PICNIC TIME FAMILY OF BRANDS



Brand

Logo / Orientation / Buffers Color Scheme and Fonts Incorrect Usage

Warranty

Built to Last Lifetime Guarantee (Logo & Verbiage)

Built to Last Lifetime Guarantee (Medium & Long Verbiage)

Quality Icons

Logos: Safe Seal / Eco Friendly / Thermoguard

Photography

Style / Color

Packaging

Hang Tag Examples
Gift Box Examples
Sleeve Examples

Ads

Advertisement Full Page Advertisement Half Page Advertisement Quarter Page

CDUs

Floor Display Counter Display

Legal

Trademarks and Registrations















PANTONE COOL GREY 3 C

85% BLACK

PANTONE COOL GREY 1 C

90% BLACK

PANTONE 4505 C



INSULATED SHOULDER TOTE

GROWLER TOTES

QUALITY BUILT TO LAST

BEBAS NEUE

ARCHER (MEDIUM)

BANTHERS (REGULAR)



QUALITY BUII.T TO I.AST

OAK CHEST WITH ACCESSORIES

ROBOTO (BOLD)

ARCHER (BOOK)

Do not adjust logo spacing or coloring without permission from the creative director.

Also avoid placing logos on top of busy backgrounds.





The BUILT TO LAST Lifetime Guarantee promises that if any of our products fail to perform as promised, we will repair or replace your item without hassle – FOR LIFE. To learn more go to www.picnictime.com/builttolast



We believe that our products should be strong, reliable, and should work the way they were intended.

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Quality Icons







SAFE SEAL:

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THERMOGUARD:

High-density closed-cell foam insulation keeps your food and drinks cool and/or warm for hours longer than uninsulated storage.

ECO FRIENDLY:

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Rubberwood comes from the rubber tree – a natural, eco-friendly hardwood and a renewable resource. At the end of the tree's life cycle, it stops producing latex sap. It is then harvested and used to produce products of lasting beauty and durability.

Bamboo is the fastest growing plant on Earth. A giant grass that replenishes itself naturally, bamboo is a highly renewable and sustainable resource, having minimal long-term adverse effects on the environment. Extremely strong and durable, it is recognized as a leading eco-friendly alternative to hardwoods.

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31*18.2*14.1cm





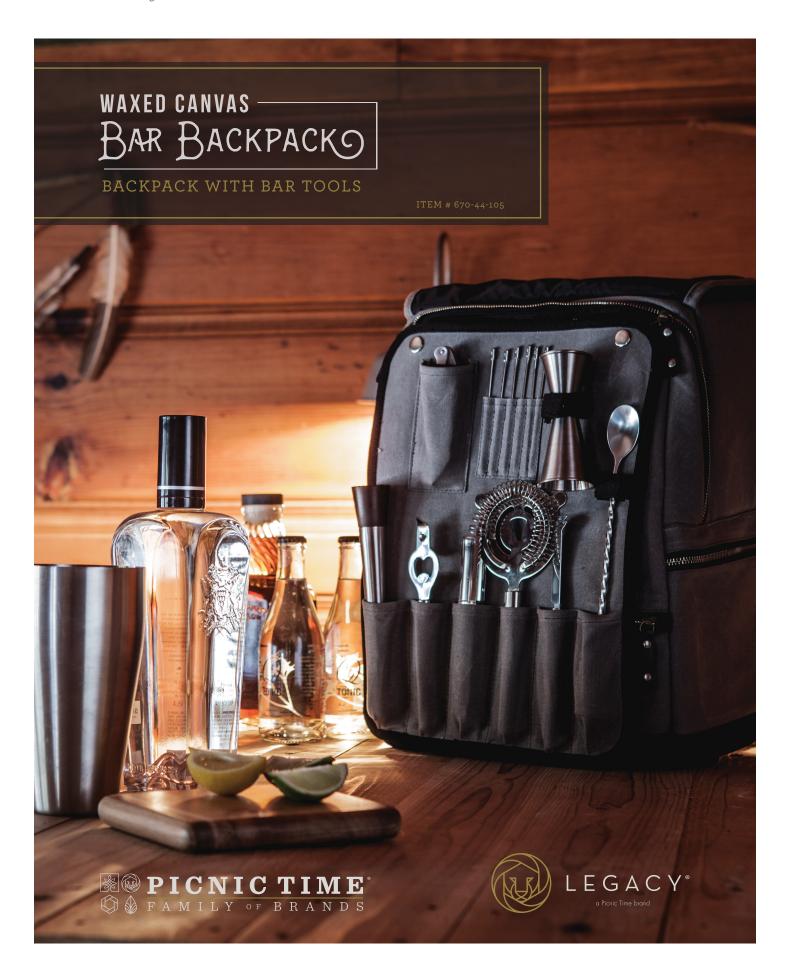
SLEEVE 1 Matte Cardstock, 110lb.

