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## Brand Style Guide

Version 2.0

# Typography

The Myriad Pro font family has been chosen for all branded messages. It's versatile, easy to read and has a universal appeal. Using a single type family brings unity to V7 brand packaging and creates visual interest when incorporating various weights and styles.

## Myriad Pro - Regular

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890.,;:!?&/%\*--\$

## Myriad Pro - Semi-Bold

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890.,;:!?&/%\*--\$

## Myriad Pro - Condensed

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890.,;:!?&/%\*--\$

## Myriad Pro - Bold Condensed

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890.,;:!?&/%\*--\$



# Logo Guidelines

To protect the integrity of our identity, a minimum amount of space surrounding the V7 logo is to be left clear of text, logos, symbols and other design elements. Under no circumstances should a design element compete with the logo by overlapping or crowding its position on the page.

Clear space

The logo needs to have clear space around it at a minimum of 1X.



Pantone 2925C



Pantone Cool Grey 7C



# Logo Guidelines - For Product

For products, a simple one color version of the logo is used. We specify PMS Cool Gray 10C for black colored products and PMS Cool Gray 5C for while colored products for the application of the logo. For sizing, general rule is 6mm wide, but this will vary greatly by product and ultimately must be reviewed by brand team. If you have any questions on usage, just ask.



Grey version  
PMS Cool Grey 10C



Grey version  
PMS Cool Grey 5



# Logo Guidelines - Usage

The use of the V7 logo and its consistent application, treatment and proper reproduction is very important to preserving our brand identity. The below examples are not acceptable.



Do not alter color.



Do not place on backgrounds without contrast.



Do not rotate.



Do not add drop shadows or other effects.



Do not condense, stretch or distort.



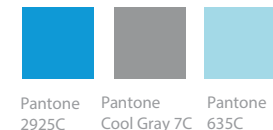


# Packaging Example - Color Box Type A

We use a full color, retail type box with a one color V7 logo printed on the top panel where appropriate. Product information (Model Number, Description and Barcode) will be direct printed and the barcode can be labeled when needed. The logos and product photos will have a UV treatment for an up-market look and feel.

The revision code reflects the version of the packaging and the date and should be revised after a change has been made after being posted to the FTP.

**V2-20180827**  
Version Number    Year    Month    Day



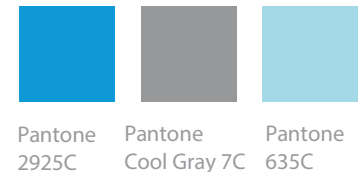
# Packaging Example - Color Box Type B

We use a full color, retail type box with a one color V7 logo printed on the top panel where appropriate. Product information (Model Number, Description and Barcode) will be direct printed and the barcode can be labeled when needed. The logos and product photos will have a UV treatment for an up-market look and feel.



