Easysnap®

THE ONE HAND OPENING TECHNOLOGY

CORPORATE BRANDING GUIDE 2017

Index

1. Introduction

The heart of the brand Easysnap® is a unique worldwide revolutionary patent. We work daily to make it even better and convey its advantages and let it be appreciated by as much people as possible and in almost all world markets. We believe at the innovation and uniqueness of Easysnap will become a standard reference in all aspects of packaging and design. On the other hand, we never stop looking for improvements.

Our communication strategy is suitable to be applied on an international scenario, in line with our market and growth targets. The Easysnap corporate identity involves all communication materials, advertising campaign, and sales brochures, up to the exhibitions' stand construction.

The following are the guidelines to be complied with to communicate and reinforce the Easysnap brand identity.

WHO SHOULD USE BRAND IDENTITY & DESIGN STANDARDS?

The short answer is: anyone who activates anything for the brand Easysnap. More specifically, the Brand Standards must be used by all Partners, distributors, customers, co-packers, licensees and other parties involved with Easysnap Technology.

Always use the latest version of the Corporate Branding Guide available. The Guide will be regularly updated and the latest version will be available on the Easysnap website www.easysnap.com (reserved area). We recommend to check and refer always to the latest available version.

Please distribute these to your marketing managers, product mangers, product marketers, and graphic designers to ensure your marketing materials are in line with Easysnap branding policies.

Always make sure partners, agencies and third parties have the latest version of the Brand Policy. Before obtaing access, all third parties must agree to keep the Brand Policy confidential.

In addition, be sure to seek local guidance for:
• Compliance with local legal regulations and mandates;
• Local legal approval of all materials prior to use in the marketplace;
• Alignment of the communication objectives for your market

All working materials mentioned in this guide are available in high resolution and insource files on the website www.easysnap.com, in a reserved area accessible after registration and acceptance by Easysnap staff. For info and registration: www.easysnap.com /corporate-kit-reserved.

1. General rules

1. Partners, distributors, customers, co-packers and licensees, recognize that Easysnap has the ownership of the patents; in their communication and marketing activities and in their commercial strategies they cannot attribute to themselves the ownership of Easysnap's patents.

2. A packaging featuring the Easysnap technology opening system is an "Easysnap". You should refer to it by the name "Easysnap" or "easysnap", as from our registered Easysnap Word Mark, in all written and spoken recurrences. *See chapter 3.2*

3. Partners, distributors, customers, co-packers and licensees cannot re-name and/or associate with theirs and/or a different name an Easysnap. Changing or creating any variation, transliterate or abbreviated any Easysnap trademarks for any purpose is forbidden. Our trademarks shall be properly marked using the symbols ® as appropriate. If you are in doubt which is the proper marking for the respective trademark, please contact our Marketing & Communication Department.

4. Easysnap trademarks must be reproduced in accordance with proper use of the Easysnap Logo in the last available version of Easysnap Corporate Guide. Easysnap logo shall only be used on their own or related to the name of Company or Product authorized by an Easysnap agremend and licensing. It's forbidden conjoin any Easysnap trademarks with any other company's names, brand or trademarks.

5. Every promotional/marketing communication related to Easysnap must also feature the logo "Easysnap" or, alternatively and priorly agreed upon, the logo "Easysnap Official Partner". The files of the logos will be provided by our Marketing & Communication Department. The rules for proper and authorized use of the logo are specified in our last version of Easysnap Corporate Guide.

6. Partners, distributors, customers, co-packers and licensees authorized by an Easysnap agreement and licensing are enable to describe Easysnap technology and product in their corporate communication; in this case their name and logo must appear more prominent than the Easysnap trademarks on all printed or digital publication.

7. Images and graphic representations belonging to Easysnap can be used in communication and marketing activities and in commercial strategies but they must feature the wording "© Easysnap" in each single recurrency.

8. It's forbidden imitate the distinctive shape of our packages, logos, graphic standard or website design.

9. Images and graphic representations belonging to Easysnap used in your communication and marketing activities and in your commercial strategies cannot be altered and/or modified respect to their original version. Every modification must be authorized. Upon request, Marketing & Communication Department is available to supply editable working material.

