Brand & Packaging

STYLE GUIDE
TDK Life on Record is more than just a name. It’s a look, a feeling, and an essence; a nod to the quality, consistency and authenticity that makes this brand exactly what it is.

Building and maintaining a strong brand requires consistency and discipline. This Style Guide will serve as both your inspiration and your road map for building the TDK Life on Record Brand in our global marketing efforts.

Imation marketers, affiliates, partners and vendors are all vital stewards of our Brand, and this Style Guide will help each person, no matter his/her role, create consistent and powerful TDK Life on Record audio Brand. These guidelines are by no means a destination, but a starting point to enhancing our consumer’s experience... one that draws from it’s authentic heritage to appeal to the likes of the Urban Male.
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The TDK Life on Record brand is committed to deliver on its heritage and bring a hi-fi experience to our target audience. Our mission, create harmony between technology and everyday life - making premium, tactile products for the Urban Male.

Optimize, Tailor & Tune - The TDK Life on Record brand encompasses these core elements at every step from concept to packaging, from marketing materials to delivering an exceptional experience, unlike any other. It balances performance and value, function and emotion. Focuses on details such as craft, spirit and warmth. And promises a tactile experience, giving the Urban Male control of features he cares about the most.

A positive end result is all about the details. That is why we have infused the brand with upscale accents such as copper and intricate textures to enhance appeal and user experience.

Let’s work together to give our consumers what they have come to know and love about our brand - authenticity, quality and precision. Read on, we will show you how.
REQUIRED STATEMENTS AND NOTICES
You are required to include a trademark owner notice on any printed or online promotional materials, including websites, intranets, advertising, catalogues, product newsletters, trade flyers, posters, etc.

A. Trademark Owner Notice

"TDK Life on Record is a trademark of TDK Corporation."

The above Trademark Owner Notice must appear on all promotional materials and packages bearing the TDK Life on Record logo. If the logo is too small to be legible, or is embedded into text, use the following:

“The TDK Life on Record logo is a trademark of TDK Corporation.”

B. Licensed Use Statement

“The TDK Life on Record logo is a trademark of TDK Corporation and is used under license from TDK Corporation.”

In addition to the Trademark Owner Notice, the above Licensed Use Statement must also be included on certain non-core products including speakers, headphones and other specified new products.

C. Multiple Language Requirements
Space permitting, the Trademark Owner Notice and/or Licensed Use Statement should appear in all languages used on the packaging or promotional materials. If space is insufficient, the above notices must appear in at least one of the represented languages. Use either English or the primary language of the country where the products and materials will be distributed.

MANDATORY USAGE
The new logo includes a combination of the TDK and diamond mark, with the addition of “Life on Record” locked with the logo. The term “Life on Record” is NOT an optional tagline. It is an integral part of the trademark and logo and must not be altered, separated, or deleted from the logo in any usage.

As an Imation distributor or 3rd party, you must likewise change all promotional materials. You may no longer market or represent any of these recording media or related products under the TDK brand.
Frequency and Placement of the Notices

The Trademark Owner Notice and/or the Licensed Use Statement need appear only once on packaging and promotional materials except for websites. Placement of Notices and Statements specifically in regards to www.tdk-media.xxx websites, permitted under Trademark License Agreement are as follows:

Trademark Owner Notice should be on the home page for the website; and on the home page for each major category of Licensed Products; as well as the “Contact Us” or equivalent page of the website.

Licensed Use Statement should be on the “Contact Us” or equivalent page of the website.

TDK Life on Record logo / Contact Information

The following contact information MUST APPEAR on ANY product packaging or promotional material that includes the TDK LoR logo:

Imation Address:
Imation Telephone Number and/or Imation Email address

The Imation name, but not the Imation logo, may accompany the contact information. The contact information should be prominent enough so that individuals with inquiries or concerns regarding the licensed products will understand that they should contact Imation Corp., not TDK Corporation.

<table>
<thead>
<tr>
<th>ITEM</th>
<th>Placement of each Applicable notice/statement</th>
<th>Placement of Contact Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Products</td>
<td>Not Required</td>
<td>Not Required</td>
</tr>
<tr>
<td>Instruction Manuals and Other Product Packaging Inserts</td>
<td>On the same page as the first prominent use of the TDK LoR logo</td>
<td>On the Title page, the back page, or where you normally include contact information.</td>
</tr>
<tr>
<td>Product Packaging</td>
<td>Near the contact information for product inquiries</td>
<td>On the box, as part of a warranty, or where you normally include contact information on product packaging.</td>
</tr>
<tr>
<td>Cardboard Shipping Boxes Seen by End User Customers</td>
<td>On a place easily viewed by the customers (side of box, not bottom)</td>
<td>Not required.</td>
</tr>
<tr>
<td>Printed Promotional Materials, including: Product Catalogs, Product Data Sheets, Brochures, Newsletters, Posters, Advertisements, Fliers, Direct Mail, Point of Purchase displays</td>
<td>On the same page as the first prominent use of the TDK LoR logo. If there is not sufficient space available, on the back page or where you include other notices.</td>
<td>On the back page of the document or where you normally include contact information.</td>
</tr>
</tbody>
</table>
PROPER PRESENTATION OF THE TDK
Life On Record LOGOMARK
Consistent use of the TDK Life on Record logo strengthens the TDK brand and creates a cohesive image. So wherever the TDK Life on Record logo is used, you must adhere to the logo’s proper shape (page 7), proper color (page 14), and logo spacing (page 8).

