



THE MUST KNOW GUIDE

This guide is intended for internal use only.

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FTP SITE

Use this information to login to Slime ftp server. Our server is used to transfer artwork and digital data to from our suppliers and printers.

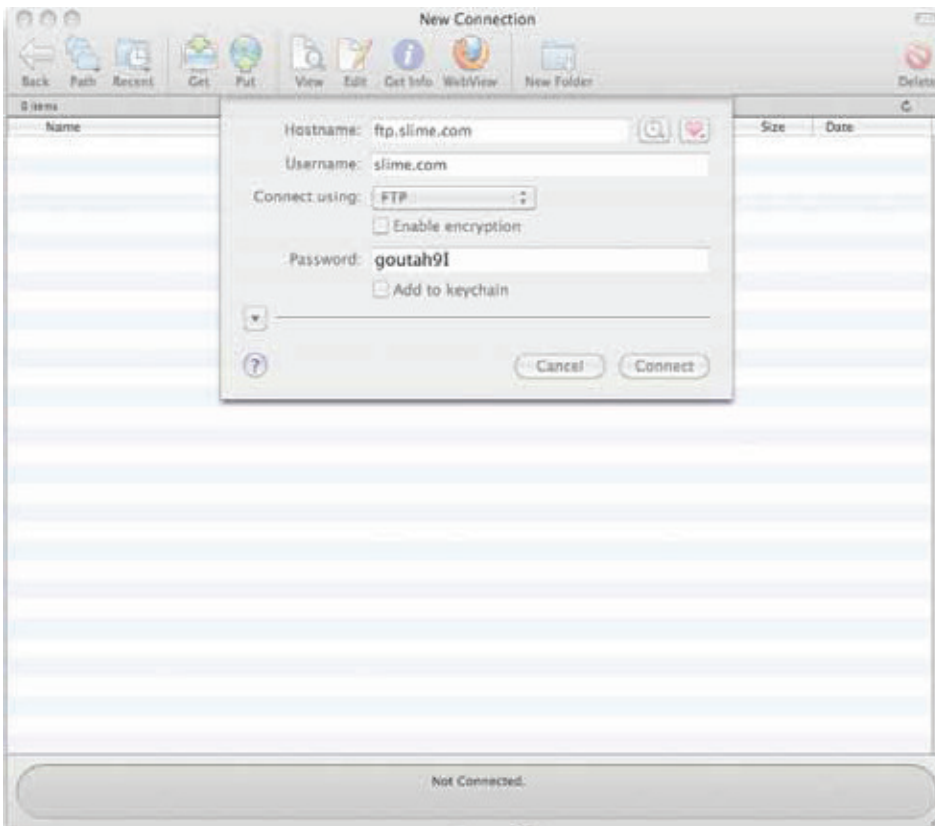
FTP Server Information:

Using ftp software:

Server: ftp.slime.com

User Name: slime.com

Password: goutah9l

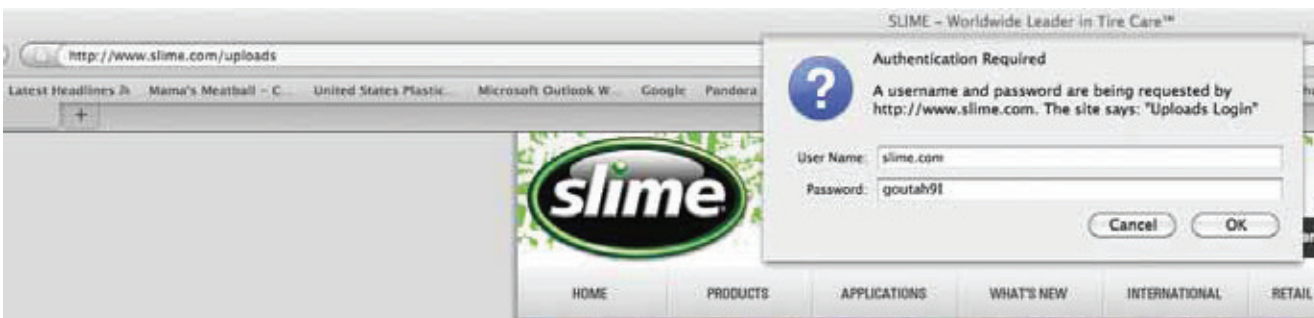


Using the web:

