

## 2.0 YUPO LOGO STANDARDS

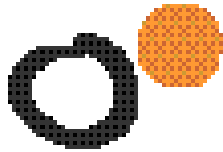
We strive for consistency in usage and placement of the YUPO logo in order to present Yupo Corporate America in the marketplace as an industry leader. It is through a consistent approach to the logo use, layout, typography, and colors that we expect the YUPO identity to communicate its strength and clarity.

The following section describes the proper usage and placement of the YUPO logomark. Please follow these guides closely whenever designing anything for Yupo Corporation America. Additionally, the logo can be downloaded in many formats from the YUPO website at: <http://yca.yupo.com/corporateguidelines>.



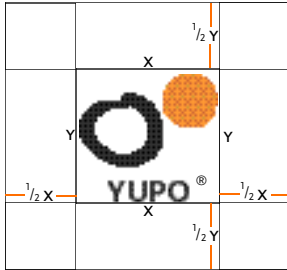
## 2.1 THE YUPO LOGO

The YUPO logo combines two elements: the YUPO logomark and the YUPO name. The proportional relationship of these two elements are predetermined and may not be changed. The size and position of the logo is flexible, yet established. The following pages describes its use. A registration mark (®) must always follow the YUPO name in the logo and be in direct proportion to it. The logo can be downloaded at: <http://yca.yupo.com/corporateguidelines>.



## 2.2 LOGO MESSAGE

The YUPO logomark combines the orange sphere of the sun with the circle of the universe to represent a symbiosis of earth and sky. The combination of globe and circle represents harmony, while symbolizing Yupo's strength, stability, and relationship with man, the earth, and the universe. The handwritten style demonstrates that YUPO has a natural and genuine sensitivity, as well as a forward vision. The colors of orange and black are used to create high contrast with modern appeal.

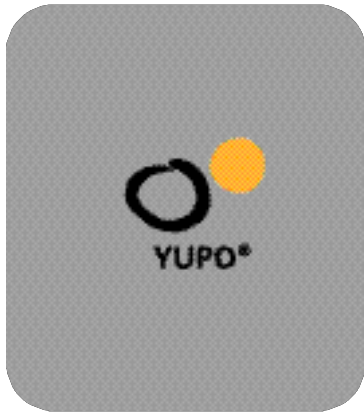


### 2.3 LOGO SIZING

The YUPO logomark and logo name must always be used in the proper proportion to each other. When sizing the logo, the logo name and logomark must be sized together. Additionally, for corporate logo positioning, they should always be used together. Never break them apart and use them separately when using the corporate logo, unless using the logomark by itself for illustration purposes. (If this is done, full logo must also appear elsewhere on the piece.)

An area of clear space around the logo free from any typography, illustration or other graphic elements must be maintained. At a minimum, the clear space should be equal to half the size of the logo height and width.

Refer to section 2.4 for acceptable logo uses.



PREFERRED



PREFERRED



ACCEPTABLE

#### 2.4 LOGO PLACEMENT & USAGE

The examples above are acceptable uses of the YUPO logo. The preferred usage is shown with black and orange (PMS 1505) and can be used on a white background or any other light-colored solid background that the logo will print legibly over. (High contrast patterns are not recommended). The logo must be readable. If the logo is being placed on a black background, that is also acceptable, but must be reversed out as shown above. Any other placements and usages are questionable, thus should not be used.

The logo should be placed at the bottom of the page or the end of the piece, like a period at the end of the sentence. Whenever possible, the logo should be placed on the cover. If this is not a possibility, the YUPO tagline should be on the cover, and the logo placed on the back cover. The Yupo corporate information, preferably with a call to action, must also appear somewhere on the piece directly below the logo. Please refer to section 4.0 for this information.

If you have any questions on logo usage or placement, please call Yupo Corporation America at 1.888.USE.YUPO.

FONT—FF SCALA.

YUPO AS PRODUCT IS IN ALL CAPS. YUPO AS COMPANY NAME IS IN INITIAL CAPS.

YUPO synthetic paper is an example of Yupo Corporation America's desire to take a leadership role in the world's marketplace of paper products.

FONT—SCALA SANS-ALL CAPS.

YUPO AS PRODUCT IS IN UPPERCASE. YUPO AS COMPANY NAME EITHER IN SMALL CAPS OR INITIAL CAPS.

YUPO SYNTHETIC PAPER IS AN EXAMPLE OF YUPO CORPORATION AMERICA'S DESIRE TO TAKE A LEADERSHIP ROLE IN THE WORLD'S MARKETPLACE OF PAPER PRODUCTS.

OR...

YUPO SYNTHETIC PAPER IS AN EXAMPLE OF YUPO CORPORATION AMERICA'S DESIRE TO TAKE A LEADERSHIP ROLE IN THE WORLD'S MARKETPLACE OF PAPER PRODUCTS.

## 2.5 YUPO NAME IN TEXT

The logo name YUPO must always be placed in CAPS when referring to the product of YUPO. When referring to the company, Yupo must always be in Initial caps. If using ALL CAPS for all of the text (example—Scala Sans ALL CAPS), then place the word YUPO in uppercase as well when referring to the product. If using this font for the corporate name of Yupo keep the name in ALL CAPS, either with or without the initial cap.