



Pack & Ship[®]
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 the PostalAnnex+, Handle With Care Packaging Store or Navis Pack & Ship 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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Annex Brands Copyright Statement

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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 1996, the Sunshine Pack & Ship 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. 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 Sunshine Pack & Ship brand is strengthened, resulting in credibility to our customers, vendors, and the public at-large.

We have created this manual to be 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. The 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 Style Guide is available in Adobe Acrobat[®] Portable Document Format (PDF) on the PASSPORT system in the Library>Marketing>Corporate Style Guide folder. 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

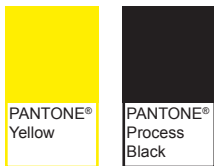
The Sunshine Pack & Ship logo consists of two colors: a yellow and a black. These colors must be reproduced accurately and consistently to make the Sunshine Pack & Ship brand instantly recognizable to anyone.

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

Print

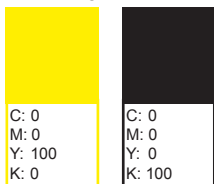
The required colors for the SPS logo can be reproduced in several formats.

PMS



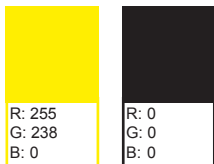
For spot printing, the Pantone Matching System (PMS) colors are PMS Yellow and PMS Process Black for both coated and uncoated printing.

CMYK



For full process color – CMYK (cyan, magenta, yellow and black):
SPS yellow is c: 0 m: 0 y: 100 k: 0,
and SPS black is c: 0 m: 0 y: 0 k: 100
for both coated and uncoated printing.

RGB



To reproduce the SPS colors for the Web – RGB (red, green and blue):
SPS yellow is r: 255 g: 238 b: 0,
and SPS black is r: 0 g: 0 b: 0.

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

In 1931, The Times of London commissioned a new text type design from Stanley Morison and the Monotype Corporation. The new design was supervised by Stanley Morison and drawn by Victor Lardent. Morison used an older typeface, Plantin, as the basis for his design. The Times of London debuted the new typeface in October 1932. A serif is a small decorative line added as embellishment to the basic form of a character.

This font is available with most standard operating systems.

Futura – Sans-Serif Typeface

First presented by the Bauer Type Foundry in 1928, Futura is commonly considered the major typeface development to come out of the Constructivist orientation of the Bauhaus movement in Germany. Paul Renner sketched the original drawings and based them loosely on the simple forms of circle, triangle and square. San-serif refers to the absence of serifs, or embellishments on characters.

This font is can be used 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) and Graphic Interchange Format (.gif).

.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 “vected 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.

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 then 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 PASSPORT system. You can find them in the Marketing section of the Library. If you have questions on file types not covered in this document, please contact the Annex Brands’ Marketing Communications Department.

To download Sunshine Pack & Ship logos, go online to www.postalannex.com/logos; the current password is “p0st@l” (the 0 is a zero and the l is a lower case L) 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 logo in color or black & white, in .eps or .jpg format. The UPS, FedEx and USPS 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 or .gif
Other desktop publishing software	.eps
Advertisings/Promotional Pieces <i>(posters, shirts, banners, pens, etc.)</i>	.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: *Horizontal Sunshine Pack & Ship logo*



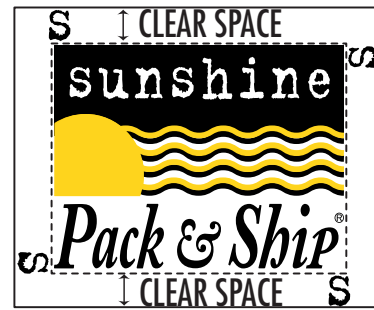
Correct: *Vertical Sunshine Pack & Ship logo*

Sunshine Pack & Ship - 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 its best possible manner without interference from any other graphical 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"



Clear Space = Height of "S"

Correct Logo Usage

The Sunshine Pack & Ship logo may be used with either a one-line or two-line format.

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.

1.



Correct:

Two-color version

2.



Correct:

Black & white version

3.



Correct:

Solid white version

4.



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 alter the size of the text



Do not stretch or twist logo



Do not place over a non-neutral background



Do not reverse colors or use other color combinations



Do not change the layout of the logo



Do not create custom taglines



Do not place graphics or text in the clear space area

Annex Brands Copyright Statement

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