

# ALLERGYCERTIFIED VISUAL IDENTITY



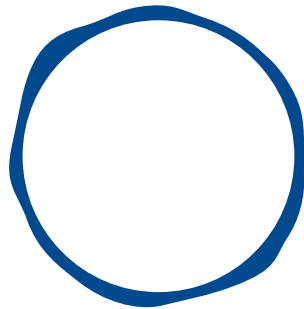
The mission of the AllergyCertified logo is to provide clear labelling of consumer cosmetics and detergents. In the context of the many other labels that are often found on such products, the AllergyCertified logo should be easily decoded, immediately communicating its message to the consumer. This goal is achieved by using the wording "AllergyCertified", signifying that the product has been examined for allergens.



To symbolize this examination, the central element of the logo is a checkmark. The checkmark illustrates that the product passed an allergy risk assessment.



The outline of the logo resembles that of a wax seal, telling the consumer that this product has been sealed by AllergyCertified.



In order to provide the consumer with the necessary associations required to easily decode the label, the AllergyCertified logo is blue, because it belongs to a shared genre of personal care certificates which are often blue. In contrast, red is commonly associated with organic products, whereas green labels are often related to environmental issues.

## Using the logo

You are not permitted to change or manipulate the logo, nor use it as a watermark. You must follow the Danish Marketing Practices Act. AllergyCertified cannot be made accountable for any misleading phrasing pertaining to allergies. You may not use the logo in conjunction with the words "approved", "registered" or "recommended".

The original logo version should only be used on white or light gray backgrounds. On a light colored background, use the black logo version. On a dark colored or black background, use the negative logo version.

### Color codes

CMYK 100-70-0-20  
RGB 0-74-143



CMYK 0-0-0-100  
RGB 0-0-0



For printing, use a vector version of the logo (.ai, .eps or .pdf; CMYK color space). For screen usage, e.g. websites or emails, use a raster version (.png, .jpg; RGB color space). A special Pantone vector version is provided only if specifically required.

Logo versions can be obtained by writing to [lene@allergycertified.com](mailto:lene@allergycertified.com)