



V-LABEL Style Guide

2024 | Version v03.01



V-LABEL STYLE GUIDE

Table of contents

Introduction

About V-Label	3	Recommendations for use on packaging	19
About this style guide	4	Use of the Logo and Label in printed and digital marketing	20-22
The V-Label Logo and Label	4	Displaying the Label in e-tail	23-24
Steps to obtaining the Label	5		

Application

Anatomy of the Labels	6
Size and placement	7
Minimum size of the Label	7
Minimum distance	7
Color scheme	8
Label variations	9
Background colors and bordered Labels	10
Monochrome Labels	11
Colorful and busy backgrounds	12
International Labels	13
Examples of correct application	14
Incorrect use	15-16
Restrictions on use	17-18

Notes

Legal restrictions	25
Definitions	26-27
Contact information	28

INTRODUCTION

About V-Label

Established in 1996, the V-Label is an internationally recognized and trademarked Label for vegetarian and vegan products and services. V-Label is the world's leading vegan and vegetarian trademark. Across the globe, more than 70,000 products from more than 4,800 licensees* now carry V-Label.

It serves as an important decision-making aid and enables consumers to make a safe and convenient buying decision when considering purchasing vegan and vegetarian food products. V-Label GmbH and V Label Italia srl are the owners of the trademark rights.

V-Label stands for transparency, reliability, and consumer trust.



INTRODUCTION

About this style guide

These guidelines provide **direction and clarity on how to use the Logo and Label**, and to **protect the values and integrity they communicate**. The Label represents a message consumers globally recognize and it is therefore important to use it correctly. The requirements and examples formulated in this document are not exhaustive. In case of doubt or in response to new developments, **V-Label reserves the right to make further requirements and/or adapt these to the current state of knowledge**.

The V-Label Logo and Label

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 which license and what category (vegetarian/vegan) it belongs to. As a main rule, **the Logo and Label - including the category subtitle of the Labels - should be easy to read and stand out in color**.

If a Label is similar to the style guide yet does not adhere to the requirements, it will be considered a **style guide infringement**, and you will be asked to amend the design to comply with the style guide. This is important, as it guarantees uniformity of the Label (and thus ensures recognizability with consumers), and makes it possible to identify potential trademark infringements.

In case of further questions, please contact your local V-Label licensor.



