



BRAND PACKAGING GUIDELINES

HOW IT ALL COMES TOGETHER



CLICK ON THE NUMBERS OR TEXT TO JUMP TO THAT SECTION.

BRAND GUIDELINES

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PACKAGING GUIDELINES

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[CLICK HERE](#)

TO DOWNLOAD THE
**ARROW
LOGOS**

PASSWORD: Q2YbKrua

LOGO - ACCEPTABLE USAGE

MASTER LOGO

The Arrow logo used on the front panel should ideally be in full-color and include the tagline:

HOW IT ALL COMES TOGETHER

except when size requirements would make it illegible, or when, for aesthetic purposes, it looks better removed.



ALTERNATE VERSIONS

The Arrow logo has alternate color variations to accommodate a variety of applications (e.g. back panel and side panels).

It is important to note the split chevron used in the one-color versions. These are not to be made into full-color logos and must always remain one color.



FULL-COLOR KNOCKED OUT



ONE-COLOR KNOCKED OUT



ONE-COLOR BLACK

LOGO - IMPROPER USAGE

*The only acceptable logos are listed on the previous page.
Do not modify the Arrow logo in any way.



DO NOT
CHANGE COLOR CONFIGURATION



DO NOT
USE UNAPPROVED COLORS



DO NOT
STRETCH OR DISTORT LOGO



DO NOT
CROP THE LOGO



DO NOT
CREATE BORDERS OR FRAMES



DO NOT
FILL LOGO WITH AN IMAGE



DO NOT
MODIFY PLACEMENT OF THE CHEVRON



DO NOT
USE WITHOUT ICON



DO NOT
USE WITHOUT TM



DO NOT
PLACE LOGO ON AN ANGLE



DO NOT
PLACE ON VISUALLY BUSY IMAGE



DO NOT
ADD DROP SHADOWS OR OTHER 3D EFFECTS

ARROW BRAND COLORS

The Arrow color palette consists of four colors — Arrow Bright Red, Arrow Dark Red, Arrow Black, and Arrow Gray. Whenever possible, use Pantone colors for brand consistency. Color breakdowns are also provided for CMYK and RGB applications.

PRIMARY COLOR



ARROW BRIGHT RED

COATED PANTONE 186C
UNCOATED PANTONE 186U
CMYK 2/100/85/6
RGB 200/33/39
LAB 45/68/40
HEXIDECIMAL #C82127

SECONDARY COLORS



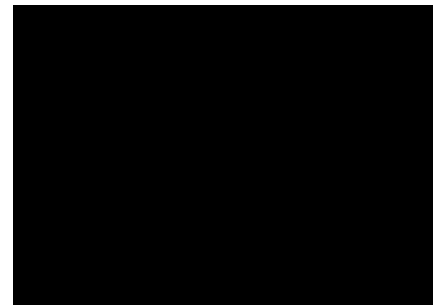
ARROW DARK RED

COATED PANTONE 188C
UNCOATED PANTONE 188U
CMYK 16/100/65/58
RGB 118/37/31
LAB 28/38/14
HEXIDECIMAL #76251F



ARROW GRAY

COATED PANTONE GRAY 7C
UNCOATED PANTONE GRAY 7U
CMYK 20/14/12/40
RGB 151/153/155
LAB 63/-1/-1
HEXIDECIMAL #97999B
ONE COLOR GRAY 0/0/0/40



ARROW BLACK

COATED PANTONE BLACK 6C
UNCOATED PANTONE BLACK 6U
CMYK 40/40/40/100
RGB 0/0/0
HEXIDECIMAL #000000
ONE COLOR BLACK 0/0/0/100

CONSUMABLE BADGE COLORS

When applicable, Arrow products are often identified by referencing their corresponding consumable (i.e. products that would utilize a T50 Staple). That reference is highlighted via the Consumable Badge, typically found in the upper right hand corner of the packages' front panel. Consumable Badges are color-coded for quick identification using the color values shown below.

STAPLES

T50	PANTONE PROCESSED CYAN CMYK 100/0/0/0 RGB 0/174/239 LAB 62/-44/-50 HEX #00AEFF	HT65	PANTONE REFLEX BLUE C CMYK 100/93/14/12 RGB 0/22/137 LAB 15/32/-67 HEX #001689	WIDE CROWN #405	PANTONE 262C CMYK 67/91/40/35 RGB 83/40/79 LAB 24/25/-15 HEX #53284F	RIVET GREEN	PANTONE 354C CMYK 95/0/100/0 RGB 0/174/66 LAB 60/-77/40 HEX #00AE42
JT21	PANTONE 355C CMYK 99/12/100/2 RGB 0/149/59 LAB 52/-67/34 HEX #00953B	T18	PANTONE 227C CMYK 0/100/0/23 RGB 190/0/113 LAB 41/69/-8 HEX #BE0071	POWER CROWN #584	PANTONE 153C CMYK 20/65/100/7 RGB 192/107/19 LAB 55/31/58 HEX #C06B13	RIVET YELLOW	PANTONE 123C CMYK 0/23/91/0 RGB 255/198/41 LAB 84/13/78 HEX #FFC629
T59	PANTONE 109C CMYK 1/16/100/0 RGB 255/209/0 LAB 62/-44/-50 HEX #FFD100	HT19	PANTONE 7709C CMYK 61/13/25/0 RGB 97/176/188 LAB 67/-23/-14 HEX #61B0BC	WIDE CROWN #854	PANTONE 7463C CMYK 100/80/43/45 RGB 0/43/73 LAB 16/-6/-24 HEX #002B49	RIVET BLUE	PANTONE PROCESSED CYAN CMYK 100/0/0/0 RGB 0/174/239 LAB 62/-44/-50 HEX #00AEFF
T25	PANTONE 471C CMYK 21/70/100/8 RGB 187/97/8 LAB 52/34/49 HEX #BB6125	T30	PANTONE 2645C CMYK 32/42/0/0 RGB 174/149/218 LAB 66/20/-32 HEX #AE95DA	T75	PANTONE 021C CMYK 0/82/100/0 RGB 255/81/0 LAB 61/66/85 HEX #FF5100		
T20	PANTONE 3275C CMYK 100/0/54/0 RGB 0/175/154 LAB 61/-71/-6 HEX #00AF9A	P35	PANTONE 149C CMYK 0/27/57/0 RGB 255/194/122 LAB 84/18/45 HEX #FFC27A	T72	PANTONE 185C CMYK 2/100/92/0 RGB 234/0/41 LAB 50/77/49 HEX #EA0029		
P22	PANTONE 292C CMYK 56/16/0/0 RGB 101/178/232 LAB 69/-13/-35 HEX #65B2E8	T37	PANTONE 5493C CMYK 54/23/29/0 RGB 124/167/173 LAB 66/-14/-8 HEX #7CA7AD				

CLICK HERE

TO DOWNLOAD THE
ARROW BRAND
FONTS

PASSWORD: fb2rQU7F

TYPOGRAPHY

HEADLINES & SUBHEADS

The typeface Futura LT Pro is to be used for headlines and subheads. The recommended font weight is Bold and the type should be in ALL CAPS. A headline should always be at least twice the point size of the subhead.

THIS IS A HEADLINE

THIS IS A SUBHEAD

FUTURA LT PRO BOLD

TRACKING: 20

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n
o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

` ~ ! @ # \$ % ^ & * () _

+ [] { } \ | ; : ' " . , < > / ?

BODY COPY

The typeface Serifa STD should be used only for body copy. For most applications the recommended weight is Roman. When using light-colored type on a dark background, however, the weight of Bold can be used to prevent filling. The body copy should never be larger in point size than the subhead.

SERIFA STD

Roman / Bold

TRACKING: 20

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n
o p q r s t u v w x y z
a b c d e f g h i j k l m n
o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

` ~ ! @ # \$ % ^ & * () _

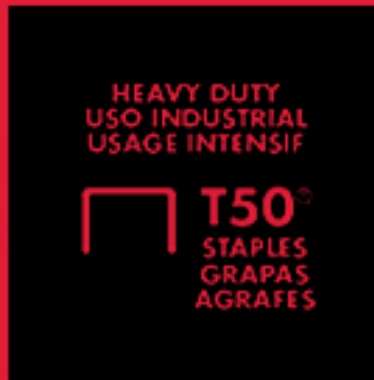
+ [] { } \ | ; : ' " . , < > / ?

1 2 3 4 5 6 7 8 9 0

` ~ ! @ # \$ % ^ & * () _

+ [] { } \ | ; : ' " . , < > / ?

ICON LIBRARY



[CLICK HERE](#)

TO ACCESS THE FULL
PRODUCT ICON
LIBRARY

PASSWORD: DfJsMK7X

For ease of use and to help maintain consistency across all packaging, many of the product feature and safety icons, consumable, and other badges have been pre-designed for you. Click on the link above to view and download those assets.

PACKAGING REGULATIONS REGARDING TRANSLATIONS

In an effort to maintain compliance globally, **Arrow packaging must adhere to certain standards and regulations regarding the translations of text on its packaging.** Those regulations are as follows:

- All mandatory label information must be shown in English, French, and Spanish, except the dealer's name and address which can appear in either language.
- Any label information in addition to the mandatory requirements discussed above (i.e. promotional statements, etc.) does not have to appear in a bilingual manner. Dealers are, however, encouraged to include such information in English, French, and Spanish.
- For readability, all translations must be shown at a **MINIMUM SIZE OF 4PT.**
- English, French, and Spanish must be of equal prominence. All product packaging for weight, size, etc. must be labeled in metric.
- All product icons, consumable badges, and product descriptions, must contain translations. Refer to the screenshots in each section to confirm whether or not a particular element requires a translation, and for guidance on layout.



PACKAGING GUIDELINES

STAPLE PACKS



T50® GENUINE • 3/8" 10mm

ARROW™ 
HOW IT ALL COMES TOGETHER

DESIGNED AND
ASSEMBLED IN
USA ★



Heavy Duty
Universal Fit

GENUINE
T50®
STAPLES

3/8"
10mm



#506™

1250
STAPLES
AGRAFES
GRAPAS

STAPLE PACK LAYOUT OVERVIEW

CLICK ON THE NUMBERS OR TEXT BELOW TO JUMP TO THAT SECTION.

FRONT PANEL



BACK PANEL



TOP + BOTTOM PANELS



SIDE PANELS

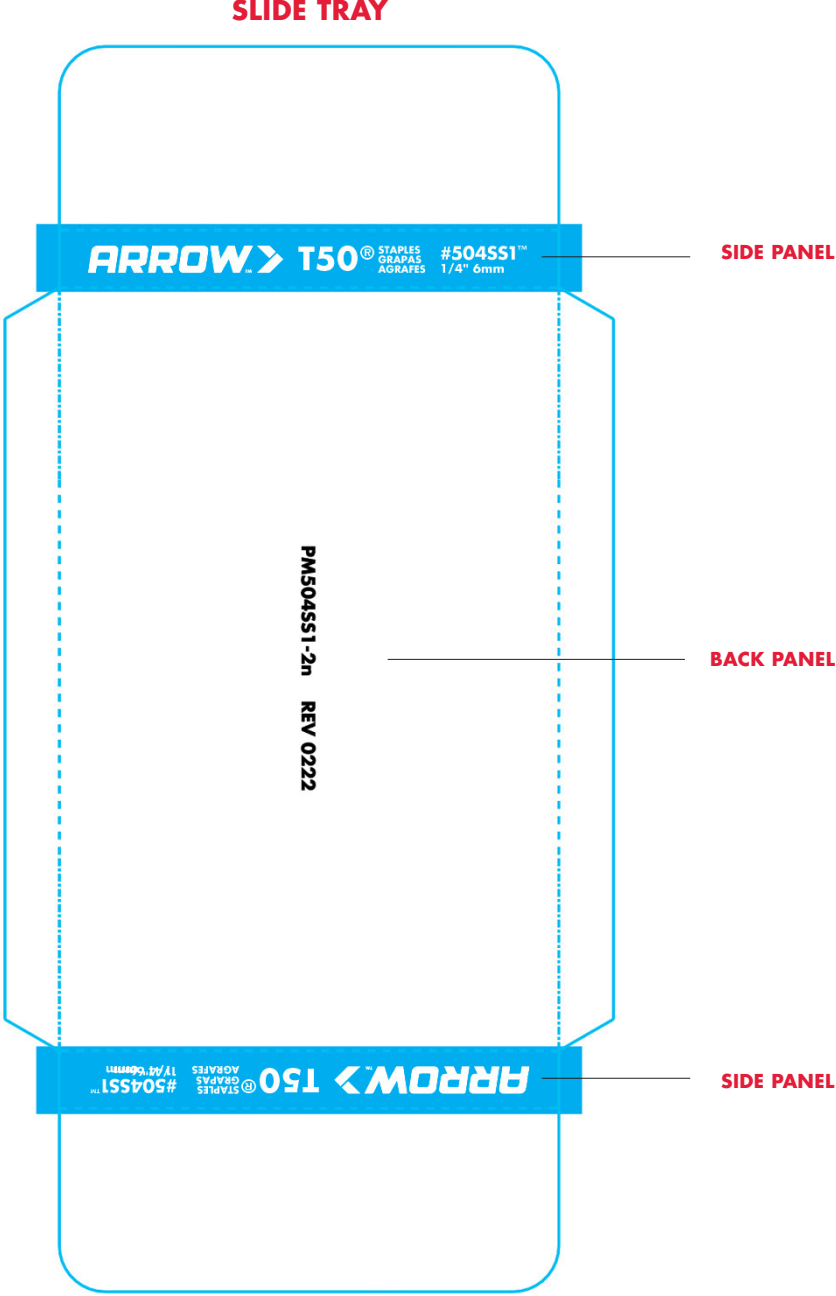


1. GRAPHIC ELEMENTS
2. CONSUMABLE BADGE
3. COLOR BRAND BAR

4. ARROW LOGO
5. PRODUCT DESCRIPTIONS
6. PRODUCT PHOTOGRAPHY

7. PRODUCT FEATURE ICONS
8. ADDITIONAL PRODUCT INFO
9. UPC, SAFETY ICONS & TEXT

COMPLETED STAINLESS STEEL STAPLE PACK TEMPLATE



COMPLETED STANDARD STAPLE PACK TEMPLATE

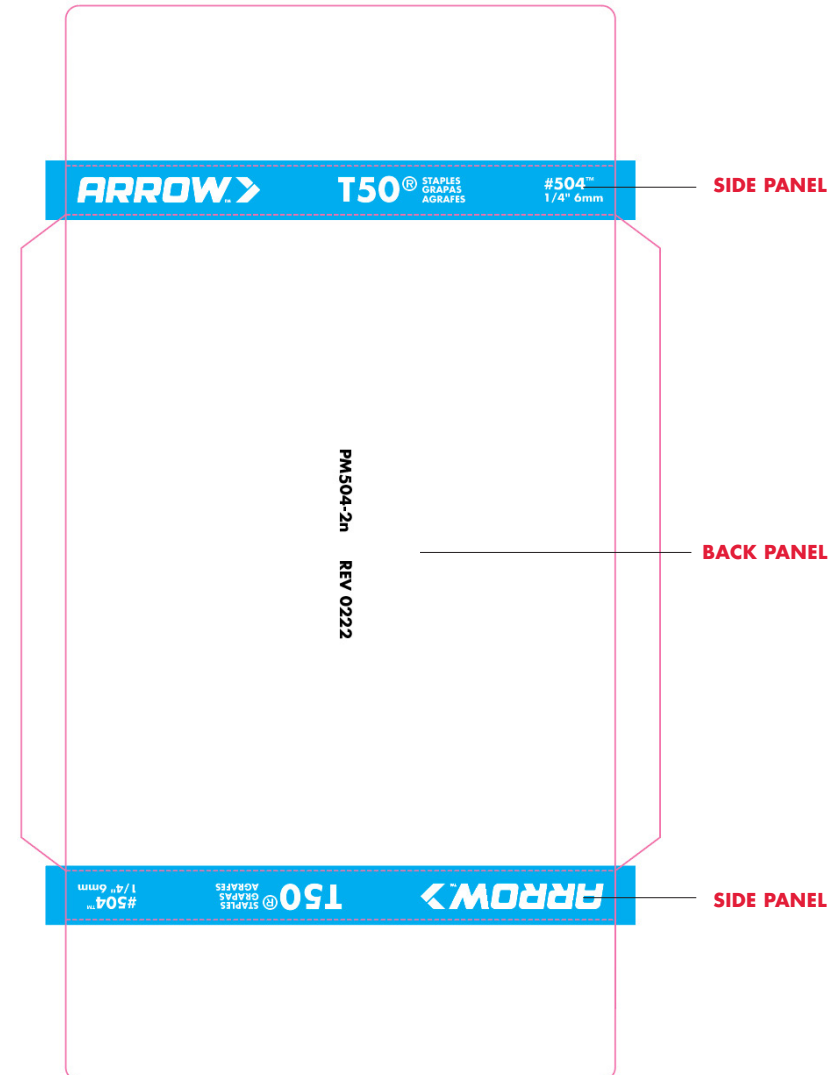
SHELL



TOP PANEL

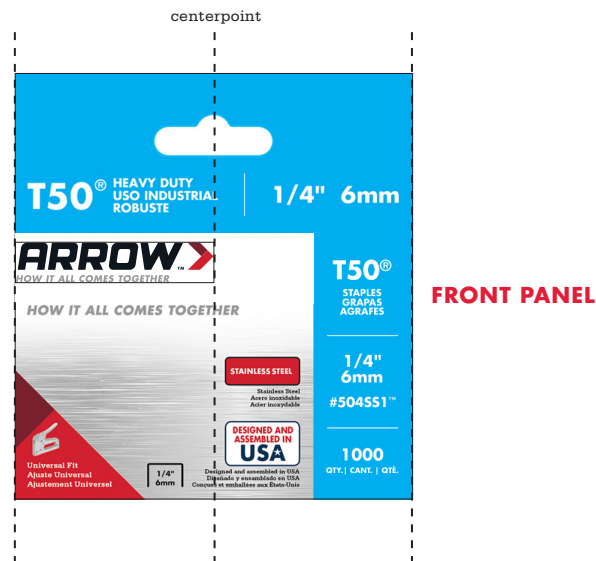
NOTE: Unlike the “stainless steel” staple pack template on the previous page, the “standard” staple pack template does **not** include a stainless steel icon, resulting in a slightly altered layout on the product feature icon page. **Be sure to confirm staple pack type with your project manager.**

SLIDE TRAY



STEP 1 (IMPORTANT)

In this step you will be creating a guide that will determine the spacing for all package design elements. Start by scaling the [logo](#) to 1/2 the width of the front panel of the package.



STEP 2

Using the logo at this size, **cut the chevron in half** to create your spacing and layout guide. Additionally, in this package type, you will also make use of a **quarter chevron** for smaller spaces. Note color differences below.



STEP 3

Use half and quarter chevron sizing tool to determine proper spacing of subsequent graphic/text elements as shown below.



CLICK HERE

TO DOWNLOAD THE
**GRAPHIC
ELEMENTS**

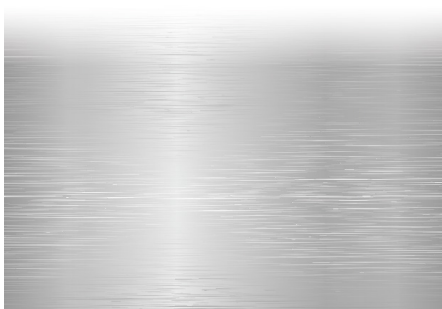
PASSWORD: 7Fwcwh4T

GRAPHIC ELEMENTS

1

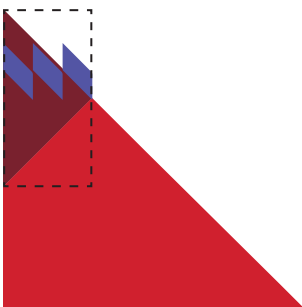
METALLIC TEXTURE

To be used as a background image, the metallic texture should fill approximately **1/2 the height of the front facing panel**.



CORNER TRIANGLE

The corner triangle is a graphic element that should span 1/2 the height of the front panel. The dark red portion of the triangle should be determined using **3 half chevrons**.



FRONT PANEL



Dotted line
denotes the
centerpoint
of the panel.

CLICK HERE

TO ACCESS THE FULL
PRODUCT ICON
LIBRARY

CONSUMABLE BADGE

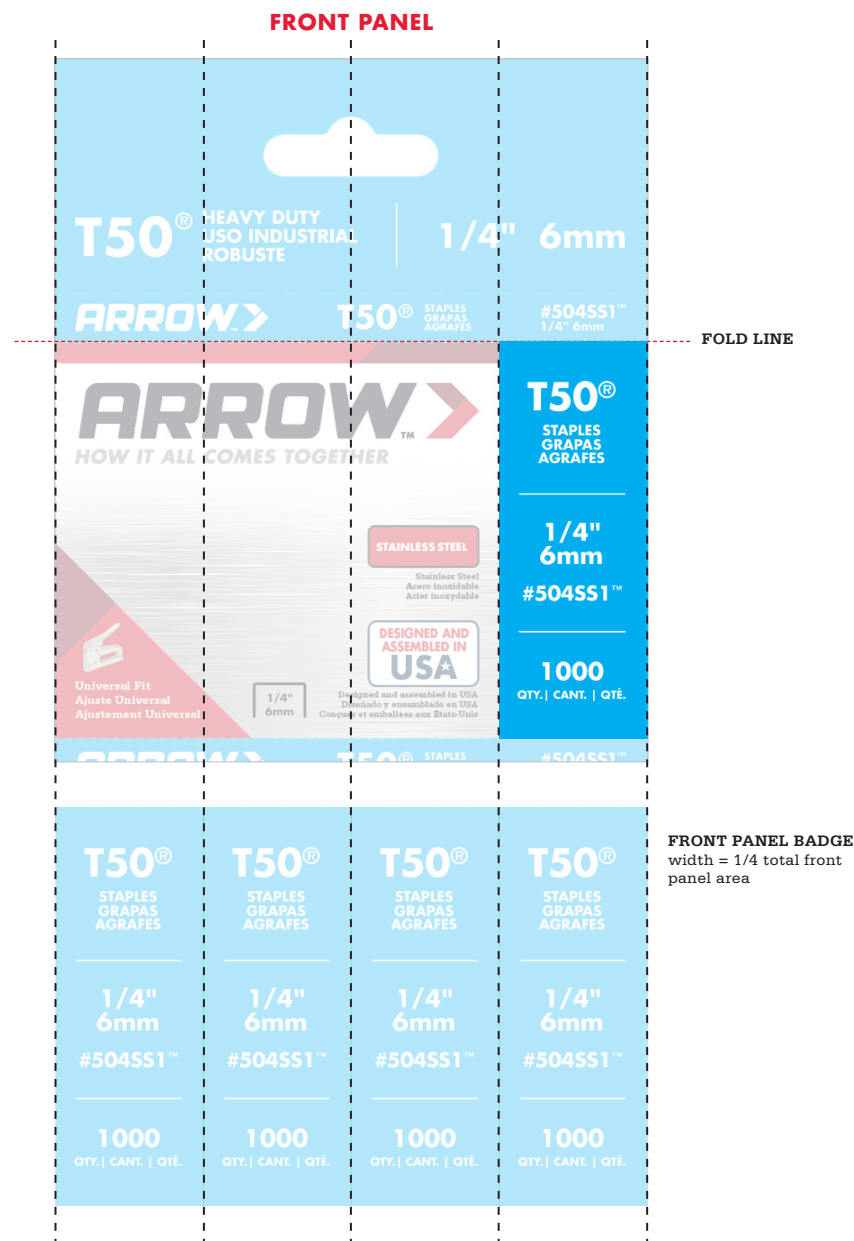
2

STEP 1

For staple packaging, the consumable badge is a pre-built element that can be downloaded from the icon library. **Check with your project manager for which consumable badge(s) to use.**

STEP 2

To determine the correct size of each badge, place **4** consumable badges horizontally across the top of the **front panel**, then scale to fit the width. Place one of those badges in the upper right flush to the die line. The background color of the consumable badge will extend from the bottom of the front panel all the way up to the fold line indicated in the diagram.



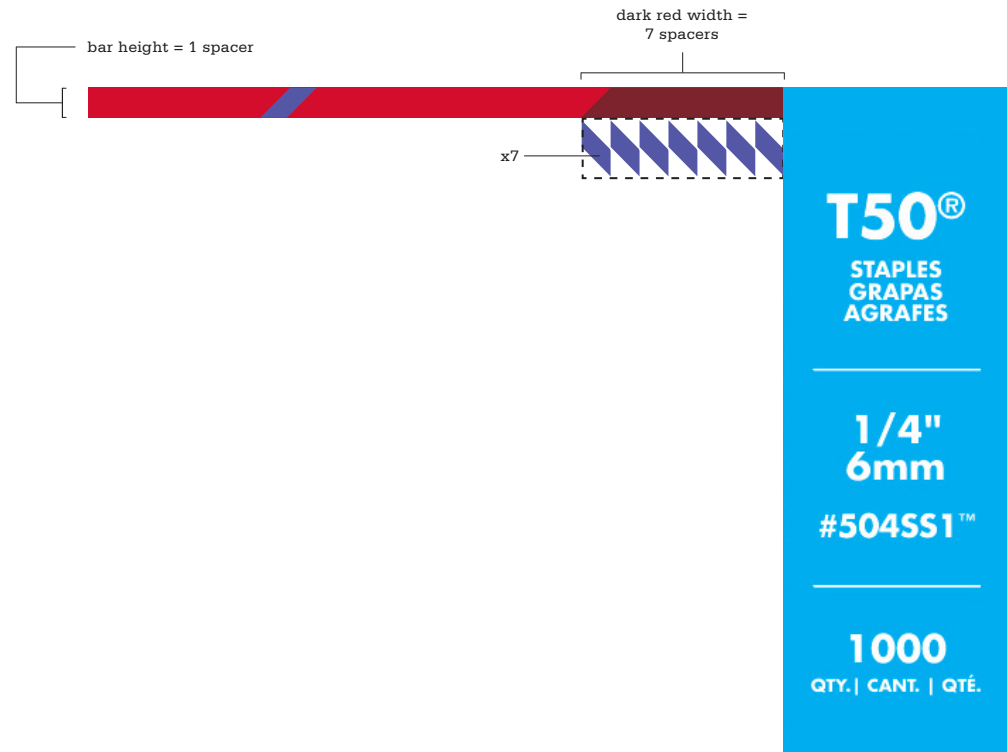
STEP 1

The height of the brand bar should be equal to **1 of your half chevron spacers**.



STEP 2

To determine the width of the dark red color, use **7 half chevron spacers** flipped 90° to measure the distance from the front panel consumable color badge to the tip of the dark red.



STEP 1

FRONT PANEL: To determine the size and placement of the logo, place **one half chevron spacer** flush against the far left die line, one against the bottom of the color brand bar, and one flush against the left edge of the consumable badge. Then scale the logo to fit within the spacers.

FRONT PANEL



STEP 2

FRONT PANEL: Once the logo is properly scaled and placed within the top, left, and right spacers, add an additional **half chevron** at the bottom to maintain uniform spacing on all sides.

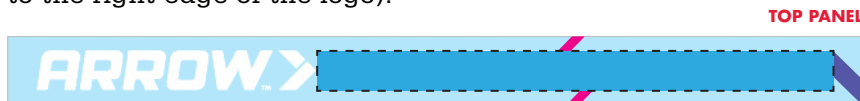


TOP AND BOTTOM PANELS: To find proper logo sizing and placement on these panels, place a **half chevron spacer** along the left edge, and utilize the **quarter chevron spacer** for the top and bottom edges.

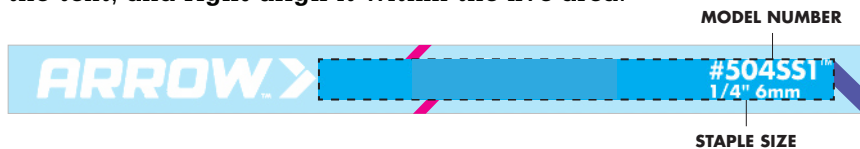
TOP, BOTTOM, AND SIDE PANELS

NOTE: For these areas where vertical space is limited, **you will be using BOTH the quarter chevron spacer and the half to find your live area.** See below.

STEP 1: Begin with **top panel**. Place 1 quarter chevron spacer at the top and bottom edges and then utilize your standard 1 half chevron spacer on the right die line. (Extend live area all the way to the right edge of the logo).



STEP 2: Using the font [Futura LT Pro Bold](#) for all product descriptions, stack the **model number** and the **staple size**. Group the text, and **right-align** it within the live area.



STEP 3: To the left of your newly formed text block, add the **staple gun type** and translations using the same font as the previous step. Group the text and **center-align** it between the logo and the text block from step 2. Group, then copy and paste all elements (including logo) into the **bottom panel** using the same spacers.



STEP 4: For the **inner box side panels**, copy and paste all elements from the previous steps (including the logo) and adjust spacing between elements to fit within the area, maintaining proper spacing from the edges using your spacers.



FRONT PANEL

BLUE PANEL WITH PEG HOLE: The content of this panel differs slightly as we are now excluding the model number and the logo from the lockup. To find your live area, place your **half chevron spacer** against **all** edges of the front panel, starting below the peg hole as shown. Using the font [Futura LT Pro Bold](#), place your **staple gun type**, followed by the **application type**, followed by the **staple size**. Group the text, scale to fit within your spacers and center align the group.

BOTTOM BRAND TRIANGLE: To find your live area, place your **half chevron spacer** against the left and bottom edges. Use a **quarter chevron spacer** for the area above the text. Use [Serifa STD Bold](#) for this text.



NOTE: The minimum size for [translation text](#) is 4pt, and the translations must always be the same size as its English counterpart.

FRONT PANEL

The “live area” for the front panel photography can be found using your spacers. Inside of the corner triangle area, start by placing **1 quarter chevron spacer** above your previously placed product product description text. Add **1 half chevron** to against the left edge. **Using your best judgment**, fill the live area accordingly, keeping photography within the corner triangle.

FRONT PANEL



CLICK HERE

TO ACCESS THE FULL
PRODUCT ICON
LIBRARY

PRODUCT FEATURE ICONS

7

FEATURE/BENEFIT ICONS

SIZE: Width of the USA badge and stainless steel badge (when applicable) should be scaled down to **3/4 the width of the front panel consumable badge**. Additional icons should be no less than **1/2 the width of the USA badge**.

TRANSLATIONS: [Translations](#) for the USA badge and stainless steel badge should be placed directly underneath each badge. **Use best judgment.** The minimum size for translation text is 4pt, and the translations must always be the same size as its English counterpart.

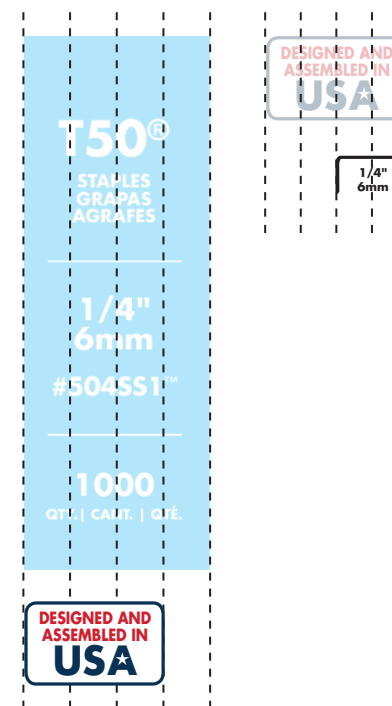
PLACEMENT: Create a live area for the relevant product icons by placing 1 half chevron spacer from the left edge of the consumable badge, and keep at least 1 half chevron spacer away from any other elements or edges. **Use best judgment.**

FRONT PANEL



NOTE:

Unlike the “stainless steel” staple pack template, the “standard” staple pack template does **not** include a stainless steel icon, resulting in a slightly altered layout on the product feature icon page. [See completed standard staple pack template for alternate layout.](#)



APPLICATION EXAMPLE BADGES

NOTES: Refer to project manager for up to date assets for this area. Create a live area for the assets by adding a half chevron spacer on all edges of the panel, and a half chevron (or quarter chevron when space is extremely limited) above the UPC/safety icon/text area on the next page.

