



SIGNAGE FOR REUSABLE HOUSEHOLD PACKAGING

User Guide



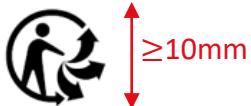
October 2021

2. Graphic charter rules to be respected

Triman logo

All the proposed formats have been designed in compliance with the requirements of the signage charter defined by Ademe.

Standard format



Compact format



Typography

- **Packaging items:** Helvetica Neue 77 Bold Condensed
- **Return system :** Helvetica Neue 67 Medium Condensed Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

The protection zone

The protection area is indexed to the thickness of the filet multiplied by 3.

Ensure that the thickness of the letter shafts is never less than 0.2 mm.

Regardless of the configuration and format used, make sure that the text size is always greater than or equal to **5 pts**.

The space must always remain free of any element that could disturb readability.



When the background is disturbed, this area is used as a white box.



2. Type of formats: standard, compact

2 formats to choose: Standard or compact

- Depending on the **number** of elements
- According to the **size** constraints
- According to the **shape** constraints

Standard : This is the reference format to be used in priority if the available space on the packaging allows it. It can be enlarged.

The height of the legibility block is 19 mm (23 mm for the QR code version).

Compact : This is the format to use when space is limited. It cannot be reduced because it is built with a 6 mm high Triman, which is the minimum size authorized by Ademe.

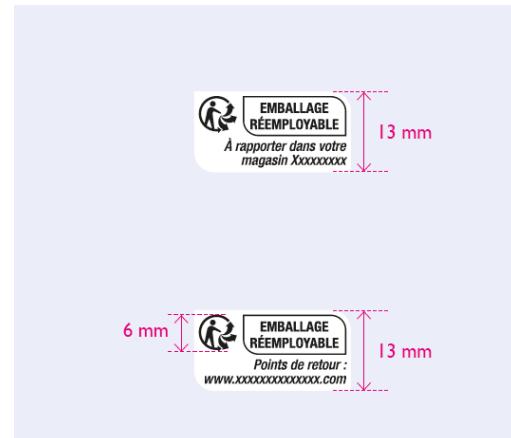
The height of the legibility block is 13 mm, this ratio must be respected in case of enlargement.

Standard



The configuration with QR code is only available in the standard version.

Compact



The QR code format was not developed in a compact version because the minimum size of the QR code (15 mm) does not allow it.

Questions?

Don't hesitate to contact us at :

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Léko