

Trigger Spray Cleaners Cleanright Panel (2013 onwards)

Apply correctly. Use only for spot cleaning or small areas.



Guidelines

Element	Recommended minimum	Optional (at discretion of individual companies)
Wording	<p>Wording should be used whenever possible:</p> <ul style="list-style-type: none"> • Tips for saving water, energy, CO₂ and money • Apply correctly. Use only for spot cleaning or small areas. • Save packaging - recycle or refill • A.I.S.E. © • www.cleanright.eu 	<p>For small packs, "silent" version of panel may be used (i.e. without words), however the elements:</p> <ul style="list-style-type: none"> • A.I.S.E. © • www.cleanright.eu <p>should still be present.</p>
Positioning	Wording positioning may be varied to best suit pack layout and consumers' visibility.	None
Graphical	<p>Small variations are acceptable (see examples above). Note that panel may be horizontal (see examples on other page), or vertical with the icons underneath each other.</p>	None
Colour	Green frame, black text and white background.	A black and white version may be used

See also legal/technical guidelines document provided by A.I.S.E.

OPTIONS - IN ORDER OF PREFERENCE

also indicating approximate size on packaging



TRIGGER SPRAY CLEANERS CLEANRIGHT PANEL
WITH COPY
(translations supplied by A.I.S.E.)



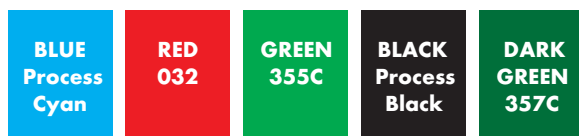
SILENT
TRIGGER SPRAY CLEANERS CLEANRIGHT PANEL
(if space/ multilingual issues)



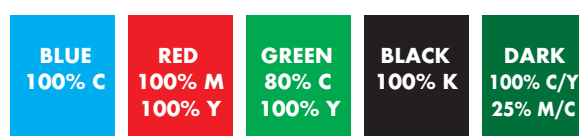
REDUCED COLOR
TRIGGER SPRAY CLEANERS CLEANRIGHT PANEL



NEW COLORS - PANTONE



NEW COLORS - PROCESS



If you have problems matching color with your existing ink selection contact A.I.S.E. for advice.

FONT

- 1/ Futura Bold
- 2/ Futura Condensed Medium

Studio Notes

To be positioned on visible panel of carton. Current A.I.S.E. guidelines for color/ size/ silent panel to be followed. Pre-approved translations supplied by A.I.S.E. to be used.