



Handle with Care Packaging Store Style Guide

**The following booklet contains the style guide for the Handle With Care Packaging Store's brand only. If you have questions regarding style guides for PostalAnnex+, PostalAnnex (new logo), Pak Mail, AIM Mail Center, HWCPS Pack & Ship, Parcel Plus, Sunshine Pack & Ship or Annex Copy Center brands or use of the Annex Brands, Inc. logo, please refer to the appropriate section of the Annex Brands Style Guide.*

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Introduction

One of the benefits of being a member of the Annex Brands franchise system is having access to award-winning marketing materials. Having served customers since 1986, the Handle With Care Packaging Stores franchise has become known not only for expert, friendly customer service, but also for eye-catching posters, flyers, direct-mail pieces and newspaper inserts. A common element in all our marketing materials, whether in electronic or print form, is the use of our logo, icons, and related artwork.

Using this artwork correctly helps preserve the intrinsic value of the logo. On the contrary, incorrect usage adversely affects its value and jeopardizes or weakens its trademark protection and the legal right to keep people from altering or copying our trademarks for their own use. Through proper use of our materials, the Handle With Care Packaging Store brand is strengthened, resulting in credibility for our customers, vendors, and the public at-large.

We have created this manual as a guide in establishing a consistent brand image throughout the Handle With Care Packaging Store system. Its purpose is to provide clear, concise guidelines for proper use of our copyrighted and trademarked materials. In the event you encounter a situation not covered in this manual, please contact the Annex Brands Marketing Communications Department to discuss your project before proceeding. The Department has authority and responsibility for the maintenance and control of the Handle With Care Packaging Store trademarks and is your resource for guidance and clarification in applying proper use.

This Handle With Care Packaging Stores Style Guide is available in Adobe Acrobat® Portable Document Format (PDF) on www.annexbrands.com/logos with username of "annex_logos" and password "a11logos" (where the 2nd and 3rd characters are numbers) When viewing the .pdf file, please note some images and colors may be subject to distortion due to differences in computer monitor displays using Red/Green/Blue (RGB) technology versus print materials that use either Cyan/Magenta/Yellow/Black (CMYK or 4-color) or Pantone Matching System (PMS) ink processing.

Section 1

Handle With Care Packaging Stores Colors and Fonts

Section Description

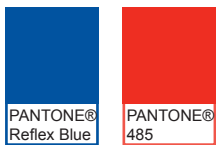
Using the Handle With Care Packaging Store (HWCPS) colors and fonts correctly are vital for establishing consistency with our brand. This section defines the approved colors and fonts for various applications.

Handle With Care Packaging Stores Colors

The Handle With Care Packaging Store logo consists of two colors: a red and a blue. These colors must be reproduced accurately and consistently to make the Handle With Care Packaging Store brand instantly recognizable to anyone.

The HWCPS red and blue color specifications are defined here for use in print, on the web and exterior signs.

PMS



Print

The Handle With Care Packaging Stores colors can be recreated accurately in several ways for print. The required colors for the HWCPS logo can be reproduced in several formats.

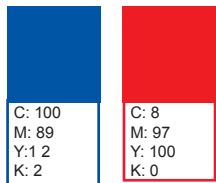
For spot printing

The Pantone Matching System (PMS) colors are PM Reflex Blue and PMS 485 for both coated and uncoated printing.

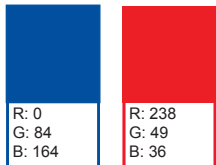
For full process color

CMYK (cyan, magenta, yellow and black):
HWCPS blue is c: 100, m: 73, y: 0, k: 2, and
HWCPS red is c: 8, m: 97, y: 100, k: 1
for both coated and uncoated printing.

CMYK



RGB



For the Web

RGB (red, green and blue):
HWCPS blue is r: 0, g: 84, b: 164, and
HWCPS red is r: 238, g: 49, b: 36.

Handle With Care Packaging Stores Fonts

The Annex Brands Home Office has selected two typefaces or fonts to be used in all printed materials. Again, this is to create a consistent look and feel of the Handle With Care Packaging Store brand. Futura is recommended for the primary typeface and Brody is the secondary typeface. Both Brody and Futura are available in a variety of styles and weights including bold, italic, oblique, extended bold, etc.

Futura – Sans-Serif Typeface

Brody – Assorted Collection

These fonts can be used by purchasing them online, www.adobe.com, www.linotype.com or www.fonts.com.

Electronic File Format Guide

This section is a guide on file formats and the different file types appropriate for various programs. Some of the most common file types are Encapsulated Post Script (.eps), Joint Photographic Experts Group (.jpg), Graphic Interchange Format (.gif) and Portable Network Graphics (PNG)

.eps – This file format works best for print, and for such programs used for high end graphics such as Adobe Photoshop, Adobe Illustrator and Adobe InDesign. Sometimes this is referred to as a “vectored format”, meaning it can be enlarged or reduced without changing the resolution or clarity.

.jpg – This file format is a rastered graphic and is best if used with Web sites, and such programs as Microsoft Word and Microsoft PowerPoint.

.gif – This file format is a rastered graphic and is best if used with Web sites.

.png – This file format was created to replace .gif files, improving the data compression resulting in lower file sizes. It's the new standard for images used on the Internet.

Neither .gif's nor .jpg's should be used in printed materials because they are usually lower-resolution. Lower-resolution images usually are smaller in file size than higher-resolution images, making them preferred for use on the web. The problem with low-resolution files in printed materials is they often appear “grainy” or pixelated and thus don't help create a finished high-quality printed piece.

