



Hopfenpflanzerverband Hallertau e.V.
Kellerstraße 1 · 85283 Wolnzach
Tel.: +49 8442 / 957 200 · Fax: +49 8442 / 957 270
info@deutscher-hopfen.de · www.hallertauerhopfen.de

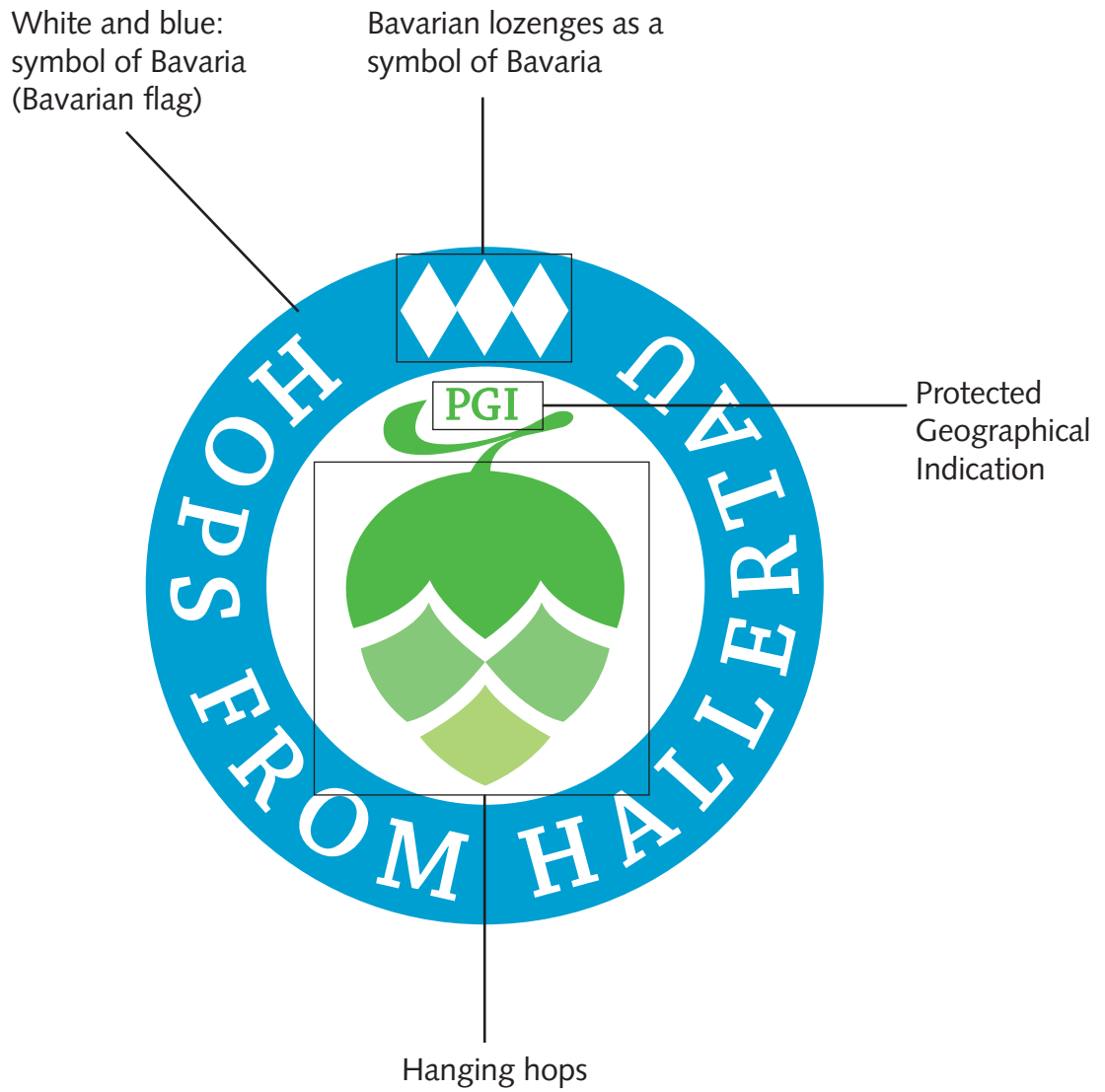


HOPS FROM HALLERTAU

Protected Geographical Indication



1. Meaning



2. Logo
Color definition: 4-color



Blue C / M / Y / K 100 / 10 / 10 / 0
ISO-Scale (Euroscale)



