TDK
Life on Record

Brand &
Packaging
STYLE GUIDE

⬢TDK

Life on Record

BRAND 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.

why

�TDK
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TABLE OF CONTENTS

⬙TDK

Life on Record

The Brand

FOR THE URBAN MALE

The TDK Life on Record brand is commited to deliver on it's 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.

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Diamond Symbol

TDK word mark

TDK
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Required tagline

TDK Life on Record LOGOMARK

In 2007, Imation Corporation purchased the Recording Media Business of TDK Corporation. Imation is now the exclusive licensee of the TDK brand globally, within the recording media product category. Imation markets these products under the "TDK Life on Record" brand. Imation's licensing agreement with TDK comes with specific requirements detailing the precise use of the TDK Life on Record logo in all marketing and promotional applications. If you are a third-party partner or distributor, you are required to follow the specific requirements of this logo usage. Any misuse of the logo is a serious issue and may result in discontinuation of your third party distribution relationship. The information outlined in this style guide will help you meet your obligations as a partner who markets and distributes TDK Life on Record brand products.

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.

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.

TDK
Life on Record

LOGOMARK
(Statements & Notices)

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 Notics and Statements specifically in regards to www.tdk-media.xxx websites, permitted under Trademaark 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.

ITEM	Placement of each Applicable notice/statement	Placement of Contact Information
Products	Not Required	Not Required
Instruction Manuals and Other Product Packaging **Inserts**.	On the same page as the first prominent use of the TDK LoR logo	On the Title page, the back page, or where you normally include contact information.
Product **Packaging**	Near the contact information for product inquiries	On the box, as part of a warranty, or where you normally include contact information on product packaging.
Cardboard **Shipping Boxes** Seen by End User Customers	On a place easily viewed by the customers (side of box, not bottom)	Not required.
Printed **Promotional Materials**, including: Product Catalogs, Product Data Sheets, Brochures, Newsletters, Posters, Advertisements, Fliers, Direct Mail, Point of Purchase displays	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.	On the back page of the document or where you normally include contact information.

TDK Life on Record Branding Style Guide/ Statements & Notices

6

Life on Record

LOGOMARK
(Representation)

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
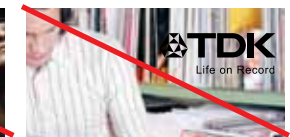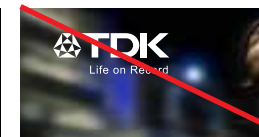The elements of the TDK Life on Record logo may not be rearranged in any way.

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..

TDK Life on Record Branding Style Guide / The TDK Life on Record Logomark Usage

7

SPACING

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 <u>and</u> 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.

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Life on Record

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 commMunciations 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.

collateral

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)

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

TDK

Life on Record

how **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.

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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 32c / 62m / 85y / 12k 163r / 104g / 61b	Silver Metallic Pantone metallic 8401c

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Black against white or non-pattern backgrounds.

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

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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):
www.fonts.com/findfonts/detail.htm?pid=425896

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):
www.linotype.com/337042/itcavantgardegothicmultilingual-value-pack.html

ITC AVANTE GARDE GOTHIC STD TYPEFACE

ITC Avante Garde Gothic Std—Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890":!@#$%*?

ITC Avante Garde Gothic Std—Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890":!@#$%*?

ITC Avante Garde Gothic Std—Demi
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890":!@#$%*?

ITC Avante Garde Gothic Std—Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890":!@#$%*?

TYPOGRAPHY
(Front / Top Panels)

Main Product Title

KEY FEATURES ON FRONT PANEL

XXXXXX

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 equivilant).

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.
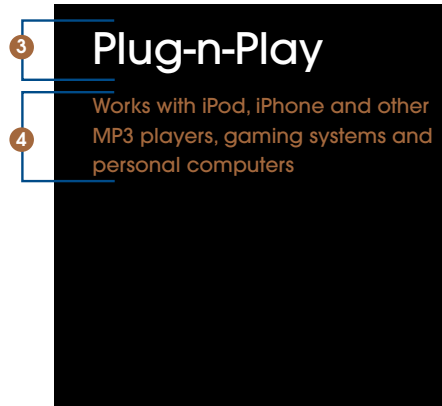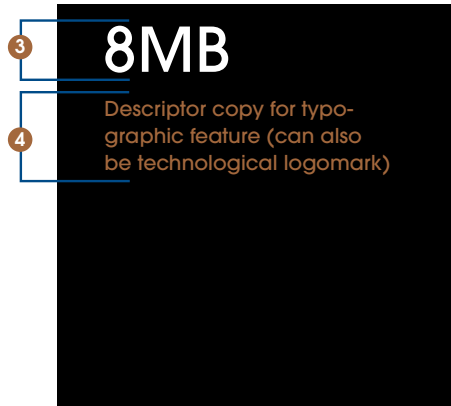
ITC AVANTE GARDE GOTHIC STD—Book
Optical Kerning
White (reversed out)

TOP
PANEL

MAIN
FRONT PANEL

Sound Cube
Cube De Son

TDK
Life on Record

8MB
3

4
Descriptor copy for typo-
graphic feature (can also
be technological logomark)

Plug-n-Play
3

4
Works with iPod, iPhone and other
MP3 players, gaming systems and
personal computers

3 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)

4 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

LEFT SIDE PANEL

For technical specifications

⑦ 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 (3.9 ft.)**

Plug type: 3.5mm
⑥   ⑧

⑤ In-Ear Headphones

High performance, dynamic
speaker with superior bass

⑥ Comply™ foam tip provides perfect
in-ear seal that blocks ambient noise

Braided, tangle free cable

BACK PANEL

⑤ 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

⑥ 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)

