Tetra Pak®
Graphic Guidelines

Tetra Pak
protects what's good™

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Introduction

Our graphic presentation is an important part of our corporate identity. Therefore, great attention should be paid to the way we present ourselves to outsiders, be they customers, consumers, retailers or authorities. In order to strengthen our corporate image, all our company symbols – such as our housemark and logotype, the design of our stationery and printed matter – must be applied consistently in a manner which clearly identifies Tetra Pak as being the communicator.

Tetra Pak is our most important trademark and, together with our product trademarks, it constitutes one of our most valuable assets. It represents the external image, economic value and goodwill which has been built up over many years. The Tetra Pak logotype is seen and identified all over the world, on buildings, vehicles, presentation material, business cards and of course, billions of food packages. The visual presentation of it must be the same everywhere. It enables all the individual products and materials circulating in the global market to send identical signals in their role as representatives of the Tetra Pak brand name.

The purpose of this manual is to help in creating and preserving a common, international Tetra Pak visual language. It can only cover the most common applications of our graphic presentation, please contact Tetra Pak Corporate Communications if you have any questions related to issues that are not covered here.

Sincerely,

Nick Shreiber

Lausanne, March 2005

The Basics

This manual contains a lot of helpful guidelines. It also contains a few strict rules. The basic rules are the very foundation of our corporate graphic identity. Each of these basic areas forms a part of it.

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One logotype – three fixed combinations

1. The horizontal combination

This variant of our logotype consists of the housemark and brand name, Tetra Pak, to the right. The Tetra Pak name is the dominant feature, and the logotype has a horizontal orientation. Always reproduce from approved artwork.

Free zone
The logotype must be surrounded by a free zone that is equivalent to at least the height of the capital letters in the logotype.

2. The vertical combination

In this variant, it is the housemark that dominates. The name Tetra Pak is placed below the housemark, giving this variant a vertical orientation. Always reproduce from approved artwork.

When combining the vertical version of the logotype with a company name, trademark or headline, the free zone should be equivalent to three times the height of the capitals in the accompanying text.

Free zone
The vertical combination of the housemark and brand name must be surrounded by a free zone that is equivalent to at least twice the height of the capital letters in the logotype. This rule mainly applies to signs.

Tetra Pak
chráníme dobré™

Tetra Pak
protège ce qui est bon™

Tetra Pak
megőrzi, ami jó™

Tetra Pak
melindungi yang baik™

Tetra Pak
protegge la bontà™

Tetra Pak
安全と品質を守ります™

Tetra Pak
protege o que é bom™

Tetra Pak
protege lo bueno™

Tetra Pak
дбає про корисне™

Note! The language variants above are approved versions that are available as artwork. Please contact Corporate Communications, if you want to have a new language version made.

3. The combination with the motto

Our most widely used variant of our logotype is the combination with the motto, which consists of the housemark, brand name, and our motto, “protects what’s good” (or the approved equivalent in other languages).

This combination is the core of our graphic identity. All material used for international marketing communication, e.g. brochures, ads, posters, vehicles, slides etc should carry the housemark and brand name combined with the motto.

In cases where the material is used in a local market, the text “protects what’s good™” can be translated into the local language.

Free zone
This combination must be surrounded by a free zone that is equivalent to at least the height of the capital letters in the logotype.

The housemark

Our universal housemark identifies all the companies in the Tetra Laval Group. It can be used separately or combined with the Tetra Pak brand name, but must never be used in other combinations, such as together with a company name or any of our product names. Like the flag of a nation, our housemark must never be modified or adorned. It must always be reproduced from approved artwork or from our own authorised data files.

Colour versions of our logotype combinations

Four different colour versions of our logotype combinations may be used:

- House colours – in blue, red and grey (for the motto only) – used in most applications. See next page for the correct colour tones.
- Black – in black only – used in black-and-white productions, or against light or bright coloured backgrounds where the basic version is unsuitable.
- White – reversed to white against a dark background.
- Blue only – primarily for two-colour printing.

The logotype may also be etched, engraved or embossed on materials such as glass, wood, leather, metal etc.

Tetra Pak
protects what's good™

Tetra Pak
protects what's good™

Tetra Pak
protects what's good™

Tetra Pak
protects what's good™

Nothing else

Only these logotype combinations are permitted! Do not create your own variants! Always reproduce them from approved artwork or from our own authorised data files available from:

- ORBIS: Global > Tetra Pak Corporate Information > Basic Corporate Material > Graphic Guidelines; or
- Order from Tetra Pak Catalogue http://mbox.lu.se.tetrapak.com, order code 9906.

Remember that a logotype is regarded as an image, not a word. It must never be used as part of a text!

Colours

Just as important as the design of our housemark are the colours we use. By creating special colours for our company, we can adapt the Tetra Pak image to nearly every application, while maintaining high recognition value.

Our house colours are PMS Reflex Blue and PMS Warm Red. In combination with white they suggest hygiene and universality. A good example of their combined effect is the logotype in house colours on a white page.

Colours for printing

The specified colours for our housemark and brand name are PMS Reflex Blue and PMS Warm Red. The specified colour for our motto *"protects what's good™"* is PMS Cool Grey 7.

They are standard colours with the majority of printers around the world.

PMS Reflex Blue
CMYK C:100 M:70 Y:0 K:0
Euro Colour Blue: 07X0
NCS Blue: S 4055-R70B

PMS Warm Red
CMYK C:0 M:100 Y:100 K:0
Euro Colour Red: XX00
NCS Red: S 0580-Y80R

PMS Cool Grey 7
CMYK C:0 M:0 Y:0 K:40
Euro Colour 40% black
NCS Grey: S 4000-N

Logotype on the web

Use of the Tetra Pak logotype should follow the Tetra Pak Graphic Guidelines. The web, however, places some restrictions when it comes to colours and size, and these must be followed. There are 216 standard web colours to choose from. The colours on the palette that best correspond to the PMS colours of the logotype and which are best suited for web pages, are defined below.

Never enlarge a graphic file on the web. If you intend to use a logotype that is 200 pixels wide you must use a 200-pixel file. By doing so, you will avoid a pixelated and jagged logo.

Logotypes should be rendered with anti-aliasing. Anti-aliasing makes smooth-edged types by partially filling the edge pixels. As a result, the edges of the types blend into the background.

Logotype rendered with anti-alias on.

Logotype rendered with anti-alias off.

Colour definitions for the web

The blue and red colours chosen for ORBIS and the Internet site are the ones that best correspond to the visual perception of PMS Reflex Blue and PMS Warm Red. Your computer may convert the colours differently depending on specific settings and calibration. In the following pages, they will be referred to as Tetra Pak Blue and Tetra Pak Red. The colours are defined by their hexadecimal values, which are standard on the web. The code for Tetra Pak Blue is #00 00 99 and for Tetra Pak Red #FF 00 00. On ORBIS, Tetra Pak Blue and Tetra Pak Red are mandatory for the housemark and logotype.

Colour samples for the web

Tetra Pak Blue
00 00 99
R:0 G:0 B:153

Tetra Pak Red
FF 00 00
R:255 G:0 B:0

Typography

Helvetica 35 Thin

Helvetica 36 Thin Italic

Helvetica 45 Light

Helvetica 46 Light Italic

Helvetica 55 Roman

Helvetica 56 Italic

Helvetica 65 Medium

Helvetica 66 Medium Italic

Helvetica 75 Bold

Helvetica 76 Bold Italic

Helvetica 85 Heavy

Helvetica 86 Heavy Italic

Helvetica 95 Black

Helvetica 96 Black Italic

Helvetica Condensed

Helvetica Bold Condensed

Helvetica Compressed

Times

Times italic

Times Bold

Times Bold Italic

Arial

Verdana

Typography is one of the most important parts of a company's profile. Our house typefaces are Helvetica Neue and Times New Roman, and these should be used whenever possible.

Our main typefaces

Helvetica Neue and Times New Roman are our main typefaces.

As Helvetica is not a standard typeface in PCs, Arial may be used if Helvetica is not available.

Note that the logotype is an image, not a word, and should always be reproduced from approved artwork or from our own authorised data files.

Printed matter

Printed matter is an essential part of our corporate profile. Therefore, our house typefaces – Helvetica and Times – should always be used.

For lengthy body text, use Times, since this typeface is considered easier to read. When the body text is short, Helvetica may also be chosen. For captions, use either Helvetica or Times.

You can read more about typography in the section "Printed Matter".

Typography on the web

Verdana and Helvetica should be used on ORBIS and the Internet. Helvetica is the preferred typeface for headings.

The typeface for the body text and html text is Verdana, a standard web typeface common to most computers.

In the digital world, and especially on the Internet, a serif typeface (such as Times) does not work well. As serifs often become blurred in small sizes, a sans serif is preferable. Another important factor is that the typeface specified in an html tag must be installed on the computer to be seen correctly. Otherwise the computer will choose a typeface of its own.

Please note that the choice of typeface Verdana for the main body text does not comply with the Tetra Pak Graphic Guidelines. It is an exception and applies only to the main body text in communications on the Internet and ORBIS.

Local Internet sites

When creating local Internet sites, please use the special tool for this. Read more about this on ORBIS at http://ism.tetrapak.com.

