Larger than 3/4"

1/2" to 3/4"

Smaller than 1/2"
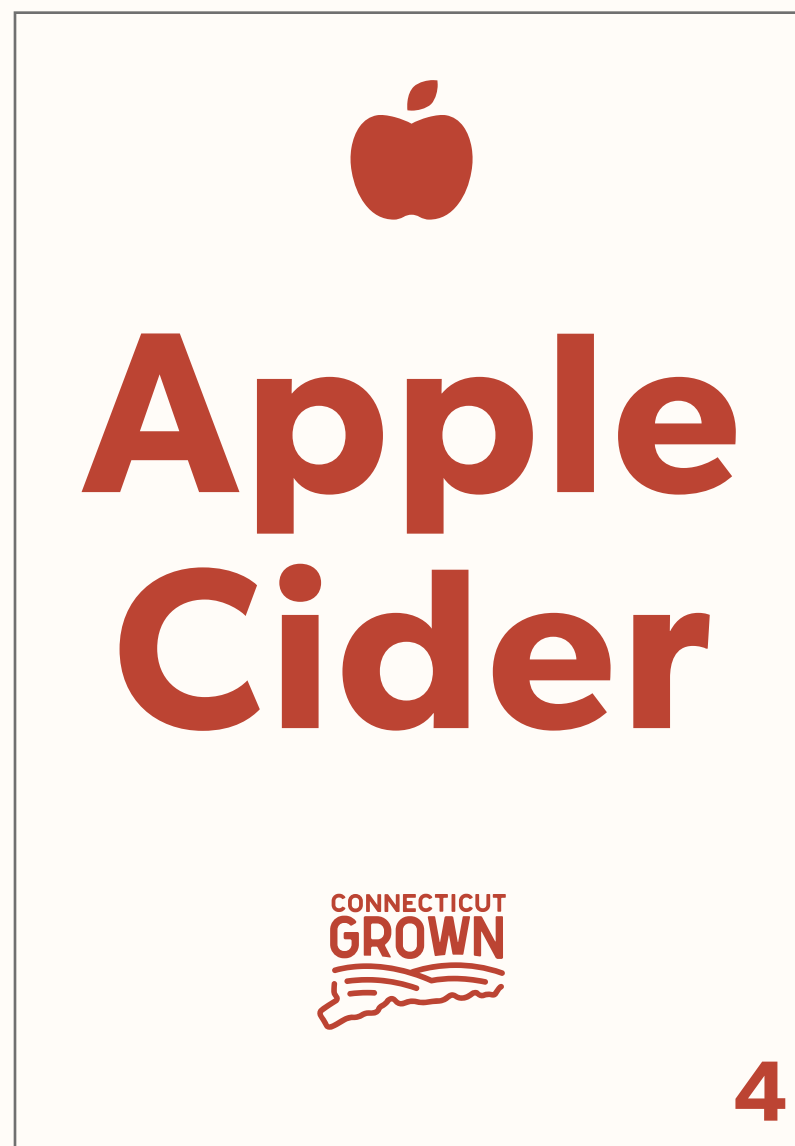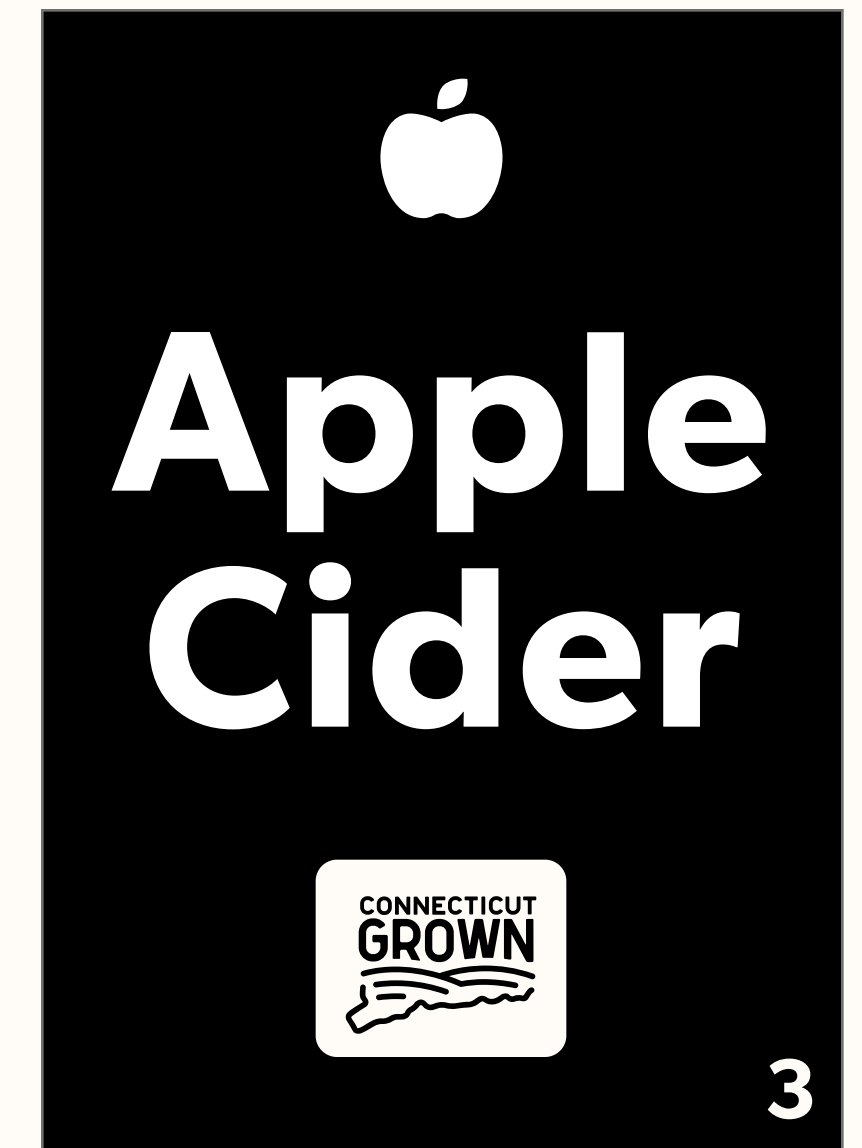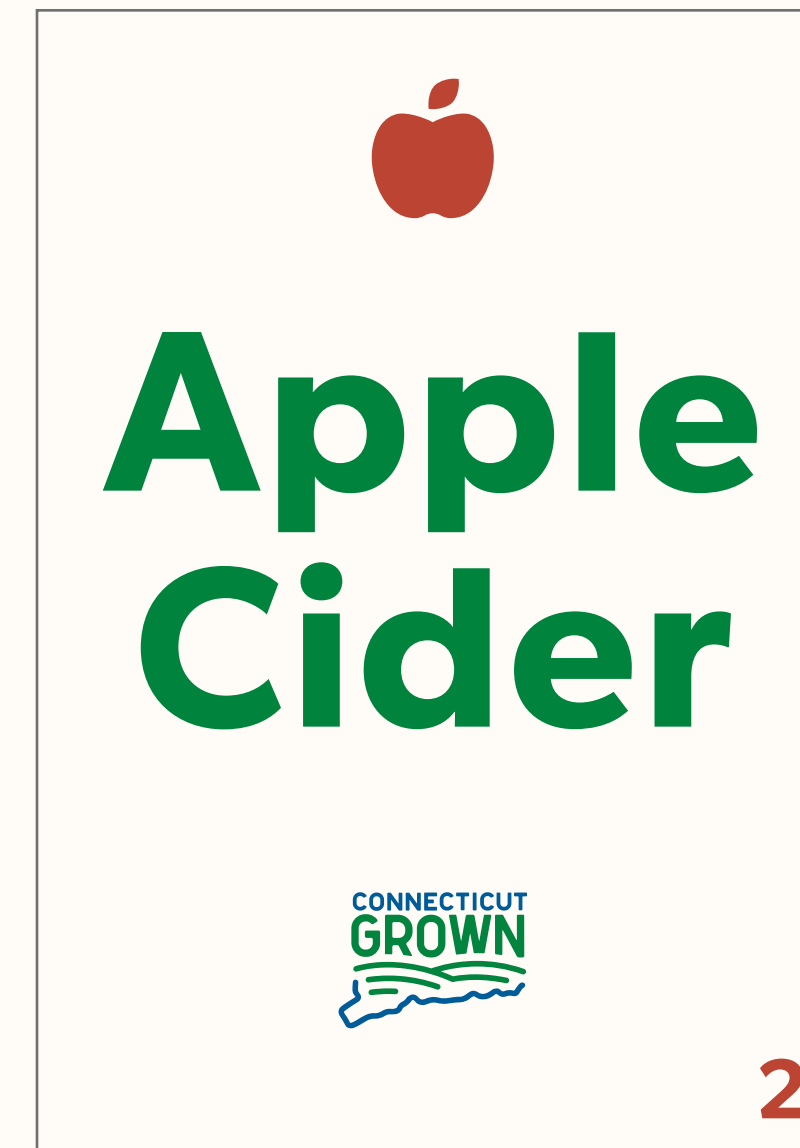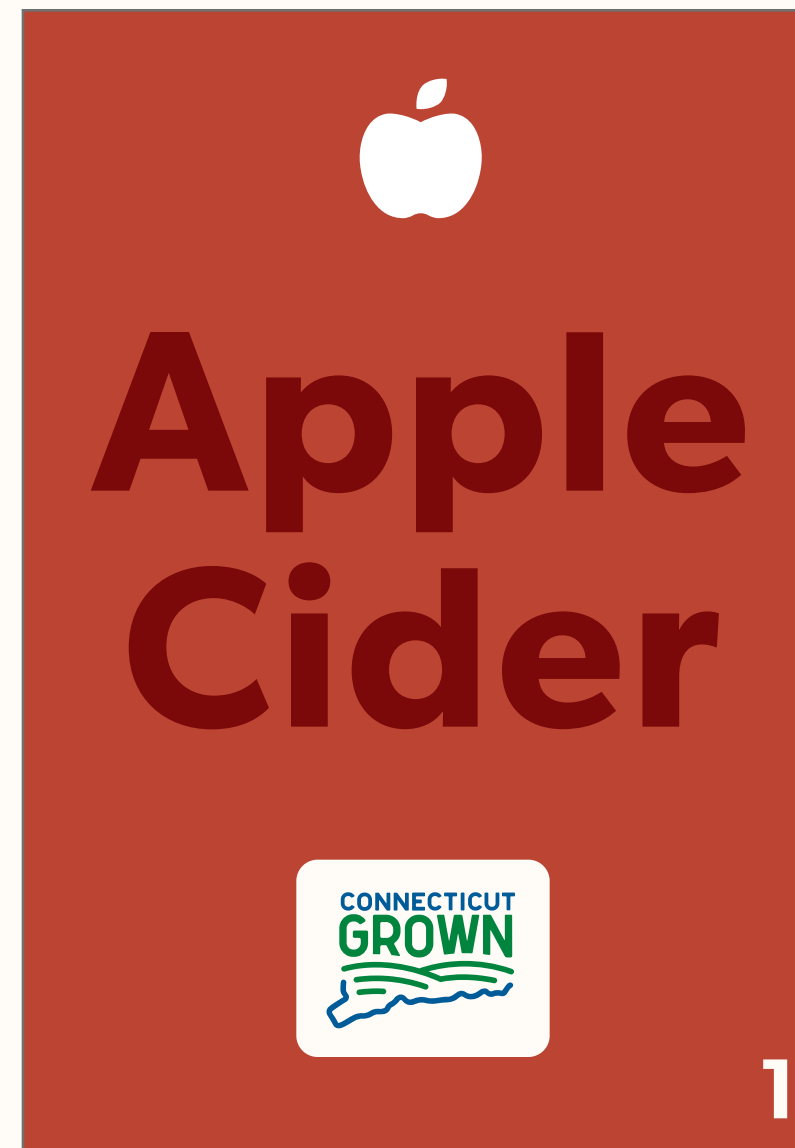
Logo Sizing on Packaging

When the logo is larger than 3/4" the website tag should be included with the logo. When the logo is between 1/2" and 3/4" just the primary logo should be used. If the logo is less than 1/2" the icon logo with the website should be used.

Logo Labels

When the logo is placed on a label it should always be on white. If the color of the label is not white, the logo should be placed inside of a white box with slightly rounded corners.

If the label is printed in 4 colors or less (screenprinting, vinyl, etc.) the logo should always be white when possible. This is the only time the logo can be printed in white on an off-brand color (ex. 5). The only time the logo can be used in an off-brand color is when there limited printing capacity (ex. 4).

Icon Labels

When the icon is placed on a label it should always be on white. If the color of the label is not white, the icon should be placed inside of a white box with slightly rounded corners.

If the label is printed in 4 colors or less (screenprinting, vinyl, etc.) the icon should always be white when possible. This is the only time the logo can be printed in white on an off-brand color (ex. 5). The only time the icon can be used in an off-brand color is when there limited printing capacity (ex. 4).