


Packard
Supplying HVACR solutions with your needs in mind.

Brand Guidelines

Introduction

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QUESTIONS?

If you have any questions about using this guide, please contact Packard's Marketing Department (marketing@packardonline.com) for further assistance.

Any deviations from these guidelines require approval from the Packard Marketing Department.

MANY BRANDS, ONE SOURCE.

Welcome to Packard's Brand Guidelines. In this document, you will find directions to help you properly apply elements of the Packard company brand and Packard's private-labeled family of products in order to uphold the consistency of our image in communications.

As a master distributor, Packard represents over twenty different manufacturers, yet we approach our customers as one unified source for HVACR solutions. Over the years the Packard brand has evolved. In 2012, our logo was redesigned, and we added a new tagline to succinctly articulate what we do. As we continue to build our brand and identity, it is important to ensure a sense of continuity across all communications.

Each time our logo is used, it sends a message about the quality of our services and the value of our brand. Following the guidelines outlined in this document will help uphold the consistency of incorporating Packard's identity elements in the creation and reproduction of materials. These include:

- print
- electronic
- promotional

Thank you in advance for adhering to these guidelines.

Kelly Goldsmith
General Manager

Messaging Guidelines

The following text has been standardized for Packard marketing communications. The information may be used as it appears below, or as a guideline when referring to Packard.

Packard in 100 Words

For over 53-years, Packard has been a master distributor of HVACR solutions for manufacturers all over the world. Its extensive history with the strongest domestic suppliers and vast experience with global sourcing, allows Packard to bring wholesalers innovative, high quality products. Packard's brand offering includes top industry names and its own exclusive private-label lines. With corporate headquarters located in Kennesaw, Georgia, Packard has strategic sales offices on both coasts and in the Midwest, and maintains 39 independent manufacturers' representatives across the U.S. and Canada. Packard's unyielding dedication to providing the best service, selection and satisfaction will always be top priority.

Packard in 50 Words

Packard represents over 20 brands as a master distributor of HVACR solutions including top industry names and its own exclusively branded products and private-label lines. It is Packard's vision to be North America's #1 preferred source for HVACR motors and components providing the best service, selection and satisfaction to wholesalers.

Packard in 25 Words

Packard is a master distributor of over twenty brands of HVACR solutions and is dedicated to providing the best service, selection and satisfaction to wholesalers.

Identity

We have designed our logo to reflect Packard's evolution and forward-thinking standpoint in the HVACR industry. The logo is styled as bold and modern, and contains imagery in the form of three curved lines, over the top of our name. These three lines represent our core values - values that always come above all else.

Service

From the relationships built and fostered by our sales professionals, to our responsive and courteous customer service team - we take service very seriously. We strive to make it easy for you to work with us - whether it's by phone, fax, online or in-person.

Selection

We offer a full spectrum of HVACR parts and components. We seek to proactively evolve our product offering in response to purchasing shifts and trends in the HVACR industry. It is our goal to be a one-stop HVACR source.

Satisfaction

Packard believes that all customers deserve prompt and courteous service, a phone call answered by a person, and product support after the sale. Our superior customer-service focus and relationship-based execution has been recognized repeatedly by our customers.



Supplying HVACR solutions with your needs in mind.

Our new tagline conveys who Packard is and what we do. It underscores our commitment to our three core values by focusing on our customers' needs.

Top logo with tagline - Minimum sizes

Print: 2.4" W X 0.8"H (6.1 cm X 2.03 cm)

Web: 219 X 73 pixels



Top logo without tagline - Minimum sizes (see usage guidelines at right)

Print: 0.827"W X 0.23"H (2.1 cm X 0.58 cm)

Web: 105 X 31 pixels



Left logo - Approval required prior to use



Logo

LOGO VERSIONS

LOGO WITH TAGLINE

The Packard "top" logo with the tagline should be used in all customer-facing materials wherever possible. The logo with the tagline should be displayed at a minimum of 2.4" W X 0.8"H inches for print or 219 X 73 pixels for web applications to retain legibility. ***Please do not try to alter any aspect of the logo and do not try to recreate it. Use only the logo which has been supplied and approved.***

The logo is available in various formats and can be supplied to you by contacting our Marketing Department.