10. On-line publication and print out of images belonging to Easysnap must be authorized, after final draft validation.

2. Logo and Trademarks

The following are registered trademarks owned by Easysnap Technology, or its affiliates. The Easysnap trademarks are both figurative mark and word mark. For non-authorized use of this trademark please refer to our policy: http://www.easysnap.com/rules-trademark-use/

The absence of a trademark from this list does not constitute a waiver of Easysnap's trademark or other intellectual property rights concerning that trademark.

For more information on our trademarks please contact: alessio.bonizzato@easysnap.com

THE EASYSNAP LOGO

(Figurative Trademark)

This is a figurative trademark and our brand logo. It represents both the Easysnap patented product and the Easysnap affiliates company.

Easysnap®

THE ONE HAND OPENING TECHNOLOGY

THE EASYSNAP WORD

(Denominative Trademark)

Word mark to be used in Easysnap text-only and audio recurrences. A packaging featuring the Easysnap technology opening system is an "Easysnap". This trademark is adjective, and should not be made into verbs or made plural or possessive.

"Easysnap"

THE OPENING TRADEMARK

(Figurative trademark)

Figurative trademark for certified Easysnap opening system. It has to be placed on all Easysnap product, even by customers or third parties.

2. Logo and Trademarks

TRANSLITTERATIONS

Our trademarks can be used in official translitterations available, listed here below, for contry-based (locally) communication activities.

The absence of a trademark from this list does not constitute a waiver of Easysnap's trademark or other intellectual property rights concerning that trademark.

THE EASYSNAP LOGO. Chinese version
(Figurative Trademark)
Chinese version of our figurative trademark and our brand logo.

意 斯 耐 普

THE EASYSNAP WORD. Chinese version
(Denominative Trademark)
Ideogram word mark to be used in chinese Easysnap text-only and audio recurrences. A packaging featuring the Easysnap technology opening system is an "Easysnap".

"意斯耐普"
(YI SI NAI PU)

2. Logo and Trademarks

2.1 The Easysnap Logo

This is a figurative trademark and our brand logo. It represents the Easysnap patented product and the Easysnap affiliates company (Easysnap Technology & Easysnap Co-Packing).

The "easysnap" script is visually locked together with the stylezed icon that represents an Easysnap opening. The pay off describes the technology of the Easysnap main patents.

The Easysnap Logo shall only be used on their own or related to the name of Company or Product Machinery for communication and marketing activities purposes, authorized by an Easysnap agremeent and licensing.

It's forbidden conjoin the Easysnap Logo with any other company's name, brand, product, or trademarks.

Use only the approved versions of the Easysnap Logo available on the Easysnap website or provide by our Marketing & Communication Department.

Easysnap®

THE ONE HAND OPENING TECHNOLOGY

PAY OFF

The slogan expresses the main characteristic of Easysnap, the opening with one hand. The optioned language is English. The payoff translation, in the logo, is not permitted for exception of languages with non-Western alphabet.

2. Logo and Trademarks

2.1 The Easysnap Logo

Colors

REGULAR

- Color executions of the Easysnap Logo include the standard Logo on a white background and the reversed Logo in Easysnap Blue and white on a black background only, as described on the right.
- The Easysnap Logo must never be shown in other colors, even if they are within the Brand color palette.
- The Easysnap Logo must never be shown on backgrounds other than those shown here.

RESTRICTED EXCEPTIONS

- For media in which color is not an option (e.g., a black- and-white print ad), use either the restricted-use Easysnap Logo or the restricted-use reverse Easysnap Logo described below.
- For premiums, architectural details or other applications where the Easysnap Logo is etched, embossed, sandblasted or spot varnished, the color can be the same as the substrate of the material used.

STANDARD EASYSNAP LOGO

- *Light Blue Easysnap C79M21Y26 or Pantone 3125*
- *Blue Easysnap C93M86Y29K24 or Pantone 289*
- *White*

REVESERD EASYSNAP LOGO

- *Light Blue Easysnap C79M21Y26 or Pantone 3125*
- *Blue Easysnap C93M86Y29K24 OR PANTONE 289*
- *White*

RESTRICTED USE B&W EASYSNAP LOGO

- *Black 100%*
- *White*

RESTRICTED USE B&W EASYSNAP LOGO

- *White*
- *Black 100%*

2. Logo and Trademarks

2.1 The Easysnap Logo

Clear Space

Surround the Easysnap Logo with clear space that is, at a minimum, "hyphen height"
– i.e., equal to the width and the height of the hyphen "E".
A protected area around the logo prevents other design elements from reducing or
negatively influencing its impact.
No other elements may be placed in this area.
The protected area is determined by the logo ratio. It is also applied as the minimum
margin for sheet printing.