- The TDK Life on Record logo must not be altered in any way.
- In Flash animations, the TDK Life on Record logo must not be altered (animated) in any way.
- The TDK Life on Record logo must be presented clearly and in a manner that is distinguishable from other trademarks.
- NOTE: No trademark (™) or registration (®) symbols are to be used with the TDK Life on Record logo.

PROPER SHAPE
Wherever the TDK Life on Record logo is used, it must be displayed in its proper shape. The minimum permissible size for the TDK Life on Record logo is the size at which the mark can be clearly reproduced and is distinguishable. In the event that there is not sufficient space to display all wording clearly, you must not use the TDK Life on Record logomark.

IMPROPER LOGO USAGE
The shape of the TDK Life on Record logo must not be altered in any way, including in any of the manners shown here.

Do Not Separate Logo Elements
Except as otherwise permitted, no portion of the TDK Life on Record logo may be displayed apart from the rest of the logo.

Do Not Rearrange Logo Elements
The elements of the TDK Life on Record logo may not be rearranged in any way.

Do Not Add Special Effects to the Logo.
Special graphic effects such as shadows or highlights must not be applied to the TDK Life on Record logo.

Do Not Outline the Logo.
The TDK Life on Record logo must not be displayed in an outline form.

Do Not Blur the Logo.
The TDK Life on Record logo must not be blurred or softened in any way.
LOGOMARK MINIMUM CLEARANCE

The TDK Life on Record logo is considered a “locked” graphic. You cannot separate or reposition any element. Wherever the TDK Life on Record logo is used, it must be displayed in the proper manner:

Set apart from any other words, names, marks, logos (including Imation’s logo), text, tag lines, domain names, advertising slogans and other graphic elements.

- The TDK Life on Record logo and any other elements must not be viewed as a unitary mark.

In the event that insufficient space makes it impossible to set the TDK Life on Record logo far apart from the other elements, you must:

- Maintain a “Clear Zone” that is at least one-third (.33A) the height of the TDK letters in the TDK Life on Record logo (A) on all sides around the logo.

- Make sure that nothing is displayed in this Clear Zone around the logo.

- Even with the Clear Zone, you must make sure that the TDK Life on Record logo will not be viewed as a unitary mark combined with nearby elements.
MARKETING COMMUNICATIONS

TDK Life on Record style guide was produced to reinvigorate the brand. Every touchpoint produced should adhere to the design language established in this style guide. Packaging, merchandising, banners, website, in-package literature, out-of-box experiences, and even other communications like product spec sheets and internal PowerPoint templates will all build on each other’s consistency in communication and adherence to the style guide. With everyone working in concert, we can present a Brand that is polished and seamless.
PACKAGING
(Audio + Accessories)
Quick Start Guide
Beyond exterior packaging branding continues on product literature inside the box utilizing copper metallic as color accent.

PowerPoint Template
Presentations internally or externally complement the style guide i use of color and typographic alignments. The use of contemporary, widescreen proportions creates a modern feel.

For examples or Marketing templates, please contact Tren Blankenship (tblankenship@imation.com)

TDK Life on Record Branding Style Guide/ Marketing Communications
Written Communications
Internal or external correspondence is kept in clean and sophisticated.

Product Spec Sheets
Specification sheets retain clean look to showcase product imagery and key features.

For examples or Marketing templates, please contact Tren Blankenship (tblankenship@imation.com)

TDK Life on Record Branding Style Guide/Marketing Communications
PACKAGING DESIGN LANGUAGE

The redesign of the TDK Life on Record audio product packaging set out to meet four key objectives: (1) premium feel, (2) competitive differentiation, (3) exemplify high quality and (4) evoke Brand resonance. Given the various categories TDK Life on Record audio will be implemented a grid system has been developed. Also covered are the components of the packaging layout and materials and finishes used.
CORE COLOR PALETTE

The TDK LoR Core color palette consists of bold monochromatic colors with tactile metallics used on product and packaging.

