



**BBA  
ECOTECH**



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## Use of the BATP® logo

The use of the BATP® logo on all products treated with the BATP® biotechnology, both on packaging than on the technical and marketing documents shall be authorized in written form by BBA Ecotech S.r.l..

BBA Ecotech h S.r.l. reserves the right to review and approve all graphics documents and drafts that will be made.

The use of the BATP® logo should be in compliance with the following regulations:

### **1) Description of the BATP® logo:**

Complex logo consists of the wording “batp” in special lowercase typefaces, whose final part of letter “b” and the whole letter “a” appear in negative inside a full-circle.

On the left side of the Word is depicted the picture of a paper’s roll seen from above (in the top view), from there the paper rolls to cover the upper part of the word “batp”.

### **2) Graphic regulations for the use of BATP® logo**

2a) The logo should be clearly recognizable

2b) The logo cannot be deformed (distorted), BATP® is a two-dimensional logo, and because of this, it cannot be turned three-dimensional (3D), the proportions should be respected (according to the attached file)

2c) The colours of the logo should be respected, as the “Font” (according to the attached file)

#### **Exceptions:**

The logo can be use as negative on a full-colour background (for instance, on a light blue background) we can accept the inclusion of the logo in white.

In all cases the whole documentations should have also a version of the logo in its original shape.

a) Positive version black/white

The positive version of the Mark/Logo in white/black is use in all circumstances where you have only 1-colour printing available, it is used in all cases where the only color of printing is black (for instance news print, laser printing or b/w ink-jet) and it is not feasible to adopt the colored version, or in publications printed in 1- typographic color only.



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b) Negative version white/black

The negative version of the Mark/Logo in white and black is used in all circumstances in which the only printing color is black (as for instance news printing, laser printing or ink-jet in white and black) and it is not feasible to adopt the positive version in white/black or the positive and negative version of the colored version.

2d) The readability of the logo – the logo is made of very fine lines, so it is suggested not to use a too small dimension which can make the logo not clearly readable.

**3) Why it is important to use the BATP® logo on packagings and documentations?**

3a) The BATP® logo is the warranty that the product on which is applied, has been treated with the international patented technology BATP®, Biologic Active Tissue Paper. All products treated with BATP® technology should report the mark, both on packaging than on all technical/marketing documentations related to them.

3b) Only and exclusively the use of the BATP® mark offers the right to use all certifications, researches and scientific studies conducted during years on BATP® and continuously updated.

3c) The use of BATP® logo is the guarantee for the use of an international patented product, certified safe for humans, animals and environment.

3d) The use of BATP® logo differentiate immediately your product from competitors and it is warranty of originality.