LOGO WITHOUT TAGLINE

When marketing a Packard-branded product, (where Packard is the manufacturer), please use the "top" logo without the tagline. In addition, in certain instances due to space restrictions or the type of application, such as apparel, where the tagline may not reproduce well, the logo may be used without the tagline.

"LEFT" LOGO

The Packard "left" logo may only be used for packaging purposes such as box labels when there is a height restriction. Approval from Packard must be obtained prior to using the "left" logo.

Logo

CLEARANCE ZONES

A minimum distance of empty space should surround the Packard logo at all times. This clearance zone is approximately determined by the height of two of the “curved lines” from the logo and should be carried through to all four sides.

No other graphic or type should enter this area except for the logo with tagline. Please follow these guidelines for implementing in all print, Web, multimedia, and alternate uses.

LOGO WITH TAGLINE



LOGO WITHOUT TAGLINE



Whenever possible, the Packard Blue Logo should be used. However, on dark or colored backgrounds, use the reverse logo. The reverse logo can be supplied by our Marketing Department. A one-color logo is also available for one-color printing upon request.

Logo

Use Reverse Logo on dark colored backgrounds where there would not be enough contrast for the Packard Blue Logo to be legible.



Use the Packard Blue Logo on backgrounds that allow for enough contrast.



Logo

WHAT NOT TO DO.

Do not:

Put the Packard blue logo on backgrounds where there is not enough contrast.



Do not:

Stretch, rotate or distort the logo.



Do not:

Add a drop shadow, or other decorative elements.



Do not:

Use the logo in any other color but the approved blue.



Do not:

Place the logo on a busy image. Select a less busy area of a photo.



Do not:

Separate the “Packard curves” from the logo or use the Packard logo without the “curves”.



You may use the Packard logo on promotional items. Due to size restrictions and legibility, the logo with the tagline may not be appropriate to place on promotional items.

Logo

Please use discretion when choosing the appropriate logo and follow the clear zone guidelines and placement on color guidelines.

LOGO WITH TAGLINE



LOGO WITHOUT TAGLINE

When representing Packard branded products, such as in a catalog or ad with many products, space restrictions may dictate which logo to use. In this example, the logo with the tagline, would not be legible at its approved minimum size, so the logo without the tagline is used.



Packard 48-frame
Direct Replacement Motor



LOGO WITHOUT TAGLINE



LOGO & TAGLINE

Brand Colors

When designing pieces for Packard brand products, use the following colors which appear in our color palette in order to maintain a unified, recognizable appearance across all communications.

PRIMARY COLORS



Pantone
4-color process (CMYK)
Screen Color (RGB)
Hexadecimal

Pantone: 287 PC
C:100, M:72, Y:2, K:12
R:0, G:78, B:149
004E95



Pantone: 287 PC 80%
C:80, M:58, Y:2, K:10
R:60, G:99, B:162
3C63A2



Pantone: 287 PC 20%
C:20, M:15, Y:1, K:10
R:194, G:200, B:223
C2C8DF

SECONDARY COLORS



Pantone
4-color process (CMYK)
Screen Color (RGB)
Hexadecimal

Black
C:0, M:0, Y:0, K:100
R:0, G:0, B:0
000000



White
C:0, M:0, Y:0, K:0
R:255, G:255, B:255
FFFFFF

Caviar Dreams (preferred)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 ‘ “ (!?)

Bebas Neue (preferred)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 ‘ “ (!?)

Tw Cen MT (alternate)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 ‘ “ (!?)

Calibri

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 ‘ “ (!?)

Arial

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 ‘ “ (!?)

Fonts

When creating promotional copy for Packard brand products, please use the following type styles as guidelines.

HEADLINES & SUB-HEADINGS

Use either Caviar Dreams or Bebas Neue* for headlines, sub-headings or display fonts. If not available use Tw Cen MT.

Bold & Italic versions of the fonts are acceptable as well.

