

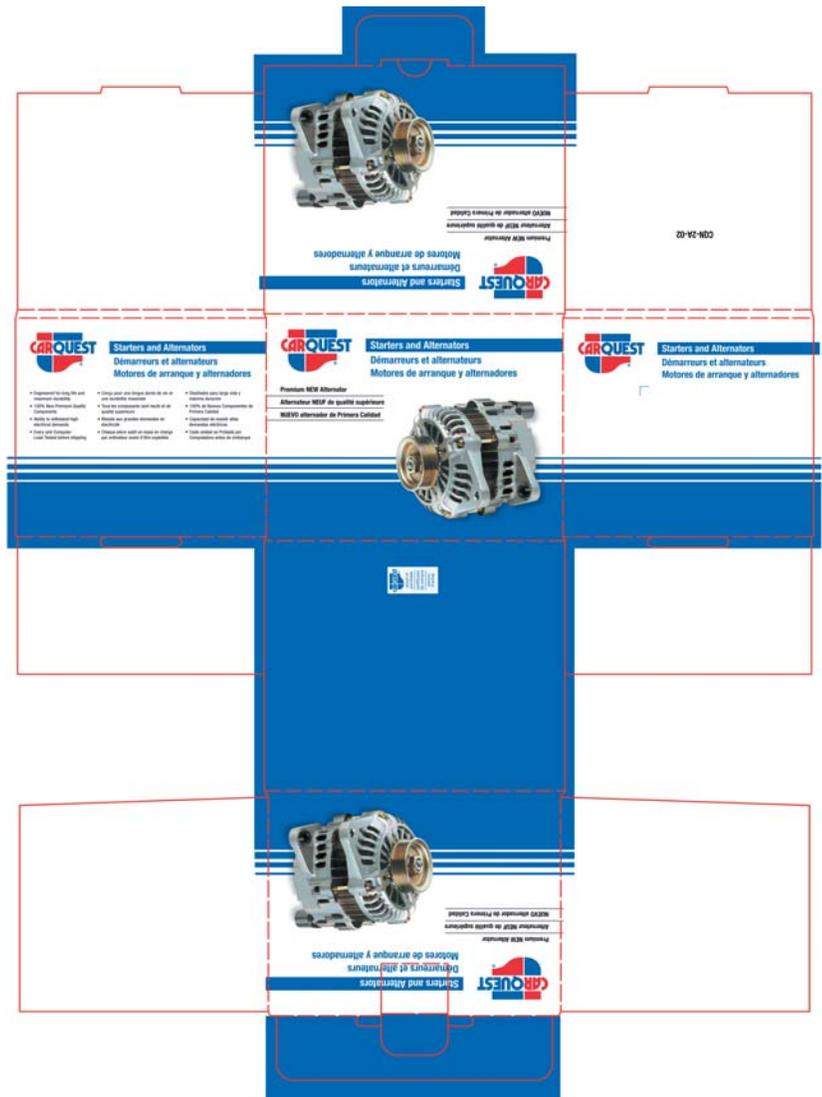
CARQUEST Packaging Basic Principles

Initial package designs must be submitted to Michael Shields and your CARQUEST Product Manager. Michael Shields will review, direct and approve the design of the package and your CARQUEST Product Manager will review all copy and photographs for accuracy. Your Product Manager will copy Michael on content changes. You will receive final approval on the design and content from Michael Shields. Once approved, please send a copy of your working files in their original Adobe Illustrator format to: Michael Shields, CARQUEST Corporation, 4401 Atlantic Ave., Raleigh, NC 27604

Do not submit color proofs that you have received from your packaging printer to CARQUEST. These should be reviewed and signed-off by the designer who submitted the files to the printer. It is their responsibility to ensure that these color proofs match the files that they submitted to the printer.

