

ECARF SEAL DESIGN GUIDELINES November 14, 2017

1. SEAL LOGO FILES

Please use this link only to download the currently valid Seal logo.
<http://www.ecarf.org/wp-content/uploads/ecarf-siegel-seal.zip>

2. EMBEDDING OF THE CERTIFICATE NUMBER

A unique certificate number is assigned to each certified product and service. This number can be found in the certification document you have received.

When do I have to embed the certificate number?

You must insert it whenever there is a specific link to the product. This includes:

- Product packaging
- Whenever an individual product is shown, e.g. in your online shop or product catalogue

When is it not necessary to embed the certificate number?

You do not have to insert it if there is no link to any individual product:

- General information in a brochure, Internet website or online shop indicating that you have a number of different products certified with the ECARF Seal.
- For example: a subpage on your website that lists all Seals and certifications your company or your products have received.

How should the certificate number be embedded into the design?

- The size of the URL www.ecarf-siegel.org on the logo is the font size to be used for the certificate number. For example, if the link is in font size 7, select the font size 7 for the certificate number.
- Font type for the certificate number: Helvetica or Arial, standard (not bold, underlined or italicised)
- Font colour: black; white may be used for dark coloured backgrounds
- Position the certificate number only at the lower right next to the logo, as shown in the following illustration.
- The distance from the number to the frame of the Seal should be the same as the distance from the URL to the frame of the Seal.



2. CLEAR SPACES



The graphic content of the seal (font, text, graphic elements, colour values) may not be altered.

Provided in EPS, PNG, JPG formats and CMYK/RGB colour spaces.

CLEAR SPACE1 (1/6 OF THE SEAL SIZE, 16.6%)

Not permitted

- Text
- Graphic elements (such as frames, circles or other logos)
- Seal blue, seal yellow, seal green colour fields
- Dark blue colour fields

Permitted

- Certificate number at the lower right next to the logo.
- Coloured background/colour fields, images (see above exceptions)

CLEAR SPACE 2 (1/3 OF THE SEAL SIZE, 33,3%)

Not permitted

- Copy promoting the seal visually or verbally
- Graphic elements (such as frames, circles, or other logos)

Permitted

- Coloured background/colour fields, images (no exceptions)
- Long copy (e.g. on a home page)

3. CLEAR SPACES: APPLICATION EXAMPLES

Lorem Ipsum



Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et

Lorem Ipsum



>Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et

✓ Correct distance from the clear space

✗ Insufficient distance from the clear space



✓ Suitable background

✗ Background: seal blue



✓ No graphics in the clear space

✗ Graphics in the clear space



✓ No logo in the clear space

✗ Logo in the clear space



✓ No text in the clear space

This is our SEAL!



SuperAntiAllergy!

✗ Relevant copy in the clear space

4. INCORRECT SEAL FORMATTING



✗ Distorted



✗ Distorted



✗ Oblique, not at right angles



✗ Shadow



✗ Frame



✗ Reduced opacity



✗ Incorrect colour values



✗ Incorrect colour values



✗ Incorrect colour values, coloured space

5. COLOUR VALUES & FILE FORMATS



COLOUR VERSION

- Print:
 - Colour preferred if technically feasible
 - EPS file format only, CMYK/Pantone colours
- Screen/web:
 - Always in colour
 - Preferred file format: PNG
- Colour values may not be changed or omitted



Blue

#004F9F
R0 G79 B159
C100 M70 Y0 K0
Pantone Reflex Blue
HKS 43
RAL 5005



Yellow

#FABF00
R250 G191 B0
C0 M20 Y100 K0
Pantone 116
HKS 4
RAL 1023



Green

#009949
R0 G153 B73
C100 M0 Y100 K0
Pantone 355
HKS 64
RAL 6018



GREYSCALE VERSION

- Print:
 - Greyscale may be used in exceptional cases, but not b/w
 - EPS file format only, CMYK/Pantone colour space
- Screen/Web:
 - Greyscale and b/w not permitted



Dark grey

Desature in CMYK/RGB
Pantone Cool Gray 11



Grey

Desaturate in CMYK/RGB
Pantone Cool Gray 9



Light grey

Desaturate in CMYK/RGB
Pantone Cool Gray 2

6. SEAL DIMENSIONS



60mm



30mm



15mm

MINIMUM SIZE (15MM)

- 15mm x 15mm
- 72dpi Screen: 43px x 43px
- 150dpi: 89px x 89px
- 300dpi Print: 177px x 177px
- Print: The appropriate printing technique/DPI must be used to ensure legibility of the URL www.ecarf-siegel.org
- Responsive web design: The website design/CMS (minimum number of pixels) must be configured to ensure legibility of the URL.
- The size may not be reduced below the minimum dimensions.

7. VALID LANGUAGE VERSIONS



Deutsch



Englisch

GERMAN AND ENGLISH VERSIONS

- German and English language versions of the seal are available for use.
- The same rules apply to the English language version as for the German version.

8. OLD VERSIONS OF THE SEAL

- Old, expired versions of the seal are still in circulation.
- Please do not use the old versions. These sometimes only have different details (e.g. URLs).
- It is very easy to confuse the versions. Therefore only the seal templates supplied by ECARF should be used.