Vegan Label



Vegetarian Label



Logo

INTRODUCTION

Steps to obtaining the Label

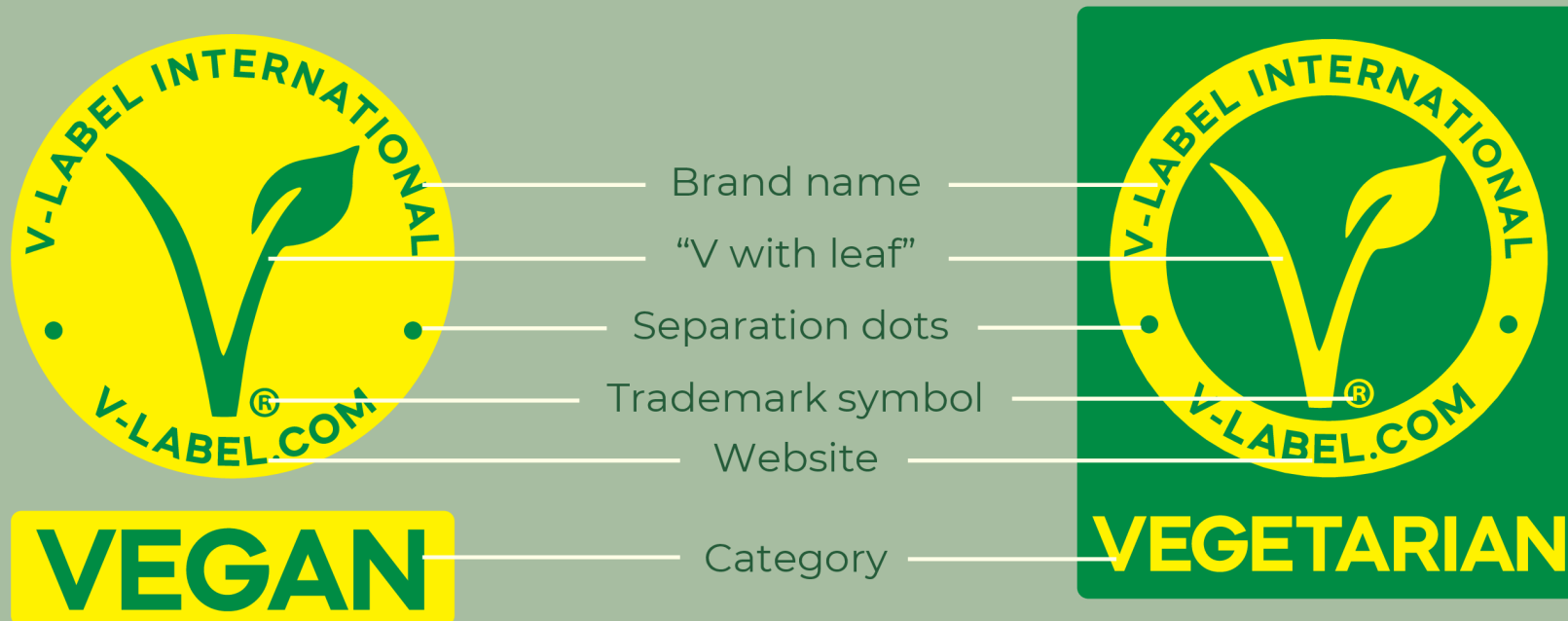
- Step 1** Register your company and **obtain a license** for your products. You can get in touch with your local licensor at www.v-label.com.
- Step 2** After you've been granted a license, our local licensor will share the **graphic files of the Labels** with you.
- Step 3** **Apply the Label** to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

APPLICATION

Anatomy of the Labels

The Labels are made up of the following integral elements.

All elements have to be present to form the Label.



APPLICATION

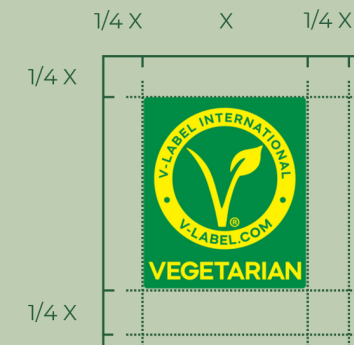
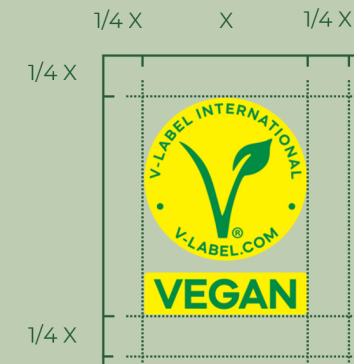
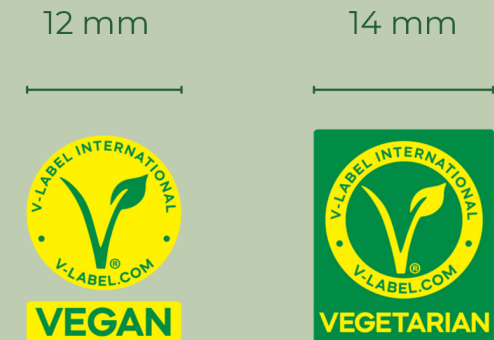
Size and placement

Minimum size of the Label

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 Label (the outside borders) is 14 mm. It is therefore preferable that the Label is used on packaging (which can include an added sticker or tag) rather than on the product itself.

Minimum distance

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.



APPLICATION

Color scheme

The Labels have to be depicted exclusively in the colors stated on this page, except in the case of monochrome designs (see page 11).

