



**PACKAGING
DESIGN GUIDE**

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Introduction

The Bahco Packaging Design Guide provides basic guidelines for the use of the Bahco Visual Identity applied to packaging and labelling. This guide supersedes all previous instructions for these applications.

The uniform and consistent use of the Identity will promote the brand awareness of Bahco to its consumers and customers throughout the world.

The “Fish & Hook” and the logotype are registered trademarks.

Fundamentals of the new identity

The new design of BAHCO packaging consist of a few and simple aspects to be considered for its optical implementation.

First of all, what should be considered, is the chromatic aspect of the new packaging design: orange, grey and black.

Secondly, the proportion of the colours: (orange 40%, grey 60%).

This means that the area filled with grey will be slightly bigger than the orange one.

Another important aspect of the new image is the implementation of a “proportional structure” of the elements that determine the design. The elements are the following:

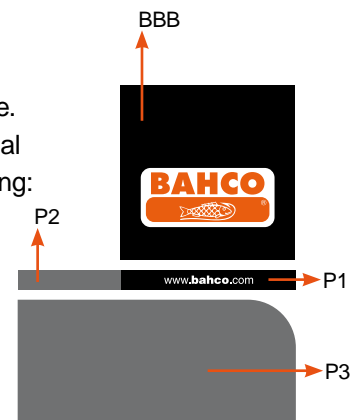
(Picture 1)

BBB - Bahco institutional logo, black box version.

P1 - A black rectangular box.

P2 - A grey rectangular box.

P3 - A grey plane with a round corner.



(Picture 1)

2 COLOURS PRINTING SYSTEM

PANTONE 166 C

PANTONE Black C - 70%

PANTONE Black C

4 COLOURS PRINTING SYSTEM

C:00 M:75 Y:100 K:00

C:00 M:00 Y:00 K:70

C:00 M:00 Y:00 K:100

PROPORTION OF USE

40%

60%

Logo+details

PROPORTIONAL STRUCTURE

P1 under **BBB** provides a spot for the institutional web site www.bahco.com. The “m” or margin / exclusion zone represents the height of **P1**, and also determines the margin / exclusion zone on the right.

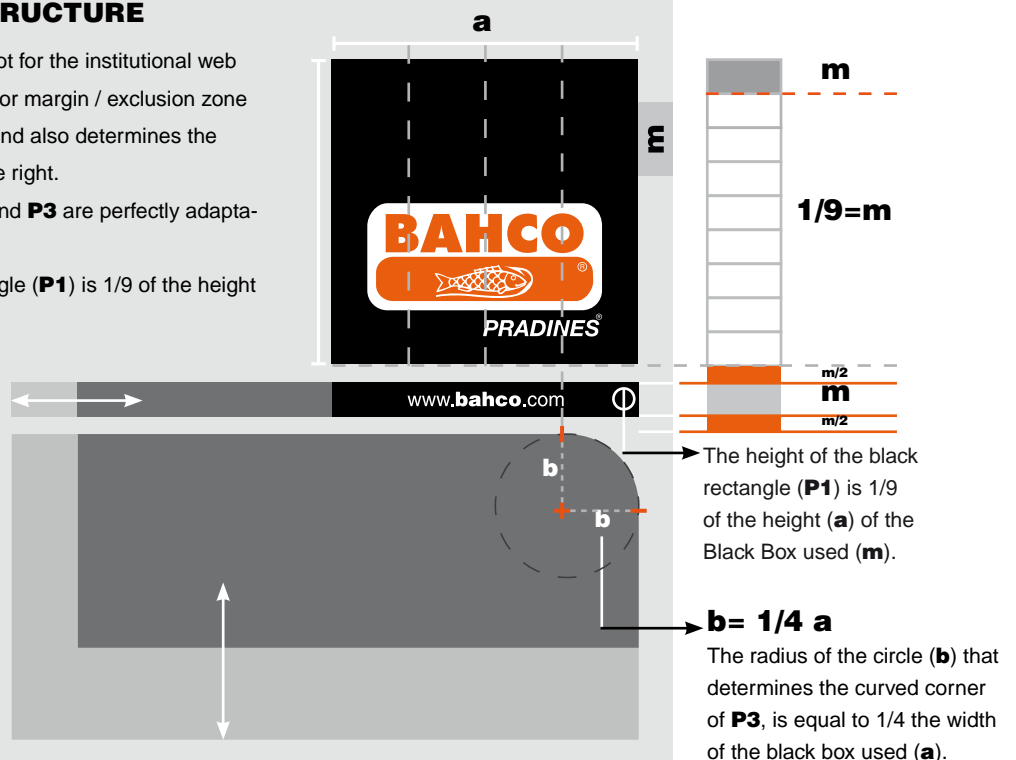
The arrows indicate that **P2** and **P3** are perfectly adaptable to any format.