All CARQUEST packaging should follow these basic principles:

- All information must be shown in the order of English, French and Spanish.
- Any panel with appropriate dimensions should have the full graphics defined by: top element, product image and color striping.
- Every package should have at least one panel containing the full graphics.
- One panel can be used for in-depth selling/product information.
- One of the non-primary panels should leave room for the part number/UPC code. This panel can be left blank unless there is room for the top element (CARQUEST logo and Blue Bar/Text only - Black Text/Black Lines are not required on this panel).
 - Orientation of part number/UPC should match existing packaging.
 - For approval purposes, package designs should indicate where the part number/UPC will be and the size/location of any label that may be used on the box for these items.
- Panels should orient toward the top of the package, which is the panel that is opened by the end-user.
- Given the appropriate panel dimensions, the color striping should wrap around the package.
- When the striping converges at the bottom of the box, the bottom should be solid in color. Minimal information can be placed on this panel such as address and proof of purchase.
- Very small/narrow panels can eliminate the color striping.
- Narrow panels should use the modified top element which is setup in a vertical format.
- When a panel size is so small that the text in the top element is less than 6 pt., the Blue Bar/Text element should be removed and only the logo should be used.



For questions regarding these principles or any of the instructions, please contact:

Michael Shields
michael.shields@gpi.com
(919) 573-3304



CARQUEST Packaging Template Instructions

You must work directly from the Adobe Illustrator templates that are provided and should only use the elements from these templates. Do not work from a PDF and do not recreate/redraw any of these elements. Any previous CARQUEST logos you may have in your archives should be deleted.

APPROVED COLORS

Package templates are designed to be printed in 6 colors using: Pantone 186 (red) and Pantone 286 (blue) for the CARQUEST colors; process color for the photographic product image; and Black for specific text and lines.

ELEMENTS

Packaging template graphics consist of the following:

1. CARQUEST Logo
2. Blue Bar/Text - used for general product line
3. Black Text/Black Lines - describes what is in the box
4. Color Striping
5. Product Image

The CARQUEST logo (1), Blue Bar/Text (2), and Black Text/Black Lines (3) are considered one element (referred to as the “top element”) and should **ALWAYS** remain grouped together. **NEVER** move or scale any of the three elements individually. They **MUST** maintain the exact spacing and size relationship as in the original template.

PROPER SCALE OF ELEMENTS

Initially scale the top element (CARQUEST logo, Blue Bar/Text, and Black Text/Black Lines) and color striping at the bottom of the panel all together to achieve the proper size to fit your specific package. If side panels are a different size from the front and back panels, the top element should be scaled to fit. If the color striping wraps around the package, it will need to be the same size as on the front. If possible, elements on like panel sizes should match in size. If a panel requires room for a bar code or part number, the top element may be smaller than the other panels.

CORRECT SPACING OF ELEMENTS

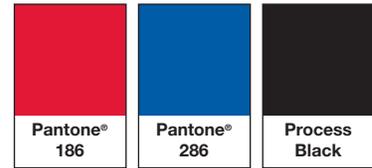
The basic element used to determine correct spacing is the height of the “T” in the CARQUEST logo. After scaling the top element and color striping together to fit the specified panel size, draw a square the height of the “T” in the CARQUEST logo and use that to measure all distances. If necessary, continue to reduce the size of all the elements to achieve the minimum spacing defined below.

TOP ELEMENT (Logo, Blue Bar/Text, Black Text/Black Lines)

Logo - Clear space on all sides of the CARQUEST logo is **ALWAYS** the height of the “T” in the CARQUEST logo at final size. The top element should be positioned so that the left and top edges of the CARQUEST logo are the height of the “T” from the panel edge. This space may be increased slightly if the corners of the package are wide due to the thickness of the packaging material being used.

Blue Bar/Text - Space between text and right edge of panel should be no less than the height of the “T” in the CARQUEST logo at final size. Once final size of the top element has been determined, extend or reduce the width of the blue bar to fit the panel width. French and Spanish text may break to two lines if necessary (similar to black text in the example shown at right).

Black Text/Black Lines - Space between bottom of CARQUEST logo and top of first line of black text is **ALWAYS** the height of the “T” in the CARQUEST logo at final size. Text aligns to the left with the “C” in the CARQUEST logo.



The example above illustrates the minimum spacing requirements. The Black Text/Black Lines element has been modified in this example, in an acceptable manner, allowing more room for the product image.

CORRECT SPACING OF ELEMENTS (cont'd.)