<http://www.slime.com/uploads>

username: slime.com

Password: goutah9l



TYPEFACES

TYPEFACE USED FOR PACKAGING

HEADER TYPEFACE

THE SANS BLACK CAPS ITALIC:
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

SUB HEADER AND CALL-OUT TYPEFACE

THE SANS EXTRA BOLD CAPS ITALIC:
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

BODY COPY AND SPANISH SUB-HEADER TYPEFACE

THE SANS BOLD CAPS ITALIC:
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

PART NUMBER AND REV DATE TYPEFACE

THE SANS BOLD CAPS
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

FOOTER TYPEFACE

THE SANS PLAIN
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

FONT USED FOR MARKETING/SALES COLLATERAL

You have the choice of two different typefaces. Please use the one that best suites your design.

HEADER TYPEFACE

META BLACK ITALIC (CAPS):

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

0123456789

SUB HEADER TYPEFACE

META PLUS BOLD:

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

0123456789

BODY COPY TYPEFACE

META NORMAL:

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmn

opqrstuvwxyz

0123456789

PART NUMBER AND DESCRIPTION TYPEFACE

META NORMAL:

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmn

opqrstuvwxyz

0123456789

HEADER TYPEFACE

THE SANS BLACK CAPS ITALIC:

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

0123456789

SUB HEADER TYPEFACE

THE SANS EXTRA BOLD CAPS ITALIC:

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

0123456789

BODY COPY TYPEFACE

THE SANS BOLD CAPS ITALIC:

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

0123456789

PART NUMBER AND DESCRIPTION TYPEFACE

THE SANS PLAIN:

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmn

opqrstuvwxyz

0123456789

COLOR PALETTE

Brand colors are outline below. We print 4-color process so keep in mind that our PMS colors will be converted into the CMYK equivalent via pre-press. CMYK equivalents are provided for 4-color process applications. RGB equivalents are provided for web applications.



Primary Brand Color

PMS 368

C: 57 M:0 Y:100 K:0
R: 122 G: 193 B: 67



Rich black is used for large areas of black, logo and headers

RICH BLACK

C: 50 M: 40 Y: 30 K: 100
R: 0 G: 0 B: 0



Yellow is used on accessory card and sealant label bars

PMS 109

C: 0 M: 10 Y: 100 K: 0
R: 255 G: 221 B: 0



Red is used on products/ package warnings and accessory card/sealant label package bars

PMS 485

C: 0 M: 95 Y: 100 K: 0
R: 238 G: 49 B: 36



Blue is used on sealant label bars

PMS REFLEX BLUE

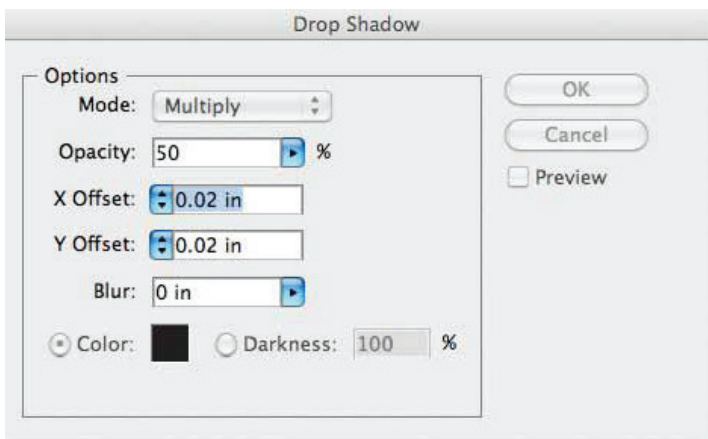
C: 100 M: 73 Y: 0 K: 2
R: 0 G: 84 B: 164

SHADOWS

Drop shadows are outlined below. Utilize Illustrator when applying drop shadows. We use two different shadows: one for our headers and one for our images.

