



CD MANUAL **PACKAGING**

VALID FROM 12|2015 - COLOR UPDATE

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4 Elements of the new packaging design

The Blaupunkt logo is placed at the top left.

The product name is two-coloured and at a set distance from the logo. It is followed by a subtitle.

The features bar explains the product and provides another opportunity to emphasize product details with a picture.

The new footer *Enjoy it.* closes the features bar at the bottom.



The packaging can be supplemented with event logos, which are placed at the top right.

The packaging is always white.

The product is shown from the front and highlighted with a softened reflection.

BASIC PRINCIPLES OF THE BLAUPUNKT CORPORATE DESIGN

6 Blaupunkt logo

The logo and brand name form a unit and are always scaled up or down together.

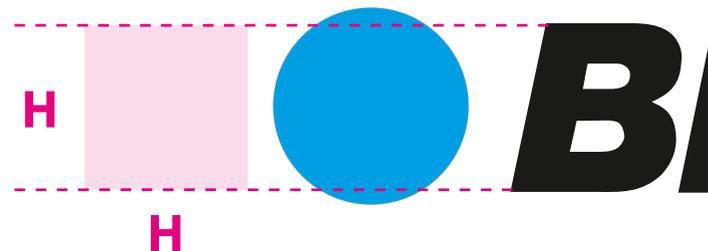
The new **Blaupunkt** packaging always depicts the logo and brand name in positive on a white background in the colour combination cyan and black.

The cap height of the brand name defines the measure (**H**).

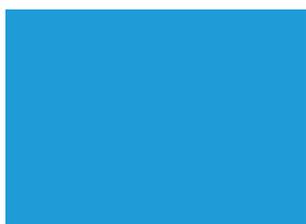
Maintain a minimum white space of measure H around the logo and brand name at all times, and do not intrude on it with other picture elements or texts.



White space to be maintained around the logo and brand name

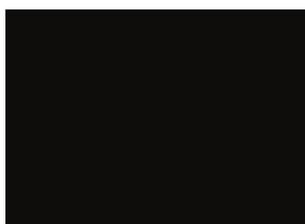


Primary colours

**BLAUPUNKT logo**

C 100 / M 0 / Y 0 / K 0

Pantone process Cyan C

**BLAUPUNKT brand name**

C 0 / M 0 / Y 0 / K 100

Pantone Black C

**BLAUPUNKT dark blue**

C 100 / M 65 / Y 10 / K 45

Pantone 295 C

**BLAUPUNKT grey**

C 0 / M 0 / Y 0 / K 55

Pantone Cool Gray 7 C

The **Blaupunkt** primary colours are used in the design of the various packaging elements such as logo, texts and feature space.

Secondary colours

**BLAUPUNKT blue 100 %**

C 100 / M 50 / Y 20 / K 30

Pantone 7462 C

**BLAUPUNKT blue 60 %**

C 60 / M 30 / Y 12 / K 18

60% Pantone 7462 C

**BLAUPUNKT blue 40%**

C 40 / M 20 / Y 8 / K 12

40% Pantone 7462 C

**BLAUPUNKT red**

C 0 / M 100 / Y 100 / K 10

Pantone 186 C

The **Blaupunkt** secondary colours can be used additionally for eye-catchers, icons or supplementary elements on the packaging.

8 Typography

The typeface Myriad Pro is used in the fonts Regular, Semibold, Bold and Bold Italic for all texts.

Myriad Pro is an OpenType typeface for Windows and Macintosh systems.

OpenType® is a new cross-platform format for font files jointly developed by Microsoft and Adobe.

Myriad Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ&%!?,;,:
abcdefghijklmnopqrstuvwxyz 1234567890

Myriad Pro Semibold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ&%!?,;,:
abcdefghijklmnopqrstuvwxyz 1234567890**

Myriad Pro Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ&%!?,;,:
abcdefghijklmnopqrstuvwxyz 1234567890**

Myriad Pro Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ&%!?,;,:
abcdefghijklmnopqrstuvwxyz 1234567890***

If required, **Blaupunkt Brand Management GmbH** can assist you in obtaining the font files.

10 Photography

A uniform photographic style is stipulated when depicting products on packaging, meaning that from now on all products will only be shown from the front, isolated and on a white background with a soft reflection, which fades out toward the front.

The reflection will be created in Photoshop. To do so, duplicate and flip the layer of the isolated product (Edit > Transform > Flip vertical). Then position it below the product and set the layer's opacity to 25 %.

Superimpose a white to transparent gradient on a new layer. Drag the gradient tool from the bottom across the entire reflection. The product and its reflection should be on a scale of 2/3 to 1/3 in height.

However, different perspectives may be used in catalogue design.



CD/MP3 BOOMBOX B10



CAR RADIO HEIDELBERG 220 BT



18" HD READY LCD-TV



DVD MICROSYSTEM MS DVD 36

PACKAGING DESIGN IN 7 STEPS

12 Version 1, panoramic view



Front



Back



Front



Back

14 Version 3, panoramic view



Front



Back



Front



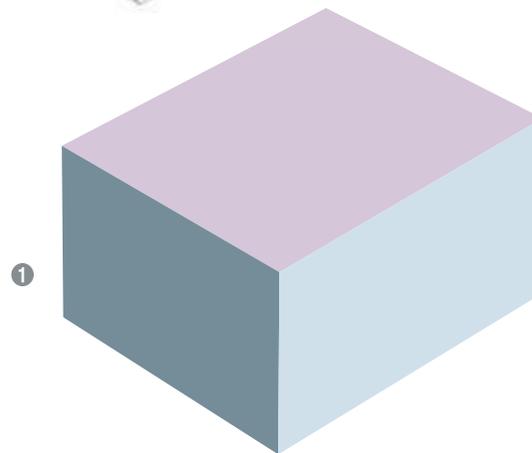
Back

16 Different packaging formats

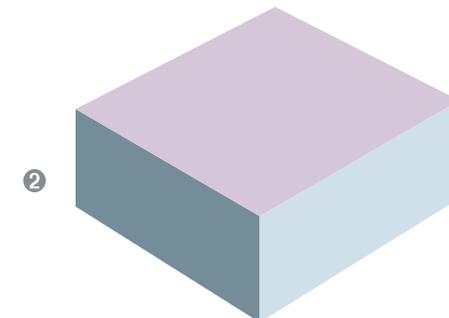
Packaging is used in all sizes and formats for the many products sold under the **Blaupunkt** brand. In order to achieve a consistent image in the market and with the consumer, it is first necessary to determine a reference value to serve as the basis for calculating the layout grid.

Before getting started, first determine which part of the packaging you are designing will be the **main face**: this face is relevant for POS communication, and your reference value is relevant for the rest of the design. Depending on the format and mechanics of the packaging, the main face can be the top of the packaging [1 2] or the front view [3 4].

Version 1



Version 2



 In the CD MANUAL PACKAGING, this colour always indicates a packaging's main face.

Version 3



Version 4



18 Packaging layout

If the lid is the **main face** of the packaging, it will also determine the rest of the layout.

These faces are to be designed for this cardboard packaging:

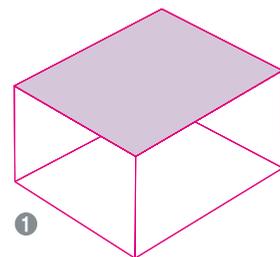
- 1 Main face
- 2 Front face
- 3 Left/right faces
- 4 Back face [= front face]
- 5 Base

The base [5] can be used to print foreign language texts.

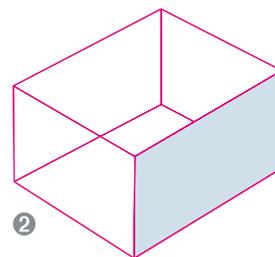
Version 1



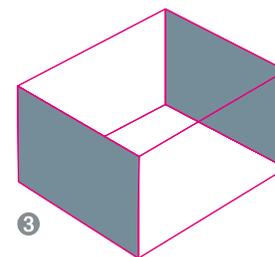
Version 2



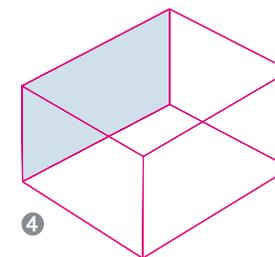
1



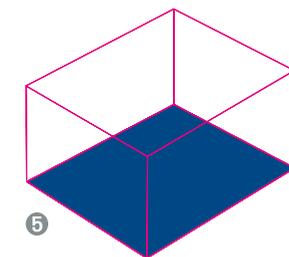
2



3



4



5

Version 3



Version 4

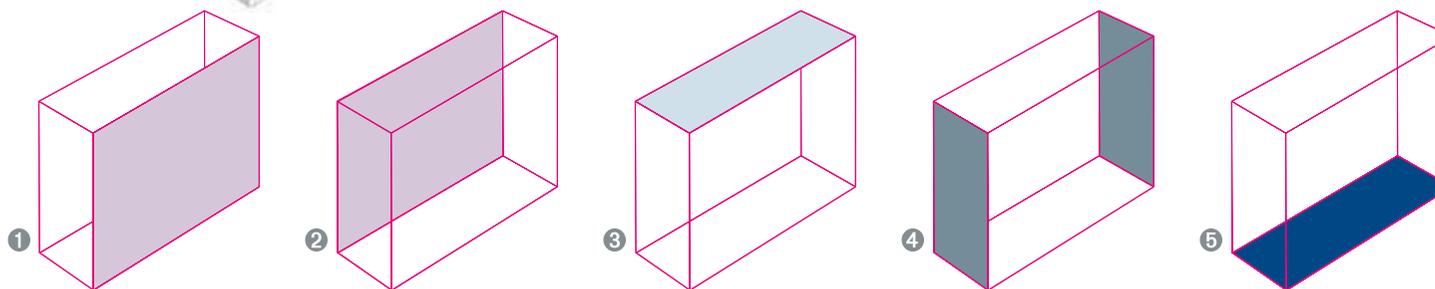


If the packaging has a lid with an integrated handle, or one that opens in the middle, then both the front and back faces become the **main faces**.

These faces are to be designed for this cardboard packaging:

- ① Main face
- ② Main face
- ③ Lid
- ④ Left/right faces
- ⑤ Base

As the formats of the **main face** and **right/left faces** differ significantly, the size of the logo and brand name and the product name will need to be adjusted accordingly for the **sides**, i.e. scaled down.