The height of the black rectangle (**P1**) is 1/9 of the height of the **BBB** used.

When modifying the design, it is necessary to be especially careful of not changing these proportional relationships.

The setting of a secondary brand (In this example PRADINES®) should also follow the previous guidelines.

(Picture 2)



(Picture 2)

Setting and size of the Black Box

1. **BBB** Classic Way - Touching the upper edge, and keeping the “m” margin / zone of exclusion to the right and between the top and the product description. (Picture 3)

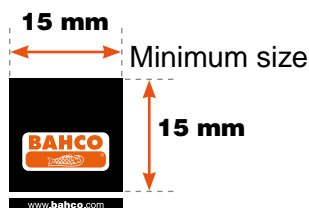


(Picture 3)

2. **BBB** Floating Way - If there is a euro hole, the upper part should be orange. Keep the same “m” margin / zone of exclusion to the right and between the euro hole and the product description. (Picture 4)



(Picture 4)



The minimum size of the **BBB** should be 15mm, a smaller size cannot be used under any circumstances.

On the right it can be seen how the **BBB** looks in its minimum possible size. (Picture 5)



(Picture 5)

The largest size of the **BBB** should not be not bigger than 1/3 of the width of the format.

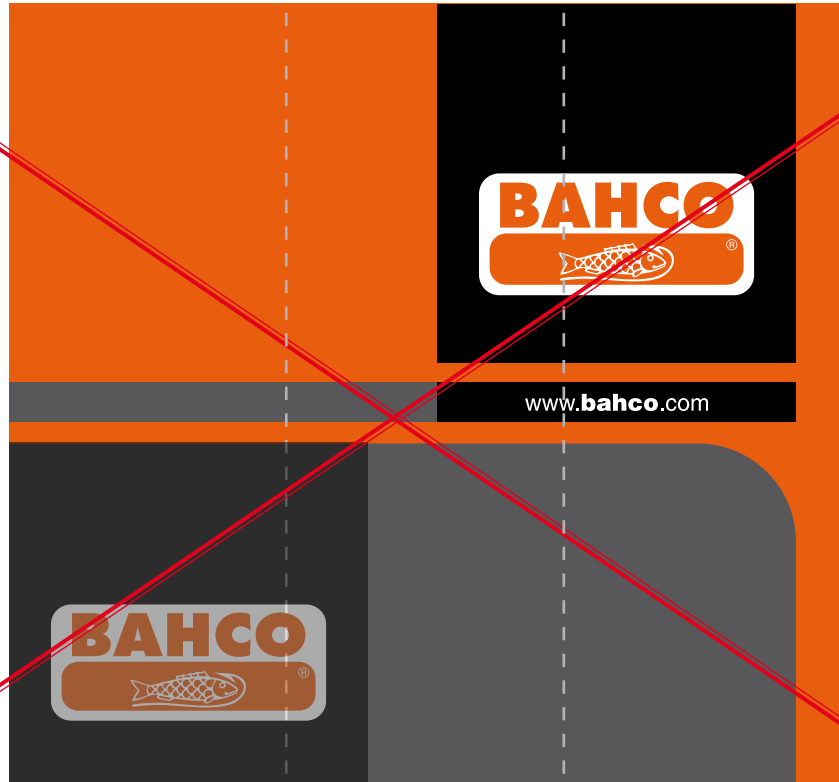
(Picture 6)

In case the format is smaller, **BBB** will be 15mm.



