



September 2013

# **I PREFER 30° CAMPAIGN GUIDELINES**

An initiative from the detergent industry  
to promote low temperature washing.

Supported by GINETEX  
The GINETEX logo consists of five stylized icons: a washing machine, a triangle, a square, a circle, and a circle with a dot, followed by a registered trademark symbol (®).

**[WWW.IPREFER30.EU](http://WWW.IPREFER30.EU)**

## CAMPAIGN GUIDELINES

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I prefer 30° is a campaign which ultimately aims to draw the attention of consumers to their own habits, when taking care of their laundry - and it aims to convince them to wash at lower temperatures.

Reaching that objective requires a common position of the washing detergent industry, as well as the support of fashion, appliance manufacturers, retailers and other partners... Many people, many actors. The campaign guidelines must therefore be strong, intuitive and federating. They must stand out, inspire confidence, and retain the attention of consumers and market players alike, promoting a clear common identity to the campaign whilst allowing possible customisation by partners.

## 2° LOGO GUIDELINES

### Positive version

The main logo consists of two elements: the 'washing bucket' and the wordmark I prefer 30°. All brand elements have a fixed size and position relative to one another, which have been specially created. The logo in this format should never be used alone. Please see the following pages for guidance.



## 2° LOGO GUIDELINES

### Negative version

In some circumstances the logo can be put in negative depending on the surface. The logo can only be coloured orange (positive) or white (negative). The logo is never reproduced in colours other than orange and white. The logo in this format should never be used alone. Please see the following pages for guidance.

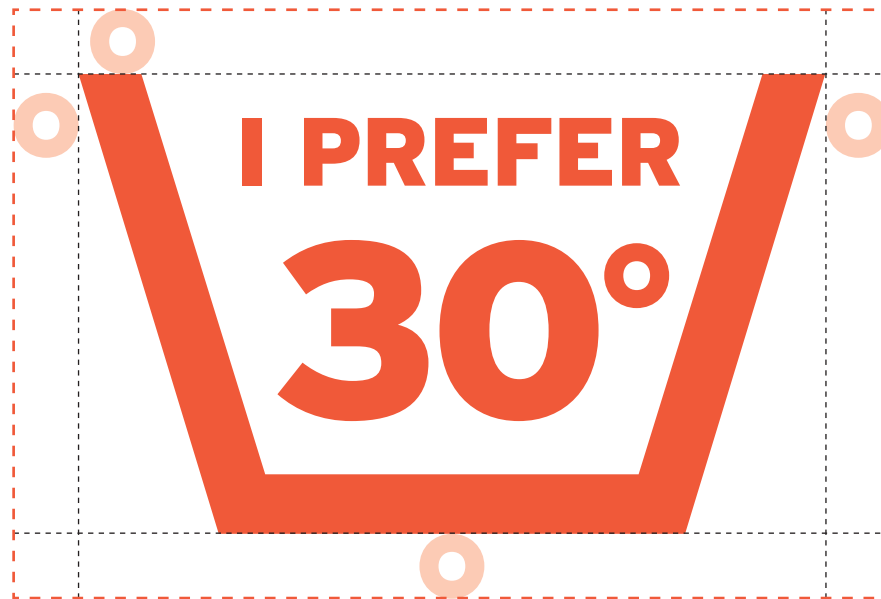


## 2° LOGO GUIDELINES

### Clear space area

To ensure standout and legibility, it is important that the logo remains a certain distance away from other graphic elements such as text and imagery.

A minimum clear space is defined by the size of the degree symbol from the logo. It must be maintained around the logo.



Clear space area

## 2° LOGO GUIDELINES

### Minimum size & Don'ts

When applying the logo or campaign tag always use the size that best suits your design layout and balances with any other elements. To maintain legibility it has to have a minimum size of 15 mm.

To stay true to the I prefer 30° campaign, you may not change the logo's appearance under any circumstances.



