



# Direct Ship Graphic Packaging Requirements

## Direct Ship Packaging – an important element of the HP brand

Direct Ship Packaging is an important component in HP's brand strategy. Your consistent, thoughtful application of these guidelines will help us reach the goals of our business.

HP has established Operation One Voice, a program to align every way that customers experience our brand. This includes our advertising, collateral, packaging – even the user interface of our products. All of these customer touch points are being carefully designed to communicate our goal: to help people harness the power and promise of technology and apply it in meaningful ways in their business and their life.

Every person who helps make a customer experience has the power to enhance our success. By understanding and applying the HP Direct Ship Graphic Packaging Requirements, you help us make a consistent impression of quality, and bring us closer to our goal.

On behalf of your colleagues at HP, thank you for taking the time to read, understand and apply these standards.



## 1.0 GRAPHIC REQUIREMENTS

HP has 3 segments of packaging graphics, which are High Visibility for retail applications, Low Visibility for commercial products that may be displayed occasionally, and Direct Ship where there is no retail presence. This document will cover the Direct Ship Graphics for packaging.

### 1.1 Direct-Ship Container Graphics

The HP Direct-Ship container design system uses only the HP company logotype. The system should not be used for containers that include printed product identification, nor be used on containers with a major graphics panel x dimension of less than 127mm (5 in). It may be used only for containers that will receive low consumer visibility, i.e. used for shipment of products, and that will not be displayed in a retail environment.

### 1.2 Panel Identification

The graphics panels of a shipping container are those panels that should receive graphic emphasis based on the shape of the container and how the container will be displayed and shipped. The major graphics panels will usually be the largest panels of the container. For some container styles, there is only one major graphics panel.

The end panels are those panels that are adjacent to the major graphics panel(s) when the container is assembled. Figure 1 shows the major graphics panels, end panels, and top and bottom panels.

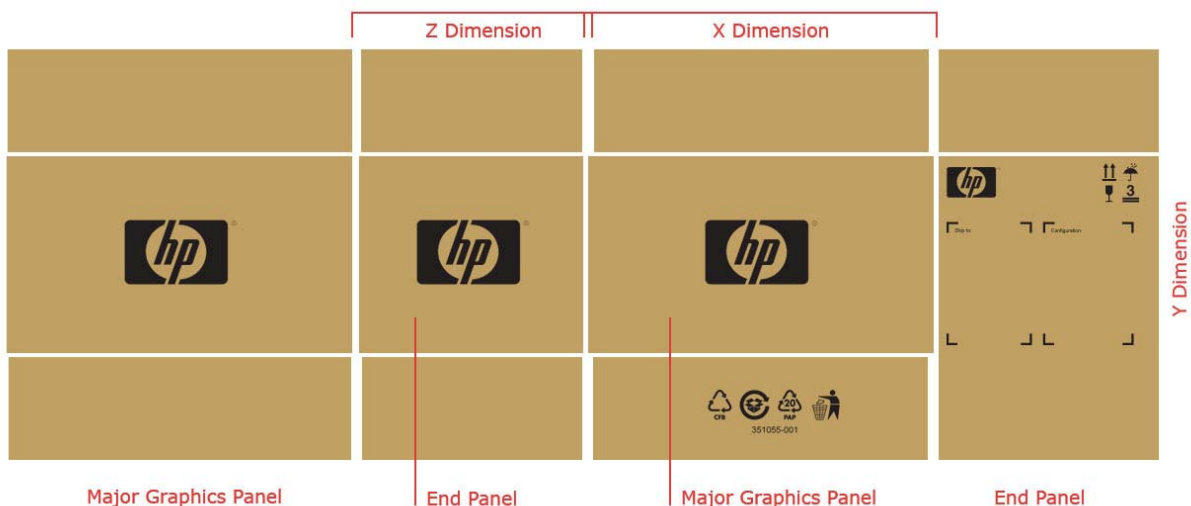


Figure 1 Major Graphics Panels, End Panel, Top and Bottom Panels



### 1.3 Dimension Identification

In order to avoid confusion among various systems of identifying container dimensions (for example, length, width, and depth), a special system of dimension identification has been developed for this manual and is shown in Figure 2 and Figure 3.

The x dimension is the dimension along the base of the base of the graphics panel. The y dimension is the graphics panel dimension that is at a right angle to the x dimension. The z dimension is used in describing the remaining dimension of the container. Length and width dimensions are indicated on all final artworks.

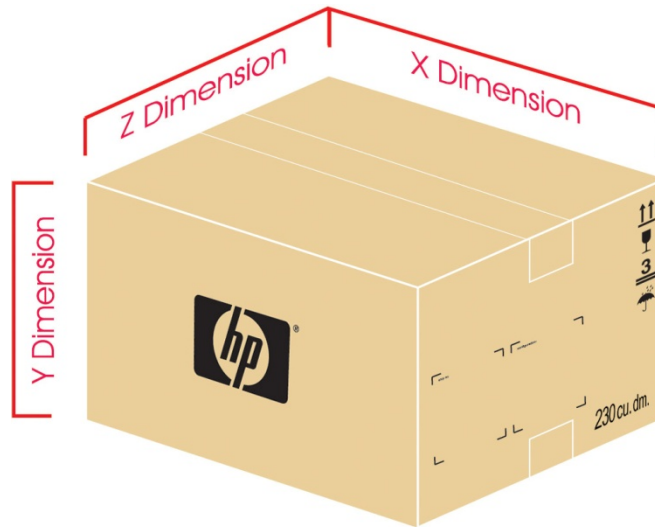


Figure 2 Dimension Identification (i)

