

# Ultra-Fresh Consumer Packaging Logo Standards 2011



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Ultra-Fresh is a registered trademark of Thomson Research Associates Inc.

# Ultra-Fresh Consumer Packaging Logo Standards

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# Ultra-Fresh Consumer Packaging Logo Standards

## Message from the President

In 2010, we made a very significant change in the look of our Ultra-Fresh logo. This bold step has met with overwhelming approval.

The clean, crisp look of the new logo denotes the “freshness protection” message that most textile customers desire. The alternative “antimicrobial technology” is also available for customers that desire a slightly more scientific message.

In the exceedingly competitive world of big brands and retailers, having an affordable edge is very important. Calling out added features – such as moisture management, UV protection, and of course, “Ultra-Fresh treated for built-in freshness protection” – allows for product differentiation. This also allows for increased margins as consumers are aware of receiving an enhanced product.

We are very proud of our heritage and our Ultra-Fresh brand is of vital importance to the success of our company. We look forward to having the brand grow stronger and even more wide-spread as we move through 2011 and beyond.



**Glenn Runciman**

President  
Thomson Research Associates Inc.



# Ultra-Fresh Consumer Packaging Logo Standards

## General Description



The 2010 version of the Ultra-Fresh logo retains the oval surround of previous versions. Legibility has been improved by use of a sans-serif font, and by requiring a white rather than a coloured background. Both the type and the frame support the idea of “freshness” – one by emphasizing key words, the other by opening up the oval with a suggestion of free-flowing movement.

The colour of the Ultra-Fresh logo is a specific as green, Pantone 347 (PMS 347). This is mandatory for all who wish to use the Ultra-Fresh logo as a product benefit on their packaging. There is one exception. If green is not appropriate, then the Ultra-Fresh logo may be blue, Pantone 541 (PMS 541) as indicated in the guidelines.

Whenever the Ultra-Fresh product logo is used, the following line must also appear at least once: Ultra-Fresh is a registered trademark of Thomson Research Associates Inc. It is not necessary to use \*, ®, ©, or ™, with one exception. In China, ® must be used after the letter ‘h’.

The tag-line “freshness protection” is translated for use in non-English language markets. Graphics and translation is available for use in current software programs. Please email TRA head office for a working file.

# Ultra-Fresh Consumer Packaging Logo Standards

## Timing & Dimensions

On and after 1st July 2010 it will be mandatory to use the 2010 logo on all new projects. On existing projects the 2010 logo should be introduced at the next reprint.

As in the past green will be the preferred version. If the use of green conflicts with other packaging design requirements, the blue version may be used.

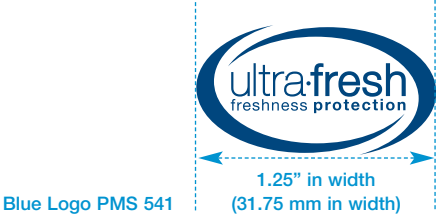
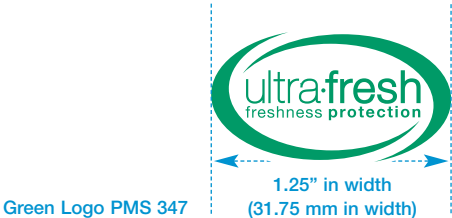
Consistency, clarity and legibility are necessary in order to maintain the brand character. It should not be reproduced at less than the prescribed minimum size, and the proportions must remain the same.

### All applications

The logo should always be reproduced at the minimum size or larger.

Minimum size is 1.25 inches (31.75 mm) in width.

Smaller than this the logo will be difficult to read, and will lack impact.



### Maintain proportions

There is no limit on the maximum size of the logo, but be sure to maintain the proportions shown here.

# Ultra-Fresh Consumer Packaging Logo Standards

## Background

It is important that the Ultra-Fresh logo should stand out from its background. When the background is solid colour, a white oval is used. In addition, a rectangular protection space is required to keep visually distracting elements away from the logo.

In any application, a protection space is necessary. In order to prevent other elements in a design from interfering with the Ultra-Fresh logo, it is necessary to create a rectangular no-go zone around it. The dimensions of the protection zone can easily be calculated for any size logo.

Enlarge the logo to the desired size. **X = the height** of the lower-case letters as indicated. **Half of X height** is the necessary clearance between the ends, top and bottom of the oval, and the four sides of the rectangle.



# Ultra-Fresh Consumer Packaging Logo Standards

## Typography for Tag-Line

The two-word tag-line conveys important information to the reader. These type specifications (Helvetica Neue) will ensure maximum legibility. The Helvetica Neue fonts applies only to the tag line; the stylized use of the words Ultra-Fresh and the tagline must not change.

Helvetica Neue – Regular  
abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
WXYZ 1234567890.,:;“&!\$¢%\*

Use Helvetica Neue – Bold  
**abcdefghijklmnopqrstvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**WXYZ 1234567890.,:;“&!\$¢%\***



The tag-line, translated for use in non-English language markets is available in graphic software on this disk.

# Ultra-Fresh Consumer Packaging Logo Standards

## Dos and Don'ts

When printing on any background other than white a white oval must surround the logo. A rectangular protection area must be kept free of other design elements, as described on page 3. This page shows how the oval makes the logo both easier to see and easier to read.



**Incorrect:** the white oval has been omitted.



**Correct:** the white oval in place.



**Incorrect:** the white oval has been omitted.



**Correct:** the white oval in place.



**Incorrect:** the white oval has been omitted.



**Correct:** the white oval in place.



# Ultra-Fresh Consumer Packaging Logo Standards

## One or Four-Colour Printing in Green

This page provides specifications for the correct colour of green, and shows the basic logo on three types of background.

### Colour specifications

One colour printing, use PMS 347. Four-colour process, to the right. In each case the logo must be printed at 100% colour value.



100% cyan  
0% magenta  
79% yellow  
8.5% black

### Four-colour green on a white background

The white oval is not visible because the background is white.



### Four-colour green on a transparent (plastic) or coloured background

In each case the white oval will separate the logo from its background.



# Ultra-Fresh Consumer Packaging Logo Standards

## One or Four-Colour Printing in Blue

This page provides specifications for the correct colour of blue, and shows the basic logo on three types of background.

### Colour specifications

One colour printing, use PMS 541. Four-colour process, to the right. In each case the logo must be printed at 100% colour value.



100% cyan  
51% magenta  
0% yellow  
30% black

### Four-colour green on a white background

The white oval is not visible because the background is white.



### Four-colour green on a transparent (plastic) or coloured background

In each case the white oval will separate the logo from its background.

