

The **Brand**

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VAP VAPORMATIC

The Vapormatic Brand

Our identity is the visual means by which we distinguish our products and services from our competitors. Therefore it is imperative to portray it consistently in all our communications and other important touch points we have with our customers. How we use the Vapormatic name and trademarks says a lot about our pride in our company, in each other, and in the products and the services we offer.

Our corporate identity is the language we use to “visually” speak — the way we are most recognized by our customers. Our identity consists of some key elements that are defined in the following pages.

This document describes our basic visual and verbal identity tools and gives some guidelines on how to use them. Your cooperation is essential in presenting a clear, consistent message about Vapormatic to the global marketplace. All of the trademarks illustrated in this publication are the property of The Vapormatic Co. Ltd.

Questions regarding their use should be forwarded to the Marketing Department at The Vapormatic Co. Ltd.

Any proposed, or already produced uses of the Vapormatic trademarks that do not follow the guidelines in this document should also be referred to the Marketing Department at The Vapormatic Co. Ltd.

Horizontal Signatures

Four-Color & Two Colour 3D Signature

The three dimensional appearance of the "VAP" symbol is accomplished by using various shades of red and black achievable with four-color and two- colour printing processes.



Four-Color & Two-Colour 3D Horizontal Signature

Grayscale Signature

Again the three dimensional appearance of the "VAP" symbol is accomplished by using various shades of black. The Vapormatic logotype is printed in solid – 100% black.



Grayscale 3D Horizontal Signature

Vertical Signatures



VAPORMATIC VAPORMATIC

Four-Color & Two-Colour 3D Vertical Signature

Grayscale 3D Vertical Signature

White Space, Minimum Size and Colour Specs

White Space is the area surrounding the signature that should be free of any text, graphics, borders, or other images. This ensures the signature's visibility and impact.

The minimum clear space requirement for the signature is based on the measurement "X," which is equal to the height of the name "Vapormatic" in the logotype.

Minimum Size refers to the smallest size the signature may be reproduced through offset printing with acceptable clarity and legibility.

The minimum size for the Vapormatic signature is when the symbol reaches 10mm in height.



The Colours used in our signatures are distinctive and have become extremely powerful identifiers. A company's actual or perceived ownership of colours/colour combinations within the product categories and markets it participates, is a valuable brand asset. To effectively leverage, promote, and protect our global brand, it's essential that we apply our Vapormatic colours consistently and accurately.

Colour matches for printing our trademarks on coated paper stocks:

- Vapormatic Red = PANTONE® PMS199
- Vapormatic Light Grey = PANTONE® PMS429
- Vapormatic Dark Grey = PANTONE® PMS431
- Black



PMS199 PMS429 PMS431 Black

Lorem ipsum dolor sit diam nonnmy eiusmo magna aliquam erat vaquis nostrud exercitati aliquip es ea commodo dolor in reprehenderit consequat.



Lorem ipsum dolor sit diam nonnmy eiusmo magna aliquam erat vaquis nostrud exercitati aliquip es ea commodo dolor in reprehenderit consequat.



Lorem ipsum dolor sit diam nonnmy eiusmo magna aliquam erat vaquis nos trud exercitati aliquip es ea commodo dolor in reprehenderit consequat. Vel illum deos et accusam.

The Vapormatic Name

The “Vapormatic” name should be used in full when it is referenced in body copy or text. The full name should always appear with initial capitalization, in the same style and weight as the rest of the copy. Do not use the shortened name “VAP”. The primary or dominant message to readers is that the text is referring to Vapormatic.

In 1949, Vapormatic Started Something Special

The sun truly never sets on Vapormatic customer support. Every Stockist and Territory Manager is continually trained to become more expert in the use of technology and total repair-cost management. Helping Vapormatic customers...

Example of the Vapormatic name used in a headline and in a text block:

Typography

A good font family to use in communication pieces is Arial and is available in multiple styles and weights. Arial is clean, legible, and contemporary, it reinforces our reputation for professionalism and clarity. You can use Arial in either headlines or body text.

Arial ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

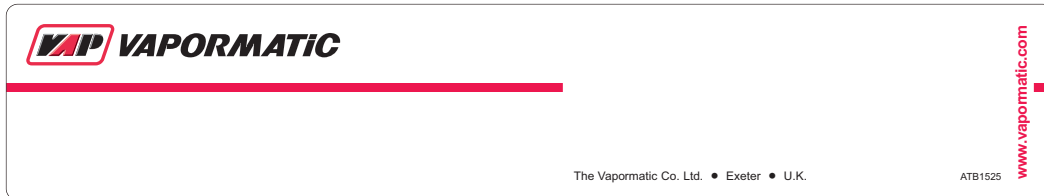
Arial Regular *Arial Regular Italic*
Arial Bold ***Arial Bold Italic***
Arial Black

Vapormatic Product Labels

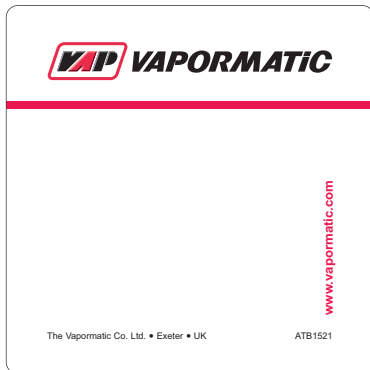
Vapormatic product labels have been developed to enhance the image and selling potential of Vapormatic product. The labels have been designed to clearly communicate product information.



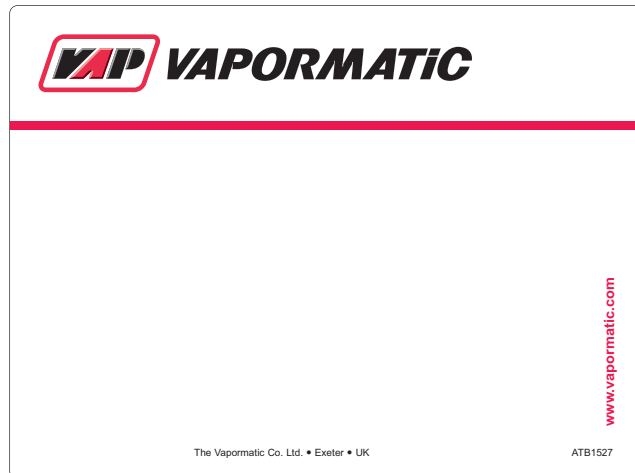
ATB1516, Size: 179mm x 31mm



ATB1525, Size: 185.5mm x 35mm



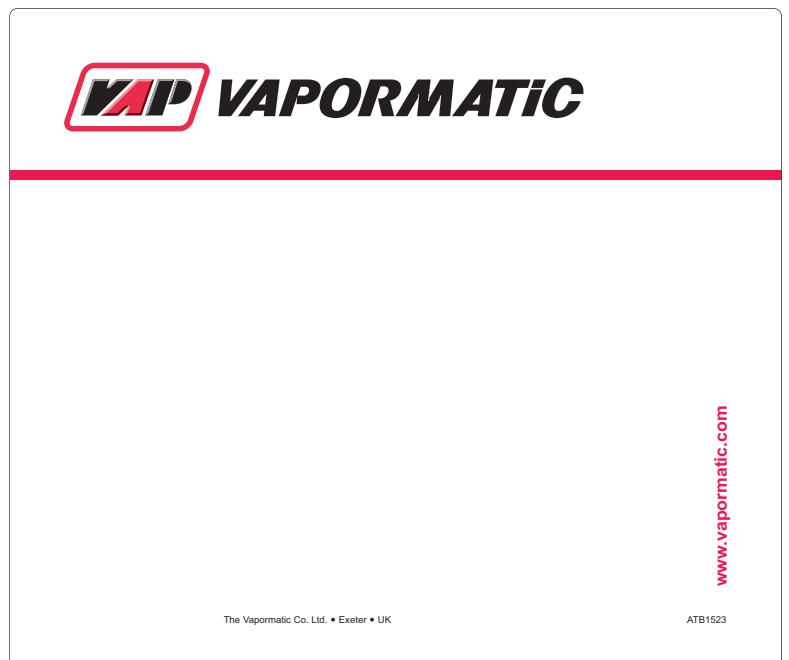
ATB1521, Size: 65mm x 65mm



ATB1527, Size: 111mm x 83mm



ATB1526, Size: 65mm x 95mm



ATB1523, Size: 136mm x 116mm

Vapormatic Product Label - ATB1516 Type

Material specification

Semi-matt, permanent adhesive label. Colour fast to avoid fading. Adhesive to be suitable for climatic conditions ranging from arctic to tropical.

Label size: 179mm x 31mm

Printed 2 colours, black and red (to match PMS199). White area to be left for over print information. Black key line to be deleted.

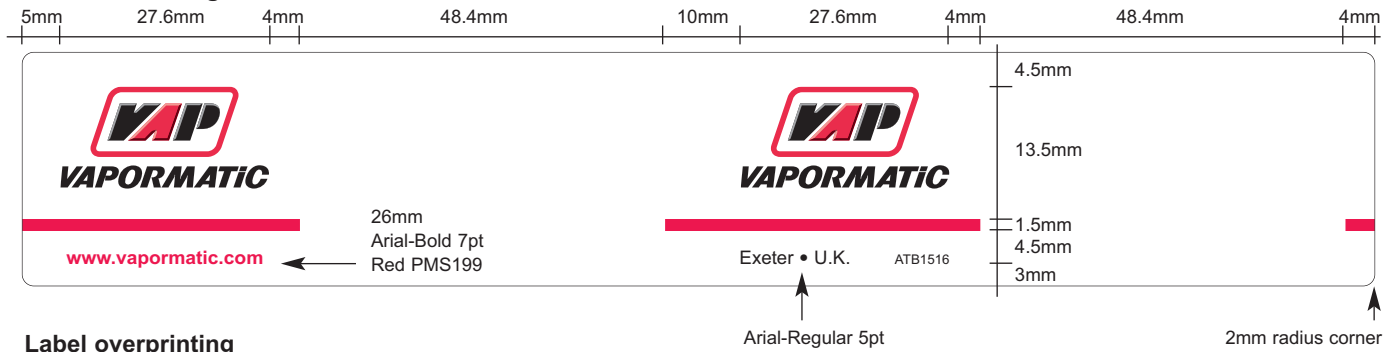
Over printed with Vapormatic supplied part number, kit quantity, from and to part sizes, language descriptions and barcode information (where applicable).

