

Label usage made easy...

Information for using the Hohenstein Quality Label



The Hohenstein Quality Label

Basic Information

*Textile expertise.
To the point.*

Due to its scientifically sound and practical requirements, the Hohenstein Quality Label enjoys a high degree of credibility both with retailers and consumers. The prerequisite for receiving the Hohenstein Quality Label (HQL) is compliance with defined minimum requirements relating to tested characteristics. The conditions for use of the quality label, e.g. the duration, are regulated by a separate contract.

Trademark

The Hohenstein Quality Label is an internationally registered trademark.

Unique product reference

It must be clearly recognizable to which product and test the label refers.

Hohenstein Quality Labels are only valid if a label number is specified.

In addition to the labels for individual tests, there are also combined labels that include several tests, all of which must be listed on the HQL.

The Hohenstein Quality Label may only be displayed with a direct and clear reference to a specific product.

Core elements of the Hohenstein Quality Label

The HQL includes five core elements that absolutely must be incorporated to be legally valid.

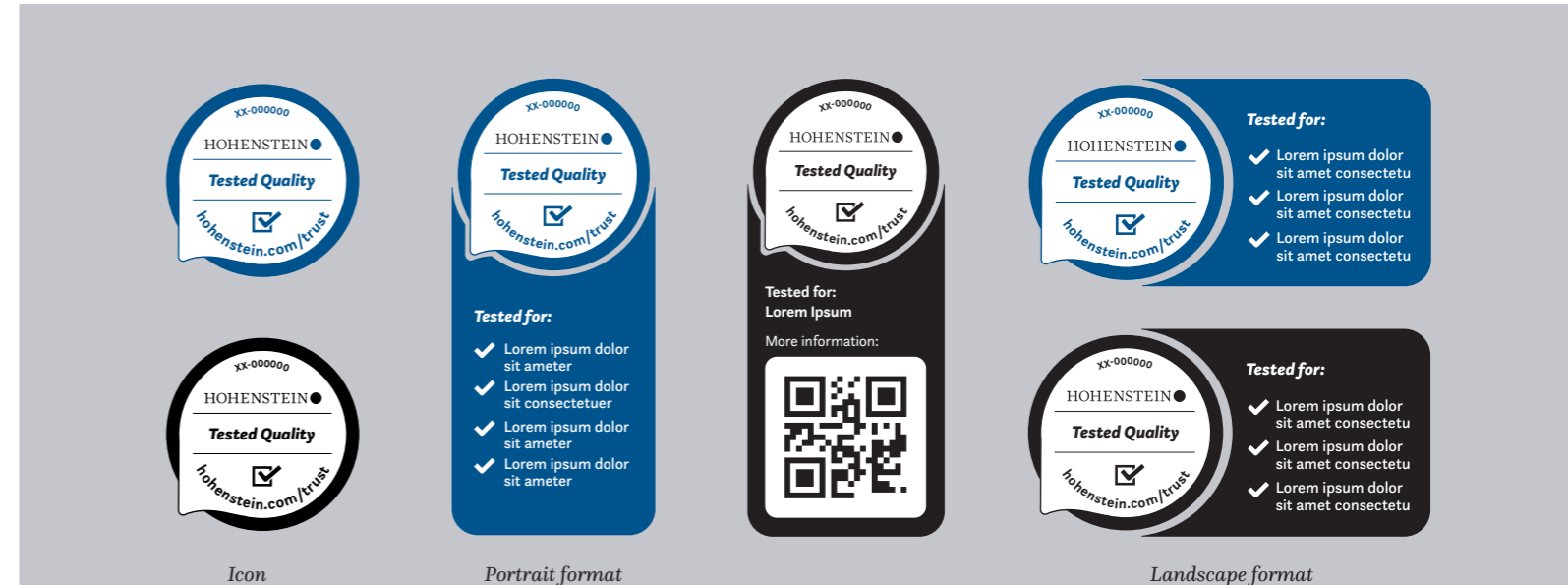
- Label number
- Hohenstein logo
- Type of testing
- Checkmark icon
- URL hohenstein.com/trust

The label is applied in different versions depending on the test scope (see following pages). Where legally required a barcode is used, which directs to a website with further information, such as applied standards.