CLEAR SPACE

2. Logo and Trademarks

2.1 The Easysnap Logo

Minimum Size, ® Scaling

MINIMUM PRINT SIZE
At least 30 mm wide.

MINIMUM ONSCREEN SIZE
Display the Easysnap Logo at least 100 pixels wide and the TM at least 6 pixels in diameter.

The Easysnap logo is always used with the pay off. The ratio of the logo to the sub-line (pay off) must always be observed. The use of the logo without the pay off is limited to outdoor advertising, trade fair signage or banner visible from distance, gadgets.

30 mm
Mininum Print Size

100 px
Mininum On Screen Size

® SCALING
• Align the centre of the ® with the top and right hedge of the letter "p" in Easysnap lettering.
• When using the Easysnap Logo in smaller sizes, scale up the ® as needed to ensure legibility. Always scale the ® from the center alignment.

2. Logo and Trademarks

2.1 The Easysnap Logo

Don't

Do not use any other version of the Easysnap Logo. This includes variants in existing Brand Elements or lock-ups.

Do not remove or reposition the ®.

Do not add elements.

Do not add glows to the Logo.

Do not add strokes or outlines to the logo.

Do not scale/resize the Logo disproportionately.

Do not rotate the Logo.

Do not distort the Logo.

Do not skew the Logo or create false perspectives.

Do not use unspecified colors.

Do not enlarge "the one hand opening unit dose" separately.

Do not reduce "the one hand opening unit dose" separately.

Do not create a black disk icon.

**Do not** place on any color other than white.

2. Logo and Trademarks

2.1 The Easysnap Logo

Limited use

HORIZONTAL LIMITED USE

The horizontal version of the logo Easysnap places alongside the pay off on the right side of the logo. It is only used for digital communications (website, newsletters, social networks) where there is no requirement for the vertical alignment of layout. The minimum size allowed is 200 px wide.

Easysnap® THE ONE HAND OPENING TECHNOLOGY

200 px
Minimun On Screen size

Easysnap® THE ONE HAND OPENING TECHNOLOGY
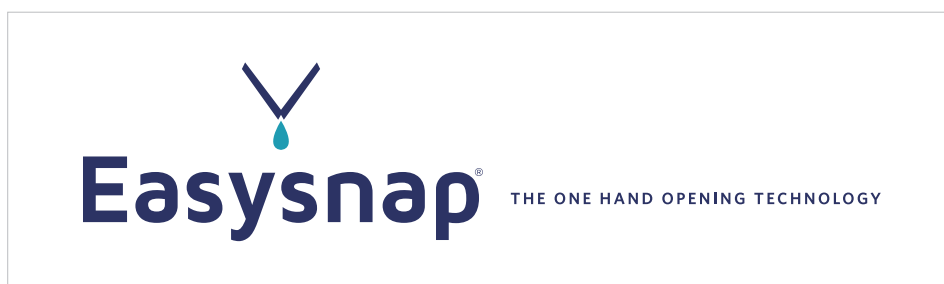
VERSION OF THE LOGO WITH THE LINK TO THE WEBSITE

The version of the logo with the link to our website address has www.easysnap.com in place of payoffs. It is used only for the gadgets.

Font: Whitney Semibold

Easysnap®

www.easysnap.com

2. Logo and Trademarks

2.1 The Easysnap Logo

Lock-up vertical & horizontal

Apply the standards below when pairing the Easysnap Logo with the one of another company for co-branding and partnership purposes.

- The Easysnap Logo must always sit on the left of the other logo.
- The clear space distance between the Easysnap Logo and the other logo must be respected.
- The size height of the other logo must never exceed the height of the Easysnap Logo.

Consider the overall effect of the pairing of the Easysnap Logo and the other logo when adjusting the size of the group. If the Easysnap Logo seems in any way over-powered by the other logo, reduce the size of the latter until a balanced pairing is achieved.

HORIZONTAL LOCK-UP
- A 80% black vertical rule must bisect the clear space between the two logos.
- The baseline of the other logo must always sit even with the baseline of the Easysnap Logo.

VERTICAL LOCK-UP
- A 80% black horizontal rule must bisect the clear space between the two logos.
- The other logo must be centered directly beneath the center point of the Easysnap Logo, as shown in the illustration on the right.

