



Specification X-21252, issue 1.1

adbrand group

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Shipping container direct marking requirements

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Reason for reissue

issue 1.1: inclusion of tolerances for color registration of logotype and innovation ring (ite **3.5**, **3.6**); correction of logotype dimensions (**Table 4**).

1. Introduction

- 1.1. This document specifies direct marking of the Lucent corporate signature, “Lucent Technologies/Bell Labs Innovations” logotype, container-handling icon, and related marking artwork on various panels of shipping containers filled with Lucent products or property.
- 1.2. This document shows application of Lucent artwork to regular slotted containers (RSC) of all sizes. The intent is to apply these markings to all types of shipping containers in similar fashion.
- 1.3. Standard artwork in standard sizes for marking shipping containers consists of Primary Side Repro 1 (side panel) and Secondary Side Repro 1 (end panel and top flap). Sources for these Lucent Adbrand materials list in Appendix C.
- 1.4. We intend with this document to achieve a prominent and coordinated brand identification of the side panel, and optionally on the end panel and top-front panel, for a given container, and achieve a coordinated marking of sizes and placement of container-handling icon markings, and consistent marking of placement-guidelines for affixing the shipping label(s).
- 1.5. We prefer that the marking color for the Lucent innovation ring be Lucent Red, with all other markings color black. Otherwise, all markings must be color black.

2. Coordination of markings of regular slotted container

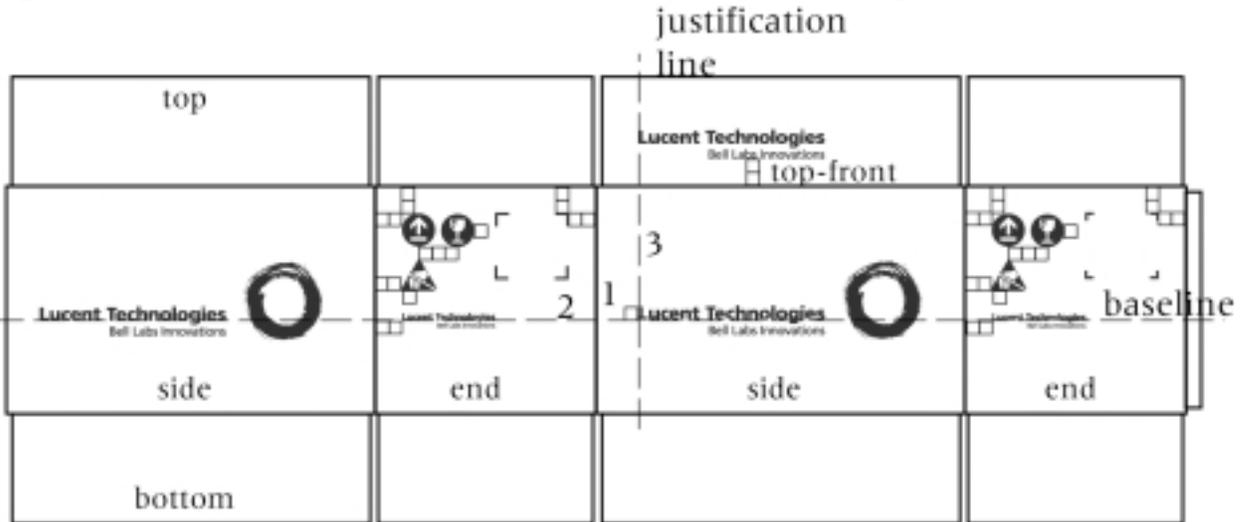
- 2.1. The size and position of the corporate signature as marked on the side panel of a container, determine sizes, defaults and alignments for artwork on the end panel and top-front flap, as outlined briefly here, and in more detail below.
- 2.2. The Primary Side Repro 1 (PSR1) size artwork of the Lucent corporate signature selected for marking on the side panel also determines the LT-capital height, which keys the edge spacing of markings on the end panel and top-front flap. (See Figure 1, Note 1.)
- 2.3. This PSR1 size also assigns the size of container-handling icon artwork from the Secondary Side Repro 1 (SSR1) for marking on the end panel.
- 2.4. The PSR1 size also assigns the default size of the SSR1 logotype artwork for marking on the end panel and the top-front flap. Smaller sizes of the SSR1 logotype artwork must be used to avoid interference or concealment by packing tapes, fasteners, shipping labels, other required markings, etc. on the end panel and top-front flap.
- 2.5. The vertical position of the “Lucent Technologies” letters of the PSR1 corporate signature artwork marked on the side panel determines a horizontal baseline for the position of the “Lucent Technologies” letters of the SSR1 logotype marked on the end panel. (See Figure 1, Note 2.)
- 2.6. The left edge of the “Lucent” letters of the PSR1 corporate signature artwork marked on the side panel determines a vertical line intersecting the top-front flap for the left justification of the SSR1 logotype marked on the top-front flap (See Figure 1, Note 3.)