<p>Product name and subline</p> <h1>CAR SPEAKER GTx 663 DE</h1> <p>Dark Edition Speakers</p>	<p>Typeface: Myriad Pro Regular/Myriad Pro Bold Colour: Blaupunkt grey and dark blue Cap height: 3 grid units*</p> <p>The word in the middle of the product name is emphasised in bold and the colour Blaupunkt dark blue.</p> <p>For the subline (optional): Typeface: Myriad Pro Regular Colour: Blaupunkt dark blue Cap height: 1 grid unit*</p>
-----------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

<p>Product features</p> <p>CD/MP3 easy to handle and user-friendly</p>	<p>Typeface: Myriad Pro Bold/Myriad Pro Regular Colour: Negative or Blaupunkt dark blue</p> <p>Line spacing: Should correspond to the ratio 13/16 pt shown here – please adjust in proportion when using larger fonts.</p>
-------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

<p>Product texts</p> <p>DE Toploader CD/-R/-RW/MP3 Player Cassettenlaufwerk mit Player Funktion AM/FM Tuner Stereo Lautsprecher Großes LCD Display mit Backlight Ausgangsleistung: 2 x 1 W</p> <p>GB CD/-R/-RW/MP3 playback Single cassette player Dual band AM/FM reception Stereo speaker LCD display with backlight Output power: 2 x 1 W</p>	<p>Typeface: Myriad Pro Bold/Myriad Pro Regular Colour: Blaupunkt dark blue or black or negative on Blaupunkt dark blue</p> <p>Line spacing: Should correspond to the ratio 8/10 pt shown here – please adjust in proportion when using larger fonts.</p>
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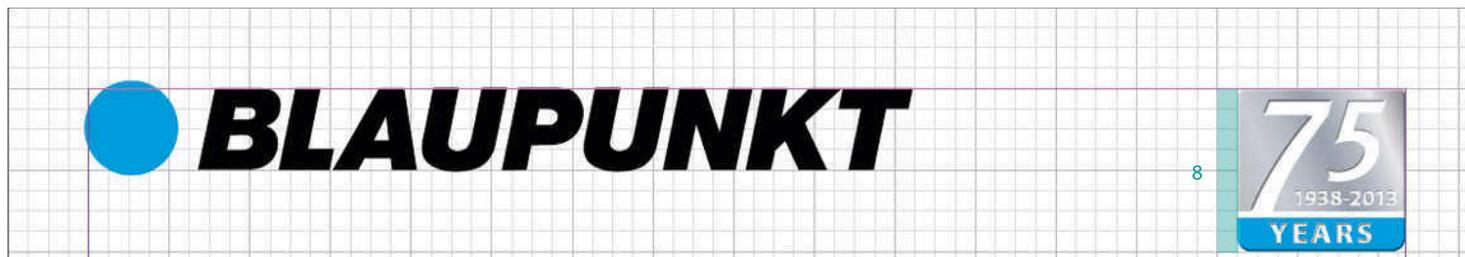
<p>Claim</p> <p><i>Enjoy it.</i></p>	<p>Typeface: Myriad Pro Bold Italic Colour: Negative or Blaupunkt dark blue</p>
---------------------------------------------	----------------------------------------------------------------------------------------------------

* The grid units are explained in STEP 2: Setting up the layout grid.



You can request the **Blaupunkt** anniversary signet in JPEG format in various sizes from **Blaupunkt Brand Management GmbH** (see page 108).

- ① The signet for the 75th anniversary of **Blaupunkt** is printed on every packaging in 2013.
- ② The signet is usually placed at the top right of the packaging, next to the logo and brand name.
- ③ Its size is determined by the format and should be adjusted accordingly.
- ④ The signet should be between 7 and 8 grid units high on the **main faces**. It may be necessary to scale down its height to 4 or 5 grid units on the other faces of the packaging.
- ⑤ Any event logos being used (Football World Cup 2014, Olympic Games 2016, etc.) will replace the anniversary signet in the corresponding size.

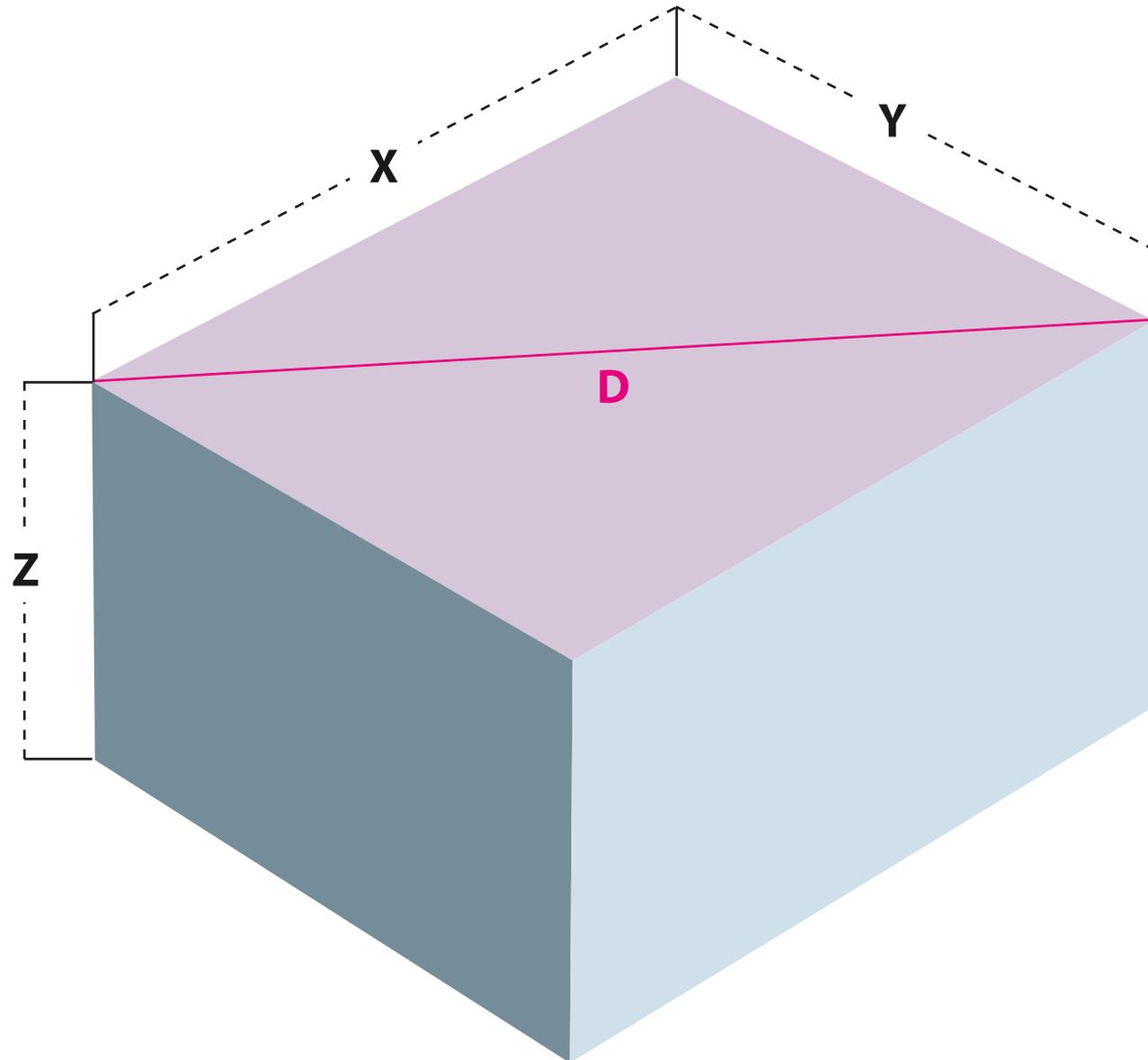


The **green** numbers indicate the number of grid units to be used.

22 Determining the aspect ratio

STEP 1

- 1 Once you have specified the **main face** for your packaging, you can begin calculating the size of the **Blaupunkt** logo for the **main face**.
- 2 But before doing so, measure the diagonal of the **main face** to determine the value (**D**). Create a new document with the width (**X**) and the height (**Y**). Then measure the diagonal and use the resultant value (**D**) in the formula on the next page.



STEP 1

Formula for the size of the Blaupunkt logo:

$$D \text{ (mm)} / 2.3 = L \text{ (mm)}$$

We used the measurements of the CD/MP3 BOOMBOX B10 for this sample calculation. We will be designing this packaging on the following pages by way of example.

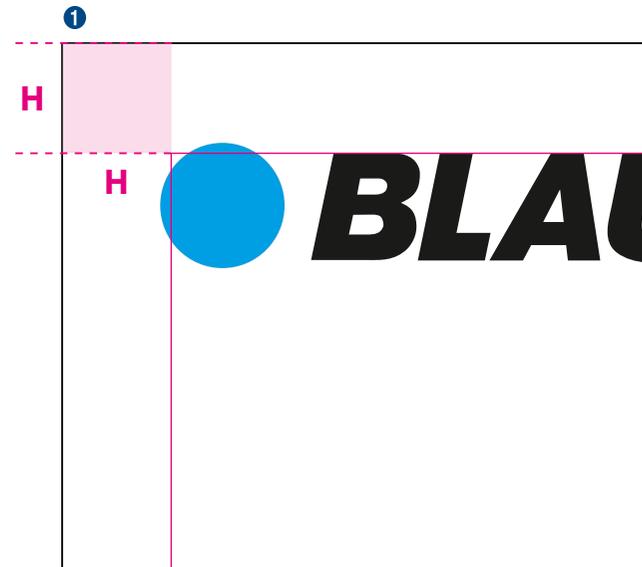
If you do not arrive at a round number for the value (L), round it up or down to the next whole number.