The minimum size for [translation](#) text is 4pt, and the translations must always be the same size as its English counterpart.

Use best judgment in recreating the examples provided in terms of placement and sizing of the elements specified below.

SHELL BACK PANEL - T50 AND JT21 STAPLE PACKS

#504SS1™ 1/4" 6mm

STAINLESS STEEL

Stainless Steel
Acero inoxidable
Acier inoxydable

BEST FOR:

- Paper
- Light Fabric
- Thin Plastic

IDEAL PARA:

- Papel
- Tela ligera
- Plástico delgado

OPTIMAL POUR :

- Papier
- Tissu léger
- Plastique mince

STAPLES COMPATIBLE WITH: • GRAPAS COMPATIBLES CON: • AGRAFES COMPATIBLES AVEC:

ARROW • POWERSHOT • STANLEY • BOSTITCH • DEWALT • SUREBONDER

www.arrowfastener.com
 © 2022 Arrow Fastener Company, LLC
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 271 Mayhill Street
 Saddle Brook, New Jersey 07663 USA
 Designed and Assembled in USA
 Diseñado y ensamblado en EE.UU.
 Conçu et assemblé aux É.-U.

ITEM# 504SS1

0 79055 83514 1

PM504SS1-1n Rev 0222

SHELL BACK PANEL - OTHER STAPLE TYPES (BACK VARIES)

For Use in Arrow® T25™, T2025™, & ET2025™

Pour Employer Arrow® T25™, T2025™, & ET2025™

Para Uso En Arrow® T25™, T2025™, & ET2025™

1/4" 8MM

DIAMETER
DIAMETRO
DIAMETRES

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 Arrow Fastener Company, LLC
 271 Mayhill Street
 Saddle Brook, New Jersey 07663 USA
 Designed and Assembled in USA
 Diseñado y ensamblado en EE.UU.
 Conçu et assemblé aux É.-U.

ITEM# 257

0 79055 25716 5

PM257-1n Rev 0222

NOTES: Using your **half chevron** and **quarter chevron** spacers as pictured below, find your live area for the UPC/Safety Icons/Text. Place elements according to the hierarchy shown below. The item # and website use the font [Futura LT Pro Bold](#). All other text in this area is use font [Serifa STD Bold](#). **Use best judgment** to keep font size readable for the consumer, and for the placement of the UPC, safety icons and text. Always maintain spacing from elements and egdes using your half chevron spacer (or quarter chevron spacer when space is extremely limited.)

The minimum size for [translation](#) text is 4pt, and the translations must always be the same size as its English counterpart.

***Always confirm the most up to date numbers and information from Product Manager prior to releasing files.**

SHELL - BACK PANEL

The diagram illustrates the layout for the Shell - Back Panel. It includes a header section with the item number #504SS1™ 1/4" 6mm and the material STAINLESS STEEL, with translations in Spanish and French. Below this is a table of applications: BEST FOR (Paper, Light Fabric, Thin Plastic), IDEAL PARA (Papel, Tela ligera, Plástico delgado), and OPTIMAL POUR (Papier, Tissu léger, Plastique mince). A compatibility section lists brands like ARROW, POWERSHOT, STANLEY, BOSTITCH, DEWALT, and SUREBONDER. The bottom section contains safety icons, a website URL, copyright information, corporate address, and manufacturing location. A central area features a barcode with the item number 504SS1 and a UPC. To the right, a label shows the packaging material number PM504SS1-1n and the revision date Rev 0222.

SAFETY ICONS

WEBSITE

COPYRIGHT INFO

CORPORATE ADDRESS

MANUFACTURING LOCATION (and translations)

UPC

PACKAGING MATERIAL NUMBER

REVISION DATE

SLIDE TRAY - BACK PANEL

The diagram illustrates the layout for the Slide Tray - Back Panel. It shows a large rectangular area with a dashed border. At the top, there are two labels: PM504SS1-2n and REV 0222. Below these labels, there are two vertical lines extending down to the bottom of the panel. At the bottom, there are two labels: PACKAGING MATERIAL NUMBER and REVISION DATE.

PACKAGING MATERIAL NUMBER

REVISION DATE

NOTE: This flap is located on the backside of the **slide tray** and will not be visible when the box is fully assembled.

CLICK ON THE NUMBERS OR TEXT BELOW TO JUMP TO THAT SECTION.

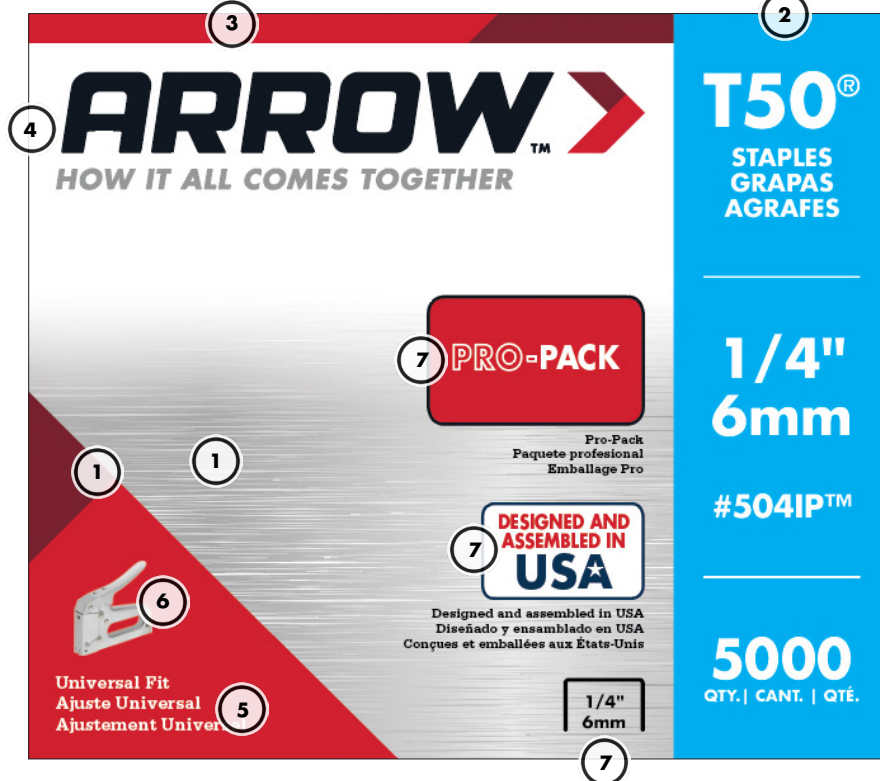
TOP PANEL



BACK PANEL



FRONT PANEL



BOTTOM PANEL, SIDE PANEL A, + SIDE PANEL B



1. GRAPHIC ELEMENTS
2. CONSUMABLE BADGE
3. COLOR BRAND BAR

4. ARROW LOGO
5. PRODUCT DESCRIPTIONS
6. PRODUCT PHOTOGRAPHY

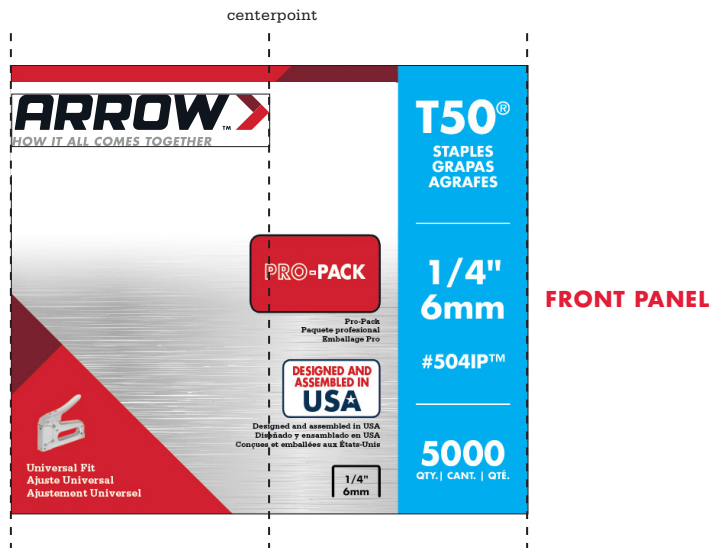
7. PRODUCT FEATURE ICONS
8. ADDITIONAL PRODUCT INFO
9. UPC, SAFETY ICONS & TEXT

COMPLETED PRO-PACK TEMPLATE



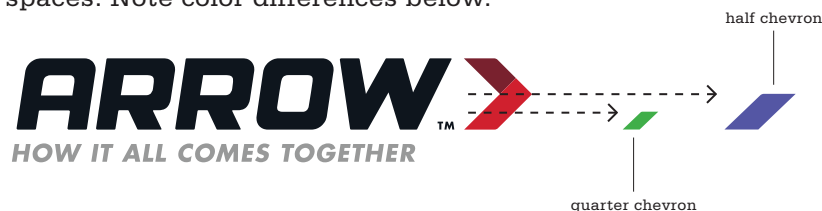
STEP 1 (IMPORTANT)

In this step you will be creating a guide that will determine the spacing for all package design elements. Start by scaling the [logo](#) to 1/2 the width of the front panel of the package.



STEP 2

Using the logo at this size, **cut the chevron in half** to create your spacing and layout guide. Additionally, in this package type, you will also make use of a **quarter chevron** for smaller spaces. Note color differences below.



STEP 3

Use half and quarter chevron sizing tool to determine proper spacing of subsequent graphic/text elements as shown below.



CLICK HERE

TO DOWNLOAD THE
**GRAPHIC
ELEMENTS**

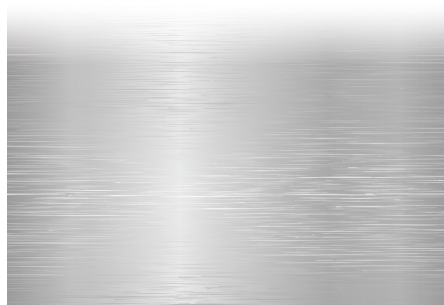
PASSWORD: 7Fwcwh4T

GRAPHIC ELEMENTS

1

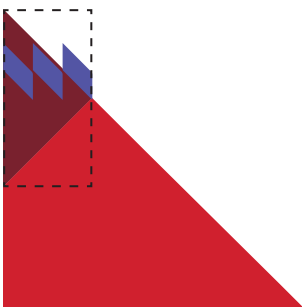
METALLIC TEXTURE

To be used as a background image, the metallic texture should fill approximately **1/2 the height of the front facing panel**.



CORNER TRIANGLE

The corner triangle is a graphic element that should span 1/2 the height of the front panel. The dark red portion of the triangle should be determined using **3 half chevrons**.



FRONT PANEL



Dotted line denotes the centerpoint of the panel.

CLICK HERE

TO ACCESS THE FULL
PRODUCT ICON
LIBRARY

CONSUMABLE BADGE

2

STEP 1

For staple packaging, the consumable badge is a pre-built element that can be downloaded from the icon library. **Check with your project manager for which consumable badge(s) to use.**

STEP 2

To determine the correct size of each badge, place **4** consumable badges horizontally across the top of the **front panel**, then scale to fit the width. Place one of those badges in the upper right flush to the die line. The background color of the consumable badge should also extend to the full height of the front panel for staple packs.

FRONT PANEL



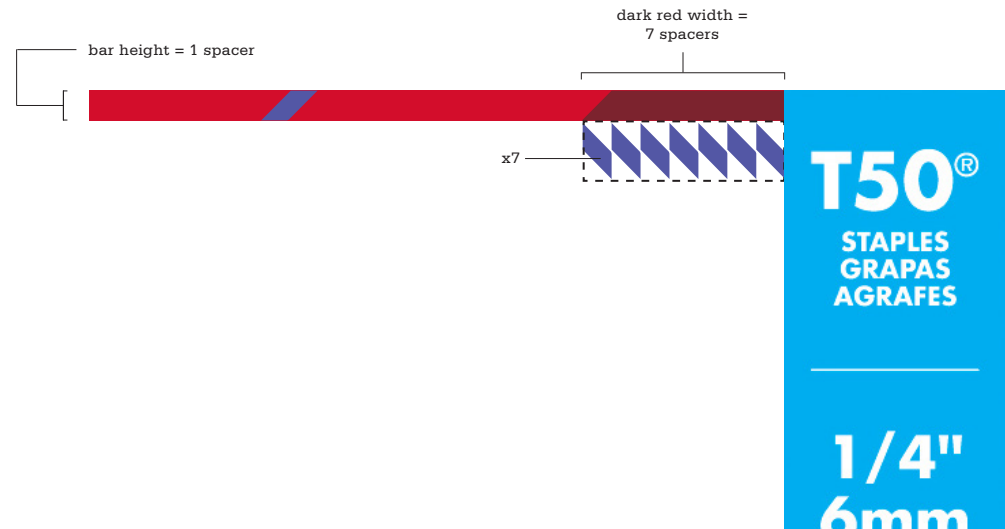
FRONT PANEL BADGE
width = 1/4 total front
panel area

FRONT PANEL

STEP 1: The height of the brand bar should be equal to **1 of your half chevron spacers**.



STEP 2: To determine the width of the dark red color, use **7 half chevron spacers** flipped 90° to measure the distance from the front panel consumable color badge to the tip of the dark red.



TOP PANEL

STEP 1: The height of the brand bar should be equal to **3 of your half chevron spacers**.



STEP 2: On this panel, the dark red and bright red will be reversed. To determine the width of the bright red color, use **11 half chevron spacers** flipped 90° to measure the distance from the right edge of the panel to the tip of the dark red.



STEP 1

FRONT PANEL: To determine the size and placement of the logo, place **one half chevron spacer** flush against the far left die line, one against the bottom of the color brand bar, and one flush against the left edge of the consumable badge. Then scale the logo to fit within the spacers.

STEP 2

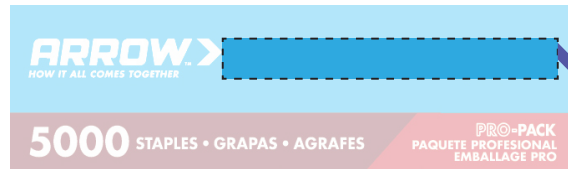
FRONT PANEL: Once the logo is properly scaled and placed within the top, left, and right spacers, add an additional **half chevron** at the bottom to maintain uniform spacing on all sides.

STEP 3

TOP PANEL: The size of the logo for the top panel should be **50% of the width** of the main logo from the front panel. Place the logo one half chevron spacer away from the left edge, then center it vertically between the top of the panel, and the top of the color brand bar.

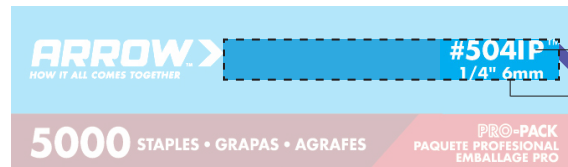
BOTTOM PANEL, SIDE PANEL A, AND SIDE PANEL B: Do **not** insert the logo for these panels at this time. See bottom of the following page for instructions on how to place Arrow logo and other content on these panels.





TOP PANEL

STEP 1: Begin with the top panel. Place 1 half chevron spacer flush against the right edge and then utilize the height of the logo on the top panel to create a live area for the following steps.



MODEL NUMBER

STAPLE SIZE

STEP 2: Using the font [Futura LT Pro Bold](#) for all product descriptions, stack the **model number** and the **staple size**. Group the text, and **right-align** it within the live area.



STAPLE GUN TYPE

STEP 3: To the left of your newly formed text block, add the **staple gun type** (and [translations](#)) using the same font as the previous step. Group the text and **center-align** it between the logo and the text block from step 2. (Always maintain a minimum spacing of 1 half chevron between each element.)



PRO PACK DESCRIPTION

QUANTITY

STEP 4: Next, add the **quantity** and the **pro pack description** over the color brand bar area on the top panel as shown. Create a live area using half chevron spacers on the sides and quarter chevron spacers on the top and bottom. **Use best judgment.**

BOTTOM PANEL, SIDE PANEL A, AND SIDE PANEL B



STEP 5: Group all of the elements from the previous steps together (logo, staple gun type, model number, and staple size.) Create a live area on the bottom panel, side panel A, and side panel B by adding 1 half chevron spacer to each of the edges. Paste the entire group of elements and scale to fit within the spacers.

NOTE: The minimum size for translation text is 4pt, and the translations must always be the same size as its English counterpart.

FRONT PANEL

The “live area” for the front panel photography can be found using your spacers. Inside of the corner triangle area, start by placing **1 quarter chevron spacer** above your previously placed product product description text. Add **1 half chevron** to against the left edge. **Using your best judgment**, fill the live area accordingly, keeping photography within the corner triangle.



CLICK HERE

TO ACCESS THE FULL
PRODUCT ICON
LIBRARY

PRODUCT FEATURE ICONS

7

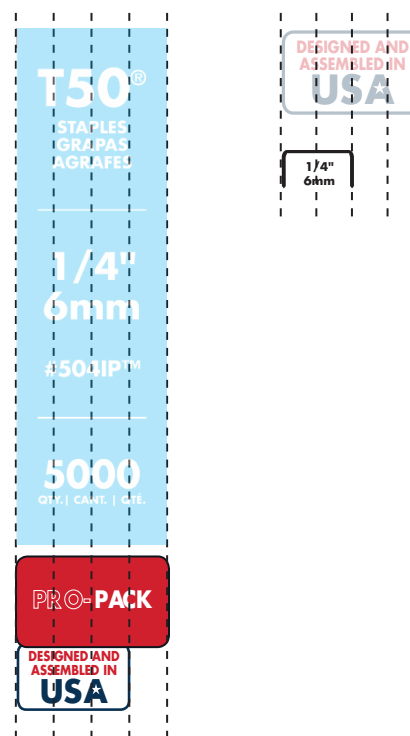
FEATURE/BENEFIT ICONS

SIZE: The pro-pack icon should be the same width as the consumable badge. The width of the USA badge should be scaled down to **3/4 the width of the front panel consumable badge**. Additional icons should be no less than **1/2 the width of the USA badge**.

TRANSLATIONS: [Translations](#) for the pro-pack icon and USA badge should be placed directly underneath each badge. The minimum size for translation text is 4pt, and the translations must always be the same size as its English counterpart. **Use best judgment.**

PLACEMENT: Create a live area for the relevant product icons by placing 1 half chevron spacer from the left edge of the consumable badge, and keep at least 1 half chevron spacer away from any other elements or edges. **Use best judgment.**

FRONT PANEL



APPLICATION EXAMPLE BADGES

NOTES: Refer to project manager for up to date assets for this area. Create a live area for the assets by adding a half chevron spacer on all edges of the panel, and a half chevron (or quarter chevron when space is extremely limited) above the UPC/safety icon/text area on the next page.

The minimum size for [translation](#) text is 4pt, and the translations must always be the same size as its English counterpart.

Use best judgment in recreating the examples provided in terms of placement and sizing of the elements specified below.

BACK PANEL

#504IP 1/4" 6mm

PRO-PACK
 PAQUETE PROFESIONAL
 EMBALLAGE PRO

	BEST FOR:	IDEAL PARA:	OPTIMAL POUR :
	• Paper • Light Fabric • Thin Plastic	• Papel • Tela ligera • Plástico delgado	• Papier • Tissu léger • Plastique mince

STAPLES COMPATIBLE WITH: • GRAPAS COMPATIBLES CON: • AGRAFES COMPATIBLES AVEC:
ARROW • POWERSHOT • STANLEY • BOSTITCH • DEWALT • SUREBONDER



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 271 Mayhill Street
 Saddle Brook, New Jersey 07663 USA
 Designed and Assembled in USA
 Diseñado y ensamblado en EE.UU.
 Conçu et assemblé aux É.-U.

ITEM# 504IP



0 79055 51014 7

PM504IP-6n Rev 0222

NOTE: Using your **half chevron** and **quarter chevron** spacers as pictured below, find your live area for the UPC/Safety Icons/Text. Place elements according to the hierarchy shown below. The item # and website use the font [Futura LT Pro Bold](#). All other text in this area is use font [Serifa STD Bold](#). **Use best judgment** in font size, and placement of the UPC, safety icons and text. Always maintain spacing from elements and egdes using your half chevron spacer (or quarter chevron spacer when space is extremely limited.)

The minimum size for [translation](#) text is 4pt, and the translations must always be the same size as its English counterpart.

Safety icons can be downloaded from the [icon library](#).

***Always confirm the most up to date numbers and information from Product Manager prior to releasing files.**

BACK PANEL

The diagram illustrates the layout of the back panel for a product, with various fields and their corresponding labels. The layout is as follows:

- Top Section:**
 - Left: #504IP 1/4" 6mm
 - Right: PRO-PACK PAQUETE PROFESIONAL EMBALLAGE PRO
- Usage Table:**

BEST FOR:	IDEAL PARA:	OPTIMAL POUR :
• Paper	• Papel	• Papier
• Light Fabric	• Tela ligera	• Tissu léger
• Thin Plastic	• Plástico delgado	• Plastique mince
- Staples Compatible:**

STAPLES COMPATIBLE WITH: • GRAPAS COMPATIBLES CON: • A GRAPES COMPATIBLES AVEC:

ARROW • POWERSHOT • STANLEY • BOSTITCH • DEWALT • SUREBONDER
- Bottom Section:**
 - Safety Icons:** Three icons (flame, skull and crossbones, and a triangle with an exclamation mark) are shown.
 - Website:** www.arrowfastener.com
 - Copyright Info:** © 2021 Arrow Fastener Company, LLC. Arrow, T60 and 504 are trademarks of Arrow Fastener Company, LLC.
 - Corporate Address:** 271 Mayhill Street, Saddle Brook, New Jersey 07663 USA. Designed and Assembled in USA. Diseñado y ensamblado en EE.UU. Conçu et assemblé aux E.-U.
 - UPC:** A barcode with the number 0 79055 51014 7.
 - Packaging Material Number:** PM504IP-6n
 - Revision Date:** Rev 0222

PACKAGING GUIDELINES

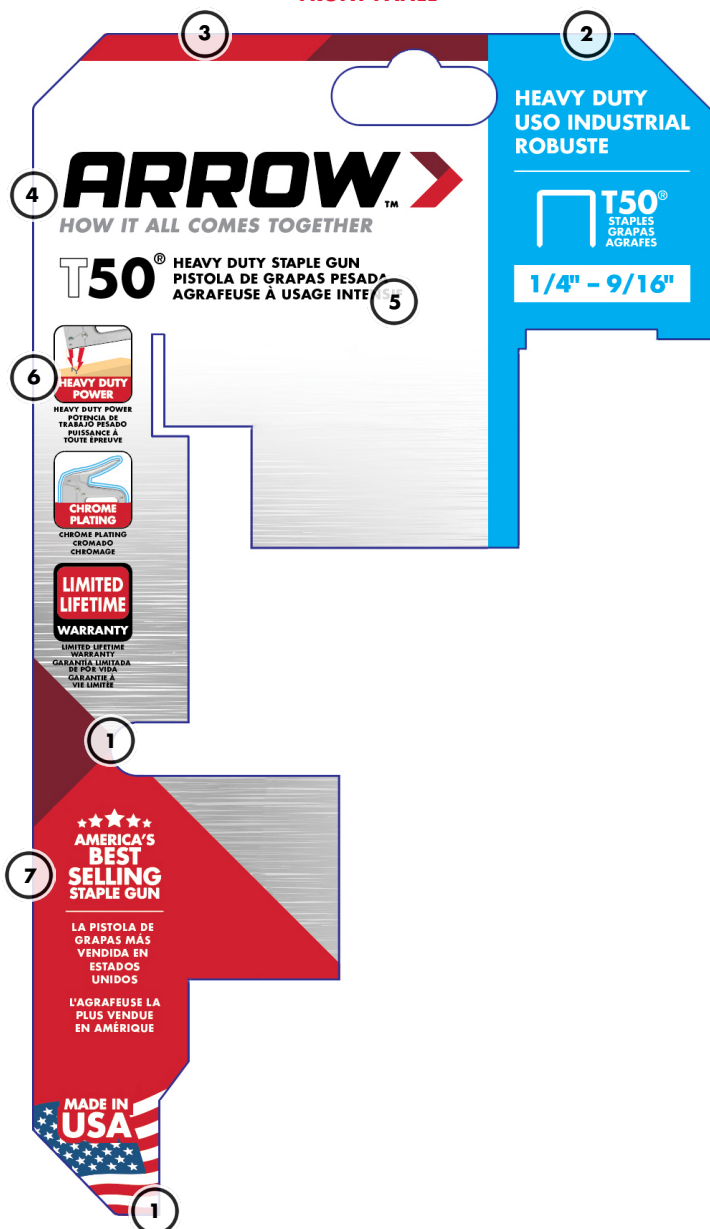
PLASTIC HANGER INSERT CARDS



PLASTIC HANGER INSERT CARD LAYOUT OVERVIEW

CLICK ON THE NUMBERS OR TEXT BELOW TO JUMP TO THAT SECTION.

FRONT PANEL



BACK PANEL

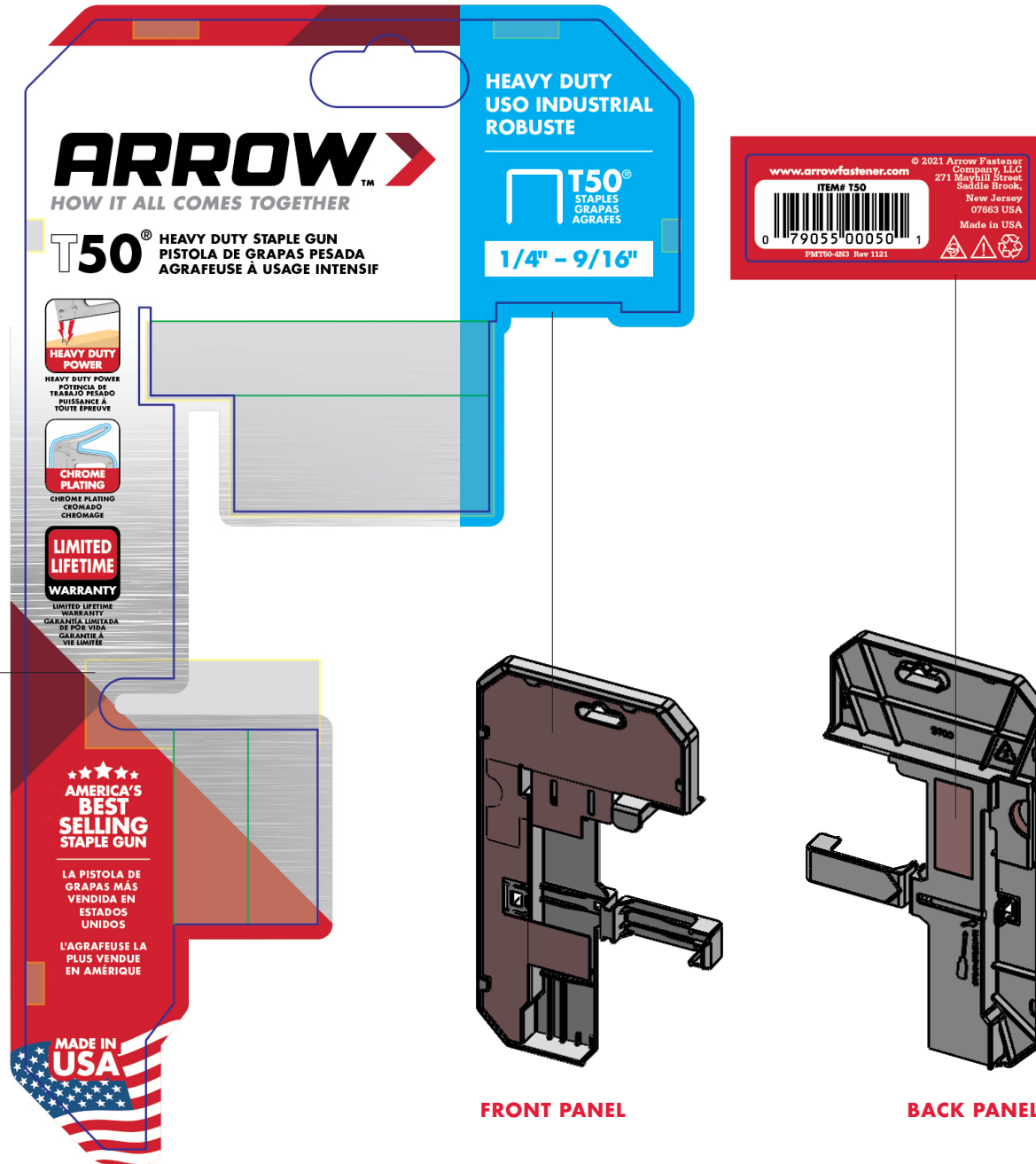


1. GRAPHIC ELEMENTS
2. CONSUMABLE BADGE
3. COLOR BRAND BAR
4. ARROW LOGO
5. PRODUCT DESCRIPTION
6. PRODUCT FEATURE ICONS
7. ADDITIONAL PRODUCT CALLOUTS
8. UPC, SAFETY ICONS & TEXT

COMPLETED PLASTIC HANGER INSERT CARD TEMPLATE

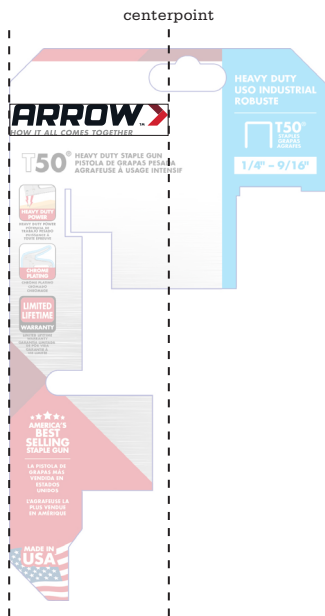
NOTE: Shape and layout of the plastic hanger insert cards may vary dramatically depending on the size and shape of the product. Follow the example found in this guide wherever possible and **use best judgment** based on the space available.

NOTE: All graphic elements should be properly spaced from the blue die line. Yellow or green grayed out areas denote plastic clips or notches and should not contain text, icons, or logos. Try to keep space from these areas if possible.



STEP 1 (IMPORTANT)

In this step you will be creating a guide that will determine the spacing for all package design elements. Start by scaling the [logo](#) to **1/2 the width of the front panel** of the package.



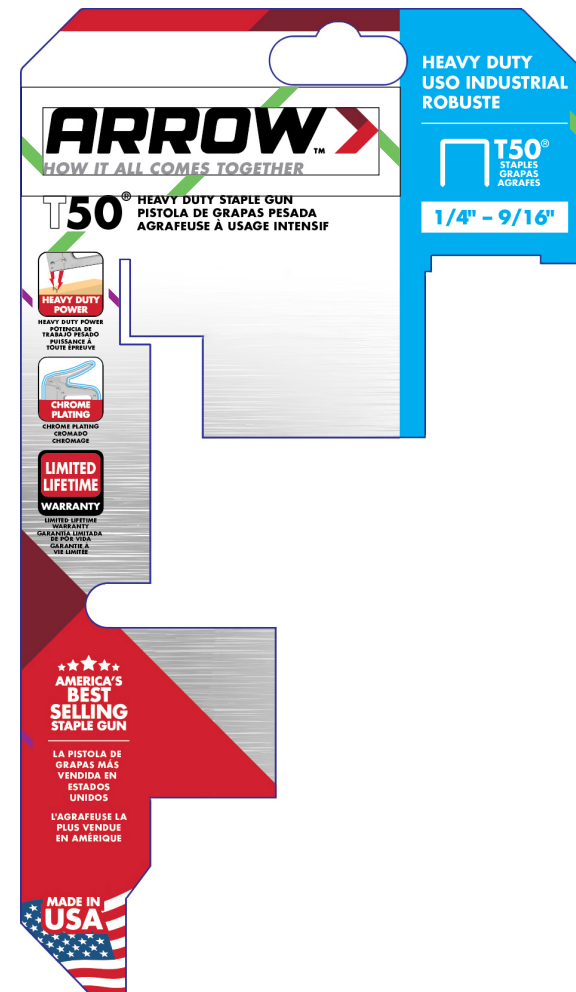
STEP 2

Using the logo at this size, **cut the chevron in half** to create your spacing guide. For smaller areas like those found on the back panel, a quarter chevron spacer will also be used.