3. Marking Side Panel with PSR1 corporate signature artwork

- 3.1. Both side panels of the RSC must have the corporate signature marking.
- 3.2. The corporate signature marking must be centered horizontally on the side panel.
- 3.3. The size of the PSR1 corporate signature artwork must be determined by the width of the side panel according to Table 1, in one of seven standard sizes.
- 3.4. The vertical positioning of the PSR1 corporate signature artwork must be determined by the height of the side panel according to Table 1, in either Style A (see Figure 2) or Style B (see Figure 3).
- 3.5. The width from the left edge of “Lucent” to the right edge of the innovation ring of corporate signature markings on the side panel must match the overall signature dimensions of the selected size of PSR1 artwork given in Table 2. Tolerance for color registration equals $\pm 1/16$ inch.
- 3.6. The top of the marked innovation ring to the top of the marked capital letters of “Lucent Technologies” on the side panel must match offset A of the selected size of PSR1 corporate signature artwork given in Table 2. Tolerance for color registration equals $\pm 1/16$ inch.
- 3.7. The angular orientation of the innovation ring in the corporate signature marking on the side panel must match the PSR1 corporate signature artwork.

3.8. Additional labels on the side panel must have minimum spacing of $2 \times$ (LT-capital height) away from the corporate signature marking, where LT-capital height is determined by the selected size of PSR1 corporate signature artwork. (See Table 2.)

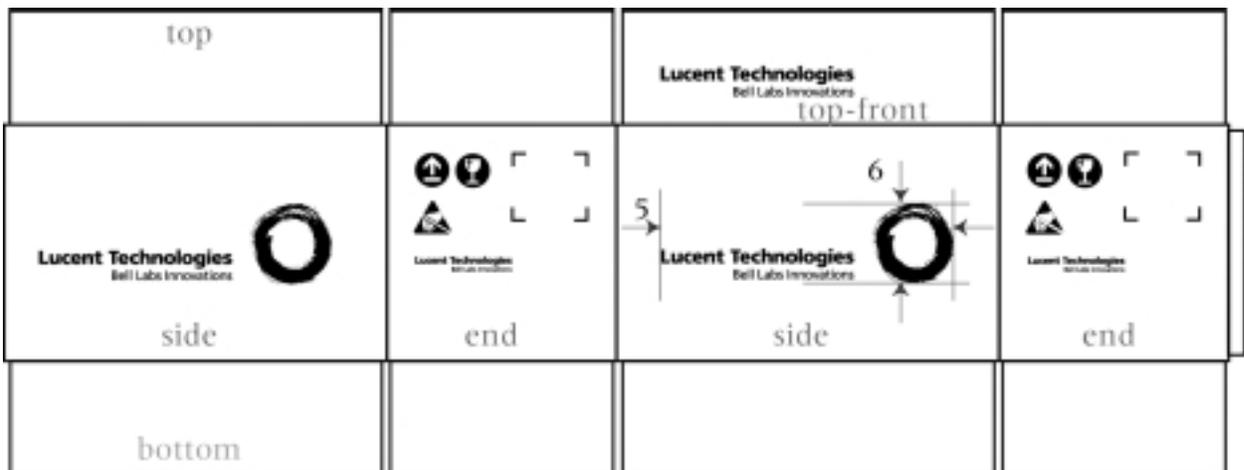
Figure 1. Coordination of end panel and top-front flap with side panel marking