- **Copper Metallic**
  - Pantone metallic 876c

- **Dark Gray**
  - Pantone Cool Gray 10c
  - 0c / 0m / 0y / 70k
  - 97r / 98g / 101b

- **Rich Black**
  - Pantone Black 6c
  - 20c / 20m / 20y / 100k
  - 0r / 0g / 0b

- **Simulated "copper"**
  - Pantone 730c
  - 20c / 62m / 85y / 12k
  - 163r / 104g / 61b

- **Silver Metallic**
  - Pantone metallic 8401c

Black against white or non-pattern backgrounds.

Reversed, white, against non-patterned dark or black backgrounds.
PRIMARY TYPOGRAPHY

Typography is essential to the positioning of the Brand. It reenforces the Brand in all marketing communication touch points (packaging, internal/external materials). The treatment and arrangement of the typography creates the overall look and feel.

**ITC Avant Garde Gothic Std.** is the main typeface which is available for both Mac and PCs. This typeface was chosen due to its varied weights and it’s authentic foundation.

The complete ITC Avant Garde Gothic Std. Family Pack “OpenType” (includes both PC and Mac font formats) can be purchased online ($360 US):


For international use, an additional version of the ITC Avant Garde Gothic Std. is needed for the many countries Eastern, Western and Cyrillic styles needed. It can be purchased online ($125US):

Main Product Title
KEY FEATURES ON FRONT PANEL

Main Product Title

1. MAIN PRODUCT IDENTIFIER
   Placed on main front and top panels utilizes upper/lower title casing and is reversed out in white to stand out from rich black background.
   ITC AVANTE GARDE GOTHIC STD—Book
   Title Case
   Optical Kerning
   White (reversed out)

2. SUBHEADER
   Located below main product header, is in ALL CAPs and colored in copper color (spot metallic ink or process color equivalent).
   ITC AVANTE GARDE GOTHIC STD—Medium
   Upper Case
   Optical Kerning
   Metallic Pantone 876c

3. Model Number
   Located below Subheader, is in white (reversed) to identify product.
   ITC AVANTE GARDE GOTHIC STD—Book
   Optical Kerning
   White (reversed out)
8MB
Descriptor copy for typographic feature (can also be technological logomark)

Plug-n-Play
Works with iPod, iPhone and other MP3 players, gaming systems and personal computers

VALUE PREPOSITION
Positioned to the left and is aligned with the left justified “Life on Record”, the typographic callout is reversed in white to stand out and grab the reader’s attention.

ITC AVANTE GARDE GOTHIC STD—Medium
Title Case
Optical Kerning
White (reversed out)

FEATURE DEFINITION
The proceeding copy is used to further explain the benefits of the value preposition.

ITC AVANTE GARDE GOTHIC STD—Medium
Upper Case
Metallic Pantone 876c

TDK Life on Record Branding Style Guide / Typography
### TECHNICAL DATA

**Plug type:** 3.5mm  
**Driver Diameter:** 8.5mm  
**Frequency response:** 20 - 20,000 Hz  
**Sensitivity at 1 kHz:** 100 ± 4dB  
**Input impedance:** 16 ohms  
**Cord length:** 1.2m (4.0 ft.)

---

**Plug type:** 3.5mm

---

**In-Ear Headphones**

- High performance, dynamic speaker with superior bass  
- Comply™ foam tip provides perfect in-ear seal that blocks ambient noise  
- Braided, tangle free cable

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### BACK PANEL

- **Sound Cube**  
- **Device Control**  
- **USB Support**

---

### MAIN PRODUCT IDENTIFIER (back panel)

- Smaller in size but is the same header used on front panel. Due to size the weight is increased to DEMI.  
- **ITC AVANTE GARDE GOTHIC STD**—Demi  
- **Title Case**  
- **Optical Kerning**  
- **Metallic Pantone 876c**

---

### PRODUCT ATTRIBUTES

- This is the full feature list of the product. It is reversed out for legibility.  
- **ITC AVANTE GARDE GOTHIC STD**—Medium  
- **Sentence Case**  
- **White (reversed out)**

---

### TECHNICAL DATA (if applicable)

- Sub header identifying technical specifications of the product (not used on every audio product).  
- **ITC AVANTE GARDE GOTHIC STD**—Demi  
- **Upper Case**  
- **Optical Kerning**  
- **Metallic Pantone 876c**

---

### PRODUCT SPECIFICATIONS

- This is the numerical data for specific product.  
- **ITC AVANTE GARDE GOTHIC STD**—Demi  
- **Sentence Case**  
- **White (reversed out)**

---

### TYPOGRAPHY (Backpanel)

- **Upper Case**  
- **Optical Kerning**  
- **Metallic Pantone 876c**

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*TDK Life on Record Branding Style Guide / Typography*
BARCODE LOCKUP (back panel)

Due to Customs compliance regulations, the country of origin must be easily visible in upright location. Therefore it is being placed on the lower right on the back panel. *The exception to the rule is on smaller products like InEar headphones that have limited space on the back panel.

