Introduction

Using the Guidelines
The guidelines in this document are recommendations for using the Zebra brand on product packaging. They standardize the size and placement of the logo and all mandatory and optional information.

Types of Packaging

Unit Packaging
Packaging for an individual product shipment.

Unit Packaging within Over Pack
A group of same products packaged together inside an over pack or master carton.

Over Pack / Master Carton
A large package consisting of identical individual unit packages inside.

Shipping Pack
A unit, master carton or other that will also have shipping labels.

Supplies and Accessories Packaging
Specialized packaging for supplies, accessories, aftermarket components and parts.

Please direct any questions to: GPDL@zebra.com.
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Packaging Overview
Packaging Overview
Visual Direction

Design Layout
The following is the recommended design layout for Zebra product packaging. It emphasizes the Zebra brand, is free of distracting elements, and moves most product information to a printed label instead of being printed on the box itself.
Packaging Overview

Packaging Types

**Branding Consistency**

Zebra has a broad range of packaging types and sizes with different needs and requirements. The recommended packaging direction enables scalability of the branding across the portfolio.

Examples shown are intended to demonstrate visual scalability and placement only. Specific content on packaging can vary based on specific context.
Packaging Overview
Slotted Type vs. Folder Type

Defining Terms
The two most common box types are pictured here. Relevant, outwardly visible faces are labeled here and will be referred to throughout the document.

Slotted Type (split top and bottom)

Folder Type (full top + bottom)
Packaging Information
Packaging Information
Level 00: Box Manufacturer’s Information

This information is printed by the box manufacturer.
Packaging Information
Level 00: Box Manufacturer’s Information

This information is printed by the box manufacturer.
Zebra branding must appear on all product packaging (unit or overpack) unless any of the following criteria are met:

- Box contains non Zebra-branded products.
- Absence of box branding is a core customer requirement
- Box contains parts, supplies, aftermarket kits or accessories
- Box is a carrier of components or shipping container
Packaging Information
Level 01: Mandatory Branding

Zebra branding must appear on all product packaging (unit or overpack) unless any of the following criteria are met:

• Box contains non-Zebra-branded products.
• Absence of box branding is a core customer requirement
• Box contains parts, supplies, aftermarket kits or accessories
• Box is a carrier of components or shipping container
Packaging Information
Level 02: Optional Information

This information will appear on packaging at the project team’s discretion. This example outlines content type and location, not specific wording.

In an effort to encourage box sharing and reuse, consider placing optional information on the box label instead of printing on the box itself.
Packaging Information
Level 02: Optional Information

This information will appear on packaging at the project team’s discretion. This example outlines content type and location, not specific wording.

In an effort to encourage box sharing and reuse, consider placing optional information on the box label instead of printing on the box itself.
Packaging Guidelines
Packaging Guidelines

Typography

**Arial Bold**
Use for model number and emphasizing text on packaging.

ABCDEFGHijklmnopqrstuvwxyz
1234567890

**Arial Regular**
Use for text on packaging.

ABCDEFGHijklmnopqrstuvwxyz
1234567890
Packaging Guidelines
Logo Size and Application

Determining Logo Size
The largest Zebra logo should be 1/3 the width of the Major Side. All other logos on the box should be between 1/3 X and 1.5" wide. Opposing sides should have the same size logo.

Edge Clearance
Ensure that the logo maintains a .5" (12.7mm) clearance gap on all sides. If this forces the logo to shrink smaller than 1.5" (38.1mm) wide, omit the logo.

Ensure that labels do not violate the standard logo clearance (twice the width of the “B” ascender).
Packaging Guidelines
Regulatory, Care, and Handling Icons

Use these icons to communicate regulatory, care and handling instructions to users. Please reference the icon guidelines/library for further information.

Stack Height Variations:
1. Identify necessary icons based on package needs.

2. Order icons as seen here. Any additional icons can be added at the end of the block.

3. Align icons in a row with a 1/10X gap between icons where X equals the width of the icon.
Packaging Guidelines
Optional Information Size

Regulatory, Care, and Handling
Regulatory, care and handling icon block can be placed on the bottom left of packaging graphics, as close to the minimum clearance as possible. The Zebra logo referenced is the one used on the Major Side of the packaging graphics.

Regulatory, care and handling icon block is equal to the height of Zebra text.