Green C / M / Y / K 70 / 0 / 100 / 0
ISO-Scale (Euroscale)



Green C / M / Y / K 50 / 0 / 70 / 0
ISO-Scale (Euroscale)



Green C / M / Y / K 35 / 0 / 70 / 0
ISO-Scale (Euroscale)

2. Logo
Black & white



black & white



negative

3. Usage

In color printing, the 4-color variant is used wherever possible. It is very suitable for dark and light backgrounds.

Alternatively, the negative version can be used on dark backgrounds.



3. Usage



The black & white version is only used in plain black print (e.g. daily newspaper).

The negative version is used for black and dark gray backgrounds. The logo must always contrast clearly with the background.



3. Usage

The logo must not be modified, neither in shape nor color. It may only be used vertically.



4. Size

On the bottle label, the logo should preferably be positioned on the front. If this is not possible for design reasons, it can also be depicted on the back label.

The ideal size for use on labels is 14 mm.

To ensure good legibility and recognizability, the logo size must not be smaller than 11 mm. 11 mm is the smallest size.



14 mm

ideal size

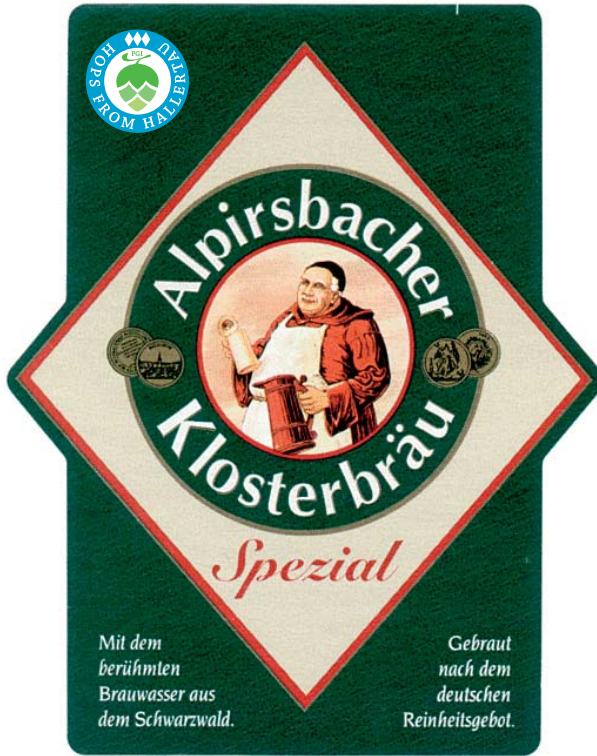


11 mm

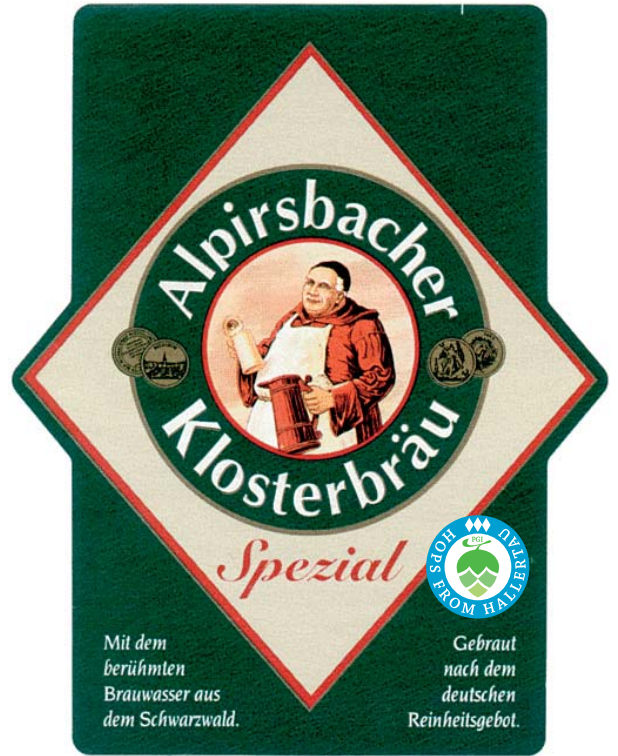
smallest size



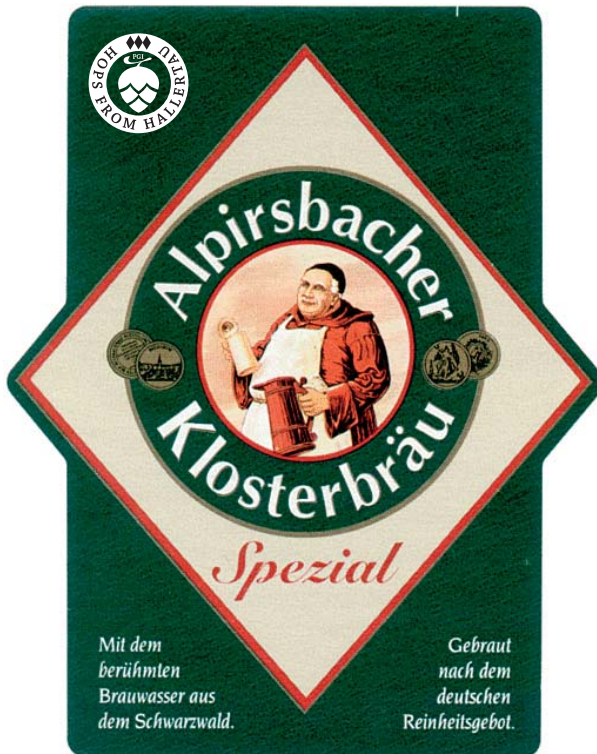
4. Size Examples



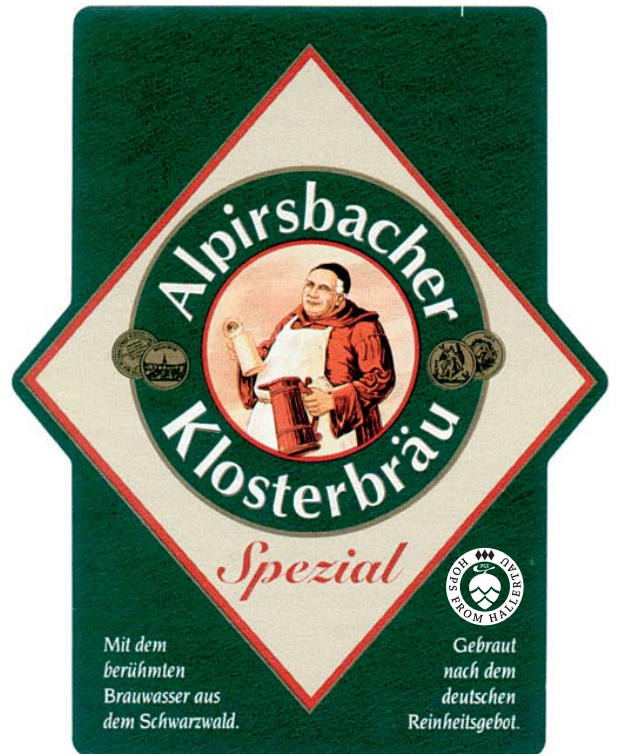
Example: 14 mm, 4-color



Example: 14 mm, 4-color



Example: 14 mm, negative



Example: 11 mm, negative

4. Size Examples



4. Size Examples (back label)