The color of the Labels cannot be inverted, both for colored and monochrome Labels.

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 #ffff200

APPLICATION

Label variations

Three versions of the Vegan Label exist:

- The colored Label without a border
- The colored Label with a border
- The monochrome Label

Four versions of the Vegetarian Label exist:

- The colored Label without a border
- The colored Label with a border
- The monochrome Label without a border
- The monochrome Label with a border

For both Labels, it is requested to use the **colored version without a border when possible**, to ensure simplicity and ease of recognition of the Labels, but the use of the versions with the border, as well as the monochrome versions, are allowed.



VEGAN

Colored Label
without a border



VEGAN

Colored Label
with a border



VEGAN

Monochrome
Label



VEGETARIAN

Colored Label
without a border



VEGETARIAN

Colored Label
with a border



VEGETARIAN

Monochrome Label
without a border



VEGETARIAN

Monochrome Label
with a border

APPLICATION

Background colors and bordered Labels

Both the Vegan and Vegetarian Labels have a **version with and without a border**. It is requested to use the version **without the border when possible**, to ensure simplicity and ease of recognition of the Labels, but the use of the version with the border is allowed.

Background colors similar to ‘Canary’

If the product is to be labelled “vegan,” and the color of the packaging is yellow, or a shade similar (contrast ratio is lower than 2.5:1) to the yellow used in the Label (#fff200), either the colored Vegan Label with a border, or the monochrome version (see page 11) must be used.

This does not apply to the Vegetarian Label; the colored Vegetarian Label without a border is required.

Background colors similar to ‘Sea Green’

If the product is to be labelled “vegetarian,” and the color of the packaging is green or another shade similar (contrast ratio is lower than 2.5:1) to the green used in the Label (#008c44), either the colored Vegetarian Label with a border, or the monochrome version (see page 11) must be used.

This does not apply to the Vegan Label; the colored Vegan Label without a border is required.



APPLICATION

Monochrome Labels

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

Monochrome Vegan Label

For products to be labelled as “vegan,” 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.



Monochrome Vegetarian Label

For products to be labelled as “vegetarian”, no changes can be made to 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.



APPLICATION

Colorful and busy backgrounds

If a colored or monochrome Label is used on a busy or colorful background, and none of the indications above ensure legibility, we recommend using a semi-transparent background (for example, white with an opacity of 0.5) underneath the full Label and its exclusion zone (1/4th of its width).

A light-colored or white monochrome Vegan Label can only be used on darker backgrounds, and vice versa, to ensure a contrast ratio of 2.5:1.

If a monochrome Vegetarian Label is used on a busy background, even with an opaque background, a border needs to be used.



APPLICATION

International Labels

Besides the English version, there is a wide variety of translations of the Labels available to fit the local market. The category of the Label ("vegan" or "vegetarian") can be indicated either in the local language alone or in both the local language and English.

These translated versions are available through your local V-Label licensor.



APPLICATION

Examples of correct application

The mock-ups below illustrate how to correctly apply the colored and monochrome Labels.



APPLICATION

Incorrect use (I)

These examples illustrate how NOT to apply the Label.

Do not stretch the Label. Maintain the original aspect ratio. (1a, 1b)

Do not warp the Label. (2a, 2b)

Do not rotate the Label. (3a, 3b)