Model Number
Model number can be placed on the bottom right of the product packaging, as close to the minimum clearance as possible. The Zebra logo referenced is the one used on the Major Side of the packaging graphics.

Model name is 1/2 the height of Zebra text.

Model name font is Arial Bold.
Packaging Guidelines
Optional Information Placement

Placement on Box
Model number and regulatory, care, and handling icons can be placed on the bottom right and bottom left of the Major Side of the product packaging respectively. They should be positioned as close to the minimum clearance as possible.

Box Edge Clearance
\( a \) is at least .5" (12.7mm), but no more than 1" (25.4mm)

Logo Clearance
The accepted clear space for the horizontal version of the logo is \( 2n \), where \( n \) = the width of the vertical stroke of the B in the Zebra logotype.
Packaging Guidelines

Label Format

The following label format is familiar to users but cleans up elements and increases brand visibility.

This guideline does not establish standards for label size except to recommend that label size/orientation should account for the logo and optional information guidelines outlined herein to avoid conflict.

Content will vary by product. Always perform test scan to make sure barcodes are readable.

- Zebra logo in upper right-hand corner
- All content left-justified
- Icons on lower part of label but above serialized barcodes if present

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Packaging Guidelines

Label Placement

Use corner markings to aid in proper label application.

**First preference:** Place labels on opposing corners, avoiding all printed elements.

*Figure: Label placement on opposing corners.*

**Second preference:** Place label completely covering a printed element. Place on single side if unable to wrap around opposing corners.

*Figure: Label covering a printed element.*

**DON'T** partially obscure printed elements.

*Figure: Label partially obscuring printed elements.*
Packaging Guidelines
Lithium Battery Labels

Label Format
As of January 1, 2017, all packages containing lithium ion batteries should include the following label and mark.

Note that the previously mandated safety document is no longer required with battery shipments.

Please visit www.IATA.org or consult with your shipping partner for the most current dangerous goods regulations regarding lithium battery shipping guidelines.

Label Placement
Place the labels in the upper left hand corner of the box or as otherwise dictated by shipping partner. Take care to avoid obstructing brand elements printed on the package.

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Lithium Ion Label
Minimum size: 100mm x 100mm

Where to use:

<table>
<thead>
<tr>
<th>UN #</th>
<th>PI</th>
<th>Section</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>3480</td>
<td>965</td>
<td>IA</td>
<td>Battery</td>
</tr>
<tr>
<td>3480</td>
<td>965</td>
<td>IB</td>
<td>Battery</td>
</tr>
<tr>
<td>3481</td>
<td>966</td>
<td>I</td>
<td>With equipment</td>
</tr>
<tr>
<td>3481</td>
<td>967</td>
<td>I</td>
<td>In equipment</td>
</tr>
</tbody>
</table>

Lithium Ion Mark
Minimum size: 120mm x 110mm

Where to use:

- * Place for UN number(s)
- ** Place for phone number for additional info

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Label Application
Label Application
Overpack / Master Carton Packing

To accommodate master carton packing for products, the label is applied to the side of the unit packaging that will be upward facing inside the master carton.

1. Determine which side is to face upwards.
2. Find center
3. Apply label
4. Pack into master carton

Example A - Minor Side

Example B - Major Side
Label Application
Guidelines

Label can be applied to any vertical side as long as it does not partially obscure branding. The following images show correct and incorrect application of labels on different types of packaging. Label content may vary.

Correct Application
Unit Pack
Corner Label
Large Side Label
Small Side Label
Master Carton Label

Incorrect Application
Box information partially obscured.
Simple Clean Packaging
Resolving Interferences

If a packaging label interferes with a standard logo location these steps should be used in sequence until the interference is resolved.

1. **Label location**
   The label should be applied in one of the three orientations below. The label may be applied over the logo as long as it covers completely.

2. **Logo size**
   If the label interferes with the logo size, the logo size should be adjusted. The logo should not be scaled smaller than 1.5" wide.

3. **Logo on fewer sides**
   If the label interferes with the logo, the logo may be removed from one or both opposing sides where the label/s will be applied.

   If the label is removed from the side/s of a folder type box, the logo may be applied to the top panel for additional branding.

4. **Label size**
   If the label interferes with the logo, the label size should be adjusted accordingly to fit label format and placement.

5. **Logo on label only**
   If none of the previous steps resolve the interference, the logo may be placed solely on the label.
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