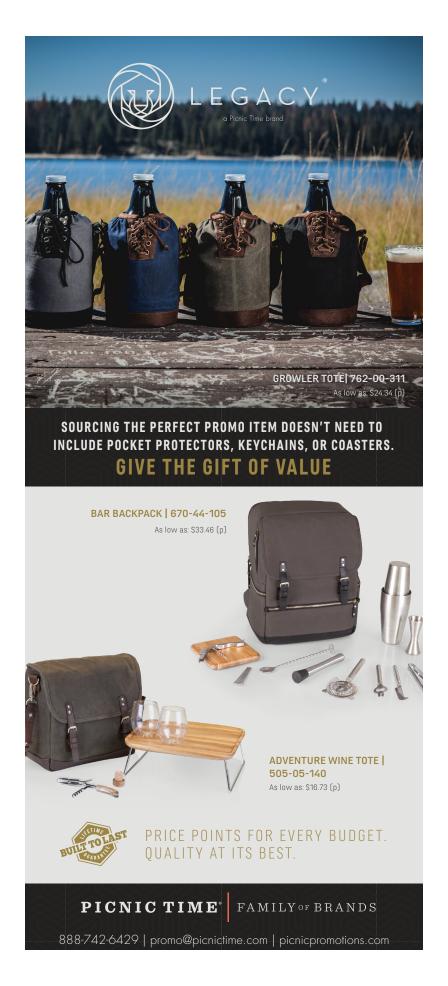
CUT SIZE: 3" x 7.5"

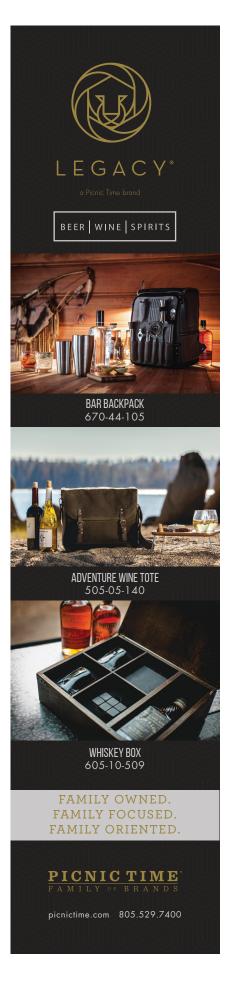
CUTLINE ---- FOLD LINE

















LEGACY® – a Picnic Time brand



the ® must be after "LEGACY" not "a Picnic Time brand"

OTHER "RULES":

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Thank You!

FONTS



CAMBRIA (BOLD)

AVENIR NEXT CONDENSED (MEDIUM)

CAMBRIA (ITALIC)

CAMBRIA (BOLD)

CAMBRIA (REGULAR)



MARIANINA WD FY (BOLD)
MARIANINA WD FY (LIGHT)

FUTURA STD (LIGHT)

MARIANINA WD FY (MEDIUM)

FUTURA STD (BOOK)



GOTHAM X NARROW (LIGHT)

GOTHAM BOLD

Warnock Pro(Italic)

GOTHAM BOLD

GOTHAM XNARROW (LIGHT)



BEBAS NEUE

ARCHER (MEDIUM)

BANTHERS (REGULAR)

ROBOTO (BOLD)

ARCHER (BOOK)

PICNIC TIME FAMILY OF BRANDS



Brand

Logo / Orientation / Buffers
Color Scheme and Fonts
Incorrect Usage

Warranty

Built to Last Lifetime Guarantee (Logo & Verbiage)
Built to Last Lifetime Guarantee (Medium & Long Verbiage)

Quality Icons

Logos: Safe Seal / Eco Friendly / Thermoguard

Photography

Style / Color

Packaging

Hang Tag Examples
Gift Box Examples
Header Card Examples
Tyvek Labels

Ads

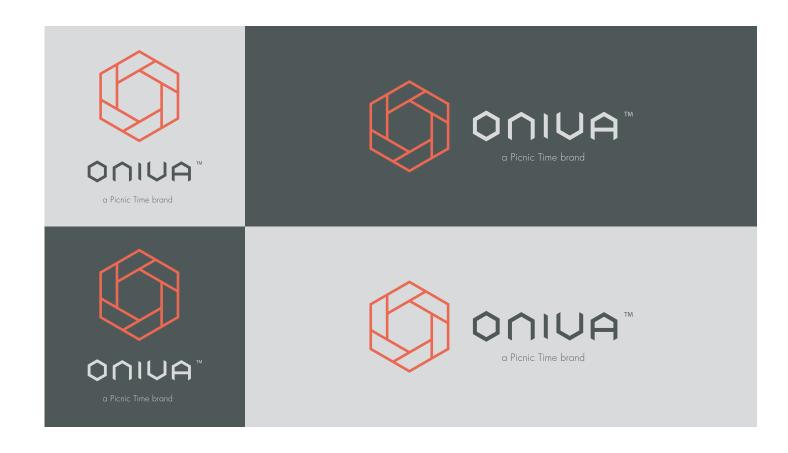
Advertisement Full Page
Advertisement Half Page
Advertisement Quarter Page

