

The minimum size that the Retail/Consumer Logo may be used is 1" (25.4mm) width. Width is defined as the space from the beginning of the left edge of the shadow "P" in Pac-Barrier to the right edge of the "M" in Trade Mark. The TM must appear in all representations of the Logo.

*Minimum size 1"*  
*All colour applications*



The Retail/Consumer Logo must be free of any other graphic elements. The objective is to draw attention to the Retail/Consumer Logo by providing a sufficient amount of open space around it.

The minimum amount of open space required between the Retail/Consumer Logo and all other graphic elements is indicated below by the dotted line. All typography, photography, illustrations or trim edge of the printed page must be outside this space.

*Minimum open space required around the Retail/Consumer Logo*



The height of the "P" in "Pac-Barrier" defines the minimum open space required around the Retail/Consumer Logo: one height of the "P" defines the space above and below; and left and right of the Retail/Consumer Logo. The Retail/Consumer Logo, in any size, must adhere to this standard.

Illustrated below is an example of an improper application of the Retail/Consumer Logo.

## **Unacceptable**

*Type must not appear within the minimum open space required around the Retail/Consumer Logo*