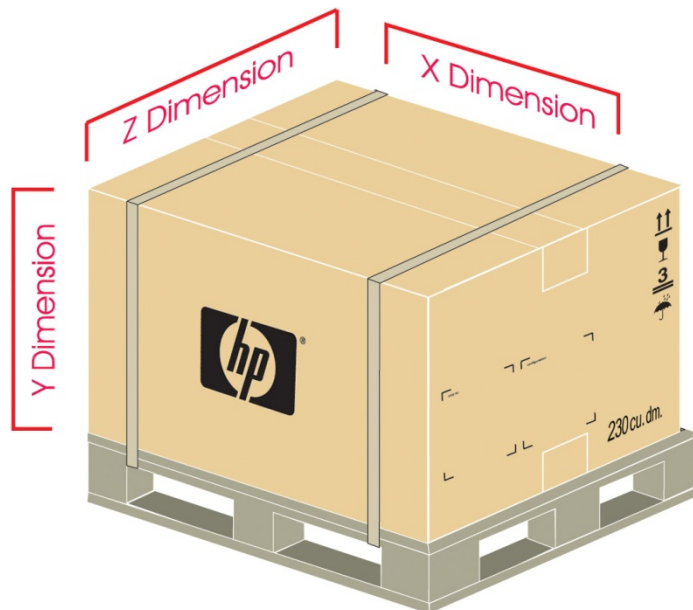


Figure 3 Dimension Identification (ii)



### 1.3.1 Step 1 Sizing the HP Logotype

Any part of the box or container that will carry the HP logo should be identified as a graphic panel (example Figure 4). Locate the graphics panel x dimension, then the y dimension - refer to Table 1 to determine which signature to use. If the x or y dimension falls between two of the numbers listed on the chart, always default to the lower number. If the x or y dimension is greater than the largest number shown on the chart, default to the largest number shown.

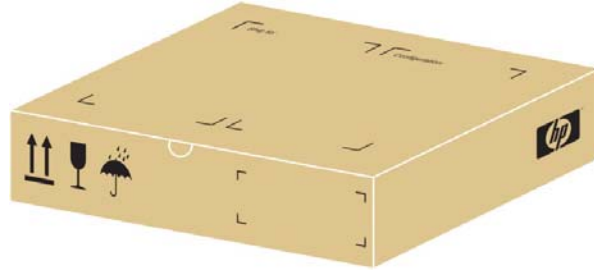


Figure 4 HP Logo on Graphic Panel  
2 labels on top and logo as grid system

**HP Logo** Size (based on Area requiring HP Logo)

Use to determine Logo Length

HP Logo Color: **BLAC**

Location: Centered on panel

Width		HP Logo Graphics Panel - Length (X dimension)																	
		mm	12	15	18	20	230	280	33	38	43	48	53	58	63	68	73	785	84
Panel - width (Y dimension)	mm	in	5	6	7	8	9	1	13	15	1	1	2	2	2	2	2	3	3
	12	5	4	4	4	4	4	4	40	40	4	4	4	4	4	4	4	4	4
	15	6	4	6	6	6	6	6	65	65	6	6	6	6	6	6	6	6	6
	18	7	4	6	6	6	6	6	65	65	6	6	6	6	6	6	6	6	6
	20	8	4	6	6	9	9	9	90	90	9	9	9	9	9	9	9	9	9
	23	9	4	6	6	9	9	9	90	90	9	9	9	9	9	9	9	9	9
	28	1	4	6	6	9	9	115	11	11	11	11	11	11	11	11	11	115	11
	33	1	4	6	6	9	9	115	14	14	14	14	14	14	14	14	14	140	14
	38	1	4	6	6	9	9	115	14	16	16	16	16	16	16	16	16	165	16
	43	1	4	6	6	9	9	115	14	16	19	19	19	19	19	19	19	190	19
	48	1	4	6	6	9	9	115	14	16	19	21	21	21	21	21	21	215	21
	53	2	4	6	6	9	9	115	14	16	19	21	24	24	24	24	24	240	24
	58	2	4	6	6	9	9	115	14	16	19	21	24	26	26	26	26	265	26
	63	2	4	6	6	9	9	115	14	16	19	21	24	26	29	29	29	290	29
	68	2	4	6	6	9	9	115	14	16	19	21	24	26	29	31	31	315	31
	73	2	4	6	6	9	9	115	14	16	19	21	24	26	29	31	34	340	34
	78	3	4	6	6	9	9	115	14	16	19	21	24	26	29	31	34	365	36
84	3	4	6	6	9	9	115	14	16	19	21	24	26	29	31	34	365	39	

Table 1 Graphics Panel X and Y Dimensions

If the x and y dimension are less than the lowest number shown on the chart, no logo is required on that panel.



### 1.3.2 Step 2 Positioning the HP Logotype

Position the logo in the middle/center (horizontally and vertically) in the graphic panel from score line to score line. See the graphics panel chart (Table 1) to determine logo size.

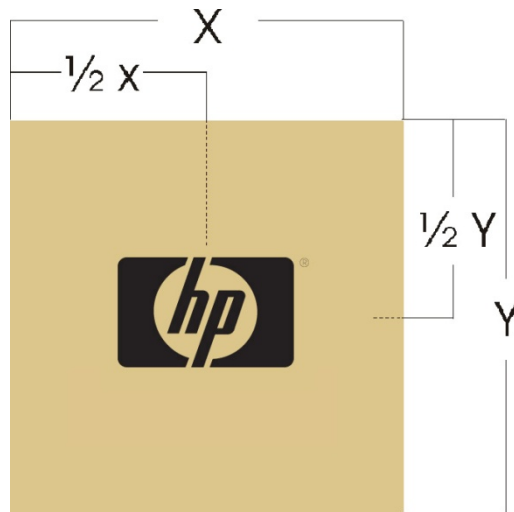


Figure 5 Example Square Format



Figure 6 Example Horizontal Format

Even though the grid pattern for graphics no longer applies to packaging, Direct Ship Graphics may apply the logo in a grid pattern to aid in placement on odd-sized containers. End (width) panels will be treated as a grid pattern when applying the logo and label tick marks. Rack products will have the main panel logo applied in the grid manner also, thus not centered on the whole panel, but rather centered in the top grid.



