

GINETEX STYLEGUIDE

THE CARE SYMBOLS AND THEIR IMPLEMENTATION



Style guide for GINETEX, the International Organization for Care Labelling and its national Bodies. [April 2019](#)



01	THE CARE SYMBOLS AND THE EXCLUSION AREA	01
02	THE CARE SYMBOLS AND THEIR COLOURS	02
03	THE CARE SYMBOLS IN BLACK-AND-WHITE	03
04	THE CARE SYMBOLS ON A BLACK / NEGATIVE BACKGROUND	04
05	THE CARE SYMBOLS AND THEIR MINIMUM SIZE	05

THE CARE SYMBOLS AND THE EXCLUSION AREA



Additional graphic elements, images, borders or fonts must be placed at a minimum distance from the „exclusion area“, around the symbols. Please pay special attention in order to respect this free space and also make sure the integration of the symbols to their medium is relevant.

The minimum distance is defined by the height or width of the equilateral „Drying Symbol“.

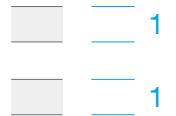
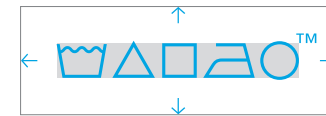
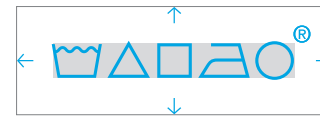
Using the symbol for registered ‘®’ or the symbol for trademark ‘TM’ after the 5 care symbols is highly recommended, but not compulsory.



1



1



1



1



1



1



The predefined colours for the care symbols are blue and grey. The choice of the medium and costs constraints will define the choice of the colour system. Full tone applications are recommended as a priority choice.



Blue

Pantone	Pantone 2995
HKS	47
CMYK	100C / 0M / 0Y / 0K
RGB	0R / 156G / 218B
HEX	009cda



Grey

Pantone	Pantone Cool Gray 3
HKS	96 / of it 30%
CMYK	0C / 0M / 0Y / 17K
RGB	223R / 223G / 223B
HEX	dfdfdf



If only one colour can be used, the blue and grey will be replaced by 100 % black.



Black

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



On a black/negative background, the care symbols can be printed in white, grey and blue.

When choosing the background colour, make sure that the writing remains readable, that the contrast is efficient and that the care symbols are clearly displayed.



For colour definitions see page 02 and 03

THE CARE SYMBOLS AND THEIR MINIMUM SIZE



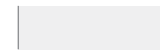
In order to ensure good recognition and readability, the symbols should have a minimum width of 10 millimetres, excluding the “registered trademark” symbol.

Whenever possible, the care symbols should be displayed in a larger size. There is no restriction for using even larger sizes than shown as examples.

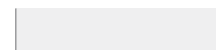


10 mm

(Minimal width)



20 mm



30 mm

(or even larger)

IMPRINT

GINETEX

37 rue de Neuilly

F-92110 Clichy

Phone + 33 1 475 631 81

ginetex@ginetex.net

www.ginetex.net