You can find more guidelines on ORBIS under the following address: Global > Tetra Pak Corporate Information > Basic Corporate Material > Graphic Guidelines.

Typography as pictures

How the viewer sees a web page depends on the configuration of the reader's computer. When it comes to typography, in order to ensure that headings and special elements will keep the right font and size, make a picture of your text.

Contact internet.infomaster@tetrapak.com for advice and guidance.

Trademarks

A trademark can be any name, symbol, figure, letter or word adopted and used by a manufacturer or merchant in order to designate his or her goods and to distinguish them from those manufactured or sold by others. The trademark is declared with the use of the ™ symbol. When registered, the trademark should carry the ® symbol.

Our trademarks represent significant economic value and goodwill, and are important for the positioning of our company.

What is a trademark?

Basically, a trademark can be any sign capable of being graphically represented and capable of distinguishing goods or services. This includes three-dimensional trademarks as well as slogans, sounds and smells. A trademark is often simply a word or a device and sometimes a combination of both.

Trademarks are physical or perceptual and can be legally registered. Brands, on the other hand, cannot be registered. A brand has a much wider meaning, while trademarks are the building blocks on which the brand feelings are constructed.

Tetra Pak trademarks

If a trademark is misused, even by ourselves, it can rapidly degenerate and become generic – a common word for a certain product. As soon as this occurs, the company that owns the trademark has lost its right to it. If this should happen to Tetra Pak, anyone, including our competitors, could – without any legal sanctions – use our trademarks. In order to prevent such problems, all employees within Tetra Pak must use our trademarks correctly and it is our responsibility to make sure that we do.

Correct use

Improper use of our trademarks may lead to degeneration, and in order to avoid this, we need to use our trademarks correctly and follow some general principles:

- Always use the full and proper name of our trademarks.
- Short versions of our trademarks, like TBA, may be used under certain conditions. However, Tetra Pak must never be abbreviated TP.
- Since a trademark is not a noun, it should never be used with only an article (the, a, an), in plural or in genitive.
- All trademarks should be used with the generic name of the product and it is the generic name that should be inflected. Some examples:

Never say or write:	Instead say or write:
"…the Tetra Prismas"	"…the Tetra Prisma packages"
"…a Rex"	"…a Tetra Rex machine"

- Trademarks are special features and should stand out in a distinct manner. Always write the initial letters in capital, e.g. “Tetra Top”.
- Our trademarks should be provided with the designation ® (to indicate legal registration) or ™ (to indicate intent to defend), when used on machines, packages, brochure covers and in applications in other media (see pages 44 - 47). In bodytext and advertisements, the designations should not be used.
- Each trademark is to be regarded as a unit. Avoid splitting them on two lines. Adjust the sentence and/or margins accordingly.
- Never use a hyphen to link the trademark to another word and never make a new compound word that includes the trademark.

Tetra Pak is both a trade name, i.e. our corporate or business name, and a trademark. When it is being used as a trade name it can be used in genitive form (Tetra Pak’s). However, please avoid this if possible and use other wording, instead.

It is important that our trademarks are used correctly both internally and externally. Therefore, please check your local newspapers for misuse or possible infringements of our trademarks. Also check dictionaries to see if and in what context our trademarks appear. If you see any misuse, please contact our Trademark Department at AB Tetra Pak in Lund.

Trademark credit lines

We use the ® or ™ marks, as appropriate, together with product names in the headlines of our product brochures. It is otherwise not necessary to use these marks, provided we use our trademarks correctly at all times. Instead we use a trademark credit line in all our printed matter and advertisements. The trademark credit line starts with Tetra Pak, our housemark and motto, and is followed by the trademarks used in the production in question, in alphabetical order (see example). Note that the trademark credit line is not a list of all trademarks owned by Tetra Pak – only those mentioned in that brochure, ad, etc.

Trademark credit line
The trademark credit line should be placed on the back of our printed material in the lower right-hand corner.

Example
Tetra Pak, , protects what’s good, AAA, BBB, CCC, DDD and EEE are trademarks belonging to the Tetra Pak Group.

Disclaimer line
This line should be included in printed matter relating to our products.

Example
We reserve the right to introduce design modifications without prior notice.

For more information on trademarks, please visit the Trademark Department website http://trademarks.tetrapak.com

Correspondence

Business stationery is an important carrier of information relating to the Tetra Pak identity. It informs the recipient of company name, address, telephone number and fax number of the sender. All our stationery – letter-heads, envelopes, business cards, purchase orders, invoices – must have a consistent appearance.

Stationery

On Tetra Pak stationery, the logotype is placed in the top left-hand corner. The company's legal name and additional information appear in the lower left-hand corner.

Select paper that is chlorine-free and environmentally sound.

Business cards

Please note that a free zone must always surround the horizontal combination of the logotype.

Horizontal combination of the logotype
Housemark colours
Only from approved artwork

Name:
Helvetica Light
Capitals 9/9 pt
PMS Reflex Blue

Title:
Helvetica Light 7/9 pt
PMS Reflex Blue

Company name:
Helvetica Bold
9/11 pt
PMS Reflex Blue

Address:
Helvetica Light 7/9 pt
PMS Reflex Blue

Electronic signatures

When using electronic communication tools such as e-mail, please include the same information as on your business card and in the same order and style. The order should be as follows:

JOHN SMITH
Title

AB Tetra Pak
Ruben Rausings gata, SE-221 86 Lund, Sweden
Telephone: +46 46 36 10 00, fax: +46 46 36 00 00
Mobile phone: +46 733 36 10 00
john.smith@tetrapak.com
www.tetrapak.com

Full name:
Arial, capitals 10 pt, black

Title:
Arial 8 pt, black

Company name:
Arial Bold 10 pt, black

Address, phone numbers,
e-mail address and other information:
Arial 8 pt, black

Correspondence cards

A6, (148 x 105 mm)

Horizontal combination of the logotype
Housemark colours
Only from approved artwork

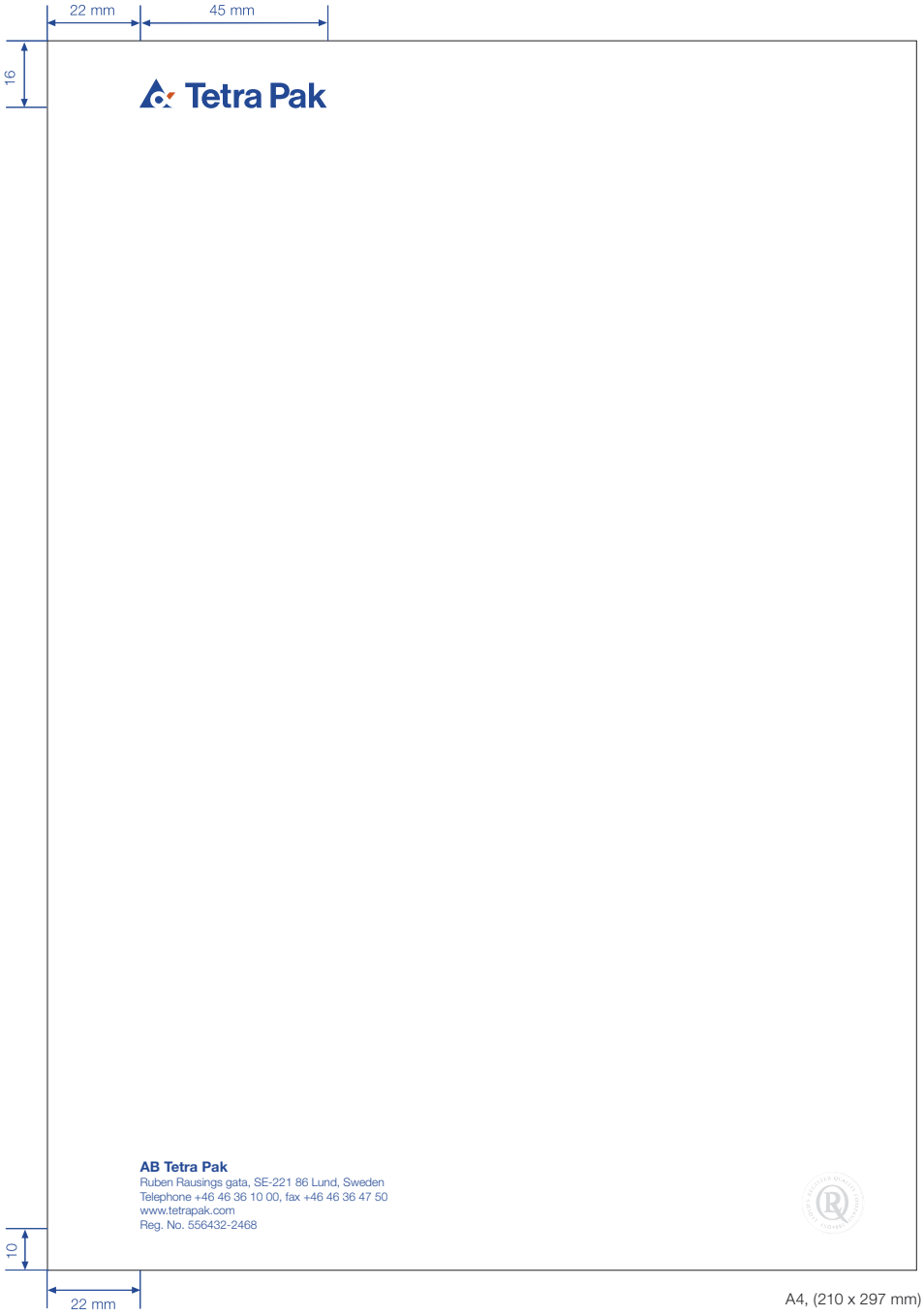
Name:
Helvetica Light
Capitals 9/9 pt
PMS Reflex Blue

