

The Origin

OUR TRACEABILITY SOLUTION

Through a simple QR code scan, consumers can follow the product's journey from its raw ingredients, through production, packaging, storage, and distribution until it is in their hands. Full and simple traceability will demystify origins of foods for consumers, and simplify compliance procedures for companies.

VERSION A: PRIMARY USE



VERSION B: SECONDARY USE

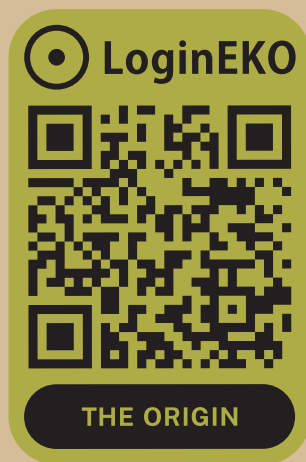


The Label

A GUARANTEE OF TRACEABILITY

The Origin label can be placed on any product and represents a physical gateway to traceability data provided by LoginEKO. The label is provided in two sizes and compositions that are robust enough to allow versatility of use. Their size, placement and color is described on the following pages. No other use of the Origin label is allowed.

VERSION A: PRIMARY USE



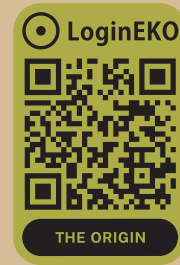
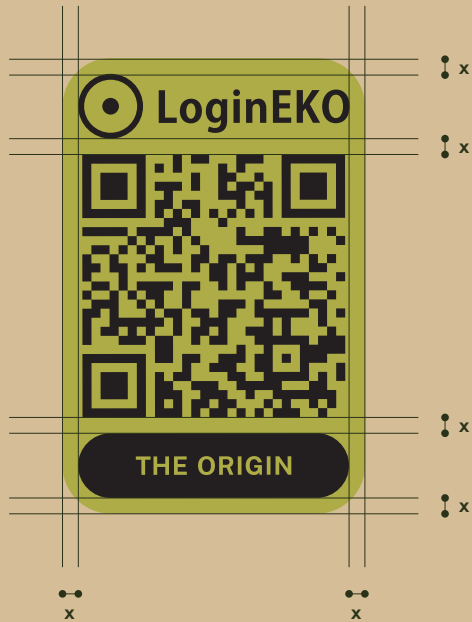
VERSION B: SECONDARY USE



The Code

QUICK RESPONSE CODE

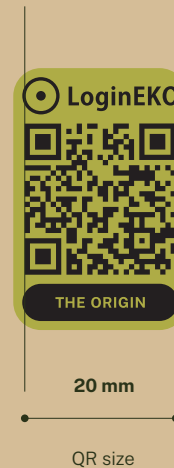
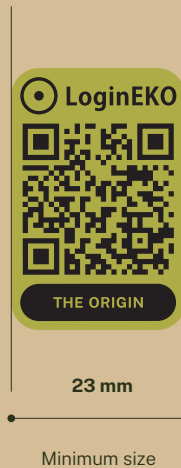
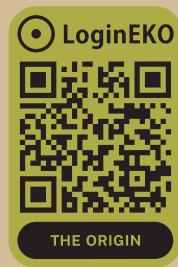
The QR code in the Origin label uses a square body shape. The eyeballs of the code in the three corners are solid squares, and the eye frames are square-shaped. These elements ensure the QR code is easily recognizable and scannable while providing contrast to the LoginEKO branding. Do not use other forms of QR codes inside the Origin label.