CDUs

Floor Display Counter Display

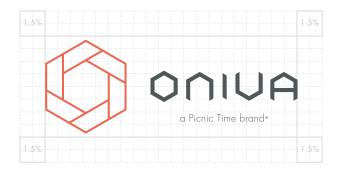
Legal

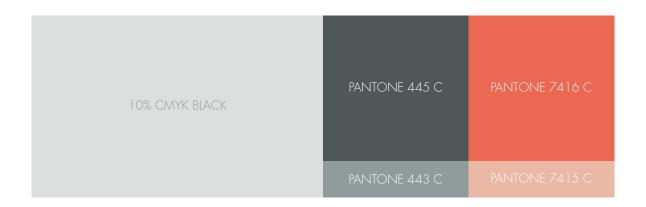
Trademarks and Registrations











Cooler Tote with Deluxe Picnic Service for Two

MARIANINA XWD FY (BOLD) MARIANINA WD FY (LIGHT)

FUTURA STD (LIGHT)

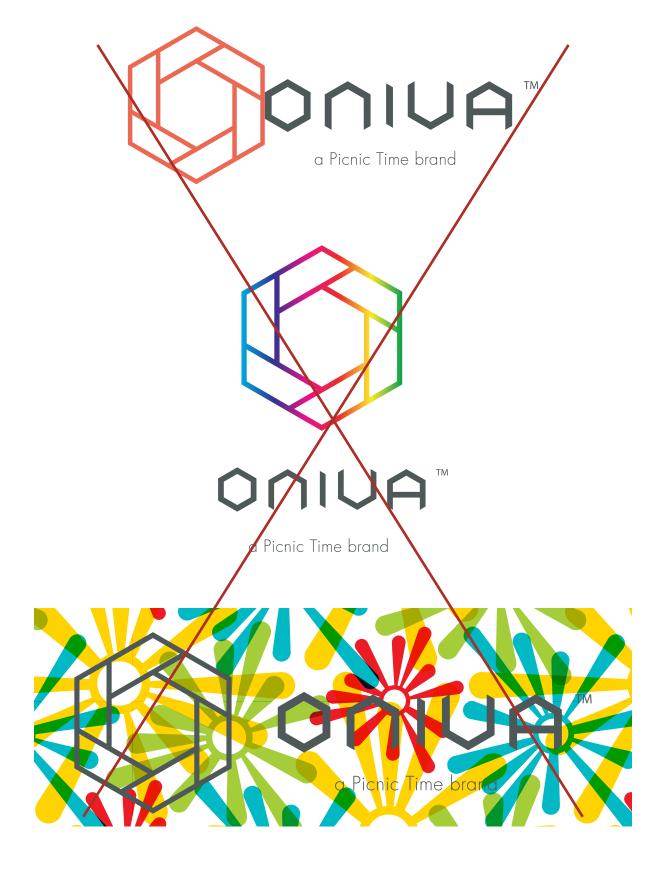


Cooler Tote with Deluxe Picnic Service for Two

MARIANINA WD FY (MEDIUM) FUTURA STD (BOOK)

Do not adjust logo spacing or coloring without permission from the creative director.

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WARNING LABEL FOR ALL BBQ GRILLS :



WARNING: This product contains a chemical known to the State of California to cause birth defects or other reproductive harm.





