

# HOW TO USE THE Ä LABEL




Here's how you put the label on the packaging

## Label variations

### Primary label variants

In order to make it clear to the consumer what the label stands for, it is important to be used in at least one of the three ways presented below. Either with web address, directing the consumers to a web site where they can read more, or with an "additional text" which explains that Äkta vara is behind the label.

Hence one of the following variants should be used somewhere on the packaging.

<b>Variant A:</b> Ä logotype with "Äkta vara" and additional text	<b>Variant B:</b> Ä logotype with web address	<b>Variant C:</b> Ä logotype with additional text
 <p><b>+ additional text</b></p>	 <p><b>ä-märket.se</b></p>	 <p><b>+ additional text</b></p>
<p><i>This variant exists also in a horizontal layout.</i></p>		

### Additional texts

When variants A or C are used, an additional text should be used, which explains what "Äkta vara" and "Ä" stand for. When using variant A this is strongly recommended, since the Swedish "Livsmedelsverket" requires expressions like "äkta" to be explained on the packaging.

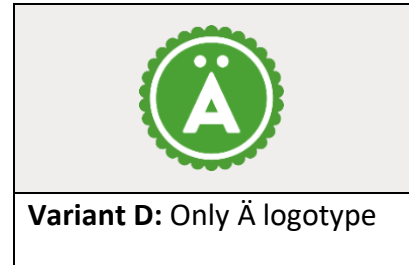
We suggest one of the following additional texts:

- *Godkänd av Äkta vara*
- *Godkänd av föreningen Äkta vara*
- *Godkänd av konsumentföreningen Äkta vara*

The texts may be placed anywhere on the packaging. Font, colour and size of the additional text can be chosen freely, as long as the text is clearly readable.

### Additional label

As complimentary to the other variants, this variant may also be used (see image at right). E.g. on the front of the packaging.



## Colour

### Green label

For ultimate recognition the green variant should be used.

The white colour of the label may also be constituted by unbleached paper or other similar light-coloured paper, i.e. the white colour must not be printed.

The green colour	
PMS	362
CMYK	75 10 100 0
RGB	76 162 52
HEX	#4CA234

### Black and white label

If the green variant is not suitable (e.g. of design or technical reasons), then there is a black and a white/negative implementation.

Yields best recognition.	When green is not possible.	For dark backgrounds.

## Size and application

### Size

The section of the label constituted by the round logotype with an “Ä” must be at least 10 mm in diameter on the packaging. Exception to this is the horizontal version of variant A, where minimum size is 8 mm.



### Application

The label may be placed anywhere on the packaging, preferably on the front face. Several labels may be used, e.g. one on the front and one on the back. However they may not dominate over the producer’s brand label – neither in number nor in placement or in size.

### Free space

The free space is the least amount of “air” surrounding the Ä label to ensure its integrity. This space must be free from other symbols and text. The free space must be half the height of the letter Ä in the Ä label.



## File formats

Each implementation of the label is available in two file formats, depending on the use.

The green versions exist also in two different colour systems. See the table below.

	For printing		For web/screen
<b>File format</b>	EPS		PNG
<b>Colour system</b> <i>Choose depending on printing technique. Applies only to the green versions.</i>	PMS	CMYK	-