

A photograph of an ALDI store exterior at dusk. The building has a dark grey facade with a large, illuminated 'ALDI' sign in blue and red. The entrance is visible with glass doors and windows, and several shopping carts are parked outside. A blue 'A' logo is visible on the left side of the building.

**ALDI**

# Ecoembes symbol user manual

Sant Cugat del Vallès | 19/05/2020 | ALDI Central de Compras, S.L.U.

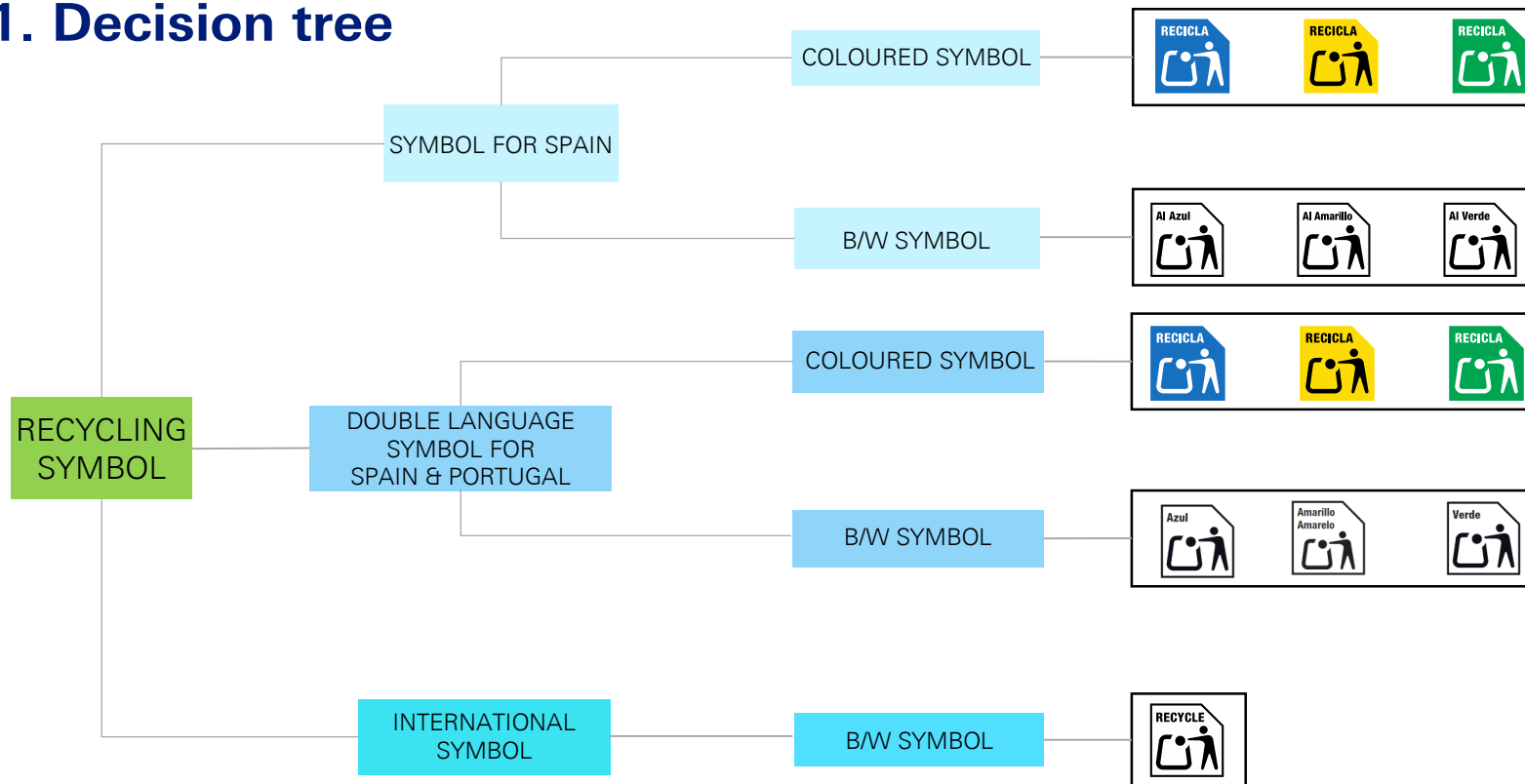


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# 1. Decision tree





## 2. Use of the symbol

The packaging sorting symbol is an information system designed to help the public correctly separate packaging for its subsequent recycling. It seeks to enhance citizens' environmental commitment, and also to improve the quality of materials recovered.



**In the Blue container.**  
Paper and cardboard packaging.



**In the Yellow container.**  
Plastic packaging, metal packaging and cartons.



**In the Green container.**  
Glass packaging.



### 3. Symbol for packaging destined for use in Spain

The following symbols will be used in packaging destined exclusively to the Spanish market.



In the event that the packaging is composed of various materials that should be deposited in different containers, it is recommended to use the corresponding symbol on each element of the packaging. If this is not possible, use the combined symbol on the main element (bottle, jar, glass, etc.) or on the product identification label.





