

HOME CREATION® Brand Guidelines v1.2

ALDI NORD GROUP, ALDI SOUTH GERMANY AND HOFER S/E
Version 1.2, October 2024



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1

INTRODUCTION

1 INTRODUCTION

Foreword

These guidelines provide information for the creation of product packaging for the ALDI Nord Group's, the ALDI SOUTH Germany's and the HOFER S/E's HOME CREATION® brand.

The aim of the guidelines is to ensure a unified look across all countries of sale by establishing rules for the application of the HOME CREATION® design elements.

Examples in this document

The packaging examples in this document convey the look and feel of the brand and, together with detailed descriptions, provide direction as to how the HOME CREATION® design concept should be applied to packs of different sizes and formats.

Product titles, descriptions, declarations, addresses, barcodes, images and secondary logos in these examples are placeholders only.

Note: All references to 'ALDI' relate to the ALDI Nord Group, ALDI SOUTH Germany and HOFER S/E.

IMPORTANT NOTE

These brand guidelines must always be used in conjunction with the CBG (Cross-Brand Guidelines) for all ALDI Nord countries of sale and the GIG (General Information Guideline) for ALDI SOUTH Germany and HOFER S/E. This is explained in more detail on the pages 1.6–1.7.

PLEASE NOTE

Almost all ALDI Nord and ALDI SOUTH packaging should be primarily multilingual, see examples on page 2.3 - 2.18. All single language packaging shown in this style guide are examples only and are exceptions for ALDI Nord and ALDI SOUTH. For more information on the languages to be used for the different ALDI Nord and ALDI SOUTH countries of sale, please refer to the CBG and the GIG.



1 INTRODUCTION

Brand foundation

Marketing concept

Design your home the way you like it. The HOME CREATION® range includes a diverse selection of innovative, practical, inspiring and high-quality household items for all areas of the home. Essential parts of the range include home textiles and housewares like bathroom fittings, candles & aroma therapy, decoration, stationary and small pieces of furniture.

There are 6 product groups overall:

- Home textiles
- Housewares
- Furniture
- Decorations
- Stationary
- Seasonal

Target group

HOME CREATION® is a brand that addresses people who:

- want to refresh and enhance their home,
- need practical, inexpensive small pieces of furniture which can be easily integrated into existing decor,
- value hardwearing home textiles,
- appreciate practical ideas for their home.

Brand logo

The logo is clean, modern and timeless. It reflects and highlights the HOME CREATION® product range.

The design is a self-contained anthracite-coloured circle which contains the wording 'HOME CREATION®' in white.

For a direct connection to the subject 'HOME' a simple and classic roof-icon completes the logo.



1 INTRODUCTION

Commodity groups

The HOME CREATION® brand applies to the following ALDI categories and commodity groups:

Category

15 Home Improvement

Commodity group

18 Household Textiles

Sub-commodity groups

02 Tablecloths & Accessoires
03 Curtains & Curtain Accessories
07 Floor Coverings & Mats
(No Bath mats)
08 Cushions & Throws
09 Blankets

Commodity group

19 Furniture

Sub-commodity groups

01 Kitchen Furniture
02 Dining Furniture
03 Bedroom Furniture
04 Entertainment Furniture
05 Office Furniture
06 Bathroom Furniture
07 Children's Furniture
08 Wardrobe & Hallway
09 Living room Furniture

Commodity group

22 DIY

Sub-commodity groups

04 Hardware & Repair
06 Paint
10 Plumbing & HVAC
11 Storage Systems
13 Castors & Transportation Aids
14 Other Workshop supplies

Commodity group

25 Housewares

Sub-commodity groups

01 Candles & Aroma Therapy
02 Home Storage
05 Bath Accessories
06 Plastic Items
07 Cleaning & Laundry Accessories
08 Household Accessories

Commodity group

28 Stationary, Office Needs & Gift Wrap

Sub-commodity groups

01 Packing & Accessories
02 Pens & Painting Products
03 Filing & Office Storage
06 Gift Wrap, Ribbons, Packaging & Cards
08 Craft Supplies
09 Craft & Haberdashery (Sewing Supplies)

Commodity group

29 Decorations

Sub-commodity groups

01 Christmas & New Year's Eve Decorations
02 Easter Decorations
03 Spring & Summer Decorations
04 Framers, Prints, Photos & Mirrors
05 Other Holiday & Party Decorations
06 Silk Plants & Flowers
07 Autumn & Winter Decorations



Category

16 Household

Commodity group

06 Detergents & Cleaners

Sub-commodity groups

06 Air fresheners

1 INTRODUCTION

Nice Classification

HOME CREATION® is registered for the following international classes of goods and services under the Nice Agreement:

1, 2, 3, 4, 5, 6, 8, 9, 10, 11, 16, 20, 21, 22, 24, 26, 27, 28, 34.

The HOME CREATION® brand must not be used for any items outside of these classifications.

Please note: This overview only shows Nice Classes that HOME CREATION® is registered for in all countries of sale. The registration might only be valid for certain products within a Nice Class. Please contact ALDI Nord IP for ALDI Nord packaging or the Director International Buying and/or National Buying Director for ALDI SOUTH packaging.



1 INTRODUCTION

Before you begin

The HOME CREATION® brand guidelines must always be used in conjunction with the CBG (Cross-Brand Guidelines) for all ALDI Nord countries of sale and the GIG (General Information Guidelines) for all ALDI SOUTH Germany and HOFER S/E.

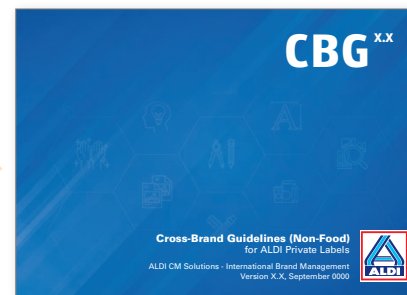
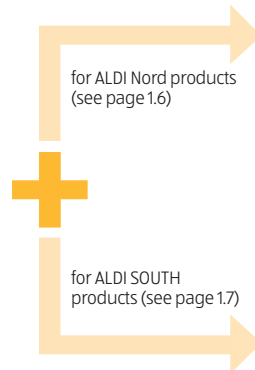
The HOME CREATION® brand guidelines provide only brand specific information such as details about the logo, backgrounds, call-outs, photography and fonts.

Information regarding non-brand specific elements that must be applied to ALDI packs can be found in the CBG and GIG respectively.

Both the CBG and the GIG explain general barcode rules, customer support information and language identifier ellipses for all ALDI countries. They also show how to apply universal elements such as PLU numbers, industry standard logos and much more on ALDI packaging.


Please confirm with ALDI Nord International Procurement (IP) for ALDI Nord packaging or the Director International Buying and/or National Buying Director for ALDI SOUTH packaging, if any additional guidelines are required for the creation of your packaging.

NOTE
If the same HOME CREATION® product is sold at ALDI Nord, ALDI SOUTH Germany and HOFER S/E, separate packs need to be created. The design of the packs will be identical, but the non-brand specific elements such as on-sale dates, item numbers, PLU numbers, warranty logos etc. will be different.



or



 The latest versions of these guidelines are available to download via the links shown on page 6.1.

1 INTRODUCTION

Using HOME CREATION® guidelines and the CBG – ALDI Nord

These four basic steps show how to approach the creation of HOME CREATION® packaging for ALDI Nord. It is essential to read both the HOME CREATION® guidelines and the CBG to ensure that you set up your pack design in compliance with ALDI Nord specifications.



Step 1 HOME CREATION®

Read these guidelines to understand the design principles of the brand.

Step 2 CBG

Read the complete CBG and consult the DESIGN FUNDAMENTALS chapter in particular for details about **non-brand specific elements** required by ALDI Nord on your pack.

Step 3 HOME CREATION® and CBG

Create your pack by using the combined information from both guidelines, and follow the approval process described in the CBG.

ALDI Nord IP will advise you on which additional guidelines may have to be used for the creation of your pack.

Step 4 General info

If you require further assistance, contact ALDI Nord IP for advice.

Please note that it is the supplier's responsibility to ensure that all packaging complies with up-to-date legal requirements for each country of sale and with ALDI Nord recycling requirements, and that the necessary image and font licences are obtained prior to printing.

1 INTRODUCTION

Using HOME CREATION® guidelines and the GIG – ALDI SOUTH



These five basic steps show how to approach the creation of HOME CREATION® packaging for ALDI SOUTH Germany and HOFER S/E. It is essential to read both the HOME CREATION® guidelines and the GIG to ensure that you set up your pack design in compliance with ALDI SOUTH specifications.

Step 1

HOME CREATION®

Read these guidelines to understand the design principles of the brand.

Then identify which example pack format is closest to the one that you are going to create, i.e. a backing card.

Use this as a basis for the integration of all **brand specific** elements on your pack, i.e. logo, background, product image etc.

If there is no example that is close to your pack format, be creative and use another example as a guide.

Step 2

GIG

Read the complete GIG and consult the DESIGN FUNDAMENTALS, CUSTOMER SUPPORT INFORMATION and COUNTRY SPECIFIC ELEMENTS chapters in particular to establish which **non-brand specific** elements are required by ALDI SOUTH on your pack.

Step 3

GIG

Consult the PACK EXAMPLES chapter and go to the section that shows a selection of different pack formats for your country of sale, i.e. ALDI SOUTH Germany.

Within that section identify the pack example that is closest to the one that you are creating, i.e. a backing card.

Read the information on that page and establish which elements and languages are required to be placed on your pack by ALDI SOUTH Germany, and which elements may not be needed.

Note that the pack example you have identified in the GIG may not show all required elements, such as a PLU number, a country of origin logo, after sales support information or other important elements.

Step 4

HOME CREATION® and GIG

Create your pack by using the combined information from both guidelines, and follow the approval process described in the GIG.

The National Buying Director and/or the Director International Buying will advise on which additional guidelines may have to be used for the creation of your pack.

A list of all additional guidelines and where they can be downloaded from can be found in the GIG.

Step 5

General info

If you require further assistance, contact your National Buying Director or the Director International Buying for advice.

Please note that it is the supplier's responsibility to ensure that all packaging complies with up-to-date legal requirements for each country of sale and with ALDI SOUTH recycling requirements, and that the necessary image and font licences are obtained prior to printing.