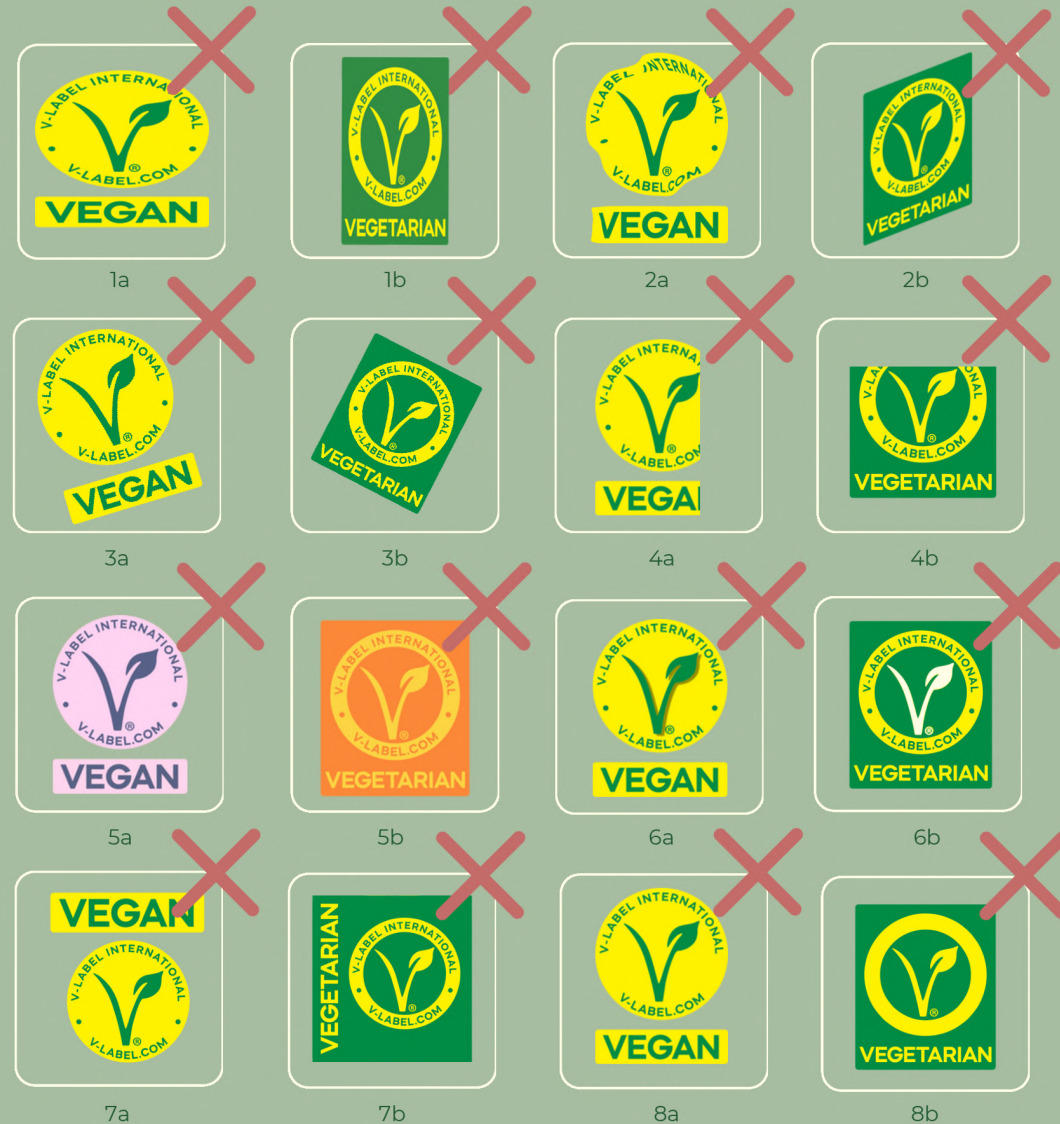
Do not crop the Label. (4a, 4b)

Do not alter the colors of the Label. (5a, 5b)

Do not include shadows or different colors on the Label. (6a, 6b)

Do not alter the structure of the Label. (7a, 7b)

Do not remove elements from the Label. (8a, 8b)



APPLICATION

Incorrect use (II)

These examples illustrate how **NOT** to apply the Label.