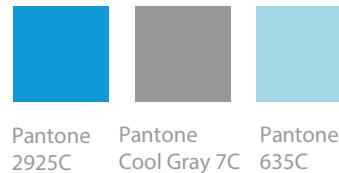
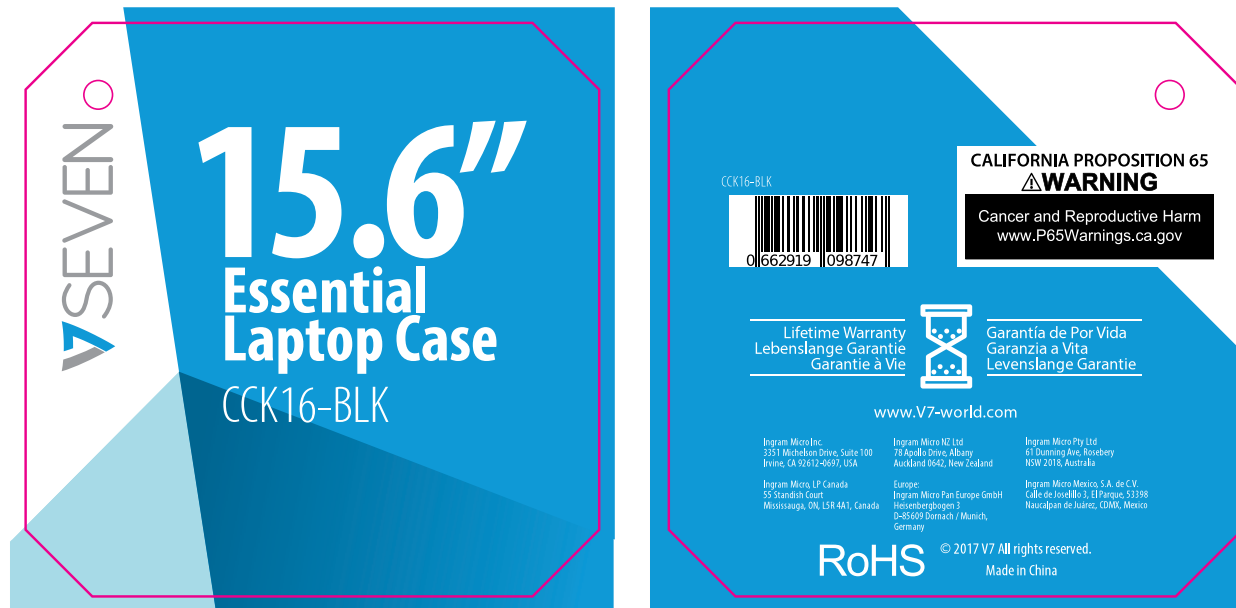
We use a UPC-A barcodes for Global and US only SKUs. In cases of EU only SKUs we use an EAN-13 barcode. The barcode is placed in areas that are unobtrusive to the product messaging

Proposition 65 Sticker - Should not be resized. The Stamp is made to a specific set of guidelines set by Proposition 65 and therefore should not be resized, stretched or modified



# Packaging Example - Hangtag

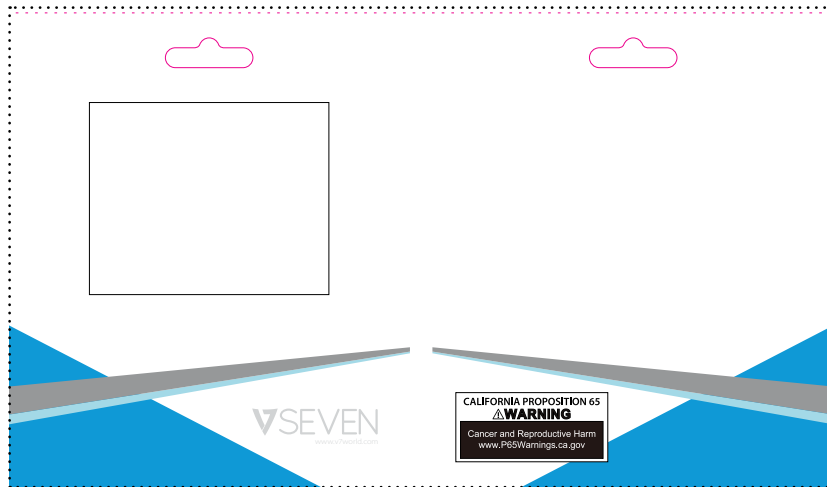
We use a full color, retail type two-sided hangtag for softgoods. Product information (Model Number, Description and Barcode) will be direct printed and the barcode can be labeled when needed. Diecut corners give the tag a unique look.





# Packaging Example - Polybag + Sticker

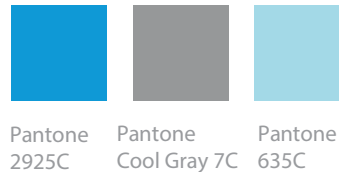
For cables, we use a polybag with 3 colors and a sticker label with one color. The barcode is printed directly on the sticker label and is placed by the factory on the polybag. The polybags come in three sizes: 160x210 mm, 190x240 mm, and 240x280 mm. A small size Proposition 65 label is printed on the back.