2

PACK EXAMPLES

2 PACK EXAMPLES

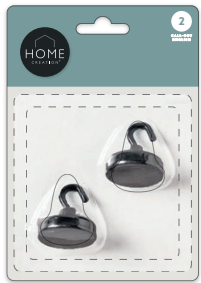
Overview

This overview shows a selection of pack examples for HOME CREATION® products in typical sizes and formats.

The majority of examples have been designed in order to demonstrate how the layouts can be altered to accommodate multiple languages.

For more information about non-brand specific elements such as PLU number, on sale date and which languages to use for the different ALDI countries of sale, please refer to the CBG or GIG respectively.

Stationary



Decorations



Home textiles



Housewares



Furniture



Seasonal



Please note: All photos in these guidelines are placeholders only. The images must be professionally photographed or purchased as stock images. The supplier is responsible for the purchase of the correct image licences.

2 PACK EXAMPLES

Design Ranges

HOME CREATION® products are divided into six design ranges: Home textiles, Stationary, Housewares, Decorations, Furniture and Seasonal. The images shown below represent a packaging example from each product category. The design distinctions between the design ranges are described in chapters 2 and 4.

Please note: 15-22-06 Paint and 16-06-06 Air fresheners fall under the HOME CREATION® design range **Decorations**.



Decorations



Stationary



Home textiles



Housewares



Furniture



Seasonal

Please note: All photos in these guidelines are placeholders only. The images must be professionally photographed or purchased as stock images. The supplier is responsible for the purchase of the correct image licences.

Example 1 – Cardboard with ribbon (multilingual, ALDI Nord – Cluster 3)



Front

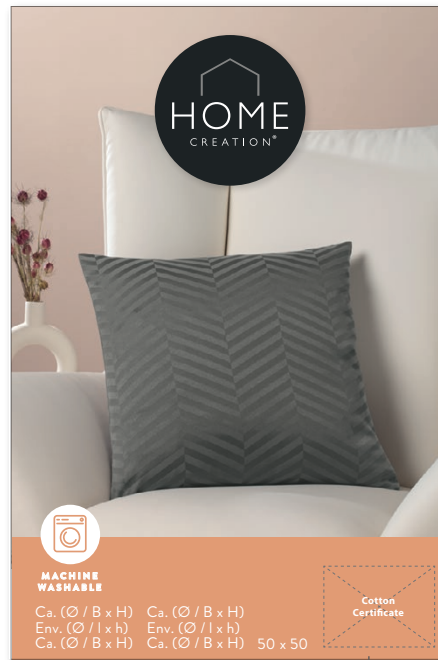


Back

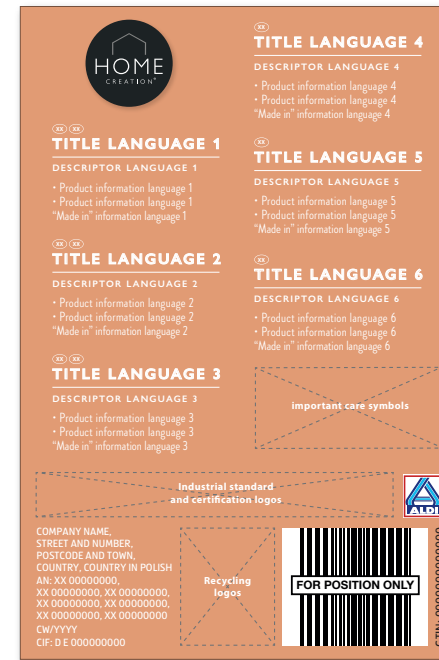
Product images should preferably be placed to the right of the product title. In exceptional circumstances, placement below product title is also possible (see page 4.7).

Example 2 – Hangtag (multilingual, ALDI Nord – Cluster 1)

This hangtag is an example for AN cluster 1. A product title can be omitted if the product is clearly recognisable on the packaging or in a photo.



Front



Back

On the front of pack a cotton certificates can be placed on the lower right area (see chapter 5).

Example 3 – Sleeve with cardboard insert (multilingual, ALDI SOUTH, DE+HOFER S/E)

This example shows a sleeve for the home textiles category. For more information on which languages to use, please refer to the GIG for ALDI SOUTH.



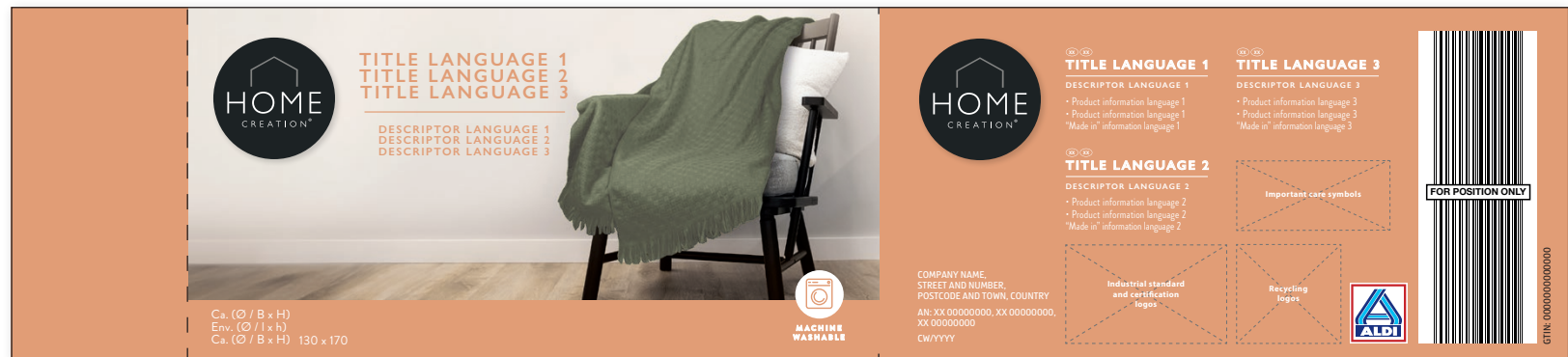
Complete layout

Please note: All photos in these guidelines are placeholders only. The images must be professionally photographed or purchased as stock images. The supplier is responsible for the purchase of the correct image licences.

Example 4 – Rolled sleeve (multilingual, ALDI Nord – Cluster 2)

This is an example for AN Cluster 2 and shows the layout of a typical rolled sleeve for ALDI Nord (e.g. for blankets or carpets).
 For more information on which languages to use for the different ALDI Nord Group countries of sale, please refer to the CBG.

Product images should preferably be placed to the right of the product title (see page 4.7).



Complete layout

Please note: All photos in these guidelines are placeholders only. The images must be professionally photographed or purchased as stock images. The supplier is responsible for the purchase of the correct image licences.

Example 5 – One-sided insert (multilingual, ALDI SOUTH, DE+HOFER S/E)

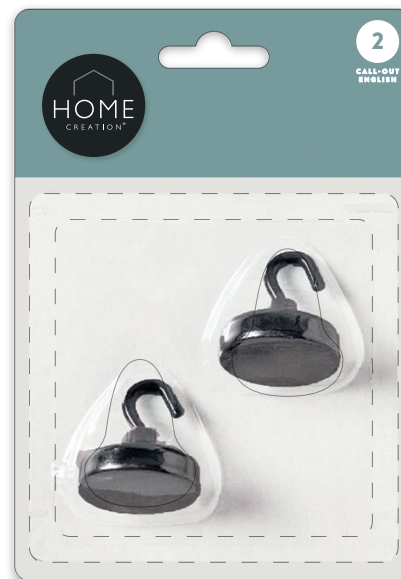
This insert combines all the required elements for the pack on one side.



Complete layout

Example 6 – Blister card (multilingual, ALDI Nord – Cluster 1)

This blister pack is an example for AN cluster 1. A blister pack protects the product and associated parts (in this case the magnets) with plastic packaging. Since the product is visible, the product image can be omitted.



Front



Back

Call-outs can be placed in the top right corner for small and special package formats.

For the usual placement of call-outs please see page 4.9.

Example 7 – Six-sided box, large (single language, ALDI SOUTH, DE+HOFER S/E)

This example can be used as a guide for the layout of any ALDI country of sale with single language packs. For more information on which languages to use for the different ALDI countries of sale, please refer to the CBG or GIG respectively.

Please note: This single language packaging should only be used in exceptional cases. Please confirm your single language packaging with ALDI Nord or ALDI SOUTH.

The pack example shows a six-sided full pack. The photo material runs continuously across the pack and product feature bullets and the product information is placed on the category colour bands in the bottom area. Detailed information on the packing architecture can be found on pages 4.1 and 4.6 - 4.7.

The HOME CREATION® logo and product title must always be placed at the top of the pack.

Product close-ups can be placed on the front of pack (max. 3 images) – see p. 4.16.



Complete layout

Example 8a – Six-sided box Premium (multilingual, ALDI Nord – Cluster 4)

This six-sided box is just one example for an exceptional language combination under AN cluster 4 (Spain and Portugal). For more information on which languages to use for the different ALDI Nord Group countries of sale, please refer to the CBG.



Complete layout

An image of the product in a home setting can be placed on the side of the pack.

In case of a narrow side of pack, location images can be placed on a quiet background (if there is not enough space in the category colour bar.) Preferably please place on category colour band near bullet points Ca. (W x H x D) (see page 4.16).

Please note: All photos in these guidelines are placeholders only. The images must be professionally photographed or purchased as stock images. The supplier is responsible for the purchase of the correct image licences.

Example 8b – Six-sided box Premium (multilingual, ALDI SOUTH, DE+HOFER S/E)

This pack example shows a large six-sided box.



Product information is set in *Brandon Grottesque Condensed Regular* font for multilingual packages. This guarantees that all product information can be accommodated (see page 4.17).

Complete layout

Please note: All photos in these guidelines are placeholders only. The images must be professionally photographed or purchased as stock images. The supplier is responsible for the purchase of the correct image licences.

Example 9 – Six-sided box with window, small (multilingual, ALDI SOUTH, DE+HOFER S/E)

This illustration is a flattened layout of a small six-sided box. It shows the position and reading direction of the various elements. Please note that this example may not include all the elements that are required. For more information please refer to the GIG.

If there are cut-outs on the packaging which show the product, it is not necessary to have product photography on the front. However, an image of the product should be shown on the side of pack.

Please note: To improve in-store visibility and customer experience when candles are displayed in bins, suppliers are permitted to include a product image on the top of the box. This additional image should be consistent with brand standards, ensuring the product is easily identifiable from multiple angles.