* Note - Caviar Dreams & Bebas Neue are available for download on fontspace.com

BODY

Use Calibri for body text. If not available use Arial.

Bold versions of the fonts are acceptable.

Private-labeled Brands

PACKARD LOGO VERSION FOR USE WITH PRIVATE-LABELED BRANDS

A specific version of the Packard logo has been developed when a private-labeled product is featured in product communications and promotions.

“A solution from Packard” logo is ONLY to be used in conjunction with a private-labeled product when that product is the feature of the communication or promotion.

This logo should be displayed at a minimum of 2.4” W X 0.92”H inches for print or 219 X 85 pixels for web applications to retain legibility. ***Please do not try to alter any aspect of the logo and do not try to recreate it. Use only the logo which has been supplied and approved.***

The logo can be supplied to you by contacting our Marketing Department.

Packard distributes several exclusive product lines which are specifically developed for us in order to offer our customers high-quality, superior performance products. Our private-labeled products bring both functionality as well as showroom appeal.

Each private-labeled product has a distinct brand identity - including logo, font, colors and product positioning. It is important to follow the guidelines developed for each private-labeled product so a consistent approach is maintained with consumers as they learn about each brand.

“A solution from Packard” Logo: To be used ONLY with private-labeled products.



“A solution from Packard” logo Minimum sizes
Print: 2.4” W X 0.92”H (6.1 cm X 2.34 cm)
Web: 219 X 85 pixels

Private-labeled Brands

TITAN BRAND ELECTRICAL PRODUCTS

Packard's exclusive Titan brand line of electrical products may look like small parts, but they pack a big punch both on and off the shelves. Our overall focus for our Titan branded line remains on quality and reliability for the best possible value. The bold packaging and retail appeal of our Titan line is leveraged in our marketing of the products.

The "solution from Packard" logo should be used with any Titan branded product and appear secondary to the Titan logo in marketing circumstances such as the following.

CORRECT



The correct layout features a product image of a Titan PRO capacitor box and unit on the left. To the right, the **TITAN PRO®** logo is prominently displayed. Below the logo, the text reads: "Titan PRO® is built to the toughest international standards for AC motor run capacitors." At the bottom right, the "a solution from Packard" logo is shown, with the tagline "Supplying HVACR solutions with your needs in mind."

INCORRECT



The incorrect layout is crossed out with a large X. It features the same product image on the left. However, the **TITAN PRO®** logo is smaller and positioned to the left of the "a solution from Packard" logo, which is placed higher and more prominently. The descriptive text "Titan PRO® is built to the toughest international standards for AC motor run capacitors." is also present but less emphasized.

Private-labeled Brands

TITAN MAX® DEFINITE PURPOSE CONTACTOR

LOGO USAGE

The Titan Max® logo should accompany print and online sales & marketing communications for the product, especially if the packaging is not being pictured with the product.

Please adhere to the minimum sizes indicated for the logo depending on application, to retain legibility. ***Please do not try to alter any aspect of the logo and do not try to recreate it. Use only the logo which has been supplied and approved.***

The logo is available in various formats and can be supplied to you by contacting our Marketing Department.

CLEARANCE ZONES

A minimum distance of empty space should surround the Titan Max® logo at all times. This clearance zone is determined by the width of the “N” in “TITAN” and should be carried through to all four sides when possible.

No other graphic or type should enter this area. Please follow these guidelines for implementing in all print, Web, multimedia, and alternate uses.

Titan Max® logo Minimum sizes

Print: 1.04” W X 0.167”H (2.64 cm X 0.42 cm)

Web: 129 X 22 pixels

TITAN MAX®



LOGO USAGE & PRODUCT IMAGERY

Please use discretion when applying the Titan Max® logo on colored backgrounds. Use backgrounds with enough contrast to allow the logo to be legible. A **reverse** Titan Max® logo is available for use on dark backgrounds. The logo can be supplied to you by contacting our Marketing Department. In addition, a one-color logo is available for one-color printing upon request. Please follow all guidelines found on page 8 to ensure proper logo usage.

