

3.0 YUPO TYPOGRAPHY GUIDELINES

The Yupo corporate fonts have been selected purposefully, and they have been established to maintain consistency and integrity of brand. Without full and careful seamlessness of font usage, the message is confusing. Please adhere to the following guidelines when using fonts for any marketing materials for Yupo Corporation America.

SCALA SANS - ALL CAPS

(Used for taglines, subheads, headlines, text, and captions.)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890
,.?!';":[]{}()

SCALA SANS - PLAIN

(Used for headlines or text, but Scala Sans-Caps is preferred.)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890
,.?!';":[]{}()

3.10 THE FONTS — SCALA SANS

Selected for its modern, yet classic appeal, the Scala Sans Family is YUPO's premier font. Remaining true to its classic predecessors, it is a font that looks contemporary whether small or large. For YUPO marketing purposes, Scala Sans is used primarily in ALL CAPS (Scala Sans - CAPS), with no initial caps.

Scala Sans is used in the taglines, subheads, and sectional heads, as well as for text copy in smaller marketing pieces. Scala Sans Bold-Plain is used to typeset 'Yupo Corporation America' when listing corporate name and information. Otherwise, bold and italic of Scala Sans are used only if necessary. When using this font as Scala Sans - CAPS, the word YUPO is set all in uppercase when referring to the product, which allows it to stand out from the rest of the copy. If referring to the company of Yupo, leave as is with rest of text.

Leading for YUPO marketing pieces should be comfortable, with at least a 30% increase over size of type. For YUPO marketing pieces with less type, a minimum of 50% increase is preferred. Tracking of Scala Sans should also be loose. Tracking of the tagline is at +70. Tracking of headlines and marketing text should be at a minimum of +25, and a maximum of +70. The tracking in the subheads of this document are at +50, which is a comfortable YUPO tracking distance.

Please see section 3.2 for usage examples.

FF SCALA

(Used for areas of a large amount of text copy or technical copy. However, for small sections of type for marketing items, use Scala Sans Plain or Scala Sans CAPS.)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890
. , ? ! ' ; " : [] { } ()

3.11 THE FONTS — FF SCALA

Also selected for its contemporary and traditional appeal, this serif typeface is YUPO's main font for use with large areas of text. Used in instances such as this Corporate Standards Manual, FF Scala is the perfect font when designing pieces with a lot of copy. It is used only for text copy — mainly technical copy—and when small areas of copy exist, Scala Sans is still the preferred YUPO font. FF Scala is also used for Yupo's corporate information, such as on the corporate stationery system or on the bottom of a marketing piece. Please review the examples in the following section.

FF Scala should be used only in its standard case format (not in ALL CAPS), however, bold and italic of FF Scala can be used. When using this font, the word YUPO is set all in uppercase when referring to the product, which allows it to stand out from the rest of the copy. If referring to the company of Yupo, use initial caps only.

Leading for YUPO marketing pieces should be comfortable with at least a 30% increase over size of type. Tracking of FF Scala is preferred to be moderate, from 0 - +10, since there tends to be more text when using this font.

Please see section 3.2 for usage examples.

UNIVERS 65 BOLD—CAPS

(Used only for the logo name—in the tagline and under the logo mark.)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

3.12 THE FONTS—UNIVERS 65 BOLD—CAPS

Lastly, selected for its strength, Univers is the residing font for the YUPO logo name. Whenever the YUPO logo is used, Univers 65 Bold Caps must be used below the logomark for the logo name. Univers 65 Bold Caps is also used for the logo name in front of the tagline. Please limit the use of Univers to the logo name and do not use Univers for headlines, especially with point sizes above 60 pts. This font was not selected for large areas of type.

Tracking and kerning for the YUPO logo name should match the logo. Tracking when it exists at the front of the tagline should be +30. Please use the logos provided to you on YUPO's website or on CD and do not re-create them. Univers 65 Bold Caps should not be used in any other situation.

Please see section 3.2 for usage examples.

YUPO REFLECTS YOUR CREATIVE URGES

THERE ARE FEW PAPERS THAT CAN WITHSTAND THE CHALLENGE OF THE CREATIVE MIND. YET BACKWARDS & FORWARDS, YUPO HAS PASSED THE TEST. SMOOTH, STRONG, AND SWEETLY COMPELLING, YUPO IS THE PREMIUM CHOICE FOR THOSE CREATIVE JOBS WHERE NO ORDINARY PAPER WILL DO. FROM METALLIC TO FOIL-STAMPING, EMBOSSEING AND DIE-CUTTING, IT PERFORMS LIKE NO OTHER. AND WITH A FULL LINE OF OPAQUES AND TRANSLUCENTS TO CHOOSE FROM, YOU'LL BE SURE TO FIND A STYLE THAT'S RIGHT FOR YOU.

SO THE NEXT TIME YOU FEEL THE CREATIVE URGE GNAWING AT YOUR SOUL, GIVE INTO YUPO'S MAGNETISM. IT WILL SATISFY YOUR CRAVINGS AND DRAW YOU BACK FOR MORE.

YUPO®

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 Chesapeake, VA 23020

FOR SAMPLES OR INFORMATION CALL:
1.888.USE.YUPO

VISIT OUR WEBSITE AT:
www.yupo.com

YUPO. A NEW TEMPTATION FOR THE CREATIVE APPETITE.

Annotations:

- Scala Sans-Caps (Plain) Tracking — +48 PMS 1505
- Scala Sans-Caps (Plain) Tracking — +28 Black
- Scala Sans Bold (Plain) Tracking — 0 PMS 1505 (May also be place in White or Black)
- FF Scala (Plain) Tracking — 0 Black
- Univers 65 Bold (CAPS) Tracking — +30 PMS 1505 (May also be placed in Black or White).
- Univers 65 Bold (CAPS) Tracking — +11 Black
- Scala Sans-Caps (Plain and Bold) Tracking — +20 Black (May also be placed in White or PMS 1505)
- Scala Sans-Caps (Plain) Tracking — +70 Black

3.2 FONT USAGE

Above are examples of each of the three fonts and their uses. Please review them for consistency of brand. Of course, there may be a need to use a different font for a headline in order to fit the style of a particular piece. This is understandable. However, we ask that a consistency of the other fonts in the piece be closely followed. For technical copy or large amounts of text, we ask that you use this Corporate Guidelines piece as an example. The text in this piece is FF Scala 8/15, with tracking at 0. Subheads are Scala Sans-Caps 8/10, with tracking at +50.

If you have any questions on font usage, please call Yupo at 1.888.USE. YUPO.