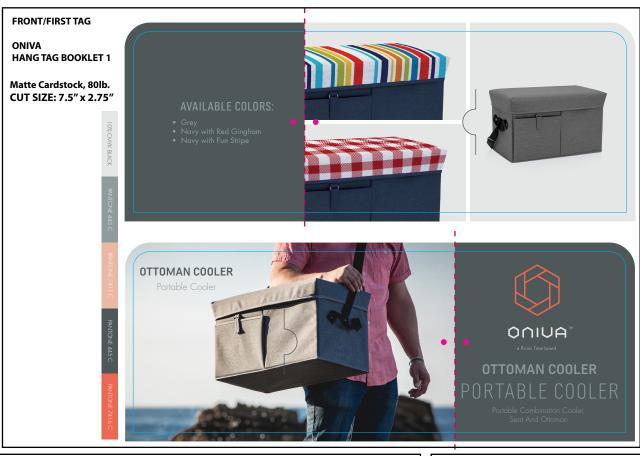




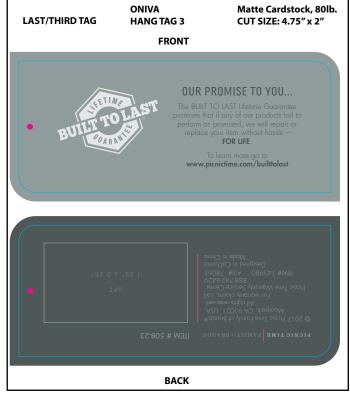








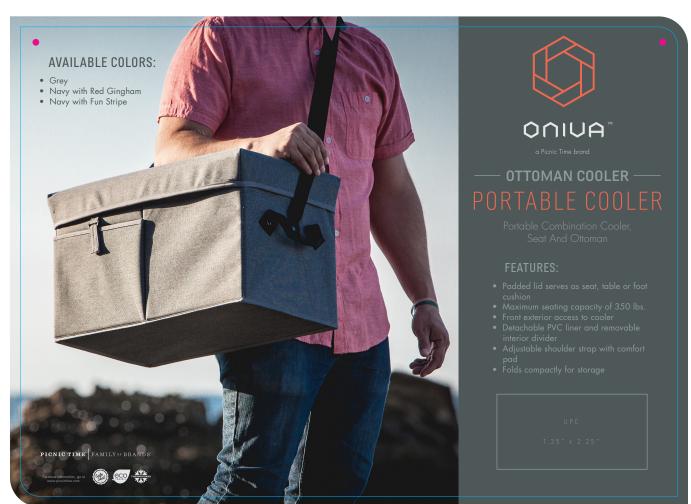






CUT SIZE: 8.75" x 6.25"

PUNCH HOLE



10% CMYK BLACK

PANTONE 443

PANTONE 7415 (

PANTONE 445 (

PANTONE 7416 C

CMYK BIACK

PANTONE 443 C

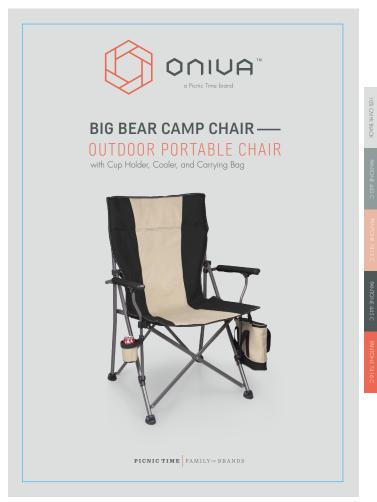
PANIONE /415 C

PANTONE 445 C

CIAL #13 C

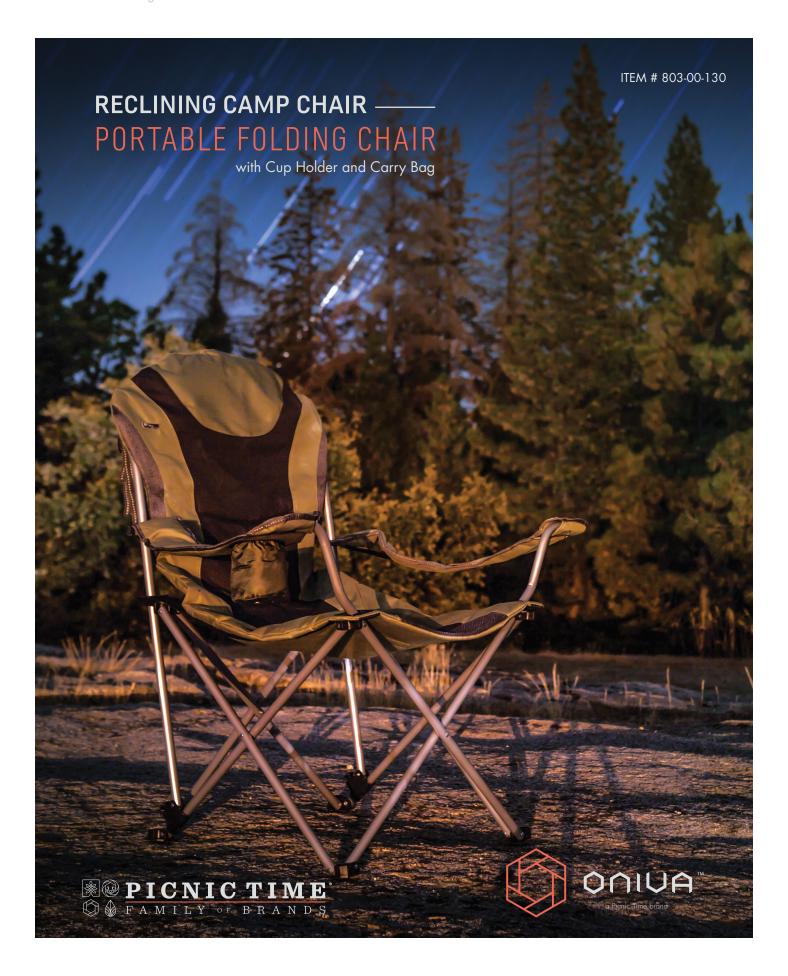
REFERENCE ADDITIONAL FILE FOR PLASTIC POUCH SPECS