Composition

VERSION A

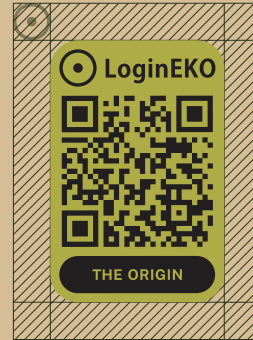
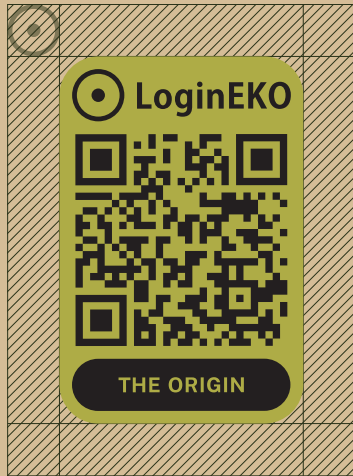
The primary use of the label is a vertically oriented rounded rectangle with the QR code of the product. It should not be modified in any way except by changing the QR code.



Minimum Size

VERSION A

To allow scanning of the code, a minimum size of the label is defined. For version A, the minimum size of the label is 23 millimeters in width, which results in a 20 millimeter wide QR code. Do not use the label in smaller sizes than the specified minimum. The maximum size allowed is unlimited.