Don't rotate the logo

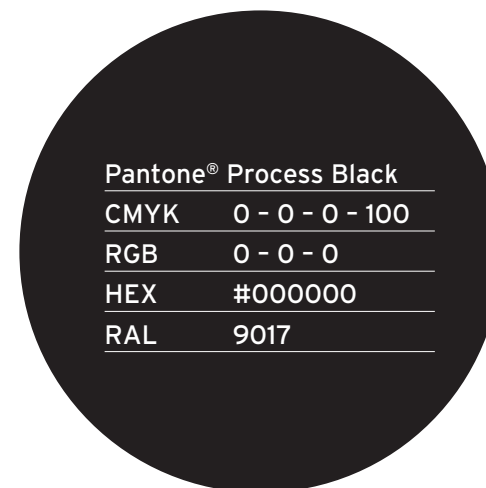
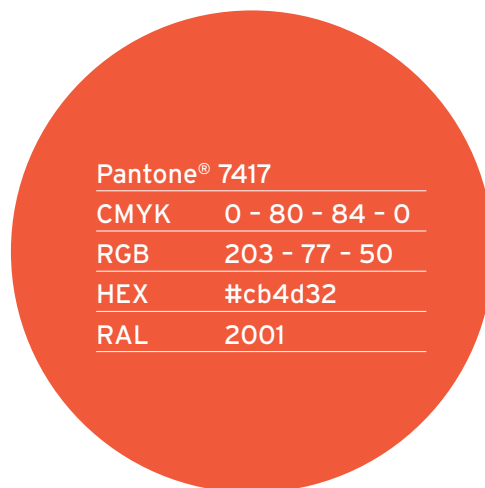


Don't change the colour



Don't add a drop shadow

The campaign visual identity consists of two primary colours, a vibrant orange and a distinctive black. The orange colour is inspired by the promotion colour as you will see in supermarkets to make their products stand out. This way the communication will get your attention between all the detergents or related products (eg. washing machine appliances, clothes etc).





The typeface Interstate will be used. This typeface is obtainable under licence, and marks the originality of the campaign.

Partners and their respective design studios are invited to obtain the typeface at the following web link: [www.fontshop.com](http://www.fontshop.com)

It is the main typeface of the I prefer 30° campaign. It's a contemporary sans serif typeface design for clear communication at a range of type sizes. It gives a solid and confident approach to your design.

**INTERSTATE**  
**ABCDEFGHIJK**  
**abcdefghijklm**  
**0123456789**  
**,;?!()/@\*&€**

Interstate Thin  
*Interstate Thin Italic*  
Interstate ExtraLight  
*Interstate ExtraLight Italic*  
Interstate Light  
*Interstate Light Italic*  
Interstate Regular  
*Interstate Regular Italic*  
**Interstate Bold**  
***Interstate Bold Italic***  
**Interstate Black**  
***Interstate Black Italic***

To create a distinct typographic look we use Interstate Black in caps for headlines. Interstate Bold can be used at a secondary level for subtitles and Interstate thin or light for bodycopy.

# MAIN HEADLINE FONT IN INTERSTATE BLACK CAPITALS

## Subtitles in Interstate Bold

—

Bodycopy in Interstate Thin/Light  
te inihilia sum quaerro enit omnime vendiscipsae  
natia vendis cus aut quodipient et vendaerorpor  
sum atecuscium volut volupta temqui nis enderum  
aciis ipis porum at aut volestorent restiam lacerum  
quos dolecus evellit volor ant quis di santus ut

que venihiciant quas exceaquam illab in nem  
erum que re consequat prerum ex es eatur simin  
eariorem faccumqui ducium eiciet que voluptate  
nost dellaborro to maio. Hentibus quia poreres dolo  
coreperibus ut pedis eaque nestium volesciam,  
corio Tio maio. Genis a ad eliaepudae qui vernate  
doluptatecus eum exerum re, ium, sent andionsedi  
sunte doluptus, non cum, assinie nihilitis quidusam  
et delique vid quam, quibus et aut veliam, sunt

## 5° CAMPAIGN SIGN-OFF

[www.iprefer30.eu](http://www.iprefer30.eu)

The campaign url can be used in positive and negative and is set in Interstate Black Capitals. The minimum width is 20 mm. A.I.S.E. translations of the URL language versions are also available.

# WWW.IPREFER30.EU

Url in Interstate Black Capitals

# WWW.IPREFER30.EU

Negative version



Minimum size

## 5° CAMPAIGN SIGN-OFF

An initiative from the detergent industry  
to promote low temperature washing.

The signature is mandatory  
on all communication material  
produced for the IP30° campaign  
(an exception can be made if there  
is not enough space available,  
eg laundry detergent packs - see  
section 10°).

The signature can be placed left and  
right aligned in your layout, and in  
negative. In this case, the text must  
be in white.

If you are using a language version  
of the signature, please ensure  
that you use only A.I.S.E. approved  
translated versions.