STEP 3

Use half and quarter chevron sizing tool to determine proper spacing of subsequent graphic/text elements as shown below.



CLICK HERE

TO DOWNLOAD THE
GRAPHIC ELEMENTS

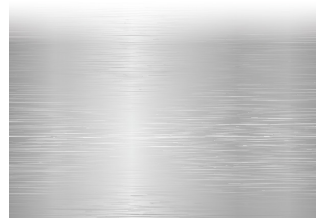
PASSWORD: 7Fwcwh4T

GRAPHIC ELEMENTS

1

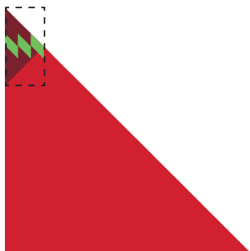
METALLIC TEXTURE

Metallic texture should be used as a background image to aid in the transition from white to the red graphics below. Beginning in the upper half, it should gradually begin to fade to white above the center point as shown on the right.



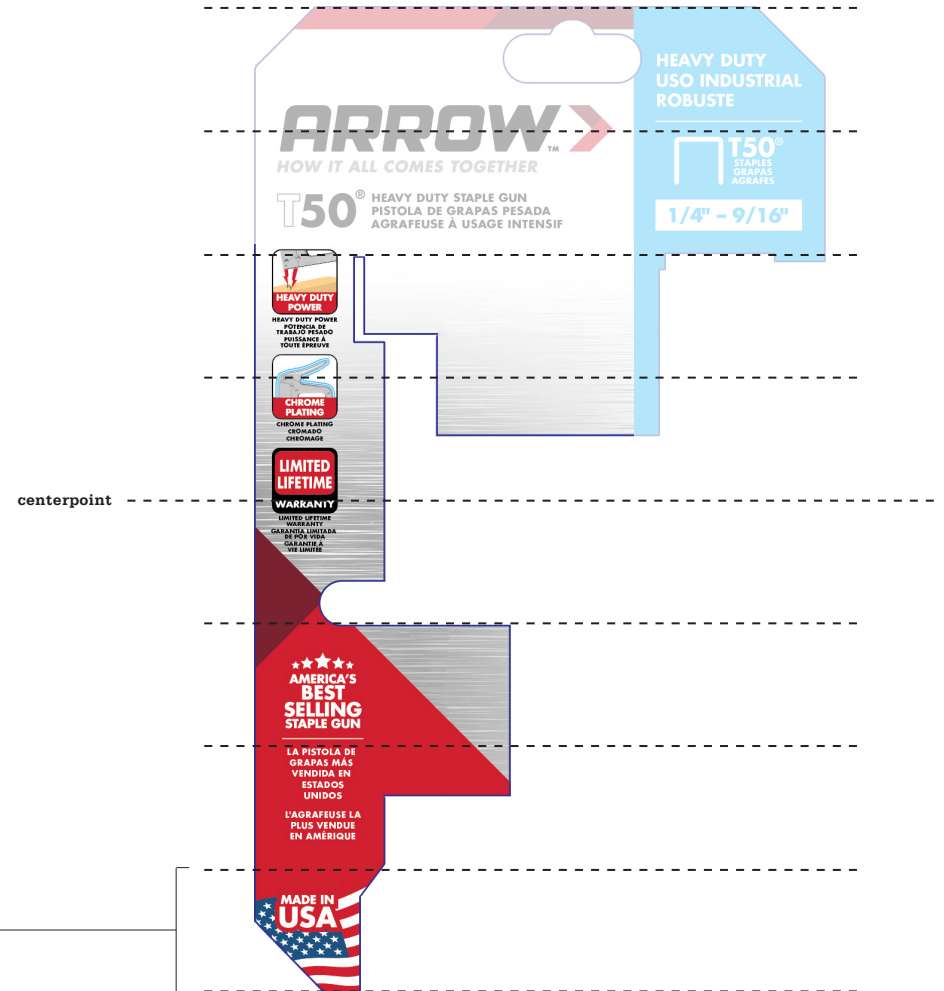
CORNER TRIANGLE

The corner triangle is a graphic element that should span 1/2 the height of the front panel in its entirety. The dark red portion of the triangle should be determined using **3 half chevrons**.



MADE IN USA GRAPHIC

When applicable, the American flag graphic should take up approximately **1/8 of the panel height** and bleed off the edge. The “Made in USA” text should be placed on top of the flag (**use best judgment** and do not extend any part of the text off of the edge.)



CLICK HERE

TO ACCESS THE FULL
PRODUCT ICON
LIBRARY

CONSUMABLE BADGE

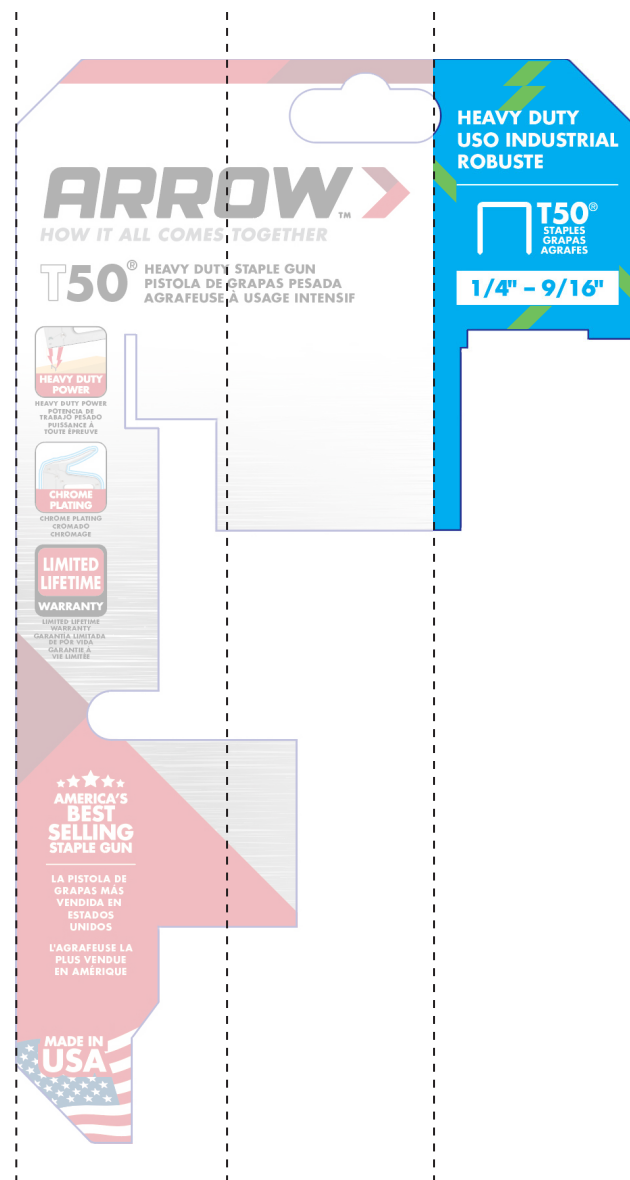
2

STEP 1

For plastic hanger insert cards, the consumable badge is a pre-built element that can be downloaded from the icon library. **Check with your project manager for which consumable badge(s) to use.**

STEP 2

To determine the correct size of each badge, divide the **front panel** into thirds, then place the consumable badge to fill the width of the far right third. The background color of the consumable badge will span the entire height of the front panel as shown.



CONSUMABLE BADGE
width = 1/3 total front
panel area

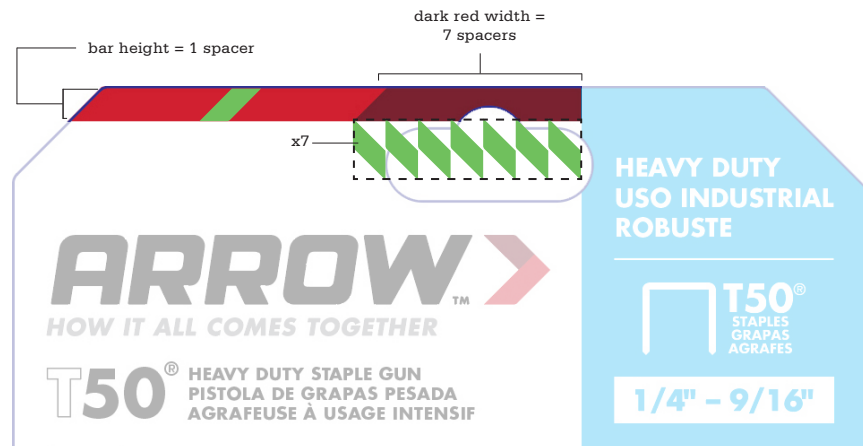
STEP 1

The height of the brand bar should be equal to 1 of your half chevron spacers.



STEP 2

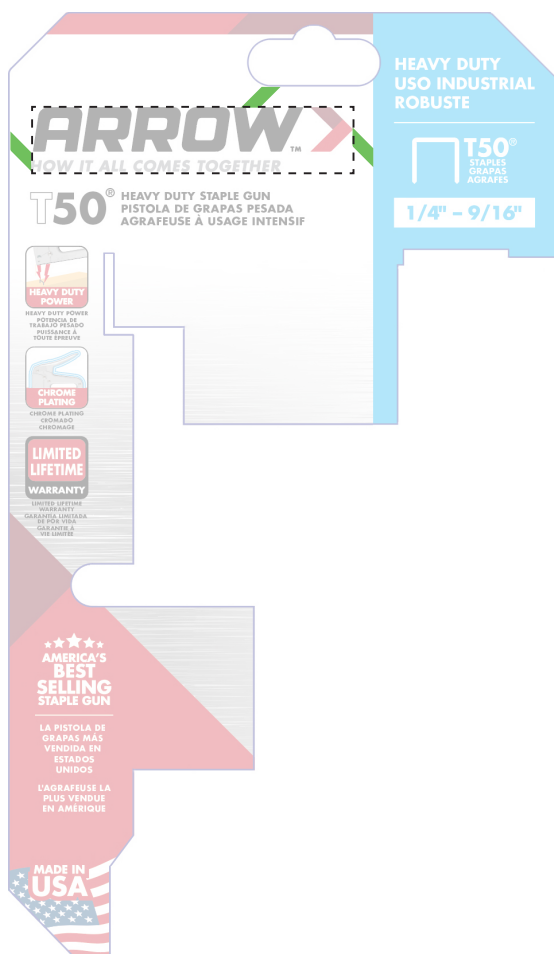
To determine the width of the dark red color, use **7 spacers** flipped 90° to measure the distance from the front panel consumable color badge to the tip of the dark red.



STEP 1

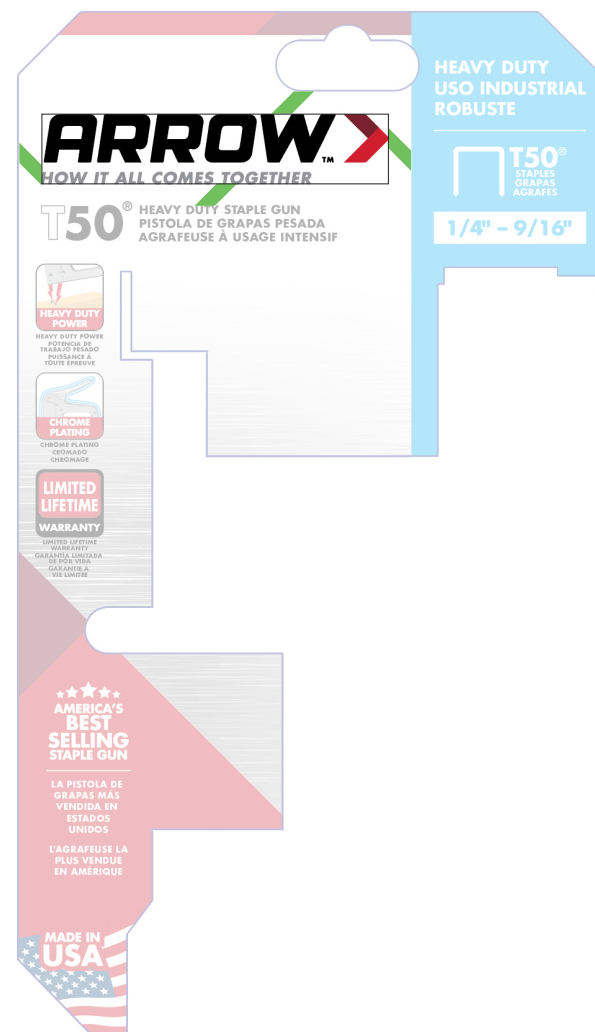
To determine the size and placement of the logo, place one spacer flush against the far left die line, one against the center hole punch die line, and one flush against the consumable badge. Then scale the logo to fit within the spacers.

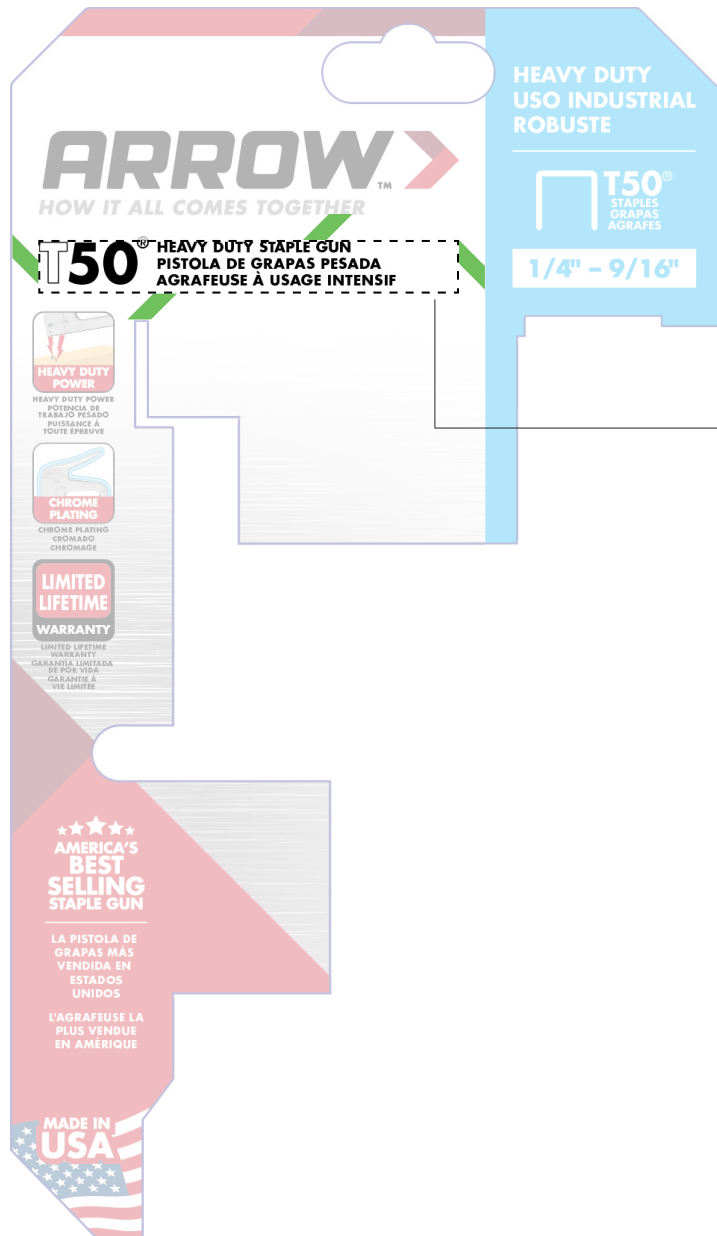
NOTE: Always maintain proper logo ratios as per brand guidelines. Do not stretch or distort the logo to fit.



STEP 2

Once the logo is properly scaled and placed within the top, left, and right spacers, add an additional half chevron at the bottom to maintain uniform spacing on all sides.





T50[®] HEAVY DUTY STAPLE GUN PISTOLA DE GRAPAS PESADA AGRAFEUSE À USAGE INTENSIF

PRODUCT DESCRIPTION

To find your exact live area for your product description (and [translations](#)), add 1 spacer underneath the logo, one along the consumable badge, and then one from each of the neighboring die lines as shown in the diagram.

FONT: [Futura LT Pro Bold](#)

NOTE: The minimum size for translation text is 4pt, and the translations must always be the same size as its English counterpart.

CLICK HERE

TO ACCESS THE FULL
PRODUCT ICON
LIBRARY

PRODUCT FEATURE ICONS

6

FEATURE/BENEFIT ICONS

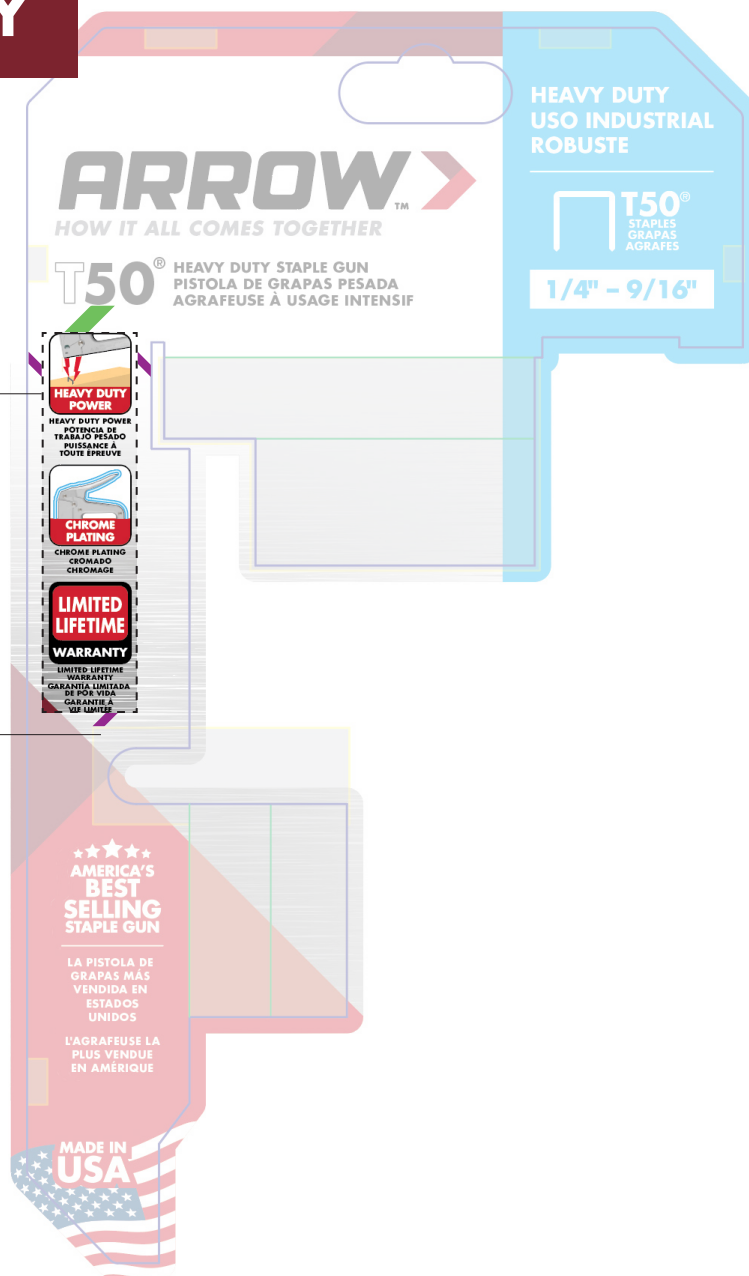
SIZE/PLACEMENT: Determine your live area by placing one **half** chevron below the “product descriptions” section, then one **quarter** chevron on each of the neighboring edges or no-print areas. As available space will vary, **use best judgment** for determining the bottom of your live area.

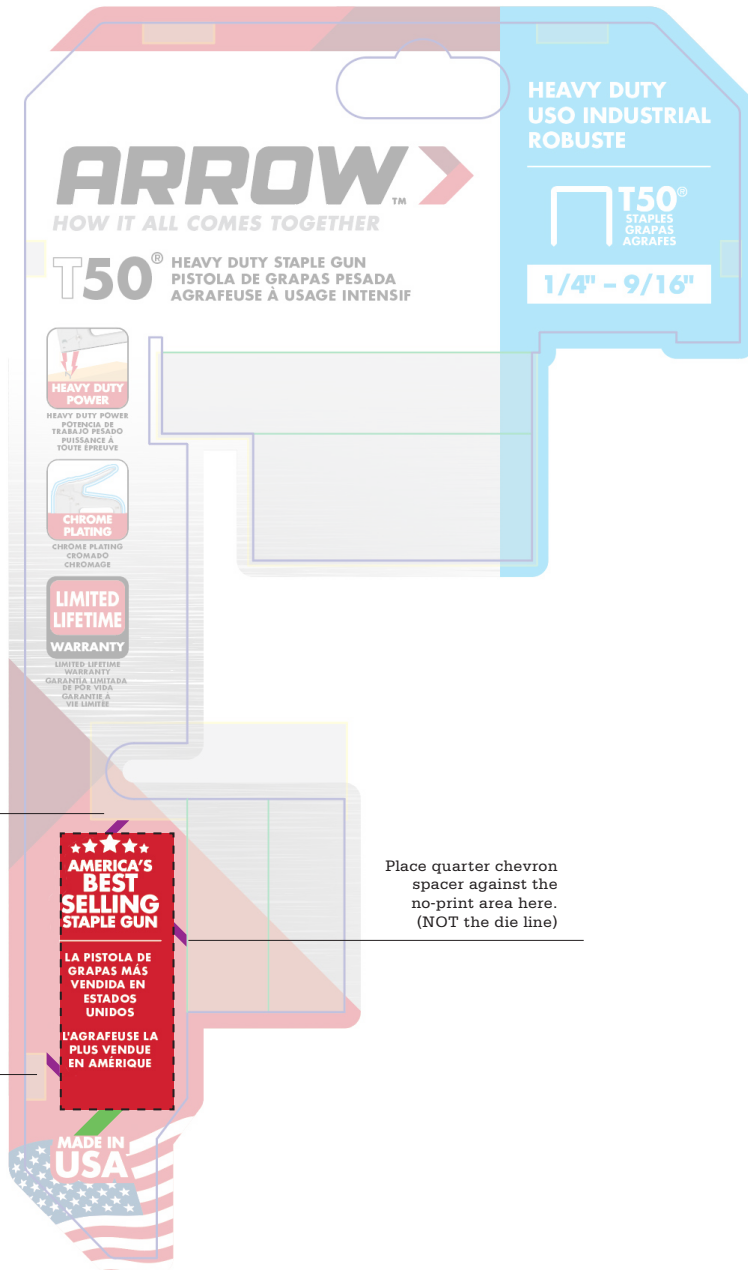
Beginning at the top of the live area, stack icons (with [translations](#) below) and size to the live area **using best judgment**.

NOTE: The minimum size for translation text is 4pt, and the translations must always be the same size as its English counterpart.

Align icons to the top of the live area.

Place quarter chevron spacer against the no-print area here. (NOT the die line)





Place quarter chevron spacer against the no-print area here. (NOT the die line)

Place quarter chevron spacer against the no-print notch. (NOT the die line)

Place quarter chevron spacer against the no-print area here. (NOT the die line)

ADDITIONAL CALLOUTS

In the bright red area of your corner triangle, create a live area for additional callouts by adding half or quarter chevrons as shown below, taking into account that you may need to place your spacer against a no-print area rather than the die line. **Use best judgment** when aligning the content (and [translations](#)) within the live area so that the overall design appears balanced.

FONT: [Futura LT Pro Bold](#)

NOTE: The minimum size for translation text is 4pt, and the translations must always be the same size as its English counterpart.

NOTES: This is one circumstance where use of spacers may not be possible due to extremely limited area. **Use best judgment** to maintain readability when placing text, UPC, safety icons, steering clear of the die line. The item # and website use the font [Futura LT Pro Bold](#). For all other text in this area, use font [Serifa STD Bold](#).

The minimum size for [translation](#) text is 4pt, and the translations must always be the same size as its English counterpart.

Safety icons can be downloaded from the [icon library](#).

***Always confirm the most up to date numbers and information from Product Manager prior to releasing files.**



PACKAGING GUIDELINES

BOXES



BOX LAYOUT OVERVIEW

CLICK ON THE NUMBERS OR TEXT BELOW TO JUMP TO THAT SECTION.



1. GRAPHIC ELEMENTS
2. CONSUMABLE BADGE

3. COLOR BRAND BAR
4. ARROW LOGO

5. PRODUCT DESCRIPTIONS
6. PRODUCT PHOTOGRAPHY

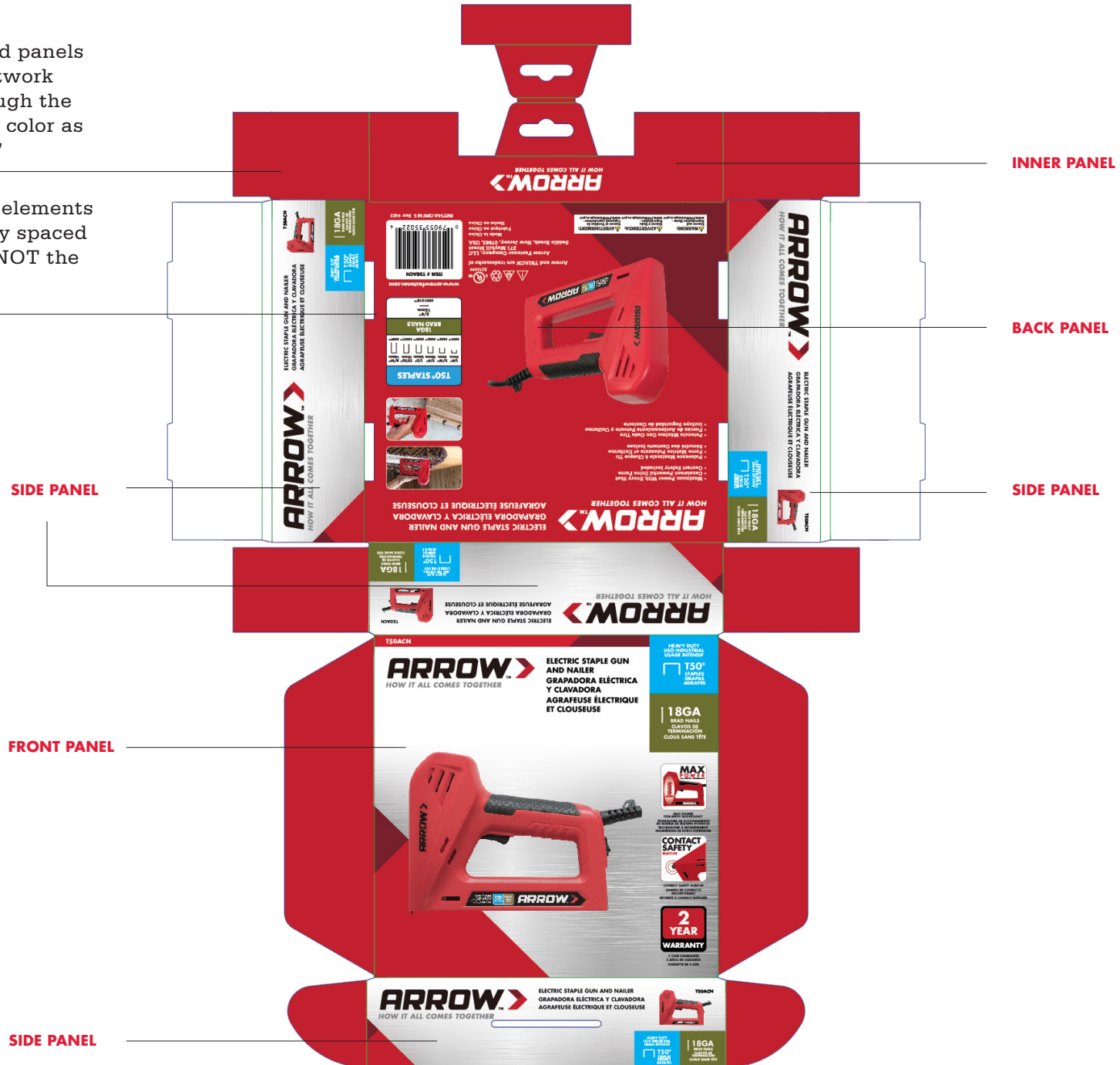
7. PRODUCT FEATURE ICONS
8. ADDITIONAL PRODUCT INFO

9. UPC, SAFETY ICONS & TEXT
10. EXTRA CONTENT AREA

COMPLETED BOX TEMPLATE

NOTE: All flaps and panels not containing artwork should carry through the same background color as the “inner panel.”

NOTE: All graphic elements should be properly spaced from the die line NOT the edge of the box.



STEP 1 (IMPORTANT)

In this step you will be creating a guide that will determine the spacing for all package design elements. Start by scaling the [logo](#) to 1/2 the width of the front panel of the package.



STEP 2

Using the logo at this size, **cut the chevron in half** to create your spacing and layout guide.



STEP 3

Use half chevron sizing tool to determine proper spacing of subsequent graphic/text elements as shown below.



CLICK HERE

TO DOWNLOAD THE
**GRAPHIC
ELEMENTS**

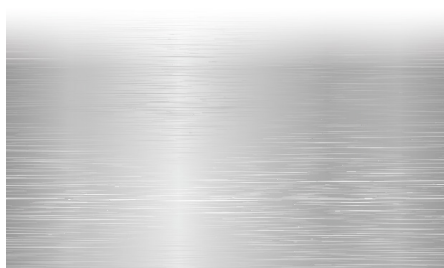
PASSWORD: 7Fwcwh4T

GRAPHIC ELEMENTS

1

METALLIC TEXTURE

To be used as a background image, the metallic texture should fill approximately 1/2 the height of its respective panel.

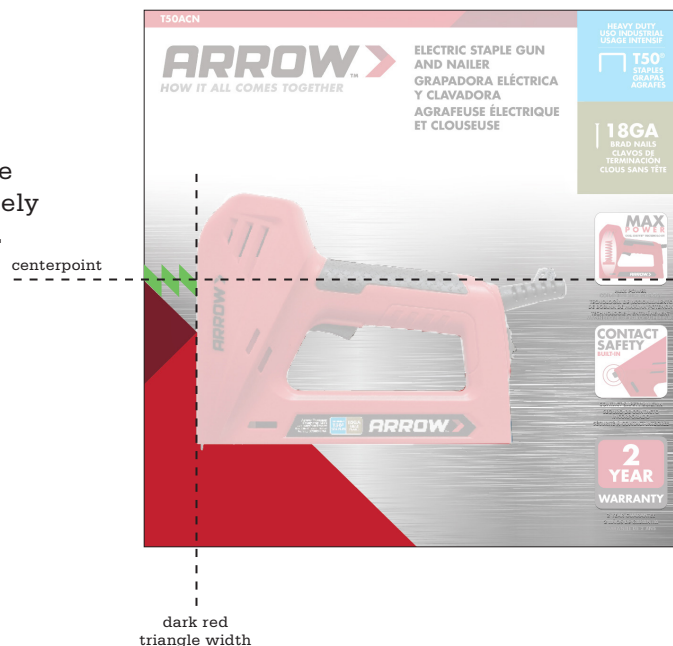


CORNER TRIANGLE

The corner triangle is a graphic element that should span 1/2 the height of the front panel in its entirety. On the front panel, the width of the dark red portion of the triangle should be determined using **3 half chevrons**.