⑦ 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
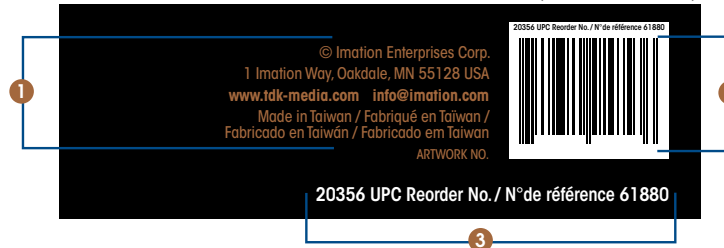
⑧ PRODUCT SPECIFICATIONS
This is the numerical data for specifc product.
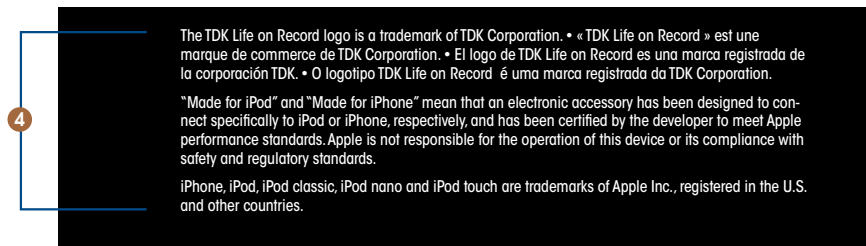
ITC AVANTE GARDE GOTHIC STD—Demi
Sentence Case
White (reversed out)

TYPOGRAPHY
(Compliance)

TDK
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Barcode Lockup (backpanel*)

20356 UPC Reorder No. / N°de référence 61880

© Imation Enterprises Corp.
1 Imation Way, Oakdale, MN 55128 USA
www.tdk-media.com   info@imation.com
Made in Taiwan / Fabriqué en Taïwan /
Fabricado en Taiwán / Fabricado em Taiwan

ARTWORK NO.

20356 UPC Reorder No. / N°de référence 61880

➊ ➋ ➌

Disclaimers (on bottom flap)

The TDK Life on Record logo is a trademark of TDK Corporation. • « TDK Life on Record » est une marque de commerce de TDK Corporation. • El logo de TDK Life on Record es una marca registrada de la corporación TDK. • O logotipo TDK Life on Record é uma marca registrada da 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.

➍

BACK PANEL

➍ **BOTTOM FLAP**

➊ **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.*

ITC AVANTE GARDE GOTHIC STD—Medium Condensed
Title Case
Optical Kerning
Metallic Pantone 876c

➋ **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).

ITC AVANTE GARDE GOTHIC STD—Medium
Sentence Case
White (reversed out)

Example on right is minimum size (at 80%) UPC-A Bar Code Symbol (diagram is not to scale)

29.8
25.1
2.38   2.38
20.7
18.2
0 1 2 3 4 5   6 7 8 9 0 5
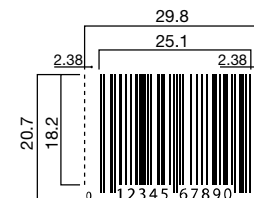
➌ **OPTIONAL REORDERING UPC NUMBERS**
Used for commercial market sales. To be placed above UPC barcode.

ITC AVANTE GARDE GOTHIC STD—Medium Condensed

Sentence Case
Optical Kerning
White (reversed out)

➍ **BRAND + LEGAL DISCLAIMERS**
Brand and technology disclaimers can be placed on bottom flap

ITC AVANTE GARDE GOTHIC STD—Medium Condensed

Sentence Case
Optical Kerning
White (reversed out)

![TDK Logo] **TDK**
Life on Record

TDK
Life on Record

SIDE PANEL ALIGNMENT
The value preposition aligns with the inside edge of GRID SYSTEM and left edge of "Life on Record" tagline.

LOGOMARK ALIGNMENT
Align with the left edge of "**L**" in "**Life on Record**".

BACK PANEL ALIGNMENT
Headers and descriptors align with the inside edge of GRID SYSTEM and left edge of "Life on Record" tagline.

Sound Cube
HIGH-FIDELITY STEREO BOOMBOX
WITH FULL iPod®/iPhone® CONTROL

Cube De Son
APPAREIL STÉRÉO HAUTE FIDÉLITÉ
AVEC TOUTES LES COMMANDES
POUR iPod®/iPhone®

ALIGNMENT
Main headers and descriptors align with the left edge of "Life on Record".

TDK Life on Record Branding Style Guide / Typography

20

TDK
Life on Record

speak

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

Product Category	Headphones	Cables	Optical/Flash	CE Case Products	CE Audio	Storage/Cleaning
AMERICAS*	English French (European) Spanish (Latin American) Portuguese (Brazil)	English French (European) Spanish (Latin American) Portuguese (Brazil)	English French (European) Spanish (Latin American) Portuguese (Brazil)	English French (European) Spanish (Latin American) Portuguese (Brazil)	English French (European) Spanish (Latin American) Portuguese (Brazil)	English French (European) Spanish (Latin American) Portuguese (Brazil)
EUROPE	Czech Dutch English French (European) German Italian Polish Portuguese (Brazil) Russian Spanish Turkish	Czech Danish English French (European) German Greek Hungarian Italian Norwegian Polish Portuguese (Brazil) Russian Spanish	Dutch English French (European) German Greek Italian Polish Portuguese (Brazil) Russian Spanish Turkish	Czech Dutch English French (European) German Italian Polish Portuguese (Brazil) Russian Spanish	Czech Dutch English French (European) German Italian Polish Portuguese (Brazil) Russian Spanish Turkish	Czech Dutch English French (European) German Italian Polish Portuguese (Brazil) Russian Spanish
ASIA	English Korean Simplified Chinese Traditional Chinese	English Korean Simplified Chinese Traditional Chinese	English Korean Simplified Chinese Traditional Chinese	English Korean Simplified Chinese Traditional Chinese	English Korean Simplified Chinese Traditional Chinese	English Korean Simplified Chinese Traditional Chinese
JAPAN	Japanese	Japanese	Japanese	Japanese	Japanese	Japanese

GLOBAL REGION

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 Americas, 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 / 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.

