Icon Formats

Straight

Preferred design for icons placed on the right side.

Preferred design for icons placed on the left side.

Angled

Trilingual Example

Bilingual Examples

Round (LIMITED USE)

European (No Language)

Bilingual Example

Trilingual Example

Note: Round icons should only be used once you have three or more icons and you need to draw special attention to another attribute or benefit.

Arrows

4-Color Process

Spot Color

Double Headed

F. Iconography

Product Attribute Icons
Product attribute icons should be highly detailed line art with a three-dimensional look. When possible, the icon graphic should protrude out of the icon box and have a drop shadow. For maximum consistency across product category, all graphics within the product line should be considered when determining icon shape and location.

The shape of an icon is determined along the price point continuum, with the straight icons being utilized on OPP/MPP product lines and the angled icons reserved for HPP product lines. The round icon should only be used under special circumstances, once you have three or more icons and you need to draw special attention to another attribute or benefit.

Straight Icons
The angle of the call-out box must lean to the right at 78º (one side only). The bounding box has a 1pt. black border with a white fill and the call-out box has a 1pt. white border with a black fill.

Angled Icons
The angle of the call-out box and bounding box (both sides) must lean to the right at 78º. The bounding box has a 1pt. black border with a white fill and the call-out box has a 1pt. white border with a black fill.

Round Icons (LIMITED USE)
Text in round icons should be all caps. If the package is trilingual, English and French appear in the circle, with Spanish in plain text in close proximity to the icon.

Arrow Icons
An arrow is used to draw attention to a particular part of a package or specific point in an icon. The standard color and shape to the left should be used consistently on all packaging, merchandisers and collateral.