**An initiative from the detergent industry  
to promote low temperature washing.**

Signature in Interstate Regular

**An initiative from the detergent industry  
to promote low temperature washing.**

**An initiative from the detergent industry  
to promote low temperature washing.**

Signature can be left and right aligned

**An initiative from the detergent industry  
to promote low temperature washing.**

**An initiative from the detergent industry  
to promote low temperature washing.**

Negative version

## 5° CAMPAIGN SIGN-OFF

Supported by GINETEX

The use of the campaign logo has been subject to a specific consultation and agreement of collaboration between A.I.S.E. and GINETEX.

As the campaign is supported by GINETEX, this should be shown with the clear reference “Supported by GINETEX” (with GINETEX always in capital letters, and the 5 trademarked symbols herewith).

The GINETEX logo can be used in negative and positive at the bottom of your layout.

NB: Under no circumstances shall the I prefer 30° logo be presented as a care label symbol on textile and clothing products and/or textile tags. However, it may be used by textile and clothing retailers/designers on point of sale materials, bags and other similar items in the framework of the campaign.



Positive version



Negative version

## 5° CAMPAIGN SIGN-OFF

Preferred usage

When “An initiative from the detergent industry” is used together with the “Supported by GINETEX” logo, make sure to use them in the order shown here; first the “An initiative ...” signature, second the “Supported by GINETEX” logo.

Make sure there is enough difference in size between both. The “Supported by GINETEX” logo should be smaller.

1

An initiative from the detergent industry  
to promote low temperature washing.

2

Supported by GINETEX  


An initiative from the detergent industry  
to promote low temperature washing.

Supported by GINETEX  


Signature can be left and right aligned

An initiative from the detergent industry  
to promote low temperature washing.

Supported by GINETEX  


An initiative from the detergent industry  
to promote low temperature washing.

Supported by GINETEX  


Negative version

## 5° CAMPAIGN SIGN-OFF

Alternate usage

Certain reproductions will allow a proportionate printing - such as tampography - In this case, the signature can be put in black or negative on black. This is only advised when it is not possible to use orange.

1 An initiative from the detergent industry to promote low temperature washing.

2 Supported by GINETEX®  
W A P A O

An initiative from the detergent industry to promote low temperature washing.

Supported by GINETEX®  
W A P A O

Signature can be left and right aligned

An initiative from the detergent industry to promote low temperature washing.

Supported by GINETEX®  
W A P A O

An initiative from the detergent industry to promote low temperature washing.

Supported by GINETEX®  
W A P A O

Negative version

Spokespersons/Ambassadors will help in gaining visibility and impact on the target audience. Independently from their personality or physical features, it is important that the selection of the pictures correspond and enhance the message of the campaign, which is that of a positive change of habits.

The spokesperson should illustrate this positivity, the will to actively reduce the consumption of energy, provide a longer and better lifespan for clothes, and eventually reduce expenses in a smart, modern way.



### Photography preferences

- White background
- Enough distance from the model
- The model needs to be shot from head to toe. On top of that we need to have the option to zoom in for cropping from the waist up.
- Spontaneous posing

### Styling & Make-up

- Preferably hair volume is enhanced with wind
- Make-up is luxurious but subtle and natural
- Styling is tasteful and basic. A nice sweater/pull or other basic top and a good looking jeans would already work.
- Please avoid the colour red and orange.



This is how a neutral brochure/poster of the campaign will look. Format is 450mm x 450 mm unfolded.

The front contains the logo and the back the content that explains the benefits of washing at 30°.



Front of poster



Back of poster - content area  
DRAFT- Work in progress- Final leaflet to be made available 15 Oct 2013 latest.

Print advertising will look as illustrated on this page. The main part of the advert uses the plain campaign colour. The header is in two colours (black and white), while the body copy is positioned underneath, in white, centred and justified.

At the bottom of the coloured rectangle, the logotype is in negative, and positioned centrally.

A white border is preserved all around the ad, and should remain empty, with the exception of the bottom part, which hosts the campaign signature, GINETEX logo and URL.



DRAFT- Work in progress- Final advertising to be made available 15 Oct 2013 latest.

When working with the photography of the spokesperson, the following principle will apply. The main element - which occupies the whole of the visual space - is the picture of the spokesperson itself.

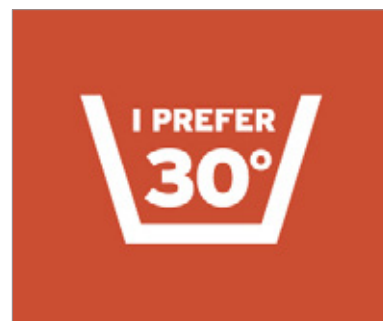
A rectangle in plain colour - that of the campaign - is positioned in the center of the ad. The headline and body copy are placed inside the rectangle. Underneath, the campaign signature, GINETEX logo, logotype and URL will be placed as illustrated.