Notes:

1. LT-capital height of corporate signature on side panel determines various spacing.
2. Baseline of “Lucent Technologies” of corporate signature of side panel determines position of the “Lucent Technologies” logotype on end panel.
3. Left edge of corporate signature on front-side panel determines left justification for logotype marked on top-front flap.

Figure 2. Style A placement of corporate signature on side panel; for lesser height containers in Table 1



Notes

4. PSR1 size artwork determined in Table 1 for given container
5. corporate signature centered horizontal
6. corporate signature centered vertical

Table 1. Selection of PSR1 size artwork of corporate signature, and selection of positional style

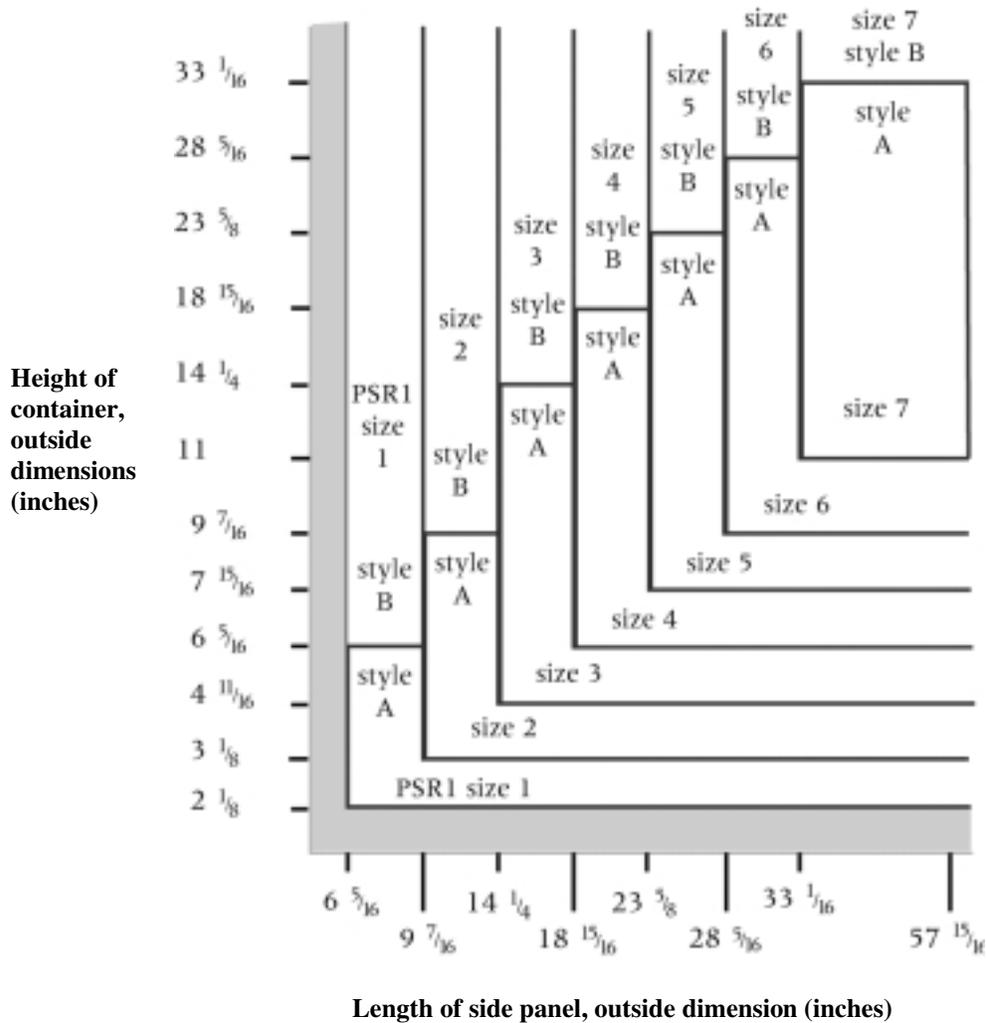