Many of the file types for the Handle With Care Packaging Stores logo, icons and vendor logos mentioned in this manual are available for download from the 360° system. You can find them in the Library > Marketing & Communications. If you have questions on file types not covered in this document, please contact the Annex Brands' Marketing Communications Department.

Handle With Care Packaging Stores logo online:
www.annexbrands.com/logos; the current password is “a11logos” (where the 2nd and 3rd characters are numbers) but is subject to change without notice. Contact the Marketing Communications Department if you are having difficulty in downloading logos. On that page you can download the Handle with Care Packaging Store logos in color or black & white, in .eps or .jpg format. The UPS, FedEx, USPS and DHL approved logos are also available to download.

Software & other formats	Preferred File Types
Microsoft Word	.jpg or .gif
Microsoft Publisher	.jpg or .gif
Web sites	.jpg, .gif or .png
Other desktop publishing software	.eps
Advertising/Promotional Pieces (posters, shirts, banners, pens, etc.)	.eps

Section 2

Handle With Care Packaging Stores Logo Guidelines

Section Description

One of the main benefits of being an Annex Brands franchisee is the strength of the Handle With Care Packaging Store brand, including the logo for identity. The Home Office, your staff and vendors all take part in working together to keep the Handle With Care Packaging Store brand strong. To ensure our logo looks its best, we have created the following requirements for correct use of the logo.

Handle With Care Packaging Stores Logo

The Handle With Care Packaging Store logo consists of a white box with blue Handle With Care text on it. The logo also includes the red Packaging Store text outlined in blue. This logo is available in both one- and two-line formats. The logo can also be shown with the globe graphic behind the white box, this globe is the reflex blue Pantone color solid and with half tones.

Handle With Care Packaging Store Logo with Tagline

The Handle With Care Packaging Store tagline, "The Packaging & Shipping Experts" reinforces the strengths of Handle With Care Packaging Store locations: a customer can go into any Handle With Care Packaging Store and know that their fragile, large, awkward and valuable items will be safely and securely packaged for shipping.

The tagline is also a registered trademark, and the service mark symbol should always be shown at the end of the word "experts."

The tagline should NEVER be resized to extend to the whole length of the Handle With Care Packaging Store logo, stretched in any unproportional manner, placed over any busy graphic or other dark colors. One should not substitute other fonts in the tagline or change the message of the tagline to be anything other than "The packaging and shipping experts." Please refer to the sample illustrations for what is proper use of the tagline.

Handle With Care Packaging Store Tagline Color

The approved color for the tagline is PMS Reflex Blue. Please refer to section 1, page 5.3 for a detailed description of the approved blue color. If the Handle With Care Packaging Store logo is in black and white, the tagline should also be in black and white.



Correct: One-line Handle With Care Packaging Store logo with no tagline



Correct: Two-line Handle With Care Packaging Store logo with no tagline



Correct: One-line Handle With Care Packaging Store logo with tagline



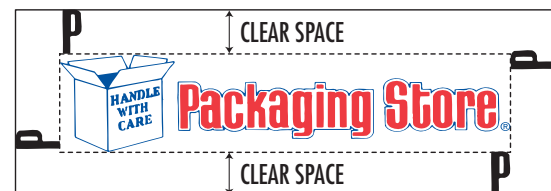
Correct: Two-line Handle With Care Packaging Store logo with tagline

Clear Space Around Logo

Most corporate logos and brands incorporate the concept of clear space. Clear space is basically the white space required to allow the Handle With Care Packaging Store mark room to breathe. This white space ensures the Handle With Care Packaging Store logo is being represented in its best possible manner without interference from any other graphic elements. Please refer to the samples shown to the right to see the minimum clear space required. We are defining the clear space to be at least the height of the letter “P” of “Packaging Store”, whatever its size.



Clear Space: Height of “P”



Clear Space: Height of “P”



Clear Space: Height of “P”



Clear Space: Height of “P”

Correct Logo Usage

When using Handle With Care Packaging Stores in text, notice that "&" is always the ampersand.

Correct: Handle With Care Packaging Store

Incorrect: HWCPSPack and Ship

Incorrect: HWCPSPack and Ships

The Handle With Care Packaging Stores logo may be used alone or with the tagline.

Both versions have four approved variations.

1. The most common is the two-color version with the HWCPSP blue and black.
2. A grey scale or solid black version can be used in black and white printing and other one-color instances.
3. Solid white may be used over dark backgrounds.
4. The logo produced all in one color other than black is approved in some circumstances. A example of approved use, is if all logos of companies in a marketing piece are in one color (i.e. orange). You may color the logo to be consistent with all the other logos. Currently, these are the only two approved uses of the coloring of the logo other than the three shown above. If you have questions about a specific color for the logo, please contact the Marketing Communications Department.



Correct: Two-color version



Correct: Black & white / Grayscale version



Correct: Solid white version



Correct: Solid one-color version

Incorrect Logo Usage

Please see the following samples of incorrect uses of the HWCPs logo. If you have any additional questions on use of the HWCPs logo that is not covered in this section, please contact the Marketing Communications Department at the Home Office.



Do not alter the size of the globe



Do not alter the size of the text.



Do not stretch or twist logo.



Do not use over non-neutral backgrounds.



Do not reverse colors or use other color combinations.



Do not change the layout of the logo



Do not create custom taglines



Do not modify the layout and position of the tagline



Do not alter the size of the tagline text



Do not alter the color of the tagline



Do not place graphics or text in the clear space area

Section 3

Annex Brands Copyright Statement

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