



# LOGO TASK MANUAL


reinkult GmbH

reinkult

Reinheit mit Verantwortung

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# reinkult GmbH

- **target group:** business customer, reseller
    - municipal/schools/kindergarden
    - Building cleaner
    - Food service industry / hotel
    - production / craftsmanship
  - **buyer:** age 35-65, mostly men, young generation is taking over old businesses
  - **users:** mostly women, cleaning stuff
  - NO DETERGENTS FOR RETAIL SELLERS like supermarkets
- 
- A series of four yellow curved dashes in the bottom right corner, arranged in a diagonal line from bottom-left to top-right.



Objects where labels are used:

round bottles with red fastener  
ONLY sometimes white fastener

cans with red fastener

1000L container

### Objects where logo is used:

- As watersign in the background
- business cards
- fb site
- signature in e-mails, invoices
- power point

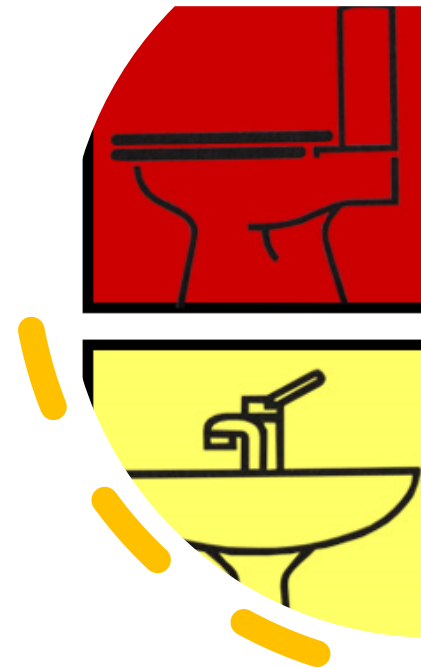


## Products we sell

- detergents
  - sanitary cleaner
  - machinery cleaner
  - descaler
- impregnation for concrete or wood
- lubricant
- cleaning supplies
  - mop
  - microfiber rag and so on

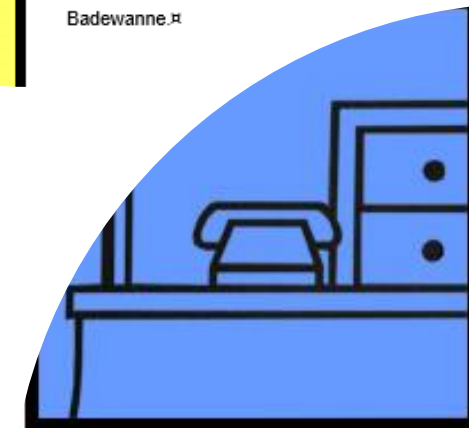
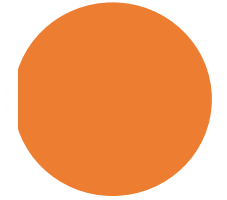
# colours for different types of detergents

- **JUST** important for label
- Logo variation must fit with the colour palette that is selected for the types of detergents
- Important: colour palette must **NOT** be exactly these colours!!!!
- Just a sort of red, a sort of yellow, a sort of blue and a sort of green – that is fitting to the logo

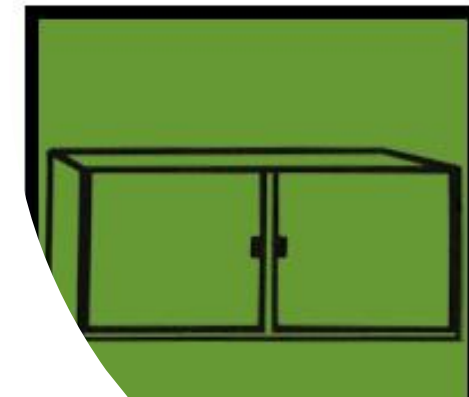


Rot: für das WC, Urinal und Fliesen im umgebenden Bereich.☒

Gelb: für den Sanitärbereich wie Waschbecken, Fliesen, Ablagen, Armaturen, Spiege Duschkabinen und Badewanne.☒



Blau: Böden und Einrichtungsgegenstände, wie Schreibtisch, Schränke, Stühle, Regale, Heizkörper, Türen etc.☒

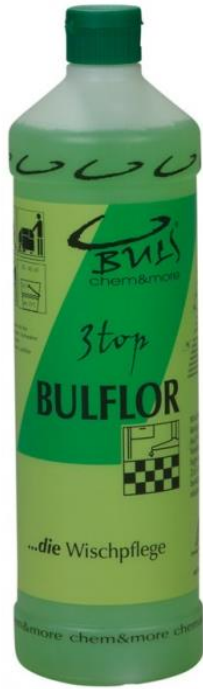


Grün: Besondere Bereiche ☒ z. B. Reinigung in der Küche.☒



# examples of competitors

(oldfashioned trashy design)



competitor 1





competitor 2



competitor 3



competitor 4


# TASK

- **Creating Logo** – important: typo and symbol
- **Logo colour palette and productline logo supplement** (eg. ready2use) for different product lines = (examples as following pages)
- With **Slogan** and without Slogan  
REINHEIT MIT VERANTWORTUNG



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# Logo variations

- Logo standard for company
  - Logo variation b2b concentrate
  - Logo variation b2b ready2use R2U
  - Logo variation b2c standard
  - Logo variation b2c luxury
- 
- A yellow dashed line is located in the bottom right corner of the slide, consisting of several short, curved segments.