Do not alter the text of the label, either in content, color, shape, or size relative to the Label. (9a, 9b)

Do not alter the typeface of the Label. The correct typeface is Mazzard M Bold. (10a, 10b)

Do not add elements on the Label or within its exclusion zone (1/4th of its width all around). This includes a frame or border. (11a, 11b)

Do not alter the spacing between the elements of the Label. (12a, 12b)

Do not alter the shape of the Label. (13a, 13b)

Do not use the borderless Labels if the background is a similar color to the Label. Use the bordered version. (14a, 14b)

When using the monochrome version of the Vegetarian Label, do not make it any other color than black and white. (15)

Do not invert the monochrome versions of the Label. (16)

When using the monochrome version of the Vegan Label, do not use colors that have a contrast ratio lower than 2.5:1 with the background. (17a)



APPLICATION

Restrictions on use (I)



The color and shape of the Labels CANNOT be changed, apart from the aforementioned exceptions. This allows us to ensure uniformity.



The font used in the Labels is Mazzard M Bold. This font cannot be altered in color, shape, or size relative to the Label.



Text modifications above the Label can be requested from your local V-Label licensor, but are exceptional. There are currently specific Labels (for example, for vegan print products). The necessity of the requested amendment to the existing Labels will be reviewed and communicated through the local licensor.



The Label CANNOT be used without the category “vegan” or “vegetarian” on products. The Logo, which comprises the “V with the leaf” icon, and the texts “V-LABEL INTERNATIONAL” and “V-LABEL.COM” can be used on marketing material, both in print and online. For their correct use, see pages 20-25.



The Vegetarian and Vegan Labels CANNOT be used on the same packaging at the same time. Only one Label can be used per product.

APPLICATION

Restrictions on use (II)



Vegan products CANNOT be labeled with the “vegetarian” Label. V-Label has specific criteria to determine whether products can carry the Vegan Label; all eligible products must be marked accordingly.



Vegetarian products CANNOT be labeled with the “vegan” Label. No animal-derived ingredients can be used in products carrying the Vegan Label.



Any **deviation or use of the “V with leaf” icon outside of the provided Label is not allowed** (for example, in a brand or company logo), as this is a trademarked logo pertaining solely to V-Label GmbH and V Label Italia srl, with its use extended to certain other organizations (such as [ProVeg](#), [the European Vegetarian Union](#), and [VeggieWorld](#)). The use of the “V with leaf” can be requested by NGOs, private persons, or the press. Please contact your local licensor with this request.

APPLICATION

Recommendations for use on packaging



There are no requirements in regards to where the Label is placed on the packaging of your product. However, it is recommended to place the Label as visibly as possible: on the front of the packaging, sufficiently big in size, and with a contrasting background. This will ensure consumers see and recognize the Label easily.



It is recommended to **apply the Label both to the product packaging and to bulk packaging** of the same product (e.g., a box of 6 cartons of vegan drinks), and to shelf trays and counter display units on which products are displayed. All products in this box, shelf, or display must be licensed and be of the same category as the Label used.

In case of licensed **products with no packaging**, the corresponding Label shall be displayed on the price tag of the product.



When using the Label on **printed or digital price tags**, there are the following indications:

- When using the monochrome Vegan Label, do not use a red color, as this might be perceived as a warning and therefore be misinterpreted by consumers.
- The category “vegan” or “vegetarian” always has to be shown on the price tag, and it has to be the same as the Label displayed on the corresponding product.
- If the tag is used with a mix of products licensed by V-Label and non-licensed products, no Label can be used.

APPLICATION

Use of the Logo and Label in printed and digital marketing (I)

The Label can be used anywhere, as long as it is connected to the licensed products, including in marketing publications both online and offline. If the Label is displayed with or nearby products, these products have to be licensed and the correct version (“vegan” or “vegetarian”) of the Label needs to be used according to the displayed products.

For more general marketing purposes (and reference to V-Label as an organization), the Logo can be used. Similar to the style guide for the Label (see pages 15-16), deviation in the shape or color of the Logo is not allowed, and a minimum size of 12 mm must be used in printed versions.