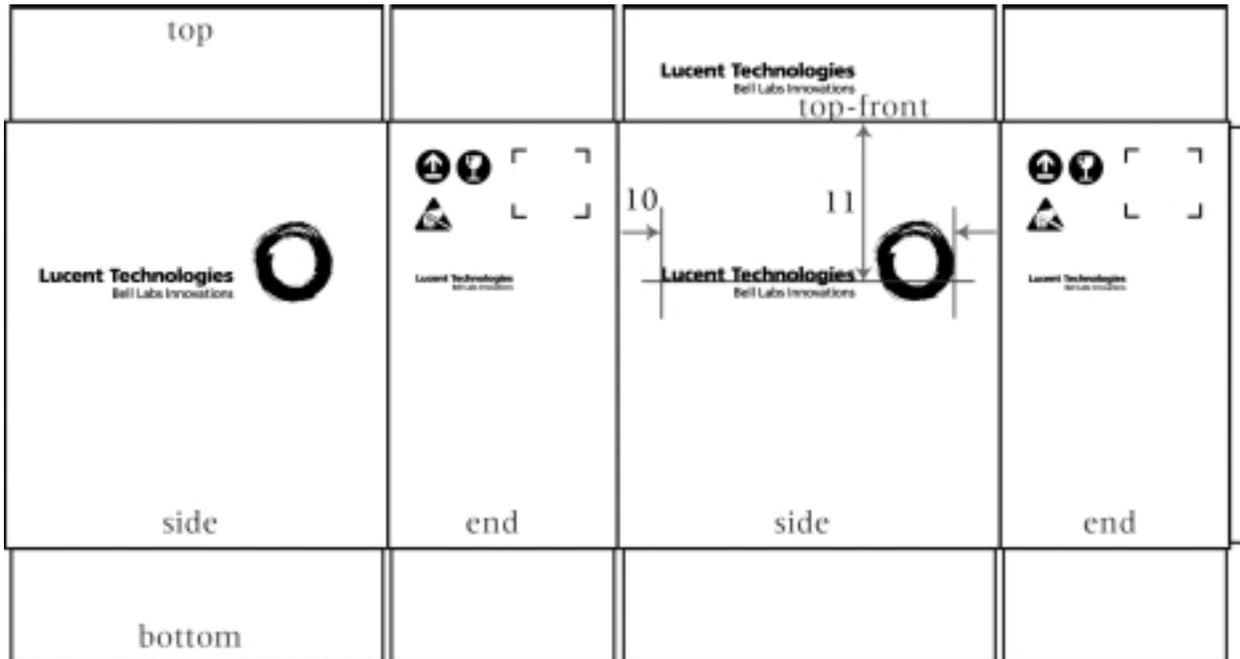
Table 2. Dimensions for PSR1 sizes of artwork of Lucent corporate signature (inches)

size	overall corporate signature width	innovation ring height	offset A	LT-capital height
1	5- 1/2	1- 1/2	7/8	1/4
2	8- 1/4	2- 1/4	1-5/16	3/8
3	12-3/8	3-3/8	2	9/16
4	16- 1/2	4- 1/2	2-5/8	3/4
5	20-5/8	5-5/8	3-5/16	15/16
6	24- 3/4	6- 3/4	3-7/8	1-1/8
7	28-7/8	8	4-5/8	1-5/16

Notes:

7. Offset A for each size of artwork provides the vertical alignment between top of innovation ring and top of capital letters of “Lucent Technologies”, as when the printing plate is separated for a two-color application.
8. LT-capital height for each size of artwork provides the unit of spacing on the end panel and flap.