Sound Cube
HIGH-FIDELITY STEREO BOOMBOX WITH FULL iPod®/iPhone™ CONTROL

Cube De Son
APPAREIL STÉRÉO HAUTE FIDÉLITÉ AVEC TOUTES LES COMMANDES POUR iPod®/iPhone™

TDK
Life on Record

Americas Version

REGIONS: North America, Canada, Latin Americas, 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.

FRONT PANEL:
Main Header / Subheader:
Bilingual English / European French.

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

In-Ear Headphones
WITH BASS BOOST DESIGN

Écouteurs intra-auriculaires
AVEC AMPLIFICATION DES BASSES

EB-750

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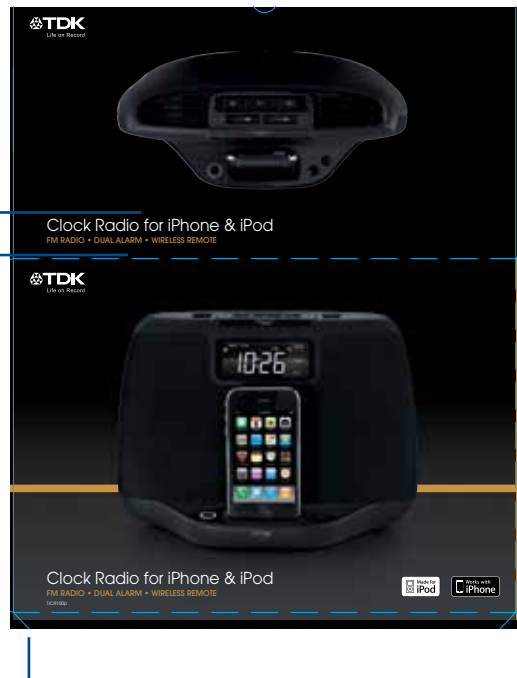
TDK
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European Version

REGIONS: Europe

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

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.

TOP PANEL:
Header/Subheader:
English only

Clock Radio for iPhone & iPod
FM RADIO • DUAL ALARM • WIRELESS REMOTE

Clock Radio for iPhone & iPod
FM RADIO • DUAL ALARM • WIRELESS REMOTE

FRONT PANEL:
Main Header / Subheader: English only

BOTTOM PANEL:
Disclaimers: Bilingual English / European French.

LEFT SIDE PANEL:
Product Selling Proposition
English only.

TDK
Life on Record

European Version

REGIONS: Europe

LANGUAGES: Czech, Danish, English, European French, German, Greek, Hungarian, Italian, Norwegian, Polish, Brazilian Portuguese, Russian, and Spanish.

LEFT SIDE PANEL:
Product selling proposition: bilingual English / European French.

INTERIOR PANELS:
Unique Selling Proposition:
English only.

BOTTOM FLAP:
Distributor + COO: English only.
Disclaimers: Bilingual English / European French.

BACK PANEL:
Full Feature List:
Czech, Danish, English, French, German, Greek, Hungarian, Italian, Norwegian, Polish, Portuguese, Russian, and Spanish.

FRONT PANEL:
Main Header/ Subheader:
English only.

INTERIOR PANELS:
Descriptor:
English only.

HDMI-Cable
High-Speed Cable with Ethernet
High Performance Series

TDK
Life on Record

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.

Sound Cube
HIGH-FIDELITY STEREO BOOMBOX
WITH FULL iPod®/iPhone® CONTROL

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.*

In-Ear Headphones
WITH BASS BOOST DESIGN
EB-750

PACKAGING FORM FACTORS
(Accessories + Electronics)

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 thrrough a diecut window with a copper colored inner blister molded to the product.
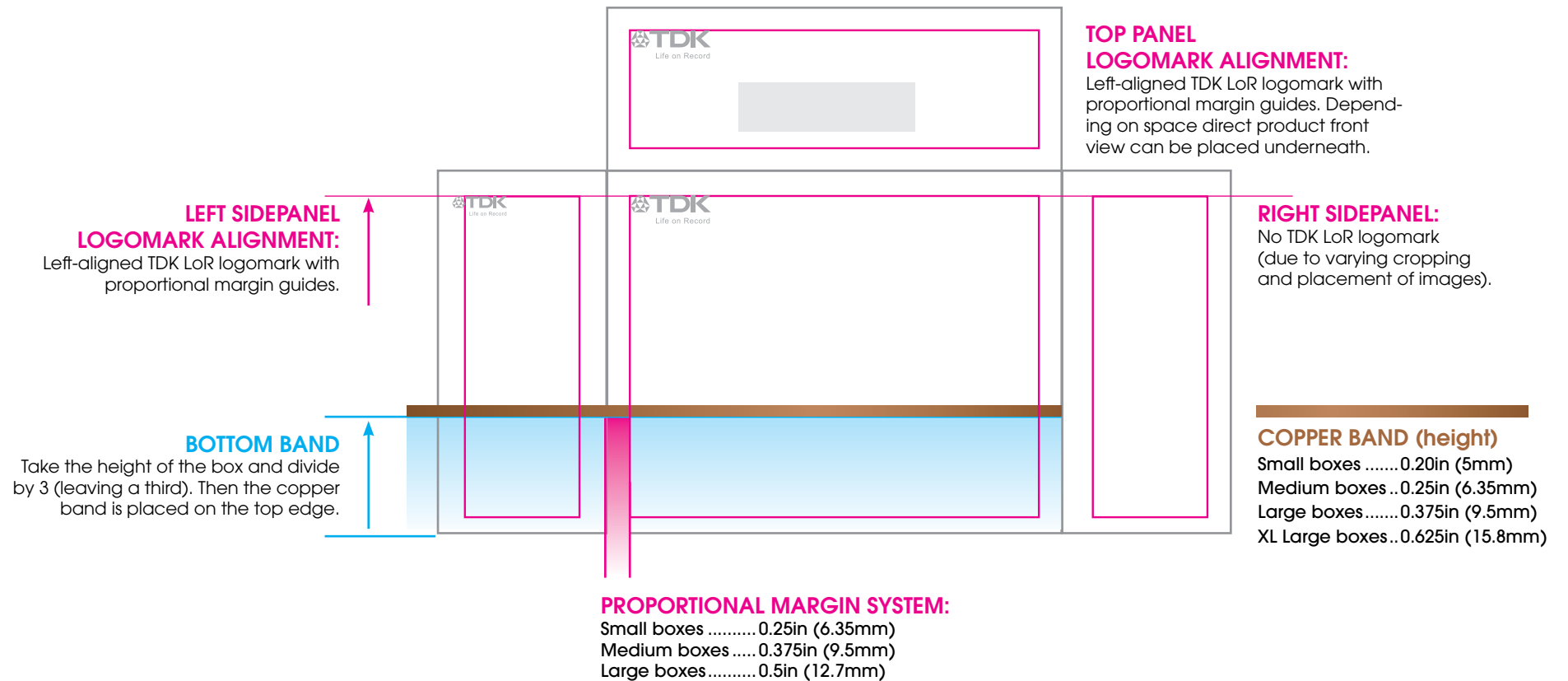
Large Closed Front
ELECTRONICS

