

ecolife

BY SUMA

PACKAGING
BRAND
GUIDELINES

CONTENTS

OUR STORY 03

PACKAGING PRINCIPLES 04

BoP MIN WEIGHT HEIGHT 05

HAZARD WARNING 06

OUR PACKAGING 07

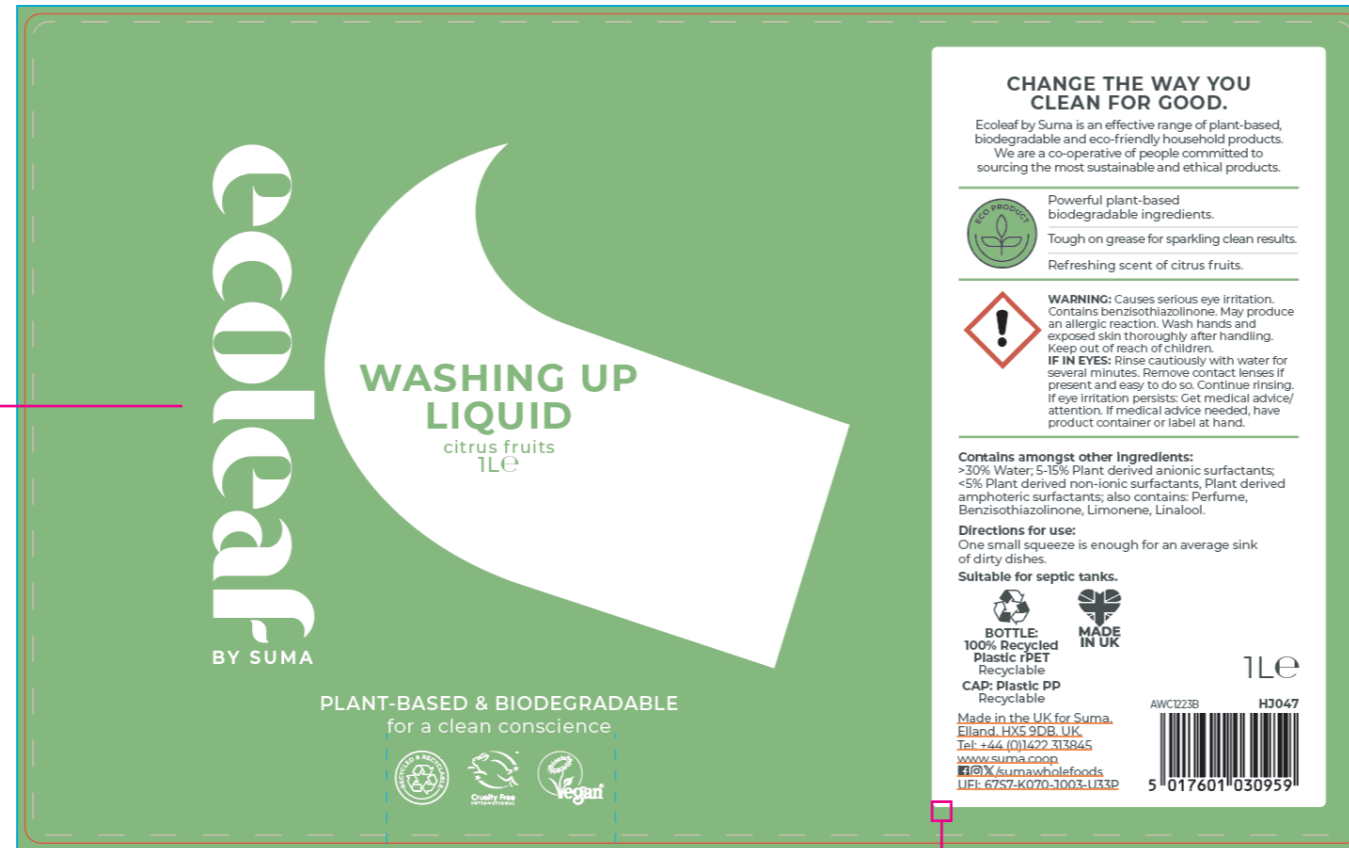
CHANGE THE WAY YOU CLEAN FOR GOOD.