Figure 3. Style B placement of corporate signature on side panel; for greater height containers in Table 1



Notes

- 9. PSR1 size artwork determined in Table 1 for given container
- 10. corporate signature centered horizontal
- 11. corporate signature baseline equals $2 \times$ (innovation ring height) from top edge of side panel

4. Marking end panel with container-handling icons

- 4.1. Both end panels of the container must have container-handling icon markings when applied.
- 4.2. The size of SSR1 carton handling icon artwork must match the selected size of the PSR1 corporate signature artwork for the marked container. (I.e., if the PSR1 size 3 corporate signature artwork is selected for side panel marking, then SSR1 size 3 container -handling icon artwork must be marked on the end panel.)
- 4.3. The SSR1 container-handling icon marking must be positioned in the upper left corner of the end panel in one, or more, rows of icons.
- 4.4. The left spacing between the left edge of the end panel and the left edge of the left-most icon of a row must equal $2 \times$ (LT-capital height), where LT-capital height is determined by the selected size of PSR1 corporate signature artwork for the side panel. (See Table 2.)
- 4.5. The center-to-center horizontal spacing between icons in a row must equal $3 \times$ (LT-capital height).
- 4.6. The vertical spacing between the bottom of an icon and the top of an icon in the next row must equal $1 \times$ (LT-capital height).
- 4.7. The minimum spacing between the right edge of an icon and the shipping label must equal $1 \times$ (LT-capital height).
- 4.8. We recommend a sequence of icons, as applicable, in row 1 that reads: this side up-icon, fragile-icon, keep dry-icon, handle with care-icon, stacking limit-icon, ESD sensitivity-icon.

Table 3. Dimensions for SSR1 sizes of artwork of container-handling icons (inches)

size	icon height	Notes:
1	11/16	12. The selection of size of SSR1 icon artwork must be determined by the selected size of PSR1 artwork for the side panel.
2	1	
3	1- 1/2	13. See Figure 6.
4	2-1/16	
5	2-9/16	
6	3-1/16	
7	3-9/16	

5. Marking end panel with “Lucent Technologies/Bell Labs Innovations” logotype

- 5.1. Both end panels of the container must have the “Lucent Technologies/Bell Labs Innovations” logotype markings when applied.
- 5.2. The default size of SSR1 logotype artwork must match the selected size of the PSR1 corporate signature artwork for the marked container. (I.e., if the PSR1 size 3 corporate signature artwork is selected for side panel marking, then SSR1 size 3, or the next two smaller sizes---in this case, 2 or 1---logotype artwork may be marked on the end panel.)
- 5.3. The SSR1 logotype artwork must be vertically positioned on the end panel so that the bottom of the letters “Lucent Technologies” rest on the same baseline as the letters “Lucent Technologies” of the corporate signature marked on the side panel.
- 5.4. The left spacing between the left edge of the end panel and the left edge of the logotype must equal $2 \times$ (LT-capital height), where LT-capital height is determined by the selected size of PSR1 corporate signature artwork for the side panel. (See Table 2.)
- 5.5. The minimum spacing between the top of the logotype marking and the bottom of the container-handling icon must equal $1 \times$ (LT-capital height).
- 5.6. The minimum spacing between the bottom of the logotype marking and the bottom edge of the end panel must equal $2 \times$ (LT-capital height).
- 5.7. The minimum spacing between the shipping label and the logotype must equal $1 \times$ (LT-capital height).
- 5.8. The next two smaller sizes than the default size of SSR1 logotype artwork may be applied to obtain required spacing.