DRAFT- Work in progress- Final advertising to be made available 15 Oct 2013 latest.

The IP30 campaign will include four web banners. Each banner conveys a single message. Economical, Ecological, Performance or Clothing maintenance. Here we feature one draft example of the economical web banner in IMU format. Other formats will be made available by mid October 2013 to enable you to provide the necessary deliverables to your media partners.

The final screen displays the campaign colour, signatures and IP30 logo. A URL is not mentioned in the banner because it is an online element with a click through feature which brings the consumer directly to the [www.iprefer30.eu](http://www.iprefer30.eu) website.



FRAME 1



FRAME 2



FRAME 3



FRAME 4



FRAME 5



FRAME 6

DRAFT IMU banner - Work in progress- Final content/formats to be made available 15 Oct 2013 latest.

## 8° CUSTOMISATION - UNBREAKABLE RULES

The must haves

All communication products should contain the four key elements of the campaign: the wash tub (also referred to as the “campaign logo”), the GINETEX logo, the URL, and the signature.

**These four elements must be considered as constituent elements of the campaign, and should be systematically used whether it is on the visuals presented in the guidelines, or any other communication material.**

Wash tub



URL “ [www.iprefer30.eu](http://www.iprefer30.eu)”

**WWW.IPREFER30.EU**

GINETEX Logo



Signature

**An initiative from the detergent industry to promote low temperature washing.**

## 8° CUSTOMISATION - UNBREAKABLE RULES

### The must haves

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The communication material produced in collaboration with partners should observe the following rules, in terms of position and proportion of the signature elements and the wash tub logo. The visual examples of the customisation options described below can be seen on the following page.

As a first overarching rule, the space for signatures should not represent more than 10% of the height of the document. The space is divided in four squares vertically, which will be used as a yardstick.

As illustrated on the following page, the signature and GINETEX logo should be positioned at a distance of two x's from the left edge (left hand side); and the URL at one x from the top of the space (on the right side). The logo of the partner should be placed centrally (in the height).

**The words “In partnership with” (or their approved A.I.S.E. translation) should always be used before introducing the campaign partner name/logo.**

Regarding the wash tub a partner can choose between Option 1 and Option 2. Option 1 allows the partner to use the IP30 wash tub in its original form and simply customise the signature as mentioned. Alternatively a partner can choose Option 2 and include their brand name as part of the the wash tub symbol.

If a partner's brand name is longer than one word this can also be accommodated, as can be seen in the visuals on the following page.

NB: for both Options 1 and/or 2, the partner may choose to use either its corporate company/organisation name or a brand name.

It is important to note that the customised logo and signauture should never be used alone. They should always be part of the 4 key elements which constitute the campaign as mentioned on the previous page. Further details on customisation, while respecting the 4 key elements, can be found on the subsequent pages.

The campaign font should always be respected when customising the wash tub logo and all brand names within the wash tub should be written in the Interstate font - see section 4° for more details. The partners can however use their official brand logo as part of the signature customisation.

Please see the next page for visual examples of the above guidelines.

## 8° CUSTOMISATION - UNBREAKABLE RULES

In partnership with...

### Wash tub customisation

Wash tub - Option 1



Wash tub - Option 2



Customised with brandname

Wash tub - Option 2

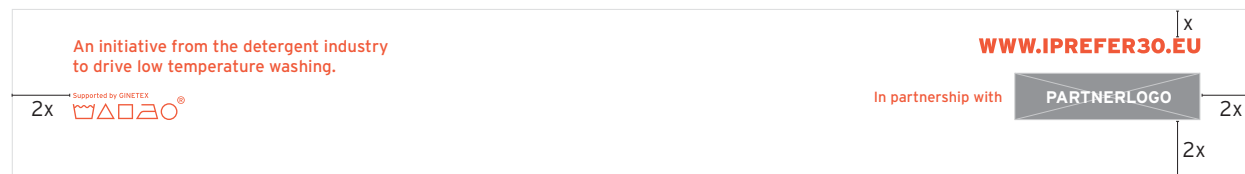


Customised with longer brandname

Typography is centered and aligned at the bottom on the word "prefers", if the name is longer.

### Signature customisation

maximum 10% of the height of the document



## 8° CUSTOMISATION - UNBREAKABLE RULES

Ratio IP30/partner logo

When producing communication material together with a partner, it is of vital importance that the IP30 logo provides a greater visual impact.