## 1.4 Common Elements

The four common elements of the shipping container design system, beside logo, which can be printed on the container, are:

- 1) a container manufacturer information block
- 2) the corrugated, paperboard and paper marking logo,
- 3) container volume, and
- 4) international symbols block.

The five common elements that can be affixed to the container are:

- 1) a shipping label
- 2) packing list envelope
- 3) packing list
- 4) bar coded product label, and
- 5) logo tape for computer items.

All common elements printed on containers should be printed in Process Black.

This section includes examples and standards for Direct-Ship containers. The recommended placement for each element is included, although specific requirements may demand alternative placement (i.e. if corner boards are utilized, the handling symbols may need to be repositioned to accommodate their width). Placement of these common elements on major graphics panels should be avoided.

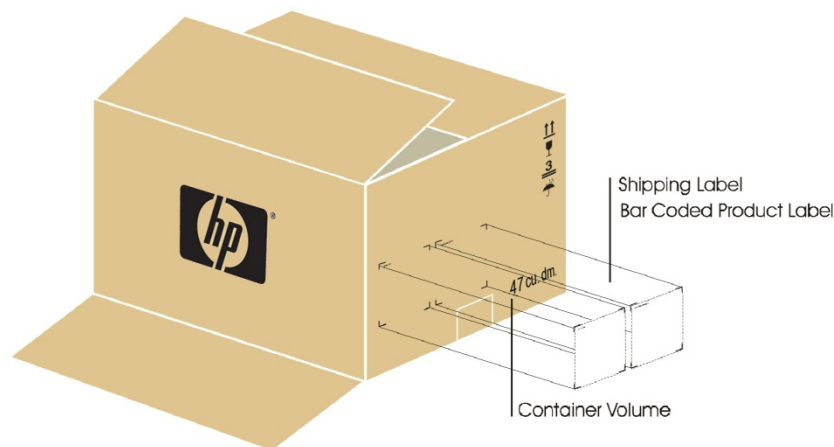


Figure 7 Direct-Ship Container



## 1.4.1 Container Manufacturer Information Block

The container manufacturer information block incorporates the box maker's certificate, the HP part number, the vendor's print date (month and year) and revision. The part number may be bar coded or printed in band type, supplied by the container manufacturer at no charge. The vendor's print date should be printed in band type, as well as revision. The recycle logo without text shall be printed on the bottom of the box. The block's position is determined by the container manufacturer, and is usually on the bottom of the container. The block should be printed in Process Black.

### 1.4.1.1 Box Maker's Certificate

A fibreboard container must bear a legitimate box maker's certificate in order to qualify for shipment by a common carrier. The certificate guarantees that the box was made to specifications of the Fibre Box Association, and in conjunction with the requirements of the various freight classification agencies such as the American Trucking Association, Inc. The certificate must include the results of a burst, puncture, or edge crush test; the results of a test of the minimum combined weight of facings; the size limit; and the gross weight limit.

### 1.4.1.2 Containers of Non-U.S. Origin

Containers made outside the United States and used to package freight transported in the United States must conform with all provisions of Item 222 of the National Motor Freight Classification rules. If the shipper certifies on bills of lading that the boxes conform with Item 222 provisions, a box maker's certificate is not required.

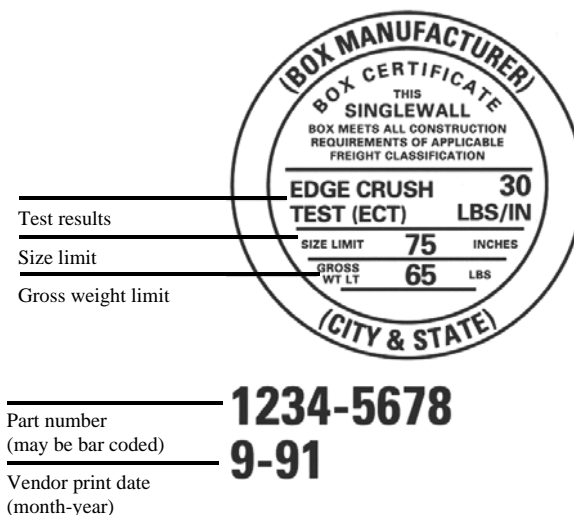


Figure 8 Box Manufacturer's Box Certificate



## 1.4.2 Corrugated, Recycle, Paperboard , Paper Marking Logo, and Tidyman icons

The Paper Marking logos should be placed next to the Recycle logo with the direct ship container part number centered below these logos on the bottom panel of the box artwork. The Tidyman assumes the position to the right of these paper marking logos. These logos print in Process Black and are all of equal height.



Figure 9 Corrugated, Recycle, Paperboard, Paper Marking, and Tidyman Logos

## 1.4.3 Container Volume

The container volume states the volume in metric dimensions (cubic decimeters or meters) as calculated using the external dimensions of the container. The volume should appear on the informational end panel of containers.

The recommended position is on the same panel as the shipping information block, or wherever International Organization for Standardization (ISO) symbols appear, in the lower right-hand corner, 25 mm (1 in) from the score lines. Type should be Arial and range between 24 and 48 points. The container volume should be printed in Process Black.

The container volume should be positioned in the lower right-hand corner of the same panel as the ISO symbols. Number for cu.dm. shall be in whole number. If cu.m. is better for rack, then utilize one decimal place.