Complete layout

Example 10 – Easter, header card (multilingual, ALDI SOUTH, DE+HOFER S/E)

The example shows a seasonal item for Easter.
 The defined category colour should be applied paired with the seasonal illustrations (see page 4.10 for all seasonal illustrations).



Seasonal illustrations (e.g. Easter motive) are integrated into the category colour band (see page 4.10).

Complete layout

Example 11 – Summer, folding format (multilingual, ALDI SOUTH, DE+HOFER S/E)

The example on the right shows a product of the 'seasonal' category for Summer. The defined category colour should be applied paired with the seasonal illustrations (see page 4.10 for all seasonal illustrations).



Front



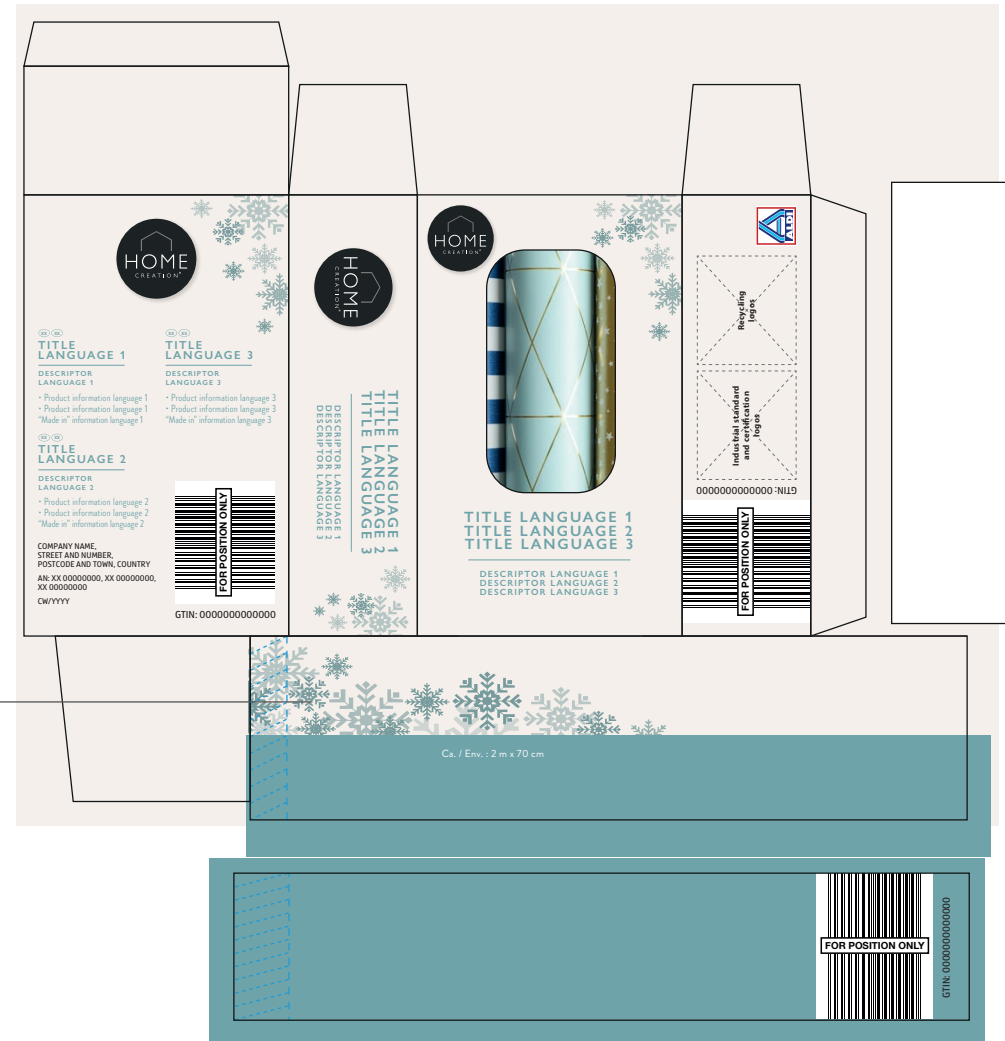
Complete layout

Seasonal illustrations (e.g. Summer motive) are integrated into the category colour band (see page 4.10).

Example 12 – Winter, six-sided box (multilingual, ALDI Nord – Cluster 2)

This six-sided box is an example for AN cluster 2.
The front of pack product description shows 3 languages.

For more information on which languages to use for the different ALDI Nord Group countries of sale, please refer to the CBG.



Seasonal illustrations (e.g. Winter motive) are integrated into the category colour band (see page 4.10).

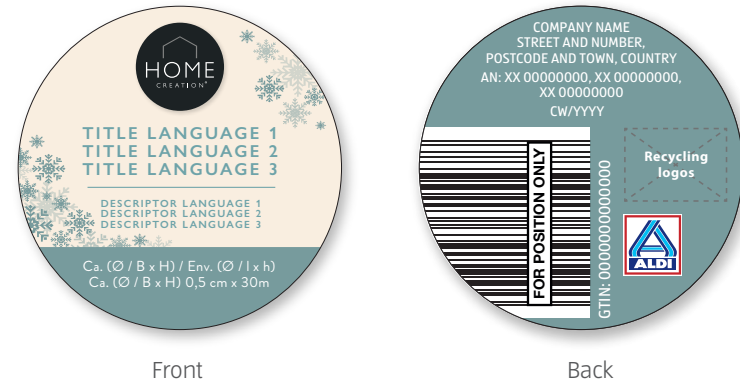
Complete layout

Example 13 – Winter, sticker (multilingual, ALDI Nord – Cluster 2)

These stickers are examples for AN cluster 2. Special label formats follow the same structure as classic formats. Due to the size of the stickers, the minimum size of the logo is used.

This page shows two different types of stickers. A one-sided sticker with all the relevant informations and a round sticker with front and back. In addition an extra sticker with important information can be placed.

Please note that this example may not include all the elements that are required for your packaging, as explained on chapter 4.



Complete layout



For additional information an extra sticker can be placed on the product.

Example 14 – Christmas, six-sided box (multilingual, ALDI SOUTH, DE+HOFER S/E)

This example shows a six-sided box, but in an extreme portrait format.



Seasonal illustrations (e.g. Christmas motive) are integrated into the category colour band (see page 4.10 - 4.11).

Complete layout

Please note: All photos in these guidelines are placeholders only. The images must be professionally photographed or purchased as stock images. The supplier is responsible for the purchase of the correct image licences.

Example 15 – Christmas, header card (multilingual, ALDI Nord – Cluster 2)

This header card is an example for AN cluster 2. The front of pack product description shows 3 languages, German, French and Dutch.

There is a separate design for the Christmas category. The defined category colour should be applied paired with the seasonal illustrations (see page 4.10 - 4.11 for all seasonal illustrations and Christmas illustrations).



Christmas illustrations are integrated into the category colour band (see page 4.10. - 4.11).

Complete layout

Please note: All photos in these guidelines are placeholders only. The images must be professionally photographed or purchased as stock images. The supplier is responsible for the purchase of the correct image licences.

2 PACK EXAMPLES



Example 16 – Care Label


A care label made of white polyester satin material can be sewn into HOME CREATION® textile products.

The label is printed on one side in black and folded in the middle. The ends of the resulting loop are sewn into the product.

The following information is printed on the label: the HOME CREATION® logo (version 4, page 4.2), the numeric code of the barcode, the product title, the material composition of the product, the washing instructions and the importer or distributor address.

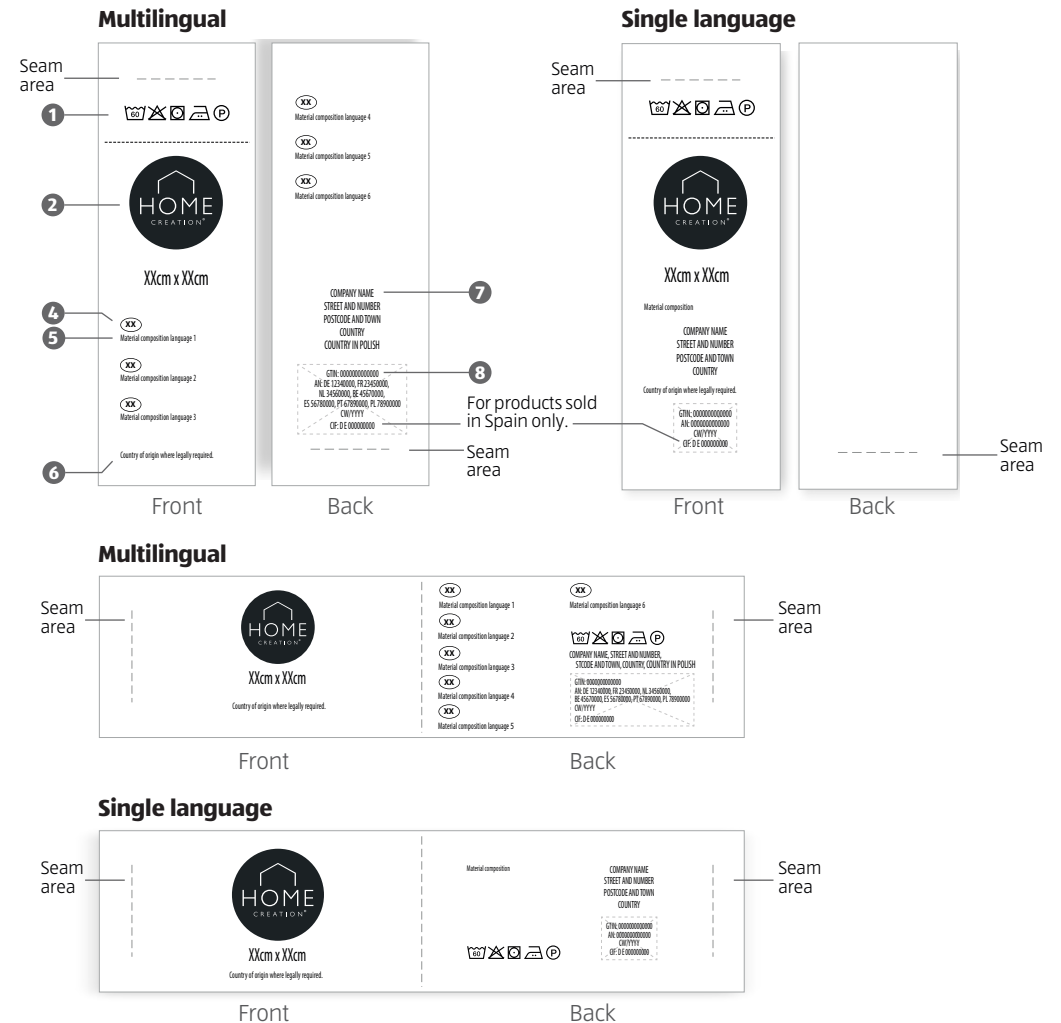
The material specifications shown on the right must be met at all times.