Artwork can be supplied as Adobe Illustrator .ai, .eps or .pdf (press quality) files or Adode Photoshop .eps files.

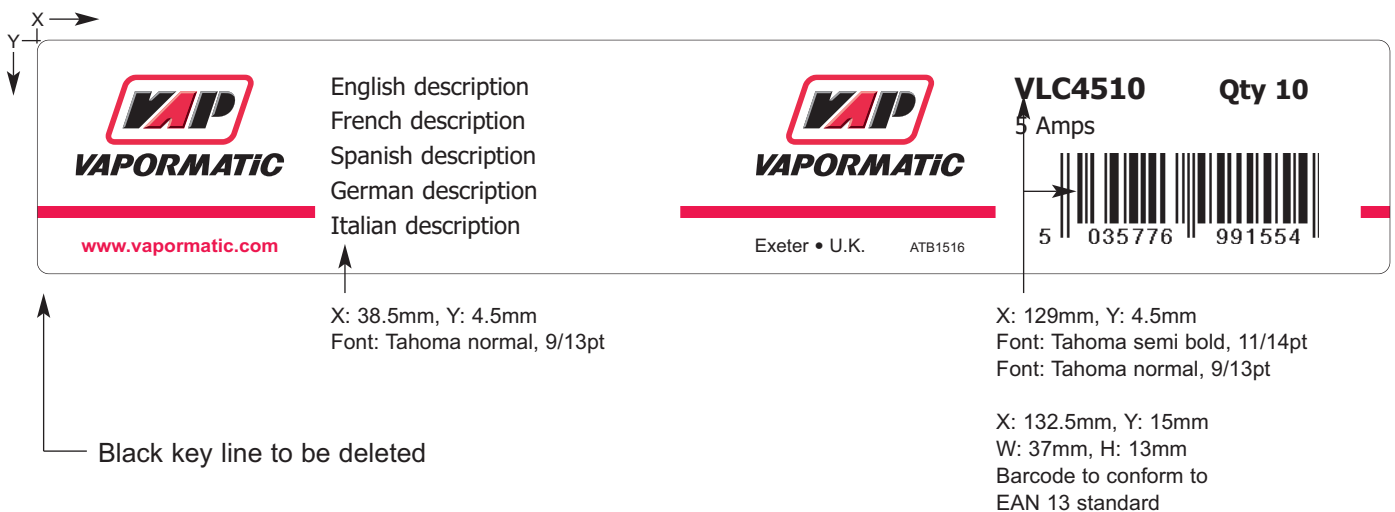
Note

Samples or proofs must be provided for approval before any artwork is printed.

Basic label design



Label overprinting



Position of ATB1516 on a standard clam pack.



Vapormatic Product Label - ATB1525 Type

Material specification

Semi-matt, permanent adhesive label. Colour fast to avoid fading. Adhesive to be suitable for climatic conditions ranging from arctic to tropical.

Label size: 185mm x 35mm

Printed 2 colours, black and red (to match PMS199). White area to be left for over print information. Black key line to be deleted.

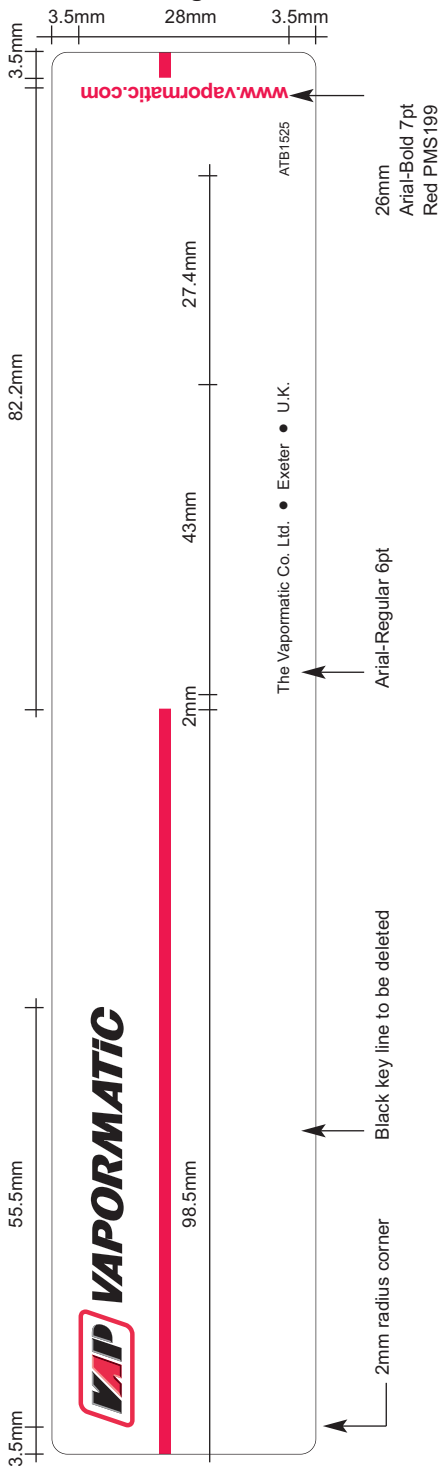
Over printed with Vapormatic supplied part number, kit quantity, from and to part sizes, language descriptions and barcode information (where applicable).

Artwork can be supplied as Adobe Illustrator .ai, .eps or .pdf (press quality) files or Adode Photoshop .eps files.

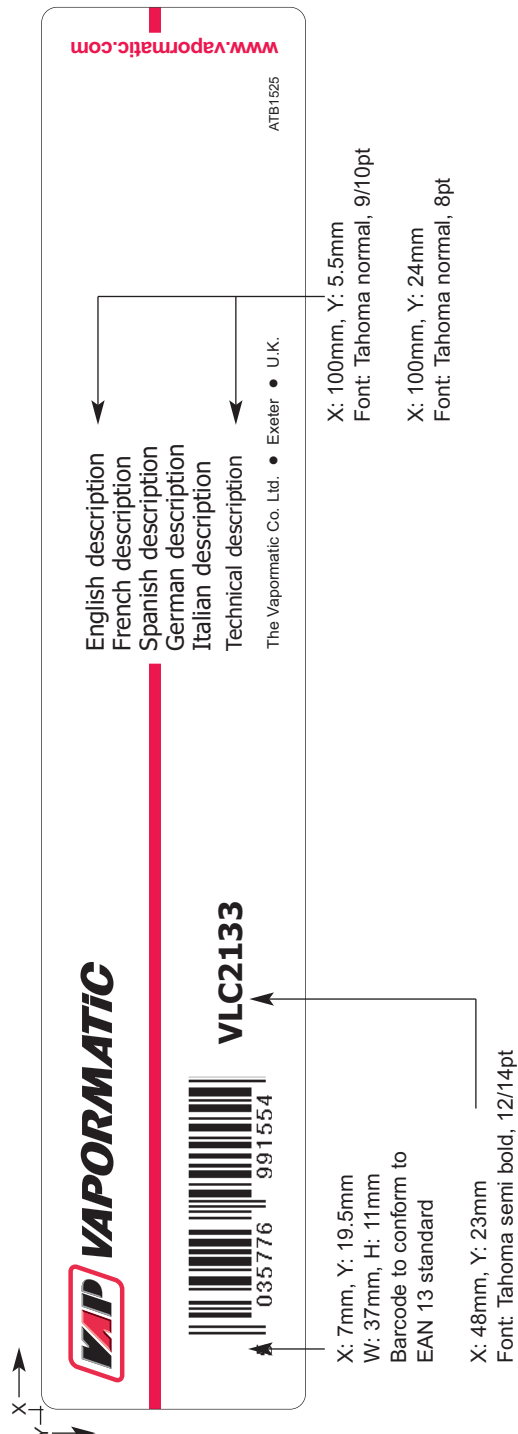
Note

Samples or proofs must be provided for approval before any artwork is printed.

Basic label design



Label overprinting



Vapormatic Product Label - ATB1521 Type

Material specification

Semi-matt, permanent adhesive label. Colour fast to avoid fading. Adhesive to be suitable for climatic conditions ranging from arctic to tropical.

Label size: 65mm x 65mm

Printed 2 colours, black and red (to match PMS199). White area to be left for over print information. Black key line to be deleted.

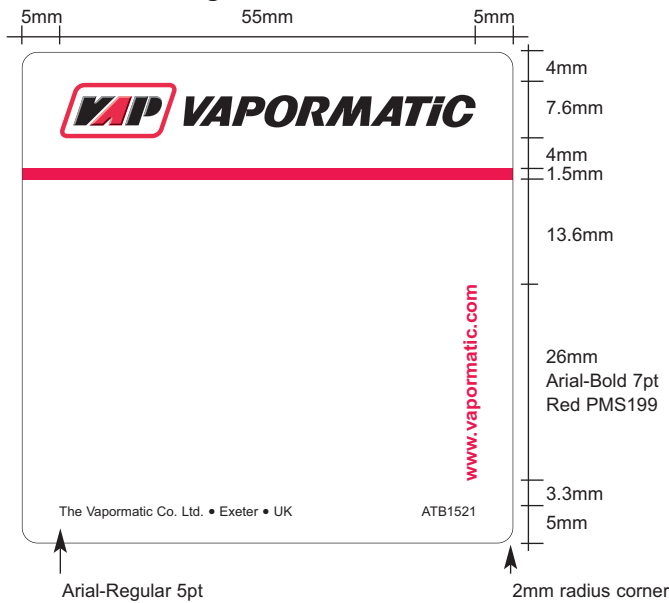
Over printed with Vapormatic supplied part number, kit quantity, from and to part sizes, language descriptions and barcode information (where applicable).

Artwork can be supplied as Adobe Illustrator .ai, .eps or .pdf (press quality) files or Adobe Photoshop .eps files.