### Formula

$$\begin{aligned}\text{Cubic decimeter} &= ((L*W*H)/61.023) \\ \text{Cubic meter} &= (((L*W*H)/1728)/35.314)\end{aligned}$$

## 1.4.4 International Symbols

The international symbols block is a printed graphic that provides an area for the ISO symbols. The ISO symbols (ISO 780) are universally recognized and readily understood pictorial markings that eliminate the need for handling instructions in several languages. The symbols include but are not limited to: 1) arrows to indicate the upright position, 2) a glass to signify “handle with care”, and 3) an umbrella to signify “keep dry”.

Handling symbols should be on both end (width) panels where size of the box permits. Certification marks will appear on only one width panel, normally the panel with the labels.



The international symbols block should be placed in the upper left or right corner of an end panels, oriented so that the arrows in the ISO symbol indicate the upright position. The block should be separated from the container volume and positioned so that tape used to seal the container will not cover the block. Figure 10 shows the symbols in positive printing.

All international symbols are to be spaced according to an imaginary bounding box shown in Figure 10. Whether the symbols stack vertically or horizontally on the box, the bounding boxes below may be used for proper spacing reference. The bounding boxes **do not print** on the box. Examples of more commonly used icons are shown below.



Figure 10 International Symbols



**International Symbols**

Use to determine symbol height (symbol height includes border)

International Symbols Color: **BLACK**

Location: 25mm (1 in) from top left corner of end panel

		Panel Length (horizontal X dimension)			
		84 to 300 3.3 to 12	300-500 12 to 20	500-860 20 to 34	860+ mm 34+ in
Panel - Height (vertical Y dimension)	84 to 300 mm 3.3 to 12 in	33mm	33mm	33mm	33mm
	300 to 500 mm 12 to 20 in	33mm	33mm	66mm	66mm
	500 to 860 20 to 34	33mm	66mm	66mm	66mm
	860+ mm 34+ in	33mm	66mm	66mm	99mm

Table 2 End Panel X and Y Dimensions

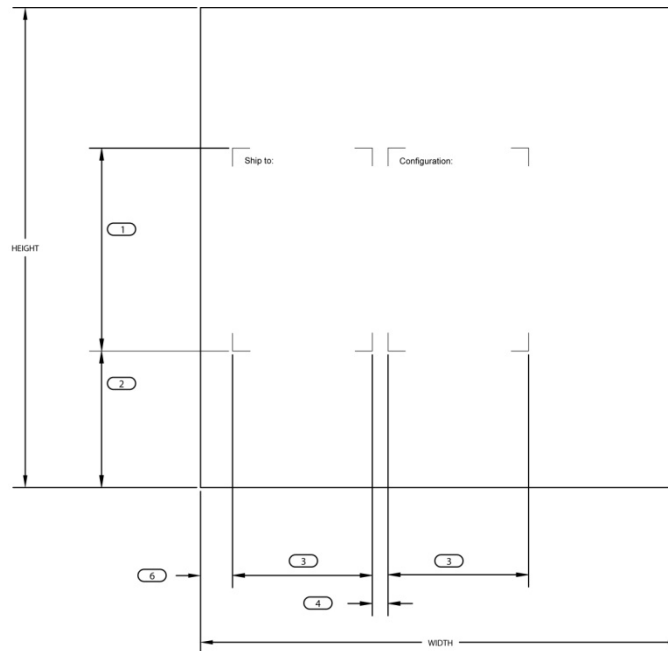
Un-pack instructions should appear in 3 locations on the box if at all possible: top, and both end panels (width).

**1.4.5 Shipping Information Block**

The shipping information block is a printed graphic that provides an area for the shipping and product labels.

The shipping information block should be oriented per Figure 11. The block should be separated from the container volume and positioned so that tape used to seal the container will not cover the block. The block should be printed in Process Black.

Font style to be used is Arial, and proper branding standards for capitalization should be adhered to (initial cap on "s" on "Ship to:" and "c" on "Configuration:").



DIMENSIONS (IN.)				
	MIN.	MAX.	HSC	IDEAL
1	N/A	N/A	N/A	6.375
2	2.000	4.250	8.000	4.250
3	N/A	N/A	N/A	4.375
4	0.500	3.000	-	0.500
6	1.000	2.000	-	1.000

Figure 11 Standard shipping information blocks

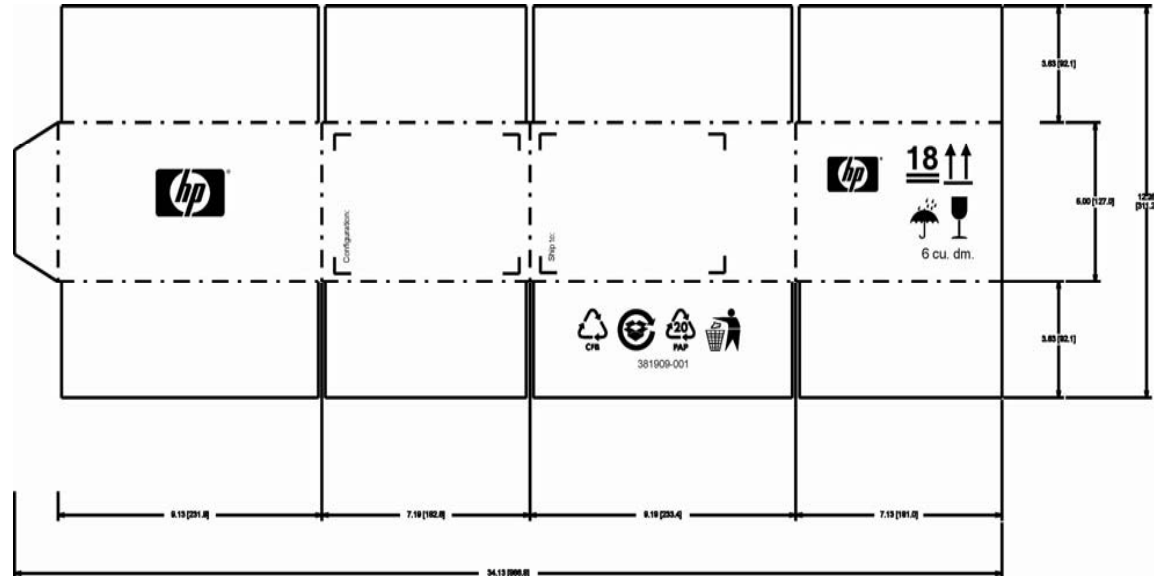
Note: All business units shall accommodate 2 labels; however sizes may vary from above.