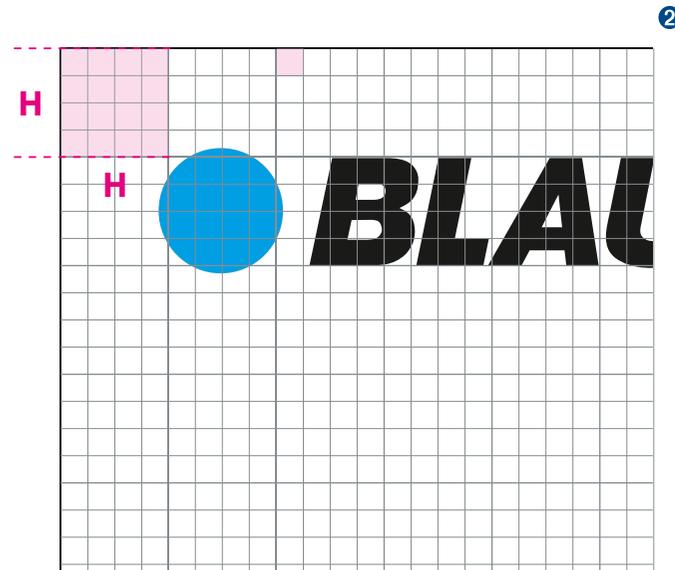
24 Setting the margin

STEP 2

- 1 The size of the margin corresponds to the value **(H)** calculated previously.
- 2 No design elements should be placed in this margin. The only exceptions consist of the features bar and the product photos, which extend down to the bottom edge of the face.
- 3 The Blaupunkt logo and brand name is placed at the top left of the face, as illustrated.



STEP 2



① The layout grid corresponds to the value (**H**) and contains 4 horizontal and vertical subdivisions each.

② These grid units are the smallest unit to which the elements of the individual packaging faces are aligned.

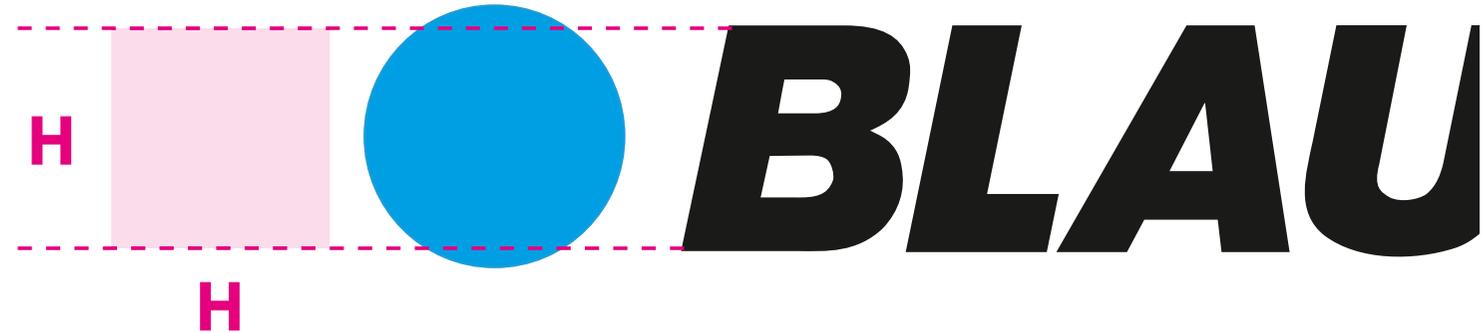
③ The grid is aligned to the top left, and can end at the bottom right of the face edges with partially truncated grid units.

STEP 2

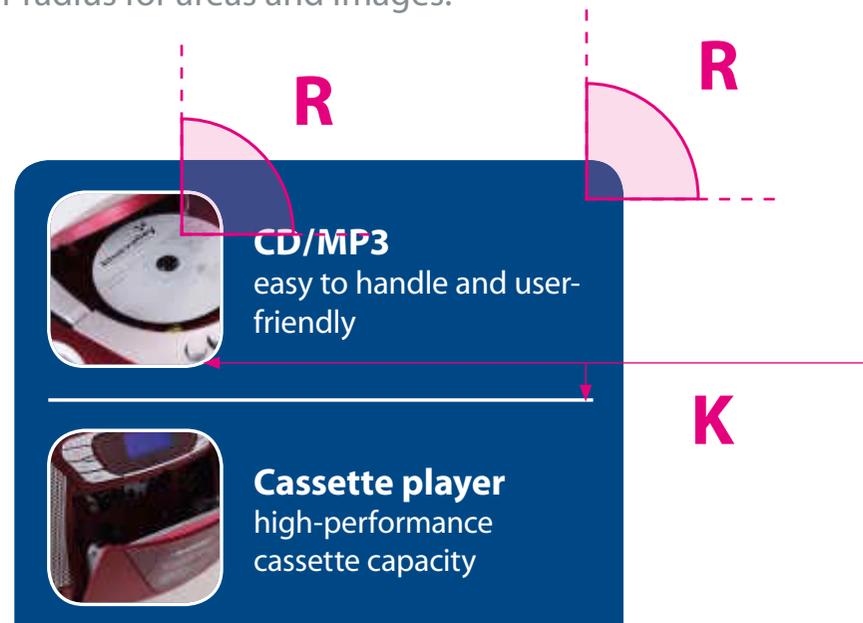
1 To design the features bar, it is necessary to determine the corner radius (**R**) for the area and the images and the weight (**K**) of the image contours and separators.

2 To calculate the corner radius (**R**), use the value (**H**) in the adjacent formula. Round the result to one decimal place.

3 Use the value (**H**) in the adjacent formula for the contour and line weight, and you have the value (**K**) in the unit of measurement [pt]. You can round the result to two decimal places.



Corner radius for areas and images:



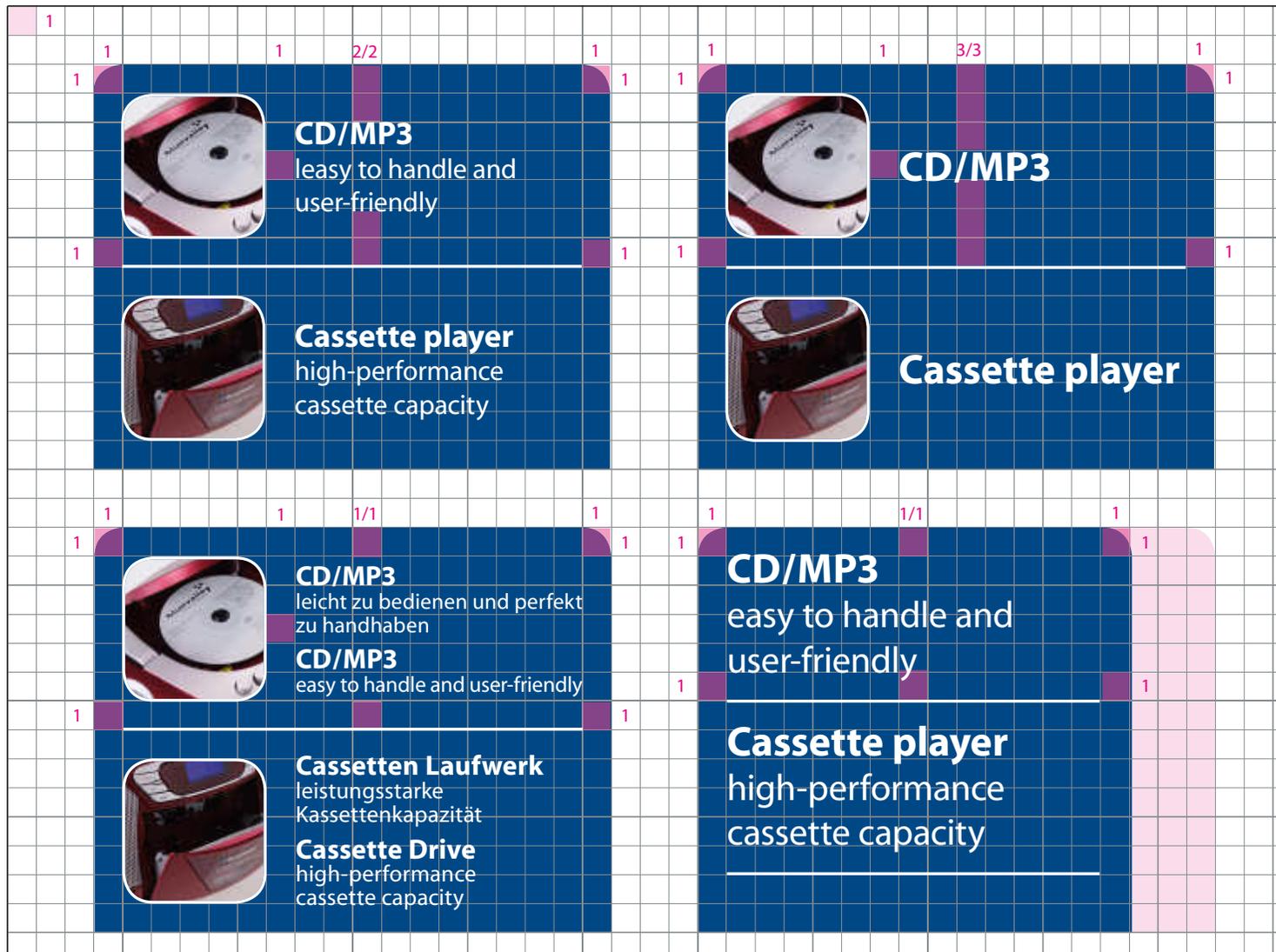
Formula for the corner radius:

$$H \text{ (mm)} / 4 = R \text{ (mm)}$$

Formula for the contour and line weight:

$$H \text{ (mm)} / 14 = K \text{ (Pt)}$$

STEP 2



1 Use the layout grid for orientation when designing the features bar. The size of the area depends on the amount of text and image size of the features. A features bar should contain no fewer than 2 and no more than 5 features.

2 The text is centred on the height of the images. Font size depends on the amount of text, and emphasis in bold can be up to 2 font sizes larger. These headlines are always typeset in Myriad Pro Bold, and may only be typeset in a single line.

3 If the features bar does not show any images, the type size can be increased accordingly, but the cap height should not exceed 1 grid unit. The width of the features bar can be reduced in return.

28 Layout of the main face

STEP 3

- 1 Begin by designing the **main face**. Make sure that you place all elements inside the margin you defined earlier.
- 2 The only **exceptions** are the features bar and the product photos, which extend down to the bottom edge of the face.
- 3 Place the product image centred between the features bar and the edge of the face.
- 4 Now place the **Blaupunkt** logo and brand name at the top left, applying the previously determined size (L).





