



Graphic guidelines



STRATEGY

- Presentation
& concept



The Green Star System™ logo

Establishing a definition of what exactly constitutes an eco-responsible product is a real challenge. The definition must be simple enough to be accessible to the layperson, self-explanatory if you will, yet modular enough to incorporate different levels of eco responsibility and be irreproachable. It is to meet all of these criteria that Antalis has developed the Green Star System™.

The system is based on a universally recognised point of reference. It can be easily understood by a non-technical audience that is not necessarily equipped to decipher the meaning behind the proliferation of green certifications that exist today.

The Green Star System™ (GSS) continues to incorporate the vital information on the origin of the fibre and the manufacturing process and attributes each paper product a star rating from zero to five based on environmental performance.

The Green Star System™ reflects the complexity of what it means to be an eco-responsible product which speaks to a technical audience, but simplifies the information in a rating system that can be understood by all audiences. As such, this self-explanatory system can be easily used by companies to communicate about their environmental efforts with various stakeholders without any potential misunderstanding.

STRATEGY

• Using

The Green Star System™ logo

It can be used in different ways :

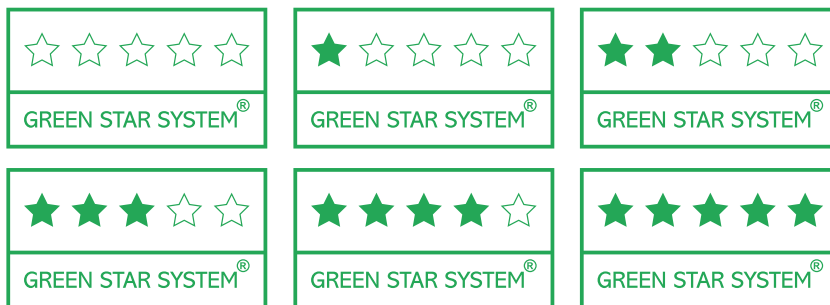
- when promoting a single 3-4-5 stars product, especially a 5 stars product
- on a cover of a document promoting the GSS
- inside a swatch when the labels FSC® and PEFC™ are displayed, it can be added close to them, with more emphasis given to the GSS logo (ie: Image Coloraction swatch)
- on samples
- on the back cover of a document at the paper credit level.
- on the back cover of a document close to the FSC®/PEFC™ or other Green labels.

It can be used by our customers, such printers for their own customers' tools (we have posted lighter graphic standards dedicated to printers on the website).

**LABEL Green
Star System™**

- Presentation
- Colour referencies
- Protected area

The Green Star System™ logo



- Colour: C = 80%
M = 4%
Y = 89%
K = 3%
or Pantone 354C Background : white



- If the label needs to be tilted, it must be by 7°



Minimum size

- To keep the words «Green Star System™» visible, the minimum size is 15 mm.



15 mm

- Exceptionnaly for the goodies the minimum size can be 10 mm.



10 mm

**LABEL Green
Star System™**

- Presentation
- Colour references
- Protected area

The Green Star System™ logo

- When it's used on colored or photographic background, you can use either cmyk or black version of the logo



- When it's printed on black and/or white document



**LABEL Green
Star System™**

• Prohibitions

The size, font and colours of the Green Star System™ label cannot be modified.
Use the files provided only.

The don'ts



Do not change the typeface



Do not change the proportions



Do not change the bloc colour



Do not change the stars' colour



Do not change the outline colour



Do not change the background colour



Do not tilt the label by more than 7°

APPLICATION

- Examples

Ad



OLIN

ALL YOU NEED IS IN**

Sometimes you feel like you run out of choice regarding the offset recycled? Antalis offers to its customers a new recycled paper with an exceptional whiteness, which complete the current offer.

With many combinations to imagine and design, Olin carries its name deservedly, as well as its rank: as a premium offset paper which meets the most demanding environmental criteria.

Olin Recycled is a  paper.

** All your needs in one.

Just ask Antalis.

antalis.com



antalis
Just ask Antalis

Hervé Plumet is represented by Valérie Herslaven
www.valeriehersleven.com

Product swatch internal page





image is everything

PROFESSIONAL REPROGRAPHICS			
PRESENTATION EXTERNAL DOCUMENTS			
BUSINESS INTERNAL DOCUMENTS			
BASIC PRINT EMAIL			

Ask Antalis for full
product information

WHITE PAPERS RECYCLED WHITE PAPERS TINTED PAPERS



Printed on Image Coloraction Gise Natural White 150gsm

www.image-green.com

APPLICATION

• Examples

Back cover: paper credits



The height of the Green Star System™ label is aligned with the centre of the sentence providing information on the paper.

