

Pure Audio Blu-ray

Packaging and Printing Specifications

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1) General

Several packaging options are available for Pure Audio Blu-ray.
Printed material must comply with the following specifications.

Colour

Blue areas mentioned in this document must follow the colour guideline:

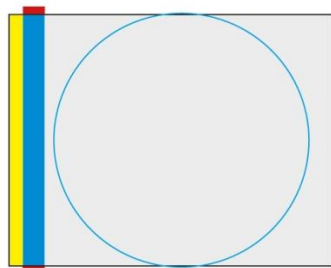
CMYK: C 100% M 20% Y 0% K 0%

Pantone: 2925 C

HKS: 49

2) Packaging Options

a) Jewel case, transparent tray with inlay card (printing on inside page)



Dimension of yellow area:
width 6.5 mm, height 118 mm, no printing on this area.

The blue area is the visible area of a transparent tray, viewed from the front.

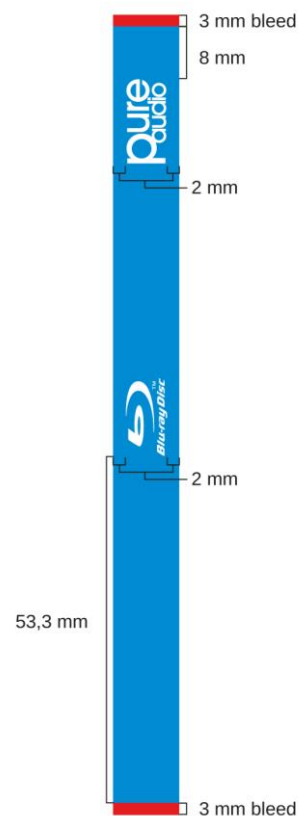
Dimension of the blue area:
width 10 mm, height 118 mm.

3 mm bleed (red) must be added at the top and lower edges of the artwork. Bleed must be blue-coloured.

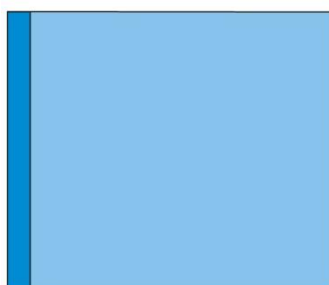
The blue area has to be placed on the left side of the inlay card's inside page.

The Blu-ray disc logo has to be placed in the middle of the blue area, the Pure Audio logo has to be placed at the top of the blue area.

Height of both logos: 6 mm



b) Jewel case, blue-transparent tray

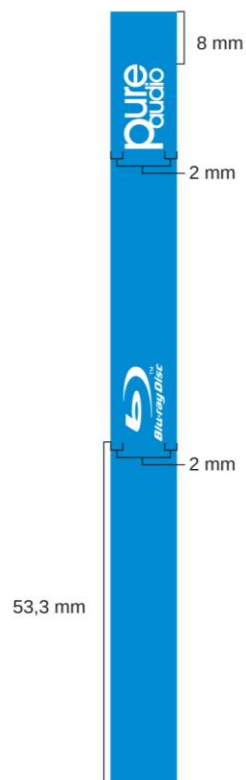


The Pure Audio and Blu-ray disc logos have to be placed on the dark-blue coloured area.

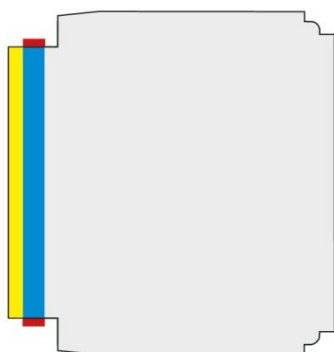
Blu-ray disc logo has to be placed in the middle of the dark-blue coloured area, Pure Audio logo has to be placed at the top of the dark-blue coloured area.

Height of the logos: 8 mm.

As the tray is blue-clear, the logos are printed without a background colour.



c) Super Jewel case, transparent tray with inlay card,
(printing on inside page)



Dimension of yellow area:
width 7.2 mm, height 97 mm; no print on this area.

Blue area is the visible area of a transparent tray, viewed from the front.

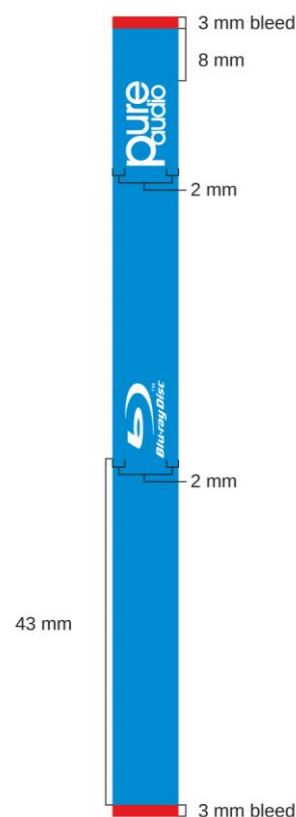
Dimension of the blue area:
width 10 mm, height 97 mm.

3 mm bleed (red) must be added at the top and lower edges of the artwork. Bleed must be blue-coloured.

The blue area has to be placed on the left side of the inlay card's inside page.

The Blu-ray disc logo has to be placed in the middle of the blue area, the Pure Audio logo has to be placed at the top of the blue area

Height of both logos: 6 mm.



d) Digipak

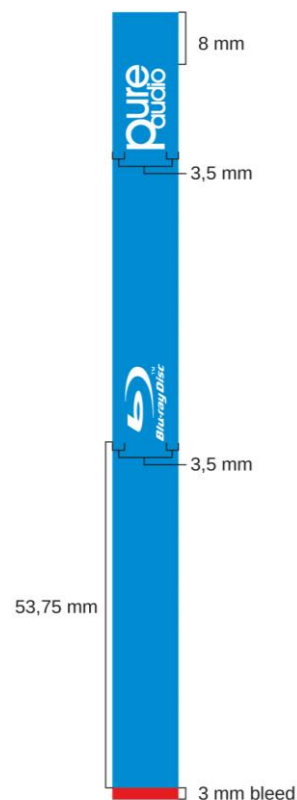


Dimension of the blue area:
width 15 mm, height 125,5 mm.

3 mm bleed (red) must be added at the lower edge of the cover. Bleed must be blue-coloured.

The blue area has to be placed on the left side of the cover. Blu-ray disc logo has to be placed in the middle of the blue-coloured area, Pure Audio logo has to be placed at the top of the blue-coloured area.

Height of both logos: 8 mm.



e) Sticker



Dimension of the sticker: width: 40 mm (width is fixed, height can be individually adapted)
 Background of the sticker: black, blue or white.
 3 mm bleed must be added. Edges must be rounded.

Width of Pure Audio logo: 13 mm

Width of Blu-ray disc logo: 12 mm

Blu-ray disc logo has to be placed on the left side, Pure Audio logo has to be placed on the right side of the blue-coloured area, both on the top.