COMPLIANT UPC BARCODE

UPC barcodes must comply with Global GS1 requirements. The specified magnification range for a UPC-A Bar Code Symbol being scanned at retail POS is between 80% and 200% (X-dimension 0.26mm - 0.66mm).

OPTIONAL REORDERING UPC NUMBERS

Used for commercial market sales. To be placed above UPC barcode.

BRAND + LEGAL DISCLAIMERS

Brand and technology disclaimers can be placed on bottom flap

UN AÑO DE GARANTÍA LIMITADA

A Imation garantía este producto contra defectos por un año desde la fecha de compra. A Imation proporciona la opción exclusiva de reemplazo libre de cargo si se está en una situación de garantía. Esta garantía limitada le otorga derechos legales específicos, y usted puede también tener otros derechos que varían de estado a estado. Excepto en el caso de los defectos de las piezas, la duración de la garantía implícita, la garantía de comerciabilidad y la garantía de capacidad, no se aplicará a usted. La garantía limitada otorgada en este documento incluye una limitación de la duración explícita de cualquier garantía implícita. En algunas jurisdicciones, no se autoriza la exclusión o limitación de la duración de las garantías implícitas, por lo que la limitación o exclusión anterior puede no aplicarse a usted. La Imation no será responsable por ningún daño incidental o consecuente, por lo que la limitación o exclusión puede no aplicarse a usted. La garantía limitada otorgada en este documento incluye una limitación de la duración explícita de cualquier garantía implícita.

1.

Stereo playback system features left and right coaxial drive units and a pair of audio drivers, and WMA, and AAC formats. The WMA and AAC formats allow you to navigate your Apple iPod or iPhone. Front panel display enables you to take control of devices.

2.

Inputs: Line-in (3.5mm), Digital FM Tuner, and USB and hard drives (RCA), instrument inputs. The instrument input does not only let you plug a guitar, microphone or other instrument, but also allows you to play if you plug a guitar, microphone or other instrument.

3.

Dado que la reproducción de graves depende en gran medida de la duración de la pieza, el cubo de sonido TDK permite un ajuste personalizado a 10 dB. En general, la respuesta de alta frecuencia es principalmente una cuestión de gusto personal, pero se admite un ajuste de 10 dB para adaptarse a sus requisitos. Dado que la respuesta de alta frecuencia depende en gran medida de la vía de impulso, se utilizan altavoces de agudos de alta calidad con un bordado de tela de alta calidad.

4.

Equalizer and equalizer display

5.

Haut-parleurs haute fidélité

6.

Pour iPod

7.

Fabricado en Taiwán / Fabricado em Taiwan

8.

BRAND + LEGAL DISCLAIMERS

The TDK Life on Record logo is a trademark of TDK Corporation. • “TDK Life on Record” is a registered trademark of TDK Corporation. • The TDK Life on Record logo is a trademark of TDK Corporation. • “Made for iPod” and “Made for iPhone” mean that an electronic accessory has been designed to connect specifically to iPod or iPhone, respectively, and has been certified by the developer to meet Apple performance standards. Apple is not responsible for the operation of this device or its compliance with safety and regulatory standards. iPhone, iPod, iPod classic, iPod nano and iPod touch are trademarks of Apple Inc., registered in the U.S. and other countries.

9.

Propiedad de sus respectivos dueños.
GLOBAL PACKAGING

Given the popularity of TDK Life on Record brand in Europe it was only natural that packaging artwork be produced to cover the globe. That said, the following section showcases product categories and what specific languages are used on exterior packaging.
# Language Implementation (Packaging): Product Categories

<table>
<thead>
<tr>
<th>Product Category</th>
<th>Headphones</th>
<th>Cables</th>
<th>Optical/Flash</th>
<th>CE Case Products</th>
<th>CE Audio</th>
<th>Storage/Cleaning</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>AMERICAS</strong>*</td>
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<tr>
<td>English</td>
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<tr>
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<td>Italian</td>
<td>French (European)</td>
<td>Greek</td>
<td>Dutch</td>
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<td>Norwegian</td>
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<td>Italian</td>
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<tr>
<td><strong>ASIA</strong></td>
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<td>Traditional Chinese</td>
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</tr>
</tbody>
</table>

*NOTE: key products identified on Roadmap for EU will get full language support. All other SKUs, not identified as “key products” will get a reduced number of languages shown above.*
Americas Version