Title:
Helvetica Light 7/9 pt
PMS Reflex Blue

Company name:
Helvetica Bold
9/11 pt
PMS Reflex Blue

Address:
Helvetica Light 7/9 pt
PMS Reflex Blue

Letterheads



A4, (210 x 297 mm)

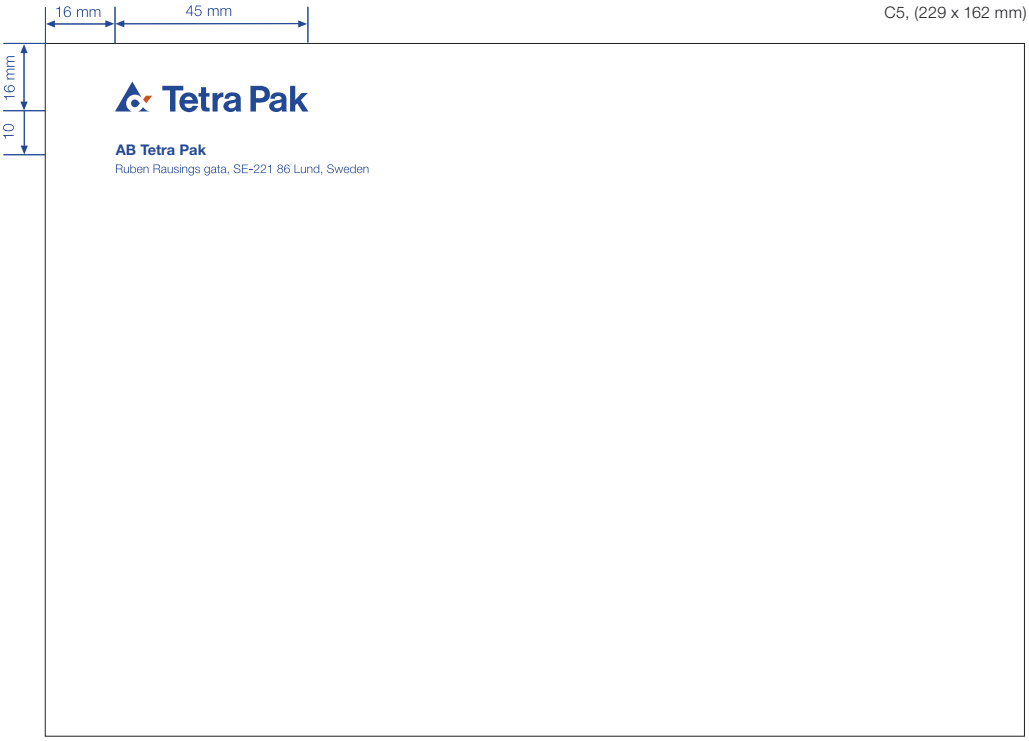
Horizontal combination of
the logotype
Housemark colours
Only from approved artwork

Company name:
Helvetica Bold
10/12 pt
PMS Reflex Blue

Address:
Helvetica Light
8/10 pt
PMS Reflex Blue

If your company has qualified, you can use the LRQ-mark in grey on stationery.

Envelopes



Horizontal combination of the logotype
Housemark colours
Only from approved artwork

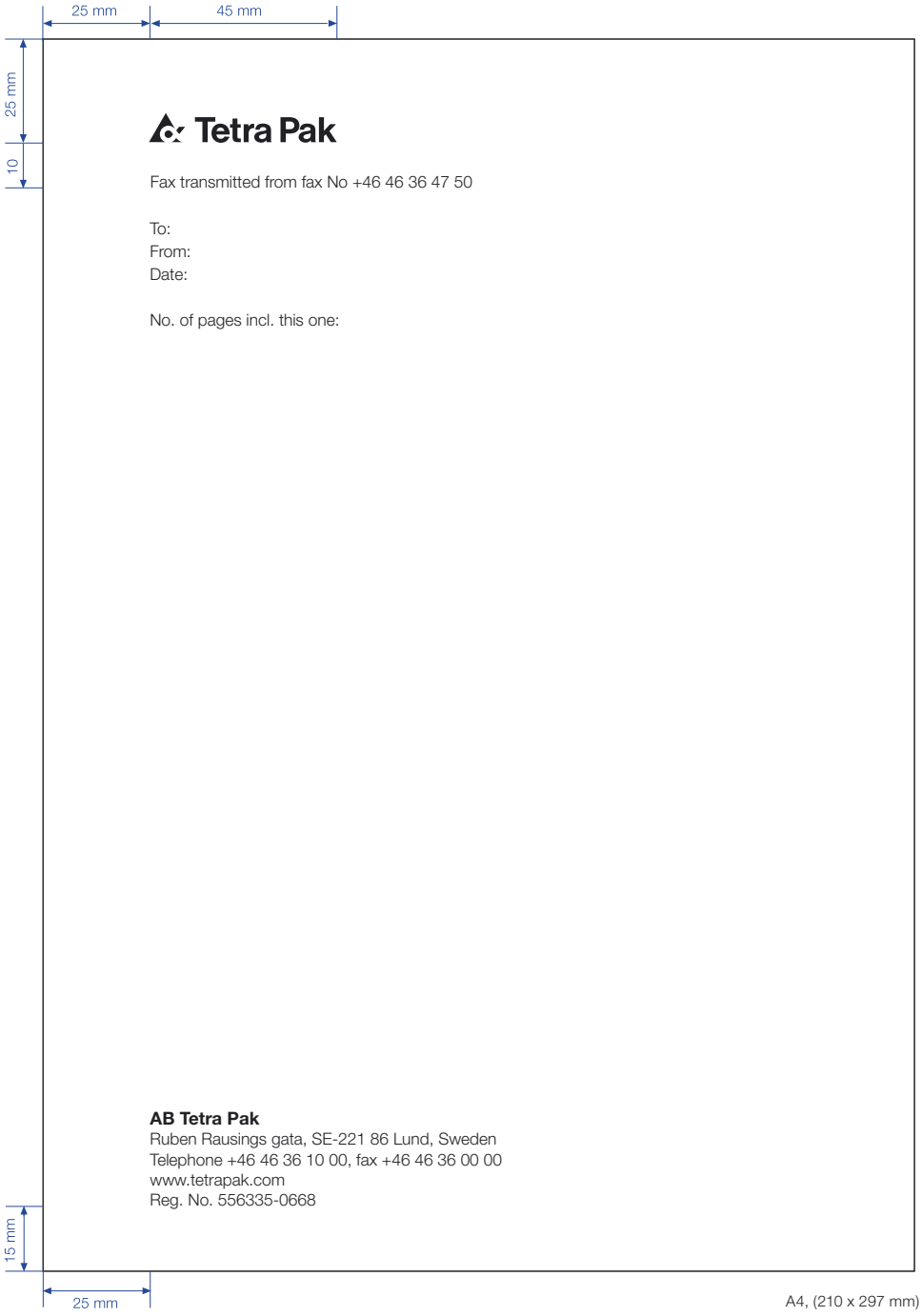
Company name:
Helvetica Bold
10/12 pt
PMS Reflex Blue

Address:
Helvetica Light 8 pt
PMS Reflex Blue

As with business papers, all envelopes used by Tetra Pak companies should have the same graphic appearance.

This design makes it possible to place a window in either the left-hand or the right-hand side of the envelope.

Fax cover sheet



A4, (210 x 297 mm)

Horizontal combination
of the logotype
Housemark colours
Black version 100% black
Only from approved artwork

Body text:
Helvetica Light 11/16 pt
Black

Company name:
Helvetica Bold 12/14 pt
Black

Address:
Helvetica Light 11/14 pt
Black

Communication structure

Good brand-building requires that all of our communications – whether at the corporate, business area, product or service levels – can be easily identified as coming from Tetra Pak.

It is also important to bear in mind that good communication means getting the right messages to the right people. In order to do so, the producer of such communications must have a clear picture of Tetra Pak, what we are offering, and to whom.

Only when this is clear can the appropriate ”tone of voice” – in images as well as words – be adopted.

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Our message levels

The content of our messages, i.e. what we offer the market, can be divided into three levels:

Corporate information

This level should be used for material on corporate level, for inspiration material and magazines.

System information

On this level the focus is on a particular system solution or product range, and applications.

Product information

The emphasis on this level is on technical features and benefits, unique properties and special offers.