### 1.4.6 Examples of Possible Layouts

Examples shown throughout this document have not necessarily been updated with the most current icons and graphics. The examples are representative of layout only, and latest icons should be used in the development of any and all packaging.

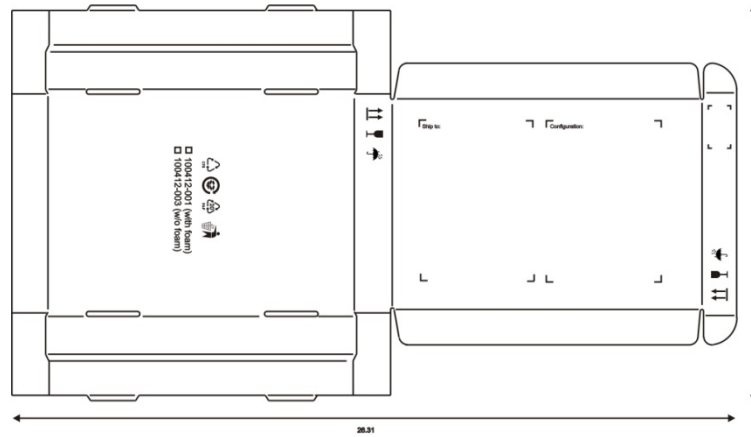
This box layout shows a value added option box. Note that the label tick marks will not fit on one end panel.



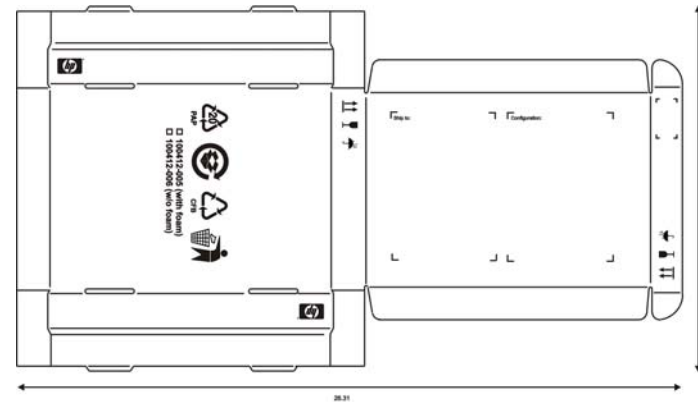
Box Type:	RSC, 9.00" x 7.00" x 4.63"
Date:	10/29/2009
Part Number:	381909-001
Artwork Number:	381909-00A
Revision Level:	New - HP
Number of Colors and Printed Color(s):	1 Color/ Black
Inside Box Dimensions:	9.00" x 7.00" x 4.63"
Layout Size:	34.13" x 12.25"
Graphic Layout Scale:	25%



These small tuck top boxes show placement of the logo on a panel less than 5" and without a logo. Some spare containers and non-valued added options do not require the logo.



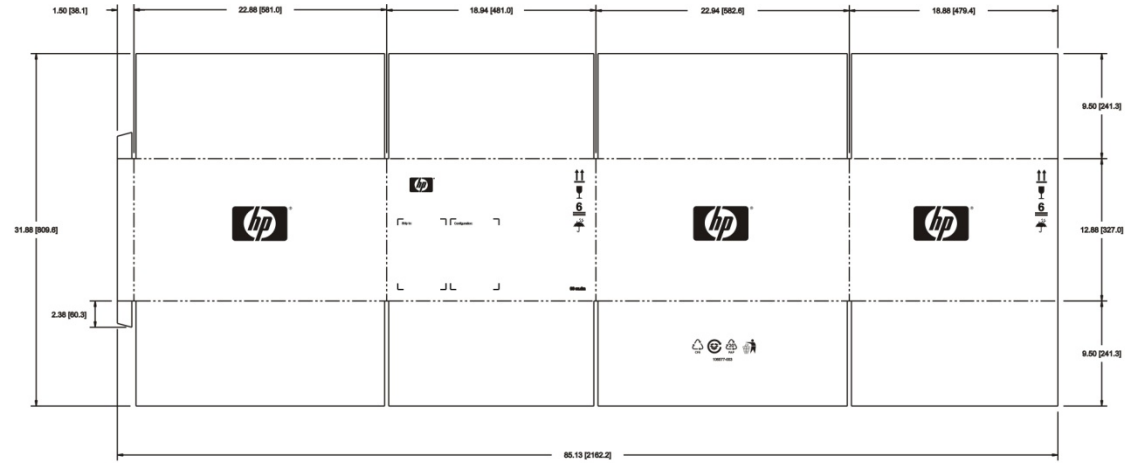
Box Type:	BOX, TT WFOAM, 11.00 x 7.83 x 1.25, NB
Date:	10/29/2009
Part Number:	100412-001 (wfoam)-003
Artwork Number:	100412-003
Revision Level:	Revised - Non-branded
Number of Colors and Printed Color(s):	1 Color Black
Inside Box Dimensions:	11.00" x 7.83" x 1.25"
Layout Size:	14.44" x 26.31"
Graphic Layout Scale:	50%