2. Logo and Trademarks

2.2 The Easysnap Official Partner Logo

The Easysnap Official Partner Logo shall be used only by Licensees, Distributors or Co-packers for their own marketing activities, priorly written authorization by Easysnap Technology S.r.l.

The guidelines for the Easysnap Official Partner Logo are the same that for the main Easysnap Logo.

The main goal of this logo is certifying our partners as officially authorized to promote Easysnap.

Remember: you, and only you — and not Easysnap Technology S.r.l. — are legally responsible for your materials and any claims you make.

2. Logo and Trademarks

2.3 The Opening Trademark

This trademarks certifies and opening system using Easysnap Technology and can be used only with reference to an Easysnap product.

This trademark must be used in all Easysnap packages produced by Easysnap machines.It proofs the identity of the Easysnap one hand opening technology and explains how it works.

It can be used both in color version or in negative on colored background.

10 mm
Mininum Print Size

37.5 px
Mininum On Screen Size

2. Logo and Trademarks

2.3 The Opening Trademark

Don't

Do not add elements.

Do not add glows to the Logo.

Do not add strokes or outlines to the logo.

Do not rotate the Logo.

Do not skew the Logo or create false perspectives.

Do not use unspecified colors.

Do not create a black disk icon.

Do not place on any color other than white.

2. Logo and Trademarks

2.4 The Easysnap Word

Easysnap word mark identifies our brand in all non-visual communications, as press releases, documents, articles, e-mail or message and audio speeches.

A packaging featuring the Easysnap technology opening system is an "Easysnap". You should refer to it by the name "Easysnap" or "easysnap", as from our registered Easysnap Word Mark, in all written and spoken recurrences.

Typografy elements as font, size, colors can be adapted to the different utilization circumstances, as long as they are not graphis. Ortographig and spelling must be respected and cannot be altered in any circumstances.

The *fair use* of the Easysnap Word trademark by a third party is limited to text/audio-only recurrences of the Easysnap trademark such as a product or service name. Such use does not include the use of any logo, device mark or copyright protected work.

In such recurrences, it is important that you are truthful and do not disparage Easysnap or mislead the public. Also you must be clear and accurate as to the nature of the relationship between yourself and the Easysnap Technology.

When you are specifically referring to an Easysnap® product. For example "The Easysnap® packaging is safe because..."

When you are indicating that an Easysnap® can be used for another product for example " xxx can be packaged in Easysnap 40x50."

This box contains 10 Easysnap®
Illigent otatus Easysnap® itaectibus...

CORRECT!	WRONG
...enis sed magniene Easysnap® et aut rae...	...enis sed magniene EasySnap® et aut rae...
... enis sed magniene Easysnap® et aut rae...	... enis sed magniene Easy-snap® et aut rae...
... enis sed magniene Easysnap® et aut rae...	... enis sed magniene Easy Snap® et aut rae...
... enis sed magniene Easysnap® et aut rae...	... enis sed magniene EASYSNAP® et aut rae...
... enis sed magniene Easysnap® et aut rae...	... enis sed magniene **Easy**snap® et aut rae...
... enis sed magniene Easysnap® et aut rae...	... enis sed magniene Easysnap® et aut rae...
... enis sed magniene Easysnap® et aut rae...	... enis sed magniene Easysnap® et aut rae...

3. Design Elements

3.1 Colors References

Any Easysnap communication is created with a certain color palette which are taken from the company's visual identity.
Muted colours with a variation of opacity, hue or saturation may be used if other colours are required.

Grey 80%
Main text, graphic elements

Grey 50%
Secondary graphic elements

Light Blue Easysnap C79M21Y26
First-level headings, graphic items

Blue Easysnap C93M86Y29K24
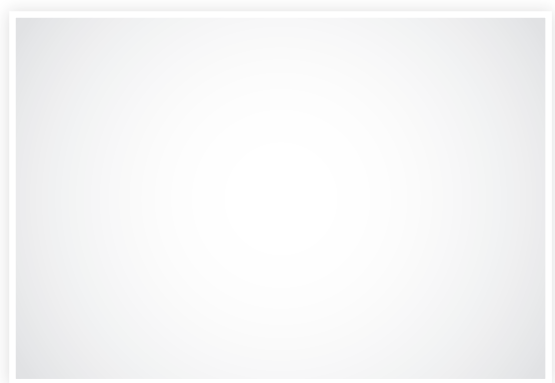*Second-level title headings, secondary graphic items*

Viole "Beauty" C29M90
Reference colour for cosmetic recurrencies

Green "Food"C50M100
Reference colour for food recurrencies

BACKGROUND

The background is created with a neutral 8% black or a radial gradient from paper (white) to 15 % black.