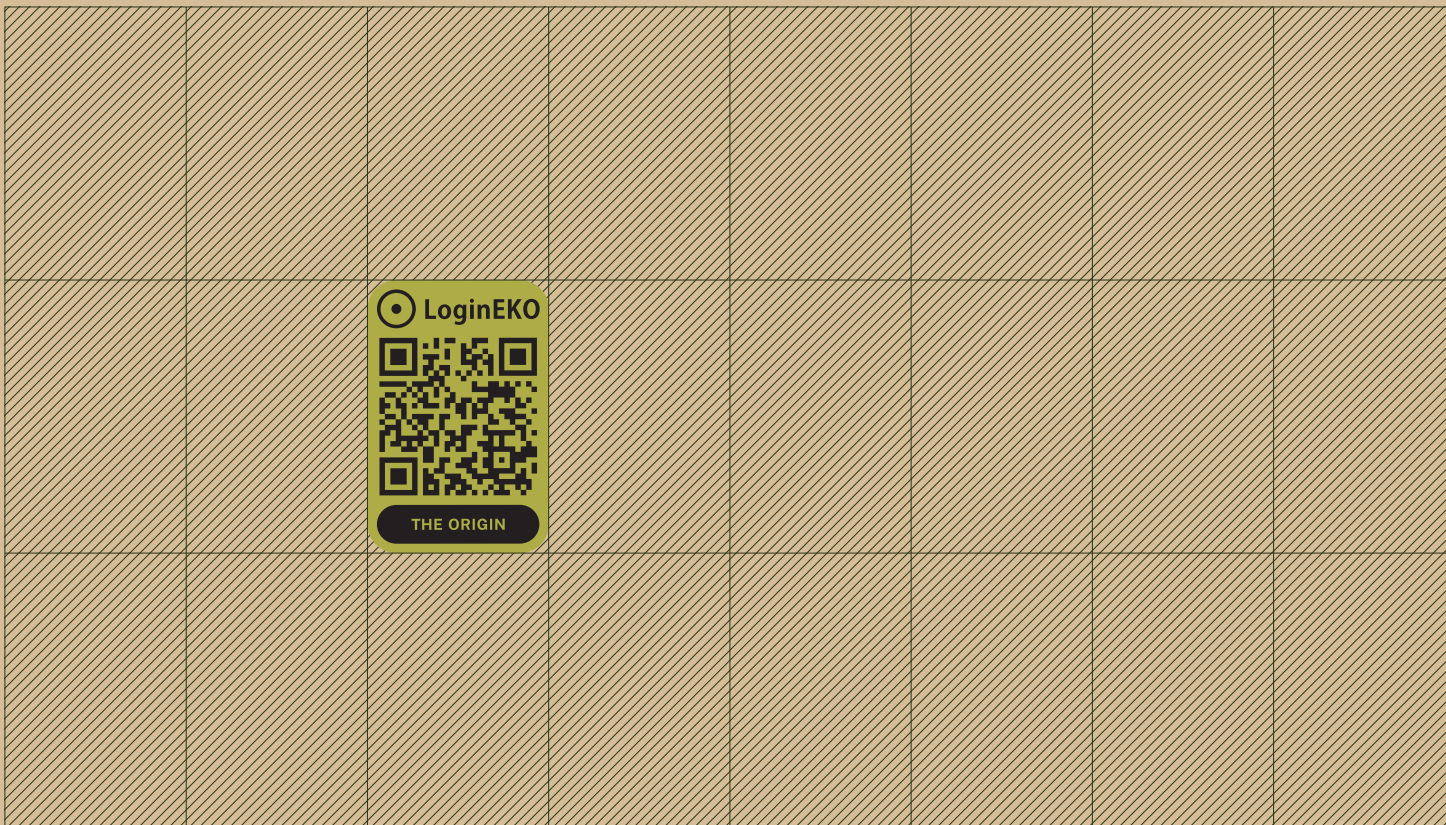


Minimum Safe Space

Safe Space

VERSION A

The safe space of each version of the label is derived from the size of the icon. No other visual elements should be placed inside the defined safe space to prevent visual interference.



Version Use

AREA COVERAGE

If version A is used appropriately (see minimum label size and safe space rules described on the previous pages), yet covers more than 4.2% of the label area, version B should be used. In other words, if your packaging's printed area can fit at least 24 labels, you can use version A. If not, use version B as described on the following pages.





Composition

VERSION B

The secondary use of the label is a rounded square with the QR code of the product. It should not be modified in any way except by changing the QR code. Version B is used when the primary version's minimum size and safety space rules cannot be met on the packaging. Use version B only when using the primary version is not possible.



Minimum Size

VERSION B

To allow scanning of the code, a minimum size of the label is defined. For version B, the minimum size of the label is 20 millimeters in width or height, which results in a 12.2 millimeter wide QR code. Do not use the label in smaller sizes than the specified minimum. The maximum size allowed is unlimited.

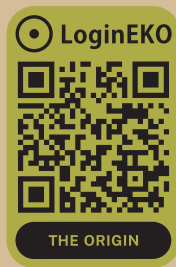


Minimum Safe Space

Safe Space

VERSION B

The safe space of each version of the label is derived from the size of the icon. No other visual elements should be placed inside the defined safe space to prevent visual interference.



CMYK: 20 | 10 | 80 | 20
PANTONE 612 C



CMYK: 0 | 0 | 0 | 100
PANTONE BLACK



Color Use

SPECIFICATION

The Origin Label has a specific green color background. The black branding and QR code allow for a sufficient contrast for scanning.



Do not change color!

Color Use

RESTRICTION

The colors defined for the label should not be modified in any way. Do not use other colors or invert the contrast of the label.



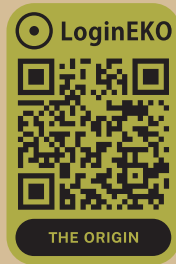
Single color print only!

Color Use

SINGLE COLOR VERSION

When the printing process of the packaging does not allow multi-color use, a single-color version of the Origin label can be used. Make sure a sufficient contrast for scanning the QR code is achieved. Do not use this backup version when the packaging allows color.

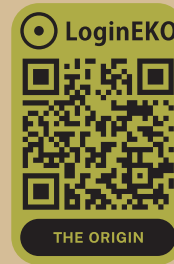
Scan the code and
discover the origin
of our ingredients:



Scan the code &
trace my origin:



Trace my
ingredients:



Captions

TEXT EXAMPLES

The Origin label can be captioned by your brand any way you prefer as long as the rules in this manual are followed (label size, safe space). Some examples of what text is suitable for the description above the label can be seen on the left. Mention the action required (for example: scan, trace) and what its results are (for example: origin, ingredient tracing). Captions can use your brand typefaces and colors.

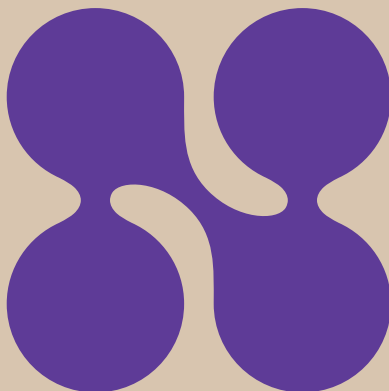


USEDLINA?