Feelings — Facts

Corporate information **System information** **Product information**

Tone of voice

Producers of printed matter, advertising etc, working on behalf of Tetra Pak, need to convey the Tetra Pak brand. The Tetra Pak brand tone of voice should be recognised in all our messages.

Each level has its own tone of voice in words as well as images, as exemplified on pages 28 - 33. There will obviously be some overlap between the levels, just as there is among the target groups, but the examples help to point to where the emphasis should be placed.

The corporate level has a greater emotional content or appeal than the product level, which will also be reflected in the choice of words and images. The appropriate tone of voice for each level should permeate the copy and images of brochures and other printed matter.

Useful reminders

We must always bear in mind that our communication is an interface with people in one or more of our target groups. Although it is easy to dwell upon the technical features of our products in a product brochure, for example, the reader will always want to know “What’s in it for me?” In other words, remember to focus on the benefits our products offer. Product data sheets will, however, give a more stick-to-the-facts, non-emotional impression than product brochures. On every level, make sure that everything you say is absolutely correct.

It can also be desirable, on every level, to mention possible facts that are relevant to Tetra Pak’s environmental commitment. No environmental claims should be made, however, that cannot be substantiated and that truly reflect performance that is beyond what is compulsory.

Note! The official language of Tetra Pak is British English.

The level of the publication is generally associated with an emotional or factual emphasis that should strongly influence the tone of voice, both in words and images.

Printed matter

Printed matter is an essential part of our corporate profile, generating goodwill and business opportunities. This is the simple logic behind a graphic identity programme. By adhering to a respected form and identity, each new item inherits credibility from its forerunners – and adds the strength of the whole corporate profile.

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Consistently Tetra Pak

The language should have an appeal that feels comfortable for the reader. The underlying message should always be clear, aimed at a clearly defined target group. The design should combine neatness and order with aesthetics and space, using our logo, our typography, our colours, our pictures and decorative elements. The result will be uniquely and consistently Tetra Pak.

General principles

In external communications, it is compulsory to communicate Tetra Pak and not the individual Tetra Pak company to the reader. Therefore, it is of utmost importance that all sales brochures comply with the Graphic Guidelines presented in the following pages. Item by item, this will strengthen and develop the shared Tetra Pak image. Only material produced for internal use may depart from these rules.

Select paper that is chlorine-free and environmentally sound.

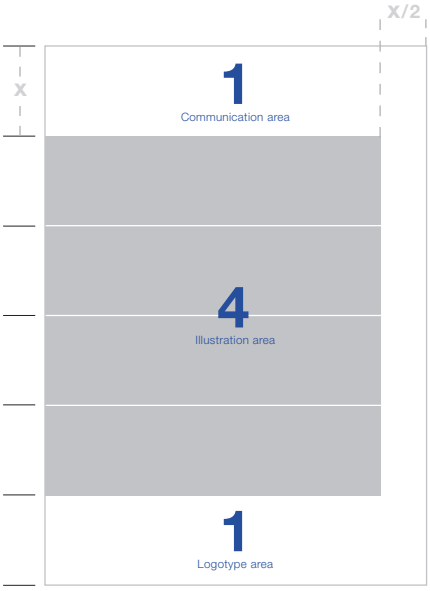
The Tetra Pak brochure layout principle

1 part "communication area" for the headline and subtitle. This area is at the top of the page.

4 parts "illustration area" (may be utilised for one or several photos).

1 part "logotype area" with the logotype. This area can never be used for anything but the logotype.

Apply consistently to all brochures, regardless of format.
Note that product leaflets may use a different image area and have text on the front page.



All material used for marketing communication, such as brochures, ads, posters, vehicles and slide presentations, should carry the housemark and brand name with the motto (see page 6).

Too much space

Space has been adjusted

When writing trademarks and company names in headlines it is important to adjust the space between the letters.

Brochures

Front page The front page design of our brochures is defined by the principle on page 25.

Inside pages Creative freedom is allowed, provided the basic principles are followed.

Back page The lower part must be designed as shown on page 27.

Newsletters

Note that other solutions may be used in newsletters. Consult Corporate Communications for advice and approval.

Typography

The typography used in brochures and other printed matter should be Helvetica or Times. Helvetica is our primary typeface. Helvetica Bold is recommended for headlines and publication titles. Helvetica can also be used in tables, charts, captions and subheadings. Helvetica Light can be used for body text, but Times is often considered more readable in lengthy copy. If space is limited, you can use Helvetica Condensed.

Times is our secondary typeface and can be used for body text, captions and subheadings. Times Italic provides extra emphasis where needed.

Kerning and leading

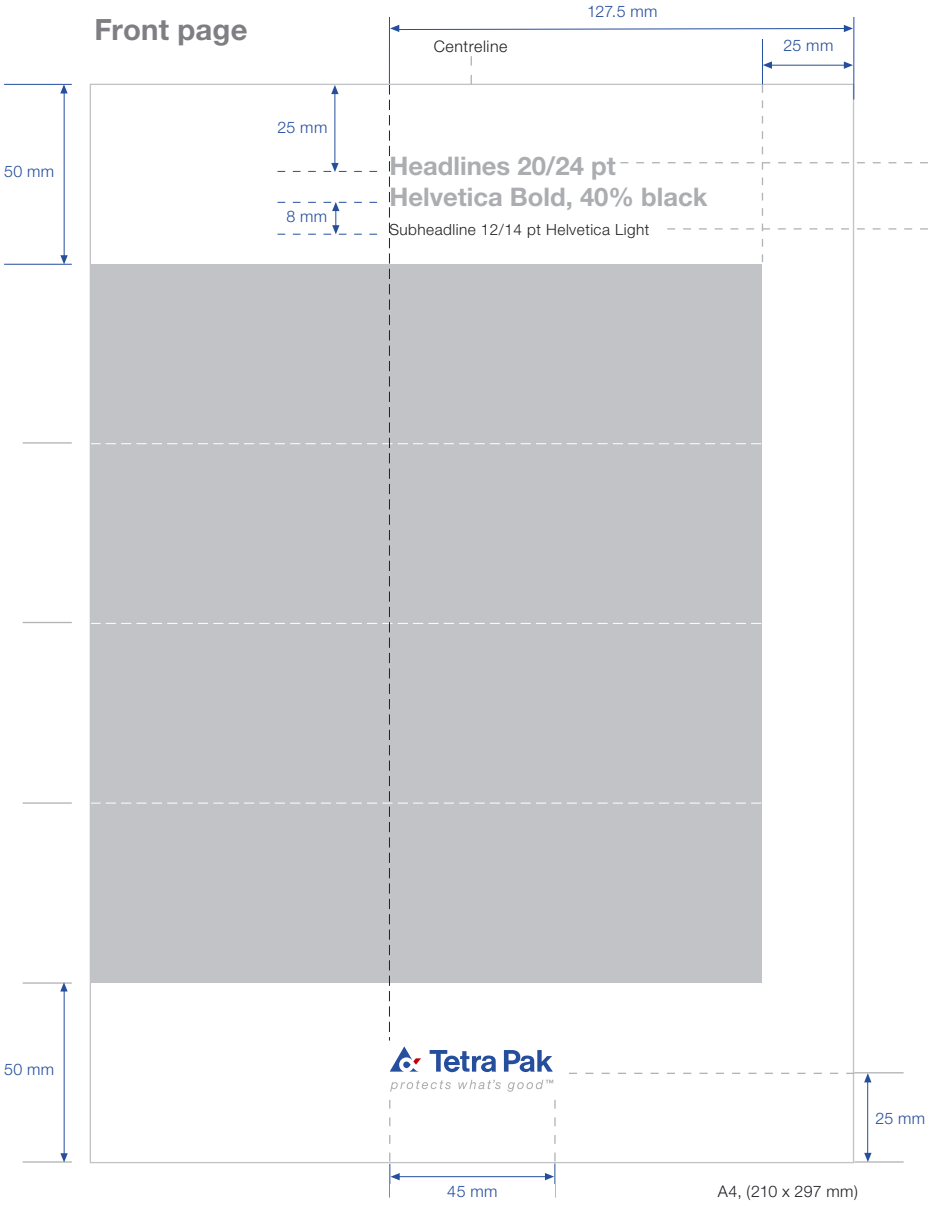
Note! When making printed productions, keep the spacing between letters (kerning or tracking) tight but not touching. Be sure that the space between “T” and “e” in Tetra Top corresponds to the spacing in our logotype. This is especially important in headlines. The horizontal scaling should be 100% for all sizes.

The space between lines (leading) should be well balanced, making text easy to read.

Language

The corporate language at Tetra Pak is British English, i.e. we use the spelling litre, behaviour and organisation, just to mention a few examples.

Front page



When using trademarks in headings of brochure covers, they should always be provided with the appropriate designation ® or ™. See front cover of this brochure.