Table 4. Dimensions for SSR1 sizes of artwork of “Lucent Technologies/Bell Labs Innovations” logotype (inches)

size	X, logotype width	Y, logotype height	Notes:
1	3- 5/8	9/16	14. Default size of SSR1 artwork of logotype matches the selected size of PSR1 artwork applied to the side panel. However, the next two smaller sizes of SSR1 artwork may be applied to the end panel to obtain required spacing.
2	5- 7/16	13/16	
3	8- 1/8	1- 1/4	15. Similarly for the top-front flap, the default size of SSR1 artwork of logotype matches the selected size of PSR1 artwork applied to the side panel. However, the next two smaller sizes of SSR1 artwork may be applied to obtain required spacing.
4	10- 7/8	1- 5/8	
5	13- 5/8	2- 1/16	
6	16- 5/16	2- 1/2	
7	19- 1/16	2- 7/8	
			16. See Figure 5.

6. Marking end panel with shipping

label placement-guidelines

- 6.1. One, or both, end panels must have placement-guideline markings for showing placement of shipping label(s).
- 6.2. The first shipping label placement-guidelines must be positioned in the upper right hand corner of an end panel.
- 6.3. The right spacing between the right edge of the end panel and the right-most edge of the placement-guidelines must equal $2 \times (\text{LT-capital height})$, where LT-capital height is determined by the selected size of PSR1 corporate signature artwork for the side panel. (See Table 2.)
- 6.4. The top spacing between the top edge of the end panel and the top-most edge of the placement guidelines must equal $2 \times (\text{LT-capital height})$.
- 6.5. Placement-guideline artwork must consist of four markings indicating the corner positions of a rectangular label of given height and width.
- 6.6. Each placement-guideline corner marking must consist of a right angle formed of intersecting 3-point rules intersecting at their end points, extending toward the opposing corner of the label, and of length $\frac{3}{4}$ inch.
- 6.7. Additional labels on the end panel must position beneath the first shipping label, with same right spacing, and appropriate placement-guideline markings.

7. Marking top-front flap with “Lucent Technologies/Bell Labs Innovations” logotype

- 7.1. The top-front flap must have the “Lucent Technologies/Bell Labs Innovations” logotype when applied.
- 7.2. The default size of SSR1 logotype artwork must match the selected size of the PSR1 corporate signature artwork for the marked container. (I.e., if the PSR1 size 3 corporate signature artwork is selected for side panel marking, then SSR1 size 3, or next two smaller sizes—in this example, 2 or 1—logotype artwork may be marked on the top-front flap.)
- 7.3. The selected size SSR1 logotype artwork must be left justified to the left edge of the PSR1 corporate signature artwork marked on the side panel adjoined to the top-front flap.
- 7.4. The spacing between the bottom the letters “Bell Labs Innovations” of the marked SSR1 logotype artwork and the bottom edge of the top-front flap must equal $2 \times (\text{LT-capital height})$, where LT-capital height is determined by the selected size of PSR1 corporate signature artwork for the side panel. (See Table 2.)
- 7.5. The minimum spacing between the top edge of the letters “Lucent Technologies” of the marked SSR1 logotype artwork and any shipping tape, staple, fastener, etc., must equal $1 \times (\text{LT-capital height})$. We recommend the next two smaller sizes than the default size of SSR1 logotype artwork to obtain required spacing.

8. Terminology

Adbrand : Lucent advertising and brand management group. Contact D.M. Davenport, telephone +1 732 949 5519, facsimile +1 732 949 2880.