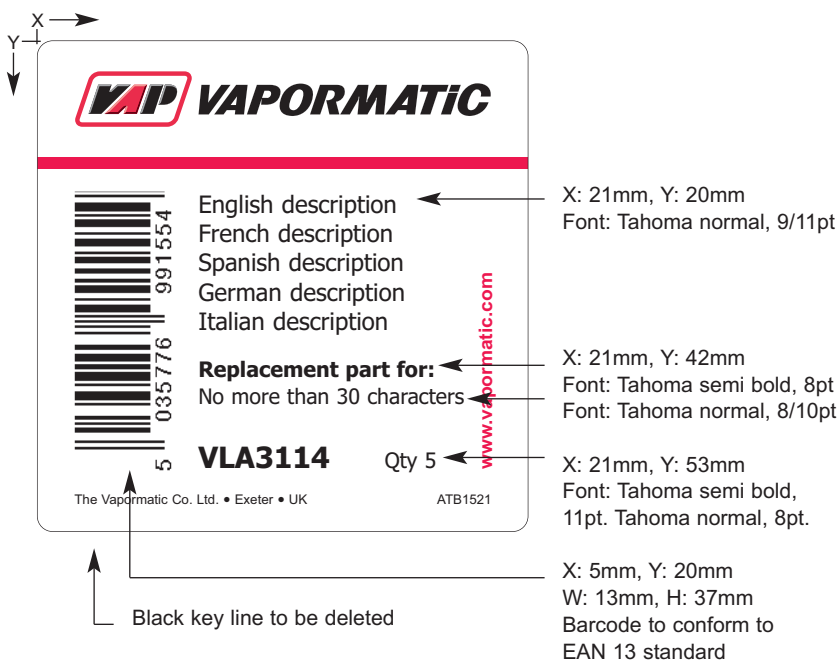
Note

Samples or proofs must be provided for approval before any artwork is printed.

Basic label design



Label overprinting



Vapormatic Product Label - ATB1526 Type

Material specification

Semi-matt, permanent adhesive label. Colour fast to avoid fading. Adhesive to be suitable for climatic conditions ranging from arctic to tropical.

Label size: 65mm x 95mm

Printed 2 colours, black and red (to match PMS199). White area to be left for over print information. Black key line to be deleted.

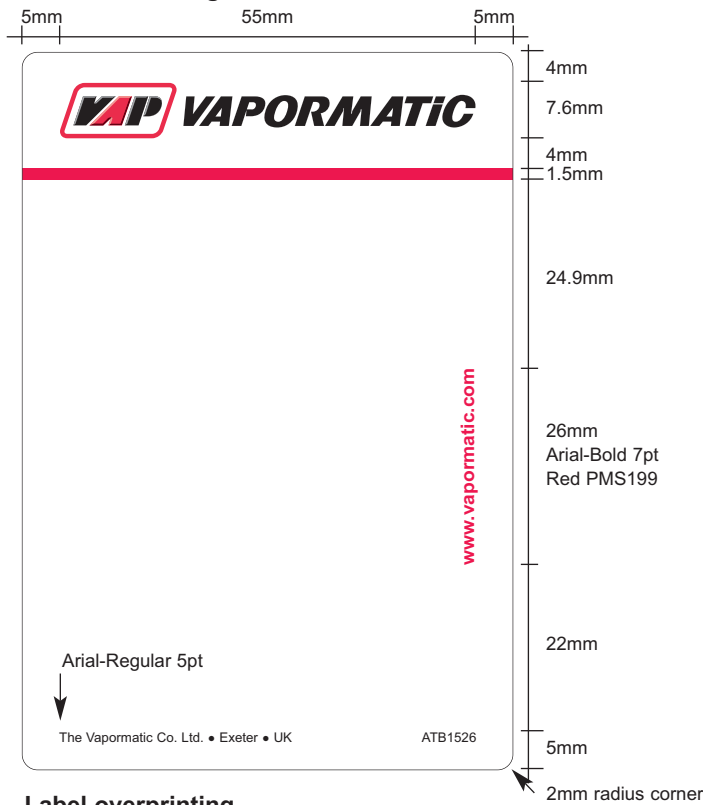
Over printed with Vapormatic supplied part number, kit quantity, from and to part sizes, language descriptions and barcode information (where applicable).

Artwork can be supplied as Adobe Illustrator .ai, .eps or .pdf (press quality) files or Adobe Photoshop .eps files.

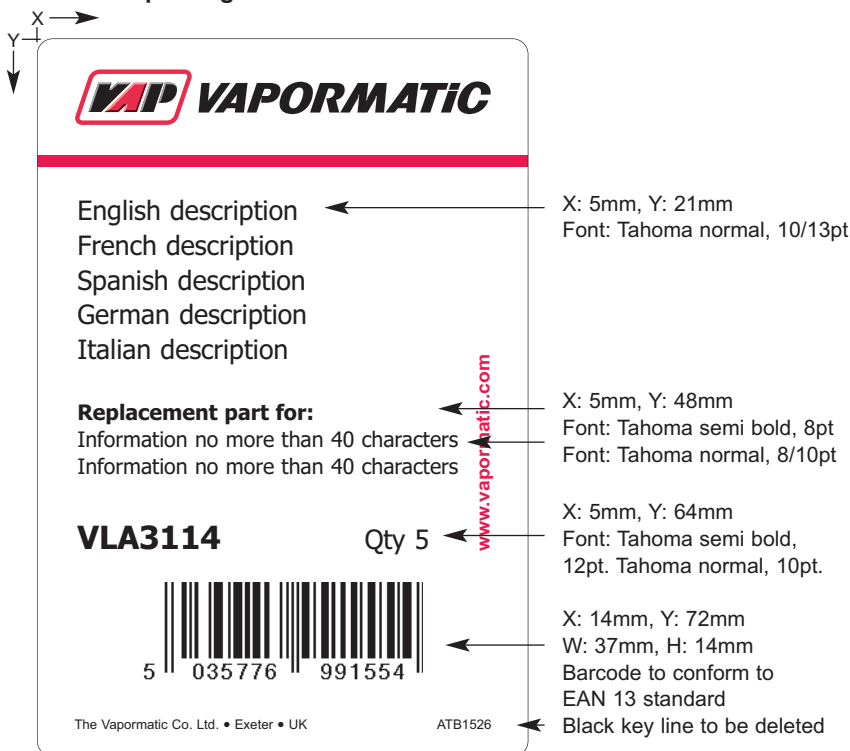
Note

Samples or proofs must be provided for approval before any artwork is printed.

Basic label design



Label overprinting



Vapormatic Product Label - ATB1527 Type

Material specification

Semi-matt, permanent adhesive label. Colour fast to avoid fading. Adhesive to be suitable for climatic conditions ranging from arctic to tropical.

Label size: 111mm x 83mm

Printed 2 colours, black and red (to match PMS199). White area to be left for over print information. Black key line to be deleted.

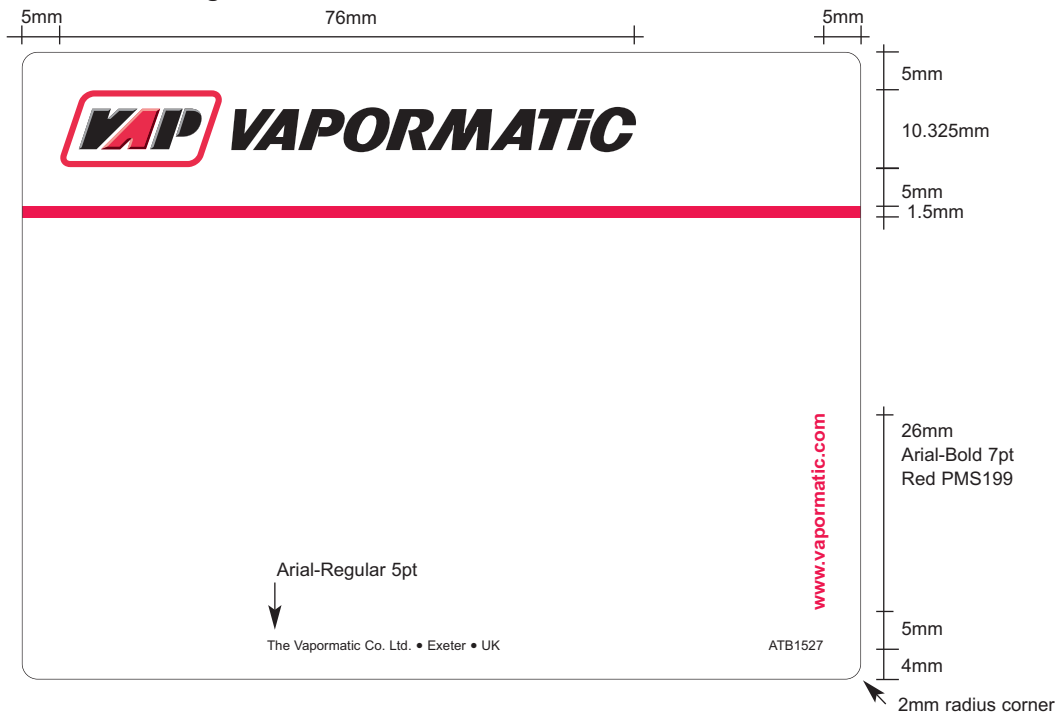
Over printed with Vapormatic supplied part number, kit quantity, from and to part sizes, language descriptions and barcode information (where applicable).

Artwork can be supplied as Adobe Illustrator .ai, .eps or .pdf (press quality) files or Adobe Photoshop .eps files.