Therefore, proportion between the logo of the partner, and that of IP30 should be 60%. This proportion ensures an adequate level of recognisability of the partner logo and the adequate overall visual impact.

The partner may also use their official website along with, or instead of, their brand name or logo. However the proportion of 60% should always be respected and therefore the partner website, if used, should be included within that limitation.

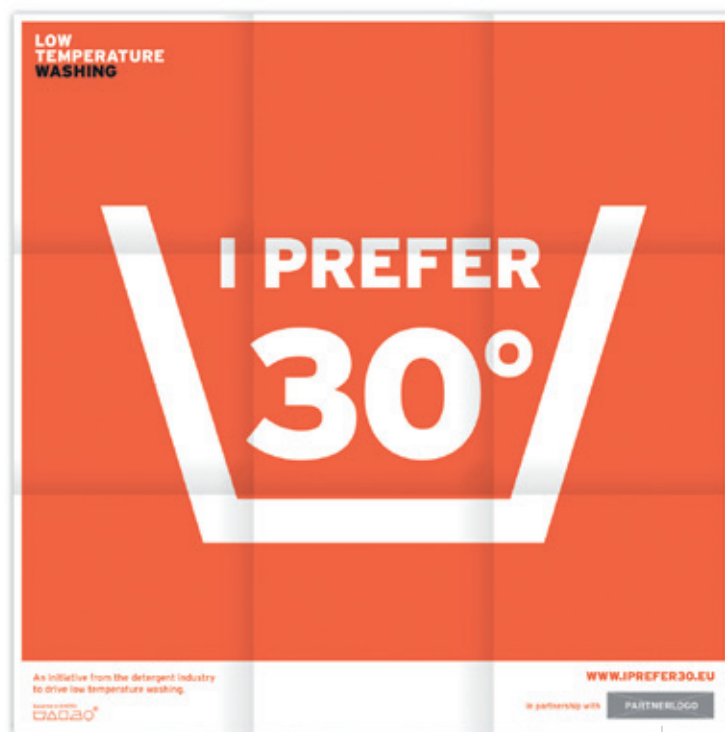
### MAXIMUM 60% OF THE HEIGHT



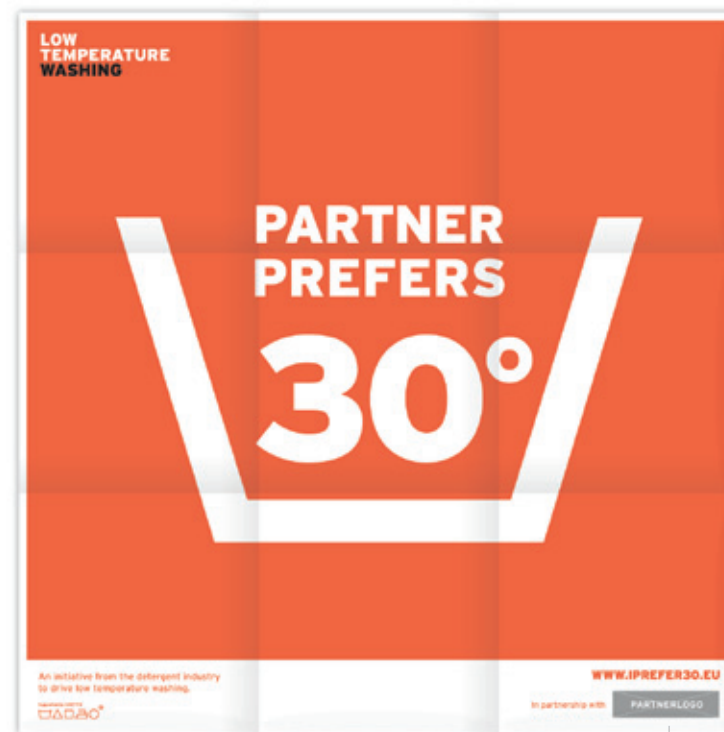


As illustrated on this page the logotype of the partner can be used as a formal signature to the brochure or poster as per Option 1, while granting the greatest part of the visual space to the logotype of IP30.

A partner can also choose Option 2 whereby they customise the wash tub logo as well as including their logotype as a formal signature to the material.



Front of poster - customised area  
Option 1



Front of poster - customised area  
Option 2

When partners deploy the campaign, the main lay-out will be identical as for section 6° - Neutral toolkit, with the difference that the logotype of the partner will be placed at the bottom-right of the visual, under the URL, acting as the formal signature of the ad, as per Option 1.