(Picture 6)

Please see this example in which the size of the **BBB** is not within the optimal parameters. (Picture 7)



(Picture 7)



Images/icons

Main aspect when adding images and/or icons:

- The number of images and icons that can be added is unlimited.
- Images and icons added cannot exceed the zone **P3**.
- The format of the images and icons is free.
- When it is necessary to add a photo with background, this one should be white.



In the three packs shown below, different mistakes can be seen:

In Picture 8, the explanatory image exceeds the limits of **P3** and in addition it is partially covered by a real tool.

In Picture 9, the greatest image has round corners.

In Picture 10, a green background has been applied to the three pictures while it should be white.



NOTE: This section of the guideline is only applicable to products launched after 01/07/2008. If these products have already been launched, the icons should remain where they are at the moment.

Typesetting practices

It is preferable to avoid using text. Whenever it is possible, icons or images should be used in order to avoid translations and legal issues.

It is not mandatory having the product code on the front of the packaging.

- Product code:

The code of the product should always be in capital **White Helvetica Heavy Oblique** with an orange background. The minimum size of the product code have to be 10, and the highest size can not exceed **h/2**. It always has to be located parallel to the base of the Black Box. (Picture 11&12)

- Product name:

The names of the products should always be **White Helvetica Narrow Bold Oblique** with an orange background and always begin with a capital letter (Minimum size: 7pts). It will be placed parallel to the upper part of the Black Box (in case of using a floating Black Box). (Picture 11)



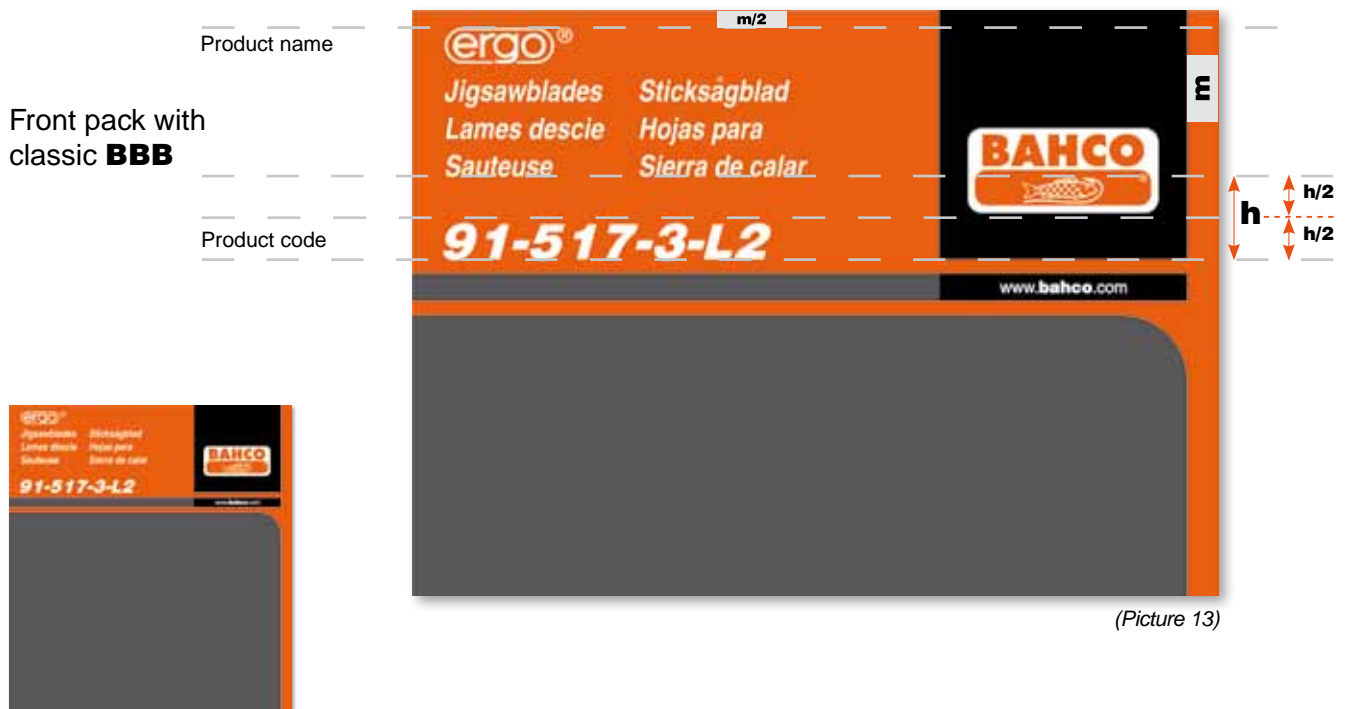
In case of using a classic Black Box, the location of the product description will be determined by the upper "m" zone of exclusion. (Minimum size: 7 pts.) (Picture 12)