HEADER/TYPER DROP SHADOW:

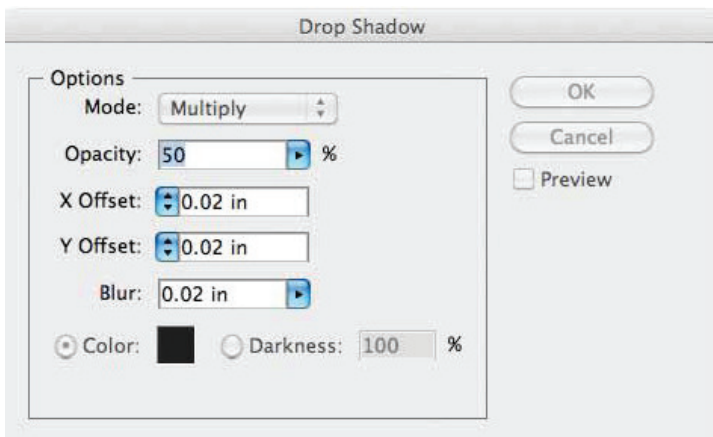
Go to:
Effect
Stylize
Drop Shadow



TIRE INFLATOR

IMAGE DROP SHADOW:

Go to:
Effect
Stylize
Drop Shadow



LANGUAGE ORDER

WEU

1. English..... EN
2. German DE
3. French FR
4. Spanish..... ES
5. Italian..... IT
6. Dutch NL
7. Portuguese PT

EEU

1. Polish..... PL
2. Czech..... CS
3. Romanian RO
4. Slovakian
5. Hungarian

SCAN

1. Danish DA
2. Swedish..... SV
3. Finnish..... FI
4. Norwegian..... NO
5. English..... EU

TRI

1. English..... EU
2. French FR
3. Spanish..... ES

BARCODE

Barcodes are placed on all packaging. Barcode type, part number and revision date placement are outlined below.

Part number to be placed above barcode aligned to the left

PART #XXXXXX

This number is provided by NPD

PART #10011

06.17.10

Rev. Date to be placed above barcode aligned to the right

MM.DD.YY

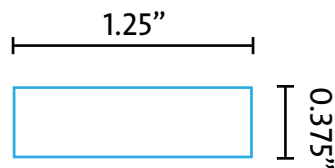


UPC-A

This number is provided by NPD

CODE DATE AREA

Code dates are stamped onto our sealant labels by production. When designing a sealant label there needs to be an area available for production to apply the code date...hence CODE DATE AREA.



ADDRESS

We have four addresses. The Corporate address is our USA address and is to be on all products and collateral. The Australian address is to be placed on all domestic accessories, sealant labels and select electronics. The European address is to be placed on WEU/EEU/SCAN products only. European phone number is to be placed on all hazardous products. The Asian address is to be placed on all Asia specific products.



Be sure to apply the correct typeface as demonstrated to the left.

USA (CORPORATE) ADDRESS:

Accessories Marketing Inc
800 Farroll Road
Grover Beach, CA 93433
PHONE: 805.489.0490
FAX: 805.489.1920

EUROPE ADDRESS:

Slime European Warehouse
Mandenmakerstraat 6
2222 AX Katwijk
Netherlands
PHONE: +31.71.409.0701

————— To be used on EU hazardous products.
DO NOT PUT ON COLLATERAL

AUSTRALIA ADDRESS:

Slime South Pacific Pty Ltd
P.O. Box 197
Oaklands Park SA
5046 Australia
PHONE: +61.08.8270.1011
FAX: +61.08.8270.1044

ASIA ADDRESS:

Slime Asia Pacific
Royal Ark Ueda East 1301
Umegaoka 5-1506
Tenpaku, Nagoya 468-0004
PHONE: +81 (0)52.526.7055
FAX: +81 (0)52.526.7056