Alternatively a partner can choose to further customise the material by including their brand name in the wash tub logo as per Option 2.



DRAFT- Work in progress- Final advertising to be made available 15 Oct 2013 latest.

## 9° CUSTOMISED TOOLKIT

Print advertising - Spokesperson/Ambassador

Ads which present a spokesperson will be customised in the body copy - and headline - and will be signed by the logotype of the partner as per Option 1. The partner has the choice to add additional customisation by including their brand name in the wash tub logo as per Option 2.

The logotype of the partner will be placed in the white border at the bottom, on the right hand side. The IP30 logo occupies the left hand side of the white border. The partner logo should be smaller than the IP30 logo, as illustrated.



Option 1

Customised area



Option 2

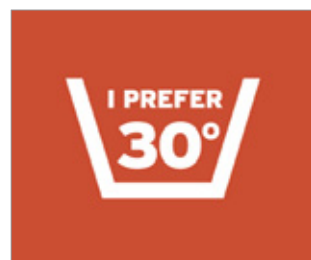
Customised area

Customised IP30 Logo

DRAFT- Work in progress- Final advertising to be made available 15 Oct 2013 latest.

Partners have the possibility to customise any of the four banners available in this campaign. The partners can present their logotype on the last frame of the web banner and can also customise the wash tub with their brand name in Frame 1 as per Option 2. A URL is not mentioned in the banner because it is an online element with a click through feature which brings the consumer directly to the website.

Please note that different formats of the four banners will be made available by mid October to enable you to provide the necessary deliverables to your media partners.



FRAME 1 - Option 1



FRAME 1 - Option 2



FRAME 2



FRAME 3

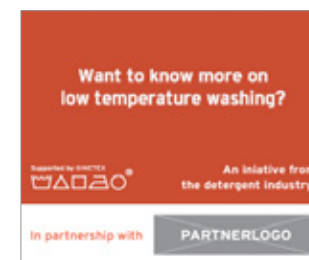
*DRAFT IMU banner - Work in progress- Final content/formats to be made available 15 Oct 2013 latest.*



FRAME 4



FRAME 5




FRAME 6

The Campaign website will prominently feature supporters of the IP30 initiative in a carousel format on the landing page.

As a partner you also have the possibility to show your support and maximise your efforts to spread your personal message on the benefits of washing at lower temperatures, by proposing an Ambassador to A.I.S.E. All that's needed from your side is a profile picture and a quote highlighting your thoughts on the IP30 campaign.

To find out more about the correct photography style that should be used for your visual please see section 6°.

Contact [info@iprefer30.eu](mailto:info@iprefer30.eu) if you are interested in proposing an Ambassador to A.I.S.E.



The screenshot shows the IP30 campaign website. At the top left is the 'I PREFER 30°' logo. On the right is a large portrait of Maria Somer, a smiling woman with long brown hair. To her left is a quote: "I prefer 30° because it cleans just as well, takes better care of my clothes, saves money and protects the environment". Below the quote is her name 'MARIA SOMER' and 'Mother of two.' At the bottom left is the A.I.S.E. logo with the text 'Licensed and supported by GINEFEX'. The footer contains navigation links: 'About A.I.S.E. | News | Contact', 'Initiative of the detergent industry.', 'About the campaign', 'Campaign toolkit', 'Partnership possibilities', 'Become a Partner', 'Meet our Partners', and a highlighted 'PARTNER AREA' button.

## 10° LOGO UNIT ON EXISTING MATERIAL

Tag on

In order to maximise the visibility of the IP30 campaign, the campaign tag can be used on existing material but particularly in cases of space constraints (eg. TV, in-house magazines, on detergent packs...). Partners are thus encouraged to use the logo across the owned and paid media where the IP30 logo can be adequately included.

This tag can be used in up to 3 languages when used on multilingual packs.

***The campaign tag includes the wash tub and url. If space allows however the preference is always to use the campaign tag with the detergent industry signature and the GINETEX reference (see section 8).***



Option 1



Option 2

## 10° LOGO UNIT ON EXISTING MATERIAL

Black & white

Certain reproductions will allow a proportionate printing - such as tampography . In this case, the campaign tag can be put in black and white. This is only advised when it is not possible to use orange.



Option 1



Option 2



An initiative from the detergent industry  
to promote low temperature washing.

Supported by GINETEX  


[WWW.IPREFER30.EU](http://WWW.IPREFER30.EU)