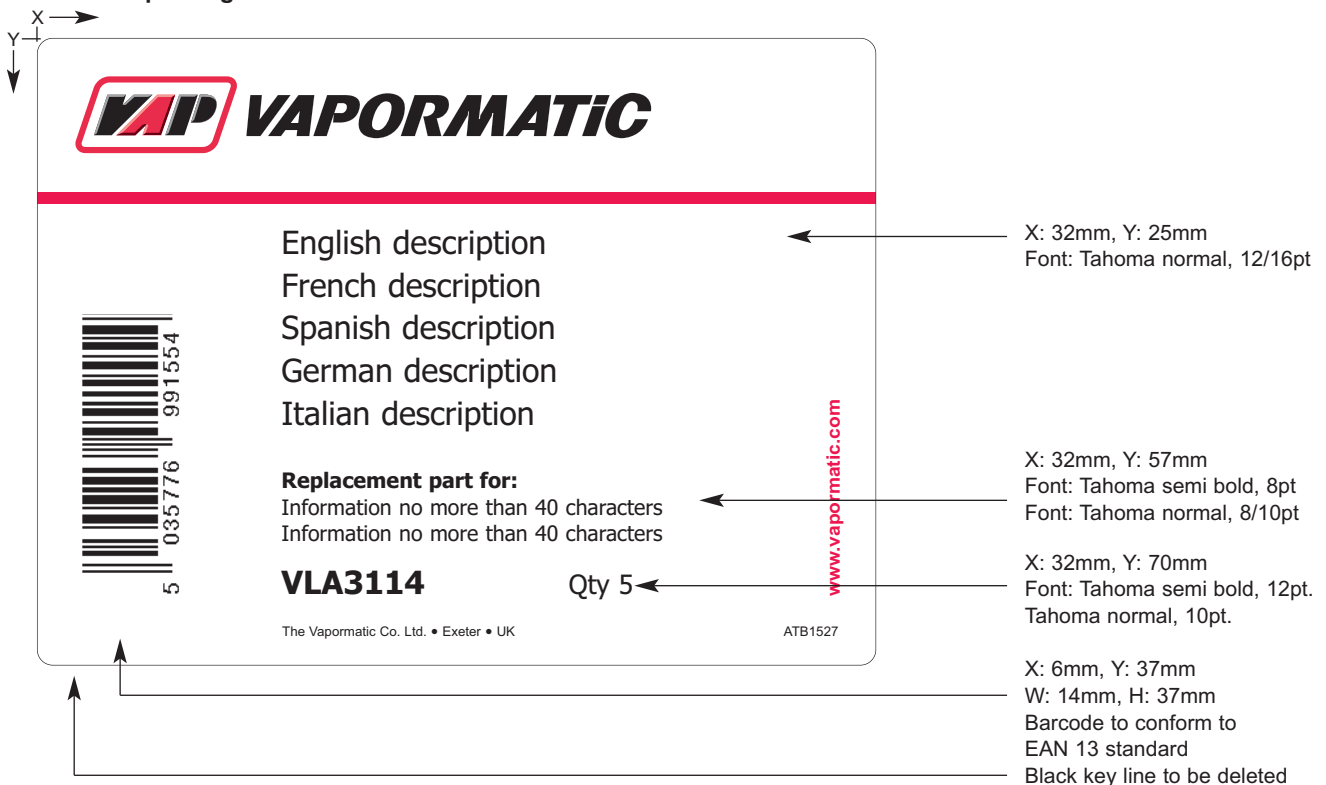
Note

Samples or proofs must be provided for approval before any artwork is printed.

Basic label design



Label overprinting



Vapormatic Product Label - ATB1523 Type

Material specification

Semi-matt, permanent adhesive label. Colour fast to avoid fading. Adhesive to be suitable for climatic conditions ranging from arctic to tropical.

Label size: 136mm x 116mm

Printed 2 colours, black and red (to match PMS199). White area to be left for over print information. Black key line to be deleted.

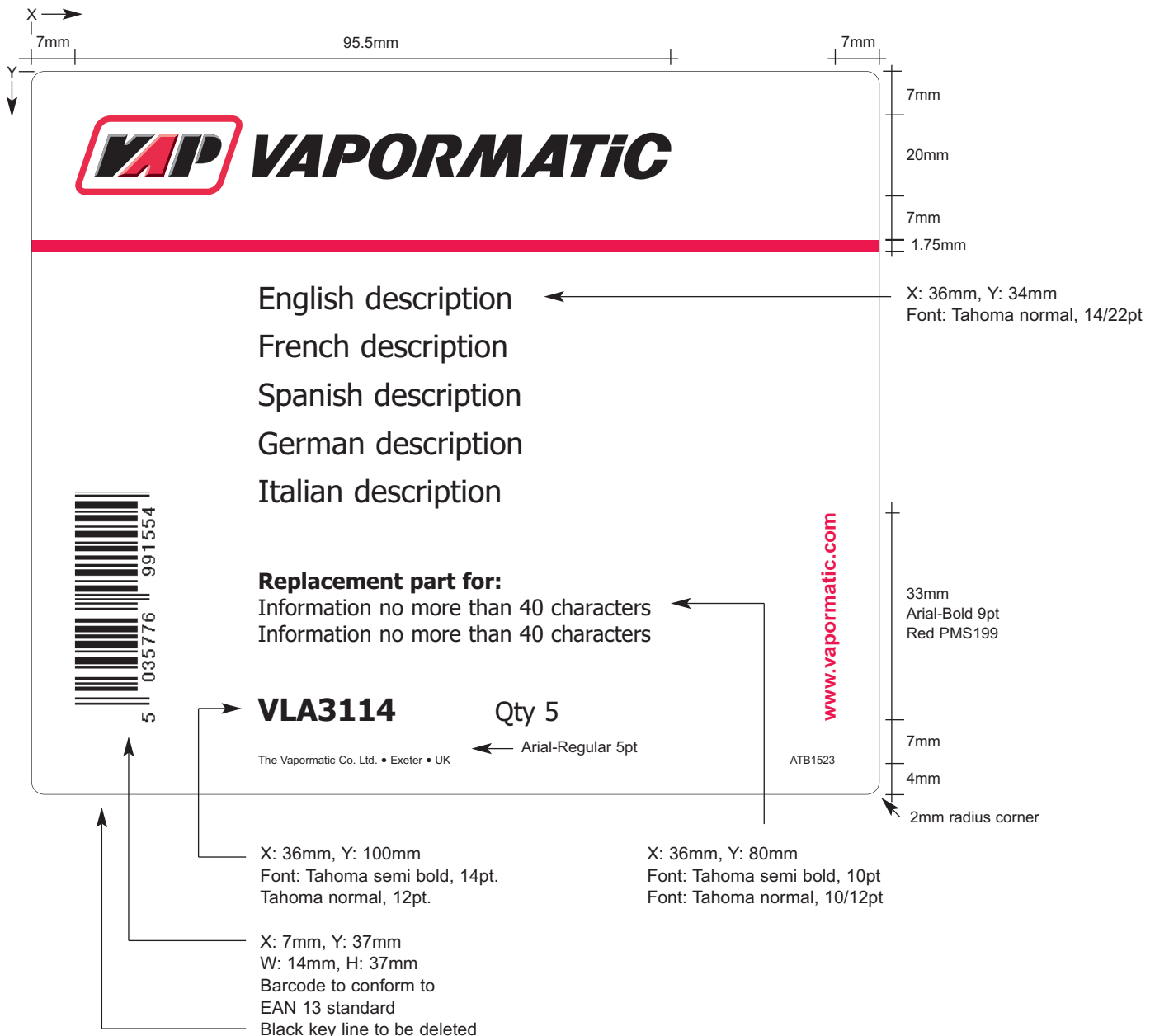
Over printed with Vapormatic supplied part number, kit quantity, from and to part sizes, language descriptions and barcode information (where applicable).

Artwork can be supplied as Adobe Illustrator .ai, .eps or .pdf (press quality) files or Adode Photoshop .eps files.

Note

Samples or proofs must be provided for approval before any artwork is printed.

Basic label design and label overprinting



Vapormatic Product Label - ATB1600 Type

Material specification

Semi-matt, permanent adhesive label. Colour fast to avoid fading. Adhesive to be suitable for climatic conditions ranging from arctic to tropical.

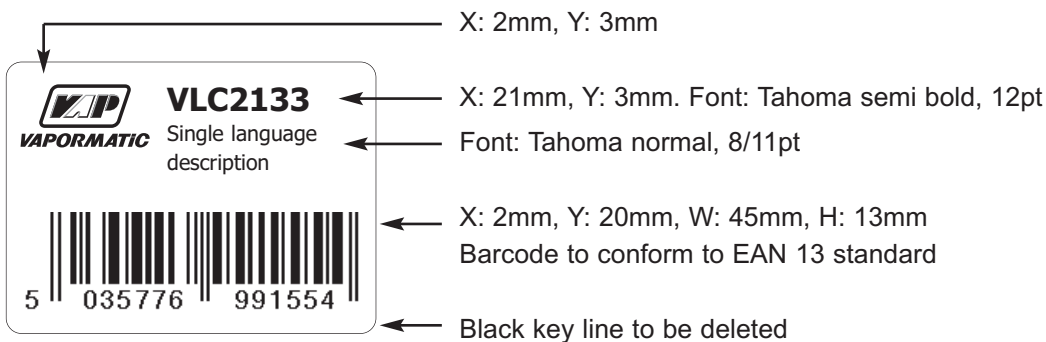
Label size: 49mm x 36mm

Black over print with Vapormatic supplied logo, part number, single language description and barcode information. Black key line to be deleted.

Artwork can be supplied as Adobe Illustrator .ai, .eps or .pdf (press quality) files or Adobe Photoshop .eps files.

Note

Samples or proofs must be provided for approval before any artwork is printed.



Vapormatic Product Label - ATB1601 Type

Material specification

Semi-matt, permanent adhesive label. Colour fast to avoid fading. Adhesive to be suitable for climatic conditions ranging from arctic to tropical.

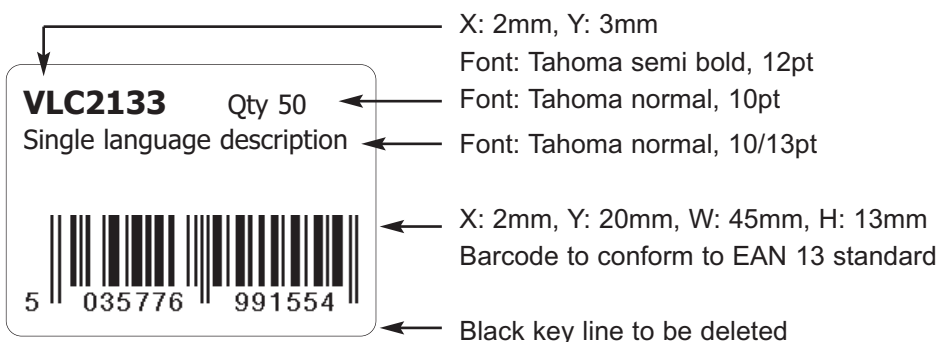
Label size: 49mm x 36mm

Black over print with Vapormatic supplied logo, part number, single language description and barcode information. Black key line to be deleted.