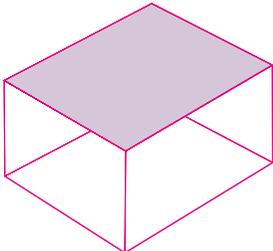
STEP 3

1 Place the product image centred between the features bar and the edge of the face.

2 A subline is not mandatory.

3 The spacing between the logo and brand name and the product name may vary according to the size of the packaging, but should always be slightly less [1 grid unit] than the space between the subline and the features bar.

4 The features bar can be adjusted in size, depending on its content and the amount of text (see page 27).

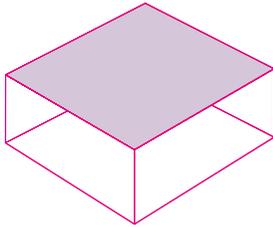


The red and green numbers indicate the number of grid units to be used.



STEP 3

1 Depending on content and the amount of text involved, the features bar can also contain images.

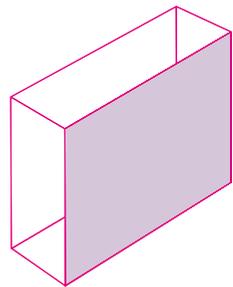


The red and green numbers indicate the number of grid units to be used.

32 Layout of the main face – version 3

STEP 3

1 If no detailed images are available, they can be omitted from the features bar. In this case you can reduce its width (see page 27).



The red and green numbers indicate the number of grid units to be used.

The product name is always justified flush left with the brand name.

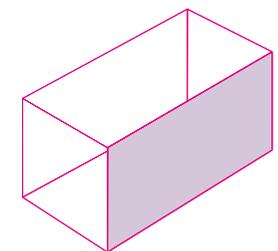
The diagram shows the following layout elements and their grid dimensions:

- BLAUPUNKT logo:** 4 grid units wide, 4 grid units high.
- 75 YEARS badge:** 8 grid units wide, 4 grid units high.
- Product name:** '18" HD READY LCD-TV' is 14 grid units wide and 1 grid unit high. 'DVD Player | DVB-T | PVR' is 5 grid units wide and 1 grid unit high.
- Features bar (left side):**
 - Section 1:** 'Bildschirmgröße 47 cm Platzsparend und leicht zu transportieren' is 14 grid units wide and 4 grid units high.
 - Section 2:** 'Auflösung 1366 x 768 Exzellente Bildwiedergabe auf höchstem Niveau' is 6 grid units wide and 6 grid units high.
 - Section 3:** 'Kontrastrategie 1000:1 Hervorragende Bewegungsschärfe' is 6 grid units wide and 6 grid units high.
 - Section 4:** 'Helligkeit 250cd/m² Sorgt für ein angenehm flimmerfreies Bild' is 6 grid units wide and 6 grid units high.
- Product image:** A black LCD-TV on a stand, with a DVD disc shown to its right. The TV is 490 mm wide and 400 mm high.
- Bottom left:** 'Enjoy it.' slogan in white on a dark blue background, 10 grid units wide.
- Bottom right:** Logos for 'HD ready', 'USB', 'DVI', 'DVD VIDEO', 'DVB-T', and 'HDMI'.

STEP 3



1 If the height of the main face makes it impossible to justify the product name flush left with the brand name, you can also place it next to the features bar and above the product image.

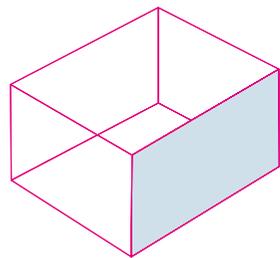


The red and green numbers indicate the number of grid units to be used.

34 Layout of the front face – version 1

STEP 4

1 If the packaging proportions permit it, then where possible the logo and brand name and the text elements on the **front face** should be the same size as on the **main face**. **Note:** This is possible in the example illustrated here, but does not always work.

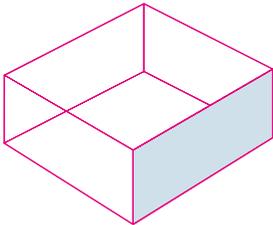


The red and green numbers indicate the number of grid units to be used.



STEP 4

1 As the proportions of this packaging do not permit otherwise, the logo and brand name and the text elements on the **front face** need to be scaled down from those on the **main face**. You can also reduce the margin to 3 grid units to gain more space for text and image elements.



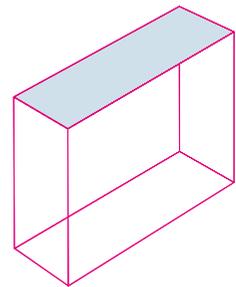
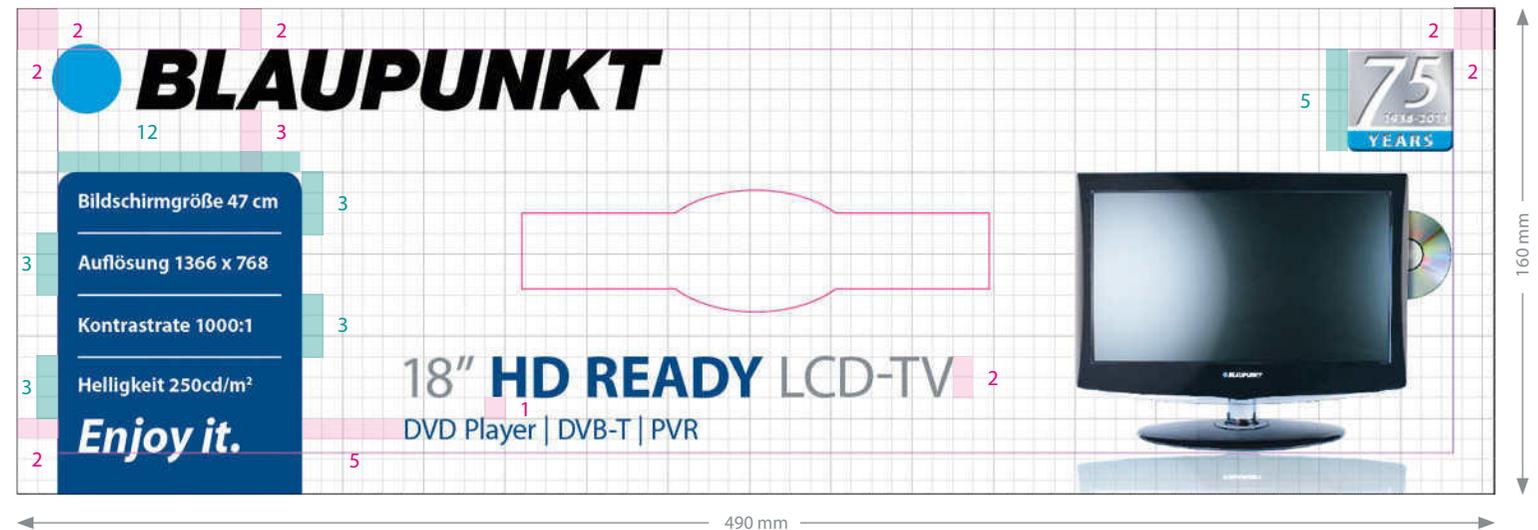
The red and green numbers indicate the number of grid units to be used.

36 Layout of the lid – version 3

STEP 4

❶ As the proportions of this packaging do not permit otherwise, the logo and brand name and the text elements on the **front face** need to be scaled down from those on the **main face**. You can reduce the margin to 2 grid units.

❷ In this example the product name can be 2 grid units high and 1 unit distance from the subtitle, which itself is 1 unit high.

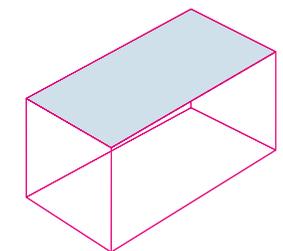


The red and green numbers indicate the number of grid units to be used.



STEP 4

1 As the lid of this packaging opens in the middle, take care to ensure that no design elements touch or cross the centre line.

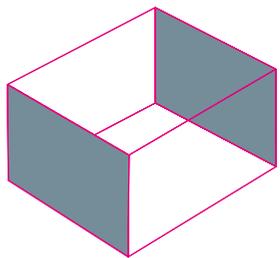


The red and green numbers indicate the number of grid units to be used.

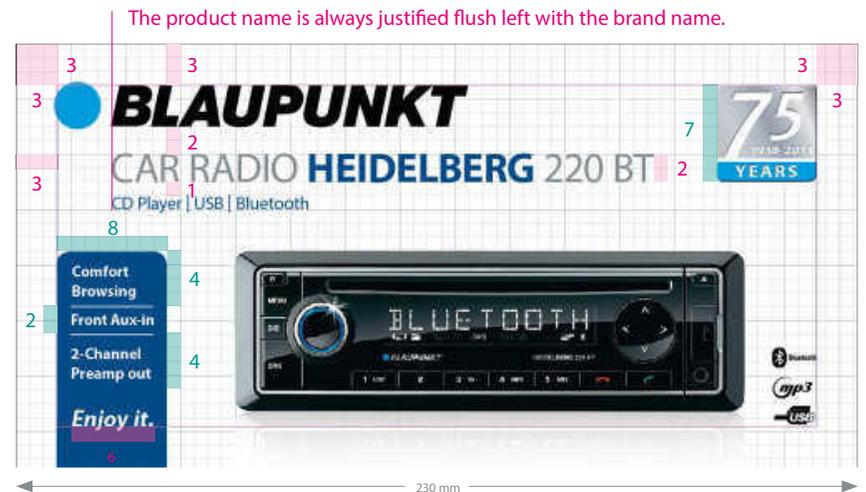
38 Layout of the left face – version 1 and 2

STEP 5

- 1 If the packaging proportions permit it, then where possible the logo and brand name and the text elements on the **left face** should be the same size as on the **main face**.
- 2 If this is not possible, the logo and brand name and the text elements on the **left face** will need to be scaled down from those on the **main face**.
- 3 You can also reduce the margin to 3 grid units to gain more space for text and image elements.