Ensure that the Label and Logo are **visible**, large enough to be **readable**, and **do not overlap** with other elements of the publication (where the Logo or Label is in the background or partially hidden). Any overlap with other elements (Logo or Label in front) should still ensure clear distinguishability of the Logo or Label through the correct use of a contrasting background or border. To ensure clear visibility of the Logo or Label, ideally, there should be a minimum clear space equivalent to or greater than 50% of the Logo or Label diameter.



When using the Logo or Label in **press articles**, correct placing is important so that there can be no confusion on what the relevant product(s) or events are. Please include a link back to V-Label's website (www.v-label.com).



Use the Logo or Label **consistently** across all platforms and marketing materials, and avoid conflicting indications. Keep their use **simple and clear**, with no ambiguity in meaning. Avoid using acronyms or jargon that might be confusing to your audience. This ensures correct recognition with your consumers and ensures a strong visual identity.

APPLICATION

Use of the Logo and Label in printed and digital marketing (II)



We encourage you to use the Logo or Label on **your website**, as long as it is placed in clear relevance to licensed products pertaining to the Label's category. In the case of inclusion of the Label or Logo, we ask that you include a link to the V-Label website as either www.v-label.com or the website's localized version appropriate for your market (e.g., www.v-label.com/nl).



When using promotional material containing **serving or food pairing suggestions** for licensed products, the Label can only be used on the promotional material if the pairing fits the used Label category (meaning that, for the Vegan Label, all ingredients in the pairing suggestion must be considered vegan according to V-Label's definition).



We recommend linking back to V-Label's website (www.v-label.com) and tagging V-Label's official accounts on **social media**:

- www.linkedin.com/company/vlabel
- www.instagram.com/vlabel.official
- www.facebook.com/vlabel.international

This can help increase visibility and engagement with your content.



When holding **promotional events**, the Logo or Label can be used on printed materials (such as banners, flyers, etc.), given there is no ambiguity in meaning. Before these materials are used, permission has to be given by your local V-Label licensor, as with other label use.



The Logo or Label **cannot be used in the case of sponsorship or endorsement** unless written approval has been provided by V-Label through a prior request with your local V-Label licensor.



We recommend that products carrying a Vegan Label do not make references or allude to **animal use**, for food or other forms of exploitation, e.g., bullfighting or horse racing.

APPLICATION

Use of the Logo and Label in printed and digital marketing (III)

The examples below demonstrate how you may use the Label on websites, articles, and promotional materials at events and retail points of sale.



APPLICATION

Displaying the Label in e-tail (I)

When displaying your V-Label licensed products in webshops and other e-tail (electronic retail) platforms, we recommend using a product image with an enlarged, more visible Label than the actual product packaging carries, in order to help consumers recognize the Label and its positive traits easier.

Actual product packaging



E-tail images



APPLICATION

Displaying the Labels in e-tail (II)

The mockups below demonstrate how you can display the Labels in your online store's and other e-tail platforms' listing and product pages, in order to provide guidance to consumers.

Product listing page

39 Results ↑

The product listing page features a grid of six product cards. Each card includes a product image, a V-label (VEGAN or VEGETARIAN), the product name, weight/volume, and price. The products are: Chips (90g, €1,09), Mayo (300g, €2,99), Kimchi (150g, €5,89), Oat drink (1l, €0,99), Sandwich spread (150g, €2,49), and Orange juice (500ml, €1,59). Each card has a heart icon for wishlists and a shopping cart icon.