Artwork can be supplied as Adobe Illustrator .ai, .eps or .pdf (press quality) files or Adobe Photoshop .eps files.

Note

Samples or proofs must be provided for approval before any artwork is printed.



Vapormatic Multi Pack Product Label - ATB1602 Type

Material specification

Semi-matt, permanent adhesive label. Colour fast to avoid fading. Adhesive to be suitable for climatic conditions ranging from arctic to tropical.

Label size: 152mm x 101mm

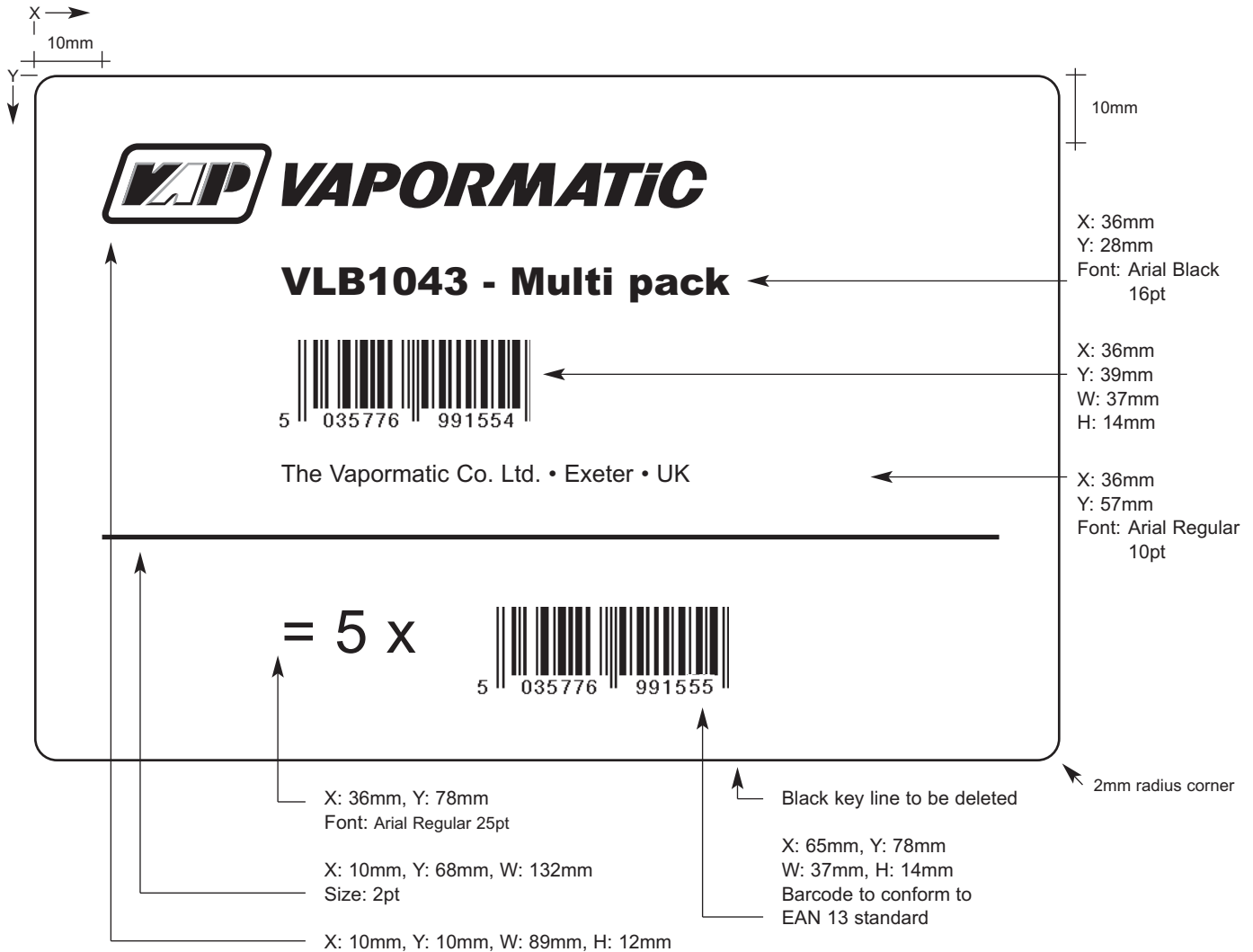
Over printed black with Vapormatic supplied part number, kit quantity, from and to part sizes, language descriptions and barcode information (where applicable).

Artwork can be supplied as Adobe Illustrator .ai, .eps or .pdf (press quality) files or Adobe Photoshop .eps files.

Note

Samples or proofs must be provided for approval before any artwork is printed.

Basic label design and label overprinting



Example of positioning of multi pack label on a plain carton.



Use black line as a guide to fold label around box.

Vapormatic Label Positioning on a **Solid Board** Carton

Label positioning - Solid board carton

Label positioned facing the front and central on the carton.
Logo and red line part of label placed on top/lid of carton.
Remainder smoothed down onto the front face.
This will also act as a security device for the carton.



Examples of incorrect label placement



Vapormatic Label Positioning on a **Corrugated** Carton

Label positioning - Corrugated carton

Label positioned central on front of carton and under the locking tab.

If there is no locking tab position label the same as solid board carton.



Examples of incorrect label placement



Vapormatic Imaged Box/Carton Standards - Solid Board and Corrugated

Vapormatic cartons have been developed to enhance the image and selling potential of Vapormatic product.

The following pages contain design standards and specifications to produce Vapormatic images cartons. To help identify the appropriate specification to use we have split the standards into small, medium and large for each of the solid board and corrugated cartons.

The height and width of the carton determines which of the three standards to use. The table below shows you those dimensions to help you to make that decision.

Carton type	Height between	Width between	Standard to use
Solid board	78mm and 180mm	78mm and 200mm	Solid board small
	181mm and 300mm	105.5mm and 250mm	Solid board medium
	301mm and 500mm	148mm and 300mm	Solid board large
Corrugated	78mm and 180mm	78mm and 200mm	Corrugated small
	181mm and 300mm	105.5mm and 250mm	Corrugated medium
	301mm and 500mm	148mm and 300mm	Corrugated large

Note

If your carton falls outside of these sizes please contact the Vapormatic Marketing Department.



Example of Vapormatic imaged solid board carton



Example of Vapormatic imaged corrugated carton

Vapormatic Imaged Box/Carton Standard - Small **Solid Board**

Design and logo positioning on small solid board carton

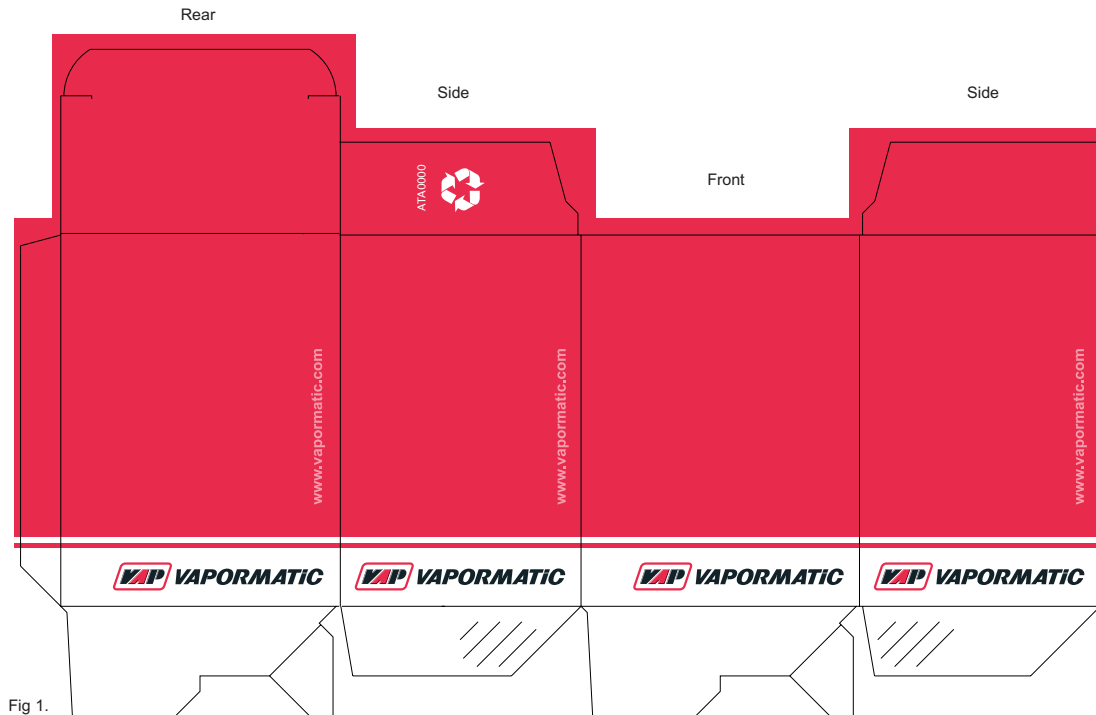


Fig 1.