**1m/3.3ft**  
**CAT5e Ethernet Shielded STP – Black**  
V7CAT5STP-01M-BLK

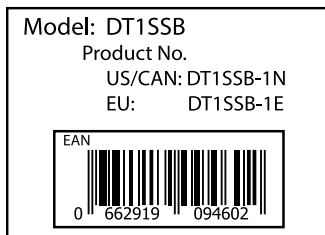
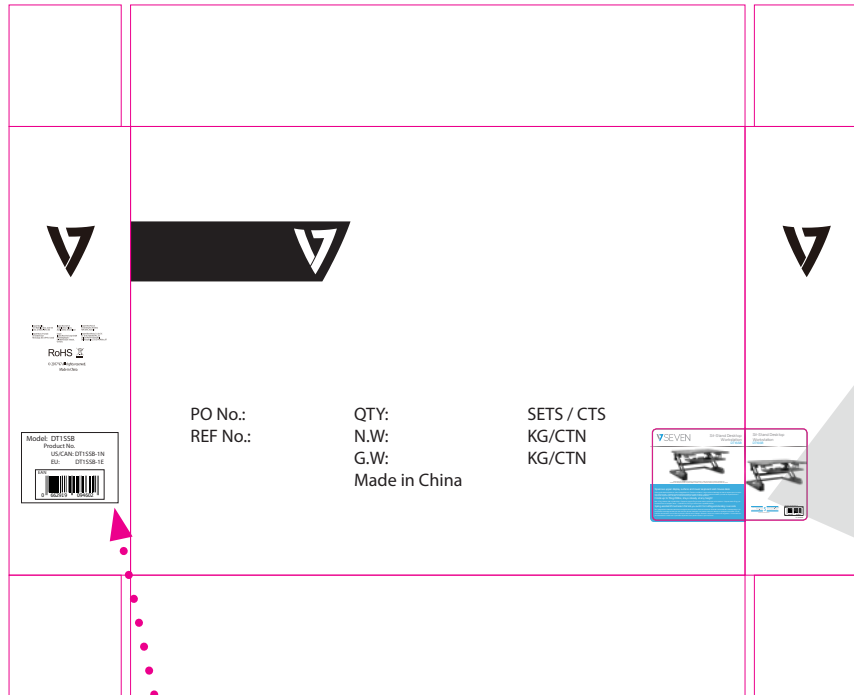
<b>DE</b>	CAT5e STP Geschirmtes Netzwerkkabel – Schwarz
<b>FR</b>	Câble réseau blindé CAT5e STP – Noir
<b>ES</b>	Cable de red blindado CAT5e STP – Negro
<b>IT</b>	Cavo di rete schermato CAT5e STP – Nero

**RoHS**   
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Made in China



# Packaging Example - Brownbox + Color Label

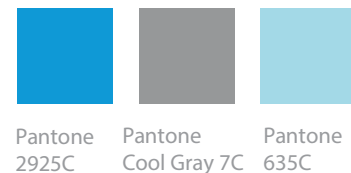
For larger boxes that aren't going to retail and don't require a full color box or the cost is too high to justify, a brown box is acceptable with a full color label.



A second label with the UPC and Model number should be placed on the opposite side.