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.

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 SIDEPANEL LOGOMARK ALIGNMENT:
Left-aligned TDK LoR logomark with proportional margin guides.

RIGHT SIDEPANEL:
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)

PROPORTIONAL MARGIN SYSTEM:

Small boxes 0.25in (6.35mm)
Medium boxes 0.375in (9.5mm)
Large boxes 0.5in (12.7mm)

TDK
Life on Record

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 mer-
chandising 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 accessoires like iPod or iPhone
devices can be included.

Sound Cube
HIGH-FIDELITY STEREO BOOK BOX
WITH FULL iPod*/iPhone* CONTROL

Cube De Son
APPAREIL STEREO HAUTE FIDÉLITÉ
AVEC TOUTES LES COMMANDES
POUR iPod*/iPhone*

LEFT PANEL
When needed *(optional)*
left side panel can show-
case 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 a an enlarged
product image is used to
showcase the product's
design language.

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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.

TDK

Life on Record

PACKAGING CONSTRUCTION

This Style Guide will serve as 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.

execution

TDK
Life on Record

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.

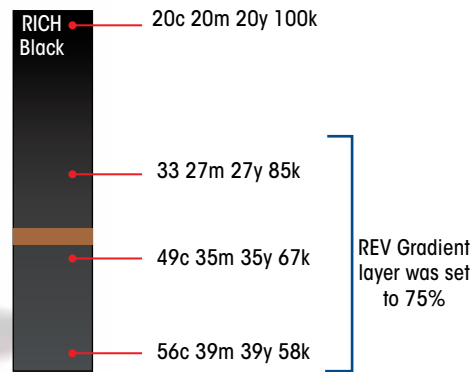*Please make sure to reference layered Photoshop ,PSD file provided from Imation US Design Team.*

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.

Sound Cube
Cube De Son

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

Metallic Copper

Pantone 876c

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

Pantone 876c

Metallic Copper

"ENERGY" BAND:
Solid fill Pantone spot color with matte aqueous varnish applied.

TDK
Life on Record

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

RICH
Black

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

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.

RICH
Black

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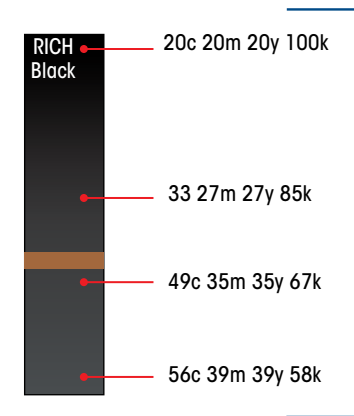
ARTIFICIAL GRADIENT APPLICATION:
Notice how the gradient is applied ONLY on the areas that contain the metallic copper band (LEFT SIDE panel and main FRONT panel.

COLOR BUILD
(Front Panel Gray Gradient)

RICH
Black — 20c 20m 20y 100k

33 27m 27y 85k

49c 35m 35y 67k — REV Gradient layer was set to 75%

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.*

Photoshop Layers Panel

LAYERS

Normal | Opacity: 100%
Lock: | Fill: 75%

- die line
- ▼ 📁 new BLACK Hdphones
  - 11/13 fix
  - edges darkened
  - Levels 2
  - Levels 1
  - Layer 4
- ▼ 📁 matte textured gradient
  - ▶ 📁 Reflection
  - GRAY gradient lighter 1/12/10
- Layer 0

TDK
Life on Record
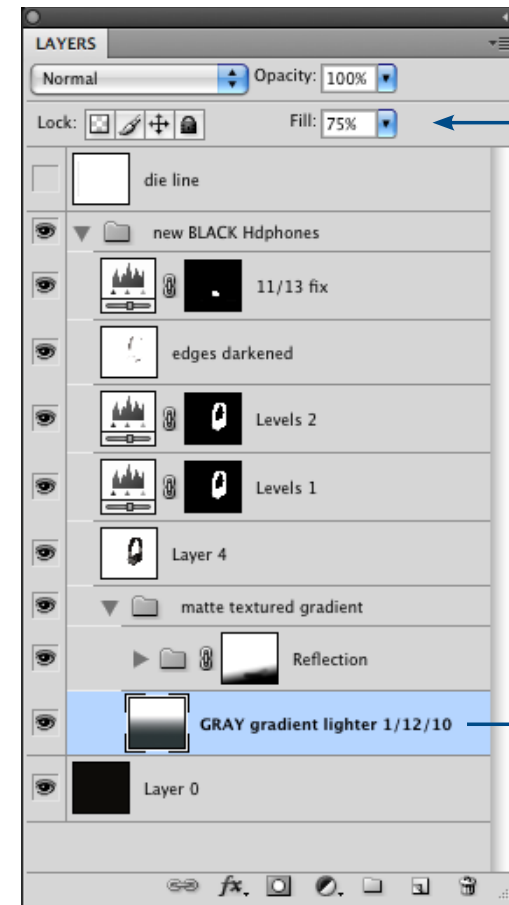
| RICH Black | Process color build: 20c 20m 20y 100k |

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

| Metallic Copper | Pantone 876c |

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.

| Metallic Copper | Pantone 876c |

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

| Metallic Copper | Pantone 876c |

"ENERGY" BAND:
Solid fill Pantone spot color with matte aqueous varnish applied.