Private-labeled Brands

TITAN MAX®
DEFINITE PURPOSE CONTACTOR

CORRECT



INCORRECT



PRODUCT IMAGERY

When using Titan Max® product imagery in print or web marketing, please ensure you are using the proper resolution for the applied format. Use only high resolution images for print. Product images can be supplied by our Marketing Department. If Titan Max® contactors are not pictured with packaging, please use the Titan Max® logo.

Correct:
Product
shown with
packaging



Correct:
Product
shown with
logo



TITAN MAX®

TITAN MAX®

Private-labeled Brands

TITAN MAX®

DEFINITE PURPOSE CONTACTOR

The following text has been standardized for Titan Max® marketing communications. The information may be used as it appears here, or as a guideline when referring to Titan Max®.

MESSAGING GUIDELINES

All references to Titan Max® in marketing communications should appear as two words and be accompanied by the registered Trademark symbol (“®”) .

Correct:
Titan Max®

~~**Incorrect:**
TitanMax~~

Initial references to Titan Max® should also include the qualifier “Definite Purpose Contactor” to clearly describe the product.

TITAN MAX™ IN WORDS

**Titan Max®
in 25 Words**

Packard’s Titan Max line of Definite Purpose contactors and auxiliary switches offer direct replacement for Furnas DP contactors and many others for refrigeration and beyond.

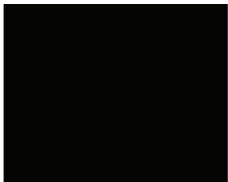
**Titan Max®
in 50 Words**

With superb life cycles tested up to 250,000 electrically and 1,000,000 mechanically, Packard’s Titan Max® line of definite purpose contactors offer maximum dependability. It’s an ideal one-for-one replacement for the Furnas DP contactor, and no matter which way it’s mounted, performance remains strong. OEM approved. Meets the ARI 780/790 standard.

TITAN MAX®



Pantone 1797 C
C: 16, M: 100, Y: 100, K: 7
R: 194, G: 32, B: 38
C22026



Pantone Black
C: 75, M: 68, Y: 67, K: 90
R: 0, G: 0, B: 0
000000



Pantone 877 U
C: 0, M: 0, Y: 0, K: 40
R: 177, G: 179, B: 180
A7A9AC

Pantone
4-color process (CMYK)
Screen colors (RGB)
Hexadecimal

Corbel Bold Caps

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 ‘ ” (!?)**

Calibri

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 ‘ ” (!?)

Private-labeled Brands

**TITAN MAX®
DEFINITE PURPOSE CONTACTOR**

TITAN MAX® COLOR PALETTE

When designing pieces for the Titan Max® line of products, use the following colors which appear in our color palette in order to maintain a unified, recognizable appearance across all communications.

TITAN MAX® FONT STYLES

When creating promotional copy for Titan Max® products, please use the following type styles as guidelines .

HEADLINES

Use Corbel Bold as a headline and display font in All Caps or Small Caps.

BODY

Use Calibri for body text. If not available use Arial.

Bold versions of the fonts are acceptable.

TITAN MAX®

Private-labeled Brands

TITAN PRO® PROFESSIONAL GRADE MOTOR RUN CAPACITORS

LOGO USAGE

The Titan PRO® logo should accompany print and online sales & marketing communications for the 440/370 volt capacitor or to represent the whole line of Titan PRO™ products especially if the packaging is not being pictured with the product.

The ***Titan PRO® 370 logo should only accompany the 370 volt capacitor.***

Please adhere to the minimum sizes indicated for each logo depending on application, to retain legibility. ***Please do not try to alter any aspect of the logos and do not try to recreate them. Use only the logos which have been supplied and approved.***

The logos are available in various formats and can be supplied to you by contacting our Marketing Department.

CLEARANCE ZONES

A minimum distance of empty space should surround the Titan PRO® logo at all times. This clearance zone is determined by the width of the “N” in “TITAN” and should be carried through to all four sides when possible.

No other graphic or type should enter this area. Please follow these guidelines for implementing in all print, Web, multimedia, and alternate uses.