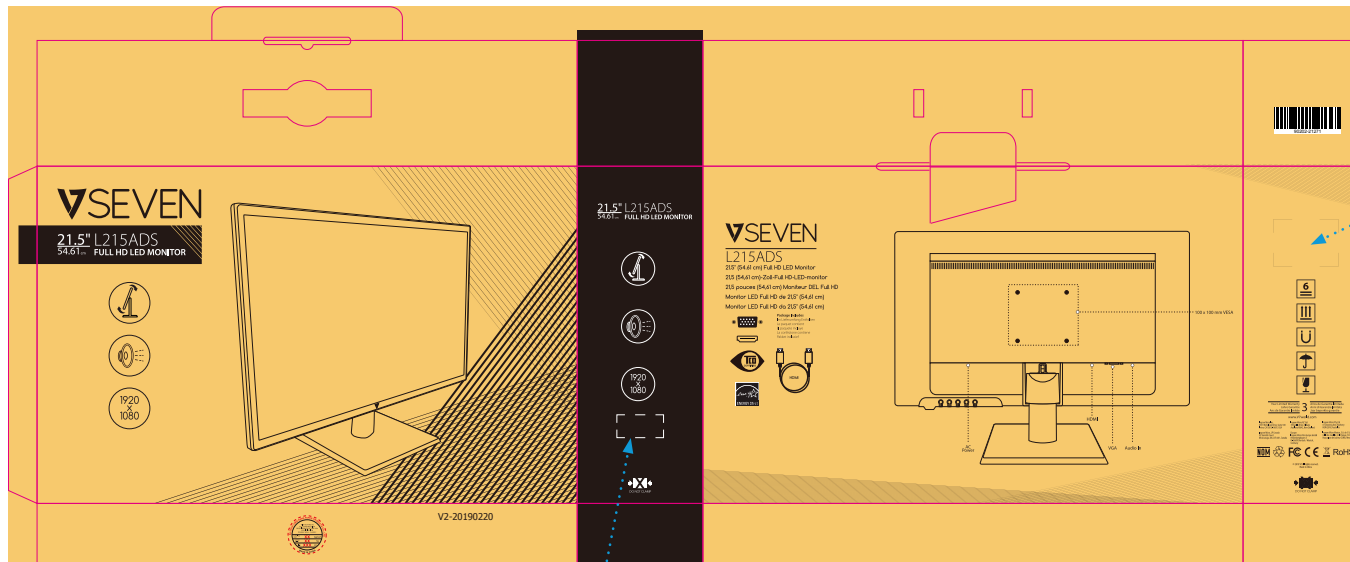


Label placement is on the right corner. The label should overlap on the top and side so that when the box is on a shelf you can see what the product is whether it is facing out, side-facing or laying down.



# Packaging Example - Brown One Color Box

For larger boxes that may have a retail presence but the cost of a full color box is unjustifiable, a one color brown box should be used for packaging. The one color brown box uses only black ink and is global, meaning that it can be used for US and EU purposes. A label is placed on each of the side that has a region specific UPC or EAN.