**REGIONS:** North America, Canada, Latin America, Brazil**

**LANGUAGES:** English, European French, Latin American Spanish and Brazilian Portuguese.

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**BACK PANEL:**

**Full Feature List:** English / European French / Latin American Spanish / Brazilian Portuguese.

**Technical Specs / Liability Statement:**
English / European French / Latin American Spanish / Brazilian Portuguese.

**COO + Disclaimers:** English / European French / Latin American Spanish / Brazilian Portuguese.

---

**BOTTOM PANEL:**

**Disclaimers / Warranty:**
English / European French / Latin American Spanish / Brazilian Portuguese.

---

**LEFT SIDE PANEL:**

**Product Selling Proposition:**
Bilingual English / European French.

---

**FRONT PANEL:**

**Main Header / Subheader:**
Bilingual English / European French.

---

Languages: Audio Product
Languages: Headphone Box

Americas Version

REGIONS: North America, Canada, Latin America, Brazil

LANGUAGES: English, European French, Latin American Spanish, and Brazilian Portuguese.

BACK PANEL:
- Full Feature List: English, European French, Latin American Spanish, Brazilian Portuguese.
- Technical Specs / Limited Warranty / Liability Statement: English, European French, Latin American Spanish, Brazilian Portuguese.
- Additional Callouts (Audio box): Bilingual English / European French.

LEFT SIDE PANEL:
- Product Selling Proposition: Bilingual English / European French.
- Optional Feature List: English, European French, Latin American Spanish, Brazilian Portuguese.

BOTTOM PANEL:
- COO + Disclaimers: English, European French, Latin American Spanish, Brazilian Portuguese.

* Covers Latin America North Cone (Confirm region specific requirements like NOM certification protocol)
** Powered products with 220V power requirements that are specific to regions throughout Brazil, which can use European packaging version.

TDK Life on Record Branding Style Guide / Regional Packaging
European Version

REGIONS: Europe
LANGUAGES: Czech, Dutch, English, European French, German, Italian, Polish, Brazilian Portuguese, Russian, Spanish and Turkish.

TOP PANEL:
Header/Subheader: English only

FRONT PANEL:
Main Header / Subheader: English only

BOTTOM PANEL:
Disclaimers: Bilingual English / European French.

LEFT SIDE PANEL:
Product Selling Proposition
English only.

BACK PANEL:
Full Feature List:
Czech, Dutch, English, European French, German, Italian, Polish, Brazilian Portuguese, Russian, Spanish and Turkish.

Distributor + COO On Back Panel: English only.

Languages: Audio Product
Asia Version

**REGIONS:** North and South Asia (excluding Japan)

**LANGUAGES:** English, Korean, Simplified Chinese, Traditional Chinese (excluding Japanese).

**BACK PANEL:**

- **Full Feature List:**
  - English, Korean, Simplified Chinese, Traditional Chinese.

- **Country of Origin (COO):**
  - Should be in all APAC languages if space permits. Include Imation websites.
  - Should not have any distributor name or references.

**BOTTOM PANEL:**

- **Disclaimers:** Should be in English plus all APAC languages if space permits.

- **Warranty:** should be the version of region being sold (exact wording of warranty can vary). Please make sure to review warranty wording with Imation Legal Dept.

**LEFT SIDE PANEL:**

- **Product Selling Proposition:**
  - Should be in English plus all APAC languages if space permits.

**FRONT PANEL:**

- **Main Header/Subheader:** English only.
Asia Version

**REGIONS:** North and South Asia (excluding Japan)

**LANGUAGES:** English, Korean, Simplified Chinese, Traditional Chinese (excluding Japanese).

**BACK PANEL:**
- **Full Feature List:** English, Korean, Simplified Chinese, Traditional Chinese.
- **Warranty** should be the version of region being sold (exact wording of warranty can vary). Please make sure to review warranty wording with **Imation Legal Dept.**

**FRONT PANEL:**
- Main Header/Subheader: English only.

**LEFT SIDE PANEL:**
- **Main Product Selling Proposition:** Should be in English plus all APAC languages if space permits.
- **OPTIONAL Feature List:** English, Korean, Simplified Chinese, Traditional Chinese.

**BOTTOM FLAP:**
- **Country of Origin (COO):** Should be in all APAC languages if space permits. Include Imation websites
- **Disclaimers:** Should be in English plus all APAC languages if space permits. Should **not** have any distributor name or references.
Peggable Box with Flap
ACCESSORIES
A pegged box used for accessories. The closed front accommodates a product that does not communicate well through a window, requiring an image to better reveal the product design language. Upon opening the flap the physical product is revealed through a diecut window with a copper colored inner blister molded to the product.