Product	Weight/Volume	Price	Label
Chips	90 g	€ 1,09	VEGAN
Mayo	300 g	€ 2,99	VEGETARIAN
Kimchi	150 g	€ 5,89	VEGAN
Oat drink	1 l	€ 0,99	VEGAN
Sandwich spread	150 g	€ 2,49	VEGAN
Orange juice	500 ml	€ 1,59	VEGAN

Single product page

The single product page for Oat drink features a large product image with a V-label (VEGAN) and a Sustainable Choice icon. The product name is 'Oat drink, 1 l' by 'Amazing Brand'. The price is €0,99, with a crossed-out original price of €1,19. There is an 'ADD TO CART' button and a delivery promise: 'Order it by noon to receive it today'. A note indicates '351 others have added this to their wishlist'. The page also includes category links: 'Dairy alternatives >>', 'Vegan selection >>', and 'Free from >>'. An 'About' section contains placeholder text.

Amazing Brand
Oat drink, 1 l
€1,19 € 0,99

ADD TO CART

Order it by noon to receive it today

351 others have added this to their wishlist

Categories
[Dairy alternatives >>](#)
[Vegan selection >>](#)
[Free from >>](#)

VEGAN

About
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum at nisl eget metus efficitur consectetur. Nam volutpat erat velit, quis tempor ante auctor ac. Nam eu tortor rutrum, maximus sem non, lacinia nibh. Mauris rhoncus sem ac eros auctor gravida. Quisque id finibus arcu.

NOTES

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. Use of the V-Label trademarks does not give ownership rights to licensees.



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. The Labels should not be used in a way that falsely implies endorsement of an entire brand or company if only specific products are licensed. 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.

NOTES

Definitions (I)

Animal: V-Label defines animals as multicellular eukaryotic organisms (organisms whose cells have a nucleus enclosed within membranes) that do not derive their metabolic energy from sunlight like plants do, need oxygen to breathe, and are not fungi. This includes all vertebrates and invertebrates.

Label: The indication on a product or its packaging, containing information about the product. In the context of this style guide, it specifically denotes the certification mark that indicates a product's compliance with vegan or vegetarian standards set by V-Label. It is a design that includes the Logo (see below) with additional elements outside of the circle, such as the (product) category and/or additional texts.

Logo: The symbol or graphic mark used to identify V-Label. It is a visual representation that aids in public recognition. For V-Label, the logo is the distinct graphic used to represent the brand, symbolizing trust and adherence to vegan or vegetarian standards. The V-Label Logo comprises of the “V with leaf” icon, trademark symbol, separation dots, and brand name and website of the V-Label organization, all within a circle. It excludes the (product) category and any other additions to the design; therefore, it cannot be used on a product.

Licensee: Any company, organization, or individual that has been granted the license to use the V-Label.

Licensor: The entity that grants permissions or licenses to product manufacturers, allowing customers to use the V-Label on their products, packaging, or marketing materials, indicating that their products meet the specified vegan or vegetarian criteria. V-Label works with local partners, acting as licensors.

NOTES

Definitions (II)

Packaging: The materials used to wrap, contain, and protect products. It serves to preserve the product, facilitate transportation, and provide information to consumers. For V-Label licensed products, the packaging can carry the Label if all products inside the packaging have been licensed.

Packaging layout: Graphic file that will be used to print on the packaging of a licensed Article. It serves to examine if the V-Label is used according to the Style Guide in size, color, placement, and proximity to other elements on the packaging, and requires our approval before being printed for use.

Product: Any item or good that can be offered to a market and that might satisfy a want or need. Products eligible for V-Label license include food, beverages, cosmetics, and household products that comply with V-Label's vegan or vegetarian criteria.

Vegan: Products that do not use animals or parts of animals, and that do not derive from animals, are considered vegan. This takes into account all production and processing steps excluding animal use during cultivation or harvesting.

Vegetarian: Products that do not use animals or parts of animals, but that do derive from living animals, are considered vegetarian. This takes into account all production and processing steps excluding animal use during cultivation or harvesting.

NOTES

Contact information

V-Label GmbH



Niederfeldstrasse 92
8408 Winterthur
Switzerland



+41 (0)71 477 33 77



info@v-label.com



For more information, please visit www.v-label.com