## 4. Symbol for the Spanish and Portuguese market

The following symbols will be used in packaging destined to both the Spanish and Portuguese markets.



In the event that the packaging is composed of various materials that should be deposited in different containers, it is recommended to use the corresponding symbol on each element of the packaging. If this is not possible, use the combined symbol on the main element (bottle, jar, glass, etc.) or on the product identification label.





## 5. Symbol for the international market / bilingual

To avoid confusion among consumers in different countries, each with its own recycling system and rules, the following symbol shall be used in packaging destined to various countries (unless the countries are Spain and Portugal only – see point 4).

This symbol shall be used for both monomaterial and multimaterial packaging.





## 6. Colour use

It is recommended to use the Pantone colours whenever possible. Alternatively, you can use the CMYK equivalent.



### BLUE

C: 100 M: 50 Y: 0 K: 0  
Pantone: 300 C



### YELLOW

C: 0 M: 10 Y: 100 K: 0  
Pantone: 109 C



### GREEN

C: 100 M: 0 Y: 100 K: 0  
Pantone: 348 C

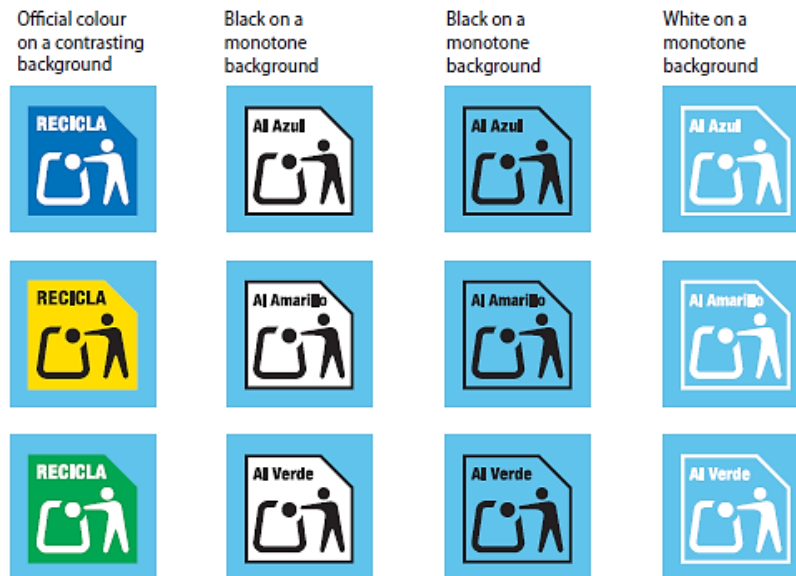
### BLACK

C: 0 M: 0 Y: 0 K: 100  
Pantone: Process Black C



## 7. Colour use on coloured backgrounds

In order to provide as much user flexibility as possible and ensure correct legibility, you can use other colours for the symbol. When it is not possible to print with the official colours, it is necessary to use the version of the symbol where the container colour is shown in writing.





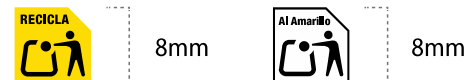
## 8. Symbol size and margins around the symbol

Recommended size for a correct use and legibility of the symbol is 10 mm. There is no maximum size, as this may vary based on packaging or label size.

Minimum **recommended** size: 10 mm

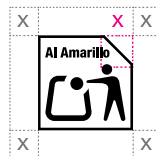
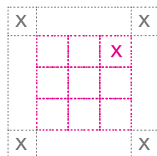


Minimum **allowed** size: 8 mm



It is recommended to leave a margin without graphics around the symbol. The empty space for multi-material packaging symbols should be applied as in the example below.

The “x” space is represented by the third part of the total symbol area, as shown in this example.



Example when used besides the Green Dot.



Example of the margin used in multi-material symbols together with the Green Dot.



# 9. Incorrect use of the symbol

The symbols must be used in their original version and in vector format. The following may not be altered:



- Altering the colour layout of the different graphic elements of the symbol.
- Altering the proportion of graphics.



- Changing the outer shape of the symbol.
- Using a font other than the one set out in this manual.



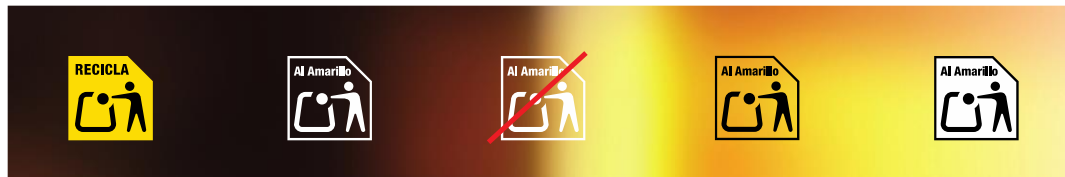
- Changing the messages set out in this manual.



- Adding other elements inside the symbol.
- Using shadows and effects on the symbol.

**Note:** These examples apply to all versions of the symbol.

Examples of incorrect use over photographic background:





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