



BIOGLITTER® BRAND GUIDELINES

September 2023

CONTENTS

3	Guidelines
4	Logo
8	Exclusion Zone
9	Minimum Size
10	Colours
12	Typography
13	Useage
15	Branding On Products
18	Contact

Thank you for your interest in using the Bioglitter® brand trademark(s) (*registered trademarks of Sigmund Lindner GmbH as detailed on www.bioglitter.com*) of and associated and related assets and indicia (**the Brand**) owned and operated by Sigmund Lindner GmbH (company registered Bayreuth HRB 697) whose registered office is at Oberwarmensteinacher Str. 38, 95485 Warmensteinach (We, Us, Our).

We created these Brand Guidelines as published in www.bioglitter.com and updated from time to time (**the Guidelines**) to manage and protect the value of the Brand. We own the Brand and you may not use it or any part of it without Our express permission.

Further information relating to the Brand and Our products is accessible via Our websites including www.bioglitter.com, www.sili.eu and such other websites operated by it from time to time (**the Websites**).

THE GUIDELINES

By using any of the assets forming part of the Brand following receipt of grant of Our permission by way of a licence, you expressly consent to be bound by these Guidelines.

If you are a distributor of products carrying the Brand you are also bound by these Guidelines.

All images which We make available for your use may at Our absolute discretion contain copyright management information (**CMI**). This CMI shall take the form of either:

- i) a copyright © notice; and/or
- ii) other copyright and ownership information embedded in the metadata.

Removing and/or altering any CMI is prohibited.

PROHIBITED USE OF THE BRAND

We shall only deal with you if you fall into one of the following categories of business:

- i) distributors, resellers and re-packers, being those businesses which purchase Our goods and resell them in an agreed capacity, whether under the Brand in isolation or in conjunction with their own brand;
- ii) marketeers, being those businesses which market the Brand which may include through adding value to and supporting a consumer facing brand; and
- iii) manufacturers and other purchasers, being those businesses which purchase the raw materials from Us under the Brand for their own purposes or for use within a finished product,

(Permitted User Categories).

Dependent on which of the Permitted User Categories which you fit within you shall only be granted permission to use the Brand by way of entering into a distribution agreement, formal licence agreement or being expressly permitted by Our standard terms and conditions of sale.

You must not incorporate any element of the Brand, or confusingly similar variations of them, into your own product features, product names, service names, trademarks, logos, domain names, or social media accounts unless otherwise permitted by Us.

You must not sell or market to the consumer directly under the Brand in isolation. For the avoidance of doubt, the Brand is only to be used in conjunction with your branding or in a supporting capacity thereto, so as to add value to your brand.

You must not copy or imitate the Brand's visual, 'look and feel', or other identifiable and unique visual elements of the Brand or anything appearing on www.bioglitter.com, including (but not limited to) the colour combinations, graphics, imagery, presence icons, typefaces or stylization used by Us and within the Brand.

PERMITTED USES OF THE BRAND

Permission must be sought as detailed above dependent on the form of Permitted User Category which you meet and use of the Brand must adhere to the logo guidelines outlined in these Guidelines.

Where and to the extent applicable, all marketing collateral featuring the Brand must have the approved master logo featured prominently in your artwork, on your products, within your PR materials, on your website and social media channels in accordance with the logo guidelines.

It is your responsibility to ensure that all marketing collateral featuring the Brand is kept current and in line with the Guidelines.

PRODUCT INFORMATION AND USE

All product information on the Brand communicated or featured in your artwork, on your products, within your PR materials, on your website and social media channels must be accurate with and the products used in accordance with information relating to the products as set out and accessible via the Websites (**Product Information**).

It is your responsibility to ensure that all marketing collateral featuring information relating to Our products is kept current and in line with the Product Information.

LOGO

MASTER LOGO

This is the master logo.
The logo should feature
in a central position in all
collateral. Official supplied
assets should only ever be
used and this should not be
re-drawn. It is available in a
number of different formats.