Ecoleaf by Suma is a safe and effective range of plant-based and eco-friendly cleaning products. Made by a co-operative of people committed to sourcing the most sustainable and ethical products.

PACKAGING PRINCIPLES

General rules that apply across the range of products

Align logo centrally to shape and title



Align logos equidistant to the phrase

1mm corners



All black on pack is 90K

Where space is limited use: Gotham condensed 7pt/ 7.25 lead
Only use Gotham below the ecoleaf story and claims.

INCI: Capitalise the first letter of all of the ingredients and allergens

BoP min weight height



Full weight to be shown on BoP, see below for minimum height figures.

Nominal quantity in g or ml	Minimum height of figures
<50	2 mm
≥50-200	3 mm
≥200-1000	4 mm
≥1000-10000	6 mm

Hazard Warning Symbol Rules

Size of the hazard label

The CLP Regulation gives the minimum dimensions for chemical labelling as given in Table 1 below.

Capacity of the package (L)	Dimensions of the label (mm)	Dimensions of the pictogram (mm)
Not exceeding 3	If possible at least 52 × 74	Not smaller than 10 × 10; if possible at least 16 × 16
> 3 but ≤ 50	At least 74 × 105	At least 23 × 23
> 50 but ≤ 500	At least 105 × 148	At least 32 × 32
> 500	At least 148 × 210	At least 46 × 46

Always check size of hazard sign in relation to volume of product

Small Format Layout

CLAIMS 10pt/ 13pt lead/ 100 Kern
NAME - BOLD
18PT/ 18PT LEAD/ 40 KERN
 medium 7.5pt/ 8.5pt lead/ 60 kern
 medium/ 10pt/ 10pt lead/ 60 kern

Logo height = 60mm
 Align the logo centrally
 with text and shape

SEMI BOLD 8PT
 regular 8pt

Logo height 9pt

Full weight to be shown
 on BoP @ 4mm high



HEADER Bold 10pt/ 10pt lead/ 40 kern
 Space before paragraph - 3pt
 Copy Regular 6.5pt/ 7.5pt lead