In case of including the Ergo® logo:

Classic **BBB** - the upper zone of exclusion should be reduced to **m/2**. (Picture 13)

Floating **BBB** - Aligned to the Euro hole. (Picture 11)



Identity of the back side

The design of the back will be monochrome, and will follow the same rules of identity. If images of the product are included, these should be schematic, linear and with a frontal perspective.

The product code will be shown near the barcode with a **Helvetica Oblique Heavy** (6pts), centrally aligned with the barcode. (Picture 14&15)



Institutional information

On a light background (less than 30% of black), the logo of SNA Europe should be completely black.

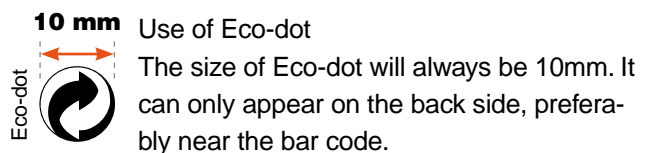
On a dark background (more than 30% of black), the logo of SNA Europe should be completely white.

(Picture 16)

The information should always be in English using **Regular Helvetica** (Minimum size: 4 pts.)



(Fig.16)



It should be printed in black and white.

Labels practices

The visual identity of the inner boxes should be as simple as possible. The Bahco logo printed in black colour on the inner box is optional.

The visual identity of the labels should be developed according to the rules of packaging identity already specified. The Bahco logo should always appear on the top right-hand side of the label. It is mandatory to have on the label the EAN code, product code, number of pieces in the box, SNA Europe contact details and the Made in. If needed, more content details can be given. (Picture 17)



(Picture 17)





Different settings

The guidelines can contemplate many technical aspects, but it is also necessary to present the widest and most diverse number of examples. In case of high impact presentations, the picture can exceed the **P3** area.



At this page, the design of a 317 hacksaw frame is shown. It is an unusual format: wide, round corners and the upper part with a diagonal cut, that challenges the guidelines. In these cases, the best thing is, as far as possible, to fulfill with the guidelines rules: margins, alignments, correct implementation of images/icons, fonts, proportion of colour, etc), or infringe the minimum rules, but being flexible in those cases in which it is necessary. (Picture 18)



