

A.I.S.E. BEST USE MATERIAL: CLEANRIGHT PANEL

Technical guidelines

February 2021

Guidelines

Element	Recommended minimum	Optional (at discretion of individual companies)
Wording	<p>Agreed wording should be used wherever possible (and wherever applicable according to the product type):</p> <ul style="list-style-type: none"> • Tips for saving water, energy, CO₂ and money • www.cleanright.eu • © A.I.S.E. 	<p>For small packs, a “silent” version has been developed, however, the www.cleanright.eu address is the minimum one to be featured</p>
Positioning	<p>Wording positioning may be varied to best suit pack layout and consumer’s visibility.</p>	None
Graphical layout	<p>Small variations are acceptable (see alternatives on other page)</p>	None
Colour	<p>Green frame, white or black font.</p>	<p>A black and white version may be used.</p>

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

Icons



Colours

NEW COLOURS - PANTONE



NEW COLOURS - PROCESS



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



International Association for Soaps,
Detergents and Maintenance Products

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 colour/size/silent panel to be followed. Pre-approved translations supplied by A.I.S.E. to be used.

In case of question, please contact A.I.S.E. at aise.main@aise.eu