Label on the side with region specific barcode and model number

Label on the side with region specific barcode and model number

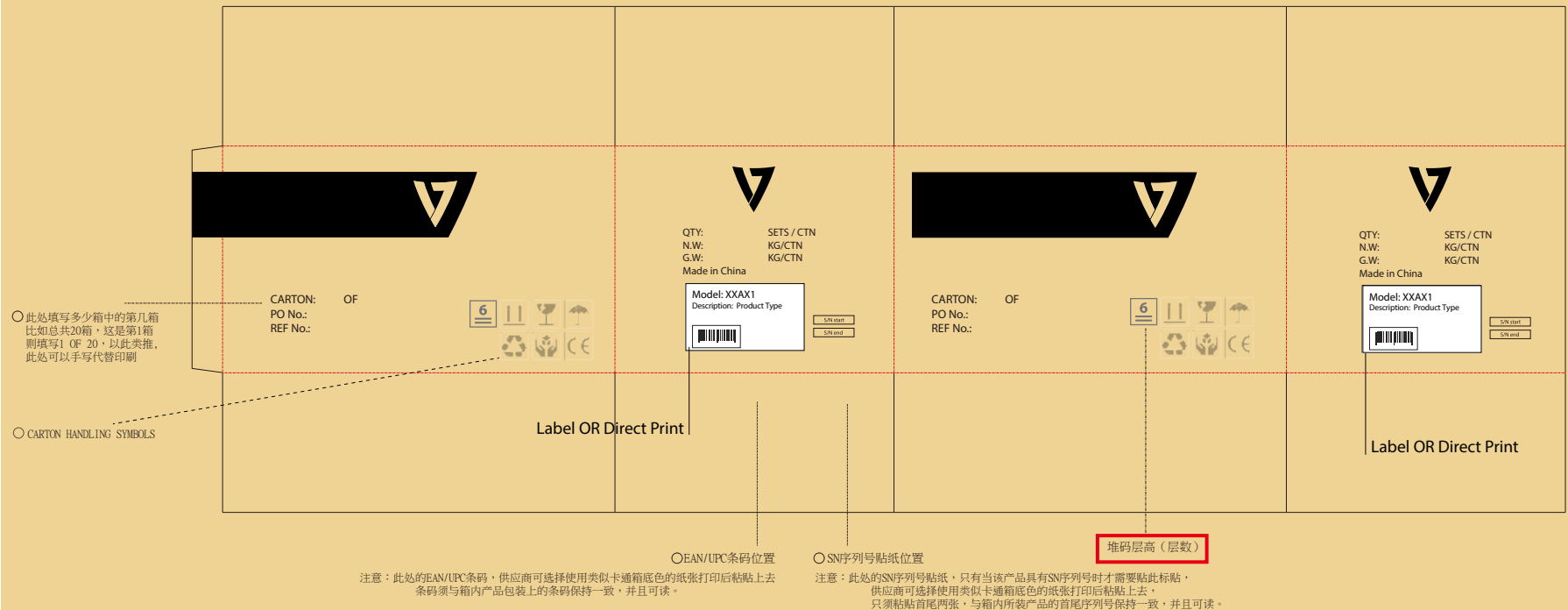


# Packaging Example - Master Carton

All products will end up in a master carton for palletizing and shipping. Here is a sample of what it looks like and necessary shipping info.

## V7\_Mas ter Carton\_Guide

1. 此图仅作印刷内容的说明，具体尺寸请以按实际装箱制作为准
2. 材质：K-K，颜色为普通牛皮纸箱颜色
3. 纸箱上的信息请供应商按实际情况填写



# Serial Numbers + UPC Barcodes

Electronic devices with electronic components such as mice and keyboards require a serial number. Serial numbers should be on the rating label, the product packaging and the range of serial numbers should go on the outside of the master carton.



The logic of the Serial Number - How to incorporate a date in S/N?

**BMSSSSSSDYWWCNNNNN**

B	Brand (V for V7)
M	Where Material Number Starts
SSSSSS	7 Digit SAP Material Number - Issued by V7
D	Where Date Starts
Y	Last Digit of the Year
WW	Workweek (34 for Wk 34)
C	Where Counter Starts
NNNN	Counter for production (00001 for 1st unit, 99999 for 99,999th unit)
SKU assigned in the V7 system: SKU assigned in the V7 system: Model# ABC6000-BT-WHT = SKU# 9999001 If this was 1000 units of above were made in wk 1 of 2014, it will be VM9999001D401C00001 ~ VM9999001D401C01000	

**S/N (Serial Number):** Add the Serial Number on top of the Localized Part Number, Use Code 39

**UPC/EAN Code/s:** If two codes are provided by Ingram Micro PLEASE also print the letters “UPC” and/or “EAN” next to the barcode, to avoid mislabelling or misscanning. Minimum size: 3 x 1.5 cm (EAN=EAN13, UPC=UPC-A) If only ONE code is provided by Ingram Micro, it will be a globally working (UPC-A) Code. **Make sure it starts with the Numbers – 662919 – There should be no ‘0’ in front and it should be 12 digits**

**DO NOT RELY SOLELY ON ARTWORK PROVIDED BY INGRAM MICRO, PLEASE ASK FOR UPC CODE SEPARATELY DURING PRODUCT LAUNCH AND AUDIT ARTWORK.**

**IT IS SUPPLIER’S RESPONSIBILITY TO DOUBLE CHECK IF PRINTED ARTWORK HAS THE CORRECT UPC CODE.**



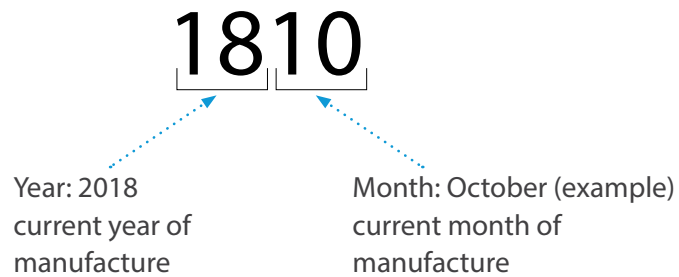


# Batch Codes

If a serial number is needed for non electrical devices with non electrical components; a batch code should be used instead and placed as a sticker in an inconspicuous place.

