**CORE LOGO:**


4/c Logo


1/c Spot Logo


1/c Logo Usage


1/c, White, and Reverse Logo Usage

**LOGO VARIANTS:**

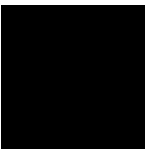N/A        N/A

**COLOR USAGE:**


C: 65  M: 10  Y: 0  K: 0


C: 0  M: 0  Y: 0  K: 100


PMS PROCESS BLUE C


PMS BLACK C

**FONTS:**

Headline Text:
Headliner No 45

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Subhead Copy:
Compacta Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Body Copy:
Helvetica Neue T1
Medium Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

URL Text:
Compacta Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Legal Type:
Helvetica Neue T1
Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

**STYLE:**

Packaging Style:
• All logos are 4/c where possible
• All images are 4/c
• All legal, barcode, and packing
  sticker elements stay on the
  smallest end of box