Brez panike. Obstoynosti ne dosežamo s termično obdelavo, ampak z visokotlačno tehnologijo (HPP), ki ohranja svežino in naraven okus. V določenih primerih to lahko povzroči usedlino, ki je povsem naraven pojav in ne vpliva na kakovost.



Pred uporabo pretresi



Njamito



**Borovničev
štrudl**

Hiter obrok

**VISOKA VSEBNOST
BELJAKOVIN**

Brez dodanega sladkorja**
Pravo sadje in oreški
Brez dodanih arom

ODKRIJ POREKLO

sestavin v tej flaški:



**NARAVEN IN
SVEŽ OKUS**

100 % rastlinskega izvora
Vir prehranske vlaknine
Nizka vsebnost maščob

Ekološki tekoči obrok | Sestavine: voda, zgoščeni jabolčni sok*, grahove beljakovine*, polnozrnata ovsena kaša* (3,6 %), liofilizirane borovnice (1,7 %)*, mandljeva pasta (1,3 %)*, datljev sirup*, zgoščeni sok črnega ribeza*, morska sol*, indijski trpotec*, gostilo: gumi iz zrn rožičevca*, cimet*

* Iz ekološke pridelave

Lahko vsebuje sledi soje, arašidov in ostalih oreščkov.

Povprečna hranilna vrednost	Na 100 g	Na porcijo (390 g)	% PV***
Energijska vrednost	310 kJ / 74 kcal	1209 kJ / 289 kcal	14 %
Maščobe	1,5 g	5,9 g	8 %
od tega nasičene maščobe	0,2 g	0,8 g	4 %
Oglikovi hidrati	10 g	39 g	15 %
od tega sladkorji	5,8 g	22,6 g	25 %
Prehranske vlaknine	1,3 g	5,1 g	
Beljakovine	4,4 g	17,2 g	34 %
Sol	0,1 g	0,39 g	7 %

Pakiranje vsebuje eno porcijo

*** PV: Priporočeni vnosi za povprečno odraslo osebo (8400 kJ/2000 kcal)



SI-EKO-003
Kmetijstvo EU / izven EU

**Vsebuje naravno prisotne sladkorje

Uporabno najmanj do: odtisnjeno na vratu flaške

LOT: BLU05-0010

Za Inachi d.o.o., Miklošičeva 16, 1000 Ljubljana,
proizvajala K-NORMA d.o.o., Magistrova ulica 1, 1000 Ljubljana

Hraniti pri temperaturi do +8 °C
Porabiti takoj po odprtju

Neto količina: **390 g**



NJAMITO.COM



VEGAN

RAZVITO IN
PROIZVEDENO
V SLOVENIJI

Use Example

RECOMMENDATIONS

The packaging design on the left represents an ideal example of the Origin label usage. It is displayed prominently, yet does not overshadow the brand. A caption explains its purpose. Version A is used as there is enough space. The size used is equal to or above the minimum required. The safe space of the label is acknowledged. The colors of the label are correct.

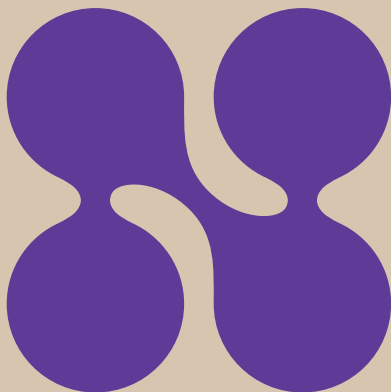


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Porabiti takoj po odprtju

Neto količina: **390 g**



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VEGAN

RAZVITO IN
PROIZVEDENO
V SLOVENIJI

Use Example

CHECKLIST

- ✓ Label version
- ✓ Correct size
- ✓ Safe space
- ✓ Color use



LoginEKO

Our ultimate aim is complete traceability, covering everything from the seed and each step in between, all the way to the consumer product.

The Origin