Large Closed Front
ELECTRONICS
A corrugated box used for audio products. The larger front panel enables an image to convey more of a high-end feel, or better tell the story of its primary function. The gift-like closed structure requires a combination of inner trays and/or accessory boxes for a good out-of-box experience where product and packaging literature is “presented” to the consumer in an intentional order.

Occasionally alternate packaging is created to accommodate specific products or budgets. They should still follow the same brand guidelines provided in this document. For example, back panel imagery can be resized for language inclusion if space is limited. Any deviations from the TDK LoR Style Guide must be reviewed by US Packaging Team. Please contact, Tren Blankenship (tblankenship@imation.com)
PACKAGING GRID SYSTEM

The grid system is used to establish a consistent sense of spacing for packaging that has varied proportions.

**PROPORTIONAL MARGIN SYSTEM:**
- Small boxes .......... 0.25in (6.35mm)
- Medium boxes ..... 0.375in (9.5mm)
- Large boxes .......... 0.5in (12.7mm)

**TOP PANEL LOGOMARK ALIGNMENT:**
Left-aligned TDK LoR logomark with proportional margin guides. Depending on space direct product front view can be placed underneath.

**LEFT SIDE PANEL LOGOMARK ALIGNMENT:**
Left-aligned TDK LoR logomark with proportional margin guides.

**RIGHT SIDE PANEL:**
No TDK LoR logomark (due to varying cropping and placement of images).

**BOTTOM BAND**
Take the height of the box and divide by 3 (leaving a third). Then the copper band is placed on the top edge.

**COPPER BAND (height)**
- Small boxes ...... 0.20in (5mm)
- Medium boxes .. 0.25in (6.35mm)
- Large boxes ....... 0.375in (9.5mm)
- XL Large boxes .. 0.625in (15.8mm)
PRODUCT IMAGERY

ART DIRECTION
Product photography should be taken to best showcase product design and finishes. Audio products should have a frontal angle used on main merchandising panel. More severe angles should be used on back and side panels. Lighting should emphasize key product design attributes.
**TOP PANEL**

Often used as an alternate merchandising panel, the imagery is similar to the front panel with the inclusion of the main headers (compatible accessories optional).

**BACK PANEL**

If space permits a quarterview is taken at a low angle to showcase product’s design language in a different view than what was shown on the main front panel.

Also accessories like wireless remotes or compatible accessories like iPod or iPhone devices can be included.

**LEFT PANEL**

*When needed (optional)*

Left side panel can showcase an alternate view of the product relevant to the descriptive copy below.

**MAIN FRONT PANEL**

A bold, front view at low eye level or direct front.

**RIGHT PANEL**

Cropping of an enlarged product image is used to showcase the product’s design language.
PRODUCT PHOTOGRAPHY
(Marketing Communication Examples)

MAIN FRONTVIEW IMAGE
Product photography should be taken on white background with high gloss lucite to provide clear reflection. Image is taken on a white background, for both packaging and Marketing communication usage.

QUARTERVIEW IMAGES
Images are taken at low angles with lighting to accentuate product finishes. Included accessories should be included but treated as compliments of the main product.

CROPPED IMAGES
Cropping of product image should showcase product design. Image is clipped to reveal a small area of metallic copper on packaging.
PACKAGING CONSTRUCTION

This Style Guide will serve as a clear way to create and execute product packaging on a global scale. Towards that end, technical details have been provided with the purpose of designers and factories to better understand how to manufacture TDK Life on Record packaging for mass production.
**COLOR BUILD**

(Audio Products)

**BACKGROUND:**
Solid fill rich black with full-color process build. Same values must be used in both vector and raster files.

**RICH Black**
Process color build:
20c 20m 20y 100k

**Charcoal Gray Foundation:**
The soft, charcoal gray gradient background creates the contrast for the rich, product photography to standout from the rich black background. While most products are photographed on matte black surface the overall neutral tone must be consistent.

Please make sure to reference layered Photoshop .PSD file provided from Imation US Design Team.

**ACCENT COLOR:**
Spot color to be used with descriptive text and sub headers.

Metallic Copper Pantone 876c

**SIDE PANEL BACKGROUND:**
Solid fill Pantone spot color to be used with .EPS image with active clipping path. The copper area has matte aqueous varnish applied.

**COPPER BAND**
Small boxes 0.20in (5mm)
Medium boxes 0.25in (6.35mm)
Large boxes 0.375in (9.5mm)

**“ENERGY” BAND:**
Solid fill Pantone spot color with matte aqueous varnish applied.
COLOR BUILD
(Audio Products)

BACK PANEL:
Solid fill rich black with full-color process build. Due to text and symbols.