3. Design Elements

3.2 Typography

A typographical stylesheet rules the formatting of the texts of the Easysnap off-line communication, for commercial and promotional purposes.

Additional styles will be variations of the basic styles. Alterations are not permitted in the hierarchies or in the vertical and horizontal scale of the font.

HEADLINE WEB ADV
HEADLINE WEB ADV

Maven Pro Bold, uppercase, tracking 100

HEADLINE PRINT ADV
HEADLINE PRINT ADV

Whiitney HTF, uppercase, light, tracking 100

TEXT TITLE I

Whiitney HTF, uppercase, semibold, tracking 100

TEXT TITLE II

Whiitney HTF, uppercase, book, tracking 100

Alice waited a little, half expecting to see it again, but it did not appear, and after a minute or two she walked on in the direction in which the March Hare was said to live. 'I've seen hatters before,' she said to herself; 'the March Hare will be much the most interesting, and perhaps as this is May it won't be raving mad—at least not so mad as it was in March.' As she said this, she looked up, and there was the Cat again, sitting on a branch of a tree.

Whitney HTF Book, 9/14

Alice waited a little, half expecting to see it again, but it did not appear, and after a minute or two she walked on in the direction in which the March Hare was said to live. 'I've seen hatters before,' she said to herself; 'the March Hare will be much the most interesting, and perhaps as this is

Whitney HTF Book, 14/20

3. Design Elements

3.1 Typography

Don't

One hand opening...

Do not use fonts other than those
in the Whitney HTF family for
consumerfacing executions.

One hand opening...

Do not use Arial in
consumer-facing executions.

Any font other than
Whitney HTF
as the primary font.

Do not use any font other than
Whitney HTF as the primary
headline font.

Whitney HTF Medium Whitney HTF
Medium Whitney HTF Medium Whitne
HTF Medium Whitney HTF Medium
Whitney HTF Medium Whitney HTF
Medium Whitney HTF Medium Whitne
HTF Medium Whitney HTF Medium
Whitney HTF Medium Whitney HTF
Medium Whitney HTF Medium Whitney

Do not use Whitney HTF Medium
for body copy.

Whitney HTF Black Condensed in a large space

Do not use Whitney HTF Black
Condensed in a larger space.

don't use lowercase-only typography
for long headlines or sentences. don't
use lowercase-only typography for
long headlines or sentences. don't
use lowercase-only typography for
long headlines or sentences. don't
use lowercase-only typography for
long headlines or sentences. don't use
lowercase-only typography for long

Do not use lowercase-only typography
for long headlines or sentences.

3. Design Elements

3.1 Basic Visual

The Easysnap rendering

The Easysnap rendering represents the visual reference to illustrate the opening
mechanism and the basis for any visual communication.

THE FOLDED EASYSNAP

This is the basic representation of an Easysnap.
It can be customized with graphic layout for top and bottom surfaces.
The image must be placed on a white or basic background.

The image can be customized with projects' or customer's artwork for both top and bottom surfaces.

3. Design Elements

3.1 Basic Visual

The Easysnap rendering

THE OPENING SEQUENCE

The unit dose is represented in series through the process of opening or individually, in the
final stage, with the hand that performs the action.
The image must be placed on a white or basic background.
The series can also be represented vertically
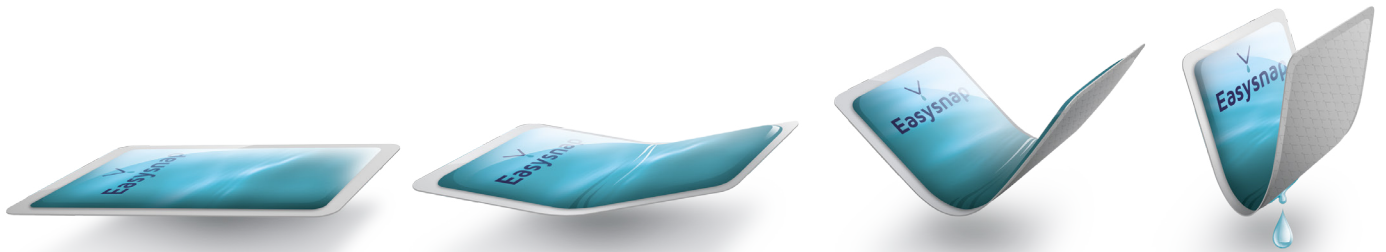
The series can be customized with projects' artwork for both top and bottom surfaces.