text and logos
 90k black

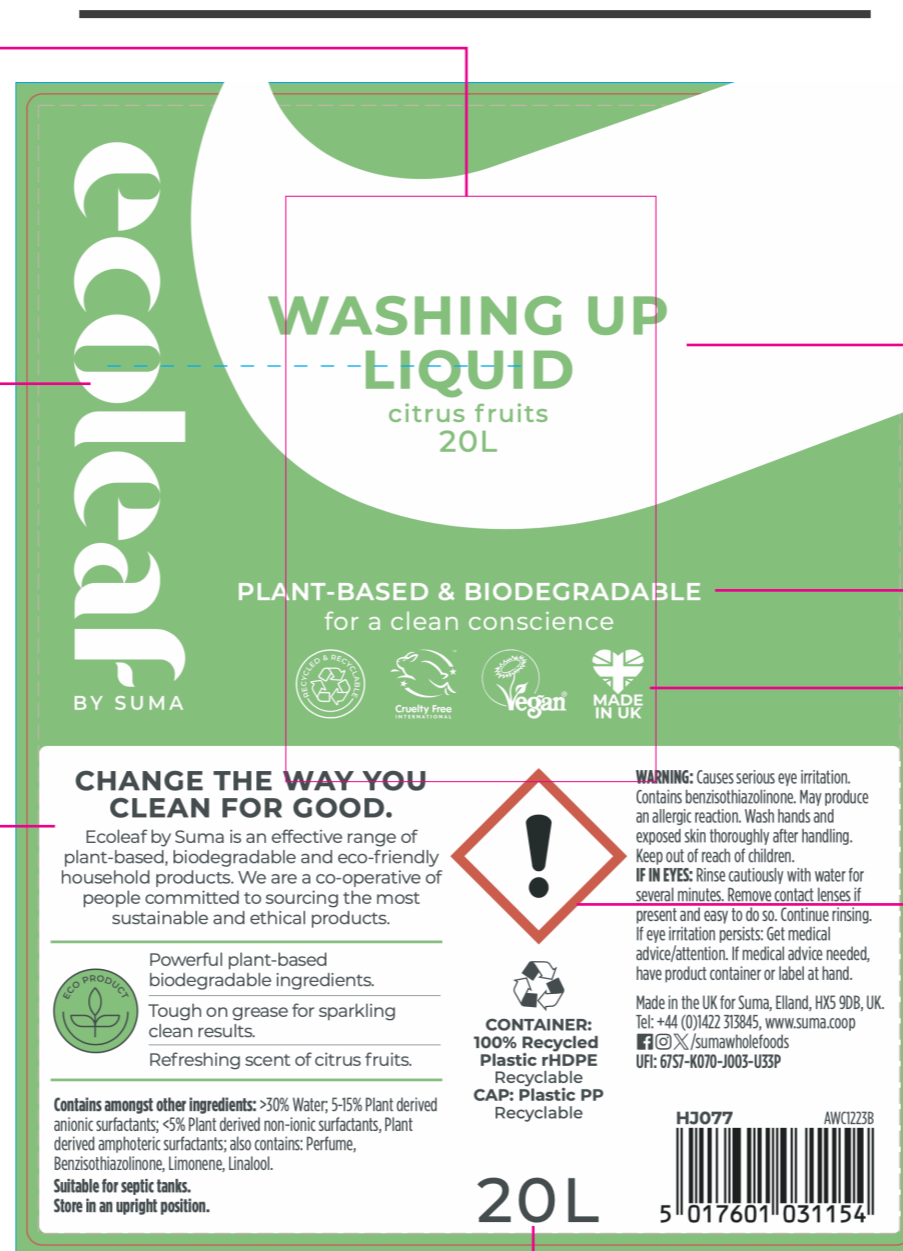
Use Gotham Condensed 7pt/ 7.25pt
 lead, for any text after the claims, if
 space is limited

Medium Format Layout (5L)

Align claims and title centrally

Logo height = 74mm
Align the logo centrally with text and shape

HEADER Bold 10pt/ 10pt lead/ 40 kern
Space before paragraph - 3pt
Copy Regular 6.5pt/ 7.5pt lead



MONTSERRAT SEMI-BOLD 11PT/ 100 KERN

MONTSERRAT BOLD 20PT/ 40 KERN

medium 9pt/ 9pt lead/ 60 kern
medium 11pt/ 11pt lead/ 60 kern

11pt

SEMI BOLD 9PT
regular 9pt

logo height 9mm

Warning at least 23 x 23 mm
on products with capacity
> 3 but ≤ 50 L

text and logos
90k black

e marker isn't
required on 20L

Large Format Layout

HEADER Bold 10pt/ 10pt lead/ 40 kern
 Space before paragraph - 3pt
 Copy Regular 6.5pt/ 7.5pt lead