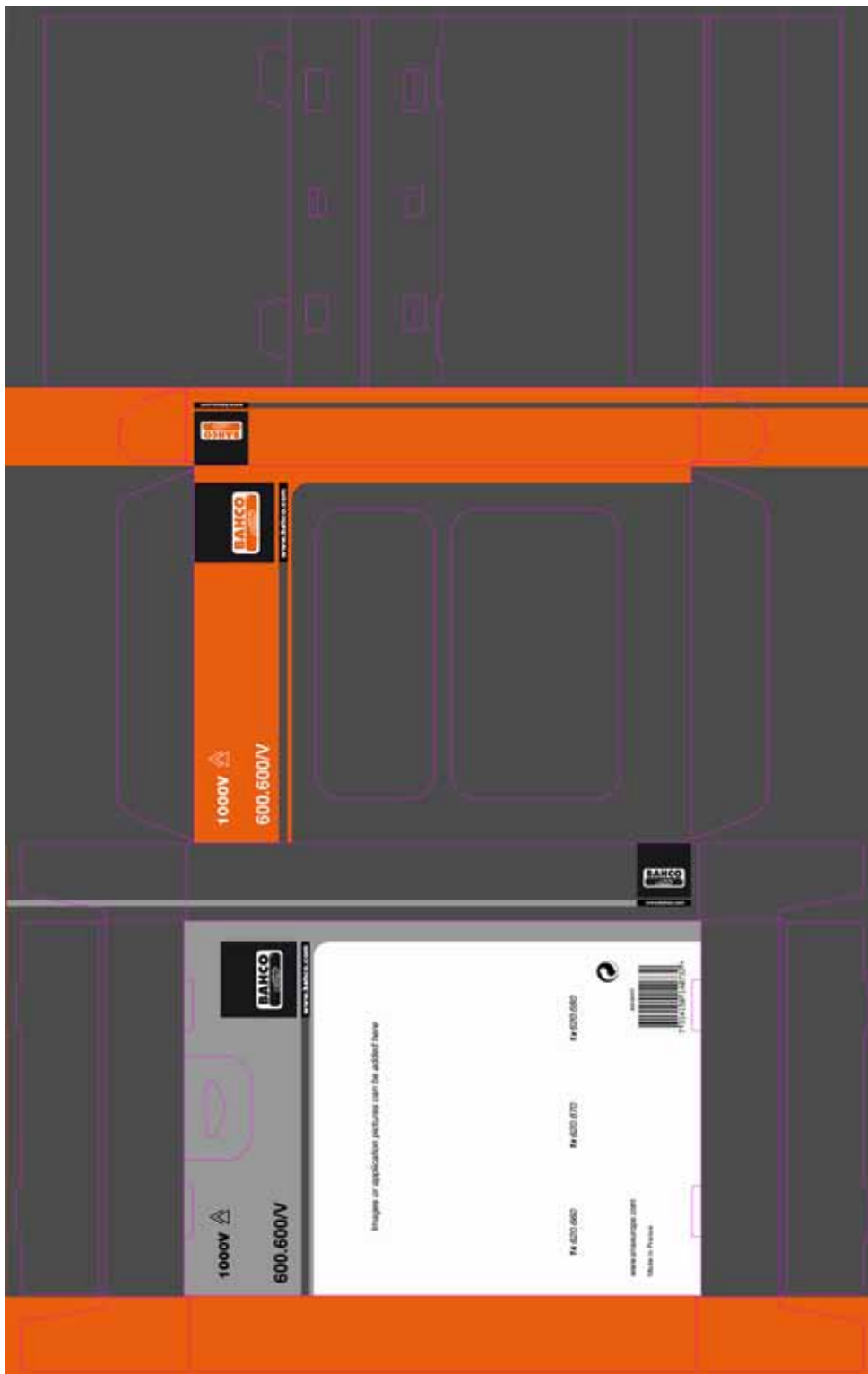
(Picture 18)



Box for sets

This is a general example of a cardboard box for sets. The back side can be used to show the components with images, drawings or application pictures.

Is preferable not to use images in the rest of the layout to keep the consistency among all the packs.



Horizontal lines for design or notes.



www.bahco.com