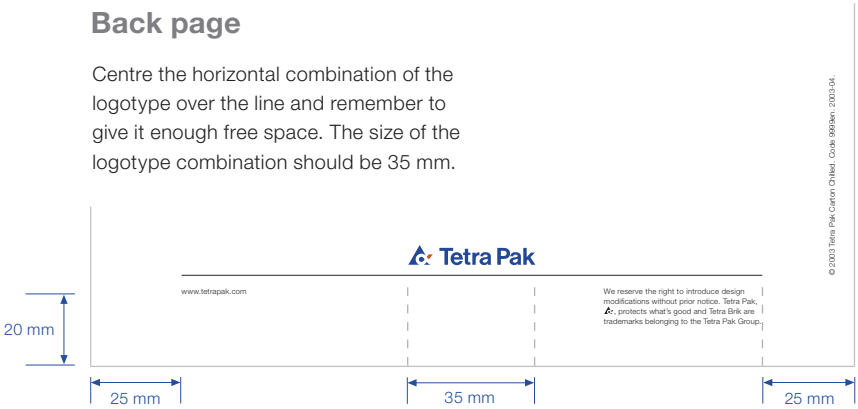
In body text and advertisements, these marks should not be used.

Note! On product leaflets the illustration area is limited to the upper 100 mm of the image area. Product leaflets may also have text on the front page. See examples page 33.

The logotype combination with the motto, 45 mm, is centred in the logotype area. The left-edge of the logotype marks the left-hand margin of the headlines.

Back page

Centre the horizontal combination of the logotype over the line and remember to give it enough free space. The size of the logotype combination should be 35 mm.



Below the line to the left is the web-address of Tetra Pak, www.tetrapak.com. To the right is our disclaimer together with the trademark credit line (see page 13).

Layout examples, corporate information

Headlines 20/24 pt
Helvetica Bold, 40% black

Subheadline 12/14 pt Helvetica Light

Tetra Pak
protects what's good™

A4, (210 x 297 mm)

Headlines 20/24 pt
Helvetica Bold, 40% black
Subheadline 12/14 pt Helvetica Light

Tetra Pak
protects what's good™

Headlines 15 pt
Helvetica Bold
40% black

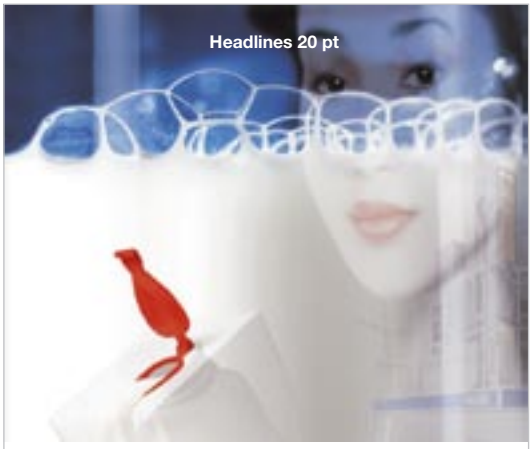
Tetra Pak
protects what's good™

Headlines 15 pt
Helvetica Bold
40% black

Tetra Pak
protects what's good™

On corporate level, certain special publications, e.g. magazines, launches, campaigns etc, may use other formats and may utilise the entire front page for images – except for the logotype area, which must remain free.

Tetra Pak
protects what's good™



Tetra Pak
protects what's good™

Layout examples, system information

Headlines 20/24 pt
Helvetica Bold, 40% black

Subheadline 12/14 pt Helvetica Light

Tetra Pak
protects what's good™

All front covers of machine descriptions should carry the full name of the machine system. For system information only A4-format (US format) may be used.

Headlines 20/24 pt
Helvetica Bold, 40% black

Subheadline 12/14 pt Helvetica Light

Tetra Pak
protects what's good™

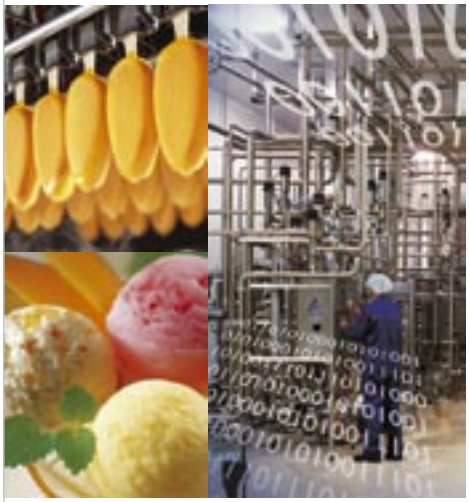
Headlines 20/24 pt
Helvetica Bold, 40% black

Subheadline 12/14 pt Helvetica Light

Tetra Pak
protects what's good™

Headlines 20/24 pt
Helvetica Bold, 40% black

Subheadline 12/14 pt Helvetica Light



Tetra Pak
protects what's good™

Note!
The images should fill the illustration area.

For details see page 27.

Layout examples, product information

Headlines 20/24 pt
Helvetica Bold, 40% black

Subheadline 12/14 pt Helvetica Light

Tetra Pak
protects what's good™

On product information level only A4-format (US format) may be used.

For details see page 27.

When using a free-standing image on the front cover, the lower edge of the image area is defined by a light grey background, which can be faded to white at the top. Light grey is preferable to dark blue. Do not use lines to define the image area.

Recommendations

Headline – 12 pt Helvetica 75 Bold, one line only
Sub headline – 9/12 pt Helvetica 75 Bold
Introductory text – 11/14 pt Helvetica 46 Light Italic
Body copy – 9/12 pt Helvetica 45 Light
Captions – 8/10 pt Helvetica 45 Light
Text in boxes or plates – 8/10 pt Helvetica 45 Light

2 columns – 76 mm each
1 column with captions – 103 mm and 50 mm
The space between text columns should not be less than 7 mm.

See examples.

Advertisements

Trade press advertisements

For advertisements intended for publication in the trade press, the publication “Advertising Guidelines”, code 9928, will give you advice.

As an option, the logo-on-pack stamp presented on page 46 may be used to strengthen the overall message in our advertisements. The free zone rule described on pages 5 - 6 also applies when using the logo-on-pack stamp together with the logotype combination with the motto.

Recruitment advertisements

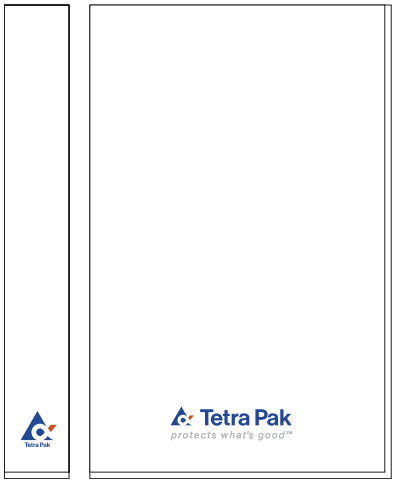
All recruitment advertisements should have a common look. They should always be concluded with the logotype combination with the motto. Approved artwork must always be used. All advertising should have a trademark credit line according to the rules on page 13.

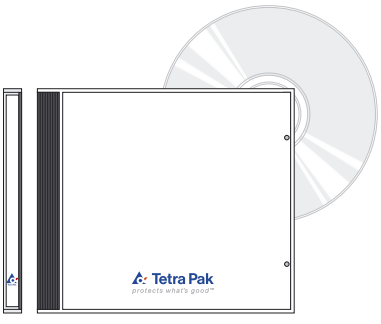
Additional campaign material

The basic rule is that all campaign material must follow the Graphic Guidelines in all aspects. Additional material not covered in this manual, e.g. folders, postcards, stickers, etc, must follow these guidelines regarding the correct use of:

- The Tetra Pak logotype
- Our house colours and typography
- Our trademarks

This leaves considerable design freedom for additional material.

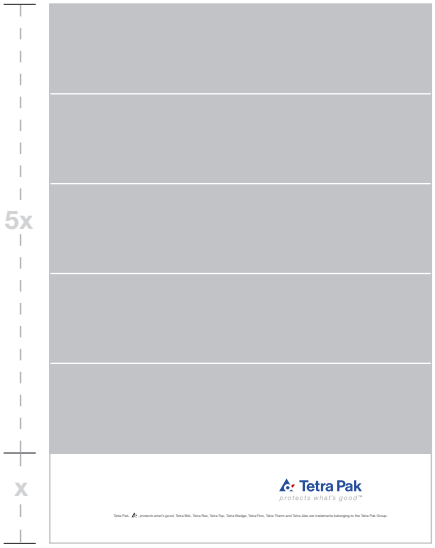




Video cover
CD cover

Trade press ad

Recruitment ad



The bottom sixth of the advertisement, regardless of format, is reserved for the logotype and the trademark credit line. Advertisements should have a clear headline and generous free space. The logotype must be centred vertically (but may be placed left, right or centre horizontally) within the logotype area.

Note! All advertisements, internet banner ads and TV stings should carry the Tetra Pak logotype combination with the motto.

Other Applications

The theoretical applications of our graphic identity are virtually unlimited. We only mention the most common applications here and rely on the good judgement and common sense of our people to apply these guidelines wherever our name is used. When in doubt, contact Corporate Communications!

37 Presentation material
40 Signs on buildings
42 Supporting signs
44 Product and package signs
48 Exhibitions
50 Vehicles and transport
52 Clothing and gifts

Presentation material

Presentation material is used as digital files (PowerPoint, pdf) as well as transparency slides. In both cases, the presentations meet a large audience and are important carriers of our united graphic style.

