



## **Graphic Guidelines**

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# Main Panel

## Color

■ PMS 7463

## Fonts

Book Antiqua

Arial Rounded MT Bold

## Logo, product name and bullet points

- 1) Justify and space left as shown
- 2) "T" in logo should line up with copy blocks as shown
- 3) Size block in proportion to front panel as shown except in extreme cases such as very large or very small panels

## Brushed aluminum background

- 1) Use in original proportion
- 2) Should go from full intensity to very light intensity but not white at top of panel
- 3) Crop width using clipping mask if necessary
- 4) This is a GRAYSCALE image!



## Product image

- 1) Place in proportion as shown
- 2) Can overlap curve graphic

## Placement of curve graphic group

35%

At right side, graphic should be 35% of main panel height

## Curve graphic group

- 1) Consists of the following grouped together:
  - a) Blue element
  - b) White element
  - c) Hard shadow element
  - d) Soft shadow element
- 2) Scale in proportion so that white tick marks are at the edge of panel

## Warning messages and model number

Should be placed in proportion as shown, as closely as possible.



## Modification for narrow sizes

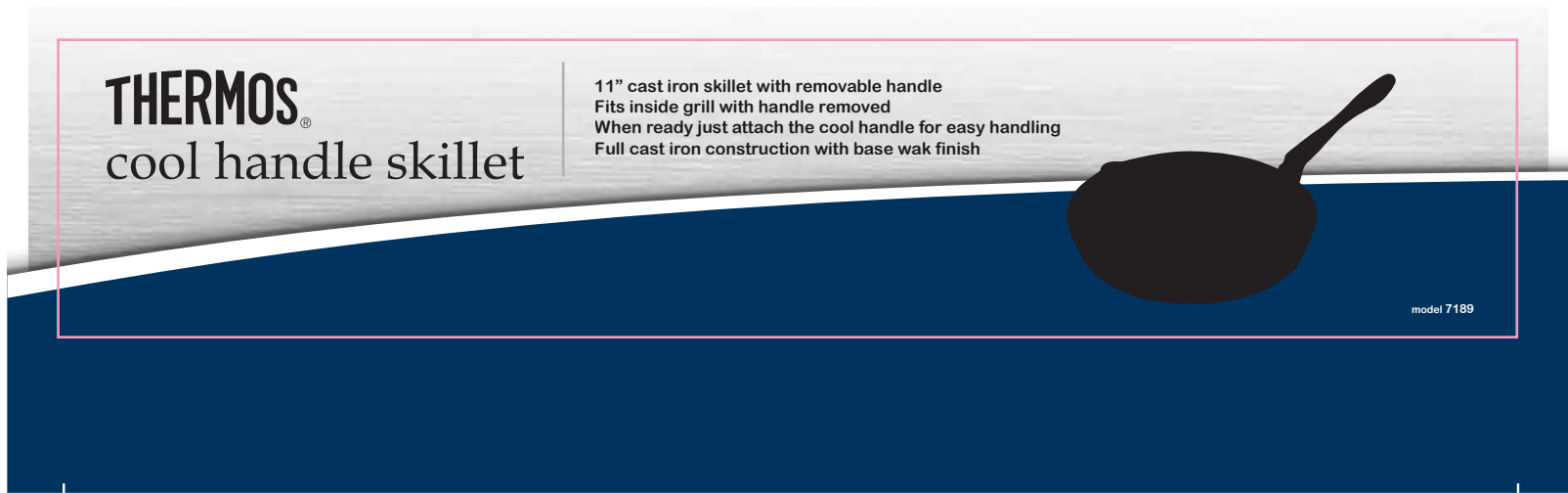
When curve graphic group is scaled to fit a narrow panel, the BLUE elements should be moved down about 1 pt. so that white stripe is slightly thicker.



*Modified*

This image shows the same graphic element as above, but the white curved line is noticeably thicker, illustrating the modification for narrow panels.

# Side Panels



## Side panel graphics placement

- 1) Side panel brushed aluminum is "BrushAlum\_Blend\_Gray\_Wide.eps"
- 2) Use wide curve group for side panels (in included Illustrator document "for side panels")
- 3) Elements shown here without clipping mask. Use clipping mask if necessary.
- 4) Use logo/bullet block as shown if necessary

## Side panel graphics options

- 1) Style for boxes that can display showing main front panel or be stacked showing side panels (Independent side panels - Option A)
- 2) Style for cartons which are not to be laid flat (Graphic wrap - Option B)



Option A



Option B

## THERMOS®

### cool handle skillet

11" cast iron skillet with removable handle  
Fits inside grill with handle removed  
When ready just attach the cool handle for easy handling  
Full cast iron construction with base wak finish



DCPI# 000-00-0000



PNXXXXXXXX

Made in XXXX  
Customer Service:  
1-800-XXX-XXX  
Trademark information  
[www.website.com](http://www.website.com)

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PNXXXXXXXX

Back panel images should be used if  
space/printing process allows