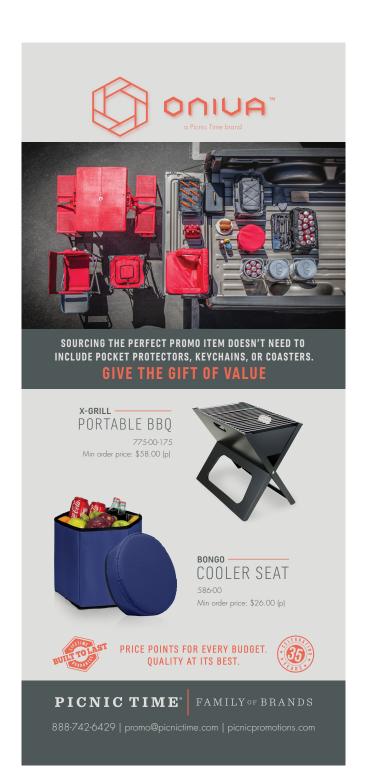
ONIVA Matte Cardstock, 80lb. PLASTIC INSERT CUT SIZE: 5.25" x 7.5"













OTTOMAN COOLER PORTABLE COOLER

594-00-105 Min order price: \$48.00 (p) INSULATED COOLER TOTE 600-00-179 Min order price: \$16.00 (p)





PRICE POINTS FOR EVERY BUDGET. QUALITY AT ITS BEST.

PICNIC TIME FAMILY OF BRANDS









ONIVA™ – a Picnic Time brand



the TM must be after "ONIVA" not "a Picnic Time brand"

OTHER "RULES":

-Whenever you use the brand it should have the Trade Mark on the packaging.

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Thank You!

PICNIC TIME FAMILY OF BRANDS



PICNIC TIME®

We know Picnic.

Brand

Logo / Orientation / Buffers
Color Scheme and Fonts
Incorrect Usage

Warranty

Built to Last Lifetime Guarantee (Logo & Verbiage)
Built to Last Lifetime Guarantee (Medium & Long Verbiage)

Quality Icons

Logos: Safe Seal / Eco Friendly / Thermoguard

Photography

Style / Color

Packaging

Hang Tag Examples
Header Card Examples

Ads

Advertisement Full Page Advertisement Half Page Advertisement Quarter Page

Legal

Trademarks and Registrations

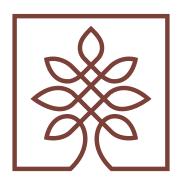


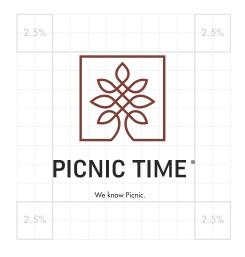


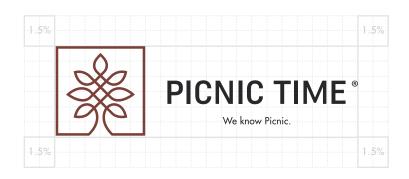




We know Picnic.



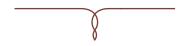




PANTONE WARM GRAY 8 C	PANTONE 2379 C
PANTONE COOL GRAY 1 C	PANTONE 499 C

PICNIC BASKET

With Picnic Service for Four



CAMBRIA (BOLD) AVENIR NEXT CONDENSED (MEDIUM) CAMBRIA (ITALIC)

PICNIC BASKET

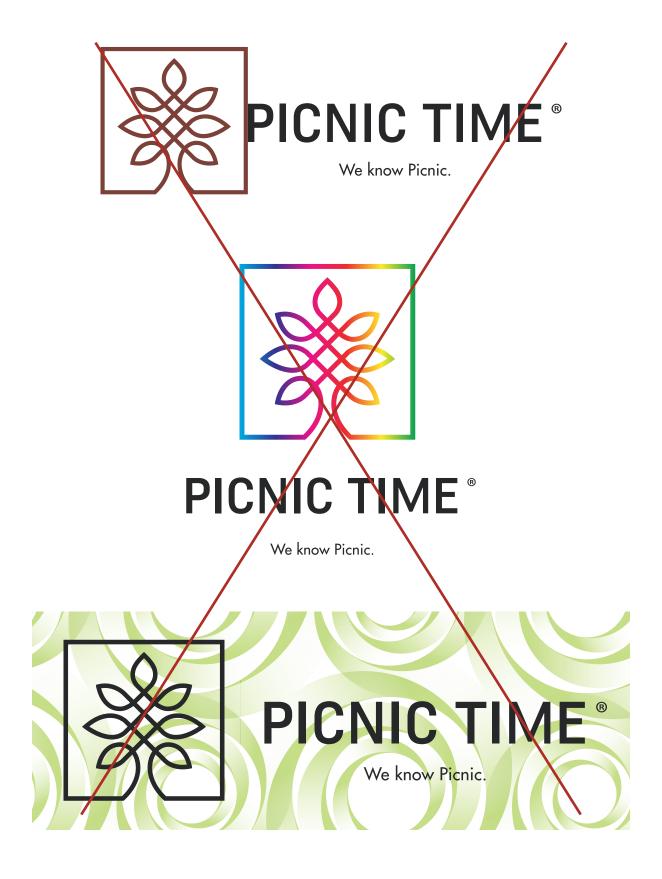
With Picnic Service for Four

CAMBRIA (BOLD)