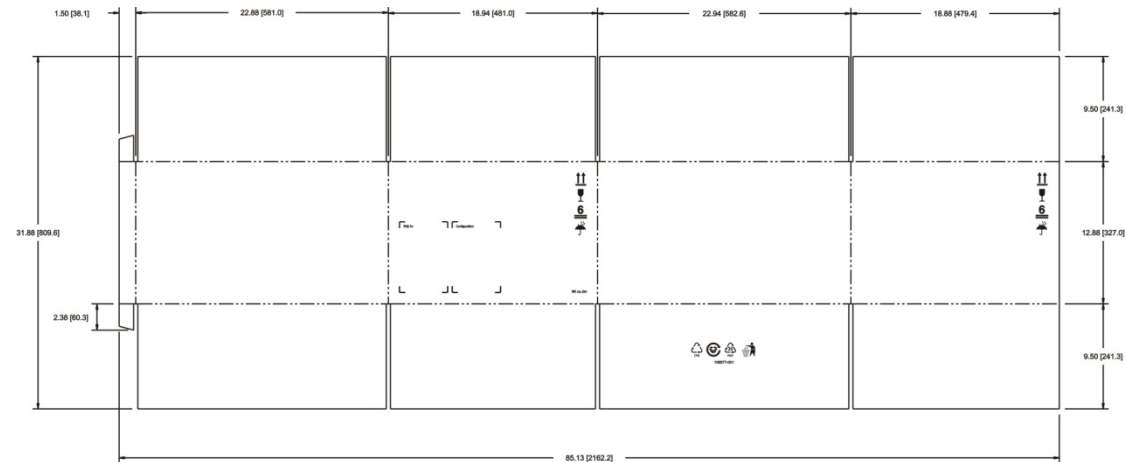
Box Type:	BOX, TT WFOAM, 11.00 x 7.83 x 1.25, HP
Date:	4/8/2007
Part Number:	100412-006 (wfoam)-006
Artwork Number:	100412-006
Revision Level:	Revised - HP
Number of Colors and Printed Color(s):	1 Color Black
Inside Box Dimensions:	11.00" x 7.83" x 1.25"
Layout Size:	14.44" x 26.31"
Graphic Layout Scale:	50%



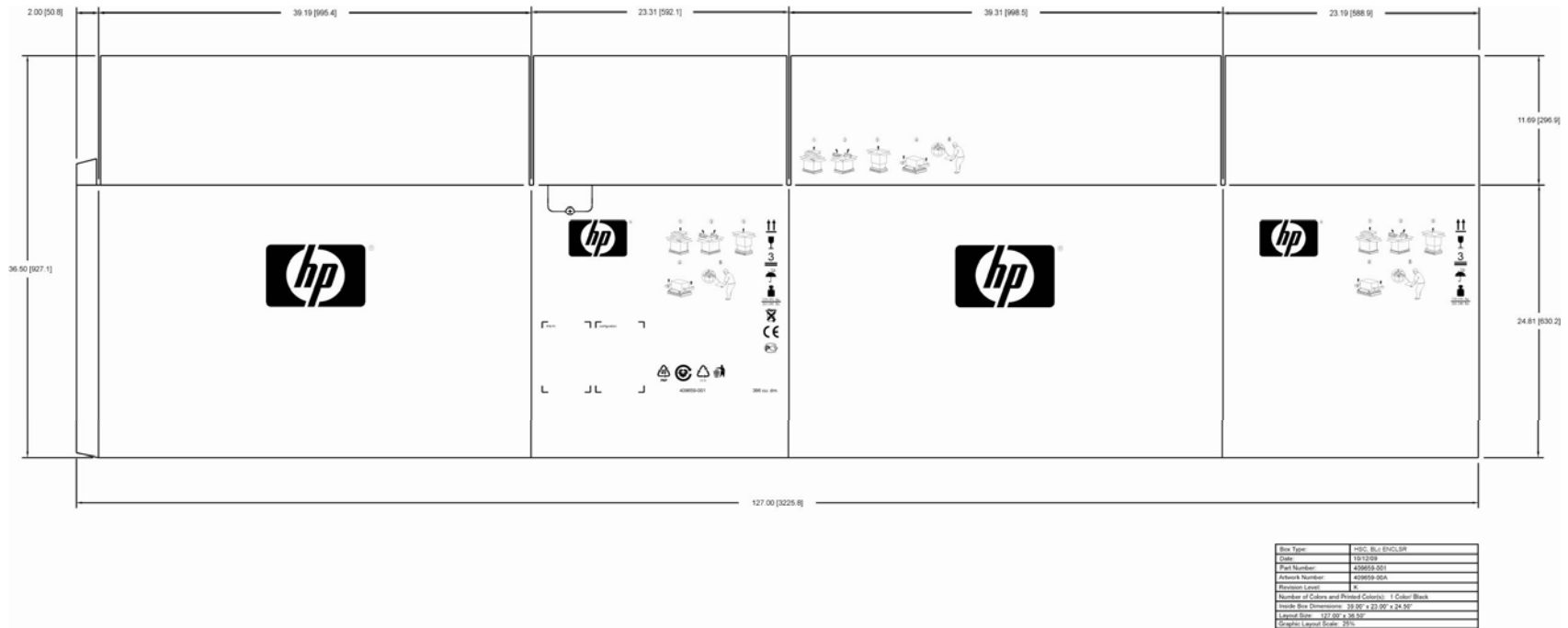
Value added options shall have the logo applied to the box, however when shipped spares, a logo is not required. Note the end panel with the labels where the logo is applied in a grid manner.



