artwork and the web address. **Only by using this version it could be possible to use the artwork in a size smaller than 1 cm given the fact that the web address is provided in a size that ensure legibility.**



Logo Position: packaging

On product packaging the NATRUE label should be displayed anytime possible **on the front of the packaging.**

The back of the packaging is also a good position as it is very common for the consumers to turn the box/bottle to find more information.

NATRUE does not prohibit the placement on other parts of the primary or secondary packaging (like sides) but strongly encourage the companies to carefully consider where to place the NATRUE Label.

It is very important that **the NATRUE Label does not «touch» any other graphic or text element.** This should ensure the maximum recognizability on product packaging.



Logo Position: advertising

When it comes to other uses like company communications, advertising or similar you are allowed to create backgrounds of different shapes in order to to enhance the visibility of the Label.

See examples below:



Font is freely selectable (arial or similar are recommended)



Certification information on product packaging

Each NATRUE Certified Product has reached any of the 3 levels as defined by the NATRUE Standard

The certification level it is always publically available on the NATRUE website however **NATRUE strongly recommend the use of the wording** to inform consumers about the value and meaning of the Label (anytime this does not conflict with local legislation)



In case the **company would decide not to display the wording NATRUE should receive a statement informing about the reason of the decision.** The NATRUE Approved Certifier is responsible to deliver this information to NATRUE during the certification process.



Certification information on product packaging

AMERICAN ENGLISH	GERMAN Deutsch	FRENCH Français
 NATURAL PERSONAL CARE	 NATURKOSMETIK	 COSMÉTIQUES NATURELS
 NATURAL WITH ORGANIC PORTION	 NATURKOSMETIK MIT BIOANTEIL	 COSMÉTIQUES NATURELS EN PARTIE BIO
 ORGANIC PERSONAL CARE	 BIOKOSMETIK	 BIOCOSMÉTIQUES

Font is freely selectable (arial or similar are recommended)

Other language versions can be developed by the companies according to specific needs.



What about the word “certified”?

Same as the certification level, **the specification that a certification has been carried out is a valuable information for the consumers.**

NATRUE recommends the use of the word «certified» any time this is not prohibited by local legislation. Your regulatory department will be able to double check this for the markets you are selling to.

In case of usage of word «certified» we suggest the below artwork
Label + wording + 2 lines of the same color as a framework



**CERTIFIED
NATURAL COSMETIC**

Font is freely selectable (arial or similar are recommended)



Claims Guidelines on product packaging and advertising - Many messages – a correct approach

There are many claims which you could make on your products and you are entirely responsible for all of them.

Some of them may be substantiated by the NATRUE Certification you hold (e.g. free of gmo), others not (e.g. vegan)

Make sure only claims which are clearly referring to the provisions of the NATRUE Standard are connected visually with the NATRUE Label.

For any doubt the NATRUE Approved Certifier is the first one to take contact with. We at NATRUE are also very pleased to support you and the certification body in this discussion.



Claims Guidelines on product packaging and advertising

100% or not 100% - this is the question

It may be possible to claim 100 % certified natural cosmetic in relation to the NATRUE Label criteria for substantiation since NATRUE accordingly provides a definition of natural cosmetics and certification to a standard.

The claim 100% organic cosmetics is harder to substantiate since no national or international private standard in NOCs has this in their criteria per se - only 95% organic or greater cf. organic cosmetics/level 3 certification. So unlike foods, cosmetics cannot be assuredly 100% organic.



Claims Guidelines on product packaging and advertising

What about BIO claims on product certified as natural?

If your products have been certified to NATRUE level natural cosmetics they shouldn't be perceived by consumers as organic. Any reference to “organic” should be clearly referred then to the specific ingredients

The brand name of a product should not make any reference to bio/organic if the finished product(s) cannot be considered as organic by the certification you hold.

Please ensure a coherent message according to the certificate you hold.



NATRUE Label allowed pay-offs

You can enhance the Label understanding by implementing the below suggestions



NATRUE

Font is freely
selectable

arial or similar are
recommended

TRUE NATURAL COSMETICS
ARE RECOGNISED
BY THIS SEAL



Official PR camping banner

(to be used on advertising or
product packaging always in
connection to NATRUE certified
products)



Terms of use

1. Implementation of these Guide is mandatory to every NATRUE Label User in order to enhance understanding of NATRUE and reach a broad coverage.

A NATRUE Label User is any Natural and Organic Cosmetics manufacturer or retailer who has their products certified according to the NATRUE Standard as stipulated in the NATRUE Label Agreement Version 6 and previous.

2. NATRUE takes no responsibility for any text, layout or picture changes that the Label User creates by themselves.



True Friends of
Natural and Organic
Cosmetics

**NATRUE · International Natural and
Organic Cosmetics Association**

Floor 2 · Rue Washington 40 · 1050

Brussels Belgium

For any further information please contact us:

Phone +32 (0) 2 613 29 30 · Fax +32 (0) 2 613 29 39

info@natrue.eu

www.natrue.org