CAMBRIA (REGULAR)

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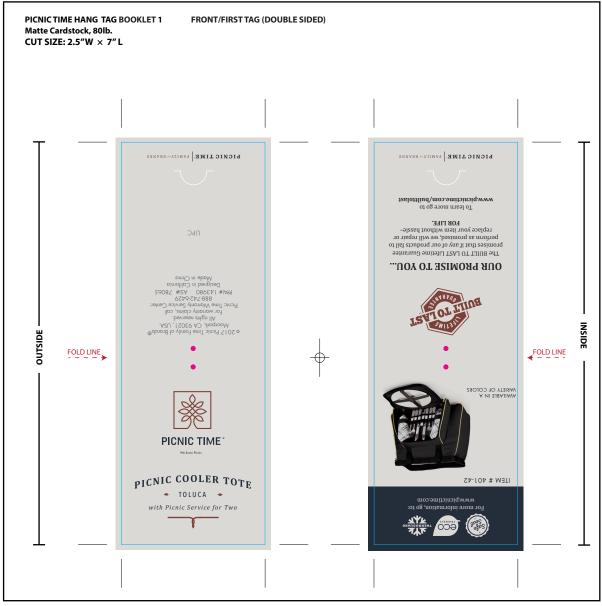


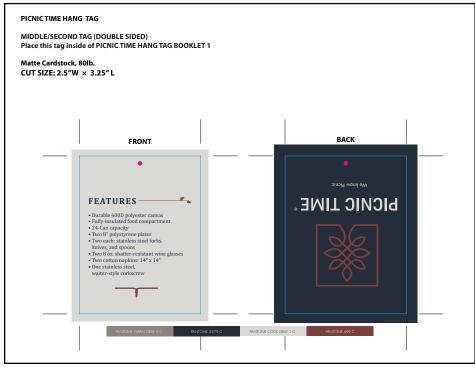






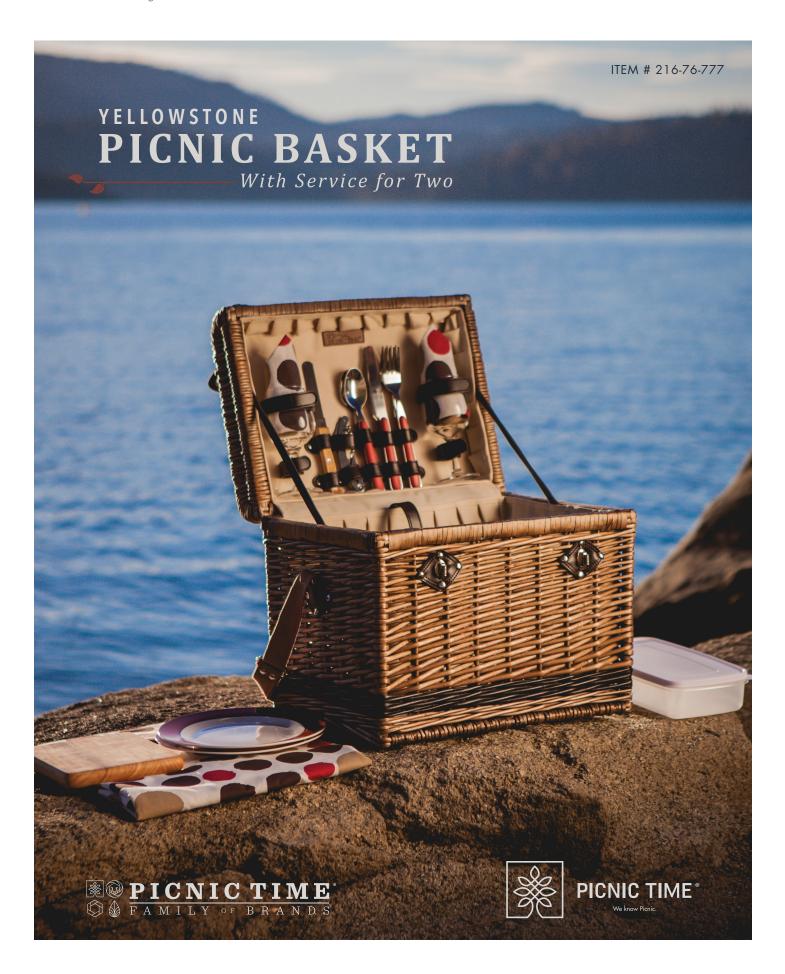






PICNIC TIME HEADER CARD Matte Cardstock, 110lb. 7"W × 7" L









888-742-6429 | promo@picnictime.com | picnicpromotions.com



PICNIC BASKETS | WINE BASKETS | PICNIC TOTES



PIONEER 346-76-916



CHARLESTON 300-92-187



NAPA215-19-320

FAMILY OWNED. FAMILY FOCUSED. FAMILY ORIENTED.