Box Type	BOX, REC, 22.75 x 18.75 x 12.50, HP
Date	12/29/2009
Part Number	106677-003
Artwork Number	106677-000
Revision Level	Revision W
Number of Colors and Printed Contents	1 Color/Back
Inside Box Dimensions	22.75" x 18.75" x 12.50"
Layout Size	85.13" x 31.88"
Graphic Layout Scale	25%



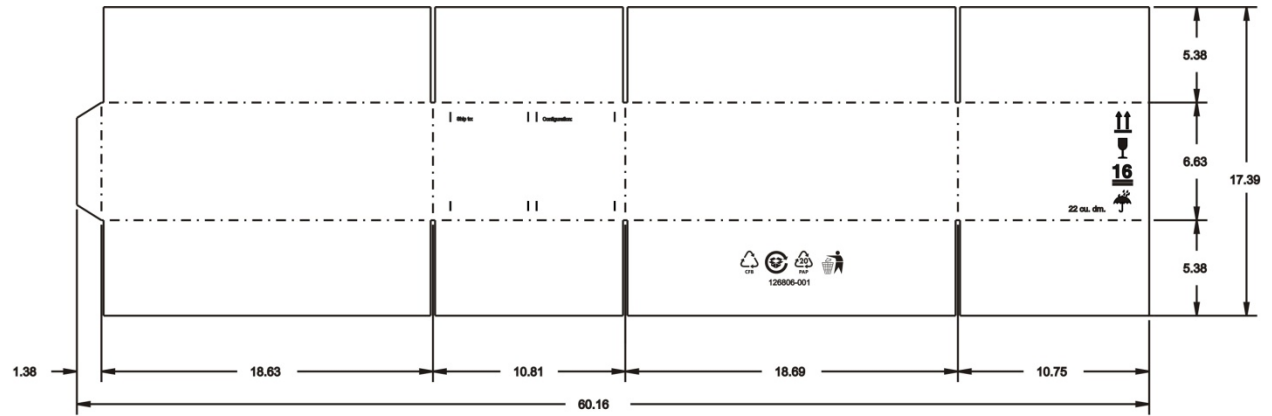
Box Type	BOX, REC, 22.75 x 18.75 x 12.50, HP
Date	12/29/2009
Part Number	106677-003
Artwork Number	106677-000
Revision Level	Revision W
Number of Colors and Printed Contents	1 Color/Back
Inside Box Dimensions	22.75" x 18.75" x 12.50"
Layout Size	85.13" x 31.88"
Graphic Layout Scale	25%



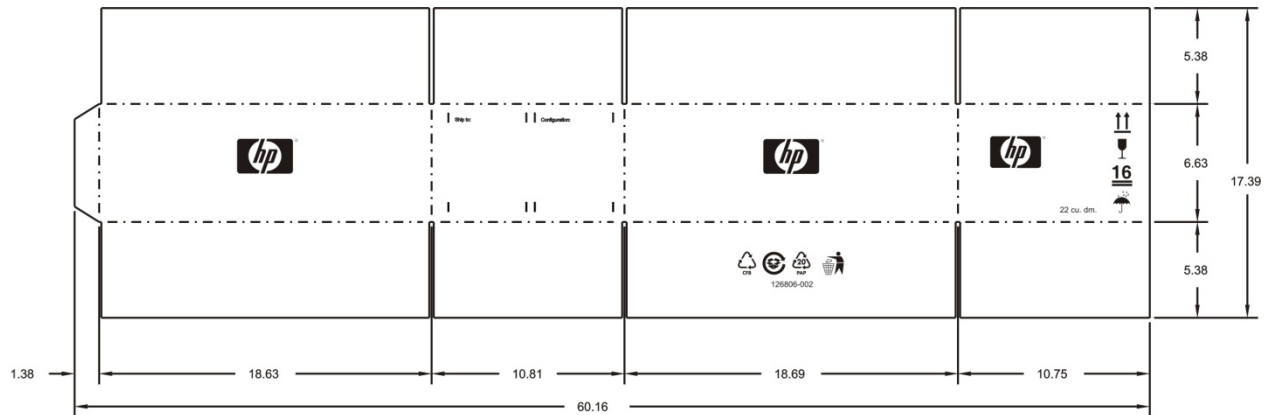
CPU HSC box with HP logo, label tick marks, ISO symbols along with certifications, and 3 locations of un-pack instructions.



