

## United Sans Condensed Bold

Package fronts, icon copy and product names

## United Sans Condensed Medium

Less prominent copy for package fronts

## United Sans Regular Heavy

Reserved for special use on package fronts

## Berthold Akzidenz Grotesk Extra Bold Condensed

Headers and call-outs for back of packaging, collateral and POP

## Berthold Akzidenz Grotesk Bold Condensed

Call outs on back of packaging, collateral and POP

## Berthold Akzidenz Grotesk Condensed

Running copy, country of origin, benefits and legal claims for  
back of package, collateral and POP

## MICRO TECHNIC CONDENSED

Numerical characters for package fronts

## VIPER IRWIN

Headline copy (uppercase letters only)

## Arial

For Web, PowerPoint and internal communications

### D. Fonts

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The United Sans fonts to the left are to be used primarily on the front of packaging and anywhere else the product name is called out.

The Berthold Akzidenz Grotesk fonts to the left are to be used on the back of packaging, all collateral and POP.

All numerical characters should be set in MICRO Technic Condensed. X-Factor call-outs and numbers appearing in running copy are the exception to this rule.

Running copy formatting standards apply to any text in paragraph form, such as on brochures, at the bottom of the advertising template, etc. Running copy should be set in Berthold Akzidenz Grotesk Condensed.

**Note:** Different fonts are permitted to be used for stylized logos and product names (4Point, Mach6, etc).