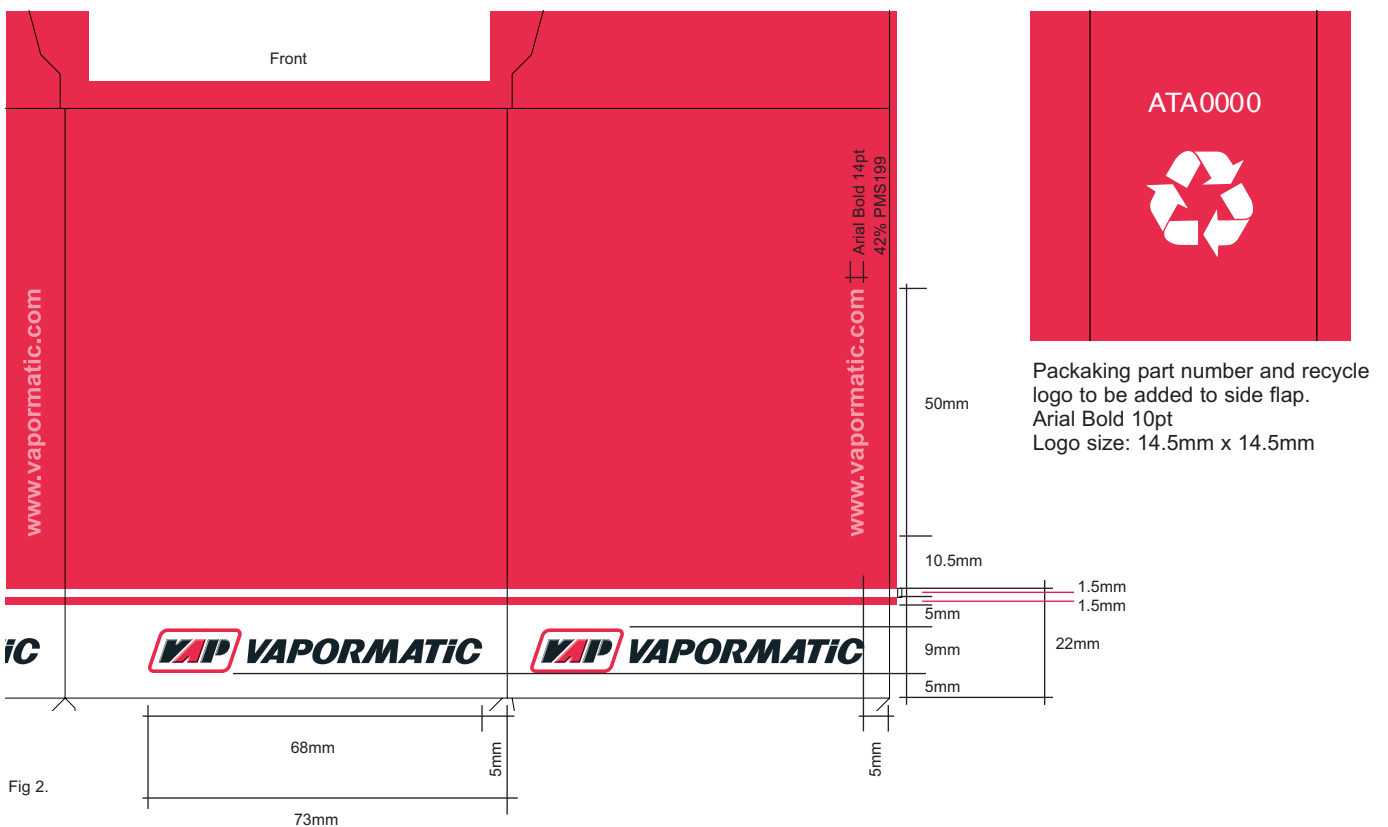


Fig 2.

Small carton

Cartons between 78mm and 180mm in height
78mm and 200mm in width

Artwork separates as two colours: Black and Red to match PMS199.
Vapormatic logo available on request.

Depth and position of the white box with red line and logo are the same for all solid board and corrugated cartons.

Logo appears on side of carton where space permits. Minimum width 78mm. Do not apply logo if less than 78mm.

www.vapormatic.com only appears on sides and back of carton and always the same size and distance from the logo.

Length of logo 68mm, 73mm from right hand side of carton. Bottom of logo 5mm from bottom of carton (see Fig 2).
Logo sits in white box with red line. Depth of white box is always 22mm. Width of white box varies on size of carton.

Vapormatic Imaged Box/Carton Standard - Medium **Solid Board**

Design and logo positioning on medium solid board carton

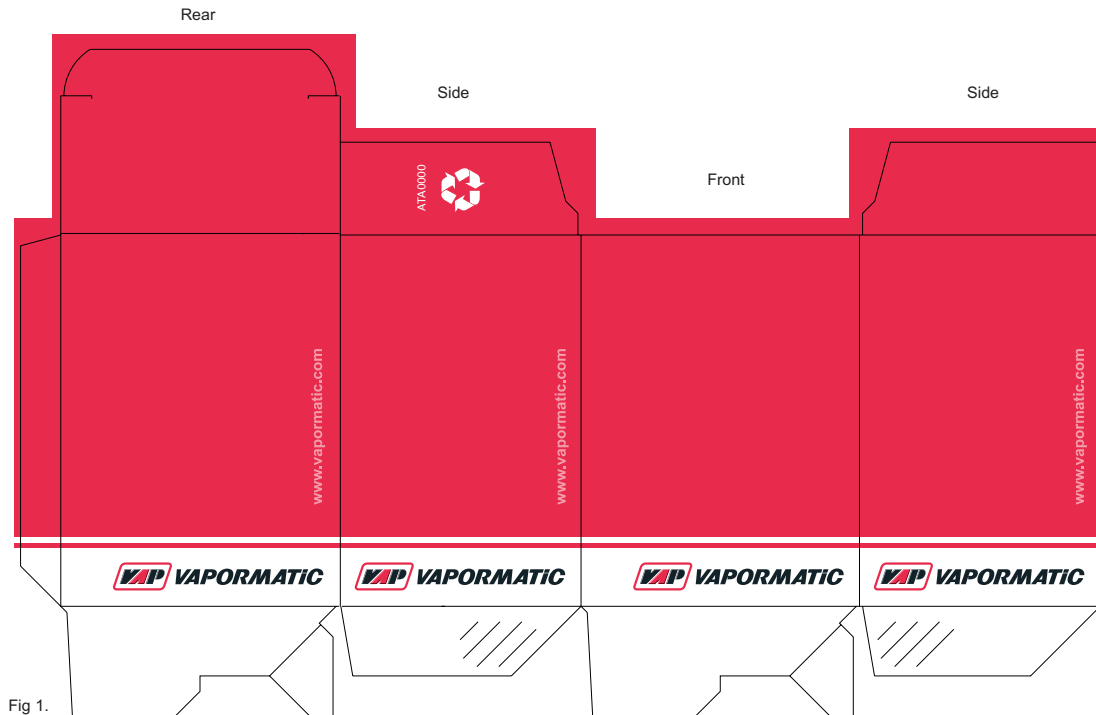


Fig 1.

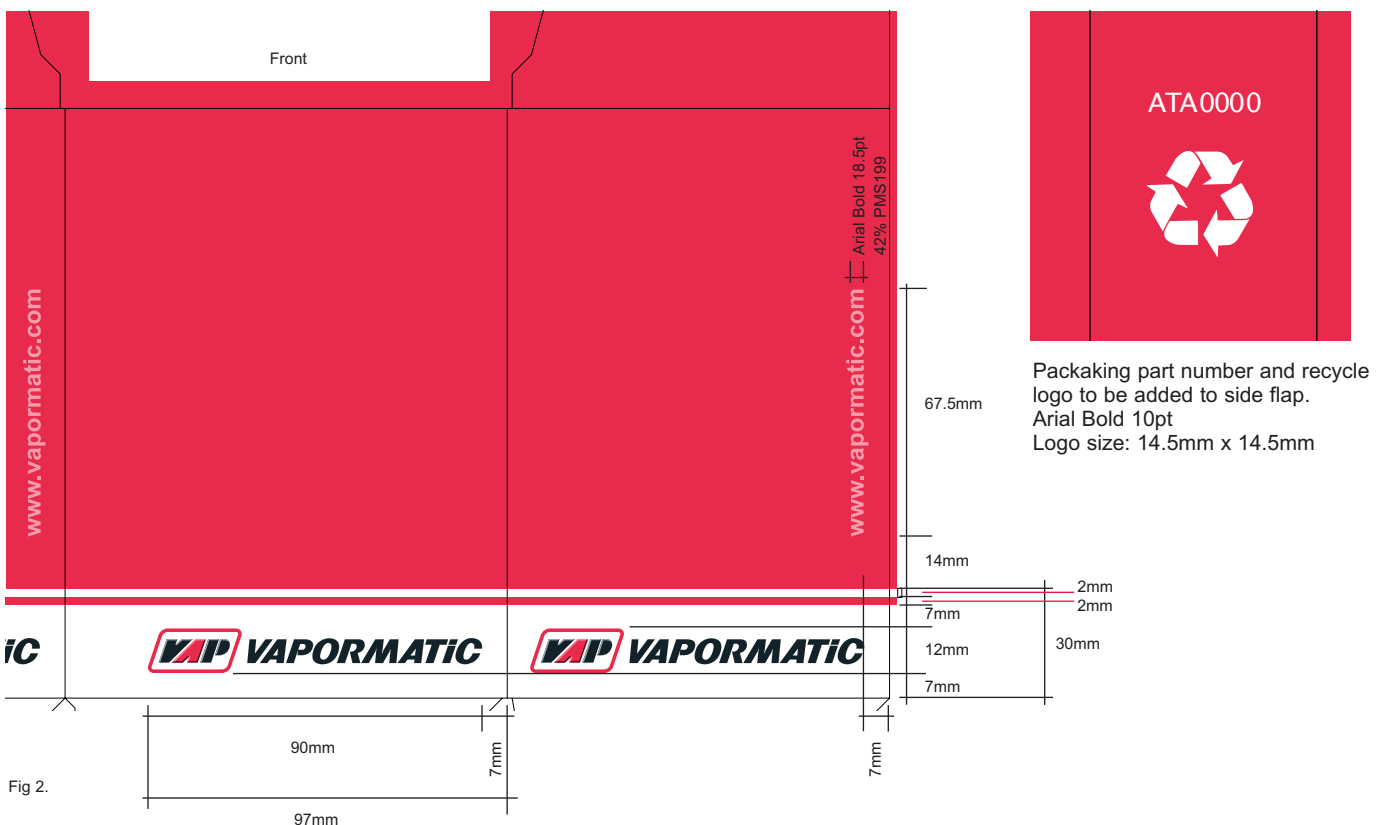


Fig 2.

Medium carton
 Cartons between 181mm and 300mm in height
 105.5mm and 250mm in width

Artwork separates as two colours: Black and Red to match PMS199.
 Vapormatic logo available on request.

Depth and position of the white box with red line and logo are the same for all solid board and corrugated cartons.