On the side panels, the tip of the corner triangle will align with the bottom of the Arrow logo. The width of the dark red portion of the triangle is **1 half chevron**.

FRONT PANEL

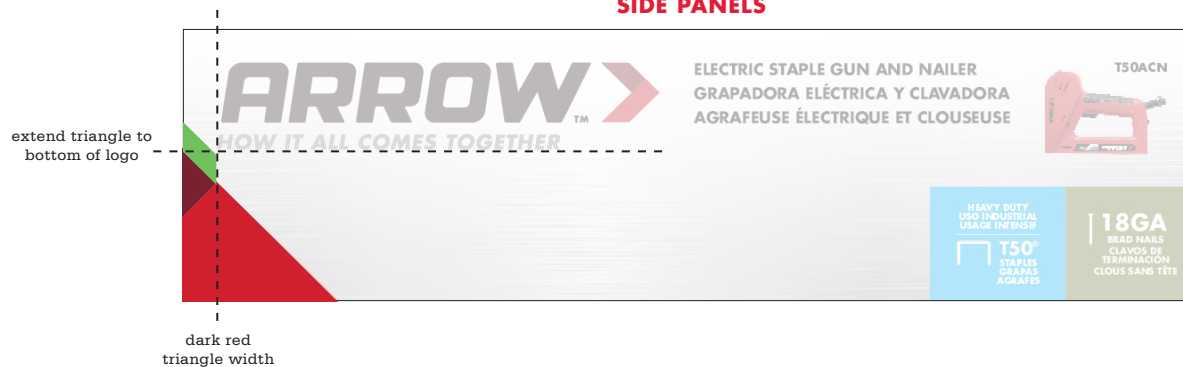


BACK PANEL



The back panel triangle is the same size as front panel (1/2 the height of the panel) but solid dark red only.

SIDE PANELS



CLICK HERE

TO ACCESS THE FULL
PRODUCT ICON
LIBRARY

CONSUMABLE BADGE

2

STEP 1

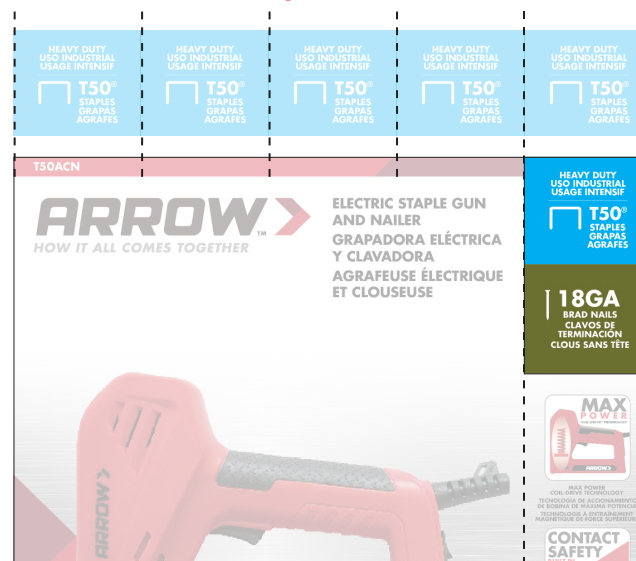
For box packaging, the consumable badge is a pre-built element that can be downloaded from the icon library. **Check with your project manager for which consumable badge(s) to use.**

STEP 2

To determine the correct size of each badge, place 5 consumable badges horizontally across the top of the front, then scale to fit the width. Place one of those badges in the upper right flush to the die line. If there is more than one consumable badge, stack them **vertically** on the front panel.

NOTE: The side panel badge will be 2/3 the size of the front panel badge and stacked **horizontally** in the event there is more than 1 badge.

FRONT PANEL



FRONT PANEL BADGE
width = 1/5 total front
panel area

SIDE PANELS



SIDE PANEL BADGE
width = 2/3 badge on
front panel

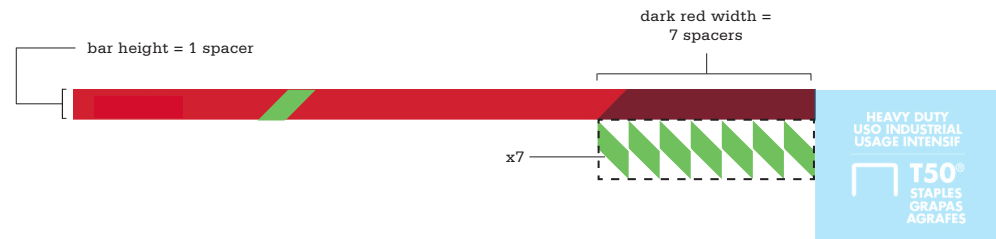
STEP 1

The height of the brand bar should be equal to 1 of your half chevron spacers.



STEP 2

To determine the width of the dark red color, use **7 spacers** flipped 90° to measure the distance from the front panel consumable color badge to the tip of the dark red.



STEP 3

Place one of the flipped spacers from the previous step on the far left side of your brand bar. This will show you where to place your product number (e.g. T50DCD). The height of the product number text should not exceed 50% of the brand bar height and should be centered between top and bottom of the brand bar.

Use the font Futura LT Pro Bold in all caps for the product number both here and on the side panel.



NOTE: “T50ACN” (the item #) may also appear in other areas outside of the color brand bar. See “[Product description](#)” section.

FRONT PANEL

To determine the size and placement of the logo, place one spacer flush against the far left die line, one against the top brand bar, and one flush against the centerpoint. Then scale the logo to fit within the spacers. Padding around the logo should always be 1 spacer on all sides.



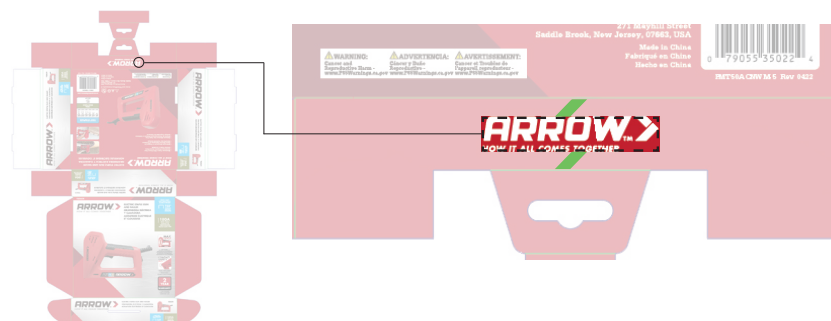
SIDE PANEL

After you complete the placement and sizing of the logo on the front panel, copy and paste the logo as is onto the side panels. The logo should then be placed 1 spacer from the left edge of the panel, and 1 spacer from the top edge on the panel.



INNER PANEL

The logo is the only element on the inner panel, knocked out in white against the Arrow bright red. Place 1 spacer from the top and bottom edges and place the logo (centered on the panel) between these 2 spacers.



NOTES:

Always maintain proper logo ratios as per brand guidelines. Do not stretch or distort the logo to fit. Padding around the logo should always be 1 spacer on all sides.

MAIN PRODUCT DESCRIPTION

FRONT AND BACK PANELS: Place your main product description (and [translations](#)) directly to the right of the logo with a distance of no less than 1 spacer. Similar to the logo, be sure to maintain proper spacing of the live text area from both the top bar and the consumables badge (or the top and right edge of the back panel).



FONT: Futura LT Bold

NOTE: The minimum size for translation text is 4pt, and the translations must always be the same size as its English counterpart.

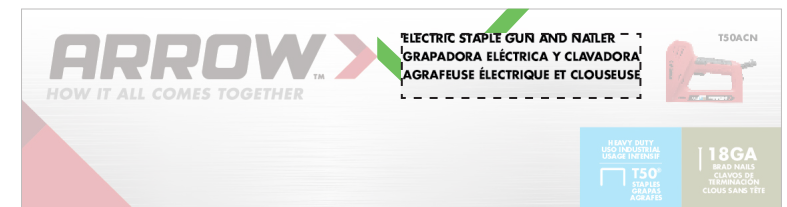
NOTE: For package types that contain **more** than 1 item, this space is reserved for the product quantity as shown below.

12
STICKS
CARTUCHOS
BATCHONNETS

(The example doesn't have a product quantity in this area because it only contains 1 item.)



SIDE PANELS: Place your main product description (and translations) directly to the right of the logo with a distance of no less than 1 spacer. The product description should be three lines (one for each translation) and should not exceed the height of the logo. You'll need to reserve some space to the right of the product description text for product photography on this panel as shown.



ITEM # PLACEMENT (SIDE PANELS)

The placement of the item # on the side panel differs from the front because there is no brand bar. The item # should be placed 1 spacer from the top, 1 spacer from the right edge of the panel.

FONT: Futura LT Bold



FRONT PANEL

Product photography should take up approximately 2/3 of the front panel, slightly overlapping the red triangle graphic. Photo should be at least one 1/2 chevron from all other cover text and icons.

BACK PANEL

Product photography should take up **approximately 1/2** of the back panel. Photo on back will be smaller than the front panel to account for space to add product call-outs.

SIDE PANELS

The “live area” for the side panel photography can be found using your spacers. **Using your best judgment**, fill the live area accordingly.



front panel photo = 2/3 front panel width

CLICK HERE

TO ACCESS THE FULL
PRODUCT ICON
LIBRARY

PRODUCT FEATURE ICONS

7

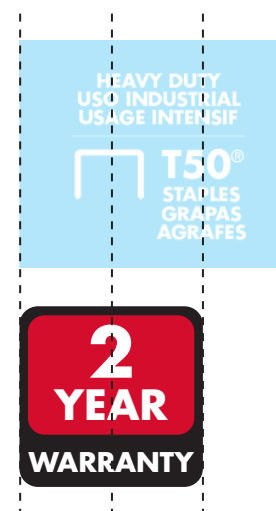
FEATURE/BENEFIT ICONS

SPACING: Relevant product icons (and [translations](#)) should be placed on the right side of the front panel. Icons and their translations should be stacked vertically, spacing the icons evenly within the live area. Icons should be 1 half chevron away from all edges or elements (translations may need slightly more room, **use best judgment**).

SIZE: Width of the icons should be scaled down to **2/3 the width of the front panel consumable badge**.

NOTE: The minimum size for translation text is 4pt, and the translations must always be the same size as its English counterpart.

FRONT PANEL



FEATURE & BENEFIT CALLOUTS

Utilize the open space surrounding the product photography to place any additional product callouts (and [translations](#)) using the Serifa Bold font. For heirarchy purposes, font size of callouts should be smaller than the font size used for the product description to the right of the logo.

FONT: [Serifa STD Bold](#)

EXTENDED CONSUMABLE BADGE

A more detailed version of the consumable badge from the front panel, this pre-built element will live on the back panel within the designated content area. Always use your spacers to maintain a minimum padding around any element. **Check with your project manager whether or not your package will contain an extended consumable badge.** This element can be downloaded from the [icon library](#).

NOTE: The minimum size for translation text is 4pt, and the translations must always be the same size as its English counterpart.

BACK PANEL



NOTES: Using your half chevron spacers as pictured below, find your live area for the UPC/Safety Icons/Text. Place elements according to the hierarchy shown below. The item # and website use the font [Futura LT Pro Bold](#). For all other text in this area, use the font [Serifa STD Bold](#). **Use best judgment** to keep font size readable for the consumer, and for the placement of the UPC, safety icons, and text. Always maintain spacing from elements and edges using your half chevron spacer (or quarter chevron spacer when space is extremely limited.)

The minimum size for [translation](#) text is 4pt, and the translations must always be the same size as its English counterpart.

Safety icons can be downloaded from the [icon library](#).

***Always confirm the most up to date numbers and information from Product Manager prior to releasing files.**

BACK PANEL



SAFETY ICONS

COPYRIGHT INFO

CORPORATE ADDRESS

MANUFACTURING LOCATION
(and translations)



PACKAGING MATERIAL NUMBER

REVISION DATE

BACK PANEL

ARROW™
HOW IT ALL COMES TOGETHER

ELECTRIC STAPLE GUN AND NAILER
GRAPADORA ELÉCTRICA Y CLAVADORA
AGRAFEUSE ÉLECTRIQUE ET CLOUSEUSE

- Maximum Power With Every Shot
- Consistent Powerful Drive Force
- Contact Safety Included

- Puissance Maximale à Chaque Tir
- Force Motrice Puissante et Uniforme
- Sécurité des Contacts Incluse

- Potencia Máxima Con Cada Tiro
- Fuerza de Accionamiento Potente y Uniforme
- Incluye Seguridad de Contacto




T50° STAPLES

1/4"	5/16"	3/8"	1/2"	17/32"	9/16"
6mm	8mm	10mm	12mm	13mm	14mm
#504™	#505™	#506™	#508™	#50CT™	#509™

18GA BRAD NAILS

5/8"
15mm
#BN1810™

www.arrowfastener.com

ITEM # T50ACN

0 79055 35022 4

PMT50ACNWM-5 Rev 0423

Arrow and T50ACN are trademarks of
Arrow Fastener Company, LLC
271 Mayhill Street
Saddle Brook, New Jersey, 07663, USA

Made in China
Fabriqué en Chine
Hecho en China

WARNING:
Cleaner and
Reproductive Harm -
www.P60Warnings.ca.gov

ADVERTENCIA:
Químico y Dado
Reproductivo -
www.P60Warnings.ca.gov

AVERTISSEMENT:
Chimique et Trouble de
l'appareil reproducteur -
www.P60Warnings.ca.gov

NOTES: Depending on the product type, this area should be used for any legal mandates such as product warnings. **Use your best judgment** on spacing based on the required text for each product. Make sure to maintain proper padding around text area by utilizing your spacer.

The minimum size for translation text is 4pt, and the translations must always be the same size as its English counterpart.

PACKAGING GUIDELINES

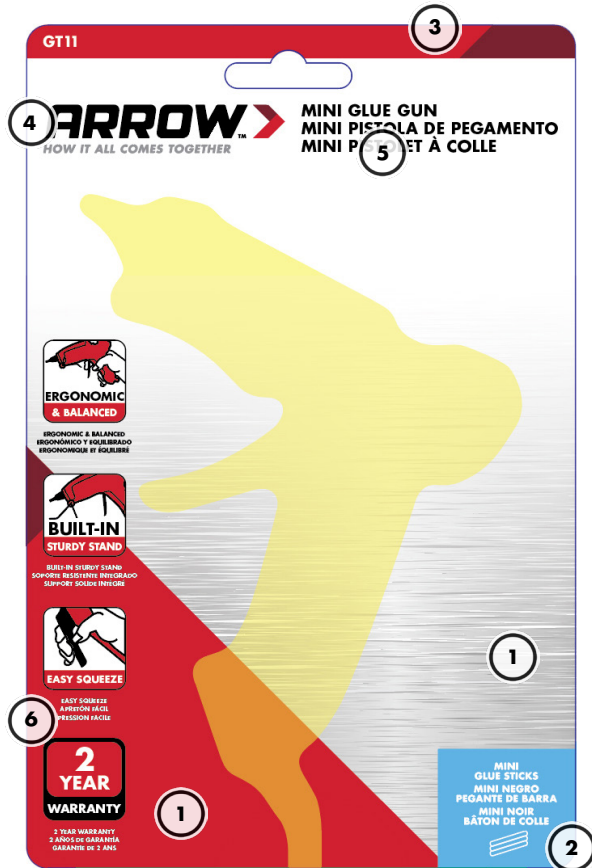
CLAMSHELLS



CLAMSHELL INSERT CARD OVERVIEW

CLICK ON THE NUMBERS OR TEXT BELOW TO JUMP TO THAT SECTION.

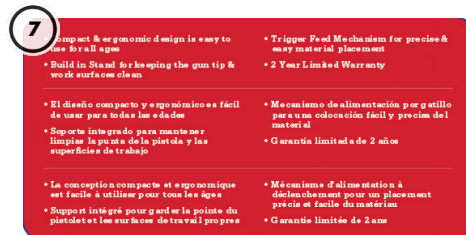
FRONT PANEL



BACK PANEL



BACK FLAP A



BACK FLAP B



1. GRAPHIC ELEMENTS
2. CONSUMABLE BADGE

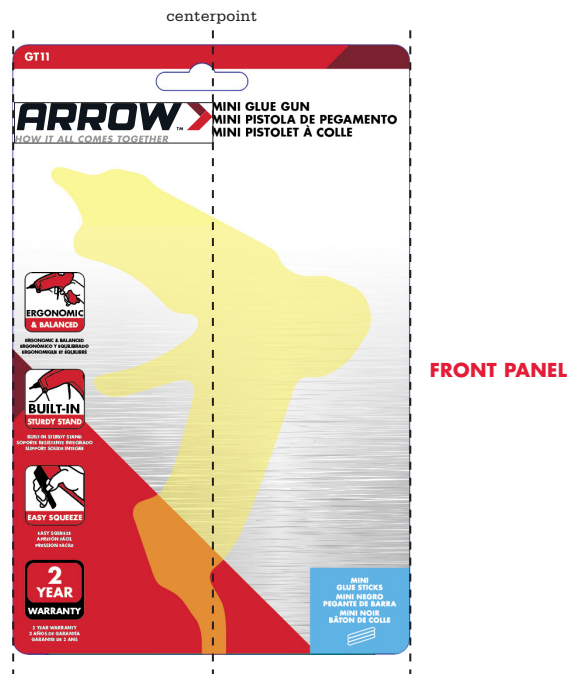
3. COLOR BRAND BAR
4. ARROW LOGO

5. PRODUCT DESCRIPTIONS
6. PRODUCT FEATURE ICONS

7. ADDITIONAL PRODUCT INFO
8. UPC, SAFETY ICONS & TEXT

STEP 1 (IMPORTANT)

In this step you will be creating a guide that will determine the spacing for all package design elements. Start by scaling the [logo](#) to 1/2 the width of the front panel of the package.



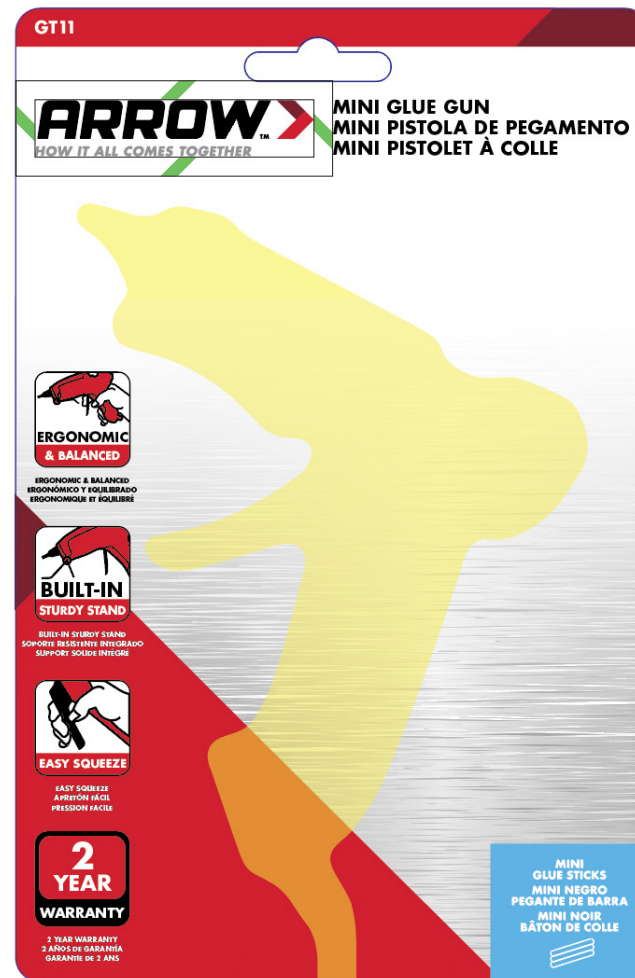
STEP 2

Using the logo at this size, **cut the chevron in half** to create your spacing and layout guide.



STEP 3

Use half chevron sizing tool to determine proper spacing of subsequent graphic/text elements as shown below.



CLICK HERE

TO DOWNLOAD THE
**GRAPHIC
ELEMENTS**

PASSWORD: 7Fwcwh4T

GRAPHIC ELEMENTS

1

METALLIC TEXTURE

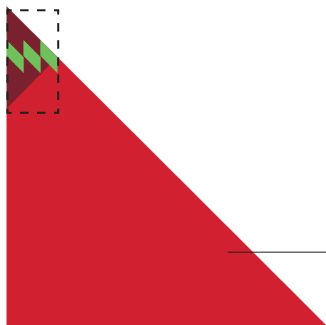
To be used as a background image, the metallic texture should fill approximately **1/2 the height of its respective panel**.



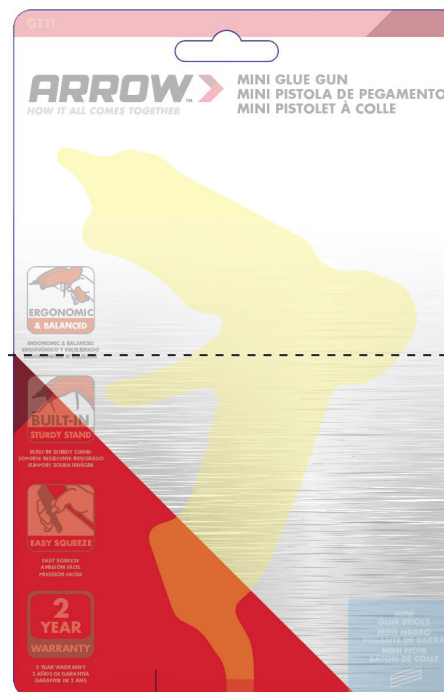
dotted line =
panel height
centerpoint

CORNER TRIANGLE

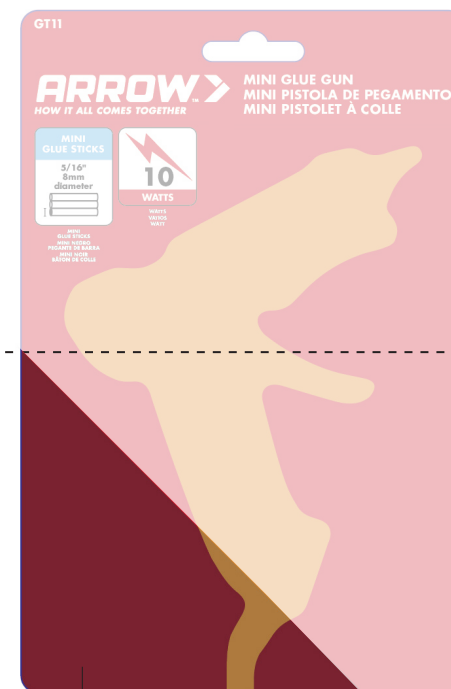
The corner triangle is a graphic element that should span 1/2 the height of the front panel in its entirety. The dark red portion of the triangle should be determined using **3 half chevrons**.



FRONT PANEL



BACK PANEL



For the back panel, maintain the size of the large triangle from the front, but fill the entire triangle using the dark red.

CLICK HERE

TO ACCESS THE FULL
PRODUCT ICON
LIBRARY

CONSUMABLE BADGE

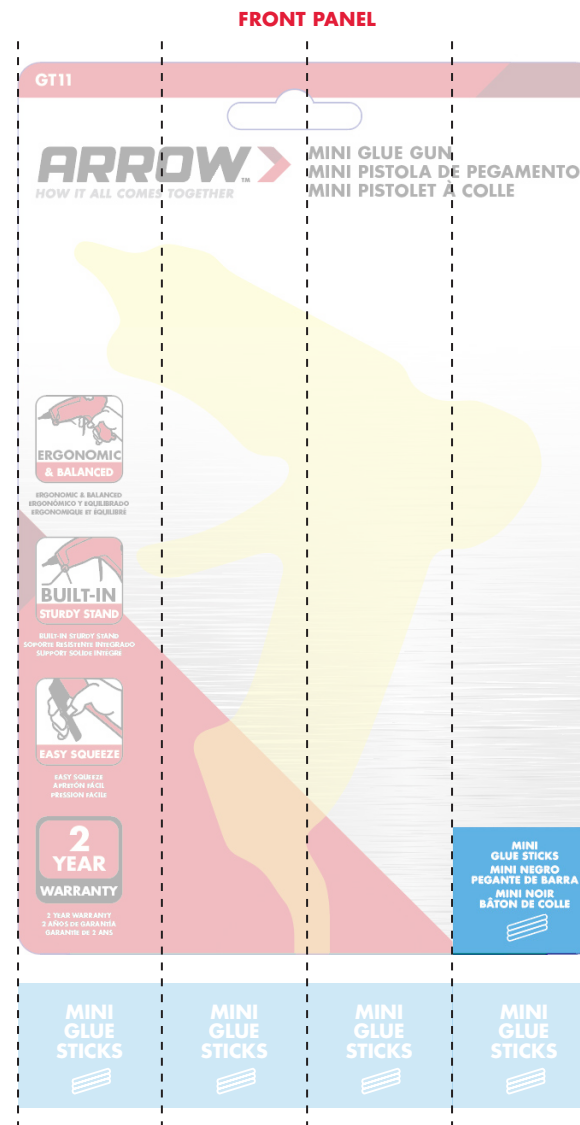
2

STEP 1

For clamshell packaging, the consumable badge is a pre-built element that can be downloaded from the icon library. **Check with your project manager for which consumable badge(s) to use.**

STEP 2

To determine the correct size of the consumable badge, place **4** consumable badges side by side and horizontally scale to fit the width of the **front** of the package. Place the consumable badge in the bottom right corner of the front panel.



FRONT PANEL BADGE
width = 1/4 total front
panel area

STEP 1

The height of the brand bar should be equal to 2 of your half chevron spacers.



STEP 2

To determine the width of the dark red color, use **7 spacers** flipped 90° to measure the distance from the front panel consumable color badge to the tip of the dark red.



STEP 3

Using one of the flipped spacers from the previous step on the far left side of your brand bar will show you where to place your product number (e.g. GT11.) The height of the product number text should not exceed 50% of the brand bar height and should be centered between the top and bottom of the brand bar. Use the font [Futura LT Pro Bold](#) in all caps for the product number.

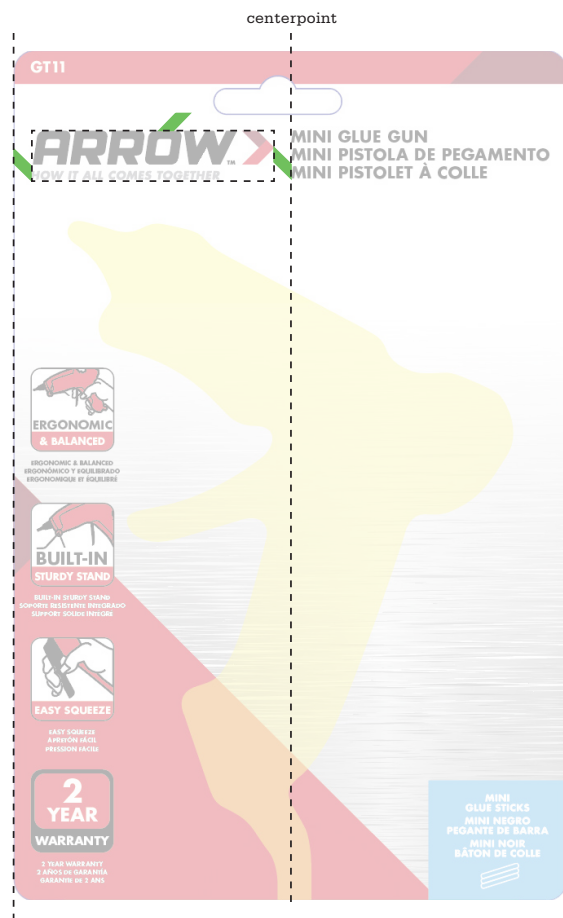


NOTE: "GT11" (the item #) may also appear in other areas outside of the color brand bar. See "[Product description](#)" section.

STEP 1

To determine the size and placement of the logo, place one spacer flush against the far left die line, one against the top brand bar, and one flush against the centerpoint. Then scale the logo to fit within the spacers.

NOTE: Always maintain proper logo ratios as per brand guidelines. Do not stretch or distort the logo to fit.

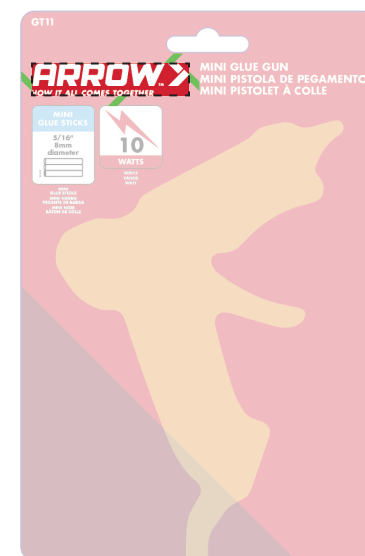
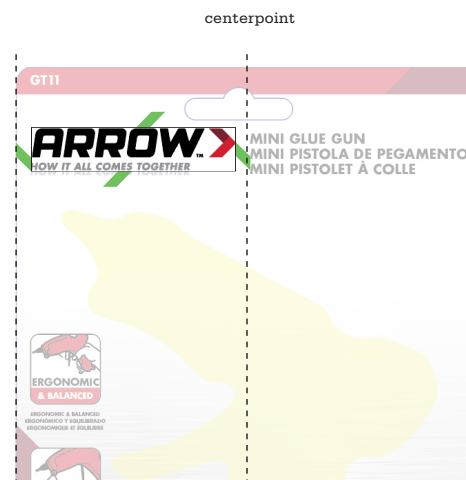


FRONT PANEL

STEP 2

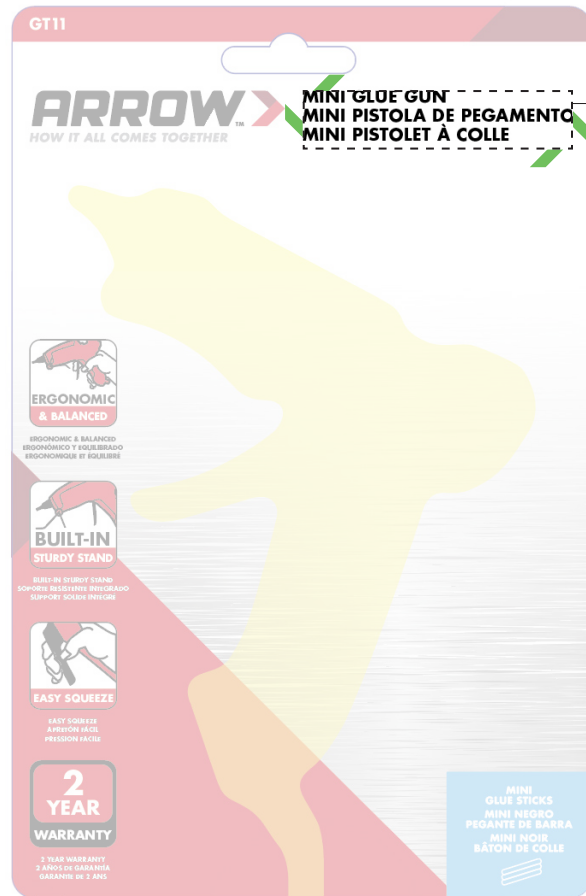
Once the logo is properly scaled and placed within the top, left, and right spacers, add an additional half chevron at the bottom to maintain uniform spacing on all sides.