- 1 **Care symbols (for Europe)** Ginetex care symbols Note: Symbols need to be adapted to the product material
- 2 **Brand logo**  The single colour version of the logo should be used, either black on white or white on black
- 3 **Size information** Font: *Myriad Pro Condensed*
- 4 **Country identifier ellipses**  Depending on the countries of sale
- 5 **Product material composition** Text font: *Myriad Pro Condensed*
- 6 **Country of origin** Font: *Myriad Pro Condensed*; (where Türkiye is the country of origin, the country name has to be stated in Turkish (Türkiye) slash its translation e.g. Hergestellt in der Türkei/Türkiye. **Türkiye has not been recognized as a country name by NATO, that's why we also need to state the internationally recognized name.**)
- 7 **Distributor/manufacturer address** Font: *Myriad Pro Condensed*, upper case; (for products sold in Poland, the address of the distributor/importer must be given in Polish.)
- 8 **GTIN, ALDI Nord code (item number) for all ALDI Nord packaging. CIF for ALDI Spain only.** For products sold in Spain, the Certificado de Identificación Fiscal (CIF) number of the importer is required.

 Artwork is available via the download link on page 6.1.

Note on care symbols

The care symbols used in these guidelines are merely placeholders. The trademarked symbols of GINETEX are to be used. www.ginetex.net



Specifications

Dimensions:	30 x 120mm (including sewing area)*,	Warp material:	100% polyester Thread count 88 threads/cm Yarn count dTex 75,
Name:	quality 1490 polyester satin,	Weft material:	100% polyester Thread count 26 threads/cm Yarn count dTex 167.
Print:	flexo textile printing, black		
Binding:	warp satin,		
Weight:	approx. 130 g/m2,		

* In exceptional cases, if the material composition is very complex and a lot of text is required, the dimensions of the care label can be increased

3

SHELF-READY PACKAGING (SRP)

3 SHELF-READY PACKAGING (SRP)

Tray example – ALDI Nord only

This page shows an example of a HOME CREATION® tray for ALDI Nord.

The HOME CREATION® logo (version 2, see page 4.2), product title, ALDI Nord item number and tray content are placed on all sides of the tray. The HOME CREATION® logo is centred in the upper part of the tray except on shallow sides where it is positioned on the right above the ALDI Nord item number. The product title is centred, as shown here. The tray content is positioned in the lower right corner.

All product titles must be set in upper case letters of the font *Gill Sans Nova Semi Bold*. The AN item number and the tray content is set in *Brandon Grotesque Condensed Regular*.

The colour of the type is white.

For more information please refer to the CBG.



Front



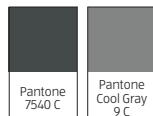
Front

Side

Back

Side

Print colours



Please note: All photos in these guidelines are placeholders only. The images must be professionally photographed or purchased as stock images. The supplier is responsible for the purchase of the correct image licences.



4

DESIGN FUNDAMENTALS

4 DESIGN FUNDAMENTALS

Design elements – Overview, Six-sided box (example ALDI SOUTH)

The basic HOME CREATION® design elements are described here and in more detail on the following pages in this chapter. Information on non-brand specific elements can be found in the CBG for ALDI Nord and the GIG for ALDI SOUTH packaging.

- 1 **Logo**  Version 1, see page 4.2
- 2 **Product title** Font: *Gill Sans Nova Semi Bold*; see pages 4.17, 4.4; colour for standard products: category colour.
Colour for premium products: white.
- 3 **Product descriptor** Placed underneath the dividing line; see page 4.4.
- 4 **Product photography** Placed underneath the product title; see page 4.15.
- 5 **Background** Defined colours according to standard or premium category; see pages 4.13 - 4.14.
- 6 **Category colour band** Colour is category specific; 4.13 - 4.14.
- 7 **Call-outs**  see page 4.9.
- 8 **Close-ups** Some products can include detailed photography, maximum three pictures; see page 4.16.
- 9 **Product dimensions** Font *Brandon Grotesque Regular*; see pages 2.3 - 2.6, 2.10 -2.12, 2.14, 2.18 and 4.17.
- 10 **Location images** see page 4.16.
- 11 **Product information** should only mention the most important facts of a product. Font to be used: *Brandon Grotesque Regular* left-aligned and in the colour of the logo; pack examples; pages 2.10, 4.17.

- 12 **PLU number** For information regarding PLU numbers please refer to the CBG or GIG respectively.
- 13 **Importer/Distributor address** Font: *Brandon Grotesque* font family, see page 4.17; colour: black. For information please refer to the CBG for ALDI Nord packaging or to the GIG for ALDI SOUTH packaging.
- 14 **Recycling symbol** For information please refer to the ALDI Nord contact person for ALDI Nord packaging and to the GIG for ALDI SOUTH packaging.
- 15 **Industry standard and certification logos** For information please refer to the CBG for ALDI Nord packaging or to the GIG for ALDI SOUTH packaging.
- 16 **Barcode with numeric code(s)** Bars in process black, background in white, see page 4.19. For information please refer to the Barcodes and QR Codes guidelines for ALDI SOUTH packaging.
- 17 **ALDI SOUTH: Item number and on-sale date** Only for ALDI SOUTH packaging. For more information please refer to the GIG.



Artwork is available via the download link on page 6.1.

Complete layout



4 DESIGN FUNDAMENTALS

Logo – Versions

The HOME CREATION® logo appears on all HOME CREATION® packaging, SRPs and wherever possible, on products. It consists of the lettering 'HOME CREATION' with a registered trademark symbol as part of the logo behind the word 'CREATION' (on products the trademark symbol can be omitted). The lettering is white with a grey icon representing a house above the typography. It's positioned on a dark grey circle, which is part of the logo, as shown on the right.

The proportions of all logo elements are fixed and may not be altered. The recommended minimum size for packaging and SRP is 20 mm. For logos on products the minimum size is determined by the material and the production process.

Please note that regardless of the printing process, colours must match the specified colour references. Several different logo versions are available to cover a wide range of applications.

Please determine the right equivalent to Pantone Black 6 C and Cool Gray 9 C for the colour of the printing substrate. If possible, Pantone colours should always be preferred.

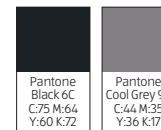
If technically possible always place a light shadow underneath the logo circle. 16 percent opacity 100 % K.



Artwork for the logos is available via the download link on page 6.1.

Version 1

Logo for packaging

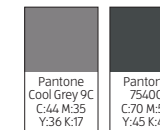


Version 2

Logo for SRPs.

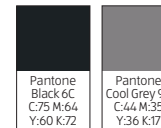


Logo placed on the background without the circle. Background 7540 C.



Version 3

Logo for marketing materials



20 mm
Minimum size
(except smallest packages:
15 mm)

Version 4

Logo on products; see page 4.5. C.



4 DESIGN FUNDAMENTALS

Logo – Incorrect usage

This page shows some examples for incorrect use of the HOME CREATION® logo.



✓ Correct logo for comparison.



✗ The colour of the logo must not be changed.



✗ The proportions of the elements must not be changed.



✗ The logo must not be positioned at an angle.



✗ The typography of the brand name must not be changed.



✗ The logo must not be distorted.

4 DESIGN FUNDAMENTALS

Logo/product title – Guidelines

A The HOME CREATION® logo should have a minimum distance equivalent to the letter 'O' (of the word 'HOME' in the logo) to the edge of the package and all other visual elements.

B The product title and product descriptor must be set in the *Gill Sans Nova Semi Bold* font. The size of the product title depends on the format of the packaging.

The running width of the font should always be set to 130 if possible.

The letter 'O' of the product title size is the defined distance from the dividing line to the text above and underneath. For smallest packages, small back of pack and multilingual packages the same rule applies only with the smaller 'O' letter of the product descriptor.

C The product descriptor should be 60 % of the letter height of the product title. However it should not be less than 5 Pt. The dividing ends in the middle of the outer letters of the product title.

D The dividing line should always be half as thick as the line thickness of the typeface of the product title. Minimum contour thickness = 0.2 pt.



4 DESIGN FUNDAMENTALS

Logo – On products

Wherever possible, the HOME CREATION® logo can be placed on the product.

Depending on the material, it can be printed (A), moulded (B) or engraved (C).
When printing the logo, full-colour version 4 is the preferred option.

When used on a product, the logo does not require a registered trademark symbol.

Self-adhesive labels should be avoided to prevent the logo from being removed from the product.

Logo version 4 serves as a reproduction template for embossing the logo (see below right), for etching the logo or if the logo is moulded out of thermoplastic material. Details of all logo versions can be found on page 4.2 - 4.3.

A



B



C



4 DESIGN FUNDAMENTALS

Pack architecture – Front of pack, portrait

The front of the package is constructed according to the rules given on page 4.1.

Logo

The logo is placed in the upper part of the packaging with an absolute minimum distance to the edge equivalent of the letter 'O' from the HOME CREATION® logo.

Background

The background colour of the upper area is one of the defined colours, see page 4.13 - 4.14.

Product title, dividing line and product descriptor

The minimum space between product title and logo is equivalent to the upper case 'O' of the word 'HOME' in the logo. It is placed underneath the logo and separated from the USP with a dividing line.

Depending on the format and size of the product, the placement of the elements varies (see pack examples and page 4.4).

Important: Keep proportionality of examples shown.

Product photography

The product photography is placed in the lower area. Depending on the motive, this can take up more or less space, see page 4.15.

Back of pack

See design overview on page 4.1.

Category colour band

The category colour band is located at the bottom of the package.

The height of the bar varies depending on the format and product.

See pack examples and page 4.14.

Call-outs and dimensions

Call-outs should be placed on the left side of the category colour band.



Artwork for Portrait Packages is available via the download link on page 6.1.

Exceptions are smallest packages, see page 2.8.

Dimensions should be placed on the front at the lower part of the colour band. (left side)

Product Close-ups

If necessary product close-ups can be applied to the right front side of the colour band. These are to be displayed as isolated images on a white background, see page 4.16.