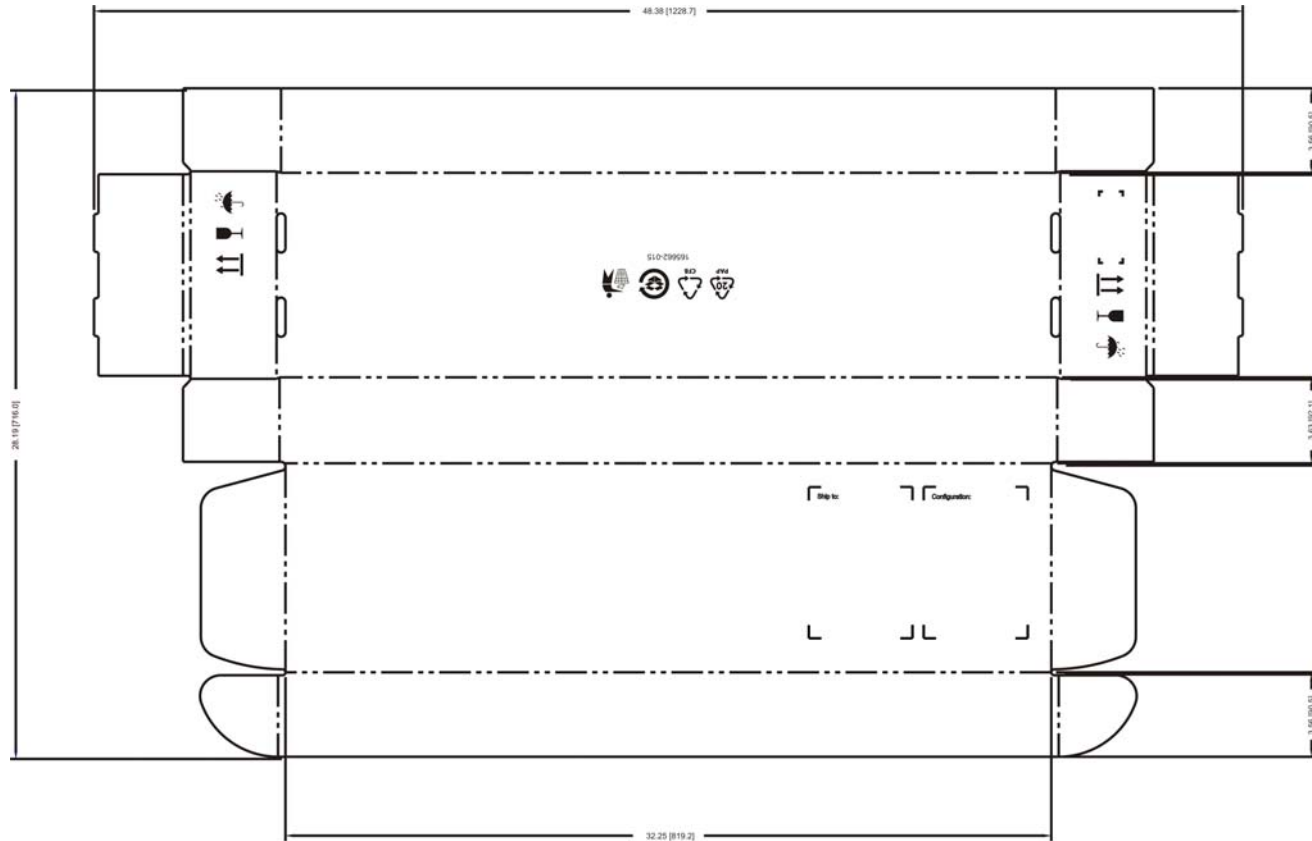
A very short box showing  
alternate tick mark application for  
both branded and non-branded



Box Type:	RSC, 18.50" x 10.50" x 6.25"
Date:	10/29/2006
Part Number:	128806-001
Artwork Number:	128806-023
Revision Level:	Revised - Non-branded
Number of Colors and Printed Color(s):	1 Color/ Black
Inside Box Dimensions:	18.50" x 10.50" x 6.25"
Layout Size:	60.16" x 17.39"
Graphic Layout Scale:	25%

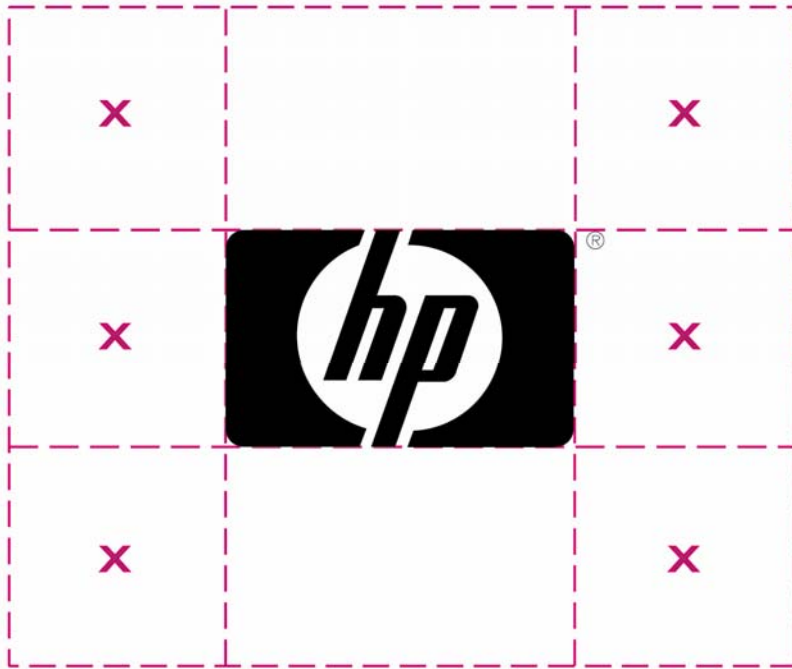


Box Type:	RSC, 18.50" x 10.50" x 6.25", HP
Date:	10/29/2006
Part Number:	128806-002
Artwork Number:	128806-008
Revision Level:	Revised, HP
Number of Colors and Printed Color(s):	1 Color/ Black
Inside Box Dimensions:	18.50" x 10.50" x 6.25"
Layout Size:	60.16" x 17.39"
Graphic Layout Scale:	25%



Box Type:	TT, 32.00 X 8.50 X 3.50 NB
Date:	12/17/2007
Part Number:	165662-015
Artwork Number:	165662-015
Revision Level:	Revised - Non-branded
Number of Colors and Printed Color(s):	1 Color/ Black
Inside Box Dimensions:	32.00" x 8.75" x 3.75"
Layout Size:	33.00" x 8.75" x 3.75"
Graphic Layout Scale:	25%

Very long box showing additional small label applied to the end for warehouse stocking purposes.



Preferred clear space

The HP logo should be placed according to the square grid, while respecting clearspace requirements.