Life on Record

MATTE COATING

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

GLOSS VARNISH

HIGH GLOSS SPOT VARNISH:
Varnish is applied to product imagery plus TDK LoR logomarks. The **objects and logomarks** should have an minimal **outline stroke** set within the **Attributes Menu to "Overprint Stroke."**
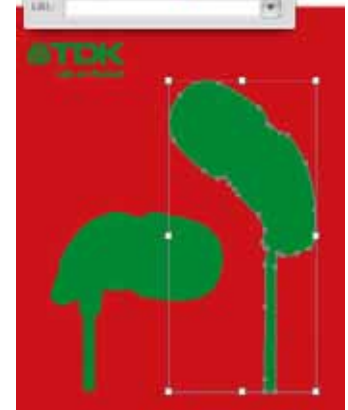
Metallic Copper   Pantone 876c

SOLID METALLIC BACKGROUNDS:
The metallic should print and the smooth "MATTE" coating on top to protect the finish.

TDK
Life on Record
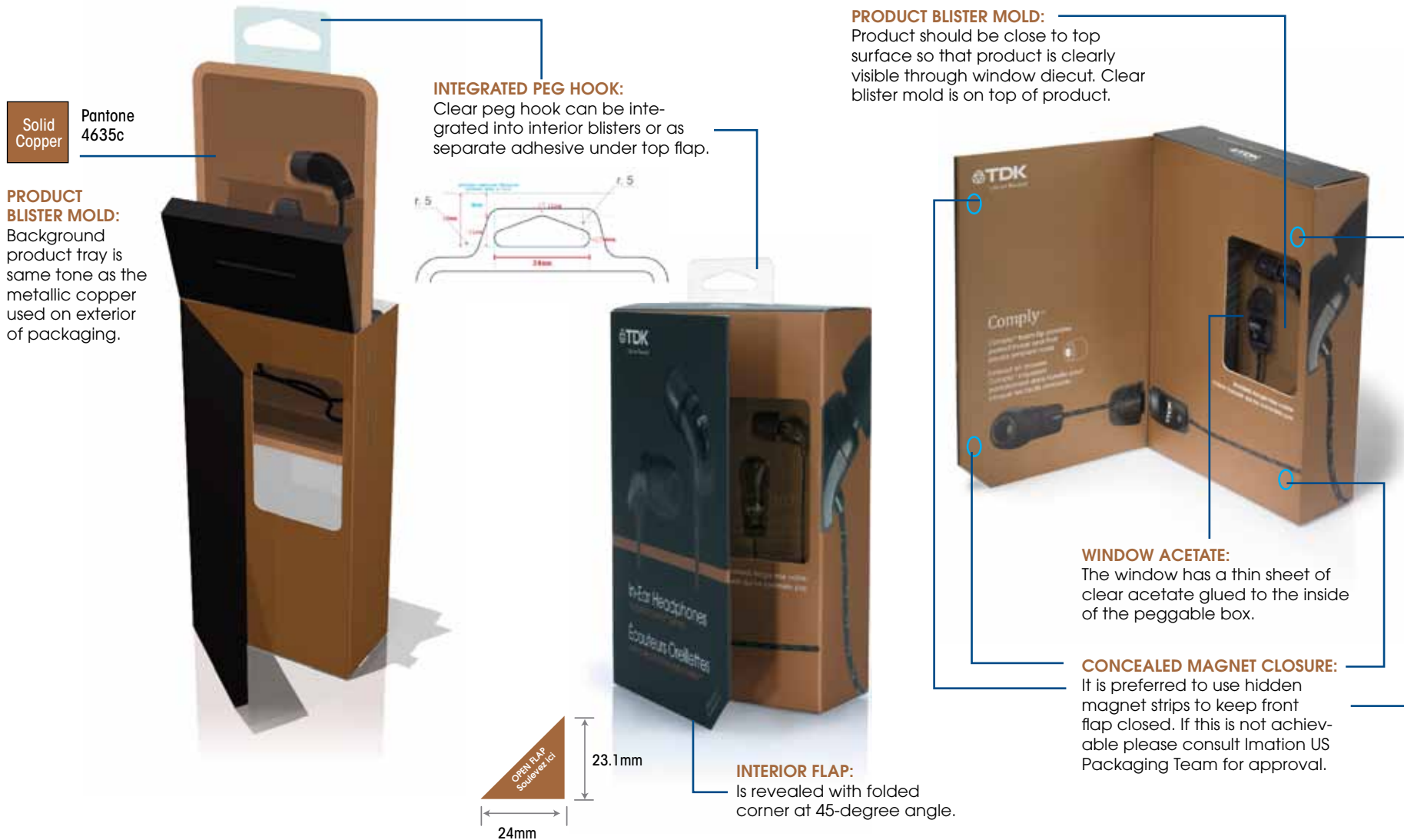
| Solid Copper | Pantone 4635c |

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

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

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.

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.

OPEN FLAP
Soulevez ici

23.1mm

24mm

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

TDK

Life on Record
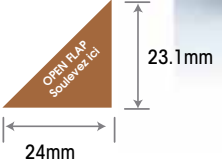
optical

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.