Logo appears on side of carton where space permits. Minimum width 105.5mm. Do not apply logo if less than 105.5mm.

www.vapormatic.com only appears on sides and back of carton and always the same size and distance from the logo.

Length of logo 90mm, 97mm from right hand side of carton. Bottom of logo 7mm from bottom of carton (see Fig 2).
 Logo sits in white box with red line. Depth of white box is always 30mm. Width of white box varies on size of carton.

Vapormatic Imaged Box/Carton Standard - Large Solid Board

Design and logo positioning on large solid board carton

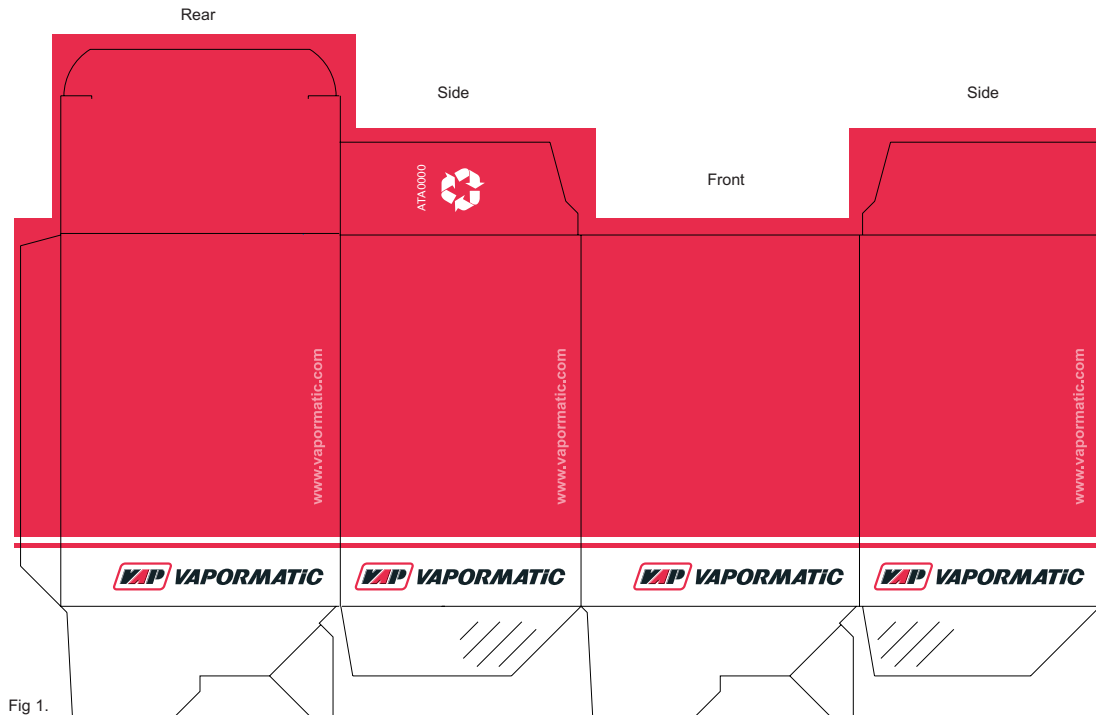


Fig 1.

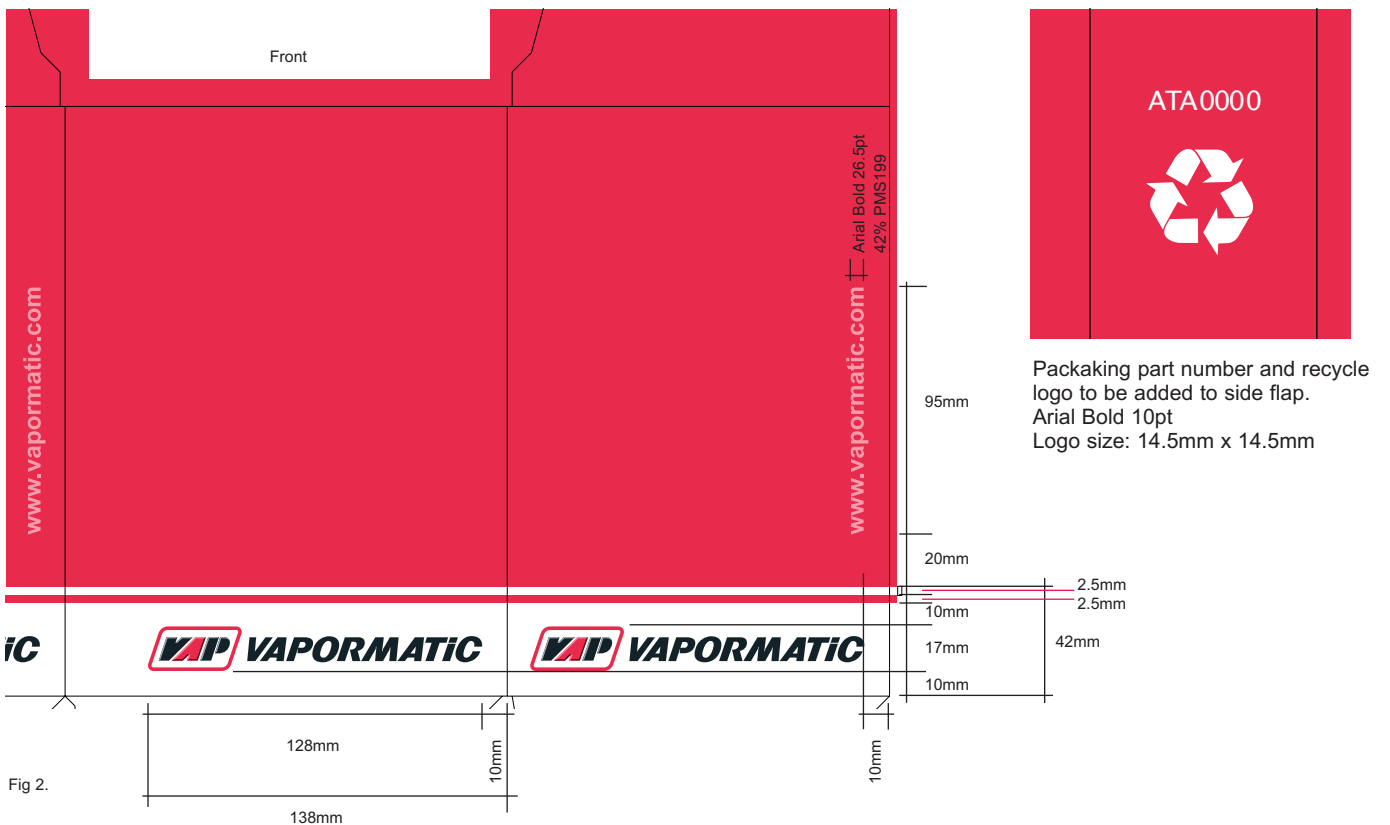


Fig 2.

Large carton

Cartons between 301mm and 500mm in height
148mm and 300mm in width

Artwork separates as two colours: Black and Red to match PMS199.
Vapormatic logo available on request.

Depth and position of the white box with red line and logo are the same for all solid board and corrugated cartons.

Logo appears on side of carton where space permits. Minimum width 148mm. Do not apply logo if less than 148mm.

www.vapormatic.com only appears on sides and back of carton and always the same size and distance from the logo.

Length of logo 128mm, 138mm from right hand side of carton. Bottom of logo 10mm from bottom of carton (see Fig 2).
Logo sits in white box with red line. Depth of white box is always 42mm. Width of white box varies on size of carton.

Vapormatic Imaged Box/Carton Standard - Small **Corrugated**

Design and logo positioning on small corrugated carton

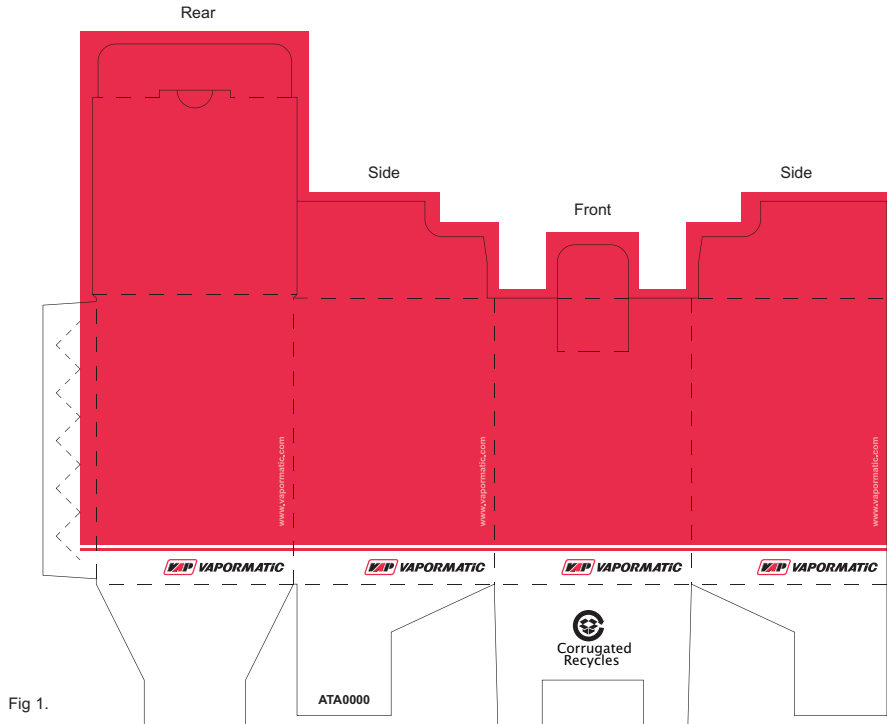
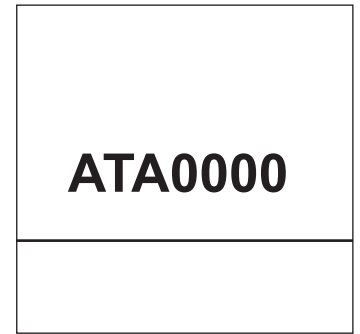


Fig 1.