NOW WE'RE

 $\underbrace{\textbf{PICNIC TIME}}_{\text{FAMILY OF BRANDS}}.$

picnictime.com 805.529.7400

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Built to Last Lifetime Guarantee (Medium & Long Verbiage)

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Advertisement Half Page
Advertisement Quarter Page

CDUs

Floor Display Counter Display

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PANTONE WARM GRAY 1 C

PANTONE 5625 C

PANTONE 440 C

PANTONE WARM GRAY 8 C

CIRCO

CHEESEBOARD

And Tool Set

GOTHAM X NARROW (LIGHT)

GOTHAM BOLD

Warnock Pro(Italic)

CIRCO

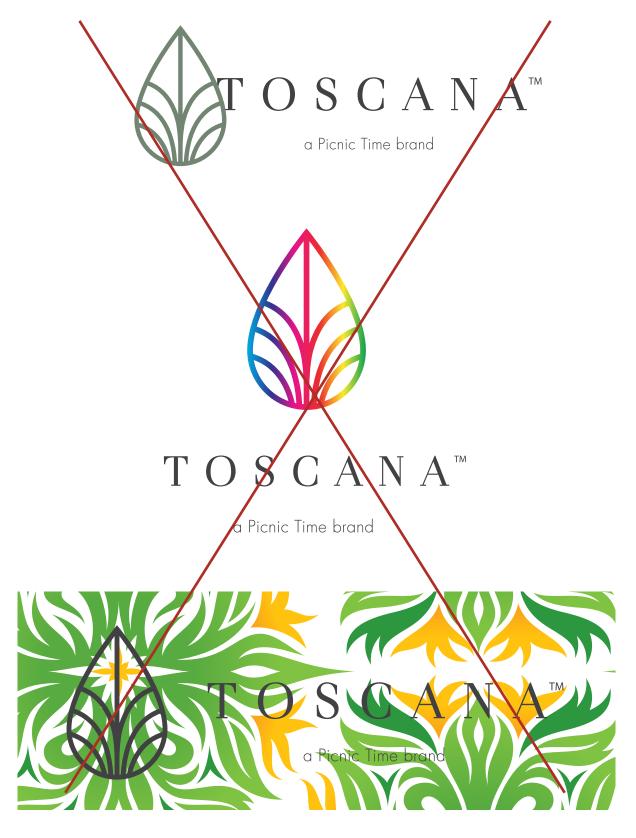
CHEESEBOARD

And Tool Set

GOTHAM BOLD

GOTHAM XNARROW (LIGHT)

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TOSCANA HANG TAG BOOKLET Matte Cardstock, 80lb. 2"W x 9.5"L

---- FOLD

PUNCH HOLE

FRONT

TOSCANA" TOSCANA" ARTISAN SERVING PLANK With Handle and Hanging Rope

INSIDE TOP



FEATURES

- 1 Acacia paddle-shaped cutting board with live edge and hanging loop, 24" long.
- Live edge on side of board.
- Rope on end of handle for hanging.

Surface wash only with a damp cloth.

Do not submerge in water.



TOSCANA

a Picnic Time brand

PICNIC TIME FAMILY OF BRANDS

© 2017 Picnic Time Family of Brands® Moorpark, CA 93021, USA. All rights reserved. For warranty claims, call Picnic Time Warranty Service Center: 888-742-6429 PPAI# 143980 ASI# 78065 Designed in California Made in China