Example of portrait front of pack



4 DESIGN FUNDAMENTALS

Pack architecture – Front of pack, landscape

Logo

The HOME CREATION® logo should be placed in the center or to the left side within the upper area with an absolute minimum distance equivalent to the letter 'O' from the word 'HOME' in the logo. The minimum distance has to be kept to all sides of the packaging.

Product title, USP and dividing line are placed underneath or on the right side of the logo. The remaining information required on pack should be placed underneath.

Background

The background of the upper area is in one of the defined colours, see page 4.13 - 4.14.

Product title, dividing line and product descriptor

The product title is placed right next to the logo and is given an underline, which separates it from the USP of the product.

The product title requires a minimum distance equivalent to the letter 'O' of the logo. Depending on the format and size of the product, the placement of the elements can vary (see pack examples).

Product photography

The product photography can be placed in the lower area underneath the product title or on the right side next to the product title, see page 4.15. Depending on the motive, this can take up more or less space.

Category colour band

The category colour band is located at the bottom of the package and should provide enough space to integrate dimensions and possible logos. The height of the band varies depending on the package format and product.

Dimensions

Dimensions should be placed on the front at the lower part of the colour band. (left side)



Artwork for Landscape Packages is available via the download link on page 61.

4 DESIGN FUNDAMENTALS

Information panel

Front of pack in general

In the lower part of the package there is always a category colour band in which the size information of the product is placed at the bottom left side. Depending on the product, call-outs and close-ups are inserted here.

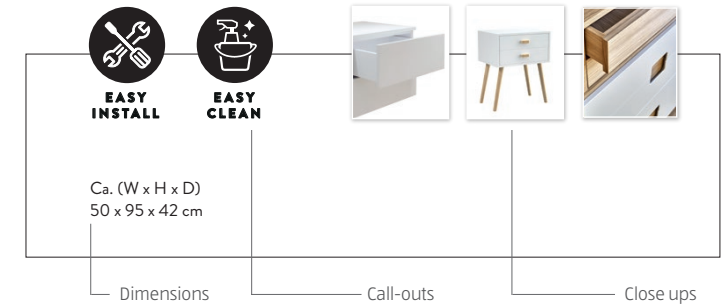
Back of pack, six-sided box

The dimensions of the product will be placed on the front as well as the back of the pack. In addition, logos, recycling symbols, manufacturer addresses, etc. are applied. A barcode is always placed on the right.

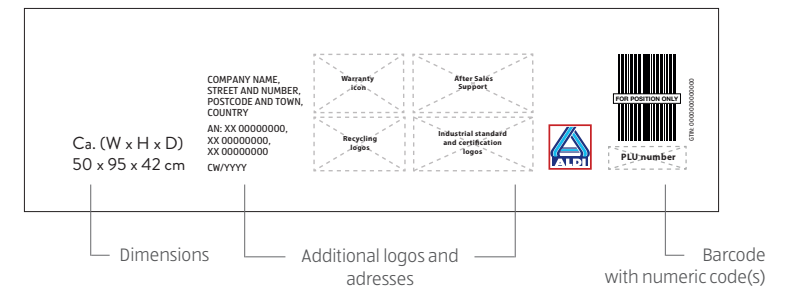
Back of pack, two-sided, example landscape

For two-sided products or header cards, colour the entire rear in the appropriate category colour. The product information must be applied as shown in the example on the right. Logo, product title and selling features are always to be placed in the upper area. Logos, addresses, etc. can be placed underneath, depending on the format and space available. The Barcode should always be placed on the right. (Barcode sizes see GIG/CBG).

Example of Information panel front



Example of information panel back, six-sided box (ALDI Nord)



Example of information panel back of pack, two-sided, landscape (ALDI SOUTH)



Please note: All photos in these guidelines are placeholders only. The images must be professionally photographed or purchased as stock images. The supplier is responsible for the purchase of the correct image licences.

4 DESIGN FUNDAMENTALS

Call-outs

Call-outs have been created for the HOME CREATION® packs to communicate important products features. The design styles are specific to the HOME CREATION® brand.

The call-outs are always placed on the left. They should overlap the top edge of the colour band by half. In exceptional cases the call-outs can be placed on the right side of the upper area, see page 2.8.

Illustrations and text are product specific and variable. The minimum recommended size for the illustration is a width of 9mm. The text (*Brandon Groteqsue Black*) should not be smaller than 5pt and is centred within the illustration. The text is outlined with a 0.25pt line for a call-out of 2cm in diameter. This must be scaled proportionally depending on the application size.

(For smaller pack formats the text size may be increased in relation to the illustration.)

Artwork for the call-outs shown is available to download via the corresponding link on page 6.1. When additional call-outs are required they should be designed in the same style.

The supplier is responsible for the respective application and must provide proof.

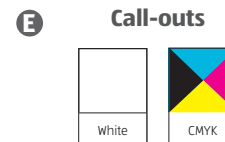
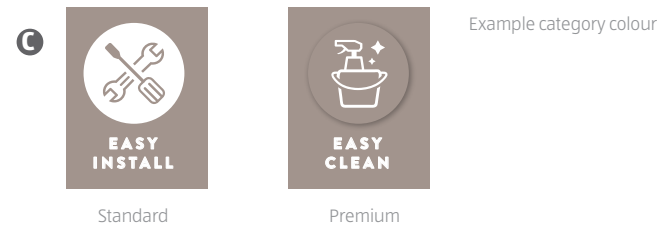
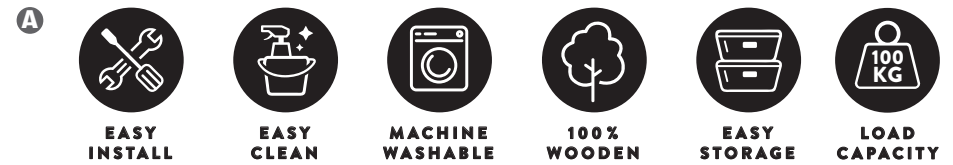
Please note: Call-outs have to be translated into the required language(s) of the packaging.

Feature call-outs (A-D)

- A Quality call-outs
- B Content call-outs
- C Standard and premium differentiation
- D Minimum size
- E Colour code



Artwork for call-out examples is available via the download link on page 6.1.



if printing in spot colours, please refer to p. 4.13 - 4.14 for corresponding colour definitions.

4 DESIGN FUNDAMENTALS

Seasonal Illustrations – Spring, Easter, Summer, Autumn, Winter & Christmas

The following illustrations are to be placed to the left of the category colour bands and on the top right for all seasonal products.

The Illustrations must always be coloured in the appropriate category colour.

The exception is the Christmas design, which has its own defined colours (see page 4.11).



Spring

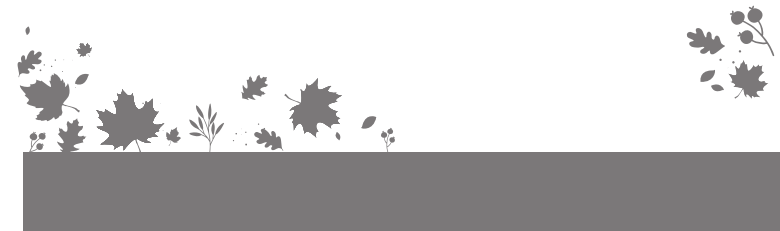


Easter



Summer

If call-outs are applied to the category colour band, the illustrations around the call-outs must be placed so that they are not obscured. The illustrations for Easter, Spring, Summer, Autumn, Winter and Christmas are shown below:



Autumn



Winter



Christmas



Artwork for seasonal illustrations is available via the download link on page 6.1.

Please note: All photos in these guidelines are placeholders only. The images must be professionally photographed or purchased as stock images. The supplier is responsible for the purchase of the correct image licences.

4 DESIGN FUNDAMENTALS

Christmas Illustrations

Design structure

All HOME CREATION® products follow the same design structure and should be designed in the same way.

Exception: However, for seasonal products such as Christmas items, the packaging is decorated with Christmas illustrations. The colours defined for the Christmas product category must be used.

For more information regarding general design fundamentals see page 4.6.

Christmas illustration and colours

There are two corresponding Christmas illustrations which must be applied to all packs. One illustration is to be placed on the lower left side above the category colour band. The other illustration is applied at the top right of the packaging and also on the back of the pack and on the sides.

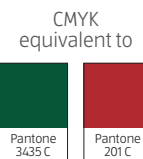
The Illustrations must always be coloured in the defined category colours. Dark green is the main category colour. There also is a defined background colour: Pantone 9224 C. In addition a dark red was chosen to give the illustration more expression. There are also gradations of the defined colour tones used in the illustrations. On the back and on the sides of the pack the illustrations are in dark red and the defined background colour as they are placed on the dark green background.



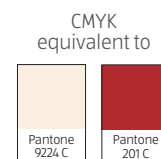
Artwork for seasonal illustrations is available via the download link on page 6.1.



Defined colours for illustrations front of pack



Defined colours for illustrations back of pack



Please note: All photos in these guidelines are placeholders only. The images must be professionally photographed or purchased as stock images. The supplier is responsible for the purchase of the correct image licences.

4 DESIGN FUNDAMENTALS

Layout adaptation

The great variety of HOME CREATION® products requires layout adaptations to many different pack formats. It is important to ensure that the brand is presented with a consistent look and feel.

The examples on this page show how layouts can be adapted to fit different pack shapes. Example A shows a regular rectangular shape, whilst B shows an

example of an extremely high portrait package.

Example C represents an extremely transverse landscape format, whilst example D shows a very small, round sticker.

For further information on all non-brand specific elements please refer to the CBG for ALDI Nord packaging or to the GIG for ALDI SOUTH packaging.

Front of pack examples



4 DESIGN FUNDAMENTALS

Category differentiation – Standard tier

The HOME CREATION® product group includes two tiers: Standard articles and premium articles. To distinguish between the two categories, the pack architecture varies.

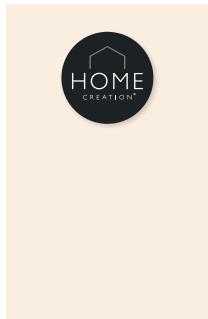
Standard tier:

The background colours in bright and neutral shades are defined in CMYK and as Pantone spot colours. If possible, Pantone colours should always be preferred.