Templates

You can choose white, light blue or dark blue as background colour. Templates in PowerPoint can be downloaded from ORBIS Global > Tetra Pak Corporate Information > Basic Corporate Material > Graphic Guidelines.

The following rules apply to all presentation material:

- Background colours: We have three to choose from:
  White (R:255 G:255 B:255) – use black or blue text
  Light blue (R:208 G:232 B:248) – use black or blue text
  Dark Blue (R:0 G:0 B:153) – use white text
- Typeface: Always use Arial, preferably 40 pt for headlines but minimum 32 pt, and minimum 20 pt for body text (our house typeface Helvetica is not standard on PCs, and thus not suitable for digital presentations). When using blue text, use the correct shade (R:0 G:0 B:153).
- Logotype: All on-screen presentation slides should carry our combination logotype with the motto (see page 6).
- Resolution: Images used in screen presentations should have a resolution of 72 dpi and for print the resolution is 150 dpi. The size should always be 100%.
- Creator: Always put the name of the information owner and the date when the slide was created or updated in the lower right-hand corner of each slide. This text should be 9 pt Arial, black or reversed out.

Tips

When creating presentation material there are a few things to keep in mind for a better and more professional result. Don't consider these tips as absolute rules, but an aid when making your own presentation material:

- Avoid combining the colours red and green as most colour-blind people can't distinguish these colours.
- Do not mix presentations made for screen and print as they differ too much in size, proportion and resolution.
- Do not mix presentations with different backgrounds.
- Use jpg images for photographs.
- Make all your slides in landscape format.
- Keep the text amount to a maximum of 6 lines per slide as more text becomes hard to read.
- Use keywords or expressions. The slide should not be a manuscript to read from, but only to highlight what you are saying.
- Use the PowerPoint note pages for your manuscript and for handouts.
- Use a proper tool (such as Adobe Photoshop or similar) when editing your images.

Multimedia

For multimedia and video productions, the housemark may be used three-dimensionally, but it may never be changed in shape or adorned.

Internet

When creating local homepages, please use the special tool and contact internet.infomaster@tetrapak.com for advice and guidance.

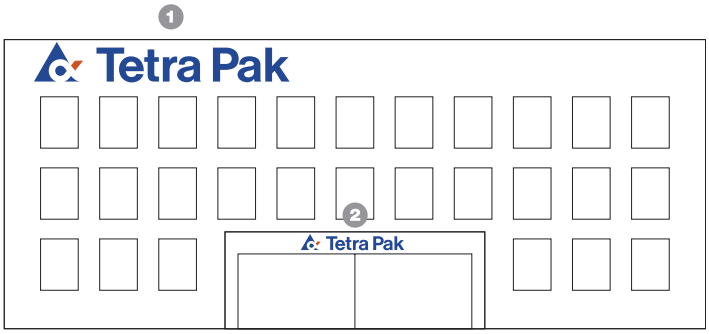
Key facts and figures
Innovation is our heritage
Tetra Pak

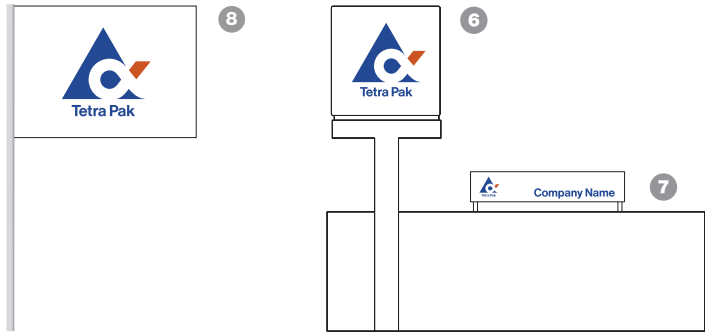
Key facts and figures
Innovation is our heritage
Tetra Pak

Key facts and figures
Innovation is our heritage
Tetra Pak

Signs on buildings

We are proud of our factories, warehouses and office buildings, and adorn them with company signs – a symbol of our unity as a company. They also help guide visitors to our facilities. This section presents the standards for our company signs. It is essential that these are strictly observed. Everyone should recognise that a building or office with our signs is a place of business of a company within the Tetra Pak Group.

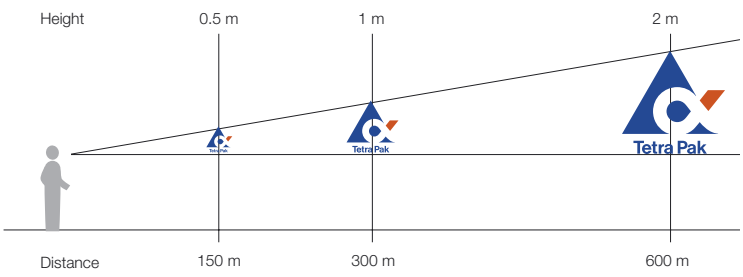




Examples

1. Neon horizontal combination of the logotype on the front of a building.
2. Illuminated horizontal combination of the logotype in a light-box or on a metal plate centred above a main entrance.
3. Neon horizontal combination of the logotype centred at the top of a building that is dark or brick-faced.
4. Illuminated vertical combination logotype above a main entrance.
5. Illuminated sign with company name above a main entrance.
6. Double-faced pole sign, recommended for viewing at a great distance or from a highway.
7. Custom-built roof sign.
   Material: light-box.
   (In countries where laws may require that signs in the local language should be presented in a bigger size and in a special location, it might be impossible to keep the free zone around the logotype.)
   Material: metal (pole), light-box (sign).
8. Flags, whether full size or table flags, should feature the vertical combination logotype in PMS Reflex Blue and PMS Warm Red against a white background.

Logotypes must always be reproduced from approved artwork or from our own authorised data files. Download from ORBIS: Global > Tetra Pak Corporate Information > Basic Corporate Material > Graphic Guidelines.

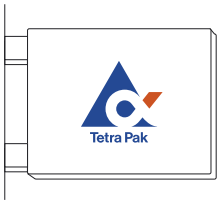


Visibility chart

This chart helps to define the optimum size of the housemark in signage applications. The figures along the top line denote the best size for the housemark when viewed from the distance along the bottom line.

Supporting signs

Signs, of course, come in all shapes and sizes, depending on space availability and a number of other practical considerations. For your inspiration, we have put together a few examples of how to fully exploit our graphic identity on different signs. The background of the signs shown here is either white or clear, to ensure legibility of the graphic elements under different viewing conditions. Helvetica 75 Bold is the recommended typeface for signs



Wall sign, cantilever mount
The cantilever mounting enhances the visibility of this two-sided sign. It is recommended when there is insufficient space for a pylon, pole or entrance sign. Material: Plexiglass, light-box or metal.

Pylon sign
A three-faced sign, which can be viewed from more than one direction.
This requires sufficient space, such as in front of a building. Material: metal.

Entrance plates
The graphic elements may be produced as a plate and applied to the wall of a building. Plate material may differ: plastic, wood, metal or stone.

Entrance signs
Large signboards at a main entrance should include the vertical combination of the logotype. If a company name and additional information are included on the signboard, use only PMS Reflex Blue.

When the vertical combination of the logotype appears together with a company name, leave generous space between them. Remember the free zone on all sides of the vertical combination of the logotype (see page 5).

The appropriate logotype combination is placed above or to the left of the company name, as illustrated in the examples.

Material: metal

The free zone rule also applies when using a company name, trademark or headline next to the vertical version of the housemark / logotype.

Material: light-box

General signage

Generally, signs should be either white or blue and display the horizontal or vertical combination of the logotype. Always use approved artwork. Additional information, such as a company name, may appear as long as it follows the examples shown below.

Glossy self-adhesive film

Glossy self-adhesive film has a protective coating, which makes it suitable for outdoor applications.

TLG-BLUE-QM9B, TLG-RED-QM9B

Matt self-adhesive film

Matt self-adhesive film is not as weather-resistant as glossy film and is therefore best suited for indoor applications that require a reflection-free presentation.

TLG-BLUE-QM9M, TLG-RED-QM9M

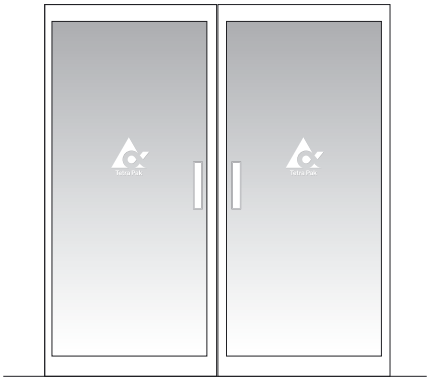
Translucent self-adhesive film

Translucent self-adhesive film distributes light evenly without creating shadows. It is used in neon signs and light-boxes.

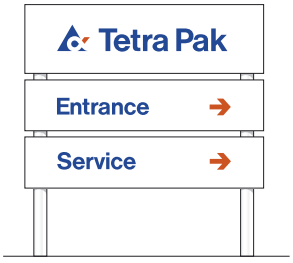
TLG-BLUE-QM9T, TLG-RED-QM9T

Interior identification signs
For maximum flexibility, use panel signs. If a company name appears, it should be placed on a separate panel as illustrated here. Extra panels may of course be added to accommodate the information.