BACK PANEL: Logo on the front and back of the insert card should be the same size, using the knocked out version of the logo.



BACK PANEL

FRONT PANEL



MAIN PRODUCT DESCRIPTION

FRONT PANEL: Located to the right of the Arrow logo and at least 1 spacer away from the logo edge, place the product description text in all caps (e.g. Mini Glue Gun plus [translations](#) stacked vertically below.) Size the product description text based on the designated area for the package type.

BACK PANEL: The back panel product description and item # placement remains the same except everything sits on a solid red background and is knocked out in white.



BACK PANEL

ITEM # PLACEMENT (BACK PANEL)

The placement of the item # on the back panel differs from the front because there is no brand bar. The item # should be placed 1 quarter chevron spacer from the top, and 1 half chevron spacer from the right edge of the panel.

FONT: [Futura LT Pro Bold](#)

NOTE: The minimum size for translation text is 4pt, and the translations must always be the same size as its English counterpart.

CLICK HERE

TO ACCESS THE FULL
PRODUCT ICON
LIBRARY

PRODUCT FEATURE ICONS

6

FEATURE/BENEFIT ICONS

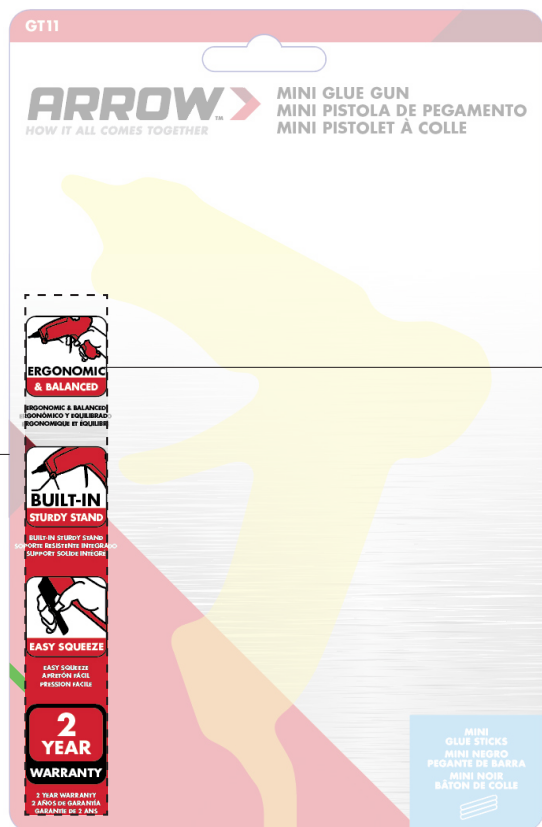
SIZE: Width of the icons should be scaled down to **3/5 the width of the front panel consumable badge.**

SPACING: Relevant product icons (with [translations](#) in directly below the icon) should be placed on the left side of the front panel and stacked vertically, **using best judgment** to space them out evenly within the available space.

FONT: [Futura LT Pro Bold](#)

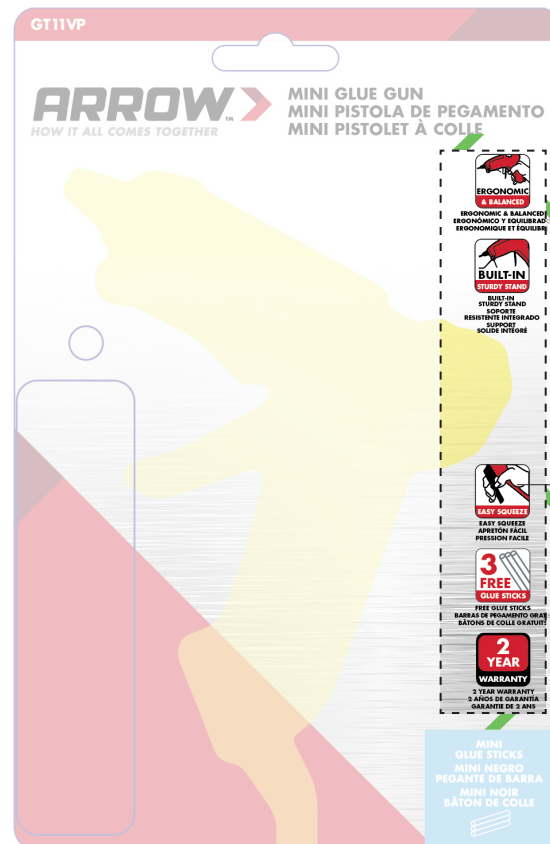
NOTES: The minimum size for translation text is 4pt, and the translations must always be the same size as its English counterpart. If translation text falls over the red background, white text must be used.

Some variations of the clamshell may not allow for artwork to be printed on the left side (i.e. value packs containing consumables.) In this case, icons may be placed on the right side, **using best judgment** in placing the icons. In cases where space is limited, the minimum size for icons should be **2/5 the size** of the consumable badge.



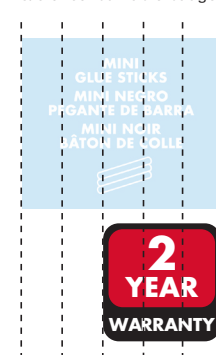
FRONT PANEL

preferred icon width =
3/5 of consumable badge



FRONT PANEL - ALT LAYOUT

Minimum icon width =
3/5 of consumable badge



Avoid placing
translation text
over dark red color.

FEATURE & BENEFIT CALLOUTS

Some clamshell packaging layouts may have large dead areas on back panels due to enclosed areas containing cords or accessories. In this situation, utilize the open space found on the bottom of the packaging to place any additional product feature & benefit callouts. For hierarchy purposes, font size should be smaller than that used in the product description (right of the logo.)

FONT: Serifa STD Bold

ADDITIONAL BADGES

Additional badges/icons will live on the back panel within the live content area. Use your spacers to determine the live area, making sure to avoid no print areas (exclude yellow glue gun shape from the live area), then **use best judgment** to place additional badges/icons (with translations placed directly below) using Futura LT Pro Bold.

NOTES: The minimum size for translation text is 4pt, and the translations must always be the same size as its English counterpart.

Additional badges can be downloaded from the [icon library](#).



Example of "Back Flap A" after package assembly.



BACK FLAP B



COPYRIGHT INFO

CORPORATE ADDRESS

MANUFACTURING LOCATION
(includes translations)

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Arrow Fastener Company, LLC
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Saddle Brook, NJ 07663 USA

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Hecho en China
Fabriqué en Chine

www.arrowfastener.com

WEBSITE

UPC

SAFETY ICONS



ITEM# GT11



0 79055 20014 7

PMGT11-4 Rev 1021

PACKAGING MATERIAL NUMBER

REVISION DATE

NOTES: Use best judgment to maintain proper spacing and readability when placing text, UPC, safety icons.

Always confirm the most up to date numbers and information from Product Manager prior to releasing files.

Safety icons can be downloaded from the [icon library](#).

The minimum size for translation text is 4pt, and the translations must always be the same size as its English counterpart.

PACKAGING GUIDELINES

GLUE STICK BAGS



GLUE STICK BAG OVERVIEW

CLICK ON THE NUMBERS OR TEXT BELOW TO JUMP TO THAT SECTION.

FRONT SIDE



1. GRAPHIC ELEMENTS
2. ARROW LOGO

3. CONSUMABLE BADGE
4. PRODUCT WINDOW

5. PRODUCT DESCRIPTIONS
6. PRODUCT FEATURE ICONS

BACK SIDE



7. ADDITIONAL PRODUCT INFO
8. UPC, SAFETY ICONS & TEXT

COMPLETED GLUE STICK BAG TEMPLATE

FRONT SIDE

BACK SIDE

NOTE: Solid and dotted dielines in the supplied art files denote seams and seals. Use spacing guide as shown in subsequent pages to ensure proper distance between these areas and relevant artwork.



NOTE: Glue stick bag contains two clear windows that are shown here as “No Print Areas.” One is a clear triangle on the front panel and the other spans the entire bottom of the bag.

STEP 1 (IMPORTANT)

In this step you will be creating a guide that will determine the spacing for all package design elements. Start by scaling the [logo](#) to the full width of the front panel.



STEP 2

Using the logo at this size, **cut the chevron in half** to create your spacing and layout guide. Additionally, in this package type, you will also make use of a **quarter chevron** for smaller spaces. Note color differences below.



SPACER USAGE EXAMPLE

Use half and quarter chevron sizing tool to determine proper spacing of subsequent graphic/text elements as shown below. (Refer to each section for a more detailed guide.)



CLICK HERE

GRAPHIC ELEMENTS (SHORTER BAGS)

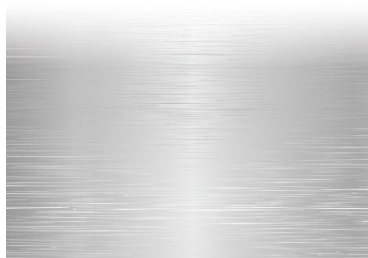
1

TO DOWNLOAD THE
**GRAPHIC
ELEMENTS**

PASSWORD: 7Fwcwh4T

METALLIC TEXTURE

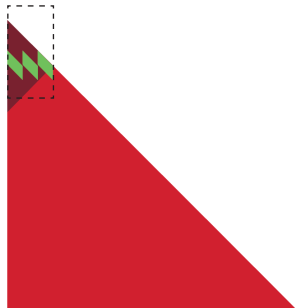
To be used as a background image, the metallic texture should be placed in a way that the fade-to-white effect begins above the **total template center point**.



corner triangle height
= 3 quarter chevrons
above center point

CORNER TRIANGLE

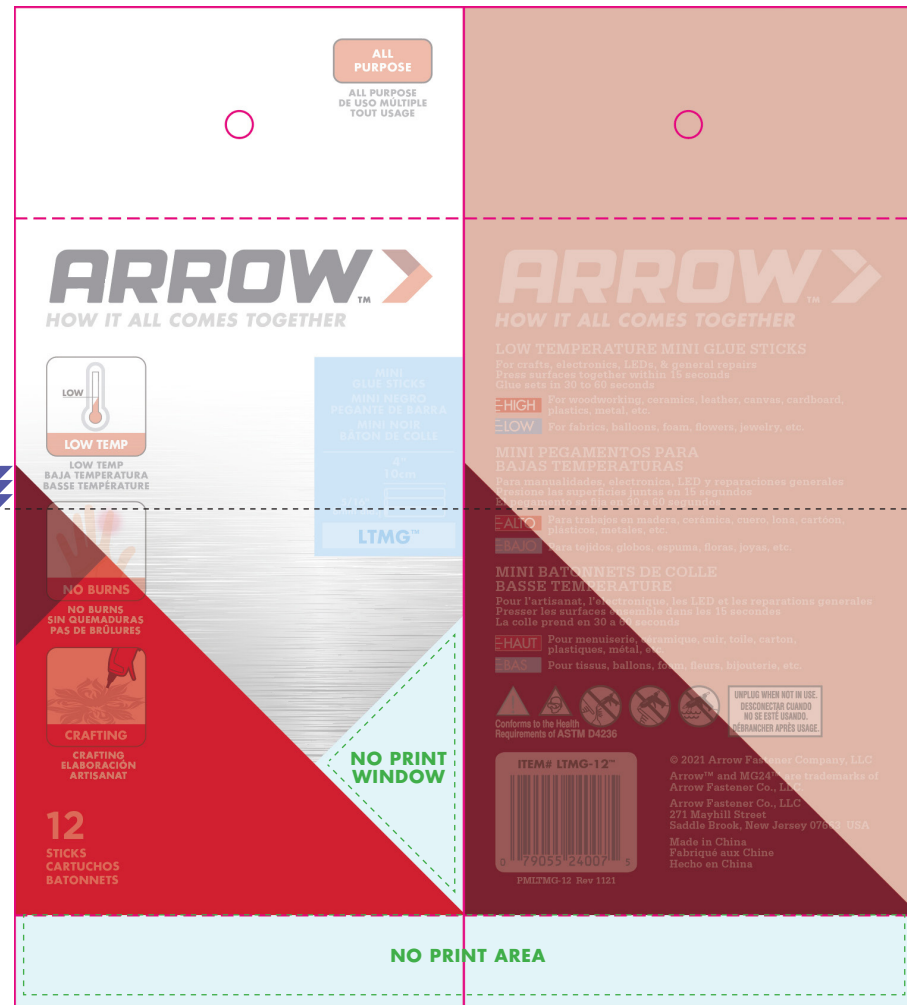
To find the **height** of your corner triangle, **add 3 quarter chevrons above the total template center point** as pictured to the right. The dark red portion of the triangle should be determined using **3 half chevrons** as pictured below.



For the back panel, maintain the size of the large triangle from the front, but fill the entire triangle using the darker red.

FRONT SIDE

BACK SIDE



total template
center point

CLICK HERE

GRAPHIC ELEMENTS (TALLER BAGS)

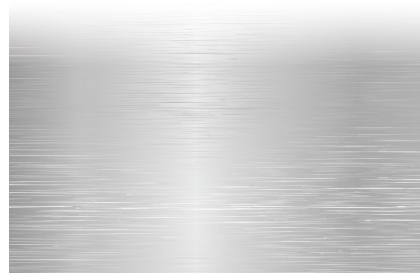
1

TO DOWNLOAD THE
**GRAPHIC
ELEMENTS**

PASSWORD: 7Fwcwh4T

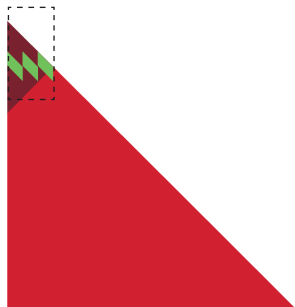
METALLIC TEXTURE

To be used as a background image, the metallic texture should be placed in a way that the fade-to-white effect begins above the **total template center point**.



CORNER TRIANGLE

To find the **height** of your corner triangle, **add 3 quarter chevrons below the total template center point** as pictured to the right. The dark red portion of the triangle should be determined using **3 half chevrons** as pictured below.



For the back panel, maintain the size of the large triangle from the front, but fill the entire triangle using the darker red.

Corner triangle height
= 3 quarter chevrons
below center point

FRONT SIDE

BACK SIDE



Total template
center point

STEP 1

To determine the size and placement of the logo, place one spacer flush against the secondary top dieline (below punch hole), as well as one flush against the left and right dielines. Then scale the logo to fit within the spacers.

NOTE: Always maintain proper logo ratios as per brand guidelines. Do not stretch or distort the logo to fit.

STEP 2

Once the logo is properly scaled and placed within the top, left, and right spacers, add a half chevron at the bottom to provide extra padding between the logo and lower graphic elements.

BACK PANEL: Logo on the front and back should be the same size, but the logo on the back should be knocked out in all white.



CLICK HERE

TO ACCESS THE FULL
PRODUCT ICON
LIBRARY

CONSUMABLE BADGE

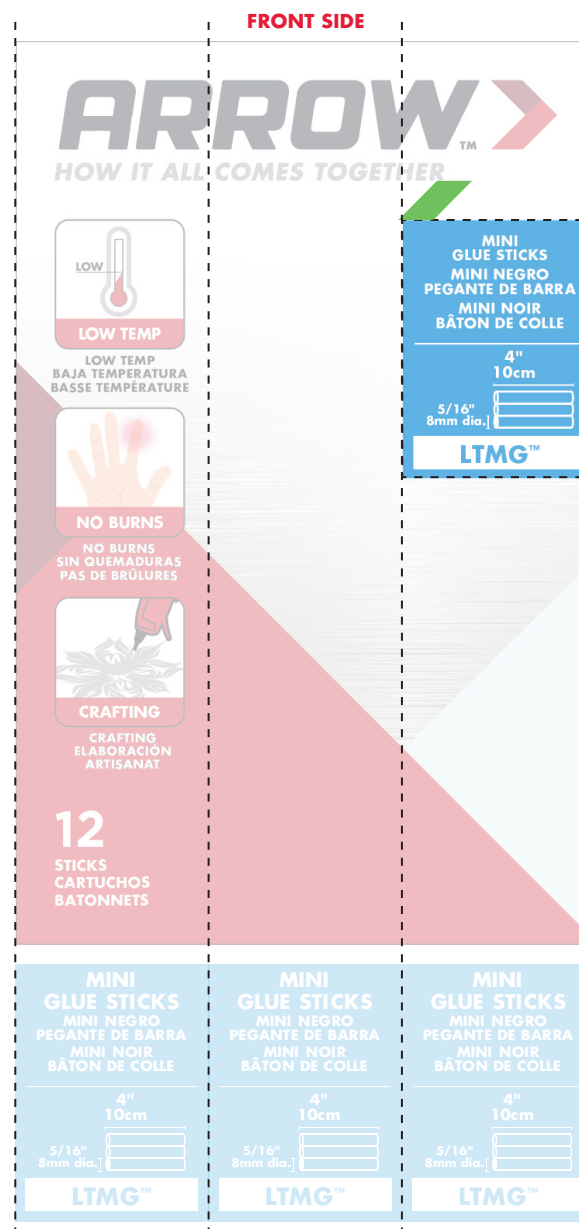
3

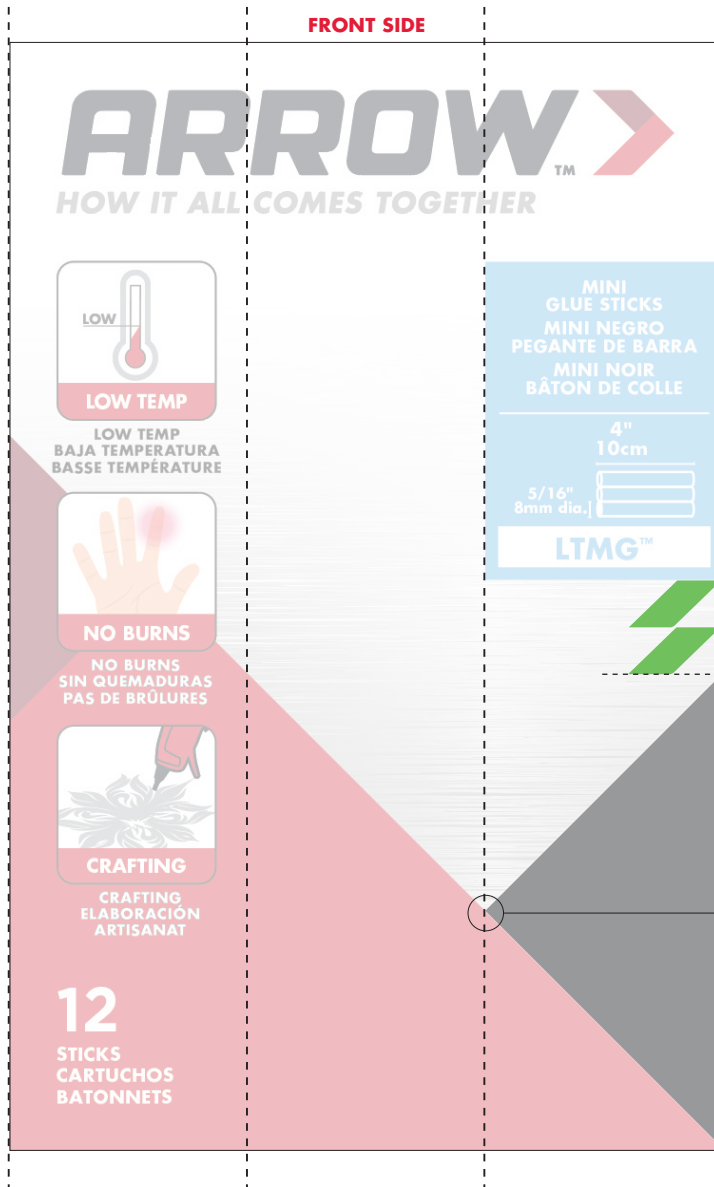
STEP 1

For the glue stick bags, the consumable badge is a pre-built element that can be downloaded from the icon library. **Check with your project manager for which consumable badge(s) to use.**

STEP 2

To determine the correct size of the consumable badge, place **3** consumable badges side by side and horizontally scale to fit the width of the **front** of the package. Place the consumable badge on the right side, 1 spacer down from the bottom of the logo.



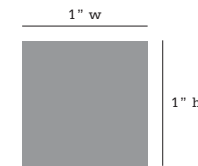


NO-PRINT PRODUCT WINDOW

The purpose of the product window is to show off the contents of the glue stick bag. **No artwork should overlap into this area.** The product window is located on the right side of the front panel.

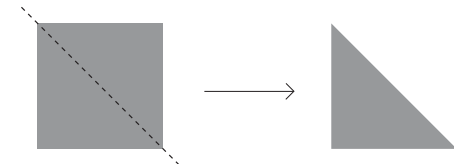
STEP 1:

To create the shape for the window, start with a 1 in. x 1 in. square.



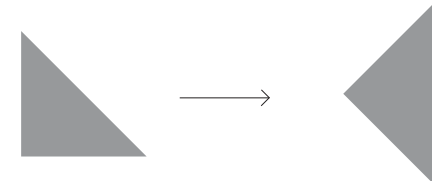
STEP 2:

Cut the square in half along the diagonal.

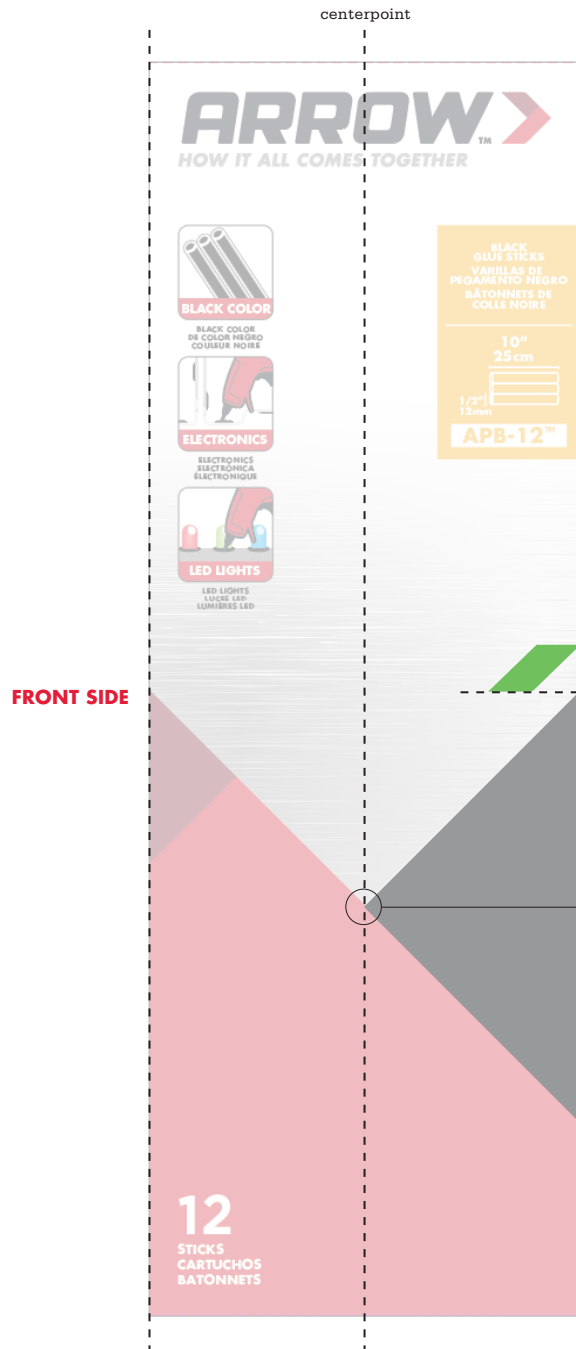


STEP 3:

Rotate the triangle 45 degrees clockwise.



STEP 4: Place the shape flush against the edge of the red triangle with the tip touching the 1/3 guideline. Scale the shape until the bottom of the triangle is flush against the right dieline.

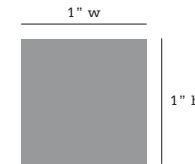


NO-PRINT PRODUCT WINDOW

The purpose of the product window is to show off the contents of the glue stick bag. **No artwork should overlap into this area.** The product window is located on the right side of the front panel.

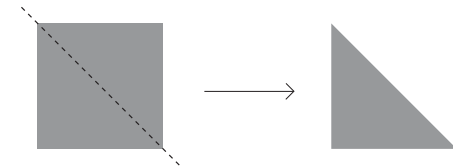
STEP 1:

To create the shape for the window, start with a 1 in. x 1 in. square.



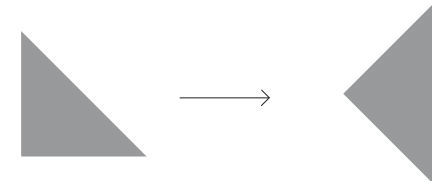
STEP 2:

Cut the square in half along the diagonal.



STEP 3:

Rotate the triangle 45 degrees clockwise.



STEP 4: Place the shape flush against the edge of the red triangle with the tip touching the centerpoint. Scale the shape until the bottom of the triangle is flush against the right dieline.

FRONT SIDE



MAIN PRODUCT DESCRIPTION

To find your live area, place one half chevron spacer flush against the left dieline of your front panel and one flush against the bottom edge (the dieline above the No Print Area). The product description lockup (with [translations](#)) will consist of the quantity (considerably larger than the rest of the text), the description, and any relevant translations. Align your text left along the spacer and **use best judgment** for sizing using the image to the left as a guide.

FONT: [Futura LT Pro Bold](#)

NOTE: The minimum size for translation text is 4pt, and the translations must always be the same size as its English counterpart.

CLICK HERE

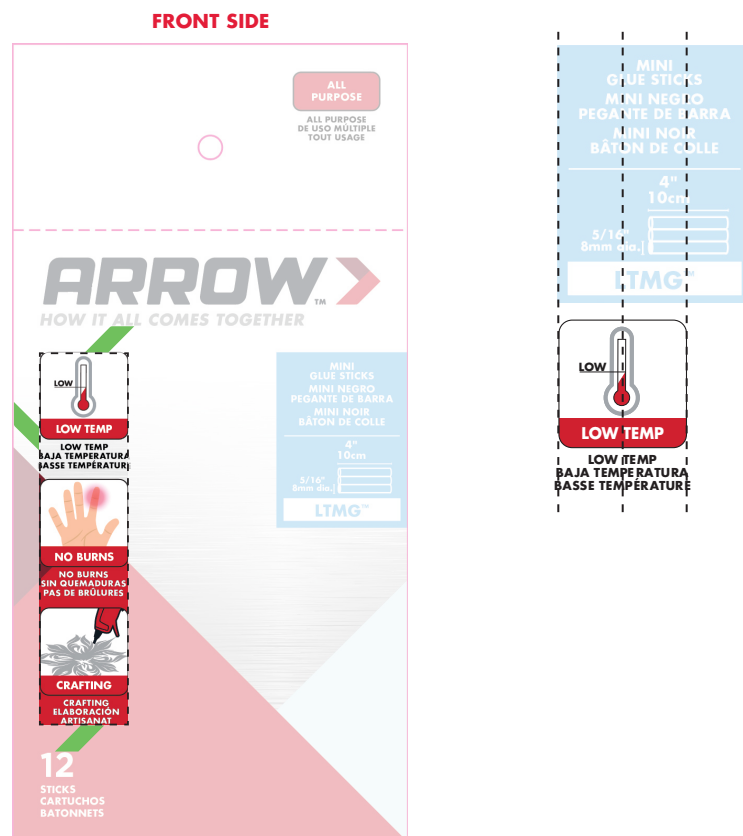
TO ACCESS THE FULL
PRODUCT ICON
LIBRARY

PRODUCT FEATURE ICONS

6

FEATURE/BENEFIT ICONS

SPACING: Relevant product icons (with [translations](#) directly below the icon) should be placed on the left side of the front panel, 1 half chevron spacer down from the logo, stacked vertically, **using best judgment** to space them out evenly within the available space.



SIZE: Width of the icons should be scaled down to **2/3 the width of the front panel consumable badge**.

FONT: [Futura LT Pro Bold](#)

NOTE: The minimum size for translation text is 4pt, and the translations must always be the same size as its English counterpart. If translation text falls over the red background, white text must be used.

FEATURE & BENEFIT CALLOUTS

To find the live area of your callouts on the back panel, use your half chevron spacer (or quarter chevron if space is very limited) between the logo at the top and the badges/UPC at the bottom. The product description will be in all caps, and the application examples will be about 2 pt sizes smaller. Repeating your initial lockup, add your translations below, stacking vertically. **Use best judgment** in situations where space is extremely limited.

FONT: Serifa STD Bold



BACK SIDE

ADDITIONAL BADGES

Glue stick bags may contain an additional badge that does not exactly fit with the feature/benefit icons (i.e. "ALL PURPOSE"). This badge will be the same width of the other icons, but should be placed (with translations below) in the upper right corner of the front panel, using your half chevron spacer against the edges.

FONT: Futura LT Pro Bold



FRONT SIDE

NOTE: The minimum size for translation text is 4pt, and the translations must always be the same size as its English counterpart.

NOTES: Using your half and quarter chevron spacers as pictured below, find your live area for the UPC/Safety Icons/Text. Place elements according to the hierarchy shown below. The item # and website use the font [Futura LT Pro Bold](#). For all other text in this area, use font [Serifa STD Bold](#). **Use best judgment** to keep font size readable for the consumer, and for the placement of the UPC, safety icons and text. Always maintain spacing from elements and edges using your half chevron spacer (or quarter chevron spacer when space is extremely limited.)

The minimum size for [translation](#) text is 4pt, and the translations must always be the same size as its English counterpart.

Safety icons can be downloaded from the [icon library](#).

***Always confirm the most up to date numbers and information from Product Manager prior to releasing files.**

BACK SIDE



SAFETY ICONS



PACKAGING GUIDELINES

WRAP-AROUND LABELS



WRAP-AROUND LABEL LAYOUT OVERVIEW

CLICK ON THE NUMBERS OR TEXT BELOW TO JUMP TO THAT SECTION.

SIDE PANEL A

FRONT PANEL

SIDE PANEL B

BACK PANEL

7

ITEM# RSA3/16IP

790551008293

7

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RSA3/16IP-3n

Rev 0622

3

RSA3/16IP

4

ARROW™

HOW IT ALL COMES TOGETHER

1

SHORT RIVETS
REMACHES CORTOS
RIVETS COURT

5

50

QTY | CANT. | QTÉ

1

ALUMINUM | ALUMINIUM | ALUMINIO

2

USE YELLOW RIVET HEAD

UTILICE CABEZA DE REMACHE AMARILLA

UTILISER LA TÊTE DE RIVET JUANE

3/16" 5mm

3/16" 5mm

1/8" 3mm

GRIP AGARRE SAISIR

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Saddle Brook, New Jersey 07663 USA

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Hecho en China

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7

6

FOR ARROW®
RHT300, RH200,
RHT100 AND
OTHER RIVET
TOOLS

TO USE:

1. Drill hole slightly larger than rivet diameter
2. Thickness of materials being joined must not exceed rivet grip range
3. Use washers if hole is too large or material is too soft

For additional information on riveting please visit
Para mayor informaci n sobre remachado por favor visite
Pour des renseignements suppl mentaires sur le rivetage, pri re de visiter

6

WWW.ARROWFASTENER.COM/RIVETGUIDE

PARA ARROW®
RHT300,
RH200, RL100
Y OTRAS
REMACHADORAS

C MO USAR:

1. Taladre un agujero un poco m s grande que el di metro del remache
2. El grosor de materiales unidos no debe ser superior al rango de agarre del remache
3. Use arandelas si el agujero es demasiado grande o el material es muy blando

POUR ARROW®
RHT300,
RH200, RL100 ET
AUTRES OUTILS  
RIVET

POUR UTILISER :

1. Percer un trou l g rement plus grand que le diam tre du rivet
2. L' paisseur des mat riaux   joindre ne doit pas  tre sup rieure   la capacit  de prise du rivet
3. Utiliser des rondelles si le trou est trop grand ou si le mat riau est trop souple

1. GRAPHIC ELEMENTS
2. CONSUMABLE BADGE

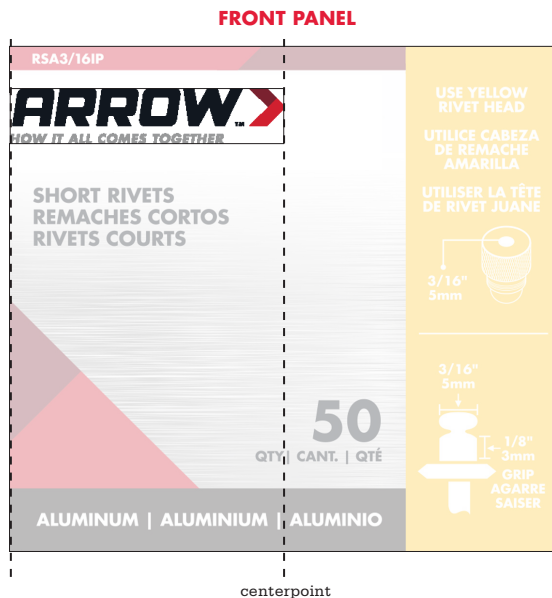
3. COLOR BRAND BAR
4. ARROW LOGO

5. PRODUCT DESCRIPTIONS
6. ADDITIONAL PRODUCT INFO

7. UPC, SAFETY ICONS & TEXT

STEP 1 (IMPORTANT)

In this step you will be creating a guide that will determine the spacing for all package design elements. Start by scaling the [logo](#) to 1/2 the width of the front panel of the package.



