



### **Option 1**

Modern and geometric. The angles and contours of the mark are precise and solid. The outer elements of the mark and the piece in the center were drawn to allude "protection." The white space which cutting through indicates the flow of the supply & distribution channels.

Klavika Bold was used as the typeface due to its clean, industrial and direct nature.



### **Option 2**

Professional and durable. Focusing on "protecting your product and your profit," the mark is a dense geometric shield with "A" at the center. The notches in the mark indicate industrial structure, with careful consideration to their placement, much like the custom packaging Arnold provides. The chosen typeface is Proxima Nova Bold, which is clean and timeless.



### **Option 3**

Clean, professional and precise. The mark was created to depict a flowing arrow pointing upwards; a nod to Arnold's helping clients in increasing profitability through streamlining the flow of internal systems. The mark can also be seen as "folding" a subtle nod to packaging itself. The typefaces are Gotham Black for "Arnold" and Gotham Bold for "Packaging." They are clean and timeless.



#### **Option 4**

Sharp, technical, timeless. The mark represents the flow of products and distribution coming together to form an isometric package. The diamond shape in the center conveys Arnolds' precision and "solid" stature as a partner. The typefaces are DIN Black for "Arnold" and DIN Medium for "Packaging."

**ARNOLD**  
**P A C K A G I N G**

#### **Option 5**

Bold and confident. This type-only treatment gives the "Arnold" name a grand, powerful and immediately recognizable presence. The typeface for the "Arnold" name is a tightly-spaced Trim Poster, and Industry Bold for the word "Packaging."

This mark commands attention and will almost never get dated.



### **Option 6**

A combination of the mark in Option 1 and the typeface of Option 5. The spacing has been slightly adjusted so it is scalable.