Charcoal Gray Foundation:
The soft, graduated charcoal gray gradient background creates the contrast for the product photography to standout from the rich black background. While most products are photographed on matte black surface the overall resulting neutral tone can be created with color to achieve consistency.

Please make sure to reference layered Photoshop, PSD file provided from Imation US Design Team.

ARTIFICIAL GRADIENT APPLICATION:
Notice how the gradient is applied ONLY on the areas that contain the metallic copper band (LEFT SIDE panel and main FRONT panel).

ARTIFICIAL GRADIENT BUILD:
A similar effect can be produced with color and Adobe Photoshop “Filter/Noise”.

Please make sure to reference layered Photoshop, PSD file(s) provided from Imation US Design Team.

RICH Black

Process color build: 20c 20m 20y 100k

Charcoal Gray Foundation:

20c 20m 20y 100k

33 27m 27y 85k

49c 35m 35y 67k

56c 39m 39y 58k
ARTIFICIAL GRADIENT BUILD:
A similar effect can be produced with color and Adobe Photoshop “Filter/Noise”.
Please make sure to reference layered Photoshop .PSD file(s) provided from Imation US Design Team.

COLOR BUILD
(Front Panel Gray Gradient)
**ACCENT COLOR:**
Spot color to be used with descriptive text and sub headers.

**BACKGROUND:**
Solid fill rich black with full-color process build. Same values must be used in both vector and raster files.

**INTERIOR FLAP:**
Solid fill Metallic Pantone spot color to be used with .EPS image with active clipping path. The copper area has matte aqueous varnish applied.

**SIDE PANEL BACKGROUND:**
Solid fill Pantone spot color to be used with .EPS image with active clipping path. The copper area has matte aqueous varnish applied.

**“ENERGY” BAND:**
Solid fill Pantone spot color with matte aqueous varnish applied.

**COLOR BUILD (Accessories)**
MATTE AQUEOUS (FINISH):
The dull coating is applied to all rich black backgrounds.

PANTONE 876c METALLIC COPPER

HIGH GLOSS SPOT VARNISH:
Varnish is applied to product imagery plus TDK LoR logomarks. The objects and logomarks should have a minimal outline stroke set within the Attributes Menu to “Overprint Stroke.”

GLOSS VARNISH

SOLID METALLIC BACKGROUNDS:
The metallic should print and the smooth “MATTE” coating on top to protect the finish.
**CONSTRUCTION**

( Accessories )

**PRODUCT BLISTER MOLD:**
Product should be close to top surface so that product is clearly visible through window diecut. Clear blister mold is on top of product.

**INTEGRATED PEG HOOK:**
Clear peg hook can be integrated into interior blisters or as separate adhesive under top flap.

**PRODUCT BLISTER MOLD:**
Background product tray is same tone as the metallic copper used on exterior of packaging.

**WINDOW ACETATE:**
The window has a thin sheet of clear acetate glued to the inside of the peggable box.

**CONCEALED MAGNET CLOSURE:**
It is preferred to use hidden magnet strips to keep front flap closed. If this is not achievable please consult Imation US Packaging Team for approval.

**INTERIOR FLAP:**
Is revealed with folded corner at 45-degree angle.
OPTICAL CONSTRUCTION

This portion of the guide will help walk you through how to build an optical package for TDK Life on Record. Our optical line categories are accented by different shades of metallic color that play off our Brand look and feel while allowing the consumer to discern the different types of optical on the shelf.
TDR LIFE ON RECORD OPTICAL PACKAGING

The TDK LoR Optical Packaging is treated differently than the standard boxed packaging. It features metallic color accents that change by optical type in order to differentiate each optical category on shelf.
**TDK LIFE ON RECORD OPTICAL PACKAGING**

While the optical packaging layout is kept similar, the TDK LoR logo, the metallic color band as well as the optical disc image are scaled per the pack size.

**SMALL OPTICAL PACKAGING**

**MEDIUM OPTICAL PACKAGING**

**LARGE OPTICAL PACKAGING**

**JEWEL CASE OPTICAL PACKAGING**
WARRANTY & TRADEMARK INFORMATION

TECHNICAL SPECS, RECYCLING INFO, COMPLIANCE LOGOS

MAIN PANELS
Logo, Pack Size, Optical Type, Colored Metallic Bar, Write Speed, Minutes and Capacity

UPC, COPYRIGHT, DISTRIBUTOR and ARTWORK #

OPTICAL IMAGE
Image of correct optical disc. Images available on IDA.
OPTICAL

(Spindle Layout with Additional Info.)