LOGO

MASTER LOGO VARIATIONS



Master Logo

Used on white and light coloured backgrounds



Master Logo Reversed

For use on dark coloured backgrounds

LOGO

SINGLE COLOUR LOGO

This is the single colour brand logo. This is to be used when printing is restricted to single colours or a higher contrast is required.



Mono Logo Colour

Used on white and light coloured backgrounds. Whenever possible the logo should be used in it's brand colour format.

(TOP) Mono Logo Black

Used when printing with a restricted colour palette (le. spot colours or where high contrast is required).

(BOTTOM) Mono Logo White

Used on dark coloured backgrounds with a restricted palette.

LOGO

REDUCED SIZE LOGO MARK

When the available area is restricted, use of the reduced size logo mark is permitted. This logo mark simplifies the hexagons within a strong and easy to display circle.

See page 9 for the minimum size use for this logo variation.



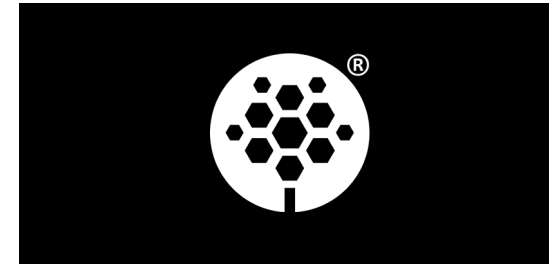
Small Logo Mark Colour

Used on white backgrounds.



Small Logo Mark Black

Used on white and light coloured backgrounds.



Small Logo Mark White

Used on dark backgrounds.

EXCLUSION ZONE

The markings indicate the guidelines for placing the logo. The exclusion zone is a clear space around the logo indicated by the dotted line. This is the x height of the Bioglitter® type and applies to all logo variations.



MINIMUM SIZE

These are the minimum reproduction sizes permitted for the Bioglitter® logos.

Print



Master Logo



Single Colour Logo



Reduced Size Logo Mark

Screen

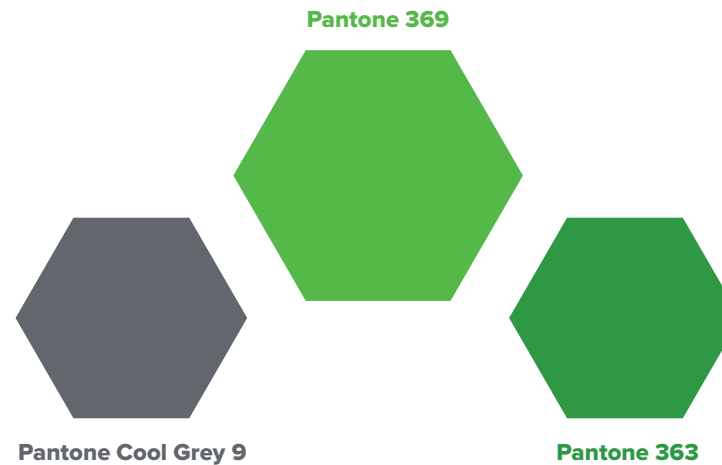


COLOURS

PRIMARY PALETTE

These are the primary colours for the Bioglitter® brand.

The colours are taken from the master logo with an additional dark grey for use on text.



**Pantone
Cool Grey 9**
C30 M22 Y17 K57
R106 G109 B113
#6A6D71



**Pantone
369**
C68 M0 Y100 K0
R90 G176 B49
#5AB031



**Pantone
363**
C76 M3 Y100 K18
R50 G145 B47
#32912F

COLOURS

SECONDARY PALETTE

The secondary palette is made up from the logo mark 'tree' hexagons.

These colours are used as highlighting elements within Bioglitter® literature. Please consult with Bioglitter® before using any of these colours.



**Pantone
Violet**

C90 M99 Y0 K0
R71 G39 B132
#472784



**Pantone
214**

C0 M100 Y24 K4
R223 G0 B103
#DF0067



**Pantone
312**

C88 M0 Y11 K0
R0 G168 B215
#00A8D7



**Pantone
3395**

C66 M0 Y48 K0
R83 G184 B156
#53B89C



**Pantone
385**

C24 M14 Y94 K55
R119 G114 B17
#777211



**Pantone
383**

C29 M1 Y100 K18
R175 G183 B0
#AFB700



**Pantone
382**

C28 M0 Y100 K0
R205 G213 B0
#CDD500



**Pantone
3965**

C7 M0 Y100 K0
R248 G232 B0
#F8E800

TYPOGRAPHY

The Bioglitter® primary typeface is Proxima Nova.