Graphics and rendering of the packafes | *Layout & rendering*

OTHER EASYSNAP UNITS DOSE

The illustration of and Easysnap with special layout or customers' artworks are rendered in perspective or ortogonal.

The packaging is reproduced in a vertical position.
The rendering must be placed on a white background.
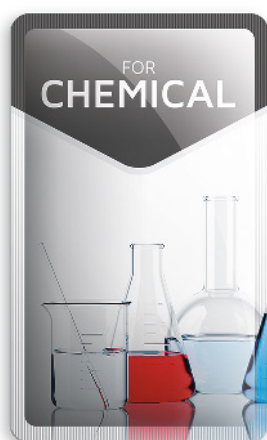
3. Design Elements

3.1 Basic Visual

Easysnap photo

The Easysnap photo represents the visual reference to illustrate the opening technology and the basis for any visual communication.

It can be customized with graphic layout for both top and bottom surfaces.
The image must be placed on a white or basic background (see Design Elements > Backgrounds).

A. COSMETIC OPTIONS
One hand folds the Easysnap, the other hand collects the product
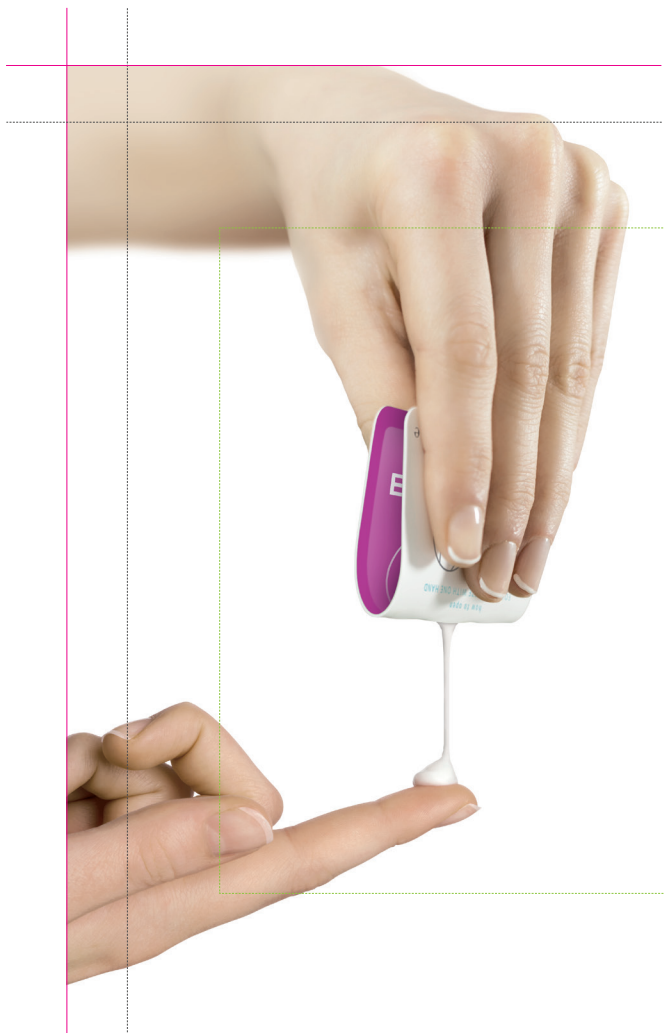
B. FOOD OPTIONS
Only one hand in the picture
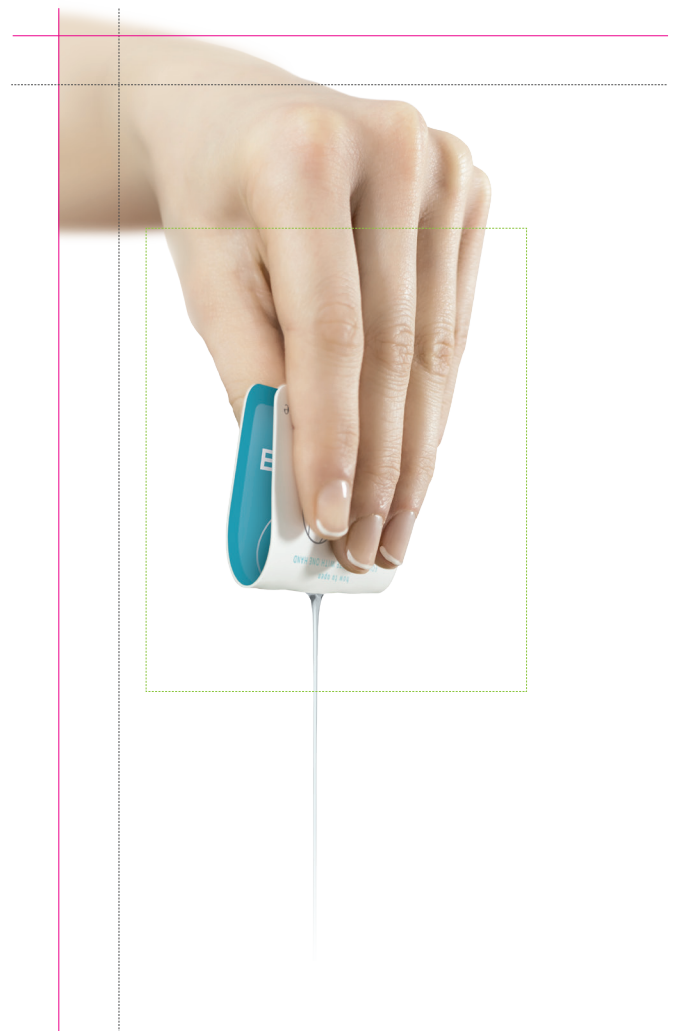
——— Max frame photos. Don't exceed this limit.