Life on Record

TDK 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.
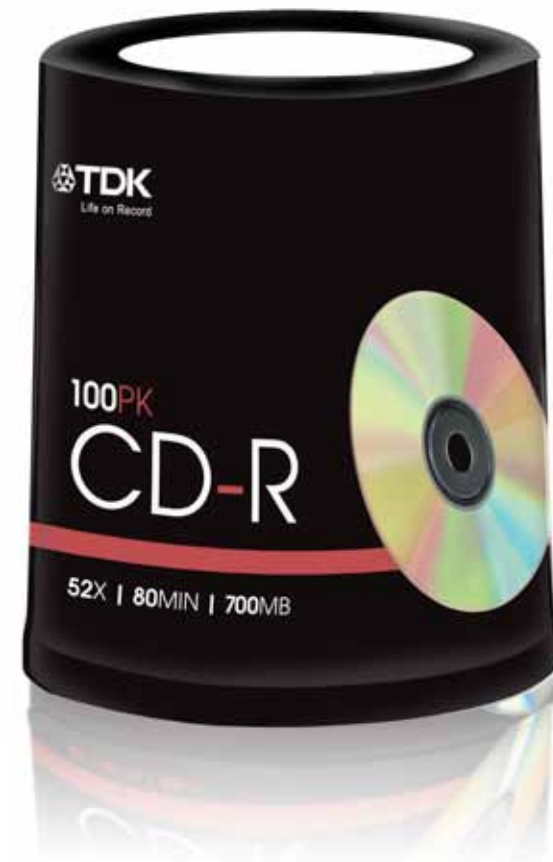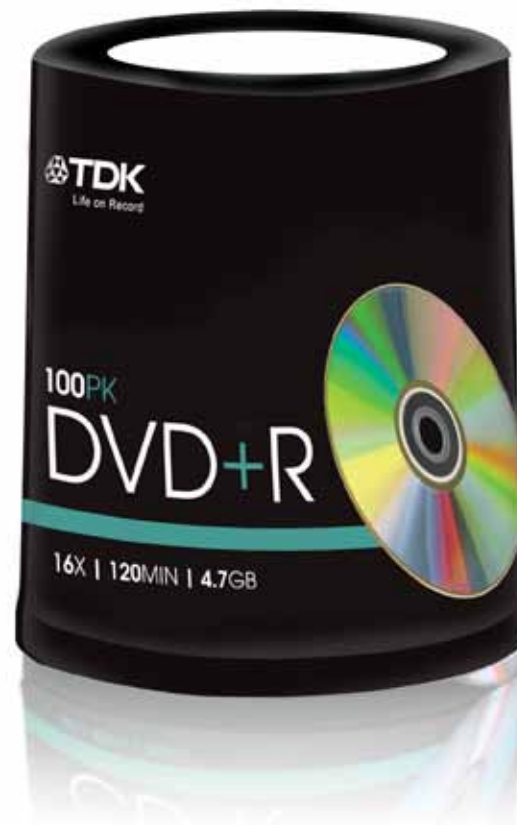
TDK LIFE ON RECORD OPTICAL PACKAGING

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

![TDK Life on Record logo]