It is a modern and very readable sans-serif typeface combining humanistic proportions with a clean geometric appearance.

It can be used in various weights but the extra condensed should only be used in upper-case and for headings.

PROXIMA NOVA

Proxima Nova Light

Proxima Nova Regular

Proxima Nova Semibold

Proxima Nova Bold

Proxima Nova Extrabold

Headings in upper case should have +50 tracking

PROXIMA NOVA EXTRA CONDENSED THIN

The Extra Condensed Thin variation should only be used in upper-case and for headings.

USEAGE

CORRECT USE

The following pages display examples of correct and incorrect use of the Bioglitter® logo.

If unsure about the use of the logo please contact Bioglitter® before final application.



Clear space and good contrast on white background



Clear space and good contrast on light coloured background



Reversed logo used to provide good contrast on dark coloured background/photo



Single colour (white) logo used to provide good contrast on dark coloured background/photo



Single colour (white) logo used to provide good contrast on neutral coloured background/photo



Single colour (black) logo used – also provides good contrast on neutral coloured background/photo

USEAGE

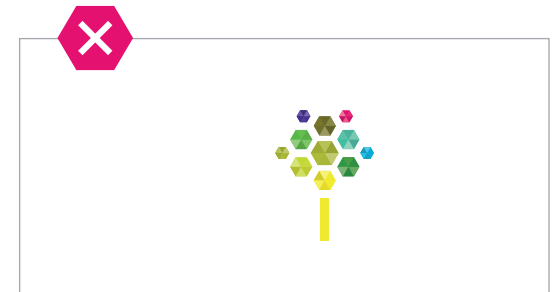
INCORRECT USE



Do not distort the logo



Do not re-colour the logo



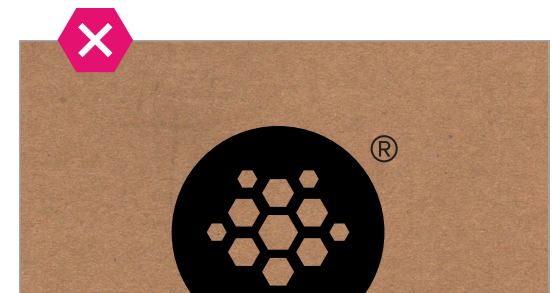
Do not alter the size of the elements within the logo



Do not rotate the logo



Make sure there is good contrast between the logo and the background colour/image



Do not use the crop the logos

BRANDING ON PRODUCTS

When placed on packaging the 'Made with Bioglitter®' logo should used.

Sizes should follow the standard minimum sizes as noted on page 9.



Master Logo



Single Colour Logo



Reversed Colour Logo



Reversed Single Colour Logo

BRANDING ON PRODUCTS

MINIMUM SIZE

When placed on packaging the 'Made with Bioglitter®' logo should be used.

Wherever possible the 'Made with' Master Logo should be used. Only use the reduced size versions when space is limited.



Master Logo
with 'Made with'



Reduced Size Colour
without 'Made with'



Reduced Size Logo
without 'Made with'
– Colour or Mono

BRANDING ON PRODUCTS

When used as a partner brand the full Bioglitter® logo should ideally be at a 50% size of your logo or 75% if using the Bioglitter logo mark.

The Bioglitter® logo can be used in either a landscape or portrait configuration.

Please note the use of the Reduced Size logo if being used smaller than 20mm.

Bioglitter® logo should be displayed on the packaging in a prominent position.

Suggested relative logo sizes



CONTACT

For further information about Bioglitter® and use of our brand please contact us:

Bioglitter®

Sigmund Lindner GmbH Oberwarmensteinacher Str. 38 • 95485 Warmensteinach/Germany

WEB www.bioglitter.com