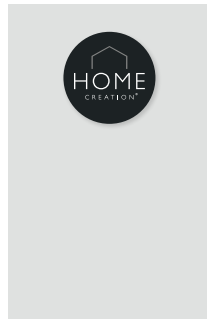
These colours are matched to selected category colours, for a harmonious impression. Below the defined background colours you can find the category colours which should be used in combination.

Standard Background colours

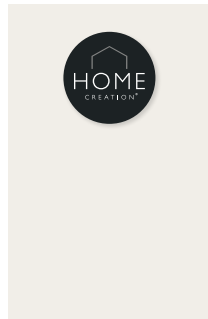
Pantone Pastell 9224 C
(C=2, M=6, Y=11, K=0)



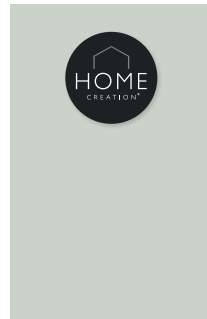
Pantone 5315 C
(C=11, M=8, Y=9, K=0)



Pantone 663 C
(C=2, M=3, Y=5, K=3)



Pantone 441 oder 4176 C
(C=20, M=11, Y=19, K=0)



Category colour band



Pantone 2430 C
(C=8, M=42, Y=54, K=3)

Pantone 2377 C
(C=69, M=44, Y=33, K=32)

Pantone 7530 C
(C=31, M=32, Y=34, K=12)

Pantone 500 C
(C=16, M=52, Y=37, K=9)

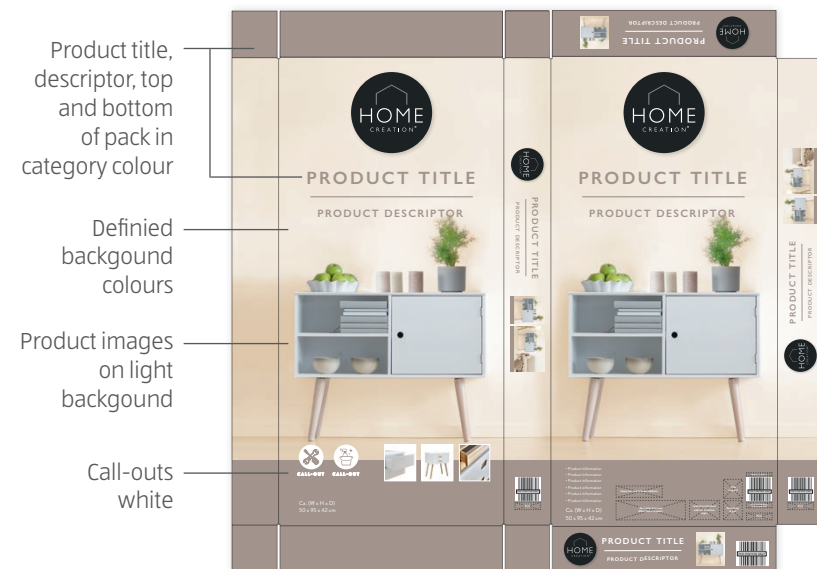
Pantone 5493 C
(C=50, M=21, Y=30, K=11)

The background colours can be freely chosen as long as they fit the defined category colour band. They can be used only in the defined combinations.

The band in the lower area at the front is always in the correct category colour. Top and bottom also show the category colour (six-sided box).

Other packaging formats like header cards show the category colour in the lower area on the front and on the back.

The background colours are the basis for the background and the light and shadow play, see packaging examples.



Please note: All photos in these guidelines are placeholders only. The images must be professionally photographed or purchased as stock images. The supplier is responsible for the purchase of the correct image licences.

4 DESIGN FUNDAMENTALS

Category differentiation – Premium tier

Whereas the standard category is kept in light colours, the premium category appears in darker shades.

Premium tier:

The background colours in warm, dark shades give the impression of high quality and are defined in CMYK and as Pantone spot colours. If possible, Pantone colours should always be preferred.

These colours are paired with selected category colours, which work in harmony. They can be used only in the defined combinations.

Each premium background colour has a darker premium band colour assigned

Premium

Background colours

Pantone 408 C
(C=45, M=46, Y=46, K=4)



Pantone 4291 C
(C=54, M=50, Y=48, K=39)



Pantone 4077 C
(C=33, M=72, Y=45, K=35)



Pantone 4187 C
(C=61, M=35, Y=45, K=30)



Category colour band



Pantone 2479 C
(C=64, M=70, Y=67, K=74)



Pantone 426 C
(C=78, M=70, Y=64, K=81)



Pantone 7645 C
(C=39, M=95, Y=36, K=75)



Pantone 2466 C
(C=99, M=15, Y=60, K=64)

to it. Below the defined background and premium band colours you can find the category colours which should be used in combination. The chosen colours must always be suitable to the product and category colours.

Top and bottom show the category colour (six-sided box). Other packaging formats and background colours follow the same rules as the standard packaging. Behind the product photography, the defined background colour has to be made less monotonous by a slight play of light and shadow (see page 4.15). Sudden tonal transitions in the background should be avoided to ensure good legibility. Soft gradients and smooth transitions should be used. Also, the readability of the texts must be ensured. The chosen colours must always be suitable to the product and category colours.



4 DESIGN FUNDAMENTALS

Photography – Product images

The products are always placed on one of the defined background colours, see page 4.13 - 4.14. The products should be photographed in natural daylight that represents a warm comfortable home situation. A soft additional light source towards the left or right should allow the product to cast a diffuse shadow onto the background. The background should have a shimmering, softly textured look. The light and shadow impart spaciousness and life to the photography. The product is always captured from the front and is the hero in the picture. In addition, the benefit of the product must be easy to understand.

An extra photo must be taken for each style of the packaging.

There should be a distinction in the style of photography used for standard and premium items.

Standard:

The pictures should make a bright and friendly impression (A-D). A few additional decorative items can be added. They have to be neutral and should not draw attention away from the featured product.

Premium:

The products in this category must be placed on one of the dark background colours, see example E.

The play with light and shadow is a bit stronger compared to the standard products, so that the overall impression is darker and more high quality.

The decorative items are also of a more premium quality.

They also have to be neutral and should not draw attention away from the featured product.

Special attention must be given to appealing photography and its reproduction in the best possible quality.

Please note: All photos in these guidelines are placeholders and must be professionally photographed and coordinated with ALDI Nord IP for ALDI Nord packaging or the Director International Buying and/or National Buying Director for ALDI SOUTH packaging.



A



B



C



D



E

Photography – Location images and close-ups

Close-ups

The close-ups should be photographed in neutral light on white background. The photos should be used to highlight product details such as function, material, handling or other general benefits.

The images should have a white frame so that they stand out well.

The close-ups are always given a white outline so that they stand out better against the background.

See the examples below:



Side panel

Two more product images can be placed on the side panels of six-sided boxes. One which shows the product individually and one in a furnished room, for a more realistic impression. These pictures should also be photographed in neutral light.

They can be placed as follows, depending on the format and available space:

1. On the category colour band
2. On the background of the product photography.

The background colour should not be solid but display a soft play of lighter and darker shades. The category colour band should be placed at the bottom edge.

(In exceptional cases like small products (e.g. candles) the product can be shown as an isolated image on the side panel of the package (see page 2.10).

See the examples below:



Fonts

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Gill Sans Nova Font Family

Available at www.myfonts.com, www.linotype.com, www.Fontshop.com or Adobe Fonts

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Brandon Grotesque Font Family

Available at www.myfonts.com, www.fontshop.com, www.myfonts.com or Adobe Fonts

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Brandon Grotesque Condensed Font Family

Available at www.fontshop.com, www.myfonts.com or Adobe Fonts

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Myriad Pro font family

Available at www.fontspring.com, www.myfonts.com and other websites.

PLEASE NOTE

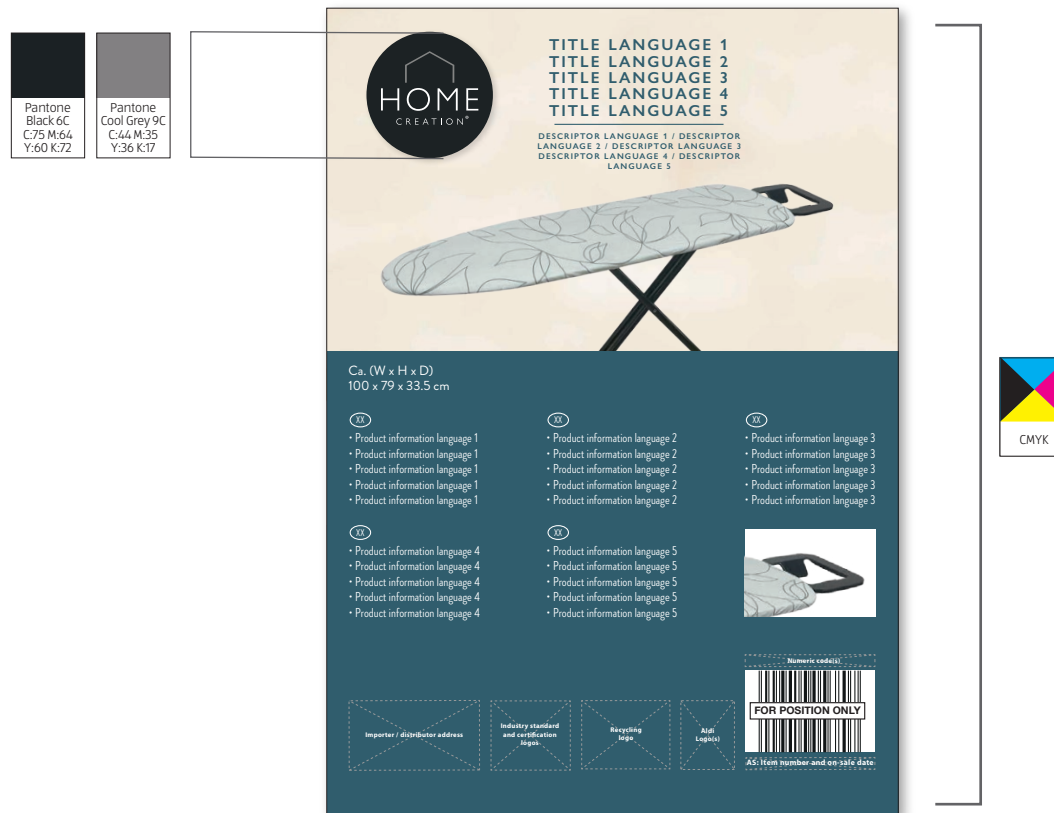
Due to licencing laws, fonts cannot be supplied by Eberle Design Agency. Suppliers or their design agencies must ensure they own the correct licences for the required fonts.

