

STERLING STYLEGUIDE OVERVIEW

CORE LOGO:



1/c Black Logo



1/c White Reverse Logo

SECONDARY LOGO:



4/c Logo - Web Use Only

LOGO VARIANTS:

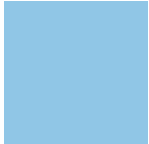


Icon Logo
(Product badge)

COLOR USAGE:



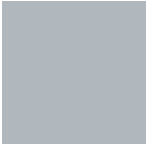
PMS Black C
C:30 M:20 Y:20 K:100
Web: 000000



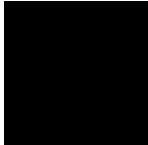
PMS 2905 C
C:41 M:9 Y:2 K:0
Web: 90c6e6



PMS 549 C
C:45 M:8 Y:0 K:32
Web: 6192b0



PMS 429 C
C:4 M:0 Y:0 K:31
Web: b0b8bd



PMS Black C
C:40 M:30 Y:30 K:100
Web: 000000

FONTS:

Product Model
Apotek Extended Semibold
(Vertical Scale: 95% / Tracking: 25)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-+=,.;!?'@#[]"

Product Description
Apotek Extended Semibold
(Vertical Scale: 95% / Tracking: 25)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-+=,.;!?'@#[]"

Headline and Subhead:
Neue Haas Unica W1G Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 -+=,.;!?'@#[]"

Body Copy:
Neue Haas Unica W1G Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 -+=,.;!?'@#[]"

Legal Type:
Neue Haas Unica W1G Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 -+=,.;!?'@#[]"

Product Silkscreens
Apotek Extended Bold
(Vertical Scale: 95% / Tracking: 25)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-+=,.;!?'@#[]"

STYLE:

- Packaging Style:**
- All logos are 4/c where possible
 - Use core "STERLING" logo for all packaging
 - All images are 4/c
 - Some packaging may require spot varnish
 - All legal, barcode, and packing sticker elements stay on the smallest or least visible end of box



Older brand packaging styles may still be in circulation in stores and online.