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.
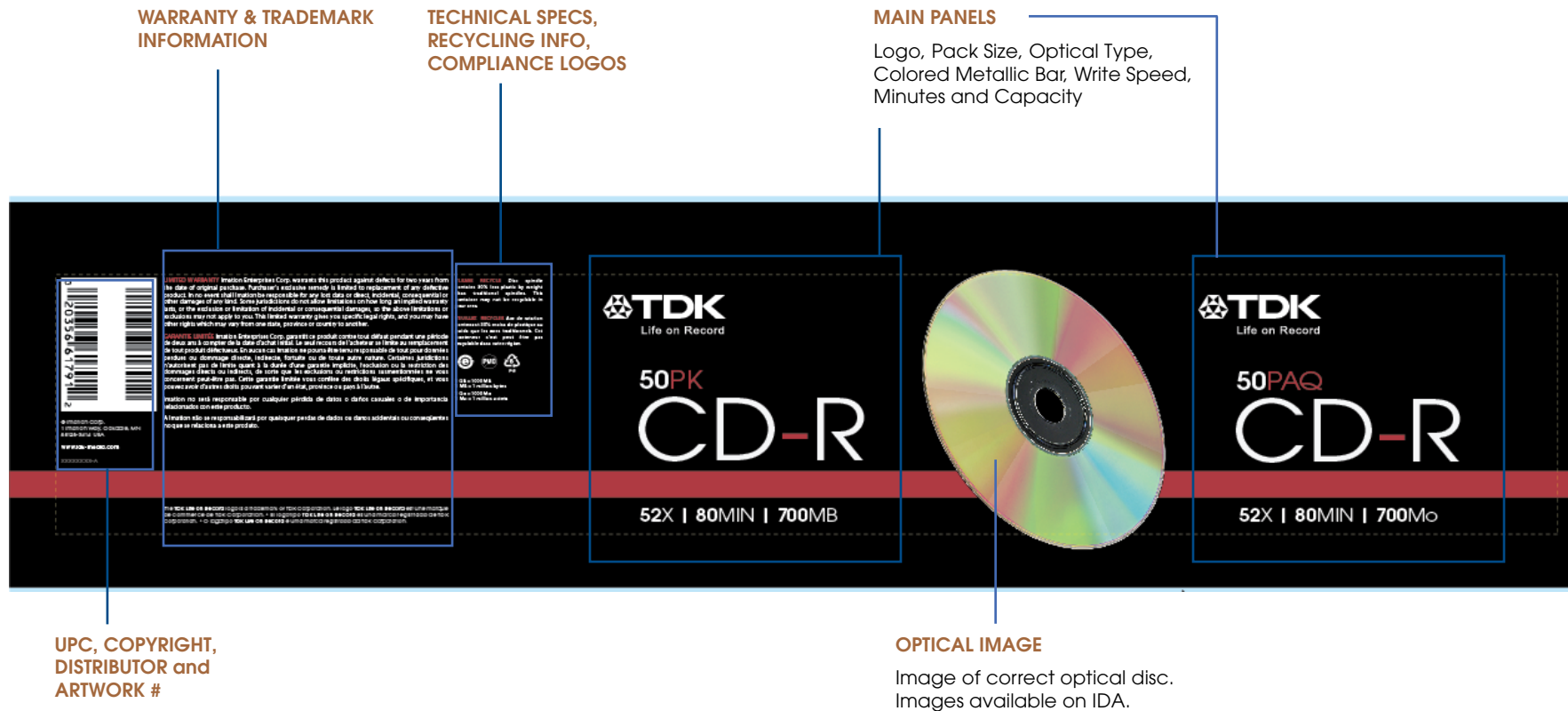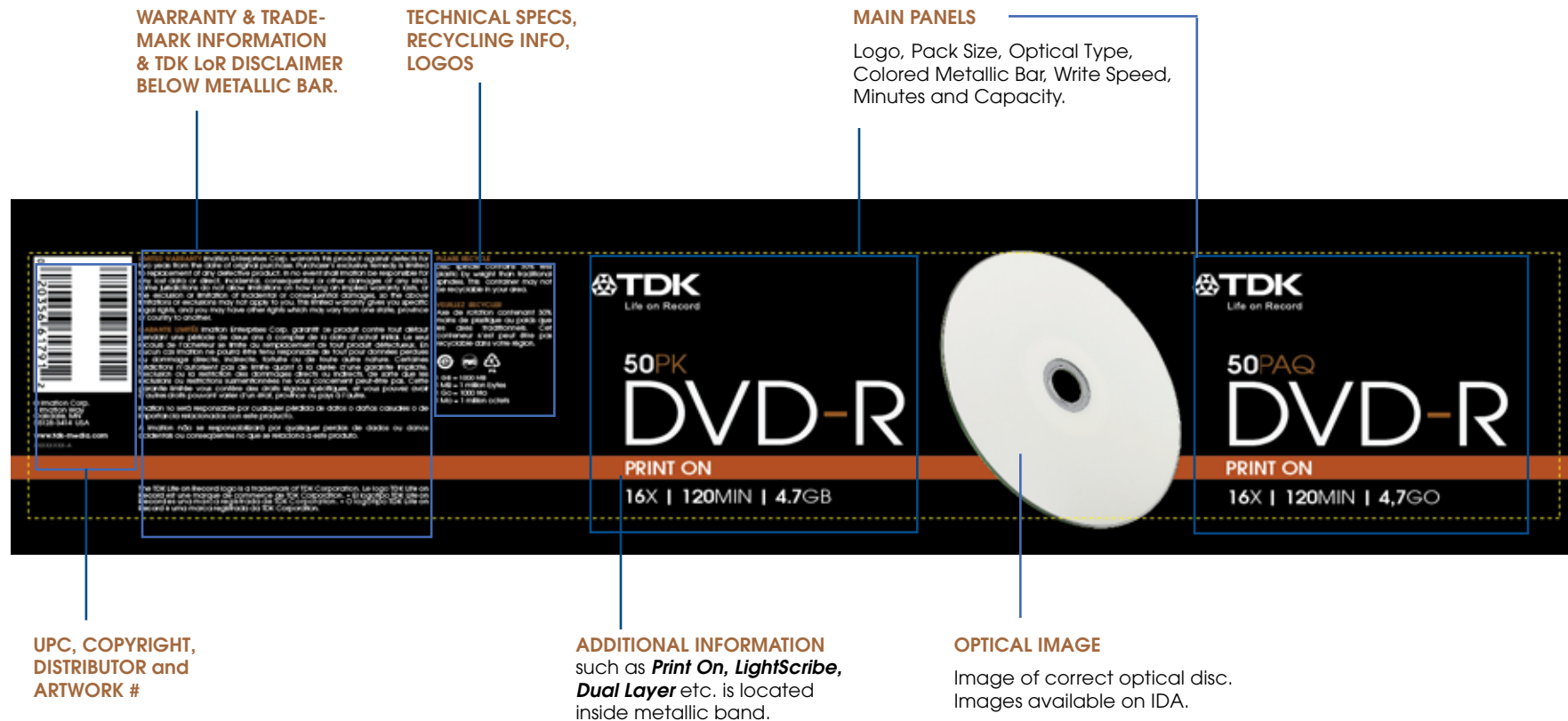
(Spindle Layout with Additional Info.)

WARRANTY & TRADE-MARK INFORMATION & TDK LoR DISCLAIMER BELOW METALLIC BAR.

TECHNICAL SPECS, RECYCLING INFO, LOGOS

MAIN PANELS

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

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.

TDK
Life on Record

OPTICAL
(Font Usage - Main Panel)

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

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

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

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

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

❻ **SPECIFICATIONS - TEXT PORTION**
ITC AVANTE GARDE GOTHIC STD—Book
Upper Case
Optical Kerning
White

50PK
DVD-R
PRINT ON
16X | **120**MIN | **4.7**GB

TDK Life on Record Branding Style Guide / Optical Style Guide

46

TDK
Life on Record

(Font Usage - Back Panel)

1   WARRANTY - HEADER
ITC AVANTE GARDE GOTHIC STD—Demi
Upper Case
Optical Kerning
Selected PMS Color

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

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

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

5   ADDITIONAL PRODUCT INFORMATION - BODY COPY

ITC AVANTE GARDE GOTHIC STD—Book
Title Case
Optical Kerning
White

6   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

TDK Life on Record Branding Style Guide / Optical Style Guide

47

(SHOWN AT ACTUAL SIZE)

(SHOWN AT ACTUAL SIZE)