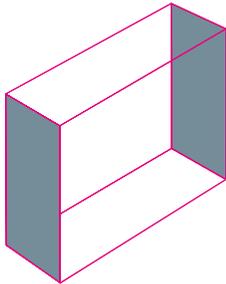
The red and green numbers indicate the number of grid units to be used.





STEP 5

1 As the proportions of this packaging do not permit otherwise, the logo and brand name and the text elements on the **left face** need to be scaled down from those on the **main face**. You can reduce the margin to 2 grid units.



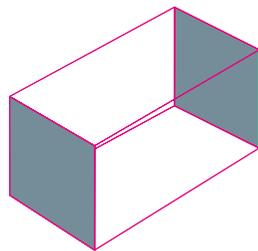
The red and green numbers indicate the number of grid units to be used.

40 Layout of the left face – version 4

STEP 5

❶ If the packaging proportions permit it, then where possible the logo and brand name and the text elements on the **left face** should be the same size as on the **main face**. **Note:** If the proportions of this packaging do not permit otherwise, the features bar can also be horizontal, requiring the logo and brand name and the text elements on the **left face** to be scaled down from those on the **main face**.

❷ You can also reduce the margin to 3 grid units to gain more space for text and image elements.



The **red** and **green** numbers indicate the number of grid units to be used.

BLAUPUNKT

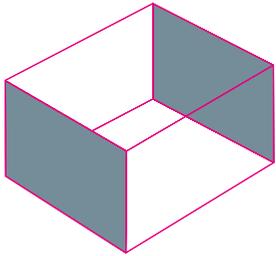


CD MANUAL **PACKAGING** VALID FROM 03|2013



STEP 5

- 1 There are no strict rules on where to position the features bar on the **right face**. In order to show larger feature images, you can also align the bar horizontally and have it extend to the left edge of the face.
- 2 If the packaging proportions permit it, then where possible the logo and brand name and the text elements should be the same size as on the **main face**. **Note:** This is possible in the example illustrated here, but does not always work.

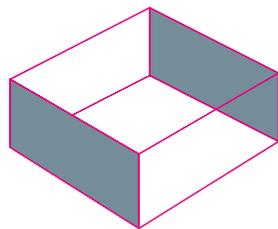


The red and green numbers indicate the number of grid units to be used.

42 Layout of the right face – version 2

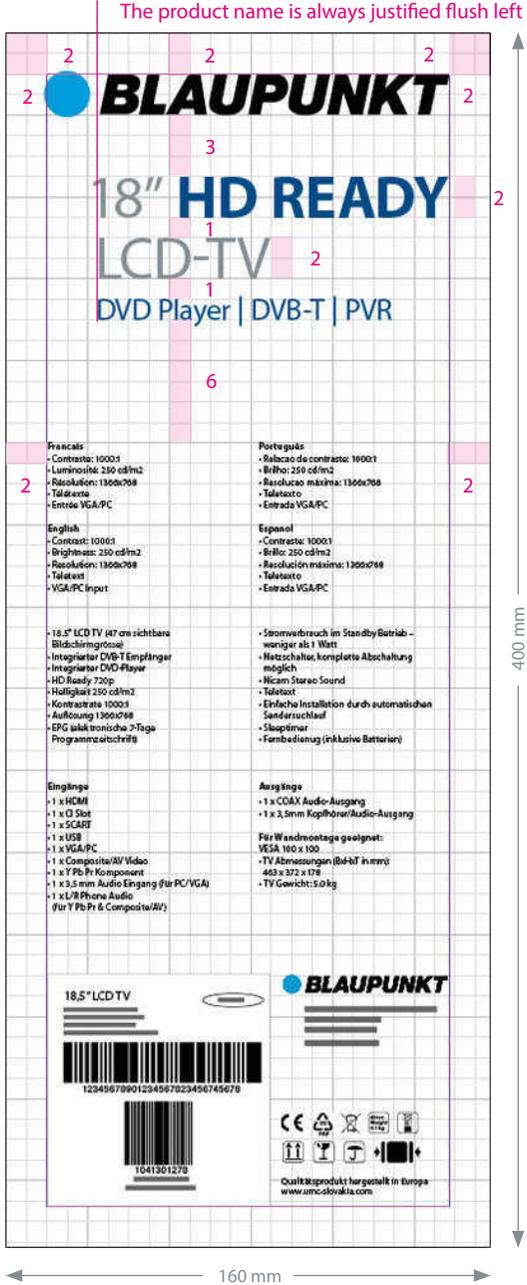
STEP 5

- 1 As the proportions of the packaging do not permit otherwise, the logo and brand name and the text elements need to be scaled down from those on the **main face**.
- 2 You can also reduce the margin to 3 grid units to gain more space for text and image elements, and to account for the packaging design.
- 3 In this example the product name can be 2 grid units high.



The red and green numbers indicate the number of grid units to be used.

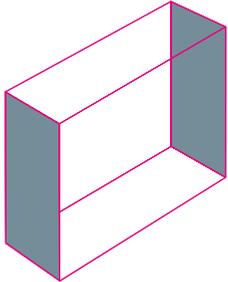




The product name is always justified flush left with the brand name.

STEP 5

- 1 As the proportions of this packaging do not permit otherwise, the logo and brand name and the text elements on the **right face** need to be scaled down from those on the **main face**. You can reduce the margin to 2 grid units.
- 2 In this example the product name can be 2 grid units high.



The red and green numbers indicate the number of grid units to be used.

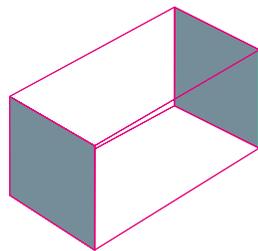
44 Layout of the right face – version 4

STEP 5

1 As the proportions of the packaging do not permit otherwise, the logo and brand name and the text elements need to be scaled down from those on the **main face**. You can also reduce the margin to 3 grid units to gain more space for text and image elements.

2 In this example the product name can be 2 grid units high.

3 The logo and brand name can also be placed above the manufacturer's address at the bottom right of the face. Its size will vary according to the amount of text.



The red and green numbers indicate the number of grid units to be used.

STEP 6

- 1 You can reduce the margin to 3 grid units when designing the **back face** if required due to the amount of text.
- 2 If the packaging proportions permit it, then where possible the product name should be the same size as on the **main face**.
- 3 The logo and brand name is placed above the manufacturer's address at the bottom right of the face. Its size will vary according to the amount of text.

CD/MP3 BOOMBOX B10

DE
Toploader CD-/R-/RW/MP3 Player
Kassettenlaufwerk mit Player Funktion
AM/FM Tuner
Stereo Lautsprecher
Großes LCD Display mit Backlight
Ausgangsleistung: 2 x 1 W
Analoges Radio,
Mono/Stereo Empfang
Wiederholung 1/alle
Programmierbare Tracks: CD=20, MP3=60
Abmessungen: 246 x 300 x 156mm (L x B x H)
Gewicht: 2 kg

FR
Puissance de sortie: 2 x 1 W
Lecture CD/R/RW/MP3
Double bande de réception AM/FM
Radio analogique
Réception mono/stereo
Haut-parleur stéréo
Ecran LCD rétroéclairé
Répéter une fois/tout
Programmation de 20 pistes sur CD et 60 fichiers MP3
Lecteur une seule cassette
Dimensions de l'appareil: 246 x 300 x 156mm (L x P x H)
Poids de l'appareil: 2 kg

GB
CD-/R-/RW/MP3 playback
Single cassette player
Dual band AM/FM reception
Stereo speaker
LCD display with backlight
Output power: 2 x 1 W
Analogue radio
Mono/stereo reception
Repeat 1/all
programmable CD=20,
MP3=60 tracks
Unit dimensions: 246 x 300 x 156mm (L x W x H)
Unit weight: 2 kg

IT
Potenza in uscita: 2 x 1 W
Riproduzione CD/R/RW/MP3
Ricezione AM/FM doppia banda
Radio analogica
Ricezione mono/stereo
Altoparlante stereo
Display LCD con retroilluminazione
Ripetizione 1/tutti
Programmabile CD=20, MP3=60 tracce
Lettore cassette singolo
Dimensioni unità: 246 x 300 x 156mm (L x L x A)
Peso unità: 2 kg

ES
Potencia de salida: 2 x 1 W
Reproducción CD/R/RW/MP3
Recepción AM/FM de banda dual
Radio analógica
Recepción mono/estéreo
Altavoz estéreo
Pantalla LCD con luz de fondo
Repetir 1/todas
CD programable =20;MP3=60 pistas
Reproductor de casete único
Dimensiones: 246 x 300 x 156mm (L x A x A)
Peso de la unidad: 2 kg

NL
Uitgangsvermogen: 2 x 1 W
CD/R/RW/MP3 weergave
Dubbele band AM/FM ontvangst
Analoge radio
Mono/stereo ontvangst
Stereo luidspreker
LCD display met achtergrondlicht
Herhaal 1/alles
Programmeerbaar CD=20
MP3=60 tracks
Enkele cassettespeler
Apparaatafmetingen: 246 x 300 x 156mm (L x B x H)
Apparaatgewicht: 2 kg

PT
CD-/R-/RW/MP3
Leitor de cassetes
AM/FM
Altfalante stereo
Ecra LCD retroiluminado
Potencia: 2 x 1 W
Radio analógico
Receptor mono/stereo
Repete 1/todas as faixas CD
Número de faixas programáveis: CD=20
MP3=60
Dimensões: 246 x 300 x 156 mm (L X P x A)
Peso: 2 kg

PL
Odtwarzacz CD/CDR-W/MP3 z gornym podajnikiem
Magntofon jednokasetowy
Podwójne pasmo odbioru radia SR/UKF (AM/FM)
Głosnik stereo
Duży wyświetlacz LCD z podświetleniem
Moc wyjściowa: 2 x 1 W
Radio analogowe
Odbiór stereo i mono
Funkcja powtarzania: 1/wszystko
Programowane ścieżki: CD=20, MP3=60
Wymiary jednostki: 246 x 300 x 156mm (dt.xszer.x wys.)
Waga jednostki: 2 kg

TR
Çıkış gücü: 2 x 1 W
CD/R/RW/MP3 oynatma
Çift bantlı AM/FM alımı
Analog radyo
Mono/stereo alımı
Stereo hoparlör
Aydınlıkmallı LCD ekranı
Yinele 1/tümü
Programlanabilir CD=20
MP3=60 parça, Tek kaset oynatıcı
Çihaz boyutları: 246 x 300 x 156mm (U x G x Y)
Çihaz ağırlığı: 2 kg

Batch NO.: PO 10413
1041301278

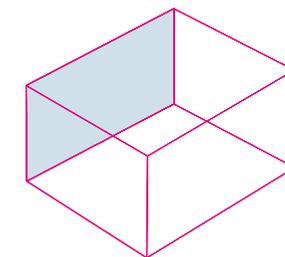
Inhalt 1 Stück – siehe Farbmarkierung

9 000 010 118 9 000 010 119

BLAUPUNKT

Competence Center Audio
M3 Electronic GmbH
Gutenbergstrasse 5
D-65830 Krieffel – Germany
www.blaupunkt.com
Service Hotline Deutschland (Germany): 0180 55 88 66 4
(ca. 14 Ct./Min. aus dem dt. Festnetz,
max. 31,5 Ct./Min. aus dem Mobilfunknetz)

All rights reserved. All brand names are registered trademarks of their respective owners. Specifications are subject to change without prior notice.