STEP 2

Using the logo at this size, cut the chevron in half to create your spacing and layout guide. Additionally, in this package type, you will also make use of a quarter chevron for smaller spaces. Note color differences below.



STEP 3

Use half and quarter chevron sizing tool to determine proper spacing of subsequent graphic/text elements as shown below.



CLICK HERE

TO DOWNLOAD THE
GRAPHIC ELEMENTS

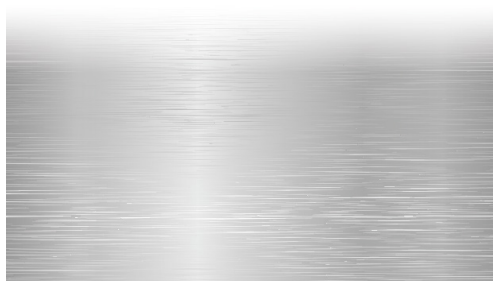
PASSWORD: 7Fwcwh4T

GRAPHIC ELEMENTS

1

METALLIC TEXTURE

To be used as a background image, the metallic texture should fill approximately **1/2 the height of its respective panel**.

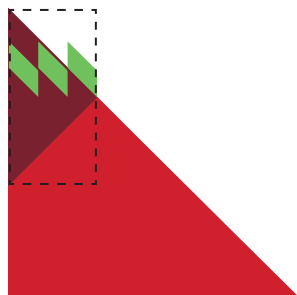


Dotted line
denotes the
centerpoint
of the panel.

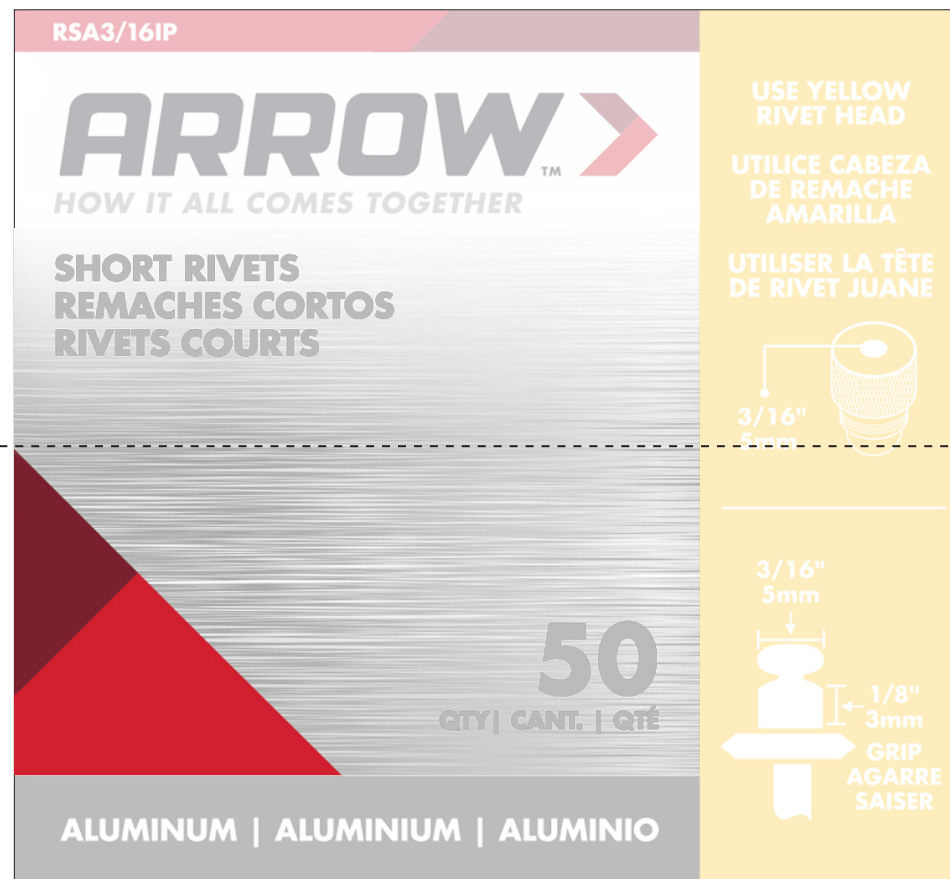
CORNER TRIANGLE

The corner triangle is a graphic element that should span 1/2 the height of the front panel in its entirety. The dark red portion of the triangle should be determined using **3 half chevrons**.

When using the corner triangle on additional panels, simply scale down the existing graphic to 1/2 of your panel size.



FRONT PANEL



CLICK HERE

TO ACCESS THE FULL
PRODUCT ICON
LIBRARY

CONSUMABLE BADGE

2

STEP 1

For wrap-around labels, the consumable badge is a pre-built element that can be downloaded from the icon library. **Check with your project manager for which consumable badge(s) to use.**

STEP 2

The consumable badge will be located on the right side of the front panel. The width of the consumable badge will be **28%** of the width of your **front panel**. The background color of the consumable badge with span 100% of the height of the front panel.

FRONT PANEL



FRONT PANEL BADGE
width = 28% of the total front
panel area

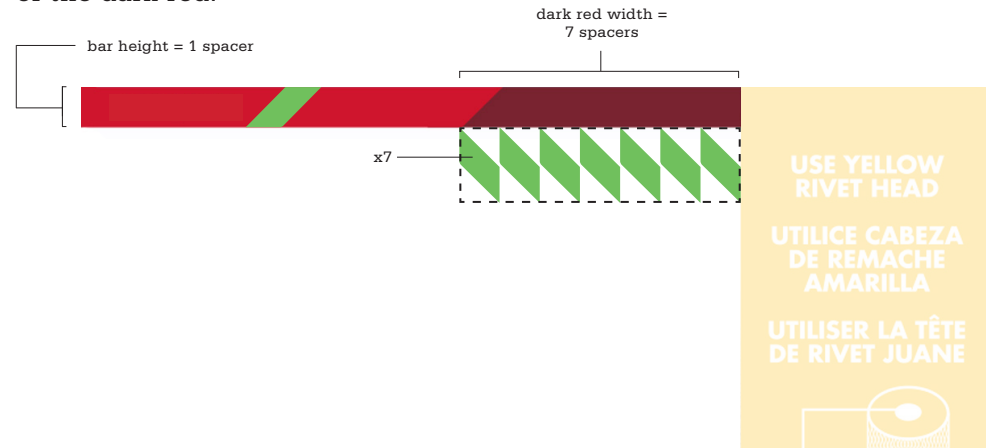
STEP 1

The height of the brand bar should be equal to 1 of your half chevron spacers.



STEP 2

To determine the width of the dark red color, use **7 spacers** flipped 90° to measure the distance from the front panel consumable color badge to the tip of the dark red.



STEP 3

Place one of the flipped spacers from the previous step on the far left side of your brand bar. This will show you where to place your product number (e.g. RSA3/16IP). The height of the product number text should not exceed 50% of the brand bar height and be centered between the top and bottom of the brand bar.

FONT: Futura LT Pro Bold



STEP 1

To determine the size and placement of the logo, place one spacer flush against the far left die line, one against the top brand bar, and one to the left of the consumable badge. Then scale the logo to fit within the spacers.

NOTE: Always maintain proper logo ratios as per brand guidelines. Do not stretch or distort the logo to fit.

STEP 2

Once the logo is properly scaled and placed within the top, left, and right spacers, add an additional half chevron at the bottom to maintain uniform spacing on all sides.



MAIN PRODUCT DESCRIPTION

On the front panel, create a live area for your main product description (and [translations](#)) by placing one spacer below the logo, and one on the left edge the panel.

PRODUCT QUANTITY

Place your product quantity (and translations) in the lower portion of the front panel to the left of the consumable badge (if the package contents are greater than 1). Find the live area for the product descriptions by placing 1 spacer against any edges or elements such as the consumable badge or the logo.

PRODUCT MATERIAL

In some cases the wrap-around label may include a description of the product material (and translations). This text can be placed on a black background, and the size determined using your spacers as shown.

NOTE: The minimum size for translation text is 4pt, and the translations must always be the same size as its English counterpart.

FONT: [Futura LT Pro Bold](#)



COMPATIBILITY AND GUIDELINES

Utilize the back panel to reference any additional product information (and [translations](#)) using the font Serifa STD Bold (paragraph) or Futura LT Pro Bold (headers/callouts). To determine a live area for this section, place a spacer against the top, bottom, and right edge. The use of a spacer against the left die line is preferred but may not be possible in certain situations.

NOTE: The minimum size for translation text is 4pt, and the translations must always be the same size as its English counterpart.

FONT: [Futura LT Pro Bold](#) / [Serifa STD Bold](#)

ITEM # RSA3/16IP

PMRSA3/16IP-3n
Rev 0622

RS A3/16IP

ARROW™

HOW IT ALL COMES TOGETHER

SHORT RIVETS
REMACHES CORTOS
RIVETS COURTS

50
QTY | CANT. | QTÉ

ALUMINUM | ALUMINIUM | ALUMINIO

USE YELLOW RIVET HEAD

UTILICE CABEZA DE REMACHE AMARILLA

UTILISER LA TÊTE DE RIVET JUANE

3/16" 5mm

3/16" 5mm

1/8" 3mm

GRIP AGARRE SAISER

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Arrow Fastener Company, LLC

271 Mayhill Street

Saddle Brook, New Jersey 07663 USA

Made in China

Hecho en China

Fabriqu  en Chine

BACK PANEL

FOR ARROW® RHT300, RH200, RL100 AND OTHER RIVET TOOLS	PARA ARROW® RHT300, RH200, RL100 Y OTRAS REMACHADORAS	POUR ARROW® RHT300, RH200, RL100 ET AUTRES OUTILS À RIVET
TO USE:	C�MO USAR:	POUR UTILISER :
1. Drill hole slightly larger than rivet diameter	1. Taladre un agujero un poco m�s grande que el di�metro del remache	1. Percer un trou l�g�rement plus grand que le diam�tre du rivet
2. Thickness of materials being joined must not exceed rivet grip range	2. El grosor de los materiales a ser unidos no debe ser superior al rango de agarre del remache	2. L'�paisseur des mat�riaux � joindre ne doit pas �tre sup�rieure � la capacit� de prise du rivet
3. Use washers if hole is too large or material is too soft	3. Use arandelas si el agujero es demasiado grande o el material es muy blando	3. Utiliser des rondelles si le trou est trop grand ou si le mat�riau est trop souple

For additional information on riveting please visit
Para mayor informaci n sobre remachado por favor visite
Pour des renseignements suppl mentaires sur le rivetage, pri re de visiter

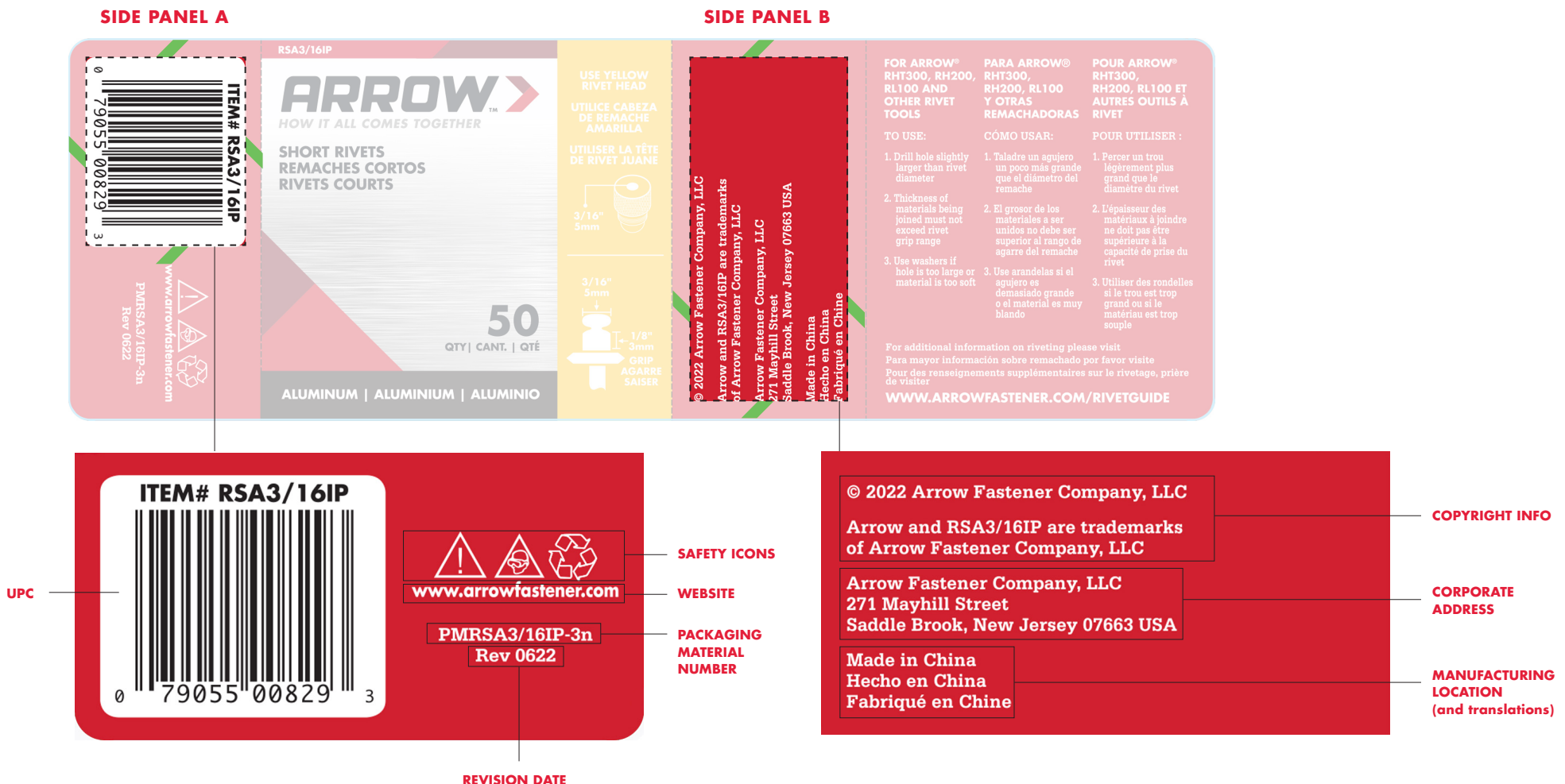
WWW.ARROWFASTENER.COM/RIVETGUIDE

NOTES: Using your **half chevron** spacer as pictured below, find your live area for the UPC/Safety Icons/Text. Place elements according to the hierarchy shown below, facing in the direction shown in the first graphic to ensure the final assembled package displays all info correctly. The item # and website use the font **Futura LT Pro Bold**. All other text in this area is use font **Serifa STD Bold**. **Use best judgment** in font size, and placement of the UPC, safety icons, and text. Always maintain spacing from elements and edges using your half chevron spacer (or quarter chevron spacer when space is extremely limited.)

The minimum size for [translation](#) text is 4pt, and the translations must always be the same size as its English counterpart.

Safety icons can be downloaded from the [icon library](#).

***Always confirm the most up to date numbers and information from Product Manager prior to releasing files.**



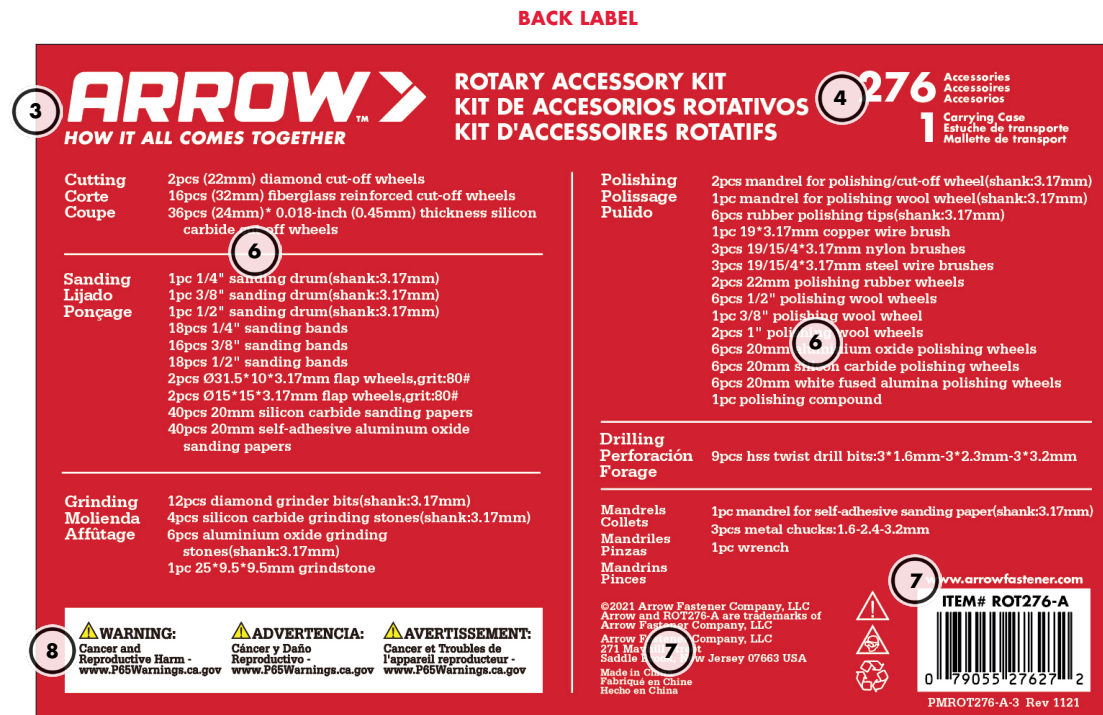
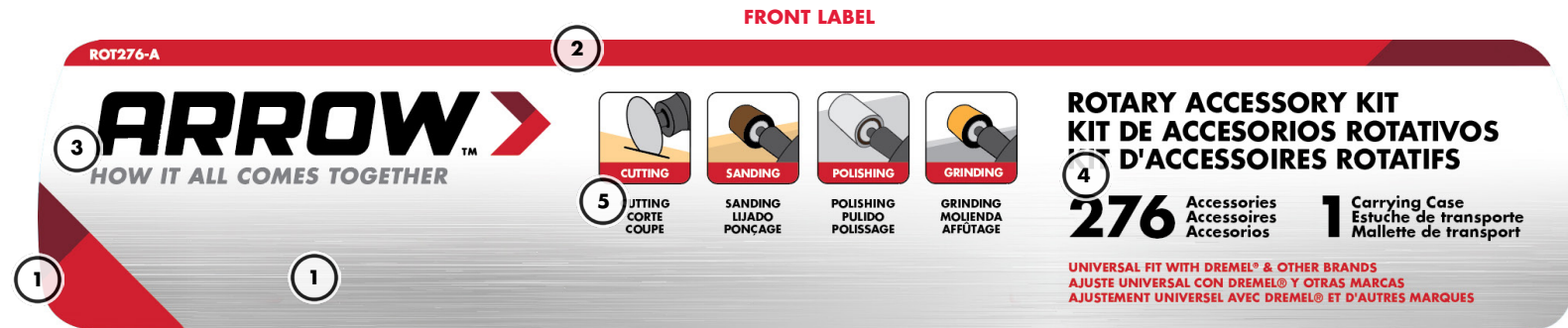
PACKAGING GUIDELINES

LABELS



LABEL LAYOUT OVERVIEW

CLICK ON THE NUMBERS OR TEXT BELOW TO JUMP TO THAT SECTION.

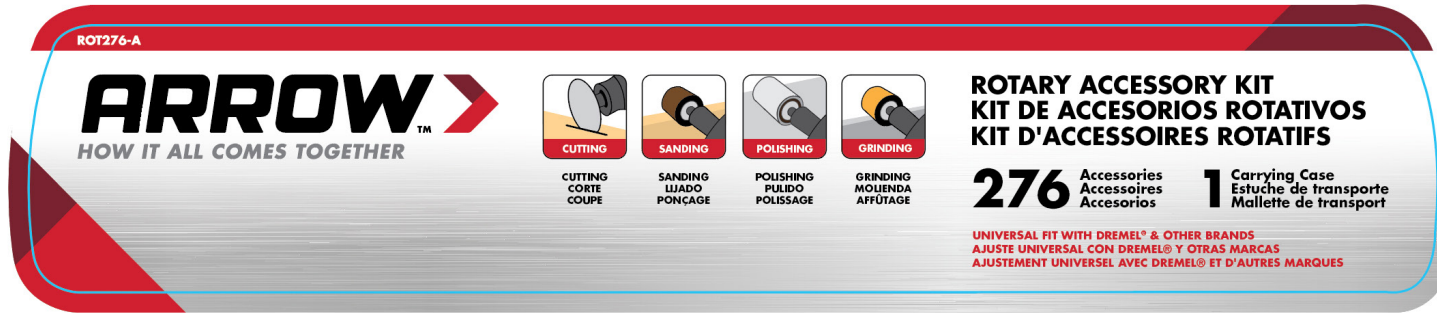


1. GRAPHIC ELEMENTS
2. COLOR BRAND BAR

3. ARROW LOGO
4. PRODUCT DESCRIPTIONS

5. PRODUCT FEATURE ICONS
6. ADDITIONAL PRODUCT INFO

7. UPC, SAFETY ICONS & TEXT
8. EXTRA CONTENT AREA



NOTE: All graphic elements should be properly spaced from the die line NOT the edge of the label.

ARROW™
HOW IT ALL COMES TOGETHER

ROTARY ACCESSORY KIT
KIT DE ACCESORIOS ROTATIVOS
KIT D'ACCESSOIRES ROTATIFS

276 Accessories
Accesorios
Accessoires

1 Carrying Case
Estuche de transporte
Mallette de transport

Cutting Corte Coupe 2pcs (22mm) diamond cut-off wheels 16pcs (32mm) fiberglass reinforced cut-off wheels 36pcs (24mm)* 0.018-inch (0.45mm) thickness silicon carbide cut-off wheels	Sanding Lijado Ponçage 1pc 1/4" sanding drum(shank:3.17mm) 1pc 3/8" sanding drum(shank:3.17mm) 1pc 1/2" sanding drum(shank:3.17mm) 18pcs 1/4" sanding bands 16pcs 3/8" sanding bands 18pcs 1/2" sanding bands 2pcs Ø31.5*10*3.17mm flap wheels,grit:80# 2pcs Ø15*15*3.17mm flap wheels,grit:80# 40pcs 20mm silicon carbide sanding papers 40pcs 20mm self-adhesive aluminum oxide sanding papers	Grinding Molienda Affûtage 12pcs diamond grinder bits(shank:3.17mm) 4pcs silicon carbide grinding stones(shank:3.17mm) 6pcs aluminium oxide grinding stones(shank:3.17mm) 1pc 25*9.5*9.5mm grindstone	Polishing Polissage Pulido 2pcs mandrel for polishing/cut-off wheel(shank:3.17mm) 1pc mandrel for polishing wool wheel(shank:3.17mm) 6pcs rubber polishing tips(shank:3.17mm) 1pc 19*3.17mm copper wire brush 3pcs 19/15/4*3.17mm nylon brushes 3pcs 19/15/4*3.17mm steel wire brushes 2pcs 22mm polishing rubber wheels 6pcs 1/2" polishing wool wheels 1pc 3/8" polishing wool wheel 2pcs 1" polishing wool wheels 6pcs 20mm aluminium oxide polishing wheels 6pcs 20mm silicon carbide polishing wheels 6pcs 20mm white fused alumina polishing wheels 1pc polishing compound	Drilling Perforación Forage 9pcs hss twist drill bits:3*1.6mm-3*2.3mm-3*3.2mm	Mandrels Collets Mandriles Pinzas Mandrin Pincas 1pc mandrel for self-adhesive sanding paper(shank:3.17mm) 3pcs metal chucks:1.6-2.4-3.2mm 1pc wrench
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Hecho en China

WARNING:
Cancer and Reproductive Harm -
www.P65Warnings.ca.gov

ADVERTENCIA:
Cáncer y Daño Reproductivo -
www.P65Warnings.ca.gov

AVERTISSEMENT:
Cancer et Troubles de l'appareil reproducteur -
www.P65Warnings.ca.gov

www.arrowfastener.com

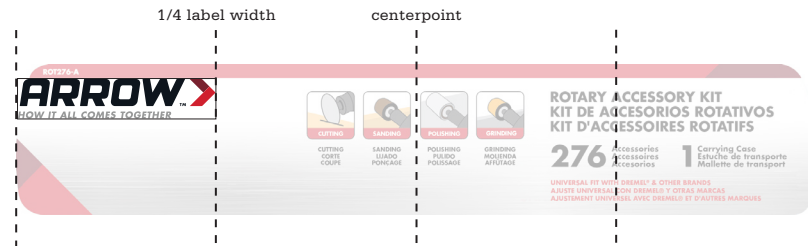
ITEM# ROT276-A

0 79055 27627 2

PMROT276-A-3 Rev 1121

STEP 1 (IMPORTANT)

In this step you will be creating a guide that will determine the spacing for all package design elements. Start by scaling the [logo](#) to 1/4 the width of the front label of the package.



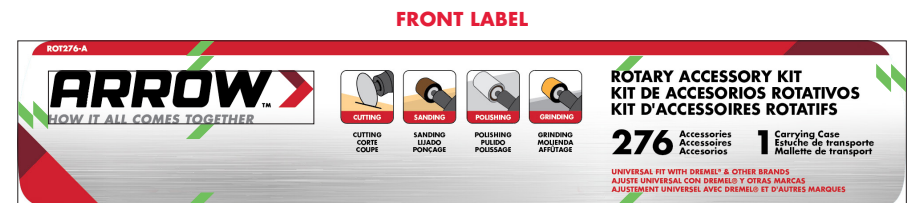
STEP 2

Using the logo at this size, **cut the chevron in half** to create your spacing and layout guide. Additionally, in this package type, you will also make use of a **quarter chevron** for smaller spaces. Note color differences below.



SPACER USAGE EXAMPLES

Use half and quarter chevron sizing tool to determine proper spacing of subsequent graphic/text elements as shown below.



BACK LABEL



CLICK HERE

TO DOWNLOAD THE
**GRAPHIC
ELEMENTS**

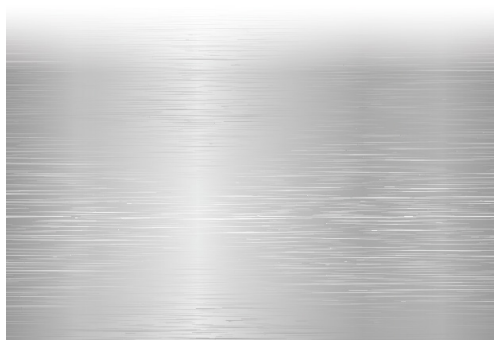
PASSWORD: 7Fwcwh4T

GRAPHIC ELEMENTS

1

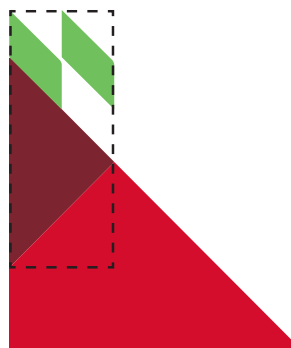
METALLIC TEXTURE

To be used as a background image, the metallic texture should fill approximately **1/2 the height of its respective panel**.



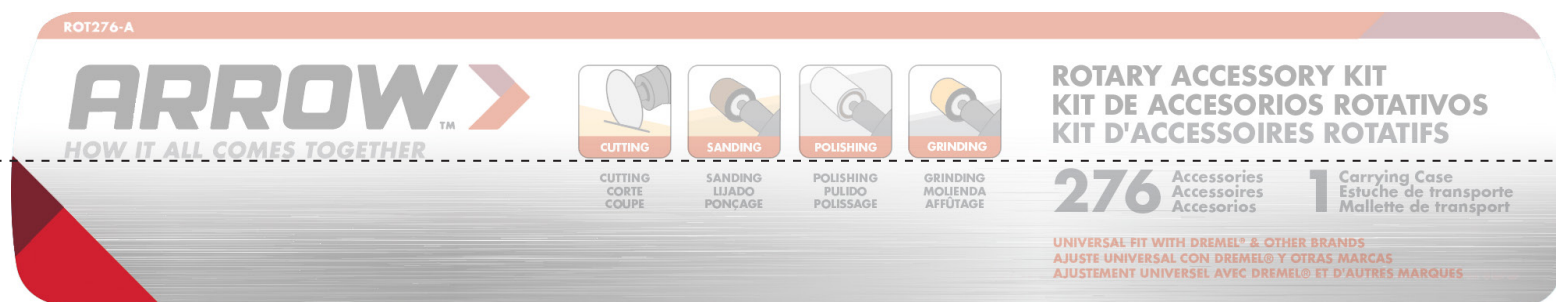
CORNER TRIANGLE

The corner triangle is a graphic element that should span 1/2 the height of the front label. The dark red portion of the triangle should be determined using **2 half chevrons**.



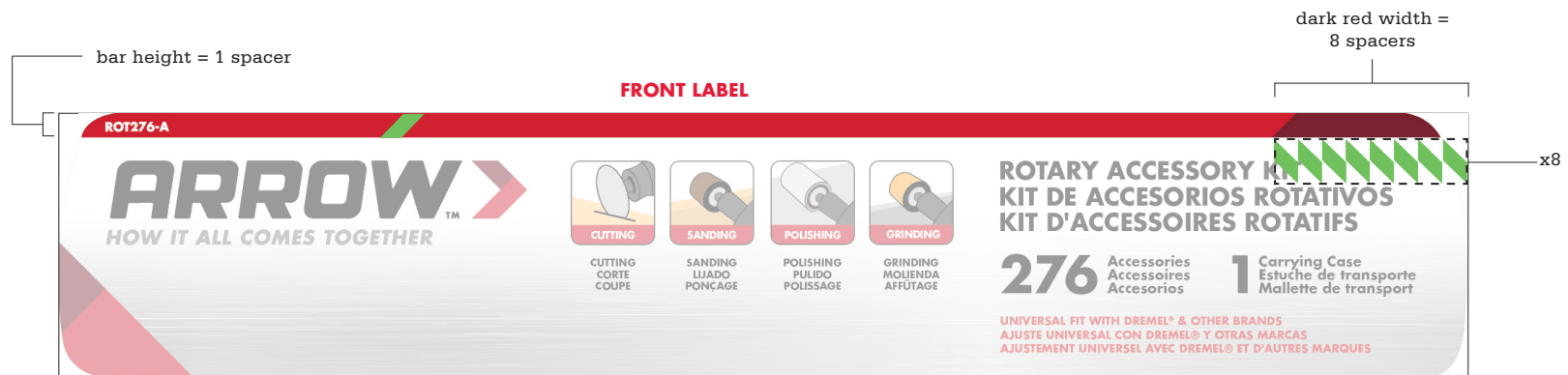
FRONT LABEL

centerpoint



STEP 1

The height of the brand bar should be equal to 1 of your half chevron spacers. To determine the width of the dark red color, use 8 spacers flipped 90° (from the far right edge of the panel) to measure the distance from the right edge to the tip of the dark red.