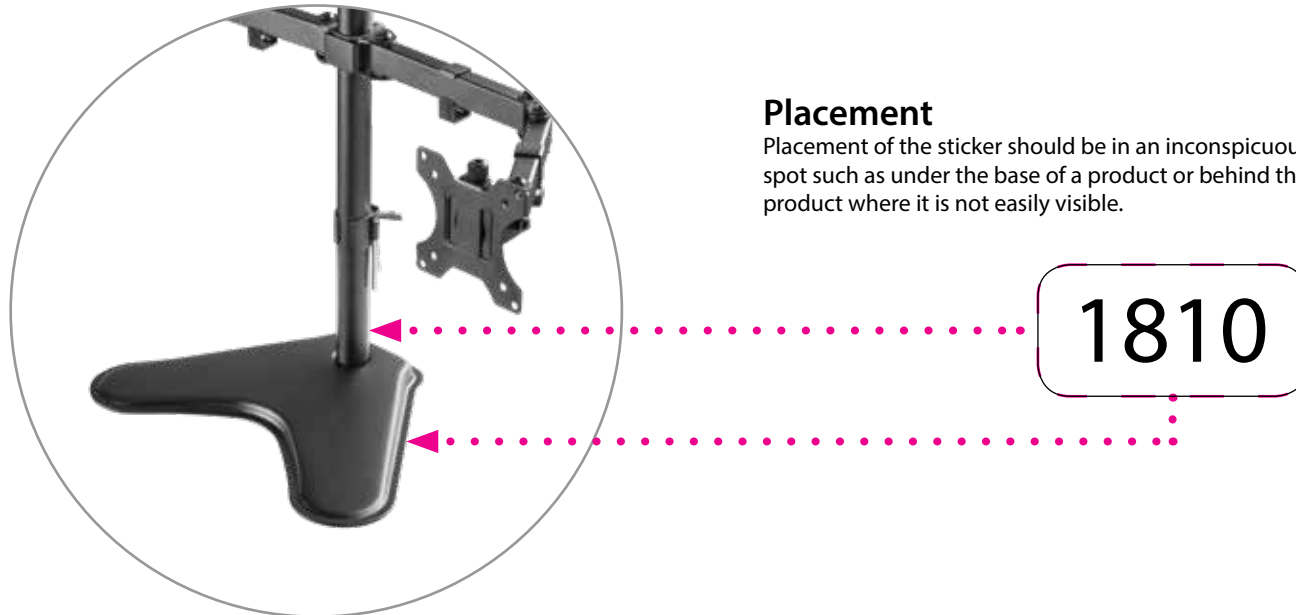
Batch Codes Should use a 4 digit number. The first two number represents the last two digits of the current year of manufacture and the last two digits represent the month of manufacture.

## Example



## Placement

Placement of the sticker should be in an inconspicuous spot such as under the base of a product or behind the product where it is not easily visible.





# Thank you.

Thank you for your adherence to our brand guidelines. Should you have any questions, please contact us. We're here to help.

## **Approval**

All branded items must be approved by V7 prior to production. Please note that we require 2 business days turnaround time for each review stage, including our final approval.

## **Proprietary Ownership**

V7 has ultimate ownership of all packaging files created by the manufacturer for V7 products. Once packaging is approved, it is a requirement that the manufacturer send a workable file to V7 for storing and archiving purposes.

## **Contact**

If you have any questions or have files ready for approval, please contact:

### **Rich Cohen**

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