Titan PRO® logo Minimum Sizes

Print: 1.087”W x 0.19”H (2.76 x 0.48 cm)

Web: 116 x 22 pixels



Titan PRO® 370 logo Minimum Sizes

Print: 1.353”W x 0.183”H (3.44x 0.47 cm)

Web: 163 x 22 pixels



LOGO USAGE & PRODUCT IMAGERY

Please use discretion when applying the Titan PRO™ logos on colored backgrounds. Use backgrounds with enough contrast to allow the logo to be legible. *Reverse Titan PRO® logos* are available for use on dark backgrounds. The logos can be supplied to you by contacting our Marketing Department. In addition, one-color logos are available for one-color printing upon request. Please follow all guidelines found on page 8 to ensure proper logo usage.

Private-labeled Brands

TITAN PRO® PROFESSIONAL GRADE
MOTOR RUN CAPACITORS

CORRECT



INCORRECT



PRODUCT IMAGERY

When using Titan PRO® product imagery in print or web marketing, please ensure you are using the proper resolution for the applied format. Use only high resolution images for print. Images can be supplied by our Marketing Department. If Titan PRO® capacitors are not pictured with packaging, please use the Titan PRO® logo.

Please ensure you correspond the Titan PRO® 370 Capacitors with it's correct packaging.



Correct: Product shown with packaging



Correct: Product shown with logo



Incorrect: *Titan PRO® 370* capacitor shown with incorrect packaging

Private-labeled Brands

TITAN PRO® PROFESSIONAL GRADE MOTOR RUN CAPACITORS

The following text has been standardized for Titan PRO® marketing communications. The information may be used as it appears here, or as a guideline when referring to Titan PRO®.

MESSAGING GUIDELINES

All references to Titan PRO® in marketing communications should appear as two words and be accompanied by the registered Trademark symbol (“®”) . The “PRO” should be in ALL CAPS.

Correct:
Titan PRO®

~~Incorrect:
TitanPro~~

Initial references to Titan PRO® should also include the qualifier “Professional Grade Motor Run Capacitors” to clearly describe the product.

TITAN PRO® IN WORDS

Titan PRO®
in 30 Words

Packard’s Titan Pro® Professional Grade Motor Run Capacitors are built for 60,000 hours and come in 173 ratings. Not all capacitors are built the same. It’s time to go PRO.

Titan PRO®
in 50 Words

At 60,000 hours of operational life, Packard’s Titan Pro® Professional Grade Motor Run Capacitors run 83% longer than standard motor run capacitors of similar value in the toughest conditions. Titan PRO® is offered in an inventory reducing 440/370 volt or a value conscious 370 volt. Have you gone PRO yet?



Pantone
4-color process (CMYK)
Screen colors (RGB)
Hexadecimal



Pantone 130 C
C: 0, M: 30, Y: 100, K: 0
R: 253, G: 185, B: 19
FDB913



Pantone Black
C: 75, M: 68, Y: 67, K: 90
R: 0, G: 0, B: 0
000000



Pantone 877 U
C: 0, M: 0, Y: 0, K: 40
R: 177, G: 179, B: 180
A7A9AC

Franklin Gothic Demi Cond

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 ‘ “ (!?)

Franklin Gothic Book

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 ‘ “ (!?)

Private-labeled Brands

TITAN PRO® PROFESSIONAL GRADE MOTOR RUN CAPACITORS

TITAN PRO® COLOR PALETTE

When designing pieces for the Titan PRO® line of products, use the following colors which appear in our color palette in order to maintain a unified, recognizable appearance across all communications.

TITAN PRO® FONT STYLES

When creating promotional copy for Titan PRO® products, please use the following type styles as guidelines .

HEADLINES

Use Franklin Gothic Demi Cond as a headline and display font.

BODY

Use Franklin Gothic Book for body text.
If not available use Arial.

Italic versions of the fonts are acceptable.

Private-labeled Brands

TITAN HD® USA-MADE MOTOR RUN CAPACITORS

LOGO USAGE

The Titan HD® logo should accompany print and online sales & marketing communications for the product, especially if the packaging is not being pictured with the product.