ITEM # 892-00-512



BACK





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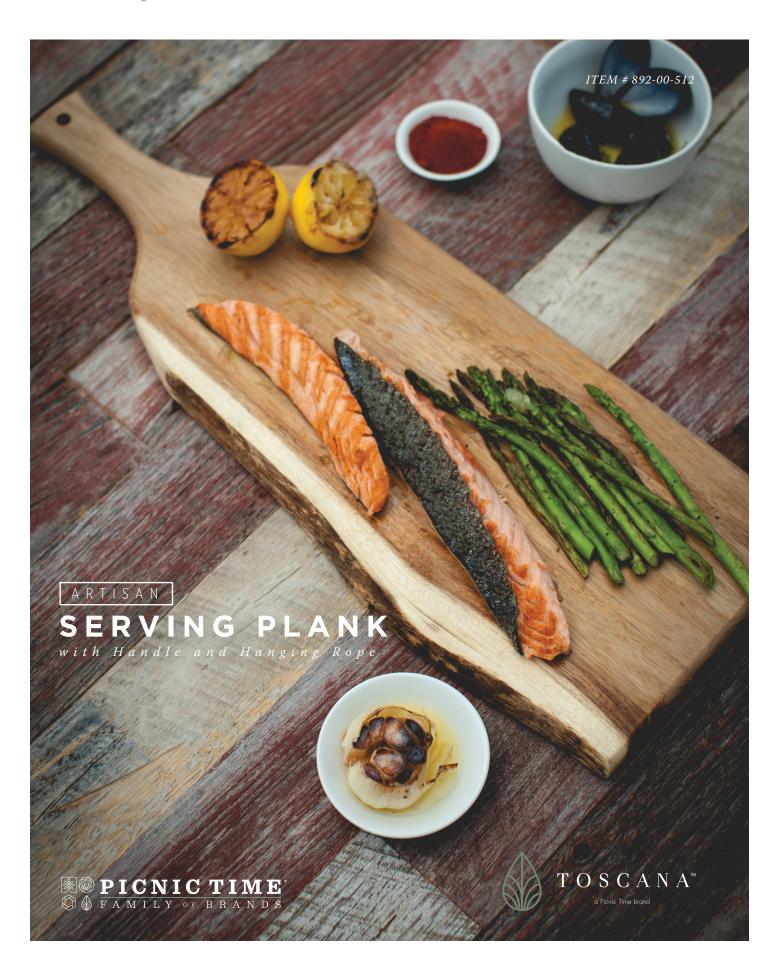
PICNIC TIME FAMILY OF BRANDS

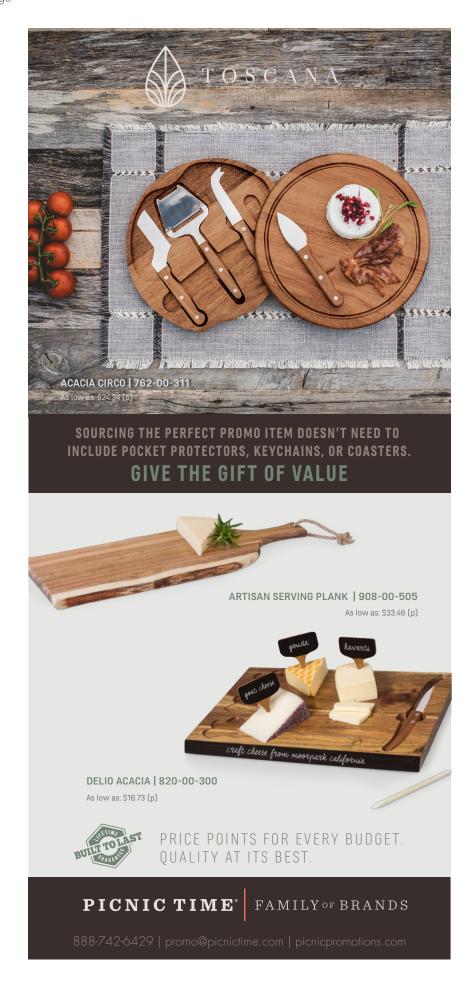
400g top paper, matte + e-flute corrugated



















TOSCANA™ – a Picnic Time brand



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PICNIC TIME FAMILY OF BRANDS



Brand

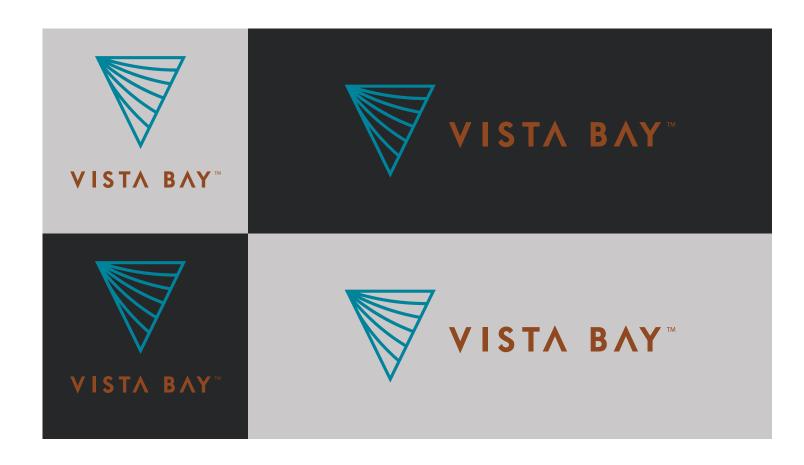
Logo / Orientation / Buffers
Color Scheme and Fonts
Incorrect Usage

Packaging

Header Card Examples

Legal

Trademarks and Registrations









PANTONE 7712

PANTONE 426

PANTONE 1615

PANTONE 420



MANIFOLD CF BOLD

MANIFOLD CF REGULAR Manifold CF Regular Oblique

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VISTA BAY TAG 1 Matte Cardstock, 110lb. 8"W × 8" L FOLD CUTLINE

PUNCH HOLE



VISTA BAYTM



the TM must be after "VISTA BAY"

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