Hohenstein Quality Label

Options without barcode

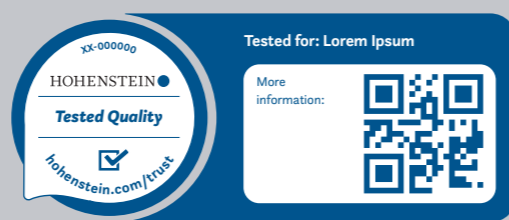
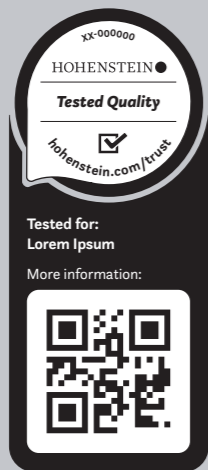


Hohenstein Quality Label

Options with barcode



Portrait format



Landscape format

Minimum label size and free space of the Hohenstein Quality Label

- For legibility, the label's circular section must be at least 2.6 cm in diameter or larger.
- The URL must be legible.
- The length of the label is not variable.

The label can be applied to hangtags.

A perforation of the hangtag must maintain a minimum clearance of 2.5 mm to the label.

There is a free space defined around the label.

This space must be left free of any other graphic elements or information to guarantee that the label always stands out clearly.

The size of the free space is calculated from the width of the label. It amounts to 1/6 of the width circumferentially.

How can the design of the Hohenstein Quality Label be changed?

No changes are permitted to the options listed. The Hohenstein Quality Label may be used in the following color options:

- Blue: Pantone 647C
C100 | M50 | Y0 | K30
R0 | G82 | B140
- Black: Pantone 419C
C60 | M50 | Y50 | K100
R5 | G7 | B3

The text elements may be translated into different languages.

Typography

Label number:
Font: Questa Sans
Bold
Font size: 4 pt

xx-000000
HOHENSTEIN
Tested Quality
hohenstein.com/trust

Type of testing:
Font: Questa Sans
Black Italic
Font size: 6.5 pt

URL:
Font: Questa Sans Bold
Font size: 5.5 pt

xx-000000
HOHENSTEIN
Tested Quality
hohenstein.com/trust

Tested for:
Font: Questa Sans Bold
Black Italic
Font size: 6.5 pt

Type of testing:
Font: Questa Sans
Medium
Font size: 6 pt
Line spacing: 6.6 pt

Tested for:
✓ Lorem ipsum dolor sit amet
✓ Lorem ipsum dolor sit consectetur
✓ Lorem ipsum dolor sit amet
✓ Lorem ipsum dolor sit amet

xx-000000
HOHENSTEIN
Tested Quality
hohenstein.com/trust

Tested for:
Lorem Ipsum

More information:

Tested for & type of testing:
Font: Questa Sans Bold
Font size: 6.2 pt
Line spacing: 7.8 pt

More information:
Font: Questa Sans Regular
Font size: 6 pt
Line spacing: 6 pt

xx-000000
HOHENSTEIN
Tested Quality
hohenstein.com/trust

Tested for:
✓ Lorem ipsum dolor sit amet consectetur
✓ Lorem ipsum dolor sit amet consectetur
✓ Lorem ipsum dolor sit amet consectetur

Type of testing:
Font: Questa Sans Medium
Font size: 6 pt
Line spacing: 6.6 pt

Tested for:
Font: Questa Sans
Black Italic
Font size: 6.5 pt

xx-000000
HOHENSTEIN
Tested Quality
hohenstein.com/trust

Tested for: Lorem Ipsum

More information:

Tested for:
Font: Questa Sans Bold
Font size: 6.2 pt
Line spacing: 7.8 pt

More information:
Font: Questa Sans Regular
Font size: 5 pt
Line spacing: 6.5 pt

Application examples

Below you will find some inspirations on how the Hohenstein Quality Label can be used effectively in brochures and on product packaging.





*How do I get the
Hohenstein Quality Label
as a file?*

The vectorised file in PDF
format is available from
your contact at
Hohenstein.

**Rethink.
Response.
Responsibility.**

Your partner for textile expertise.

Hohenstein
Schlosssteige 1
74357 Bönnigheim
Germany
customerservice@hohenstein.com
hohenstein.com

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