



V-LABEL

Summary of the Style Guide

2024 | Version v01.01

This is just a brief overview. For full indication, please refer to the complete **V-Label Style Guide**.

ABOUT

The V-Label is a **registered figurative trademark** and should therefore be reproduced faithfully to ensure recognition. It must be applied to your product packaging or your label so that the customer can recognize at first glance what category (vegetarian/vegan) it belongs to. As a main rule, **the Label - including the category subtitle - should be easy to read and stand out in color**. The color, shape, or text of the Labels cannot be changed, apart from the exceptions mentioned below.

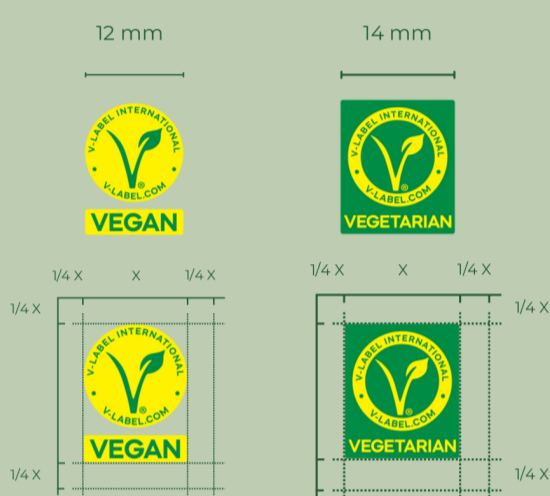
THE LABELS



STEPS TO OBTAINING THE LABEL

- 1 Register your company and **obtain a license** for your products. You can get in touch with your local licensor at www.v-label.com.
- 2 After you've been granted a license, your local licensor will share the **graphic files of the Labels** with you.
- 3 **Apply the Label** to your product and packaging design. Make sure to follow the indications in this guide for correct usage.
- 4 **Send the packaging layout** to your local licensor and wait for their print approval. You might need to make some adjustments to avoid style guide infringements.
- 5 Once you receive approval, you can **use the Label on the packaging and in marketing material**, unless your local licensor indicates otherwise.

APPLICATION



Minimum size and distance

The **minimum size of the circle is 12 mm** for both the Vegan and Vegetarian Labels. This means that the **minimum width of the square Vegetarian Labels (the outside borders) is 14 mm**.

We recommend an **exclusion zone** (margin around the Label) of **1/4th of the width of the Label, on all sides of the Label**. It is advised that no text, images or visual alterations are within this margin, and no overlap (full or partial) is allowed.

Color scheme

The Labels have to be depicted exclusively in the colors below.

Sea Green
Pantone 356 C

CMYK 100/0/100/20
RGB 0/140/68
HEX #008c44

Canary
Process Yellow C

CMYK 0/0/100/0
RGB 255/242/0
HEX #fff200

Similar backgrounds

If the color of the packaging is similar (contrast ratio is lower than 2.5:1) to the background of the Label (yellow in case of the Vegan, and green in case of the Vegetarian Label), the bordered or the monochrome version of the respective Label must be used.



Monochrome Labels



If it is not possible to print the Label in the defined colors, monochrome designs can be used. Inversion of colors is not allowed for either of the Labels.

The **outlines of the monochrome Vegan Label can be recolored** with another color, as long as it has a contrast ratio of at least 2.5:1 with the background, in order to ensure visibility.

No changes can be made to the the monochrome Vegetarian Label design or its colors - it always needs to be black and white. On a dark background, the black-and-white Label with a white border must be used.

LEGAL RESTRICTIONS

- Ownership:** The "V with the leaf in the top right-hand corner," the V-Label Logo and Labels are trademarks and are the property of V-Label GmbH and V Label Italia srl. All rights are reserved.
- Authorized and contextual use:** Only products that have been checked and approved by a V-Label licensor and where a valid license certificate is available can carry the Labels on packaging or in marketing materials. Only the correct Label can be used for each product (vegan or vegetarian).
- Trademark integrity:** The Label must be used as provided, without alterations, modifications, or distortion, to maintain brand integrity and recognition. Modifying the V-Label Logo or Labels and using them in a way that is not approved by these guidelines, and without the explicit approval by the licensor, is prohibited and may result in financial damages.
- Infringement:** Claiming or implying that a product is licensed by V-Label without having completed the licensing process or after the license has expired or been revoked, or directly using a Label on products that have not gone through the licensing process and been verified as meeting the standards for vegan or vegetarian products set by V-Label, all count as infringement. The consequences of infringement can include legal action against the infringing party, financial damages, and orders to cease the unauthorized use.

CONTACT INFORMATION

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For more information, please visit www.v-label.com, or **contact your local licensor**.