



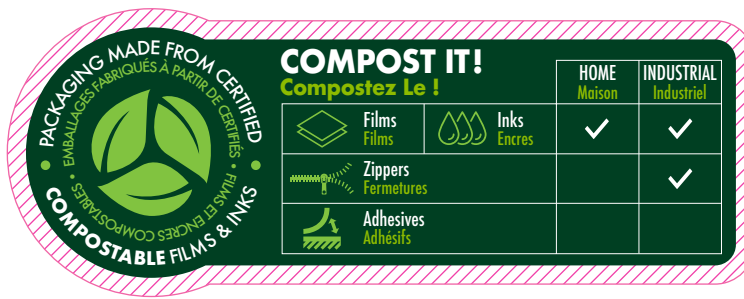
ROOTREE™

Digital Sustainable Packaging

COMPOSTABLE FILMS & INKS
BRAND STANDARDS GUIDE



 1/8" or 0.125" clear space.



LOGO

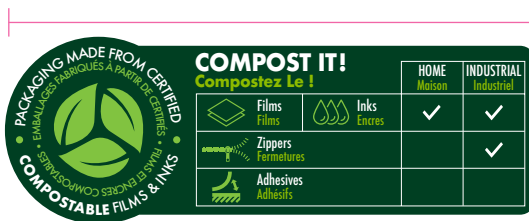
The Compostable Films & Inks logo should have a minimum of 1/8" or 0.125" of clear space around it to ensure visual clarity and effectiveness.

Logo minimum size:

For legibility, the primary logos should not appear smaller than the indicated sizes. When size mandates a smaller mark, the Compostable Films & Inks logos can be scaled down a maximum of 60% their original sizes. When size mandates a larger mark, the Compostable Films & Inks logos can be scaled up to any size required.

MINIMUM SIZING

100%
2.75" x 0.975"
70 mm x 25 mm



60%
1.65" x 0.59"
42 mm x 15 mm



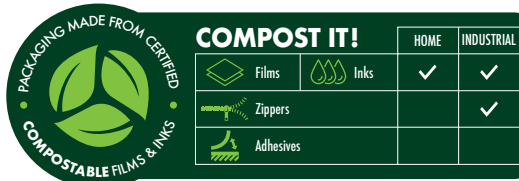
100%
1" x 1"
25 mm x 25 mm



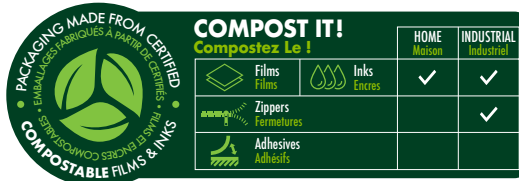
60%
0.60" x 0.60"
15 mm x 15 mm



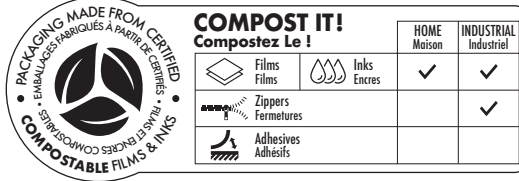
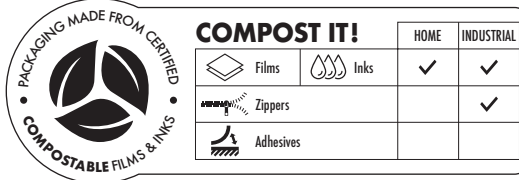
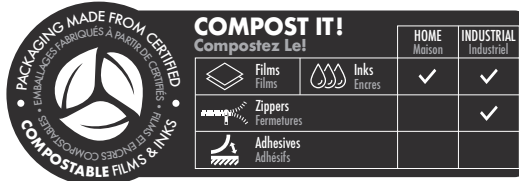
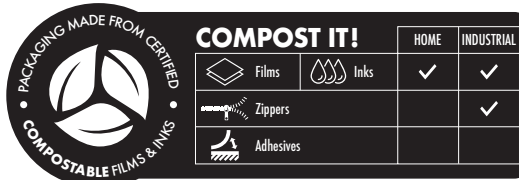
COMPACT & EXTENDED LOGOS (English)



COMPACT & EXTENDED LOGOS (Bilingual)



COMPACT & EXTENDED LOGOS - B/W & REVERSE (Negative)



CORRECT LOGO USAGE

The Compostable Films & Inks logos should always be placed in a position that appears clear and distinct. Depending on space available, the Compact or Extended versions may be used.

When placed on a busy or low contrast background, the reverse (negative) logo option is recommended.

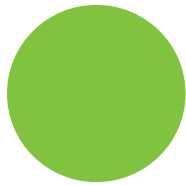
INCORRECT LOGO USAGE

It is important the Compostable Films & Inks logos are used in accordance with the guidelines in this manual. No alterations of any kind may be made to the logos.

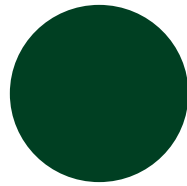
Typical examples of incorrect logo use:

- * Change the logo's colours
- * Improper scaling
- * Adding special effects
- * Angling the logo

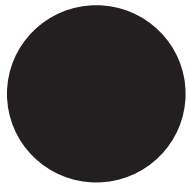
COLOUR PALETTE



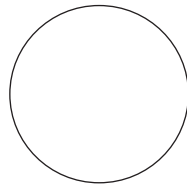
Pantone Solid Coated 376C
 CMYK 54 / 0 / 100 / 0
 RGB 130 / 195 / 65
 HEX #82c341



Pantone Solid Coated 3435C
 CMYK 93 / 24 / 85 / 68
 RGB 0 / 64 / 35
 HEX #004023



Pantone Solid Coated
 CMYK 0 / 0 / 0 / 100
 RGB 0 / 0 / 0
 HEX #000000



Pantone Solid Coated
 CMYK 0 / 0 / 0 / 0
 RGB 255 / 255 / 255
 HEX #FFFFFF

FUTURA

Aa

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 0123456789 (!@#\$%^&*.:;'"')

STYLE VARIATIONS

Medium
 Condensed Medium
 Bold

MINIMUM LOGO FONT SIZING (ENGLISH)
 @100 % SCALE

Medium 5 pt
 Condensed Medium 5 pt
 Bold 5 pt

MINIMUM LOGO FONT SIZING (BILINGUAL)
 @100 % SCALE

Medium 4 pt
 Condensed Medium 4 pt
 Bold 4 pt

COLOUR PALETTE

The primary brand colours are green. Always use the colour formulas in this guide to ensure accurate brand extension. When printing the greens, it is very important to use the correct colour formulas with the appropriate output.

When the Compostable Films & Inks logos cannot be rendered in the designated Pantone colours, CMYK, RGB, or HEX breakdowns, they should be shown in the B/W or reverse (negative) format.

TYPOGRAPHY

Futura has been approved and designated as the font face of choice for the Compostable Films & Inks logos. Only use the approved font face styles and font face sizing as outlined in this guide. Failure to do so may result in poor legibility when reproduced.