STEP 2

Place one of the flipped spacers from the previous step on the far left side of your brand bar. This will show you where to place your product number (e.g. ROT276-A). The height of the product number text should not exceed 50% of the brand bar height and placed 1 pixel down from the center (to allow for space from the rounded edge).

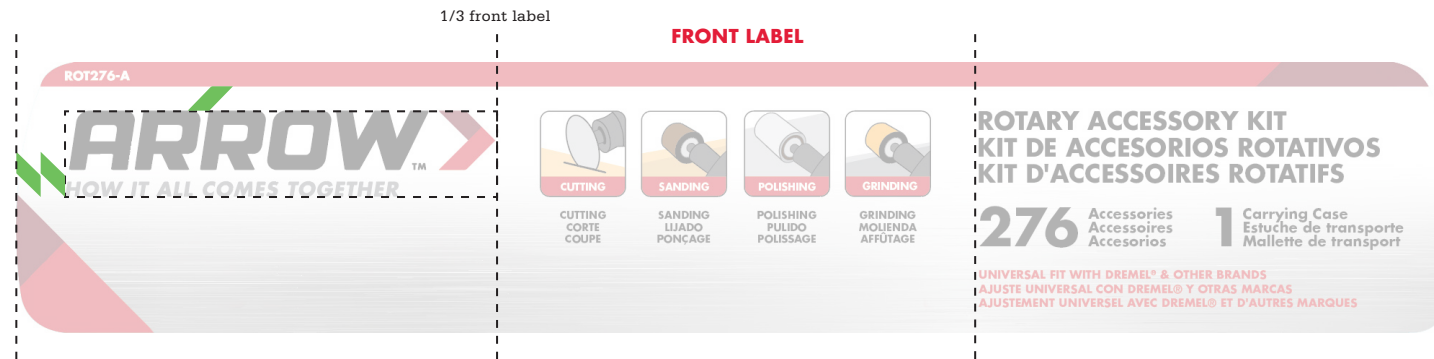
FONT: Futura LT Pro Bold



STEP 1

To find the size and placement of the logo, divide the front label into thirds. Place 2 spacers flush against the far left die line and 1 against the top brand bar. Then scale the logo until it fits flush to the line for the first third.

NOTE: Always maintain proper logo ratios as per brand guidelines. Do not stretch or distort the logo to fit.



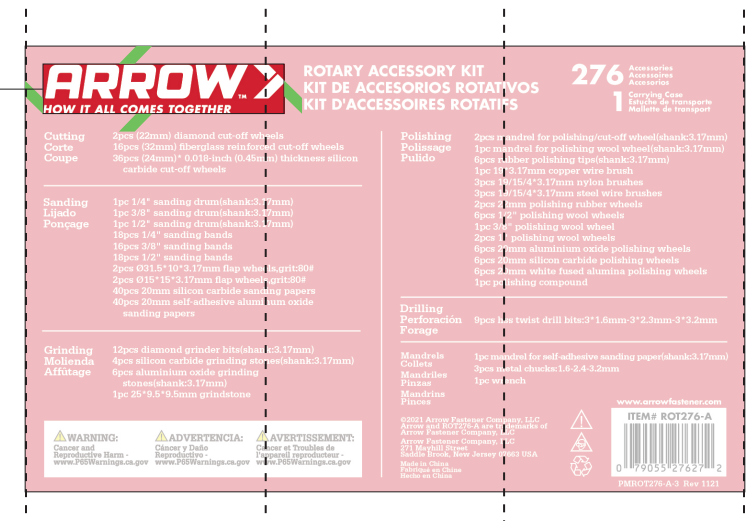
STEP 2

Once the logo is properly scaled and placed, add an additional half chevron at the bottom to maintain uniform spacing on all sides.



BACK PANEL

The size of the logo on the back panel is not the same as the front panel shown above. The width of the logo should equal **1/3 the width of the back panel**, then utilize the spacer around all four edges.



FRONT LABEL

The width of the live area should be 1/3 the width of the front label. Place your main product description (and [translations](#)) on the right side of the front label with 2 spacers of padding on the right edge, and 1 from the top and bottom edges. Left-align the text to the edge of the live area.

FONT: [Futura LT Pro Bold](#)



PRODUCT NAME

CONTENTS OF PACKAGE

COMPATIBILITY

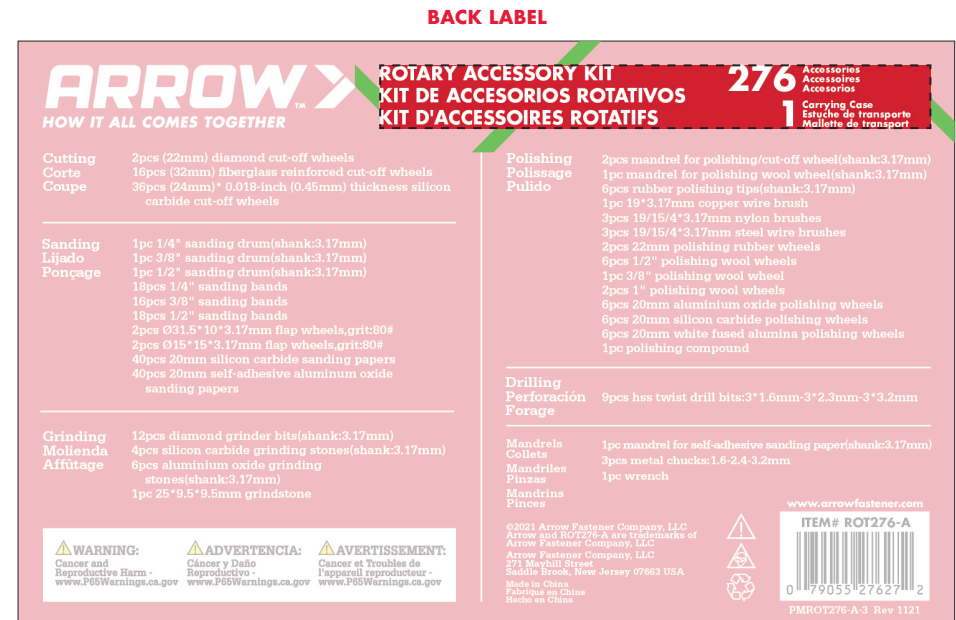


BACK LABEL

To find the live area for the product description (and translations) on the back label, place one spacer at the top, one spacer against the logo, and one along the right edge of the label. When done, add a spacer to the bottom to leave distance between live area and other sections.

FONT: [Futura LT Pro Bold](#)

NOTE: The minimum size for translation text is 4pt, and the translations must always be the same size as its English counterpart.



CLICK HERE

TO ACCESS THE FULL
PRODUCT ICON
LIBRARY

PRODUCT FEATURE ICONS

5

FEATURE/BENEFIT ICONS

Product feature icons (with [translations](#) stacked directly below) should be located in the area between the logo and the product descriptions. All feature/benefit icons can be accessed and downloaded via the icon library link in the upper left.

SIZE: The size of the icons should ideally be equal to the height of the logo but in situations where there are more icons they may be scaled down smaller to fit the live area. **Use best judgment.**

SPACING: Icons and translations should be placed side-by-side (horizontally) and spaced evenly from one another within the live area.

NOTE: The minimum size for translation text is 4pt, and the translations must always be the same size as its English counterpart.

FRONT LABEL



FEATURE & BENEFIT CALLOUTS

To find the live area of your callouts on the back label, use your half chevron spacer (or quarter chevron if space is very limited) below the logo/product description area at the top and above the badges/UPC at the bottom. Also use a half chevron spacer on the left and right edges of the back label. **Use best judgment** to maintain readability in situations where space is extremely limited.

FONT: Serifa STD Bold

BACK LABEL



HOW IT ALL COMES TOGETHER

ROTARY ACCESSORY KIT
KIT DE ACCESORIOS ROTATIVOS
KIT D'ACCESSOIRES ROTATIFS

276

Accessories
Accessoires
Accesorios

1 Carrying Case
Estuche de transporte
Mallette de transport

Cutting Corte Coupe 2pcs (22mm) diamond cut-off wheels 16pcs (32mm) fiberglass reinforced cut-off wheels 36pcs (24mm) * 0.018-inch (0.45mm) thickness silicon carbide cut-off wheels	Polishing Polissage Pulido 2pcs mandrel for polishing/cut-off wheel(shank:3.17mm) 1pc mandrel for polishing wool wheel(shank:3.17mm) 6pcs rubber polishing tips(shank:3.17mm) 1pc 19*3.17mm copper wire brush 3pcs 19/15/4*3.17mm nylon brushes 3pcs 19/15/4*3.17mm steel wire brushes 2pcs 22mm polishing rubber wheels 6pcs 1/2" polishing wool wheels 1pc 3/8" polishing wool wheel 2pcs 1" polishing wool wheels 6pcs 20mm aluminium oxide polishing wheels 6pcs 20mm silicon carbide polishing wheels 6pcs 20mm white fused alumina polishing wheels 1pc polishing compound
Sanding Lijado Ponçage 1pc 1/4" sanding drum(shank:3.17mm) 1pc 3/8" sanding drum(shank:3.17mm) 1pc 1/2" sanding drum(shank:3.17mm) 18pcs 1/4" sanding bands 16pcs 3/8" sanding bands 18pcs 1/2" sanding bands 2pcs Ø31.5*10*3.17mm flap wheels,grit:80# 2pcs Ø15*15*3.17mm flap wheels,grit:80# 40pcs 20mm silicon carbide sanding papers 40pcs 20mm self-adhesive aluminum oxide sanding papers	Drilling Perforación Forage 9pcs hss twist drill bits:3*1.6mm-3*2.3mm-3*3.2mm
Grinding Molienda Affûtage 12pcs diamond grinder bits(shank:3.17mm) 4pcs silicon carbide grinding stones(shank:3.17mm) 6pcs aluminium oxide grinding stones(shank:3.17mm) 1pc 25*9.5*9.5mm grindstone	Mandrels Collets Mandriles Pinzas Mandrins Pincers 1pc mandrel for self-adhesive sanding paper(shank:3.17mm) 3pcs metal chucks:1.6-2.4-3.2mm 1pc wrench

www.arrowfastener.com

ITEM# ROT276-A



0 79055 27627 2

PMROT276-A-3 Rev 1121

WARNING:
Cancer and Reproductive Harm - www.P65Warnings.ca.gov

ADVERTENCIA:
Cáncer y Daño Reproductivo - www.P65Warnings.ca.gov

AVERTISSEMENT:
Cancer et Troubles de l'appareil reproducteur - www.P65Warnings.ca.gov

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Saddle Brook, New Jersey 07663 USA
Made in China
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Hecho en China

NOTE: Translations are not possible for every single item described in the kit, but the main categories (i.e. cutting, sanding, grinding) should include a translation. The minimum size for translation text is 4pt, and the translations must always be the same size as its English counterpart.

NOTES: Using your half and quarter chevron spacers as pictured below, find your live area for the UPC/Safety Icons/Text. Place elements according to the hierarchy shown below. The item # and website use the font [Futura LT Pro Bold](#). For all other text in this area, use font [Serifa STD Bold](#). **Use best judgment** to keep font size readable for the consumer, and for the placement of the UPC, safety icons and text. Always maintain spacing from elements and edges using your half chevron spacer (or quarter chevron spacer when space is extremely limited.)

The minimum size for [translation](#) text is 4pt, and the translations must always be the same size as its English counterpart.

Safety icons can be downloaded from the [icon library](#).

*** Always confirm the most up to date numbers and information from Product Manager prior to releasing files.**



BACK LABEL

ARROW 
HOW IT ALL COMES TOGETHER

ROTARY ACCESSORY KIT
KIT DE ACCESORIOS ROTATIVOS
KIT D'ACCESSOIRES ROTATIFS

276

Accessories
Accessoires
Accessorios

1

Carrying Case
Estuche de transporte
Mallette de transport

Cutting 2pcs (22mm) diamond cut-off wheels
Corte 16pcs (32mm) fiberglass reinforced cut-off wheels
Coupe 36pcs (24mm)* 0.018-inch (0.45mm) thickness silicon carbide cut-off wheels

Sanding 1pc 1/4" sanding drum(shank:3.17mm)
Lijado 1pc 3/8" sanding drum(shank:3.17mm)
Ponçage 1pc 1/2" sanding drum(shank:3.17mm)
18pcs 1/4" sanding bands
16pcs 3/8" sanding bands
18pcs 1/2" sanding bands
2pcs Ø31.5*10*3.17mm flap wheels,grit:80#
2pcs Ø15*15*3.17mm flap wheels,grit:80#
40pcs 20mm silicon carbide sanding papers
40pcs 20mm self-adhesive aluminum oxide sanding papers

Grinding 12pcs diamond grinder bits(shank:3.17mm)
Molienda 4pcs silicon carbide grinding stones(shank:3.17mm)
Affûtage 6pcs aluminium oxide grinding stones(shank:3.17mm)
1pc 25*9.5*9.5mm grindstone

Polishing 2pcs mandrel for polishing/cut-off wheel(shank:3.17mm)
Polissage 1pc mandrel for polishing wool wheel(shank:3.17mm)
Pulido 6pcs rubber polishing tips(shank:3.17mm)
1pc 19*3.17mm copper wire brush
3pcs 19/15/4*3.17mm nylon brushes
3pcs 19/15/4*3.17mm steel wire brushes
2pcs 22mm polishing rubber wheels
6pcs 1/2" polishing wool wheels
1pc 3/8" polishing wool wheel
2pcs 1" polishing wool wheels
6pcs 20mm aluminium oxide polishing wheels
6pcs 20mm silicon carbide polishing wheels
6pcs 20mm white fused alumina polishing wheels
1pc polishing compound

Drilling
Perforación 9pcs hss twist drill bits:3*1.6mm-3*2.3mm-3*3.2mm
Forage

Mandrels 1pc mandrel for self-adhesive sanding paper(shank:3.17mm)
Collets 3pcs metal chucks:1.6-2.4-3.2mm
Mandriles
Pinzas 1pc wrench
Mandrins
Pinces

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ITEM# ROT276-A



PMROT276-A-3 Rev 1121

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www.P65Warnings.ca.gov

ADVERTENCIA:
Cáncer y Daño
Reproductivo -
www.P65Warnings.ca.gov

AVERTISSEMENT:
Cancer et Troubles de
l'appareil reproducteur -
www.P65Warnings.ca.gov

Depending on the product type, this area should be used for any legal mandates such as product warnings (and [translations](#)). **Use your best judgment** on spacing based on the required text for each product. Make sure to maintain proper padding around text area by utilizing your spacer.

NOTE: The minimum size for translation text is 4pt, and the translations must always be the same size as its English counterpart.

PACKAGING GUIDELINES

SLEEVES



SLEEVE LAYOUT OVERVIEW

CLICK ON THE NUMBERS OR TEXT BELOW TO JUMP TO THAT SECTION.

FRONT PANEL

ROT4500K-A

3 **ARROW**™
HOW IT ALL COMES TOGETHER

4 HIGH-PERFORMANCE
VARIABLE-SPEED ROTARY TOOL
HERRAMIENTA ROTATIVA DE ALTO
RENDIMIENTO DE VELOCIDAD VARIABLE
OUTIL ROTATIF HAUTE PERFORMANCE
À VITESSE VARIABLE

6

1

51 Accessories
Accessoires
Accesorios

4

1

5

2 YEAR WARRANTY
2 ANOS DE GARANTIA
GARANTIE DE 2 ANS

MANDRELS & COLLETS
MANDRILS & PINZAS
MANDRINS & PINCES

GRINDING
MOLIENDA
AFFÛTAGE

SANDING
LIJADO
PONÇAGE

CUTTING
CORTE
COUPE

POLISHING
PULISAGE
PULIDO

BACK PANEL

ROT4500K-A

3 **ARROW**™
HOW IT ALL COMES TOGETHER

4 HIGH-PERFORMANCE
VARIABLE-SPEED ROTARY TOOL
HERRAMIENTA ROTATIVA DE ALTO
RENDIMIENTO DE VELOCIDAD VARIABLE
OUTIL ROTATIF HAUTE PERFORMANCE
À VITESSE VARIABLE

51 Accessories
Accessoires
Accesorios

1 Storage Case
Estuche de almacenamiento
Casier de rangement

4

6

7

9

8

2 YEAR WARRANTY
2 ANOS DE GARANTIA
GARANTIE DE 2 ANS

CUTTING
Corpe
Coupe

5pcs 1.25" (32mm) fiberglass reinforced cut-off wheels

Sanding
Lijado
Ponçage

1pc ½" (12.7mm) sanding drum
8pcs ½" (12.7mm) sanding bands
30pcs 20mm sanding papers

Polishing
Pulissage
Pulido

2pcs 1" (25mm) polishing wool wheels

Grinding
Molienda
Affûtage

2pcs aluminum oxide grinding stones
1pcs silicon carbide grinding stone

Mandrels & Collets
Mandriles & Pinzas
Mandrins & Pince

1pc mandrel for polishing/cut-off wheel
1pc mandrel for polishing wool wheel

PERFORMANCE SAFETY
To avoid injury and injury, please read the instructions manual included with your product.

WARNING:
Cauter et
Respectez les
www.200wattings.ca.gov

ADVERTENCIA:
Cauter y
Respecte
www.200wattings.ca.gov

AVERTISSEMENT:
Cauter et
Respectez
www.200wattings.ca.gov

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Arrow Fastener Company, LLC
271 Mayhill Street
Saddle Brook, New Jersey 07663 USA
Made in China
Fabriqué en Chine
Herido en Chine

ITEM #ROT4500K-A
0 790551 45000 9

PMROT4500K-A-EN Rev. 1/21

BOTTOM PANEL

3 **ARROW**™
HOW IT ALL COMES TOGETHER

4 HIGH-PERFORMANCE
VARIABLE-SPEED ROTARY TOOL
HERRAMIENTA ROTATIVA DE ALTO RENDIMIENTO DE
VELOCIDAD VARIABLE
OUTIL ROTATIF HAUTE PERFORMANCE À VITESSE VARIABLE

51 Accessories
Accessoires
Accesorios

1 Storage Case
Estuche de almacenamiento
Casier de rangement

6

5

2 YEAR WARRANTY
2 ANOS DE GARANTIA
GARANTIE DE 2 ANS

CUTTING
CORTE
COUPE

POLISHING
PULISAGE
PULIDO

MANDRELS & COLLETS
MANDRILS & PINZAS
MANDRINS & PINCES

SANDING
LIJADO
PONÇAGE

GRINDING
MOLIENDA
AFFÛTAGE

ROT4500K-A

1. GRAPHIC ELEMENTS
2. COLOR BRAND BAR
3. ARROW LOGO

4. PRODUCT DESCRIPTIONS
5. PRODUCT FEATURE ICONS
6. PRODUCT PHOTOGRAPHY

7. ADDITIONAL PRODUCT INFO
8. UPC, SAFETY ICONS & TEXT
9. EXTRA CONTENT AREA

ARROW 

HOW IT ALL COMES TOGETHER

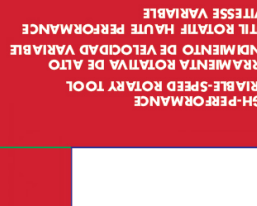
HIGH-PERFORMANCE VARIABLE-SPEED ROTARY TOOL

HERRAMIENTA ROTATIVA DE ALTO RENDIMIENTO DE VELOCIDAD VARIABLE

OUTIL ROTATIF HAUTE PERFORMANCE À VITESSE VARIABLE

51 Accessories
Accessories
Accessories

1 Storage Case
Cofre de almacenamiento
Cofre de armazenamento



ARROW 

HOW IT ALL COMES TOGETHER

HIGH-PERFORMANCE VARIABLE-SPEED ROTARY TOOL

HERRAMIENTA ROTATIVA DE ALTO RENDIMIENTO DE VELOCIDAD VARIABLE

OUTIL ROTATIF HAUTE PERFORMANCE À VITESSE VARIABLE

51 Accessories
Accessories
Accessories

1 Storage Case
Cofre de almacenamiento
Cofre de armazenamento



ARROW 

HOW IT ALL COMES TOGETHER

HIGH-PERFORMANCE VARIABLE-SPEED ROTARY TOOL

HERRAMIENTA ROTATIVA DE ALTO RENDIMIENTO DE VELOCIDAD VARIABLE

OUTIL ROTATIF HAUTE PERFORMANCE À VITESSE VARIABLE

51 Accessories
Accessories
Accessories

1 Storage Case
Cofre de almacenamiento
Cofre de armazenamento



ARROW 

HOW IT ALL COMES TOGETHER

HIGH-PERFORMANCE VARIABLE-SPEED ROTARY TOOL

HERRAMIENTA ROTATIVA DE ALTO RENDIMIENTO DE VELOCIDAD VARIABLE

OUTIL ROTATIF HAUTE PERFORMANCE À VITESSE VARIABLE

51 Accessories
Accessories
Accessories

1 Storage Case
Cofre de almacenamiento
Cofre de armazenamento



ARROW 

HOW IT ALL COMES TOGETHER

HIGH-PERFORMANCE VARIABLE-SPEED ROTARY TOOL

HERRAMIENTA ROTATIVA DE ALTO RENDIMIENTO DE VELOCIDAD VARIABLE

OUTIL ROTATIF HAUTE PERFORMANCE À VITESSE VARIABLE

51 Accessories
Accessories
Accessories

1 Storage Case
Cofre de almacenamiento
Cofre de armazenamento



ARROW 

HOW IT ALL COMES TOGETHER

HIGH-PERFORMANCE VARIABLE-SPEED ROTARY TOOL

HERRAMIENTA ROTATIVA DE ALTO RENDIMIENTO DE VELOCIDAD VARIABLE

OUTIL ROTATIF HAUTE PERFORMANCE À VITESSE VARIABLE

51 Accessories
Accessories
Accessories

1 Storage Case
Cofre de almacenamiento
Cofre de armazenamento



CREATING YOUR SPACING GUIDE

STEP 1 (IMPORTANT)

In this step you will be creating a guide that will determine the spacing for all package design elements. Start by scaling the [logo](#) to 1/2 the width of the front panel of the package.



FRONT PANEL

STEP 2

Using the logo at this size, **cut the chevron in half** to create your spacing and layout guide. Additionally, in this package type, you will also make use of a **quarter chevron** for smaller spaces. Note color differences below.



SPACER USAGE EXAMPLE

Use half and quarter chevron sizing tool to determine proper spacing of subsequent graphic/text elements as shown below.



BACK PANEL

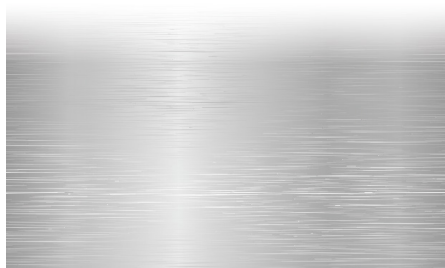
CLICK HERE

TO DOWNLOAD THE
**GRAPHIC
ELEMENTS**

PASSWORD: 7Fwcwh4T

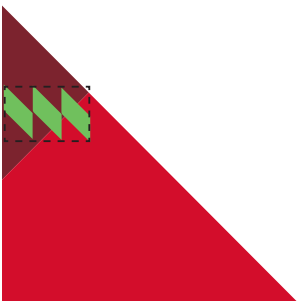
METALLIC TEXTURE

To be used as a background image, the metallic texture should fill approximately **1/2 the height of its respective panel**.



CORNER TRIANGLE

The corner triangle is a graphic element that should span **1/2 the height of the front panel**. The dark red portion of the triangle should be determined using **3 half chevrons**. For the bottom panel, use the corner triangle you created on the front panel and proportionally scale the triangle to about **1/2 the height of the bottom panel**. **Use best judgment.**



GRAPHIC ELEMENTS

1

FRONT PANEL



centerpoint

BOTTOM PANEL



centerpoint

STEP 1

The height of the brand bar should be equal to 1 of your half chevron spacers.



FRONT PANEL

STEP 2

To determine the width of the dark red color, use 7 spacers flipped 90° to measure the distance from the right edge to the tip of the dark red.



STEP 3

Place one of the flipped spacers from the previous step on the far left side of your brand bar. This will show you where to place your product number (e.g. ROT276-A). The height of the product number text should not exceed 50% of the brand bar height and placed 1 pixel down from the center of the brand bar. (See product description section for placement of product numbers when no brand bar is present).

FONT: **Futura LT Pro Bold**



NOTE: "ROT4500K-A" (the item #) may also appear in other areas outside of the color brand bar. See "[Product description](#)" section.

STEP 1

To determine the size and placement of the logo, place one spacer flush against the far left die line, one against the top brand bar, and one flush against the centerpoint. Then scale the logo to fit within the spacers.

NOTE: Always maintain proper logo ratios as per brand guidelines. Do not stretch or distort the logo to fit.



STEP 2

Once the logo is properly scaled and placed within the top, left, and right spacers, add an additional half chevron at the bottom to maintain uniform spacing on all sides.



FRONT PANEL

To find the size of your product description (and [translations](#)) live area, place one spacer from the right die line, one from the top brand bar, and one to the right of the logo. Make sure to keep one spacer's distance from all imagery and icons below.



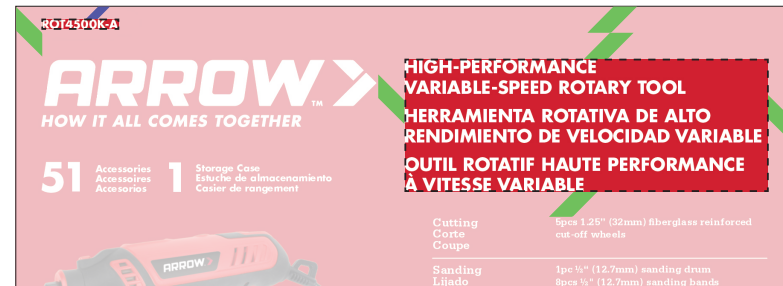
FONT: [Futura LT Pro Bold](#)

NOTE: The minimum size for translation text is 4pt, and the translations must always be the same size as its English counterpart.

BACK PANEL

To determine your live area on the back panel, place two spacers down from the top die line, one spacer from the right die line, and one to the right of the logo. Then place one spacer below the live area box to maintain spacing from other elements.

ITEM # PLACEMENT: The item # should be placed 1 quarter chevron spacer from the top, 1 half chevron spacer from the right edge of the panel.



BOTTOM PANEL

Similar to the front panel, your live area will keep one spacer from the logo, one from the top, and one from the right die line. Due to a lack of space, maintain at least one quarter chevron spacer from the icons below.



CLICK HERE

TO ACCESS THE FULL
PRODUCT ICON
LIBRARY

PRODUCT FEATURE ICONS

5

FRONT PANEL

Product feature icons (and [translations](#) stacked vertically below) should be located below the product descriptions, on the right side of the front panel. First, add 1 half chevron spacer below the product description, 1 spacer flush against the bottom edge, and 1 spacer against the right edge. The live area can then extend to the centerpoint of the front panel. **Use best judgment** to position icons within the available space.

SIZE: Icons should not exceed a width of 3 half chevron spacers (flipped 90 degrees) and should not be smaller than 2 half chevron spacers (flipped 90 degrees).



max. width
= 3 spacers

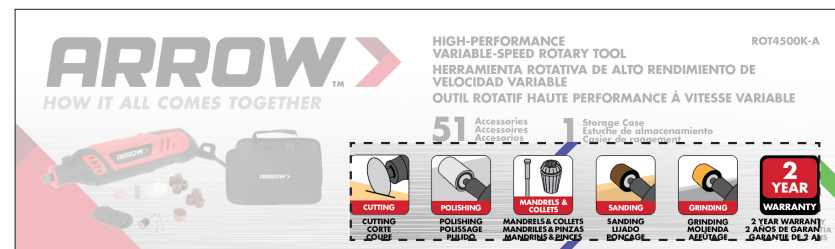


min. width
= 2 spacers

SPACING: Icons can be placed horizontally, vertically, or a combination of both (**use best judgment** based on available space.) Regardless, spacing between the icons and translations should remain consistent.

BOTTOM PANEL

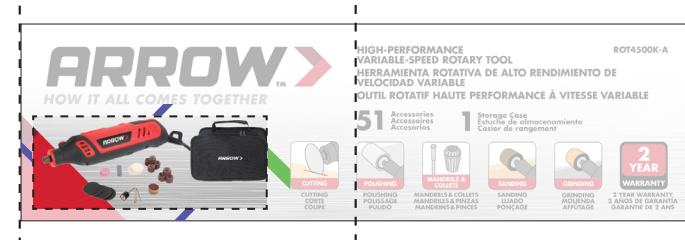
Product feature icons (and translations stacked vertically below) should be located below the product descriptions. First, add 1 quarter chevron spacer below the product description, 1 quarter chevron spacer flush against the bottom edge, and 1 half chevron spacer against the right edge. Be sure to reserve some space for the product photography below the logo. **Use best judgment** to position icons within the available space.



SIZE: Due to the extremely limited space on the bottom panel, the width of the icons will be approximately 2 half chevron spacers (flipped 90 degrees).

SPACING: Icons on the bottom panel will be placed horizontally within the live area. Spacing between the icons and translations should remain consistent.

NOTE: The minimum size for translation text is 4pt, and the translations must always be the same size as its English counterpart.



FEATURE & BENEFIT CALLOUTS

To find the live area of your callouts on the back label, use your half chevron spacer against all panel edges and around and other graphic/text elements. **Use best judgment** in situations where space is extremely limited.

FONT: Serifa STD Bold

NOTE: Translations are not possible for every single item described in the kit, but the main categories (i.e. cutting, sanding, polishing) should include a translation. The minimum size for translation text is 4pt, and the translations must always be the same size as its English counterpart.

BACK PANEL

ROT4500K-A

ARROW™

HOW IT ALL COMES TOGETHER

51 Accessories
Accesoires
Accessorios

1 Storage Case
Estuche de almacenamiento
Casier de rangement

**HIGH-PERFORMANCE
VARIABLE-SPEED ROTARY TOOL**

**HERRAMIENTA ROTATIVA DE ALTO
RENDIMIENTO DE VELOCIDAD VARIABLE**

**OUTIL ROTATIF HAUTE PERFORMANCE
À VITESSE VARIABLE**

**Cutting
Corte
Coupe**

5pcs 1.25" (32mm) nberglass reinforced cut-off wheels

**Sanding
Lijado
Ponçage**

1pc ½" (12.7mm) sanding drum
8pcs ½" (12.7mm) sanding bands
30pcs 20mm sanding papers

**Polishing
Polissage
Pulido**

2pcs 1" (25mm) polishing wool wheels

**Grinding
Molienda
Affûtage**

2pcs aluminum oxide grinding stones
1pcs silicon carbide grinding stone

**Mandrels & Collets
Mandriles & Pinzas
Mandrins & Pincas**

1pc mandrel for polishing/cut-off wheel
1pc mandrel for polishing wool wheel

1.6 Amp Motor
Variable-Speed
10,000 to 35,000 rpm
6 Variable Speed Settings
Storage Case Included
UL Certified

• Motor de 1.6 amp
• Velocidad-Variable
de 10,000 a 35,000 rpm
• 6 ajustes variables de velocidad
• Incluye estuche de almacenamiento
• Certificación UL

• Moteur de 1.6 A
• Vitesse-Variable
de 10 000 à 35 000 tr/min
• 6 réglages de la vitesse variable
• Étui de rangement inclus
• C-UL6 UL

PERFORMANCE SAFETY
To avoid injury and misuse, please read the instruction manual included before operation.