Examples of  
variations that are  
good

- marked in yellow as example how it could work


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# VALUES to be transported

- sustainability
  - young & dynamic
  - professional
  - service oriented - attentive
  - honesty – easy to understand for everybody
  - to be the next generation of something new
- 
- A series of four yellow curved dashes in the bottom right corner, arranged in a diagonal line from bottom-left to top-right.




# mood

- middle between classic and modern – maybe bit more modern
  - more male than female
  - sophisticated
  - in the middle of economic and luxury
  - more geometrical than organic
  - in the middle of abstract and specific ( I am not sure)
- 





## Communication voice

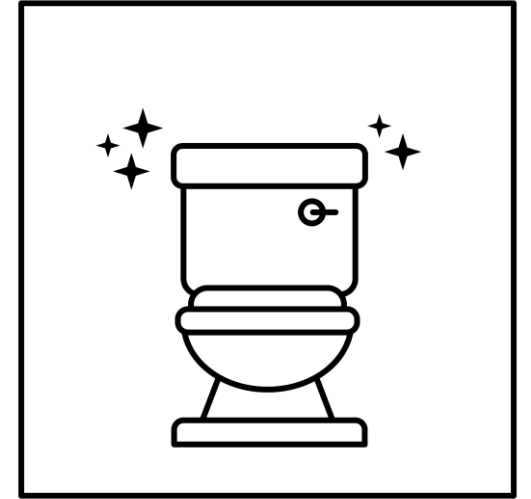
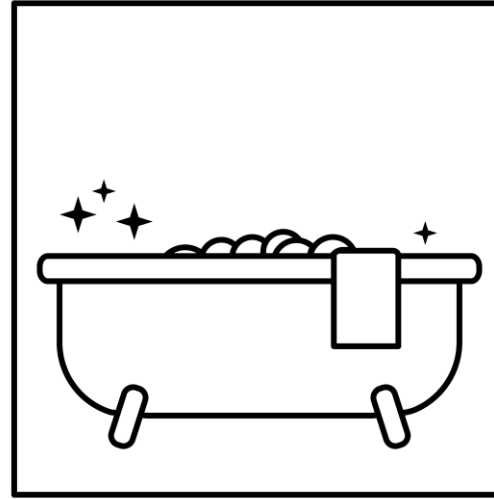
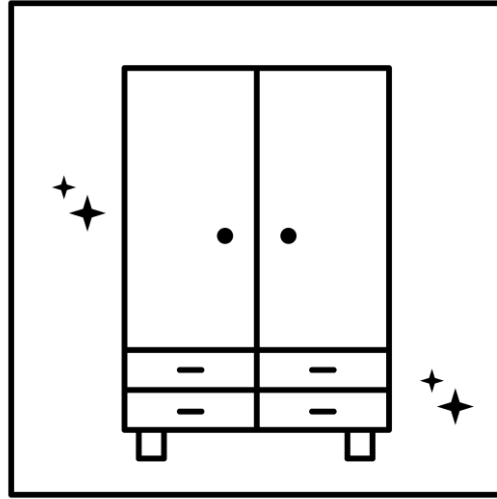
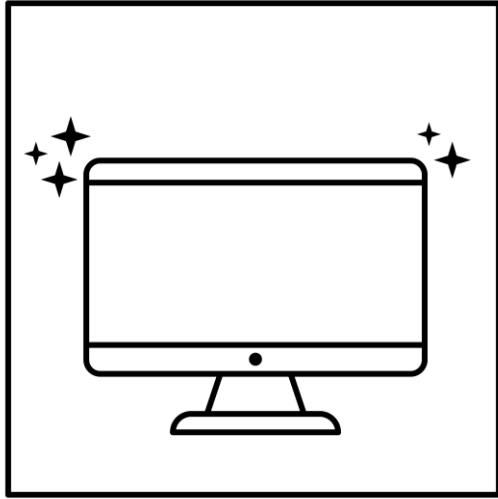
- friendly
  - knowledgeable
  - helpful
  - professionell
  - confident
  - honest
  - clear – understanding for everybody
- 

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# Important about graphic language

- simple & Clever
- with good look
- minimalistic but catchy
- clear graphic language (not fussy)
- NO trashy cheap graphic language





examples of icons  
on the product  
labels

- just to know how they will be on the labels



Examples of good  
design – graphic  
language!!!!

- <https://www.behance.net/gallery/113493089/Okis-Branding-Packaging>
- This is what I wanted



Further example for  
symbol and font

- <https://www.behance.net/gallery/115017855/Stage-Kitchen>



Futher example for  
symbol creating  
from typo

- <https://www.behance.net/gallery/117329871/Lieza-restaurant>



Futher example for  
minimalistic and  
catchy

- <https://www.behance.net/gallery/90135877/branding>

# What I need after that job



Complete CI like okis project



edit icon palette – .ai existing



1 Label template for round bottles



1 Label tempalte for cans



considering the 4 colours of detergent types



.ai document already existing to work on the design