Align claims and title centrally

Logo height = 97mm
 Align the logo centrally with text and shape

Claims sit below the logo and to the right

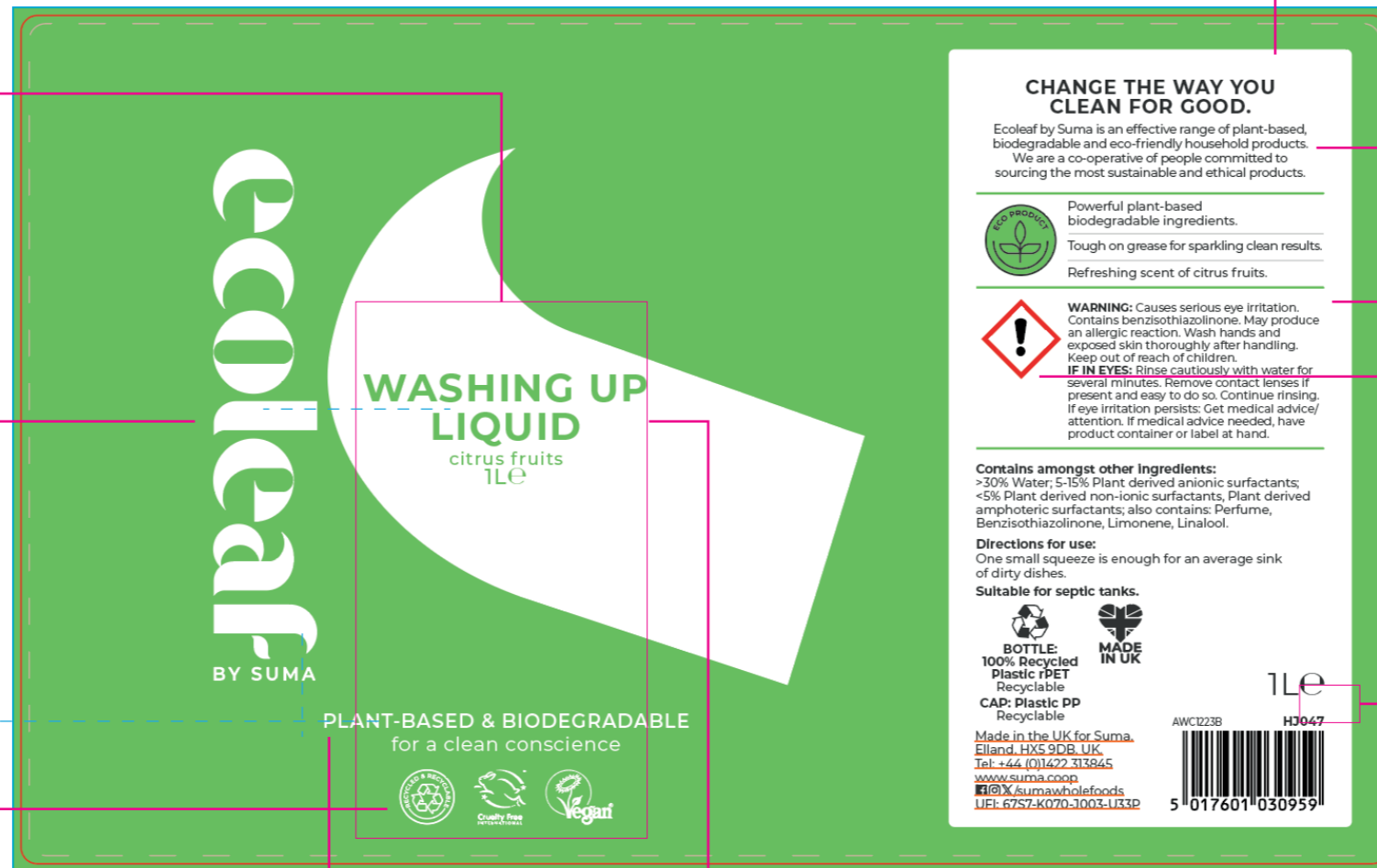
Logo height 10mm

text and logos
 90k black

Montserrat 6.5pt bold & regular

Not smaller than 10 × 10; if possible at least 16 × 16 (mm)

Full weight to be shown on BoP @ 4mm high



MONTSERRAT SEMI-BOLD 11PT/ 100 KERN

MONTSERRAT BOLD 20PT/ 40 KERN

medium 9pt/ 9pt lead/ 60 kern 11pt
 medium 11pt/ 11pt lead/ 60 kern

SEMI BOLD 10PT
 regular 10pt

Extra Large Format Layout



SEMIBOLD 14PT/ 100 KERN — 14pt

BOLD
40PT/ 40
KERN

medium 11pt/ 60 kern