WARNING:
Cancer and Reproductive Harm - www.P65Warnings.ca.gov

ADVERTENCIA:
Cáncer y Daño Reproductivo - www.P65Warnings.ca.gov

AVERTISSEMENT:
Cancer et Troubles de l'appareil reproducteur - www.P65Warnings.ca.gov

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Arrow Fastener Company, LLC
271 Mayhill Street
Saddle Brook, New Jersey 07663 USA
Made in China
Fabriqué en Chine
Hecho en China

www.arrowfastener.com

ITEM #ROT4500K-A

79055 45000 9

PMROT4500K-A-EN Rev 121

NOTES: Using your half chevron spacers as pictured below, find your live area for the UPC/Safety Icons/Text. Place elements according to the hierarchy shown below. The item # and website use the font [Futura LT Pro Bold](#). All other text in this area is use font [Serifa STD Bold](#).

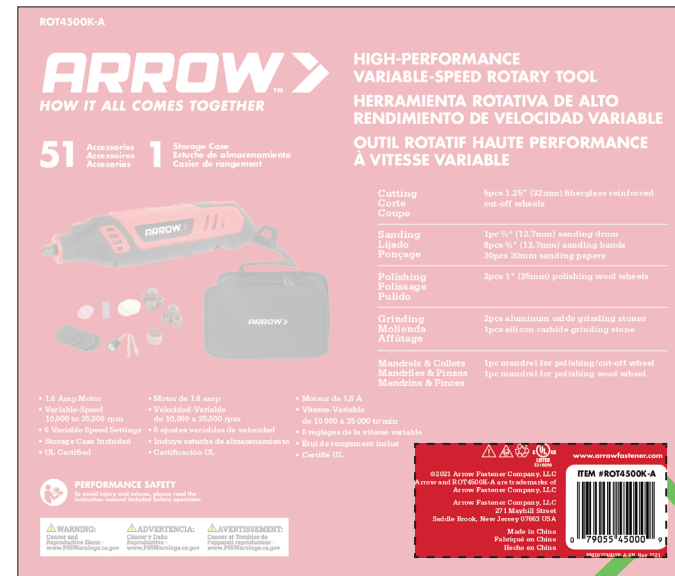
Use best judgment to keep font size readable for the consumer, and for the placement of the UPC, safety icons, and text. Always maintain spacing from elements and edges using your half chevron spacer (or quarter chevron spacer when space is extremely limited.)

The minimum size for [translation](#) text is 4pt, and the translations must always be the same size as its English counterpart.

Safety icons can be downloaded from the [icon library](#).

***Always confirm the most up to date numbers and information from Product Manager prior to releasing files.**

BACK PANEL



SAFETY ICONS

WEBSITE

COPYRIGHT INFO

CORPORATE ADDRESS

MANUFACTURING LOCATION (and translations)



UPC

BACK PANEL

ROT4500K-A

ARROW
HOW IT ALL COMES TOGETHER

51 Accessories
Accessoires
Accesorios

1 Storage Case
Estuche de almacenamiento
Casier de rangement



**HIGH-PERFORMANCE
VARIABLE-SPEED ROTARY TOOL**

**HERRAMIENTA ROTATIVA DE ALTO
RENDIMIENTO DE VELOCIDAD VARIABLE**

**OUTIL ROTATIF HAUTE PERFORMANCE
À VITESSE VARIABLE**

Cutting Corte Coupe	5pcs 1.25" (32mm) fiberglass reinforced cut-off wheels
Sanding Lijado Ponçage	1pc ½" (12.7mm) sanding drum 8pcs ½" (12.7mm) sanding bands 30pcs 20mm sanding papers
Polishing Polissage Pulido	2pcs 1" (25mm) polishing wool wheels
Grinding Molienda Affûtage	2pcs aluminum oxide grinding stones 1pcs silicon carbide grinding stone
Mandrels & Collets Mandriles & Pinzas Mandrins & Pinces	1pc mandrel for polishing/cut-off wheel 1pc mandrel for polishing wool wheel

- 1.6 Amp Motor
- Variable-Speed
10,000 to 35,000 rpm
- 6 Variable Speed Settings
- Storage Case Included
- UL Certified

- Motor de 1.6 amp
- Velocidad-Variable
de 10,000 a 35,000 rpm
- 6 ajustes variables de velocidad
- Incluye estuche de almacenamiento
- Certificación UL

- Moteur de 1.6 A
- Vitesse-Variable
de 10 000 à 35 000 tr/min
- 6 réglages de la vitesse variable
- Etui de rangement inclus
- Certifié UL

PERFORMANCE SAFETY
To avoid injury and misuse, please read the instruction manual included before operation.

WARNING:
Cancer and Reproductive Harm - www.P65Warnings.ca.gov

ADVERTENCIA:
Cáncer y Daño Reproductivo - www.P65Warnings.ca.gov

AVERTISSEMENT:
Cancer et Troubles de l'appareil reproducteur - www.P65Warnings.ca.gov

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Arrow Fastener Company, LLC
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Saddle Brook, New Jersey 07663 USA
Made in China
Fabrique en Chine
Hecho en China

www.arrowfastener.com

ITEM #ROT4500K-A

0 79055 45000 9

PMROT4500K-A-EN Rev 1/21

NOTES: Depending on the product type, this area located on the back panel should be used for any legal mandates such as product warnings. **Use your best judgment** on spacing based on the required text for each product. Make sure to maintain proper padding around text area by utilizing your spacer.

Safety icons can be downloaded from the [icon library](#).

The minimum size for translation text is 4pt, and the translations must always be the same size as its English counterpart.

***Always confirm the most up to date numbers and information from Product Manager prior to releasing files.**

PACKAGING GUIDELINES

MASTER/INNER CARTONS



MASTER / INNER CARTON LAYOUT OVERVIEW

CLICK ON THE NUMBERS OR TEXT BELOW TO JUMP TO THAT SECTION.

WIDE BOX

TOP PANEL



PRIMARY SIDE PANEL



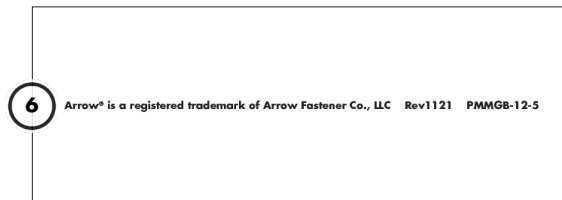
SECONDARY SIDE PANEL A



SECONDARY SIDE PANEL B



BOTTOM PANEL

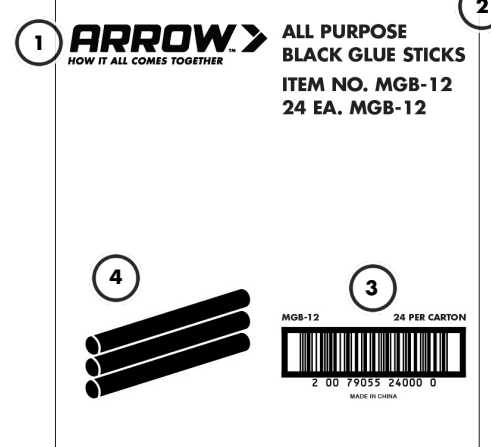


TALL BOX

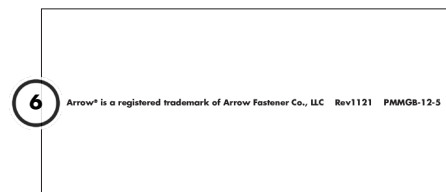
TOP PANEL



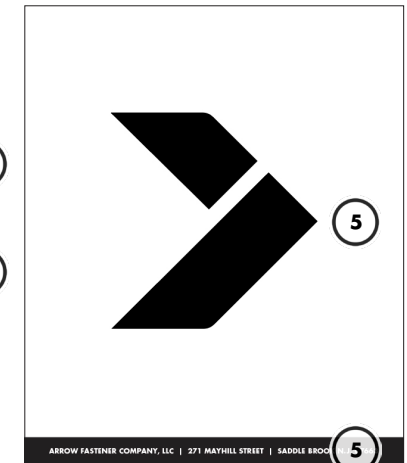
PRIMARY SIDE PANEL



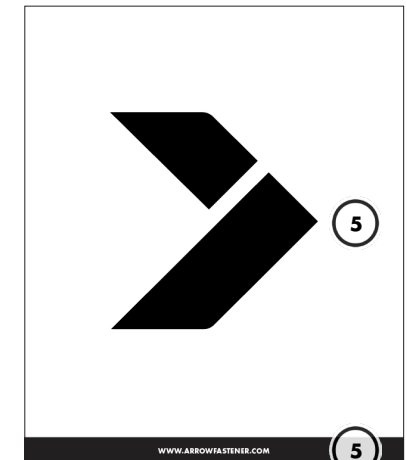
BOTTOM PANEL



SECONDARY SIDE PANEL A



SECONDARY SIDE PANEL B



1. ARROW LOGO

2. PRODUCT DESCRIPTIONS

3. UPC LOCKUP

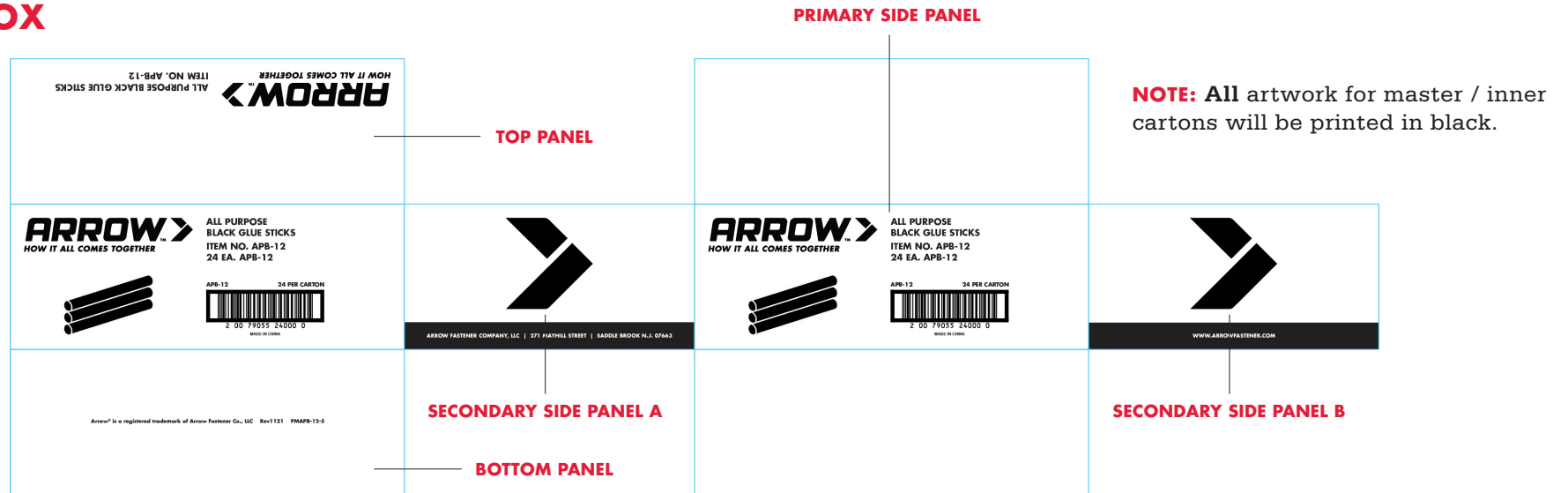
4. PRODUCT ILLUSTRATION

5. GRAPHIC ELEMENTS

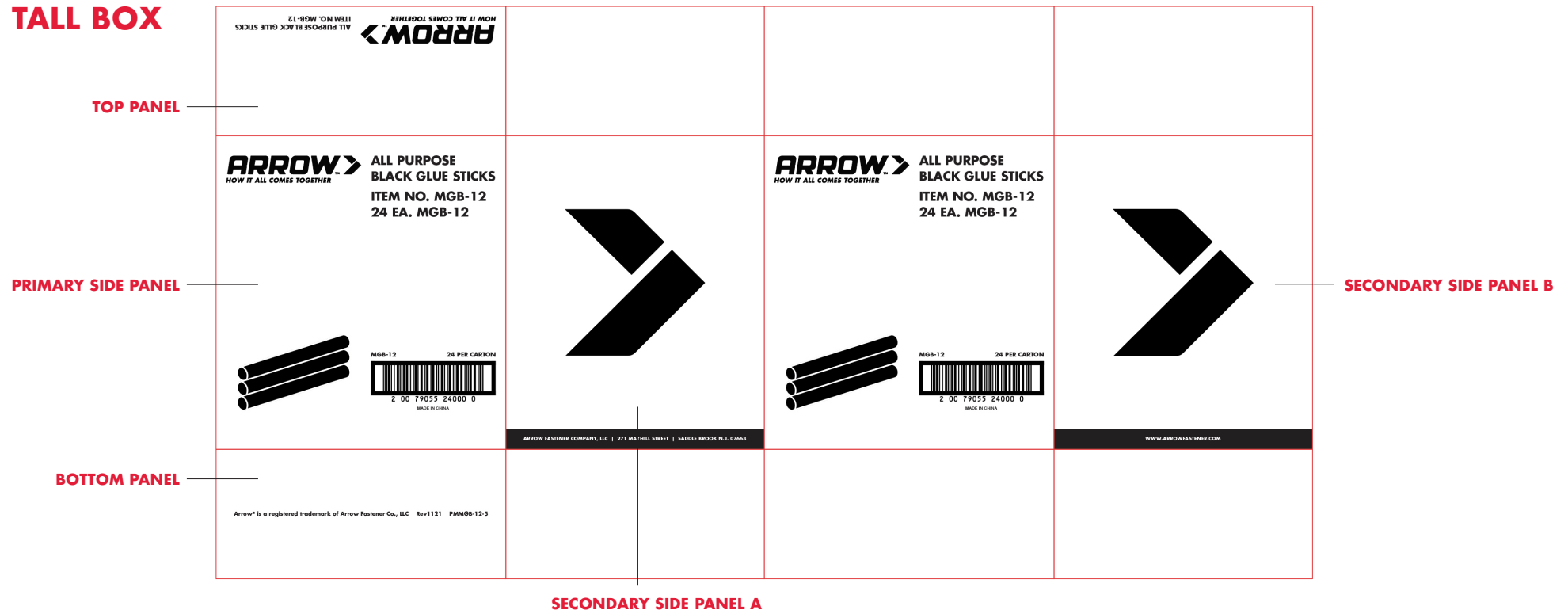
6. ADDITIONAL PRODUCT INFO

COMPLETED MASTER / INNER CARTON TEMPLATES

WIDE BOX



TALL BOX



STEP 1 (IMPORTANT)

In this step you will be creating a guide that will determine the spacing for all package design elements. Whether you are working with a wide or tall box template, start by scaling the [logo](#) to 1/2 the width of the primary side panel of the package.



STEP 2

Using the logo at this size, **cut the chevron in half** to create your spacing and layout guide.



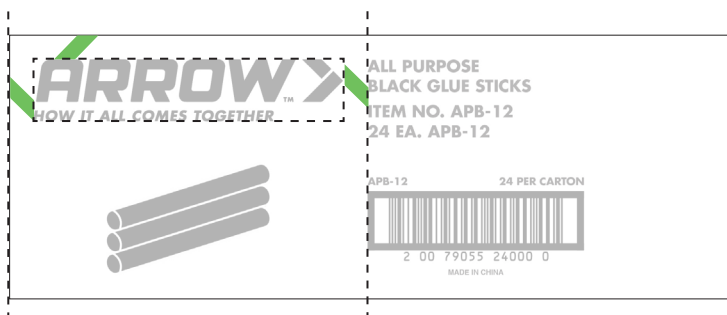
SPACER USAGE EXAMPLE

Use half chevron sizing tool to determine proper spacing of subsequent graphic/text elements as shown below.

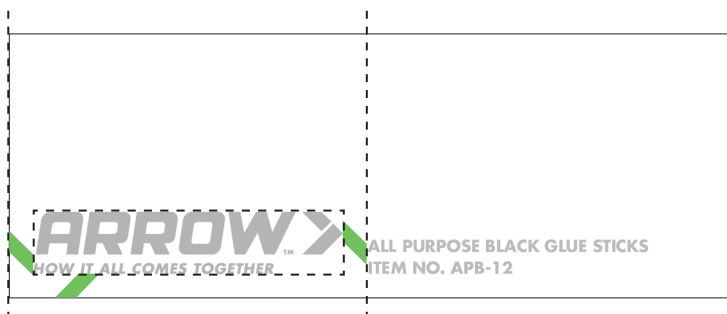


WIDE BOX

PRIMARY SIDE PANEL: To determine the size and placement of the logo on the primary side panel, place 1 spacer flush against the top die line, 1 against the left die line, and 1 against the left side of the centerpoint. Then, scale the logo to fit within the spacers.



TOP PANEL: Place the logo on the top panel 1 spacer from the left edge, 1 spacer from the bottom edge, and 1 against the left side of the centerpoint. Then, scale the logo to fit within the spacers.



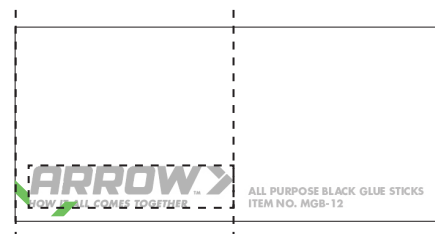
NOTE: Always maintain proper logo ratios as per brand guidelines. Do not stretch or distort the logo to fit.

TALL BOX

PRIMARY SIDE PANEL: To determine the size and placement of the logo on the primary side panel, place two spacers flush against the top die line and one against the left die line. Then scale the logo until it fits within the spacers and is flush to the centerpoint.



TOP PANEL: Using the same size logo from the previous step, place the logo on the top panel 1 spacer from the left edge and 1 spacer from the bottom edge. It should rest flush against the centerpoint.



MAIN PRODUCT DESCRIPTION

Whether you are working with a wide or tall box template, determine the live area of your product description on the primary side panel by placing 1 spacer against the right edge of the logo and 1 spacer on the right edge of the panel. Left align the text, and align text to the top of the logo (two spacers from the top edge). Font size is dependent on the available space, **use best judgment** using the photos below as a guide.

FONT: [Futura LT Pro Bold](#)

TALL BOX - PRIMARY SIDE PANEL



WIDE BOX - PRIMARY SIDE PANEL



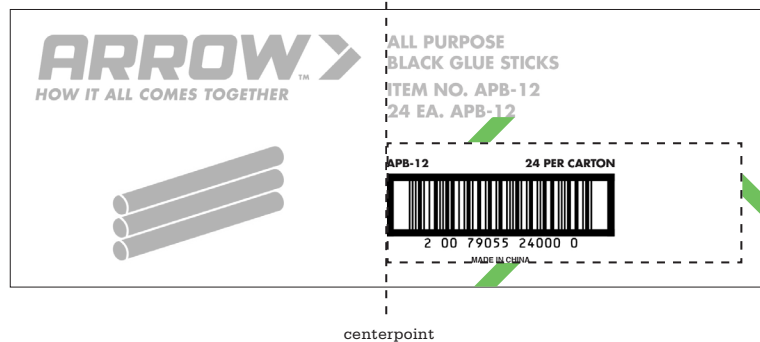


NOTE: Located on the primary side panel, the UPC area for the master / inner carton is comprised of the UPC, the item number, carton quantity, and manufacturing location.

WIDE BOX

To determine the live area for the UPC lockup, place 1 spacer flush against the bottom edge, the right edge, and below the bottom of the product description. The live area can extend all the way to the panel centerpoint. Align the UPC lockup to the left and bottom of the live area as shown.

PRIMARY SIDE PANEL



TALL BOX

To determine the live area for the UPC lockup, place 4 spacers flush against the bottom edge, 4 below the bottom of the product description, 1 against the right edge, and 1 against the right side of the logo. Then, scale the UPC lockup to fit the width of the live area and align to the bottom of the live area.

PRIMARY SIDE PANEL



[CLICK HERE](#)

TO ACCESS THE FULL
PRODUCT ICON
LIBRARY

PRODUCT ILLUSTRATION

4

WIDE BOX

The product illustration is located on the primary side panel, below the logo and to the left of the UPC lockup. To find the live area, add 1 spacer below the logo, 1 spacer against the bottom edge of the panel, 2 spacers against the left edge of the panel, and 2 spacers against the left edge of the UPC lockup. Align the illustration to the bottom edge of the live area, and center it horizontally.

PRIMARY SIDE PANEL



TALL BOX

The product illustration is located on the primary side panel, below the logo and to the left of the UPC lockup. To find the live area, add 4 spacers below the logo, 4 spacers against the bottom edge of the panel, 2 spacers against the left edge of the panel, and 2 spacers against the left edge of the UPC lockup. Align the illustration to the bottom edge of the live area, and center it horizontally.

PRIMARY SIDE PANEL



NOTE: Located on the secondary side panels, the graphic elements for the master / inner cartons are comprised of the icon from the arrow logo, and a footer at the bottom of the panel that contains either the corporate address (secondary side panel A) or the Arrow website (secondary side panel B).

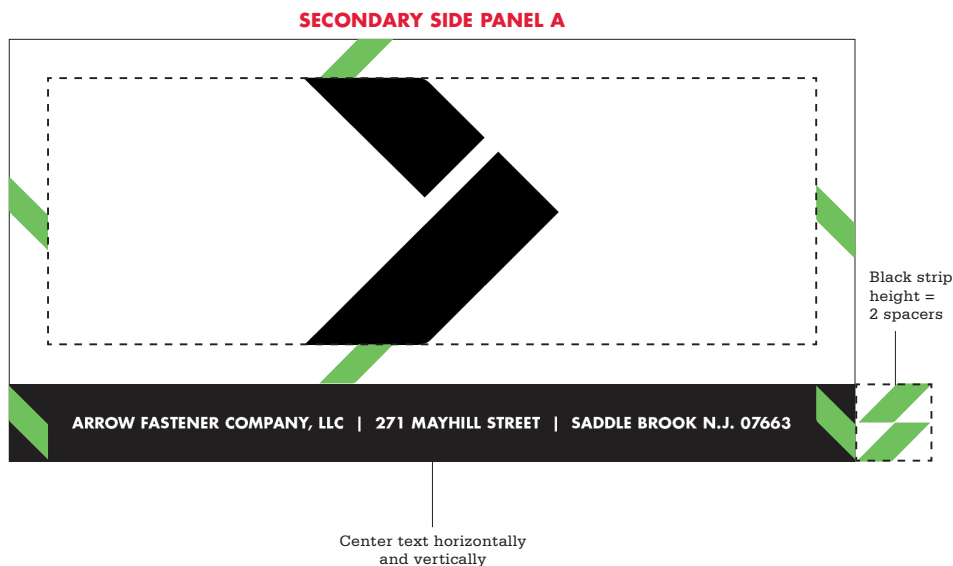
WIDE BOX

STEP 1: Starting with secondary side panel A, create a footer that spans the width of the panel. The height of the black strip will be 2 spacers from the bottom edge.

STEP 2: Next, insert the Arrow corporate address as shown using [Futura LT Pro Bold](#) (knocked out), centering the text vertically and horizontally within the black strip.

STEP 3: Find the live area of the Arrow icon by placing 1 spacer flush against the top of the black strip, and 1 flush against the top edge of the panel. Center the Arrow icon vertically and horizontally within the live area.

STEP 4: For secondary side panel B, duplicate artwork for the previous steps and replace the corporate address with the Arrow website.



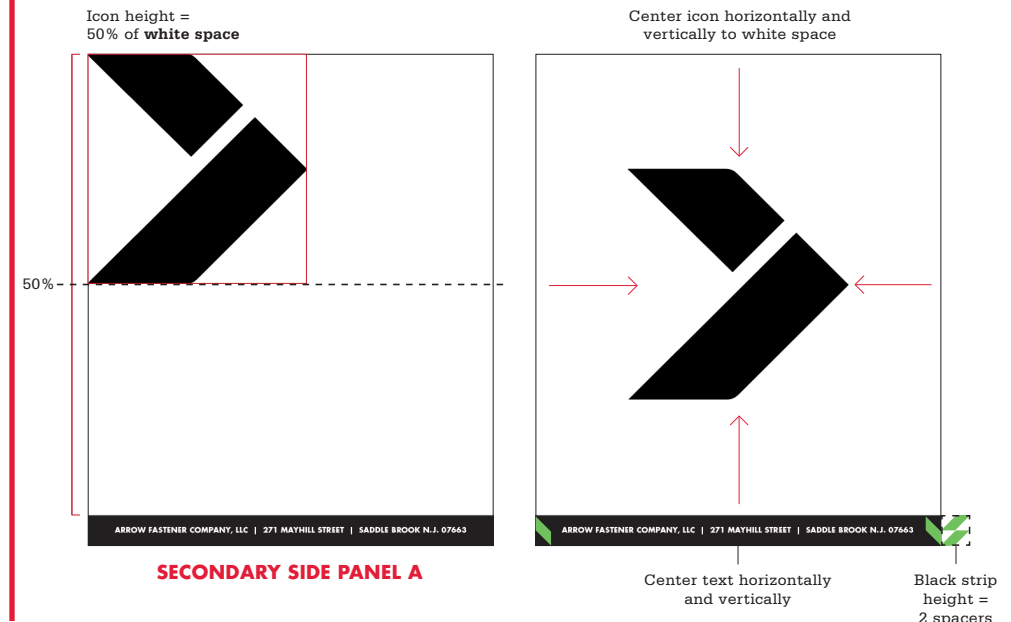
TALL BOX

STEP 1: Starting with secondary side panel A, create a footer that spans the width of the panel. The height of the black strip will be 2 spacers from the bottom edge.

STEP 2: Next, insert the Arrow corporate address as shown using [Futura LT Pro Bold](#) (knocked out), centering the text vertically and horizontally within the black strip.

STEP 3: Determine the size of the Arrow icon by scaling it to 50% of the height of the remaining white space. Center the Arrow icon vertically and horizontally within the white space.

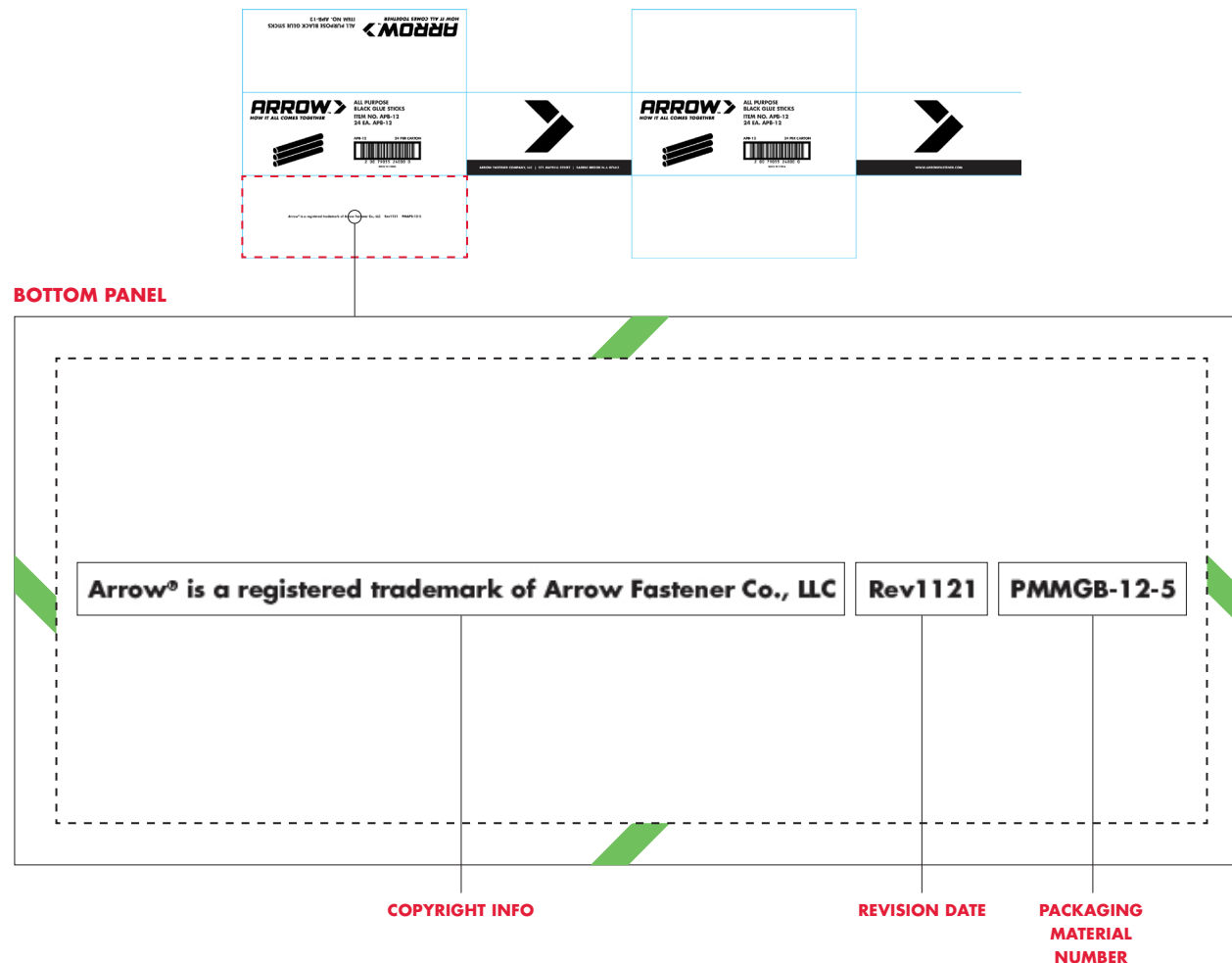
STEP 4: For secondary side panel B, duplicate artwork for the previous steps and replace the corporate address with the Arrow website.



BOTTOM PANEL PRODUCT INFO

Whether you are working with a short or tall box template, determine the live area of your product description by placing one spacer against all four edges of the panel. Keeping text on a single line, use [Futura LT Pro Bold](#) and center the text horizontally and vertically. Font size is dependent on the available space, **use best judgment** using the photos below as a guide.

NOTE: Located on the bottom panel, the additional product info for the master / inner carton is comprised of the copyright info, revision date, and packaging material number.



PACKAGING GUIDELINES

TOOL LABELS





WHAT IS A TOOL LABEL?

Tool labels are stickers or graphics placed directly on the tool showcasing a logo and/or important safety or model information.

NOTES: To determine whether the product you are designing for requires a tool label, **check with your project manager.** Information shown on tool labels will vary, and your project manager can confirm this information.

Tool labels will have a solid black background, all text will be white, and show the version of the [Arrow logo](#) with white/red and no tagline as shown below.

Due to the extremely limited space available when designing a tool label, **use best judgment** in sizing the logo and text, making it as large as possible while maintaining sufficient clearance from the die line.

Safety icons can be downloaded from the [icon library](#).

***Always confirm the most up to date numbers and information from Product Manager prior to releasing files.**

TOOL LABEL LAYOUT EXAMPLES



BRAND TEAM
CONTACT

Arrow Fastener Co., LLC
271 Mayhill Street
Saddle Brook, NJ 07663
800.776.2228
brandteam@arrowfastener.com