4 DESIGN FUNDAMENTALS

Print colours

All HOME CREATION® product packaging should be printed preferably in Pantone colours. Only if these are not available, CMYK equivalents should be used.

SRPs are printed in two spot colours, Pantone 7540 C and Pantone Cool Gray 9 C (see page 3.1).



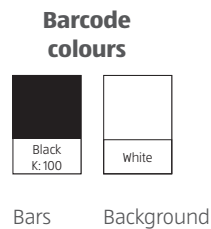
Complete layout

4 DESIGN FUNDAMENTALS

Barcode colours

All barcodes on HOME CREATION® packaging are printed with the bars in black (K:100) and the background in white.

The position and amount of barcodes are determined by the type of packaging. Please refer to the CBG for ALDI Nord packaging and the ALDI Barcode and QR Code Guidelines for ALDI SOUTH packaging for more information.



Back



Front

5

COTTON CERTIFICATES

5 COTTON CERTIFICATES

Labelling of 'Cotton made in Africa' (CmiA)

The goal of the 'Cotton made in Africa' initiative is to protect valuable resources, improve living conditions of smallholder farmers in Africa, to ensure the viability of future generations through sustainable action. 'Cotton made in Africa' standards are regularly monitored for compliance and cover social, economic and ecological criteria.

The use of the CmiA logo is subject to a licence. Only the 'Supporting the Cotton made in Africa Initiative' version of the logos is used on ALDI packaging. Different formats of the logo are used on the front and back of pack.

If you have any questions or are in doubt please contact marketing@abt-foundation.org. Detailed information can be found in the logo manual under <https://bit.ly/3oAwpwf>.

Positioning and size

On the front of pack the main version of the logo is placed on a dark red holding shape in the lower right area, as shown on the pack example. A minimum logo height of 30mm (not including the shape) must be observed.

A landscape version of the logo is placed on a dark red holding shape on the back of pack. The minimum width of the logo is 35mm.

The web address www.cottonmadeinafrica.org is centred in black letters beneath the logo. The typeface is *Myriad Pro Semibold Condensed*.

Print colours

The CmiA logo is used in four-colour printing.

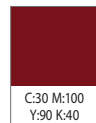
Front of pack

Main logo



Minimum height
30mm

Print colour



We support Cotton made in Africa by sourcing CmiA-verified cotton /
Wir unterstützen Cotton made in Africa, indem wir CmiA-verifizierte Baumwolle nachfragen

Text claim

The logo must be accompanied by the approved text claim. The font is *Myriad Pro Condensed*.

Back of pack

Long logo



www.cottonmadeinafrica.org

An initiative of the AID BY TRADE FOUNDATION /
Eine Initiative der AID BY TRADE FOUNDATION

Text claim

The logo must be accompanied by the approved text claim. The font is *Myriad Pro Semibold Condensed*.

Insert



CmiA logo and approved text claim

CmiA logo landscape format and approved text claim

IMPORTANT NOTE

It is the suppliers responsibility to ensure that the CmiA logos and claims on the packaging always correspond with the current CmiA logo guidelines <https://bit.ly/3oAwpwf>.

5 COTTON CERTIFICATES

Labelling of 'Better Cotton'

Better Cotton exists to make global cotton production better for the people who produce it, better for the environment it grows in and better for the sector's future.

The Better Cotton logo can only be used for majority cotton fibre products. Detailed information can be found at www.bettercotton.org.

The very first packaging artwork per supplier with Better Cotton logo and claim, that is done for ALDI, needs to be sent to Better Cotton (eden.townend@bettercotton.org) and for ALDI Nord orders to CRQAI (crqai-scr@aldi-nord.de) and for ALDI SOUTH orders to CRI (environmental.management@aldisouthgroup.com) for approval.

If approved, no further approval (no matter for which commodity group) is needed

(approval time is estimated at 2 weeks). Additional approval may still be required, if the packaging artwork contains claims from other cotton sustainability standards or identity cottons (e.g. organic cotton, Egyptian), or if it contains sustainability claims of any kind in other languages.

Approved text claim

The Better Cotton logo must be accompanied by the core text claim as well as by the mass balance explanation at least once on the pack:

Core text claim: By choosing our cotton products, you're supporting our investment in Better Cotton's mission.

Mass balance explanation: This product is sourced via a system of mass balance and therefore may not contain Better Cotton.

Both texts are positioned underneath the logo and aligned as shown. Different formatting (on very small packaging) must comply with the logo guidelines. Please ensure that the mass balance claim is set in a smaller font size than the core text claim.

Positioning and size

On the front of pack the logo is placed in the lower right hand area. On photographic backgrounds it is used in black or white. Where the width of the pack is approx. 270mm, the width of the Better Cotton logo is 55mm. A minimum width of 17mm must be observed. On the back of pack the logo is placed with the core text claim and mass balance explanation in the right area.

If the logo is only used on one side (on hang tags, for example), the logo must always be accompanied by the core text claim and the mass balance explanation.

Front of pack

Original version



Minimum size



Colour

Depending on the background the logo can be black or white.

Safe zone

The safe zone is defined by the bowl of the big 'b'.

Back of pack/hang tag



Text claim

The logo on the back of pack must be accompanied by the approved text claim and the mass balance explanation.

The blue background represents the safe zone.

Complete Insert



Better Cotton logo

Better Cotton logo, approved text claim and mass balance explanation

IMPORTANT NOTE

It is the suppliers responsibility to ensure that the Better Cotton logos and claims on the packaging always correspond with the current logo guidelines (<https://bettercotton.org/better-cotton-standard-system/better-cotton-claims-framework/>).

5 COTTON CERTIFICATES

Labelling of Fairtrade

Placement of the logo:

Front and back of pack



Grey area represents packaging background

Text claim:

The Fairtrade claim, which must always include the relevant Fairtrade website, is compulsory on pack. The text is in English for all countries and supplemented with the link www.info.fairtrade.net

‘All of the cotton is Fairtrade certified, traded, audited and sourced from Fairtrade producers. Visit www.info.fairtrade.net’

The text is positioned in a white box below the logo.

Font specifications for the Fairtrade brand:

Campaign text:

- *Helvetica NeueCE Thin*

Please have the packaging approved by Fairtrade Connect.

IMPORTANT NOTE

The supplier is responsible for ensuring that Fairtrade logos on the packaging correspond to the current Fairtrade Logo Manual.

Complete Insert



Fairtrade logo
Campaign text
Campaign link

Fairtrade Logo

5 COTTON CERTIFICATES

Labelling of Fairtrade Max Havelaar

This version of the Fairtrade label may only be used for products that are mainly sold in the Netherlands, France and Switzerland.

Placement of the logo:



Grey area represents packaging background

Text claim:

The Fairtrade claim, which must always include the relevant Fairtrade website, is compulsory on pack. The text is in English for all countries and supplemented with the link www.maxhavelaar.ch

‘All of the cotton is Fairtrade certified, traded, audited and sourced from Fairtrade producers. Visit www.maxhavelaar.ch’

The text is positioned in a white box below the logo.

Font specifications for the Fairtrade brand:

Campaign text:

- *Helvetica Neue CE Thin*

Please have the packaging approved by Fairtrade Connect.

IMPORTANT NOTE

The supplier is responsible for ensuring that Fairtrade logos on the packaging correspond to the current Fairtrade Logo Manual.

Complete Insert



Fairtrade
Max Havelaar logo
Campaign text
Campaign link

Fairtrade
Max Havelaar
Logo

Please note: All photos and illustrations in these guidelines are placeholders only. The images must be professionally photographed or purchased as stock images. The supplier is responsible for the purchase of the correct image licences.

5 COTTON CERTIFICATES

Labelling of Textile Exchange Standards – ALDI SOUTH

If the product contains certified material of one of the following standards by Textile Exchange, the respective logo of the standard shall not be printed on the product (unless logo has been approved before 01 April 2023):

OCS 100 (Organic Content Standard), OCS Blended (Organic Content Standard), GRS (Global Recycling Standard), RCS (Recycled Content Standard), RWS (Responsible Wool Standard) and RDS (Responsible Down Standard).

ALDI has developed a logo for products with organic cotton which shall be used for products containing OCS 100 or OCS Blended. For all logos only English text is used. The logo has a different design depending on the certification and the percentage of organic cotton.

The logo is used on the front of pack, placed in the lower right area.

The only option in the future for OCS



Grey area = background

The ALDI organic cotton logo is generally only applied to the front of pack, on the right hand side.

The recommended minimum width is 25mm. Further details on how to use the ALDI organic cotton logo can be found in the artwork contained in data package.



Artwork of the ALDI organic cotton logo is available via the download link on page 6.1.

Example

Front



ALDI SOUTH organic cotton logo (see page 5.6 - 5.7 for ALDI Nord organic cotton logo)



Back

Please note: All photos and illustrations in these guidelines are placeholders only. The images must be professionally photographed or purchased as stock images. The supplier is responsible for the purchase of the correct image licences.

5 COTTON CERTIFICATES

Labelling of Textile Exchange Standards – ALDI Nord

If the product contains certified material of one of the following standards by Textile Exchange, the respective logo of the standard shall not be printed on the product (unless logo has been approved before 01 April 2023):

OCS 100 (Organic Content Standard), OCS Blended (Organic Content Standard), GRS (Global Recycling Standard), RCS (Recycled Content Standard), RWS (Responsible Wool Standard) and RDS (Responsible Down Standard).

ALDI Nord has developed logos for products containing materials that are certified to one of the Textile Exchange standards which shall be used to label these products. For all logos only English text is used. The logos have different designs depending on the certification and the percentage of the respective material (see next page).

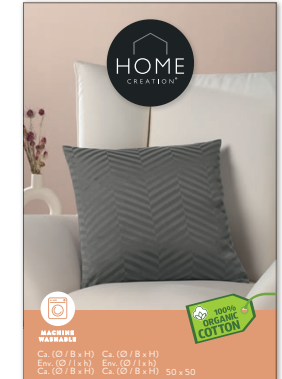
The logo is used on the front of pack, placed in the lower right area.