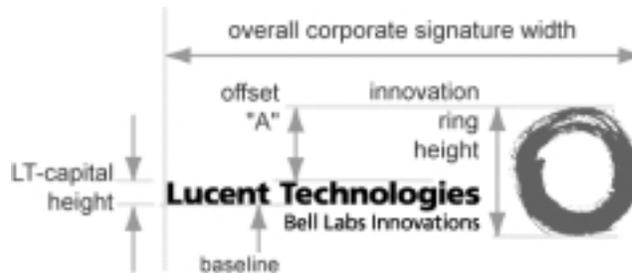
Baseline: horizontal line touching the bottom of the letters “Lucent Technologies” in the corporate signature as marked on the side panel, which determines alignment of logotype as marked on end panel.

Container-handling icons: icon artwork which provides precautionary symbols for handling and storing the shipping container and contents; used only when precautionary message applies to handling contents of container. See Figure 6.

Corporate signature: the corporate signature artwork has three composing parts: “Lucent Technologies” letterform, “Bell Labs Innovations” letterform, and the innovation ring, arranged exactly as shown (this is Lucent adbrand’s horizontal ‘b’ configuration). Artwork provided by PSR1.

End panel: The end panel of the shipping container receives markings for container-handling icons, logotype; Shipping labels typically affix onto the end panel. The end panel has been termed “secondary” side, also.

Figure 4. Features of corporate signature artwor



Innovation ring: unique brush-marked ring of color Lucent Red; component of the corporate signature.

Logotype: the logotype artwork has two components: “Lucent Technologies” letterform, and “Bell Labs Innovations” letterform, arranged exactly as shown in Figure 5; artwork provided by SSR1.

Figure 5. Features of “Lucent Technologies/Bell Labs Innovations” logotype artwor



“Lucent Technologies/Bell Labs Innovations”: see logotype.

Lucent Red: standard color for innovation ring of Lucent corporate signature. Color Lucent red equals the Pantone® PMS 186C check standard. For KRAFT containers, GCM1 #74 Red ink is acceptable for direct marking application. For WHITE (including mottled or bleached) containers, GCM1 #75 is acceptable for direct marking application.

LT-capital height: the height of the capital letter “L” and “T” marked as part of the corporate signature artwork on the side panel for a given shipping container. This LT-capital height is used as a unit for margins on the end panel and flaps. See Figure 4.

Primary Side Repro 1: artwork for side panel. Provides and defines standard sizes of Lucent corporate signature, horizontal configuration b.

PSR1: See Primary Side Repro 1

Regular Slotted Container : common top loading style of shipping container, typically fiberboard.

RSC : See Regular Slotted Container.

Secondary Side Repro 1 : artwork for end panel and top-front flap. Provides and defines standard sizes of “Lucent Technologies/Bell Labs Innovations” logotype and container-handling icons.

SSR1 : See Secondary Side Repro 1.

Side panel: The side panel of the shipping container provides the primary branding surface; side panel typically has the largest marking area of the shipping container, and receives the corporate signature markings. Has been termed “primary” side, also.

Figure 6. Examples of container-handling icons



9. Related documents

PKG-91NJ1045, issue 5, 1997 June 13, Packaging, packing, palletization, labeling and marking requirements for material being delivered to Lucent Technologies manufacturing and distribution locations.

10. Sources of artwork

Camera ready artwork of PSR1 and SSR1 are available from the Lucent order center, telephone 800 458 1761 (alternately, +1 908 245 4400).

Electronic files of the PSR1 and SSR1 artwork are available by email. Contact the packaging engineer, or the adbrand group.

Photopolymer plates for printing the approved corporate signature, logotype, and circular icon artworks may be purchased from this vendor:

Precision Rubber Plate Co., Inc., 5620 Elmwood Drive, Indianapolis, IN 46203
telephone 317 783 3226, facsimile 317 788 5680

Alternate plate suppliers must obtain approval for their printing plates with Lucent artwork from the Lucent brand management group. For details please contact:

D.M. Davenport, brand manager, Lucent Technologies, 101 Crawford's Corner Road, room 1j317, Holmdel, NJ 07733, telephone +1 732 949 5519, facsimile +1 732 949 2880, email dmdavenport@lucent.co