SMALL OPTICAL PACKAGING
Logo Size: 1.25″ Wide
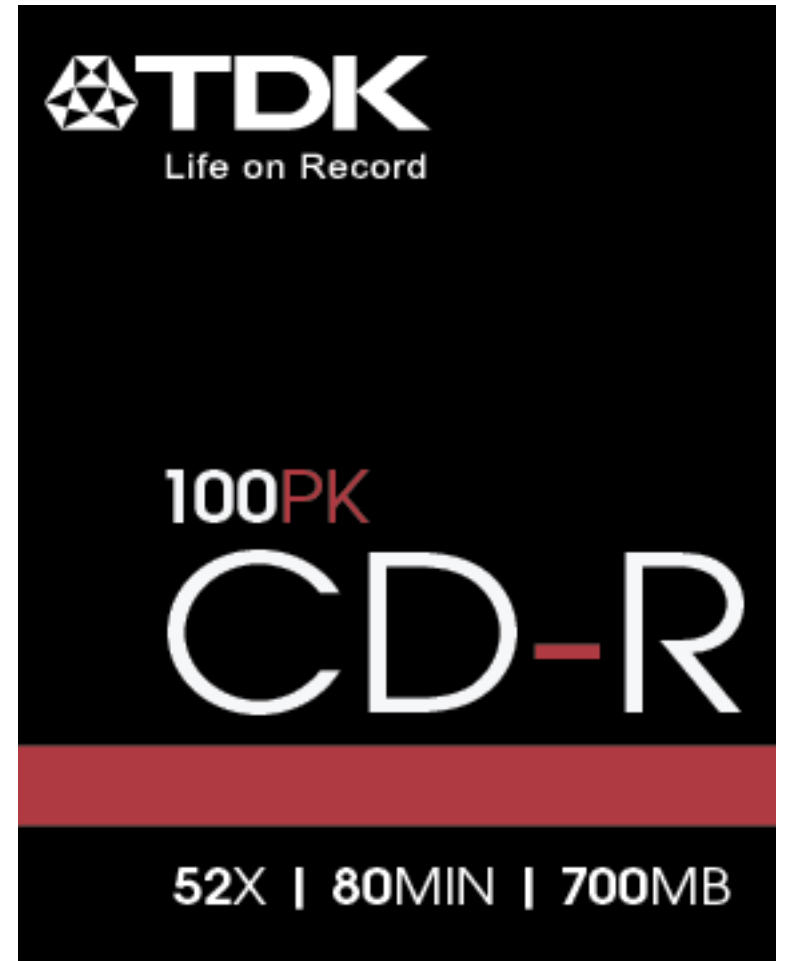(note this reflects a 10% width
increase to allow for shrink)

Bar Width: 0.1875″
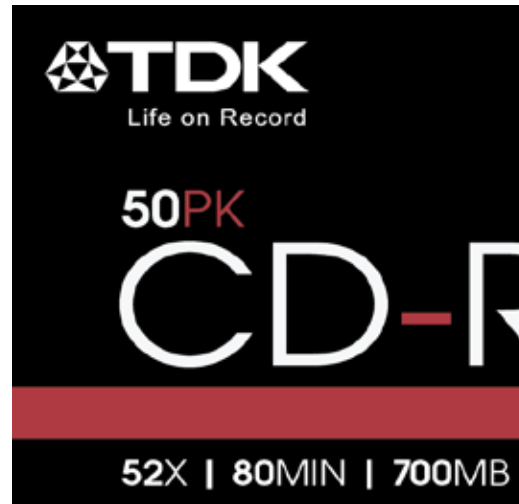
MEDIUM OPTICAL PACKAGING
Logo Size: 1.5″ Wide
(note this reflects a 10% width in-
crease to allow for shrink)

Bar Width: 0.30″

LARGE OPTICAL PACKAGING   (SHOWN AT ACTUAL SIZE)
Logo Size: 2″ Wide
(note this reflects a 10% width
increase to allow for shrink)

Bar Width: 0.40″

Metallic Color Selections CD

CD-R
PMS
8883
Metallic

CD-R
Inkjet Printable
PMS
8382
Metallic

CD-R
Music
PMS
8143
Metallic

CD-RW
PMS
8085
Metallic

CD-R
Mini
PMS
8883
Metallic

CD-R
COLOR
PMS
8401
Metallic

CD-R
LightScribe
PMS
8001
Metallic

CD-RW
High Speed
PMS
8345
Metallic

CD-R
Photo Archival
PMS
876
Metallic

CD-RW
Music
PMS
8262
Metallic

TDK Life on Record

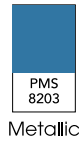Metallic Color Selections **DVD-R**

DVD-R
PMS 8943
Metallic

DVD-R
PrintOn
PMS 8943
Metallic

DVD-RW
PMS 8085
Metallic

DVD-R
Mini DVD
PMS 8943
Metallic

DVD-R
Inkjet Printable
PMS 8382
Metallic

DVD-R
LightScribe
PMS 8001
Metallic

DVD-RW
Mini
PMS 8085
Metallic

DVD-R
Mini DVD
ScratchProof
PMS 8943
Metallic

DVD-R
COLOR
PMS 877
Metallic

DVD-R
Video
PMS 8783
Metallic

DVD-RW
Video
PMS 8783
Metallic

DVD-R
Mini DVD
ScratchProof
Double Sided
PMS 8943
Metallic

DVD-R
Mini DVD
PrintOn
PMS 8943
Metallic

TDK
Life on Record

Metallic Color Selections DVD+R

DVD+R
PMS 8225
Metallic

DVD+R
Double Layer
PMS 876
Metallic

DVD+RW
PMS 8325
Metallic

DVD+R
Inkjet Printable
PMS 8262
Metallic

DVD+R
LightScribe
PMS 8001
Metallic

DVD+RW
Video
PMS 8783
Metallic

![TDK Life on Record]

OPTICAL

Metallic Color Selections Blu-ray

BD-R
Recordable 25GB

PMS
8203

Metallic

BD-R
Double Layer 50GB

PMS
8283

Metallic

BD-RE
Dual Layer 50GB

PMS
876

Metallic

BD-R
8cm Camcorder

PMS
8203

Metallic

BD-RE
Rewritable 25GB

PMS
8943

Metallic

⬢TDK
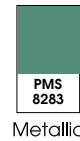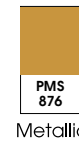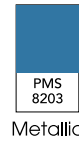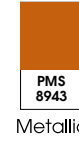
Life on Record

thank you.

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TDK Life on Record Branding Style Guide