Please adhere to the minimum sizes indicated for the logo depending on application, to retain legibility. ***Please do not try to alter any aspect of the logo and do not try to recreate it. Use only the logo which has been supplied and approved.***

The logo is available in various formats and can be supplied to you by contacting our Marketing Department.

CLEARANCE ZONES

A minimum distance of empty space should surround the Titan HD® logo at all times. This clearance zone is determined by the width of the “N” in “TITAN” and should be carried through to all four sides when possible.

No other graphic or type should enter this area. Please follow these guidelines for implementing in all print, Web, multimedia, and alternate uses.

Titan HD® logo Minimum Sizes

Print: 0.887”W x 0.153”H (2.25 x 0.39 cm)

Web: 115 x 22 pixels

TITAN HD®



LOGO USAGE & PRODUCT IMAGERY

Please use discretion when applying the Titan HD® logo on colored backgrounds. Use backgrounds with enough contrast to allow the logo to be legible. A reverse Titan HD® logo is also available for use on dark backgrounds. The logo can be supplied by contacting our Marketing Department. In addition, a one-color logo is available for one-color printing upon request. Please follow all guidelines found on page 8 to ensure proper logo usage.

Private-labeled Brands

TITAN HD® USA-MADE MOTOR RUN CAPACITORS

CORRECT



INCORRECT



PRODUCT IMAGERY

When using Titan HD® product imagery in print or web marketing, please ensure you are using the proper resolution for the applied format. Use only high resolution images for print. Product images can be supplied by our Marketing Department. If Titan HD® capacitors are not pictured with packaging, please use the Titan HD® logo.



Correct: Product shown with packaging



Correct: Product shown with logo

TITAN HD®

TITAN HD®

Private-labeled Brands

TITAN HD® USA-MADE MOTOR RUN CAPACITORS

The following text has been standardized for Titan HD® marketing communications. The information may be used as it appears here, or as a guideline when referring to Titan HD®.

MESSAGING GUIDELINES

All references to Titan HD® in marketing communications should appear as two words and be accompanied by the registered Trademark symbol (“®”) . The “HD” should be in ALL CAPS.

Correct:
Titan HD®

~~Incorrect:~~
~~TitanHd~~

Initial references to Titan HD® should also include the qualifier “USA-Made Motor Run Capacitors” to clearly describe the product.

TITAN HD® IN WORDS

Titan HD® in
30 Words

Packard’s Titan HD® Heavy Duty Motor Run Capacitors are built U.S.A. tough and rated for 60,000 hours of operating life. Longevity you can count on; craftsmanship to be proud of.

Titan HD® in
50 Words

Packard’s Titan HD® is a Heavy Duty motor run capacitor manufactured in the United States with U.S. materials and U.S. quality control. Every capacitor made is 100% life tested. It’s capable of 60,000 hours of operating life, available in 234 ratings, and meets all industry standards for performance and quality.

TITAN HD®

Pantone
4-color process (CMYK)
Screen colors (RGB)
Hexadecimal



Pantone 281 C
C: 100, M: 68, Y: 0, K: 54
R: 0, G: 45, B: 98
002d62



Pantone 193 C
C: 16, M: 100, Y: 76, K: 5
R: 197, G: 15, B: 60
C50F3C

Trebuchet MS Bold

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 ‘ “ (!?)**

Calibri

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 ‘ “ (!?)

Private-labeled Brands

TITAN HD® USA-MADE MOTOR RUN CAPACITORS

TITAN HD® COLOR PALETTE

When designing pieces for the Titan HD® line of products, use the following colors which appear in our color palette in order to maintain a unified, recognizable appearance across all communications.

TITAN HD® FONT STYLES

When creating promotional copy for Titan HD® products, please use the following type styles as guidelines .

HEADLINES

Use Trebuchet MS Bold as a headline and display font.

BODY

Use Calibri for body text. If not available use Arial.

Bold & Italic versions are acceptable.

TITAN HD®



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