············ Minimum frame photos. Don't exceed this limit

——— Example of a correct frame photos

Basic visuals

PICTOGRAMS

The pictograms illustrate the mechanism of Easysnap opening in sequences of one, two or three modules.

It can be reproduced positively or negatively, in one single color. The minimum size of illustration of each module is 7 mm.
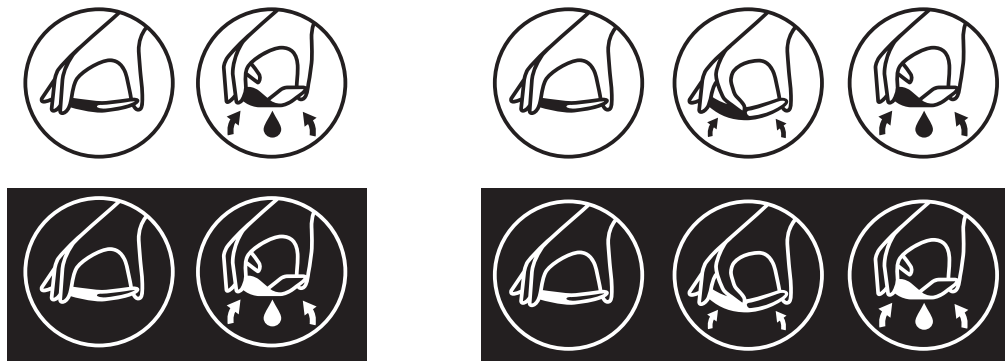
A. HOW TO USE - FOOD PRODUCTS / Two or three modules / Positive or negative
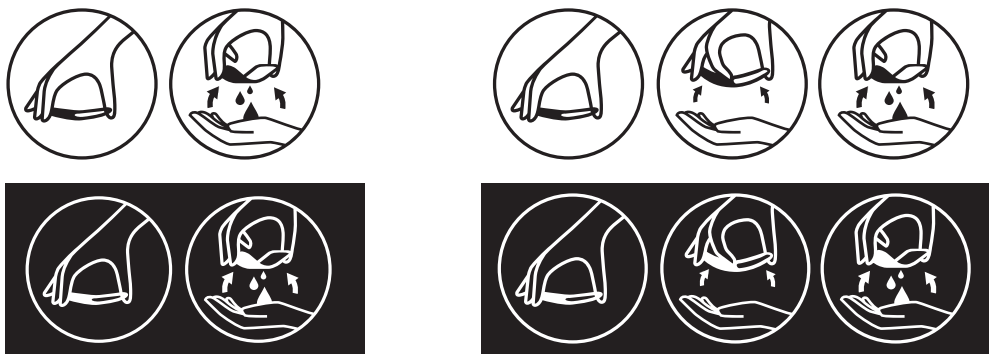
B. HOW TO USE - COSMETIC PRODUCTS / Two or three modules / Positive or negative