- **MAIN PANELS**: Logo, Pack Size, Optical Type, Colored Metallic Bar, Write Speed, Minutes and Capacity.
- **WARRANTY & TRADEMARK INFORMATION & TDK LoR DISCLAIMER BELOW METALLIC BAR**.
- **TECHNICAL SPECS, RECYCLING INFO, LOGOS**
- **UPC, COPYRIGHT, DISTRIBUTOR and ARTWORK #**
- **ADDITIONAL INFORMATION** such as Print On, LightScribe, Dual Layer etc. is located inside metallic band.
- **OPTICAL IMAGE**: Image of correct optical disc. Images available on IDA.
**OPTICAL Style Guide**

(Font Usage - Main Panel)

1. **CAPACITY IDENTIFIER - SIZE**
   - ITC AVANTE GARDE GOTHIC STD—Demi
   - Upper Case
   - Optical Kerning
   - White

2. **CAPACITY IDENTIFIER - PK**
   - ITC AVANTE GARDE GOTHIC STD—Book
   - Upper Case
   - Optical Kerning
   - Selected Metallic PMS

3. **MAIN PRODUCT IDENTIFIER**
   - ITC AVANTE GARDE GOTHIC STD—Book
   - Upper Case
   - Optical Kerning
   - Letter color: White
   - Symbols color: Selected Metallic PMS

4. **ADDITIONAL PRODUCT INFORMATION**
   - ITC AVANTE GARDE GOTHIC STD—Demi
   - Upper Case
   - Optical Kerning
   - White

5. **SPECIFICATIONS - NUMERICAL PORTION**
   - ITC AVANTE GARDE GOTHIC STD—Demi
   - Upper Case
   - Optical Kerning
   - White

6. **SPECIFICATIONS - TEXT PORTION**
   - ITC AVANTE GARDE GOTHIC STD—Book
   - Upper Case
   - Optical Kerning
   - White
**WARRANTY - HEADER**
ITC AVANTE GARDE GOTHIC STD—Demi
Upper Case
Optical Kerning
Selected PMS Color

**WARRANTY - TEXT**
ITC AVANTE GARDE GOTHIC STD—Book
Upper Case
Optical Kerning
White

**COPYRIGHT SYMBOL, ADDRESS, WEB, AW#**
ITC AVANTE GARDE GOTHIC STD—Book
Title Case
Optical Kerning
White

**ADDITIONAL PRODUCT INFORMATION - HEADER**
ITC AVANTE GARDE GOTHIC STD—Demi
Upper Case
Optical Kerning
Selected PMS Color

**ADDITIONAL PRODUCT INFORMATION - BODY COPY**
ITC AVANTE GARDE GOTHIC STD—Book
Title Case
Optical Kerning
White

**TRADEMARK INFORMATION STANDARD TEXT**
ITC AVANTE GARDE GOTHIC STD—Book
Title Case
Optical Kerning
White

**TRADEMARK INFORMATION WHEN REFERRING TO TDK Life on Record**
ITC AVANTE GARDE GOTHIC STD—Medium
Title Case
Optical Kerning
White
 Small Optical Packaging
Logo Size: 1.25" Wide
(note this reflects a 10% width increase to allow for shrink)
Bar Width: 0.1875"  

Medium Optical Packaging
Logo Size: 1.5" Wide
(note this reflects a 10% width increase to allow for shrink)
Bar Width: 0.30"  

Large Optical Packaging
Logo Size: 2" Wide
(note this reflects a 10% width increase to allow for shrink)
Bar Width: 0.40"
Metallic Color Selections

- **CD-R** Metallic
- **CD-R Mini** Metallic
- **CD-R Inkjet Printable** Metallic
- **CD-R Color** Metallic
- **CD-R LightScribe** Metallic
- **CD-R Photo Archival** Metallic
- **CD-R Music** Metallic
- **CD-RW** Metallic
- **CD-RW High Speed** Metallic
- **CD-RW Music** Metallic
Optical Metallic Color Selections

DVD-R PrintOn

DVD-R LightScribe

DVD-R Video

DVD-RW

DVD-R Mini DVD

DVD-R Mini DVD ScratchProof

DVD-R Mini DVD ScratchProof Double Sided

DVD-R Mini DVD PrintOn
Metallic Color Selections

**DVD+R**
- Double Layer: PMS 8401 Metallic
- Inkjet Printable: PMS 8262 Metallic

**DVD+R**
- LightScribe: PMS 8325 Metallic

**DVD+RW**
- Video: PMS 8325 Metallic
Metallic Color Selections

- **BD-R**
  - Recordable 25GB
  - PMS #203 Metallic

- **BD-R**
  - Double Layer 50GB
  - PMS #263 Metallic

- **BD-RE**
  - Dual Layer 50GB
  - PMS 876 Metallic

- **BD-R**
  - 8cm Camcorder
  - PMS #203 Metallic

- **BD-RE**
  - Rewritable 25GB
  - PMS 8943 Metallic
thank you.