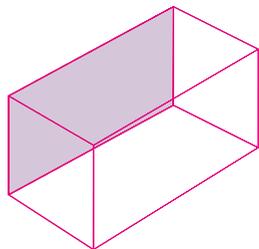
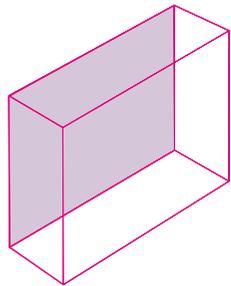
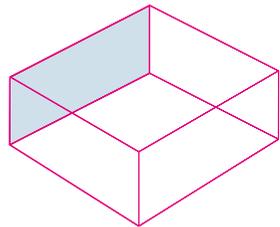


The red and green numbers indicate the number of grid units to be used.

46 Layout of the back face – version 2 to 4

STEP 6

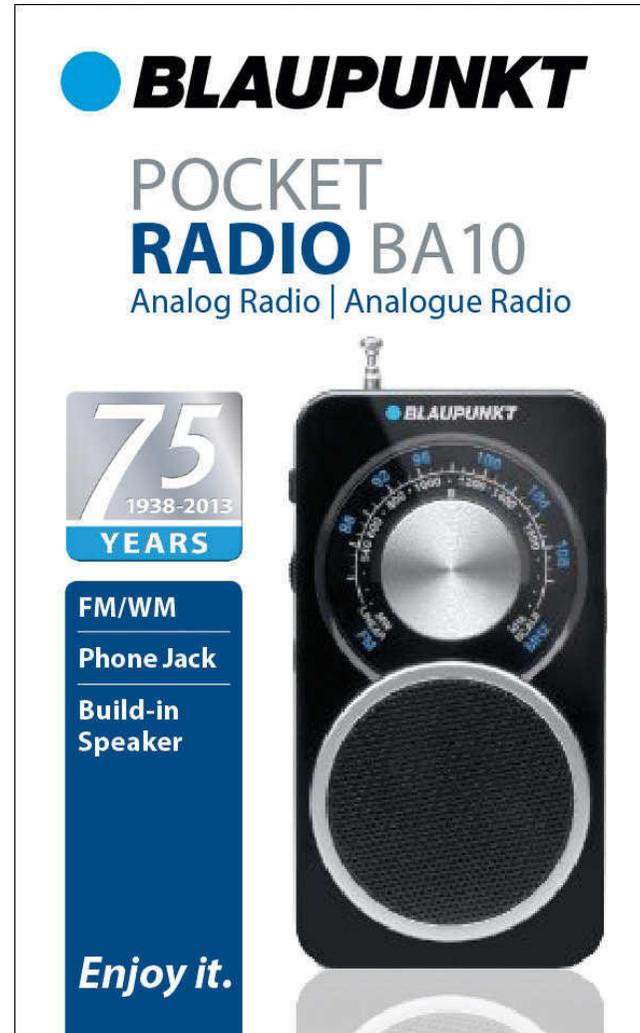
1 The **back faces** are identical to the **front faces** in this packaging type



SPECIAL FORMATS

50 Special formats

- 1 In cases where the packaging is especially small or wide, it may be necessary to deviate from some of the sizes specified in this manual.
- 2 If a packaging is as small as that of the Pocket Radio BA10, you can increase the type size from 3 to 4 grid units for the product name. You may also scale up the height of the subline by 2 grid units.



The red and green numbers indicate the number of grid units to be used.





③ If required, you can scale down the logo and brand name to a height of 3 grid units on packaging for a Soundbar. However, the layout grid calculated earlier is maintained as the basis for the design.

If you experience difficulties designing extreme packaging formats or implementing the specifications of the **Blaupunkt** Packaging Manual, please do not hesitate to contact **Blaupunkt Brand Management GmbH** (see reverse).

We will be happy to help you.

PAPER AND CARDBOARD SUGGESTIONS

54 Paper and cardboard suggestions

❶ It is only possible to provide limited suggestions on which cardboard to use.

When selecting a suitable material, you will need to consider the respective product's size and weight.

❷ As a rule, corrugated cardboard should be used to protect the products.

Depending on the packaging's size, weight and type, you can use all flutes from B to F.

The smaller the flute ($B > F$), the smoother its surface structure and the less apparent the corrugation will be underneath the print.

If necessary, you can also use a double-walled material, with the finer flute always facing outward.

❸ Coated offset paper should be used for printing, and then laminated onto the corrugated cardboard.

A UV glossy coating should also be applied to lend the print extra brilliance. This increases customer perceived value and makes colours appear stronger and brighter.

SAMPLE PAGES FOR A PRODUCT CATALOGUE

56 Photography

The covers, introductory and catalogue pages of the **Blaupunkt** catalogues may show lifestyle images from stock photo agencies.

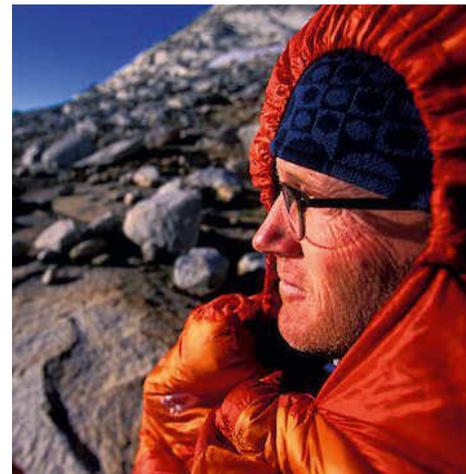
The photos should appear authentic, but be high quality photography.

Viewers should be able to feel they could be part of that scene. The focus should be on the faces, telling a simple story:

Blaupunkt products make life fun – *Enjoy it.*

When selecting the photos, it might be a good idea to ensure that the persons shown have something in common with your region.

People – Lifestyle



Headline

Blaupunkt – the World of Entertainment.

Typeface: Myriad Pro Light
Colour: black
Size: 32 pt
Line spacing: 35 pt

Subline

A Symbol of Quality Becomes a Brand.

Typeface: Myriad Pro Light
Colour: black
Size: 22 pt
Line spacing: 25 pt

Copy

Let Blaupunkt fascinate you. On the following pages, you can expect to experience an explosion of innovations from our **Mobile Entertainment Program**.

Typeface: Myriad Pro Light
Colour: black
Size: 12 pt
Line spacing: 15 pt
Alignment: Justified flush left, ragged right
Bold type: Myriad Pro Semibold

Product label

CD/Radio

- Toploader CD/-R/-RW/MP3 Player
- Cassettenlaufwerk mit Player Funktion

Typeface: Myriad Pro Regular/Bold
Colour: black
Size: 8 pt
Line spacing: 10 pt

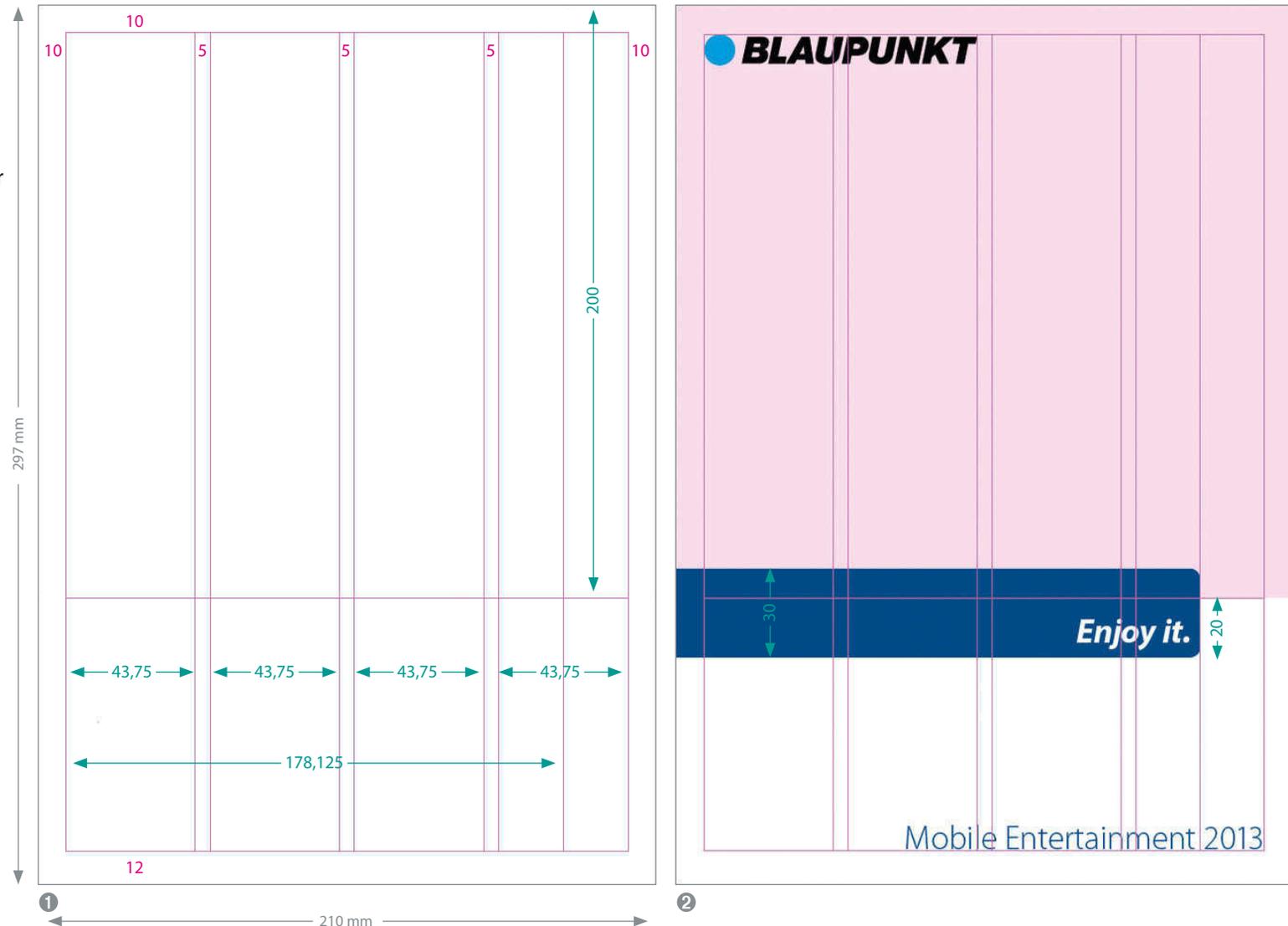
58 Blaupunkt product catalogue – grid for the cover and reverse