Directional arrows
A template for the special arrow design is available on the attached CD.



Decals or etching on glass doors
The vertical combination of the logotype may be used on the outside surface of glass doors. Put the graphic elements in white for best visibility. The logotype may also be etched on the door.



Directional signs
Directional signs should provide helpful assistance to visitors and employees within a Tetra Pak facility. The signs must follow the standards established for logotypes, typography and corporate colours.

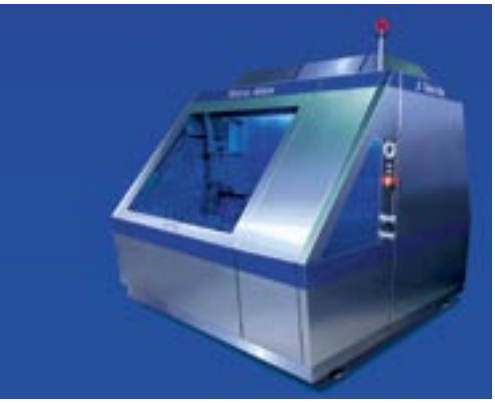
Product and package signs

Our machines are permanent representatives of our company at our customers' sites. They serve as constant reminders of our company, and tell people visiting our customers who supplied the equipment. This is one reason why all of our equipment is fitted with a product sign located in a highly visible place on the machine.

Every day, millions of Tetra Pak packages are consumed around the world. With this in mind, it is easy to understand the importance our packages play, as they carry our Tetra Pak logotype and housemark. They serve as constant reminders of our company and can create goodwill.

Product equipment signs

A Tetra Pak machine installed at a customer's site acts as a powerful reminder to staff and visitors alike of our corporate name. Hence, each item of equipment displays a highly visible product sign that includes our logotype.



The name of the machine below is "Tetra Pak® A3/Flex". Tetra Pak® is displayed on the platform of the machine, whereas the full name "Tetra Pak® A3/ Flex", can be printed on a smaller sign on the machine door (optional). All trademarks should always be written in our house typeface, Helvetica. Never use anything but approved artwork.

On machines, the PMS or white colour versions of the logotype may be displayed. They can also be etched. Trademarks should be provided with the appropriate designation ® or ™ when used on machines.

TetraPak

Marking of packaging

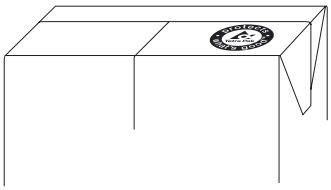
Whenever possible the package design should carry the logo-on-pack stamp. This is becoming increasingly important as Tetra Pak faces much more challenging competition. Taking this into consideration, it is essential to enhance the strength and value of the universal corporate brand, Tetra Pak. This brand communication ensures a uniform corporate identity if executed correctly all over the world.

In some cases, the logo-on-pack stamp cannot be used due to lack of space or due to the printing specifications (see Tetra Pak Print Specifications on ORBIS: Communities > Free to join > Graphics support > Share). The logotype combination with the motto should then be used as shown in the illustrations to the left.

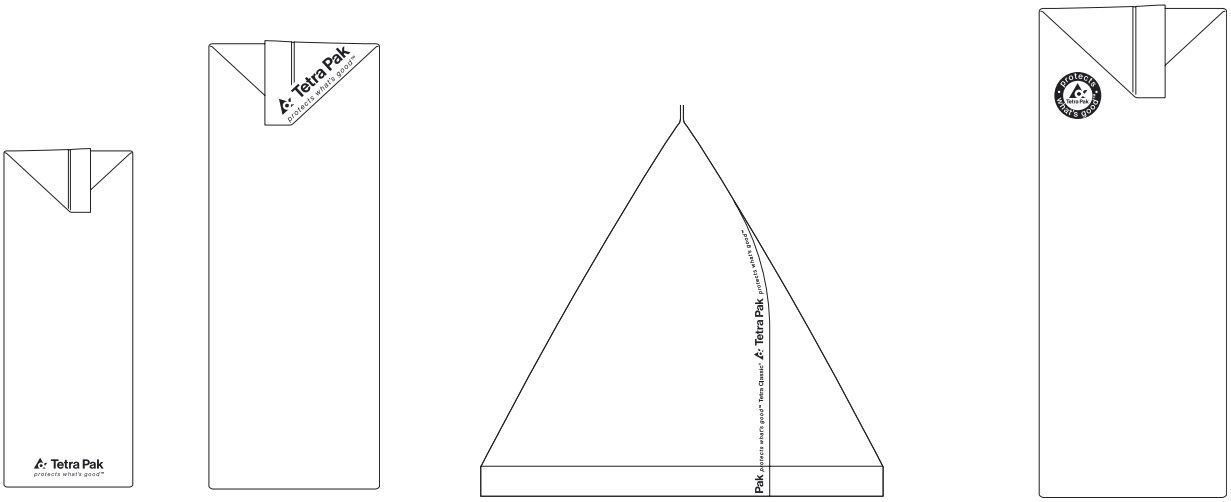
The positioning of the logo-on-pack stamp should preferably be as close as possible to the date-stamp, as several studies have shown that this area of the package is observed first by most consumers. However, it must be adapted to the individual package design, and must of course be approved by the customer. Since our logotype should be printed in PMS Reflex Blue and PMS Warm Red when in colour, it is preferable to use the logotype in full black or blue on packages for practical reasons. If neither black nor blue is used in the packaging design, the darkest colour of the design should be used for the logo.

Note! Marking of packaging requires a number of exceptions to the basic rules. When in doubt, consult Corporate Communications.

The positioning of the logo-on-pack stamp should preferably be close to the date stamp. Placement can be arranged to suit design and size of packages.

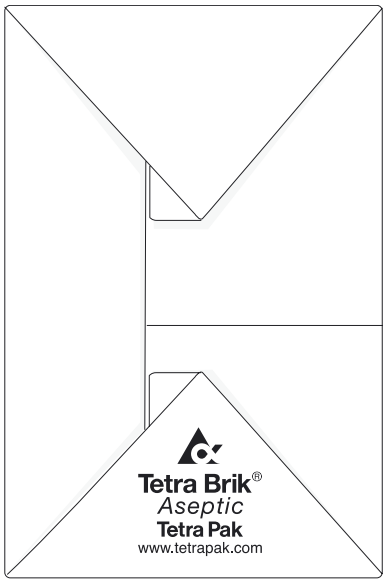


Examples of preferred placement of the logotype combination. For portion packages, where the logo-on-pack stamp cannot be used according to standard specifications, the logotype combination with the motto shall be used. Always use approved artwork from our own authorised data files.

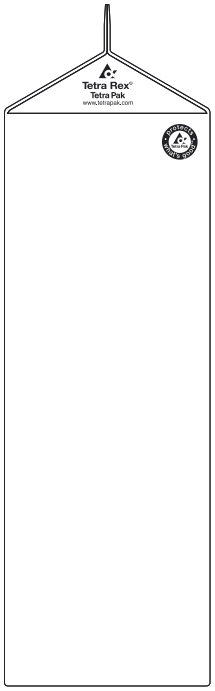


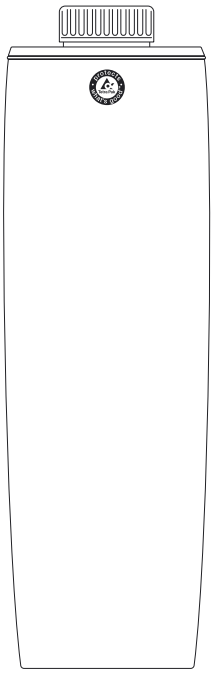
Package signs

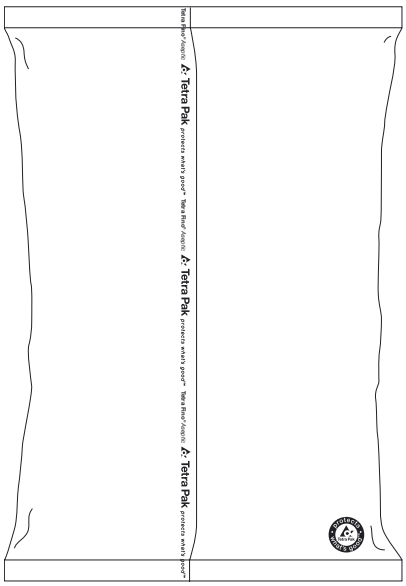
Every single package made by a Tetra Pak machine carries not only the product name of the particular packaging system but also the housemark and Tetra Pak brand name. In order to protect our trademarks and for legal reasons, our product names should end with the ® or ™ sign when used on a package. If applicable, the word “Aseptic” is printed in italics. Approved artwork with the relevant trademark must always be used. Download from ORBIS: Global > Tetra Pak Corporate Information > Basic Corporate Material > Graphic Guidelines.



All packages from Tetra Pak carry the product name, housemark and Tetra Pak brand name. Tetra Brik, Tetra Prisma, Tetra Top and Tetra Wedge packages have the product name on the bottom of the package.







Exhibitions

Exhibitions provide an excellent opportunity for meeting customers and suppliers, and acquainting them with our products and services. For this reason, it is essential that all exhibitions should be developed according to a uniform graphic style.