COLOR STRIPING

Color striping at bottom of panel should **ALWAYS** be scaled initially with the top element to maintain correct proportions.

Color striping should not exceed 1/3 of the height of the panel.

The large solid in the striping at the bottom of the panel should be a minimum of 4 times the height of the "T" in the CARQUEST logo at final size.

Space between the top of the color striping and the bottom of the "Black Text/Black Lines" should be a minimum of 2 times the height of the "T" in the CARQUEST logo at final size.

PRODUCT IMAGE

ALWAYS use a high resolution, full color (CMYK) photographic image that is no less than 300 dpi at final size. **Never** enlarge a smaller image by resampling, resizing or reinterpolating the image. This will cause loss of image quality. **NEVER** use a grayscale photograph or vector artwork.

Ensure that the product image is cut out precisely and does not have any leftover background or halo of light showing around its edges.

Image should never be more than 3/4 of the total width of the panel it is used on.

Product image should have a 50% Black drop shadow applied behind it. Make sure shadow is blurred (not hard edged) and set to overprint the color striping at the bottom of the panel.

Boxes with panels 1.75" wide x 2.75" high or smaller do not require a product picture.

FONTS

Fonts are available to be downloaded along with the packaging templates and are supplied in both Mac and PC formats.

Font used for Blue Bar/Text, and Black Text/Black Lines:

Mac: Helvetica Neue LT 77 Bold Condensed

PC: Helvetica LT 77 Bold Condensed (filename: LTe50874.ttf)

Font used for selling/product information on back panel:

Mac: Helvetica Neue LT 77 Bold Condensed; Helvetica Neue LT 57 Condensed

PC: Helvetica LT 77 Bold Condensed (filename: LTe50874.ttf);

Helvetica LT 57 Condensed (filename: LTe50872.ttf)

Font size will vary depending on the final size of the graphic elements.

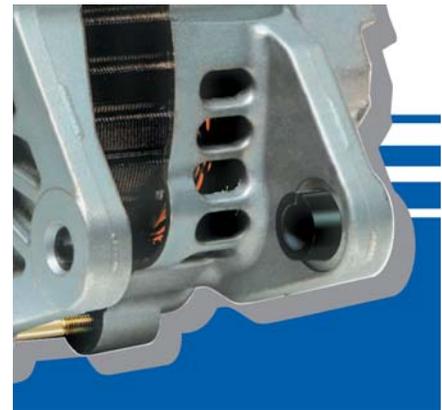
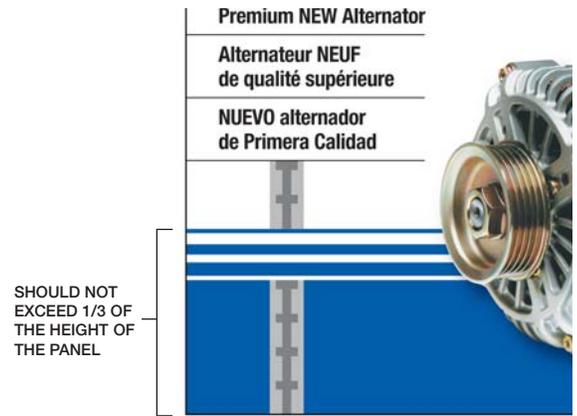
Font size for selling/product information on back panel should be no larger than 12 pt. and no smaller than 6 pt. It is recommended to use the largest point size possible to ensure readability. A combination of Bold Condensed and Condensed fonts may be used.

DESIGN SUBMISSION & APPROVAL

Initial submission of new package design for approval requires that you also send a PDF of the old design flat. Files submitted for approval must be 100% final size, include dimensions, and indicate the size and location of all part number/UPC labels.

Upon approval and completion of the new package designs, you will need to send a copy of the working files in their original Adobe Illustrator format to:

Michael Shields
CARQUEST Corporation
4401 Atlantic Avenue
Raleigh, NC 27604



INCORRECT

Product image is not cutout precisely. Shadow is not blurred and not set to overprint the color striping.



CORRECT

Product image is cutout precisely. Shadow is blurred and overprints color striping.