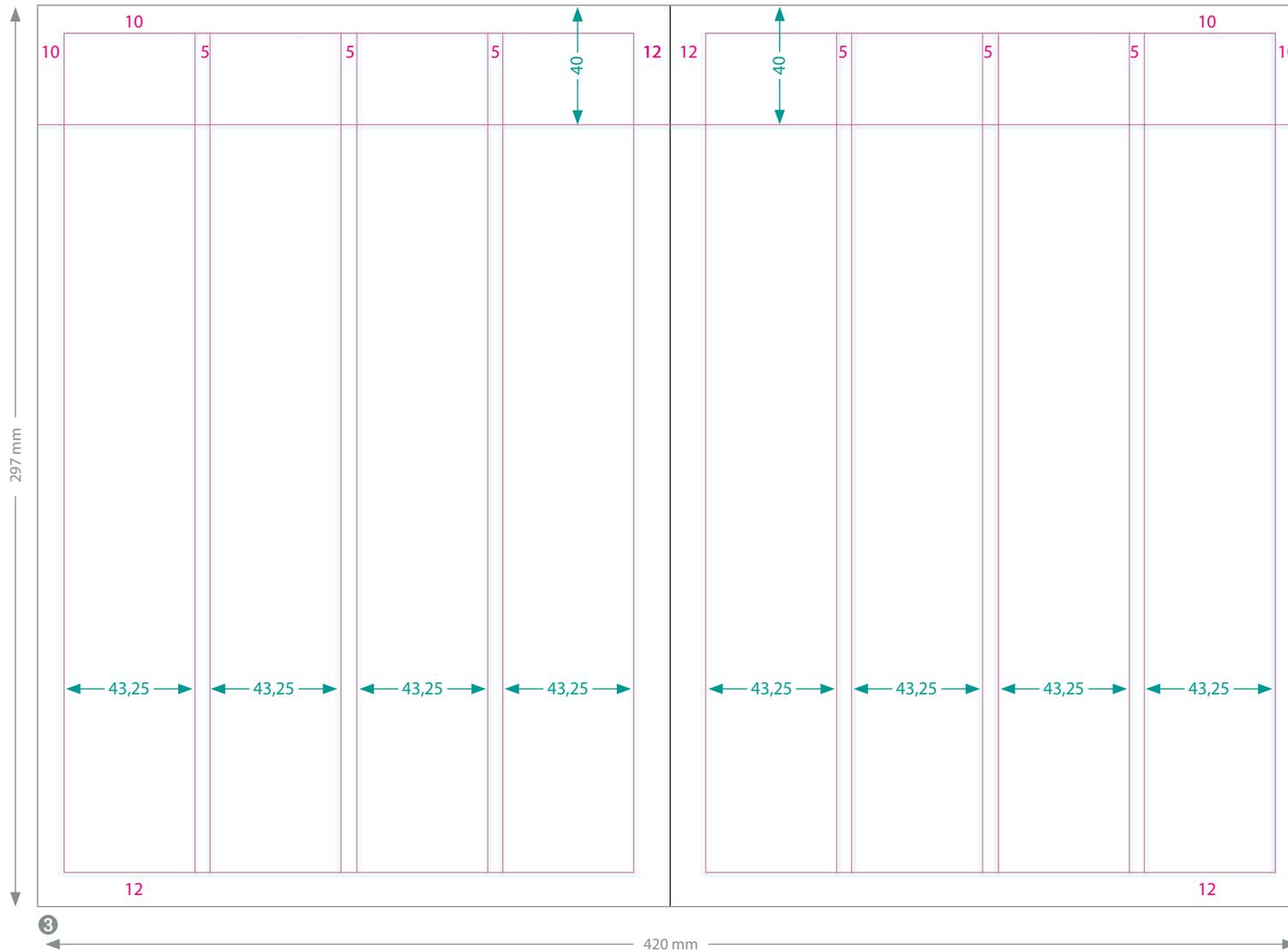
❶ A4 portrait format (210 x 297 mm) is the preferred layout for **Blaupunkt** catalogues.

The following layout grid is provided for the cover and reverse.

❷ The cover can show a large picture. The bottom edge of the picture is bordered by an insert area with the claim **Enjoy it.** The area is 30 mm high, extends into the picture by 10 mm and ends in the middle of the last column.

The red and green numbers are the specifications for spacing in millimetres (mm).





③ The copy on the inside pages starts at a 40 mm distance from the top edge of the page.

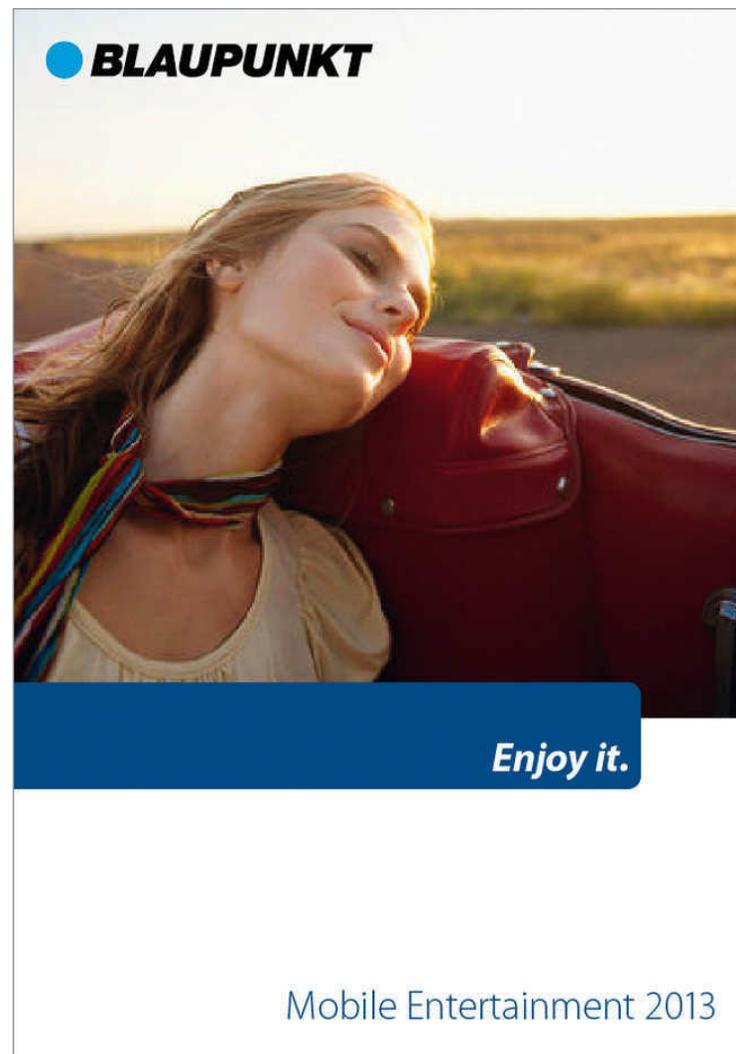
The red and green numbers are the specifications for spacing in millimetres (mm).

60 Blaupunkt product catalogue – sample covers

There are several ways to design the cover, which can be adapted according to product category:

- 1 Cover showing people/lifestyle
- 2 Cover showing a product

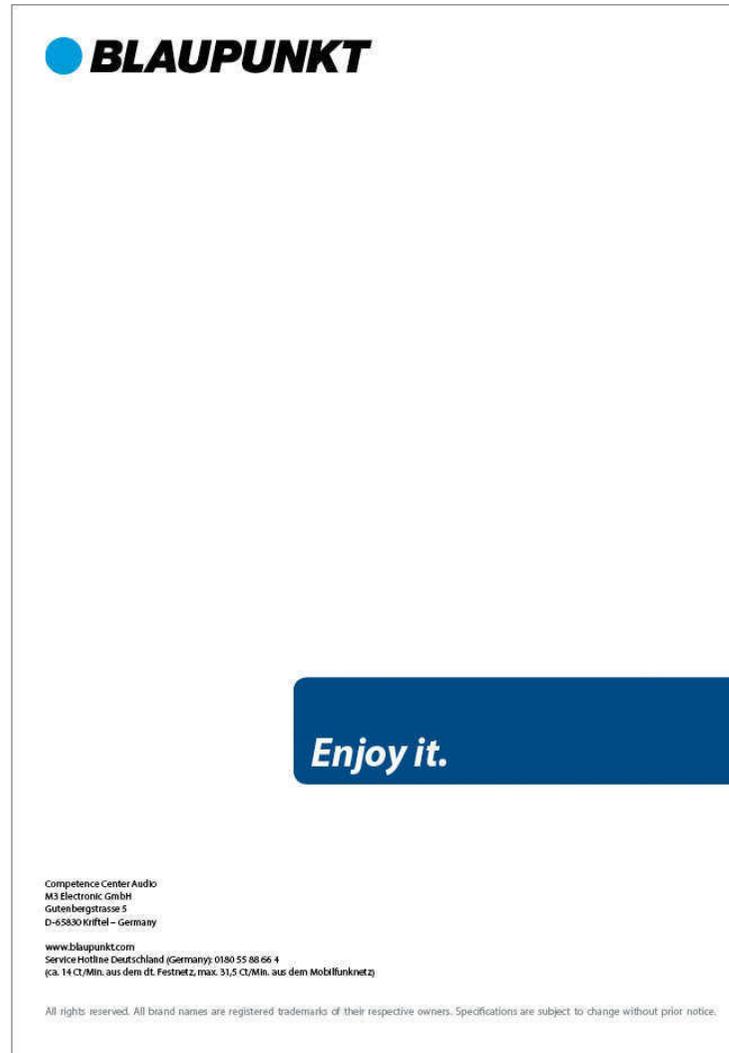
The cover should not show more than 2 products.