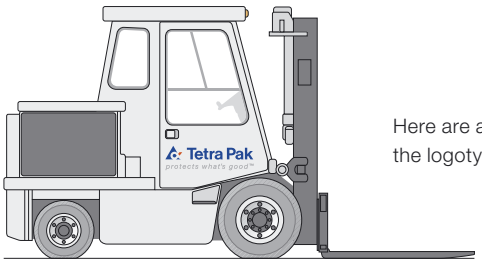
For exhibitions, it is recommended to consider the following:

- White is always pleasing and fresh-looking as a background colour. It conveys a clean image, in keeping with a company working in the food business. The addition of two house colours, PMS Reflex Blue and PMS Warm Red, will make an attractive impression.
- Ensure that all machines on display have their proper trademarks attached.
- If packaging material has been developed specifically for the exhibition, give it a design to match the stand both in colour and graphics.
- Make sure that all packages made for the exhibition have the correct product sign and trademark according to the graphic guidelines on pages 46 - 47.
- All housemarks and logotypes should be made from approved artwork.

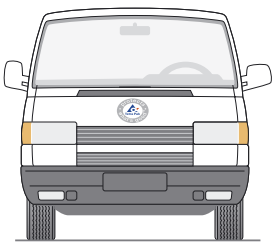
Information
Tetra Pak
Tetra Pak

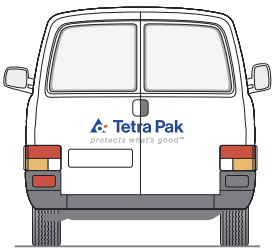
Vehicles and transport

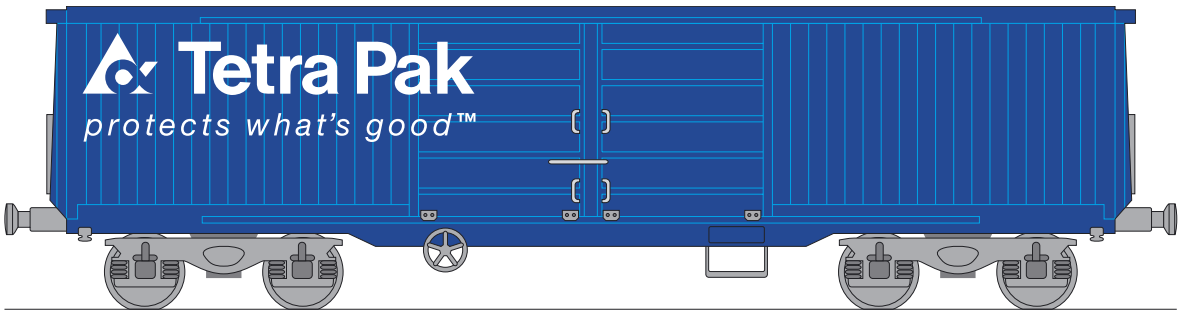
All vehicles used within the Tetra Pak Group, including those for transport of our packages, are means of communication. It is essential that these should be united by a common graphic appearance. The logotypes and housemark must always be clearly visible on all boxes, crates and vehicles. These elements are vital, since they provide valuable advertising space for our company.



Here are a few examples of how the logotypes should be applied.







Transport of packages

Boxes and crates, large and small, represent valuable advertising space for us. Use our logotype combination with the motto in the top left-hand corner on the front and back of the box or crate.

As an option, the logo-on-pack stamp presented on page 46 may be used to strengthen the graphic identity and appear as a quality stamp. The free zone rule described on page 6 also applies when using the logo-on-pack stamp together with the logotype combination with the motto, both of which can be reproduced in blue/red/grey or as a mono application in black or blue.

Colour guide
BLUE-QM909
RED-QM906
GREY-QM990

Glossy self-adhesive film
Glossy self-adhesive film has a protective coating, which makes it suitable for outdoor applications.

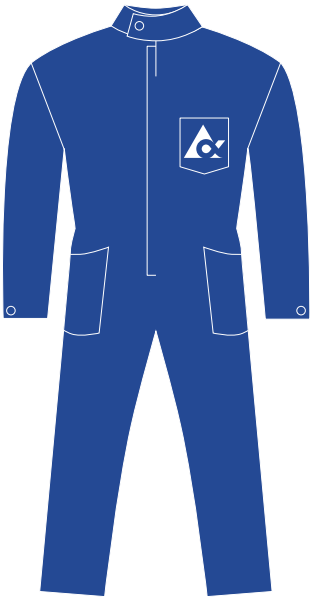
NCS S 4055-R70B
NCS S 0580-Y80R
NCS S 4000-N

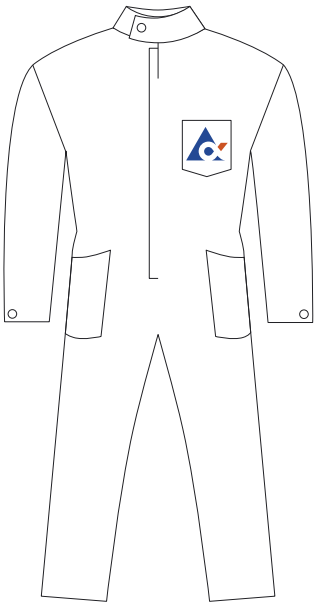
Painted letters
When painting letters on signs and buildings, use the following colours: NCS S 40v55-R70B, NCS S 0580-Y80R and NCS S 4000.N.
These colours can be glossy or matt.

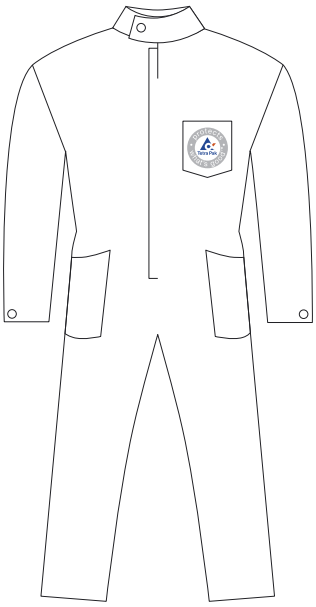
Clothing and gifts

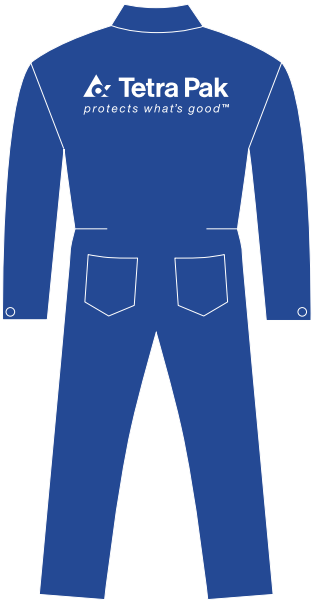
There is an impressive collection of gift items, clothing and accessories within the Tetra Pak Group. As a general rule, gift items and accessories should always be adorned with the housemark with or without the Tetra Pak brand name. It can also be adorned with a company name, but this can never be combined with the housemark.

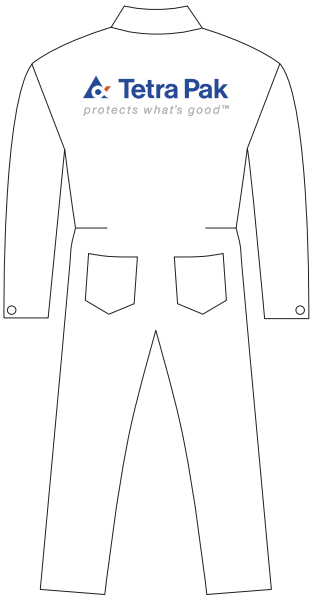
The logo-on-pack stamp presented on page 50 may be used to strengthen the graphic identity and to appear as a quality stamp. In these cases it may stand alone or appear together with the logo-type combination with the motto. Apply the free zone rule described on pages 5 - 6.









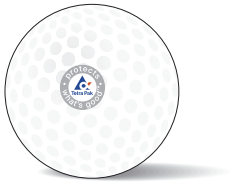


Working clothes
Working clothes, such as overalls and T-shirts, should have the housemark or logo-on-stamp on the front pocket and the logotype combination with the motto or the company name on the back.

Gifts

As a general rule always use the housemark, logotype and house colours whenever this is practical. Gift items and accessories should be designed either with the housemark or the logotype. Any giveaway that bears the Tetra Pak logotype must be of good quality. The logotype may be reproduced by different printing techniques, in cloth or etched on the item.

Always use approved artwork.



The logo-on-pack stamp may be used to strengthen the graphic identity and to appear as a quality stamp. It may stand alone or appear together with the different logotype combinations or the housemark. The free zone rule described on pages 5 - 6 applies in all cases.

Tetra Pak

www.tetrapak.com

We reserve the right to introduce design modifications without prior notice. Tetra Pak, *protects what's good*, Tetra Alex, Tetra Brik, Tetra Classic, Tetra Fino, Tetra Prisma, Tetra Rex, Tetra Top and Tetra Wedge are trademarks belonging to the Tetra Pak Group.

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