Basic visuals

PICTOGRAMS

The pictograms illustrate the mechanism of Easysnap opening in sequences of one, two or three modules.
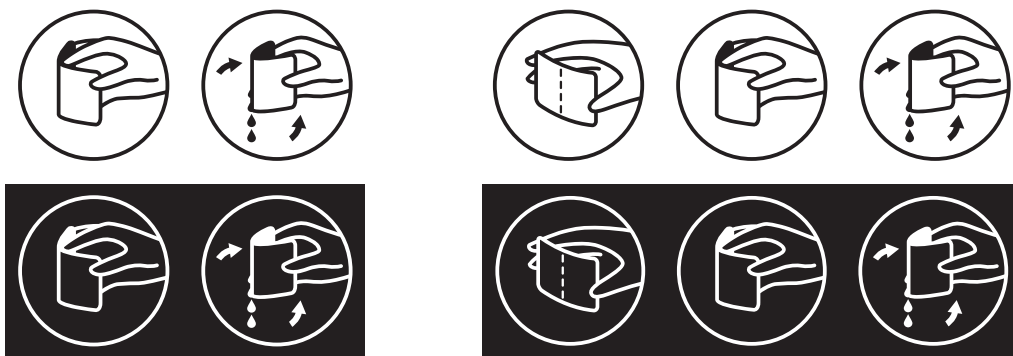
It can be reproduced positively or negatively, in one single color. The minimum size of illustration of each module is 7 mm.
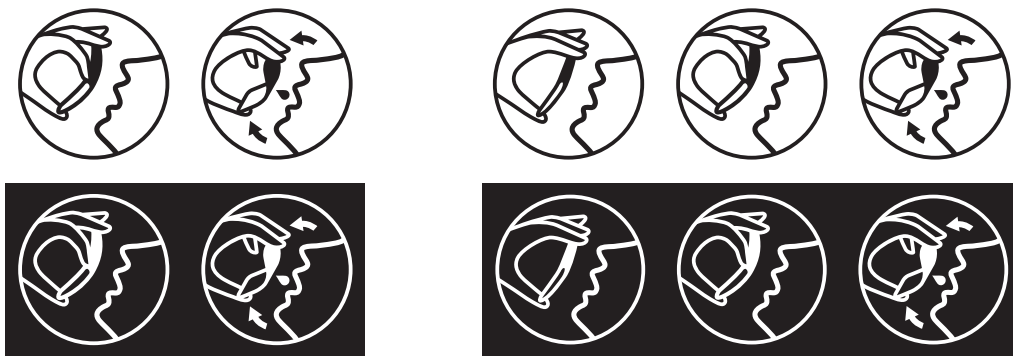
C. HOW TO EAT / Two or three modules / Positive or negative
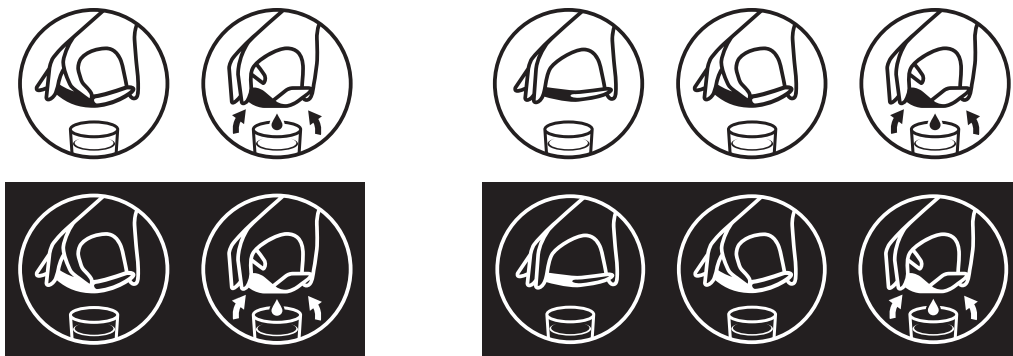
D. HOW TO SPILL / Two or three modules / Positive or negative

E. HOW TO DROP / Two or three modules / Positive or negative