1



2



③ Reverse

The layout of the reverse is always the same, and should only be adapted to include the respective address details.

③

62 Blaupunkt product catalogue – sample introduction and table of contents

1 Example of an introductory page with a table of contents. Select and place images which match the topic.

Blaupunkt – the World of Entertainment.

Et fugite estisi descilitti nulla qui a veratis eligent doluptatem eatet volore sus, cum, sit, nos is earum dereper roviti acia volorecto omnihit malo bea veles site del ma vollisimusa parupid ut fugiae. At estia que ne consequer venis modit volo inum facea quis accus quam rectur remolup icabo. Ut laturio ressit fugiae-rio ium re volupti ossinus es apiclis tlaepudi de quae verum inventistem id quibus.

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Et abo. Nam quate eveliqu ldesti od mo voluptatem. Ita sundit odicitin preicaesed quatur accatec erspien itaquate etur sunt et molupta isqui que premoluptas am, ommolorepra senihit reptaecte nus, quia none sam quiam volorumtem volorer emporit, tor aut ex excessi soles explit essite quis et est, sitioreate volupic te officii dolupta ssequo tessi delectessum del id enimus a plici omnis vereraerum volupta quasit faccus nonseriat maio.

Omni ipicient, autem accum volo quidist, conecum resed moles molupti onsectet que voluptatior aut lam, voluptat esciaep erioribus delenienis mos untem el eumque nient raes re nus

Enjoy it.

Inhalt

BLAUPUNKT – The World of Entertainment	1
Mobile Navigation	3
Car Radio	8
Car Sound	12
LCD TV	16
Accessoires	20

MOBILE ENTERTAINMENT 2013

1

Blaupunkt Car Radio – Freiheit erfahren

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Enjoy it.

TORONTO 420 BT

Bluetooth **mp3** **USB**

Features Bluetooth <ul style="list-style-type: none"> Integriertes Bluetooth-Modul Telefon-Freisprechen, Gesprächsannahme/-beendigung über Autoradioanlage Audio Streaming CD <ul style="list-style-type: none"> CD-DA CD-R/RW kompatibel 	Radio <ul style="list-style-type: none"> Tunertyp: Codem Receiver, WST – World Standard Tuner; einstellbar für Europa (Auslieferzustand), Amerika, Asien UKW, MW Radio Data System (RDS): PS, AF, REG, EON, PTY, TR, TA Eingänge <ul style="list-style-type: none"> Front USB (A-type) Front Aux-in 	Media-Player <ul style="list-style-type: none"> Komfortables Ordner-, Datei- und MP3-Browsing Wiedergabeformate: MP3, WMA Unterstützung variabler Bitraten (32-320 Kbit/s) Display <ul style="list-style-type: none"> 9-stellig, einzellig Equalizer <ul style="list-style-type: none"> Sound Presets 	Verstärker <ul style="list-style-type: none"> Vorverstärker: 2-Kanal (2 V) Max. Leistung (Watt): 4 x 45 Allgemein <ul style="list-style-type: none"> Bedientyp: abnehmbar Nichtdesign weiß
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SAN FRANCISCO 320 BT

Bluetooth **mp3** **USB**

Features Bluetooth <ul style="list-style-type: none"> Integriertes Bluetooth-Modul Telefon-Freisprechen, Gesprächsannahme/-beendigung über Autoradioanlage Audio Streaming CD <ul style="list-style-type: none"> CD-DA CD-R/RW kompatibel 	Radio <ul style="list-style-type: none"> Tunertyp: Codem Receiver, WST – World Standard Tuner; einstellbar für Europa (Auslieferzustand), Amerika, Asien UKW, MW Radio Data System (RDS): PS, AF, REG, EON, PTY, TR, TA Eingänge <ul style="list-style-type: none"> Front USB (A-type) Front Aux-in 	Media-Player <ul style="list-style-type: none"> Komfortables Ordner-, Datei- und MP3-Browsing Wiedergabeformate: MP3, WMA Unterstützung variabler Bitraten (32-320 Kbit/s) Display <ul style="list-style-type: none"> 9-stellig, einzellig Equalizer <ul style="list-style-type: none"> Sound Presets 	Verstärker <ul style="list-style-type: none"> Vorverstärker: 2-Kanal (2 V) Max. Leistung (Watt): 4 x 45 Allgemein <ul style="list-style-type: none"> Bedientyp: abnehmbar Nichtdesign weiß
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CUPERTINO 220 BT

Bluetooth **mp3** **USB**

Features Bluetooth <ul style="list-style-type: none"> Integriertes Bluetooth-Modul Telefon-Freisprechen, Gesprächsannahme/-beendigung über Autoradioanlage Audio Streaming CD <ul style="list-style-type: none"> CD-DA CD-R/RW kompatibel 	Radio <ul style="list-style-type: none"> Tunertyp: Codem Receiver, WST – World Standard Tuner; einstellbar für Europa (Auslieferzustand), Amerika, Asien UKW, MW Radio Data System (RDS): PS, AF, REG, EON, PTY, TR, TA Eingänge <ul style="list-style-type: none"> Front USB (A-type) Front Aux-in 	Media-Player <ul style="list-style-type: none"> Komfortables Ordner-, Datei- und MP3-Browsing Wiedergabeformate: MP3, WMA Unterstützung variabler Bitraten (32-320 Kbit/s) Display <ul style="list-style-type: none"> 9-stellig, einzellig Equalizer <ul style="list-style-type: none"> Sound Presets 	Verstärker <ul style="list-style-type: none"> Vorverstärker: 2-Kanal (2 V) Max. Leistung (Watt): 4 x 45 Allgemein <ul style="list-style-type: none"> Bedientyp: abnehmbar Nichtdesign weiß
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2 Example of a catalogue page with a lifestyle photo and subsequent product overview.

1 Example of a catalogue page with a product presentation and subsequent product overview.

Der Blue Magic Speaker – eine Legende

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BLUE MAGIC TL 170

BLAUPUNKT

CL 100

System 3-way Triaxial
Diameter 130 mm
Rated power 51 watts
Peak power 220 watts
sensitivity 2,83 V/m 91 dB
Frequency response 40 - 25.000 Hz
Impedance 3 ohms
Cone material Injected PP
Installation depth 56,5 mm

QL 690

System 3-way Triaxial
Diameter 130 mm
Rated power 51 watts
Peak power 220 watts
sensitivity 2,83 V/m 91 dB
Frequency response 40 - 25.000 Hz
Impedance 3 ohms
Cone material Injected PP
Installation depth 56,5 mm

TL 130

System 3-way Triaxial
Diameter 130 mm
Rated power 51 watts
Peak power 220 watts
sensitivity 2,83 V/m 91 dB
Frequency response 40 - 25.000 Hz
Impedance 3 ohms
Cone material Injected PP
Installation depth 56,5 mm

CX 130

System 3-way Triaxial
Diameter 130 mm
Rated power 51 watts
Peak power 220 watts
sensitivity 2,83 V/m 91 dB
Frequency response 40 - 25.000 Hz
Impedance 3 ohms
Cone material Injected PP
Installation depth 56,5 mm

TL 160

System 3-way Triaxial
Diameter 130 mm
Rated power 51 watts
Peak power 220 watts
sensitivity 2,83 V/m 91 dB
Frequency response 40 - 25.000 Hz
Impedance 3 ohms
Cone material Injected PP
Installation depth 56,5 mm

CX 160

System 3-way Triaxial
Diameter 130 mm
Rated power 51 watts
Peak power 220 watts
sensitivity 2,83 V/m 91 dB
Frequency response 40 - 25.000 Hz
Impedance 3 ohms
Cone material Injected PP
Installation depth 56,5 mm

MOBILE ENTERTAINMENT 2013

1

Boombox – satter Sound für unterwegs

Et fugite estisi desciliti nulla qui a veratis eligent doluptatem eatet volore sus, cum, sit, nos is earum dereper roviti acia volorecto omnihit malo bea veles site del ma vollisimusa parupid ut fugiae. At estia que ne consequer venis modit volo inum lacea quis accus quam rectur remolup icabo. Ut laturio ressit fugiae-rio tum re volupti ossinus es apiclis tiaeputi de quae verum inventiistem id quibus.



CD/MP3 BOOMBOX B10



Features

CD

- Toploader CD-R/RW/MP3 Player
- Cassettenaufwerk mit Player Funktion
- Wiederholung Taste
- Programmierbare Tracks: CD=20, MP3=60

Radio

- AM/FM Tuner
- Stereo Lautsprecher
- Großes LCD Display mit Backlight
- Ausgangsleistung: 2 x 1 W
- Analoges Radio, Mono/Stereo Empfang

Allgemein

- Abmessungen: 246 x 300 x 156mm (L x B x H)
- Gewicht: 2 kg



CD/MP3
leicht zu bedienen und
perfekt zu handhaben



Cassettenaufwerk
leistungsstarke
Kassettenkapazität



Stereo Lautsprecher
besonders ausgewoge-
nes Klangvolumen



LCD Display
mit angenehmer Hinter-
grundbeleuchtung

MOBILE ENTERTAINMENT 2013

2



GIP Development SARL

25 rue des Scillas,
L-2529 Howald – Luxembourg

Email: info@blaupunkt.com

Web: www.blaupunkt.com