Packaging part number and recycle logo to be added to underside flap. Arial Bold 20pt



Logo size:
41mm x 32.5mm, approximately

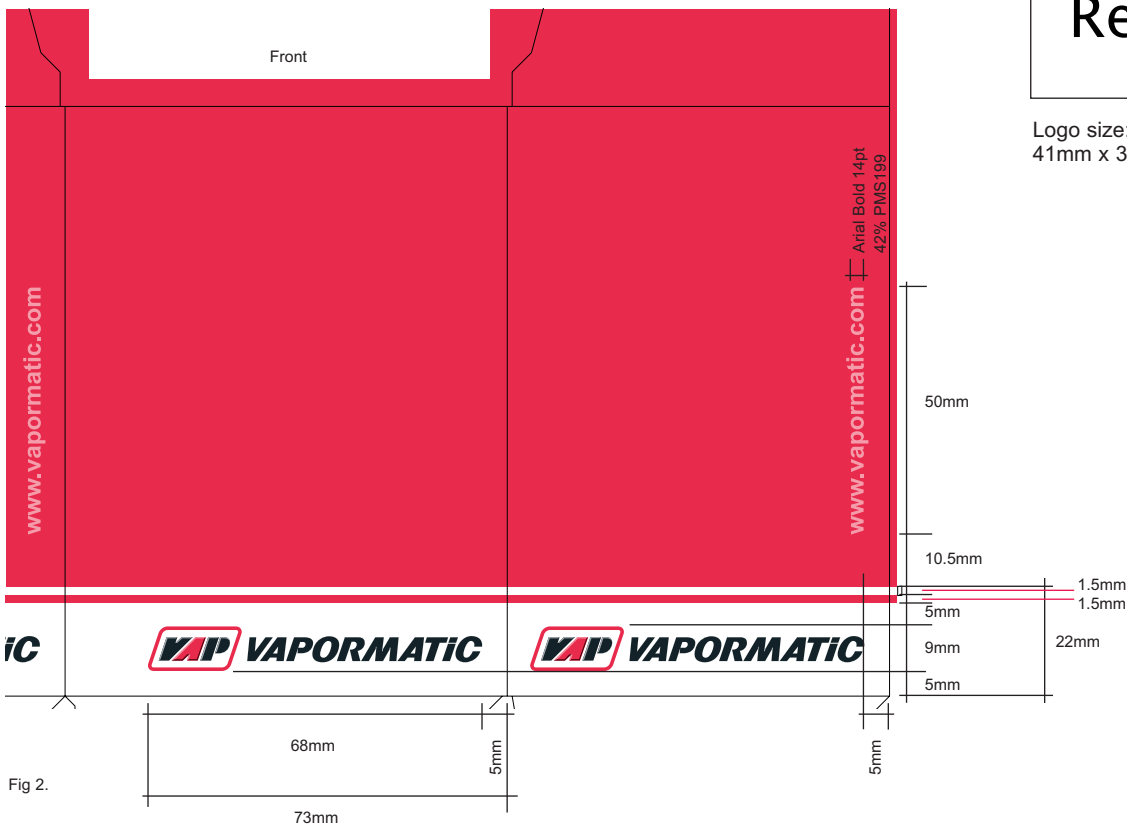


Fig 2.

Small carton

Cartons between 78mm and 180mm in height
78mm and 200mm in width

Artwork separates as two colours: Black and Red to match PMS199.
Vapormatic logo available on request.

Depth and position of the white box with red line and logo are the same for all solid board and corrugated cartons.

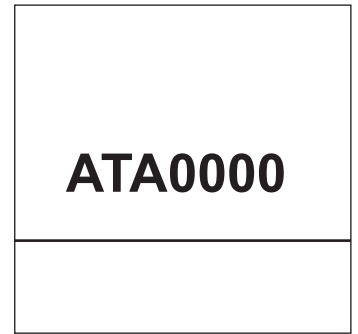
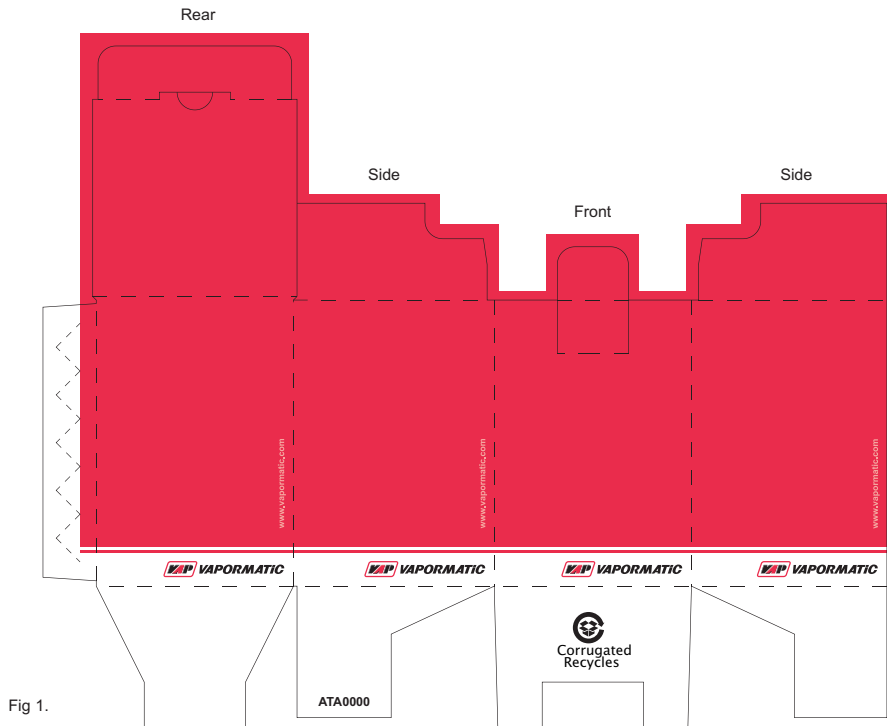
Logo appears on side of carton where space permits. Minimum width 78mm. Do not apply logo if less than 78mm.

www.vapormatic.com only appears on sides and back of carton and always the same size and distance from the logo.

Length of logo 68mm, 73mm from right hand side of carton. Bottom of logo 5mm from bottom of carton (see Fig 2).
Logo sits in white box with red line. Depth of white box is always 22mm. Width of white box varies on size of carton.

Vapormatic Imaged Box/Carton Standard - Large Corrugated

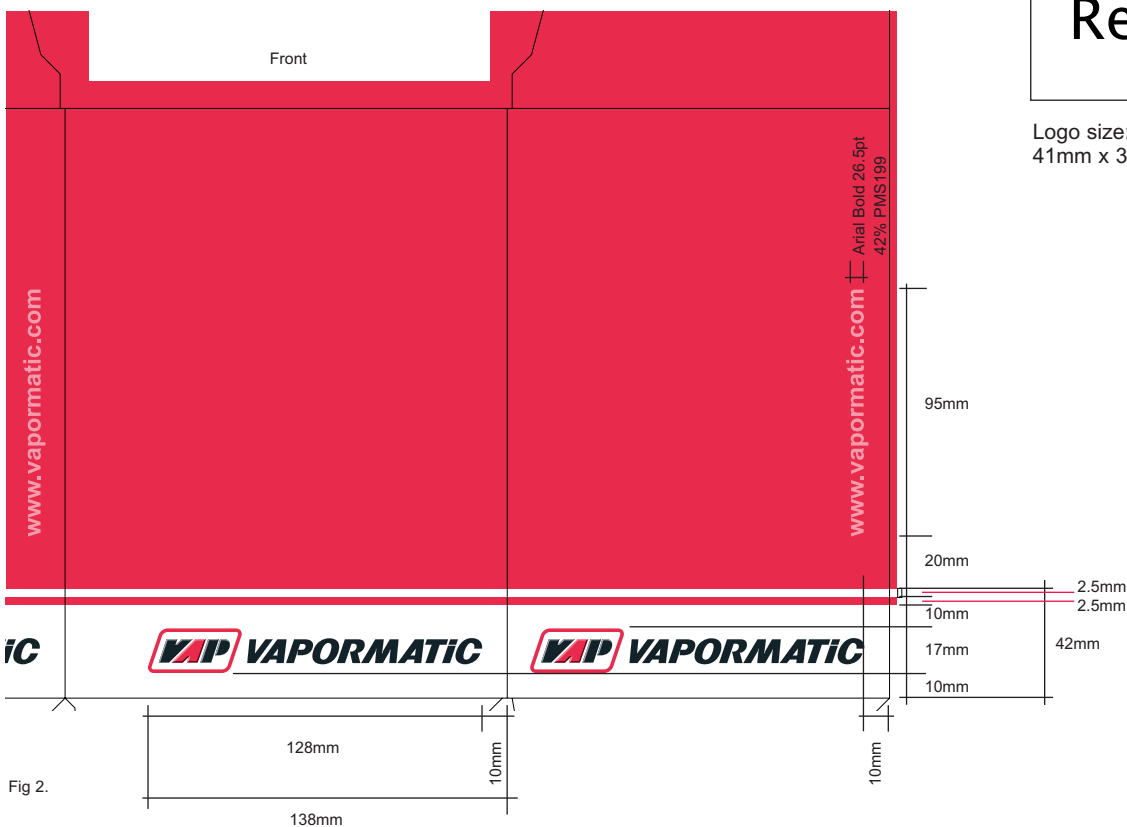
Design and logo positioning on large corrugated carton



Packaging part number and recycle logo to be added to underside flap. Arial Bold 20pt



Logo size:
41mm x 32.5mm, approximately



Large carton
Cartons between 301mm and 500mm in height
148mm and 300mm in width

Artwork separates as two colours: Black and Red to match PMS199.
Vapormatic logo available on request.

Depth and position of the white box with red line and logo are the same for all solid board and corrugated cartons.

Logo appears on side of carton where space permits. Minimum width 148mm. Do not apply logo if less than 148mm.

www.vapormatic.com only appears on sides and back of carton and always the same size and distance from the logo.

Length of logo 128mm, 138mm from right hand side of carton. Bottom of logo 10mm from bottom of carton (see Fig 2).
Logo sits in white box with red line. Depth of white box is always 42mm. Width of white box varies on size of carton.