

**GINETEX**



**THE INTERNATIONAL  
ASSOCIATION FOR TEXTILE  
CARE LABELLING**

**CLEVERCARE STYLEGUIDE**



# CLEVERCARE STYLEGUIDE

## FEBRUARY 2020



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# 01 THE LOGO ,CLEVERCARE‘

## 01.1 THE BACKGROUND OF ,CLEVERCARE‘

The care symbols on a garment provide information on the most severe treatment allowable, one that does not cause irreversible damage to the article during the care process. The care symbols should refer to the main article and this includes: colouring, finishing, and accessories (such as buttons, zips). Milder treatments and lower temperatures than indicated on the label are always allowed, if there is no text saying to follow the given temperatures. However, lowering the wash temperature may affect the cleaning result.

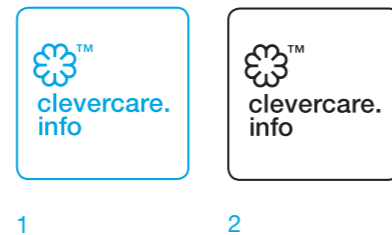
Therefore GINETEX has devised 2012 an internationally applicable logo for sustainable care, called “clevercare”, to advise consumers that they can influence the environmental impacts of garment care by following tips ([www.clevercare.info](http://www.clevercare.info)) and by carefully following the care symbols that can be found on a textile label.

The clevercare logo is not a technical symbol but advises consumers to consider a wide range of actions. The clevercare logo is a registered trademark and is the property of GINETEX. All GINETEX licensees can use the clevercare logo for free.



## 01.2 THE CLEVERCARE LOGO IN THE SQUARE VERSION

In dependance of the Corporate Identity of the Mother Organisation GINETEX and based of their central Corporate Design Elements, the Logo is used with the GINETEX ,Frame‘ in a square form. The appliquence of the quad with a rounded form is the formal continuation of the ‘label‘ und the bonding element in combination with the existing identity GINETEX.

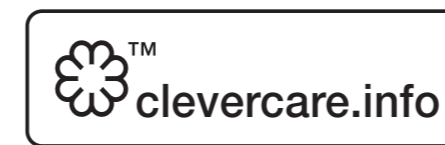


**FIGURE 1** LOGO IN BLUE IS RECOMMENDED FOR INTERNAL GINETEX USE

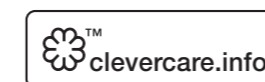
**FIGURE 2** LOGO IN BLACK

## 01.3 THE CLEVERCARE LOGO IN THE RECTANGLE VERSION

In context with the care symbol row the logo is used in a rectangle version, which supports a good recognition in small application on the labels.



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**FIGURE 3** LOGO IN A RECTANGLE VERSION

**FIGURE 4** LOGO IN COMBINATION WITH THE CARE SYMBOL ROW

## 01.4 THE CLEVERCARE LOGO IN COMBINATION

In combination with the national and international Logo of the ‘mother organisation‘ the Clevercare Logo can be used in short version, equally to the international and national brand, as also in context with the GINETEX triology.

The visual and direct imitation to the mother organisation is transporting unity and identification.



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**FIGURE 5** CLEVERCARE LOGO IN COMBINATION WITH CORPORATE LOGO

**FIGURE 6** CLEVERCARE LOGO IN COMBINATION WITH THE GINETEX-TRIOLOGY



## 02 THE APPLICATIONS OF THE CLEVERCARE LOGO

### 02.1 THE USE IN CONTEXT WITH THE CARE SYMBOLS

The logo is used below any given care symbol row. To ensure an appropriate recognition and legibility the text of the logo should not fall below the minimum width of 10 millimetres, the requested frame and the flower not included.



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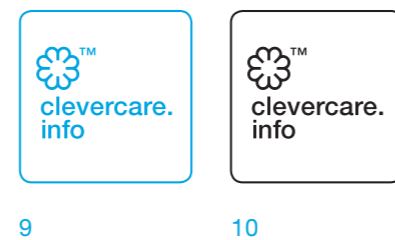
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**FIGURE 7** MINIMUM DISTANCE TO THE SET OF SYMBOLS

**FIGURE 8** MINIMUM DISTANCE AND HEIGHT OF THE LOGO

### 02.2 THE INDIVIDUAL USE OF THE LOGO

If the Clevercare Logo is used individually the logo is given in square form.



**FIGURE 9** LOGO IN BLUE IS RECOMMENDED FOR INTERNAL GINETEX USE

**FIGURE 10** LOGO IN BLACK

## 03 THE SHELTER AND THE PROPORTION

### 03.1 THE CLEVERCARE LOGO AND ITS INTERSPACES

To preserve the proportions and to identify the effect obtained within the framework the minimum distance is defined as formal logical consequence of the circle inside the rosette and the ,o' of .info.



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**FIGURE 11** MINIMUM DISTANCE TO THE LOGO IN SQUARE FORM

**FIGURE 12** MINIMUM DISTANCE TO THE LOGO IN RECTANGLE FORM

### 03.2 ORIENTATION OF THE ,FLOWER'

Central alignment to the ,I' stresses the writing in connection with the ,flower'. This ground element is always added with a frame and a „TM“ (Trademark).



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**FIGURE 13** CENTRAL ALIGNMENT TO THE ,I'



## 04 COLOURS AND LETTERING OF THE CLEVERCARE LOGO

### 04.1 THE CLEVERCARE LOGO IN BLACK

To ensure an unlimited and simple realizability the individually used logo on labels is generally given in black.



black

CMYK 0C / 0M / 0Y / 100K



### 04.2 THE CLEVERCARE LOGO IN BLUE

The blue version is recommended for internal GINETEX use in conjunction with official information and promotion. Which colour system is applied depends on the medium and the costs. As a first priority the full tone appliance is recommended.



blue

Pantone Pantone 2995

HKS 47

CMYK 100C / 0M / 0Y / 0K

RGB 0R / 156G / 218B

HEX 009cda



### 04.3 THE LETTERING OF THE CLEVERCARE LOGO

In accordance with the Corporate Logo and to grant a high recognition and continuity in the appearance, the typeface 'Neue Helvetica 65' characterise the lettering of the Clevercare Logo.

The interspaces between the letters in the lettering have been individually and comprehensively divided to grant originality and individuality and deliver its legibility and transport its closeness. The lettering should be applied unchanged and always in its original form.

'Neue Helvetica 65 Medium' for the lettering

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 WXYZabcdefghijklmnopqrstuvwxyz  
 1234567890!?,+-%&/()





## IMPRINT

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