Example



Front

Hang tag



ALDI Nord organic cotton logo (see page 5.5 for ALDI SOUTH organic cotton logo)

Example of logo placement



Grey area = background

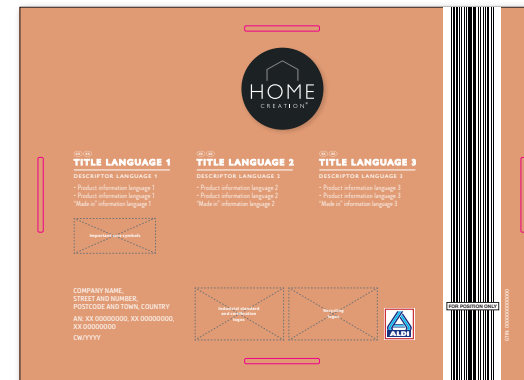
The logo is generally only applied to the front of pack, on the right hand side.

The recommended minimum width is 25mm. Further details on how to use the logos can be found on the next page and in the artwork contained in data package.



Artwork of the ALDI Textile Exchange logos is available via the download link on page 6.1.

*Mixing: combining raw materials of the same type with different attributes (e.g. organic cotton with conventional cotton).



Back

5 COTTON CERTIFICATES

Labelling of Textile Exchange Standards (continued) – ALDI Nord

Here is an overview of the requirements for each logo.

Organic Cotton



Only used for products containing 100% cotton certified to OCS 100; mixing not allowed*



Used for products containing cotton certified to OCS Blended, used for products made from 5%–99% organic cotton; mixing not allowed*

Recycled Cotton



Only used for products containing recycled cotton certified to GRS or RCS 100; mixing not allowed*



Used for products containing recycled cotton certified to GRS or RCS Blended; for RCS Blended: used for products made from 5–99% certified recycled cotton; for GRS: used for products made from 50–99% certified recycled cotton; mixing allowed*

Responsible Wool



Only used for products containing 100% wool certified to RWS; mixing only allowed with GRS or RCS wool*



Used for products containing wool certified to RWS, used for products made from 5%–99% RWS certified wool; mixing only allowed with GRS or RCS wool*

Recycled Polyester



Only used for products containing recycled polyester certified to GRS or RCS 100; mixing not allowed*



Used for products containing recycled polyester certified to GRS or RCS Blended; for RCS Blended: used for products made from 5–99% certified recycled polyester; for GRS: used for products made from 50–99% certified recycled polyester; mixing allowed*

Responsible Down



Only used for products containing 100% down certified to RDS; mixing allowed only with GRS or RCS down*



Used for products containing down certified to RDS, used for products made from 5%–99% RDS certified down; mixing allowed only with GRS or RCS down*

*Mixing: combining raw materials of the same type with different attributes (e.g. organic cotton with conventional cotton).



Artwork of the ALDI Textile Exchange logos is available via the download link on page 6.1.

5 COTTON CERTIFICATES

Labelling of Global Organic Textile Standard (GOTS)

The Global Organic Textile Standard (GOTS) (A) is the textile processing standard for organic fibres, including ecological and social criteria. ALDI also accepts GOTS 'organic - in conversion' that supports farmers in their transitioning period from conventional cotton to organic cotton farming. For GOTS / GOTS 'organic - in conversion' certification along the entire supply chain is needed. If applicable the wording 'organic - in conversion' should be added to the copy on the back of pack. This can be done in English or in the respective language. Detailed information can be found at www.global-standard.org.

Additionally ALDI Nord and ALDI SOUTH have developed logos for products with organic cotton (B). For all logos only English text is used.

Depending on the certification and the percentage of organic cotton, the GOTS logos are used in different designs on the front and back of pack. On the front, they are placed in the lower right area. On the back, they are shown in the right area with a black frame and a white background.

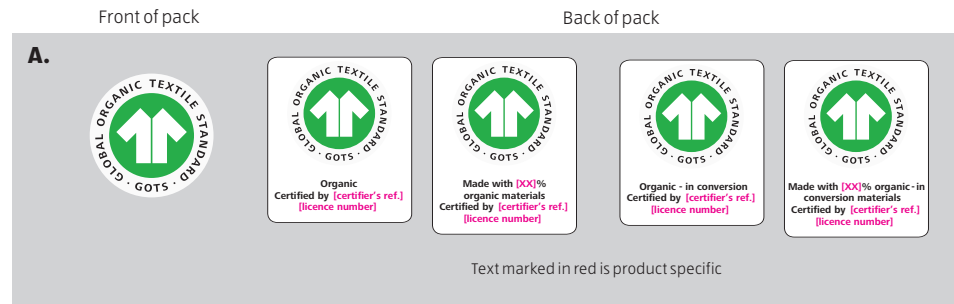
Example Front of Pack



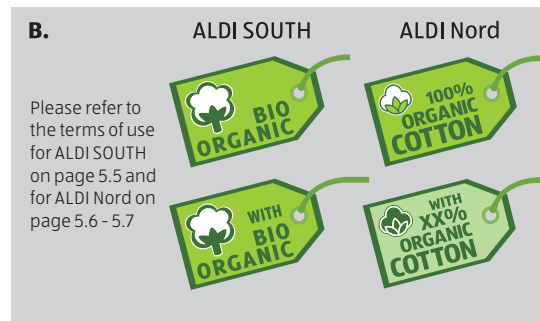
ALDI Nord respectively ALDI SOUTH organic cotton logo



GOTS logo, circular



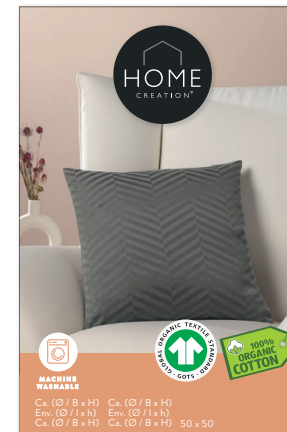
Grey areas = background



The ALDI organic cotton logo (AS or AN respectively) is generally only applied to the front of pack, on the right hand side and placed above the GOTS logo.

The recommended minimum width is 25mm. Further details on how to use the ALDI organic cotton logos can be found in the artwork contained in data package.

Hang tag



Front



Back

IMPORTANT NOTE
It is the suppliers responsibility to ensure that the GOTS / GOTS 'organic - in conversion' and claims on the packaging always correspond with the current GOTS (<https://global-standard.org/downloads>).

GOTS logo with black frame and white background

Artwork of the ALDI organic cotton logo is available via the download link on page 61.

Please note: All photos and illustrations in these guidelines are placeholders only. The images must be professionally photographed or purchased as stock images. The supplier is responsible for the purchase of the correct image licences.

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APPENDIX

Support, data and download link

Support

If you have any questions regarding these brand guidelines or if you require further guidance, please contact:

Eberle GmbH Werbeagentur GWA
Goethestraße 115
D - 73525 Schwäbisch Gmünd
Germany

T: +49 (0)7171 925290
E: kontakt@eberle-werbeagentur.de
www.eberle-werbeagentur.de

Downloadable files

- HOME CREATION® brand guidelines (PDF file)
- Logo versions (Illustrator file)
- Call-out examples (Illustrator file)
- ALDI organic cotton logo (Illustrator file)
- Pack examples (Illustrator file)
- Care label (Illustrator file)
- Colour palette (Illustrator file)
- Seasonal illustrations (Illustrator file)

Downloadable CBG and GIG files

See access details on the right.

Download link

1. Please enter the following URL in your browser window:
www.tjarksandtjarks.com/downloads
2. Depending on your browser (Firefox, Safari, Internet Explorer etc.) and language settings a dialogue box like below will come up:

Home Creation®

tjarks and tjarks
DESIGN GROUP

homecreation1@tjarksandtjarks.com

Hom607hq!

Sign In

CBG

tjarks and tjarks
DESIGN GROUP

cbg@tjarksandtjarks.com

Cbg061tt!

Sign In

GIG

tjarks and tjarks
DESIGN GROUP

gig@tjarksandtjarks.com

Gig182ij!

Sign In

3. Enter the passwords shown above.
4. After successful login the downloadable data will be visible:

The file ending with ‘...guidelines.zip’ contains the guidelines PDF only.

The file ending with ‘...guidelinesplus.zip’ contains the guidelines PDF and all downloadable files from the list on the left.

Please note that the download destination is determined by the preference settings on your computer.

List of changes to these guidelines

Version	Date	Changes made
1	12.2022	<p>Creation of Guidelines. These guidelines supersede all previous guidelines under the name HOME CREATION®, LIVING ART® and EASY HOME®. All packs have undergone a redesign including the HOME CREATION® logo.</p> <p>The content of these guidelines has been adapted to be used in conjunction with the CBG (Cross-Brand Guidelines) for ALDI Nord countries of sale and the GIG (General Information Guidelines) for ALDI SOUTH. All existing packs must be checked against these guidelines and updated if required. This should always be done with the approval of ALDI Nord IP for ALDI Nord packaging or the Director International Buying and/or National Buying Director for ALDI SOUTH packaging.</p>
1.1	04.2024	<p>Adaptation of pack examples to multilingual pack, according to the HOFER language cluster in the GIG and the 4 language clusters in the Aldi Nord CBG 2.0. The placeholder text for the product title, descriptor, product information, product features and call-outs are given in English and all placeholders have been adjusted. Only one example remains as a single language packaging all other examples have been changed to multilingual packaging. Each packaging example now represents a country cluster of either ALDI SOUTH or ALDI Nord.</p> <p>There are also more examples of different packaging formats and sizes (e.g. small labels/packaging, such as stickers, wrapping paper or different formats such as hangtags, cardboards or banderoles). The design elements for the seasonal designs are more prominent on the pack by repeating the illustration also on the top right. There is now an extra design for Christmas packs with a more emotional illustration kept in classic Christmas colours.</p> <p>The differences between standard and premium products have been made clearer within the guidelines.</p> <p>Chapter 5 "Cotton Certificates" has been adjusted to the "Clothing & Shoes Guide" and the pack examples has been changed to multilingual.</p> <p>Also other small adjustments were made to the style guide.</p>
1.2	10.2024	<p>The ACGs 15-22-06 Paint and 16-06-06 Air fresheners have been added in the Commodity Group overview. Decorative spray paints, spray coatings, varnishes and spray colours - previously sold under DECO CRAFT (packaging) and EASY HOME (logo) - can now be sold under HOME CREATION in ALDI SOUTH DE, HOFER S/E and ALDI Nord. The ACG 16-06-06 Air fresheners, which is currently sold under the brand LIQUAIR, can be listed under the brand HOME CREATION instead.</p>