



Sunshine Pack & Ship Style Guide

*The following booklet contains the style guide for the Sunshine Pack & Ship brand only. If you have questions regarding style guides for PostalAnnex+, PostalAnnex (new logo), Pak Mail, AIM Mail Center, Navis Pack & Ship, Parcel Plus, Handle With Care Packaging Store, 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 Sunshine Pack & Ship brand 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. Incorrect usage adversely affects its value and jeopardizes or weakens 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 Sunshine Pack & Ship 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 Sunshine Pack & Ship 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. This Department has authority and responsibility for the maintenance and control of the Sunshine Pack & Ship trademarks and is your resource for guidance and clarification in applying proper use.

This Sunshine Pack & Ship 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 the number 1) 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

Sunshine Pack & Ship Colors and Fonts

Section Description

Using the Sunshine Pack & Ship (SPS) colors and fonts correctly is vital for establishing consistency with our brand. This section defines the approved colors and fonts for various applications.

Sunshine Pack & Ship Colors

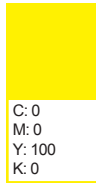
The Sunshine Pack & Ship logo consists of two colors: a yellow and a black. These colors must be reproduced accurately and consistently to make the Sunshine Pack & Ship brand instantly recognizable to anyone.

The SPS yellow and black color specifications are defined here for use in print, on the web and exterior signs.

PMS



CMYK



RGB



Print

The Sunshine Pack & Ship colors can be recreated accurately in several ways for print. The required colors for the Sunshine Pack & Ship logo can be reproduced in several formats.

For spot printing

The Pantone Matching System (PMS) colors are PMS Yellow and PMS Process Black for both coated and uncoated printing.

For full process color

CMYK (cyan, magenta, yellow and black):
Sunshine Pack & Ship yellow is
c: 0, m: 0, y: 100, k: 0 and
Sunshine Pack & Ship black is
c: 0, m: 0, y: 0, k: 100, for both coated and uncoated printing.

For the Web

RGB (red, green and blue):
Sunshine Pack & Ship yellow is:
r: 255, g: 239, b: 0
Sunshine Pack & Ship black is:
r: 35, g: 31, b: 32, and

Sunshine Pack & Ship 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 for the Sunshine Pack & Ship brand. Times New Roman is recommended for the primary typeface and Futura is the secondary typeface. Both Times New Roman and Futura are available in a variety of styles and weights including bold, italic, oblique, extended bold, etc.

Times New Roman – Serif Typeface

Futura – Sans-Serif Typeface

This font can be utilized by purchasing it 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 pixilated and thus don't help create a finished high-quality printed piece.

Many of the file types for the Sunshine Pack & Ship 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.

Sunshine Pack & Ship logo go online to: 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 Sunshine Pack & Ship 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

Sunshine Pack & Ship Logo Guidelines

Section Description

One of the main benefits of being an Annex Brands franchisee is the strength of the Sunshine Pack & Ship brand, including the logo for identity. The Home Office, your staff and vendors all take part in working together to keep the Sunshine Pack & Ship brand strong. To ensure our logo looks its best, we have created the following requirements for use of the logo. Along with samples of correct usages.

Sunshine Pack & Ship Logo

The Sunshine Pack & Ship logo consists of a black and yellow box with "sunshine" text in the upper quadrant and a "sun" graphic in the lower quadrant of the box. The "Pack & Ship" text is then either aligned to the right of the box for the horizontal version or fully justified beneath the box for the vertical version.



Correct:

Sunshine Pack & Ship logos

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 Sunshine Pack & Ship mark room to breathe. This white space ensures the Sunshine Pack & Ship logo is being represented in the 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 as at least the height of the letter “S” of “Sunshine”, whatever its size.



Clear Space: Height of “S”

Correct Logo Usage

When using Sunshine Pack & Ship in text, notice that “Sunshine Pack & Ship” is capitalized and it always has “&” instead of “and”.

Correct: Sunshine Pack & Ship

Incorrect: Sunshine Pack and Ship

Both versions have four approved variations.

1. The most common is the two-color version with the SPS yellow 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. For example, when embroidering the logo onto clothing, you may color the logo a different shade of the color of the clothing (i.e. light green on a dark green shirt). Another 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.

Please apply these guidelines to the use of both one-line and two-line versions of the Sunshine Pack & Ship logo.



Correct: Two-color version



Correct: Black & white version



Correct: Solid white version



Correct: Solid one-color version

Incorrect Logo Usage

Please see the following samples of incorrect uses of the Sunshine Pack & Ship logo. If you have any additional questions on use of the Sunshine Pack & Ship 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 reverse colors or use other color combinations.



Do not alter the size of the text.



Do not change the layout of the logo



Do not stretch or twist logo.



Do not create custom taglines.



Do not place over a non-neutral background.



Do not place graphics or text in the clear space area.

Section 3

Annex Brands Copyright Statement

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Contact Information

Marketing Communications Department
Annex Brands, Inc.
7580 Metropolitan Dr Ste 200
San Diego, CA 92108-4419

Ph: 619.563.4800 (Toll-Free: 1.800.456.1525)
Fx: 619.563.9850 (Toll-Free: 1.800.846.8644)

www.annexbrands.com
marketing@annexbrands.com

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