

Brand Guidelines

Visual Identity

Tupperware®

Jan 12 th
2024

INTRODUCTION

Welcome to the Tupperware® brand guidelines. These guidelines are designed to help you bring the Tupperware® brand to life. Read on for an intro to our brand strategy, verbal and visual identity – and how to use them to make sure we’re infusing our brand into everything we put out into the world.

What It Is

The most important things.

Our aim is to make sure that there is a common language for what the Tupperware® brand stands for and how the brand is used so that wherever, however and whenever people interact with our brand, they receive the same consistent messaging.

Limited.

Saying fewer things more often helps our audiences remember the key ideas that differentiate the Tupperware® brand. This focus means making trade-offs, so that we're identifying only the most important messages.

Why We Need It

TO DEFINE what the Tupperware® brand is and what we want to be.

TO PROVIDE a vision to guide us.

TO SPEAK with one voice across all markets.

TO RECLAIM our status as the leader in food storage, conservation and sustainability.

TO INSPIRE us to think bigger.

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The Tupperware® Brand

- Our Brand Strategy
- Visual Overview

Our Goal

Transform Tupperware® to become a more consumer forward brand that inspires another 77 years of love for current and future generations.

Tupperware Exists to

design innovative, ingenious products that work beautifully to enrich your life in and out of the kitchen.

Our Brand Strategy

By celebrating everything that our products help our consumers achieve in and out of the kitchen, we will become more consumer-centric and evolve our brand perception from transactional to modern and emotional.

Our Voice

We're keeping a whole new generation of consumers ready for anything – so we speak as a modern and relatable ally. Learn more about what this means for our writing style on page 09.

BRAND IDEA

Useful is Beautiful

We Believe

- The more you use our products, the more you'll love them.
- Everything in your kitchen should spark trust, confidence and joy.
- Good design preserves the planet as much as it preserves your food.
- Saying 'no' to single use products and saying 'yes' to reusable solutions.

THE TUPPERWARE® BRAND

Visual Overview

The “Visual Overview” section serves as a comprehensive guide, consolidating all the key graphic elements that comprise the distinct visual identity of the Tupperware® brand. From the iconic Wordmark to the font treatment, the recognizable Big T, the unique photo style, and the versatile container shape, this section provides a holistic understanding of the visual elements that bring the Tupperware® brand to life.

Tupperware®



lunch



Verbal Identity

- Our Voice
- Our Messaging
- Our Tagline

INTRODUCTION

Messaging and voice are the two halves of our verbal identity — how we express our brand in our writing.

Our Messaging

The most important things to tell the world about our brand

These four messaging pillars embody our brand idea of Useful is Beautiful, making sure everyone who writes for Tupperware can consistently express it in their writing. You can think of it as an evergreen content framework that guides everything we say.

Try to use 1-3 of these ideas in every piece you write. For more information and detailed guidance on how to use this framework, consult our full voice and messaging guidelines.

Ingenious Design, Flawless Function

We carefully engineer all of our products to get the job done perfectly, simply and intuitively – every time.

CONSUMERS

Whether you're slicing, dicing, freezing or storing, we've put in the work so everything in your kitchen and beyond just... works.

ASSOCIATES

You can be proud to know you're working for a trusted company that makes high-quality, intentionally-designed products.

Buy Once, Love for Life

We design lifelong tools that you love, trust, and reach for, for years to come.

CONSUMERS

These are not just products. They're your go-to allies for life, from prep to play.

ASSOCIATES

You're shaping the next generation of a loved, lasting and iconic brand.

Ready for Anything

Our products give you the confidence to take on your day with ease and joy.

CONSUMERS

Life's a little bit easier and a lot more fun when you always know "you got this".

ASSOCIATES

Together, we're helping make people's lives easier and more joyful.

Nurturing a Sustainable Future

Since 1946, we've been leading the movement to better people and planet with truly sustainable solutions.

CONSUMERS

In a sea of "sustainable" options that are anything but, you're making a better choice for you, your family and the planet.

ASSOCIATES

The work you do every day helps create a brighter future for all of us.

Our Voice

Our brand's writing style

We want to shift perceptions from being a heritage, products-focused brand to a modern brand that keeps a whole new generation of consumers ready for anything, in and out of the kitchen.

So, we speak as their modern and relatable ally. As an ally, we're always at their side through life: bringing warmth and joy, giving them practical and useful info that helps them

achieve their goals, and inspiring them to do more.

That's why our three voice attributes are Welcoming, Purposeful, and Ingenious. You can find a complete breakdown of our voice, along with concrete tips and tricks on how to apply it to your writing, in our full capital. Voice & Messaging Guidelines document.

Welcoming

Hosting is in our DNA – and we're still today's essential ally in the kitchen and beyond.

That means we write with warmth and playfulness: putting ourselves in our customers' shoes, using modern, fresh language everyone can understand, and showing our own excitement and enthusiasm.

This doesn't mean we're overly casual or eager. (Save your exclamation points.)

Purposeful

We're not here to take up space. We're here to connect our consumers to the useful intel they need to get the job done.

That means we say what we mean, spotlight the main takeaways to make it easy for readers, and cut out extra fluff.

But this doesn't mean we're spare or cold – we'll always be approachable and friendly.

Ingenious

We want to inspire our consumers to reimagine how stuff gets done in the kitchen and beyond.

That means we let readers in on our secret, revealing a new way of seeing things, an unexpected insight, or even the detail that makes all the difference.

This doesn't mean we're overly clever. No one likes a know-it-all.

VERBAL IDENTITY

Our Tagline

A powerful and impactful statement about us.

“Amazing Possibilities” is new Tupperware’s captivating tagline, embodying our purpose, values, and unwavering commitment to people around the world. It symbolizes the essence of what Tupperware offers to customers: incredible products so they can

choose how to improve their day-to-day activities, no matter where they are. It is backed by a brand that always delivers quality and reliability. With Amazing Possibilities, we strive to provide innovative and trustworthy alternatives for everyday needs.

Amazing Possibilities

The Wordmark and Big T Icon

- Meet Your Wordmark
- The Tupperware Big T
- Misuse of Wordmark
- Wordmark & Big T Over Images

INTRODUCTION

The Tupperware Wordmark and the Big T Icon and their composition are essential elements in creating a distinctive and recognizable brand identity.

BRAND IDENTIFIERS

Meet Your Wordmark

The wordmark is the most recognizable and widely used representation of the Tupperware® brand. It is critical to ensure that the wordmark is used with consistency according to these guidelines.

The wordmark is the full Tupperware wordmark. The opening lid on top provides an immediate visual association for users, creating a distinctive wordmark and conveying usage of the our products.

We use the Registered Trademark R symbol in many situations, but NOT ALL. Please check with Kim Weate in legal for when to use the R symbol.



Tupperware®

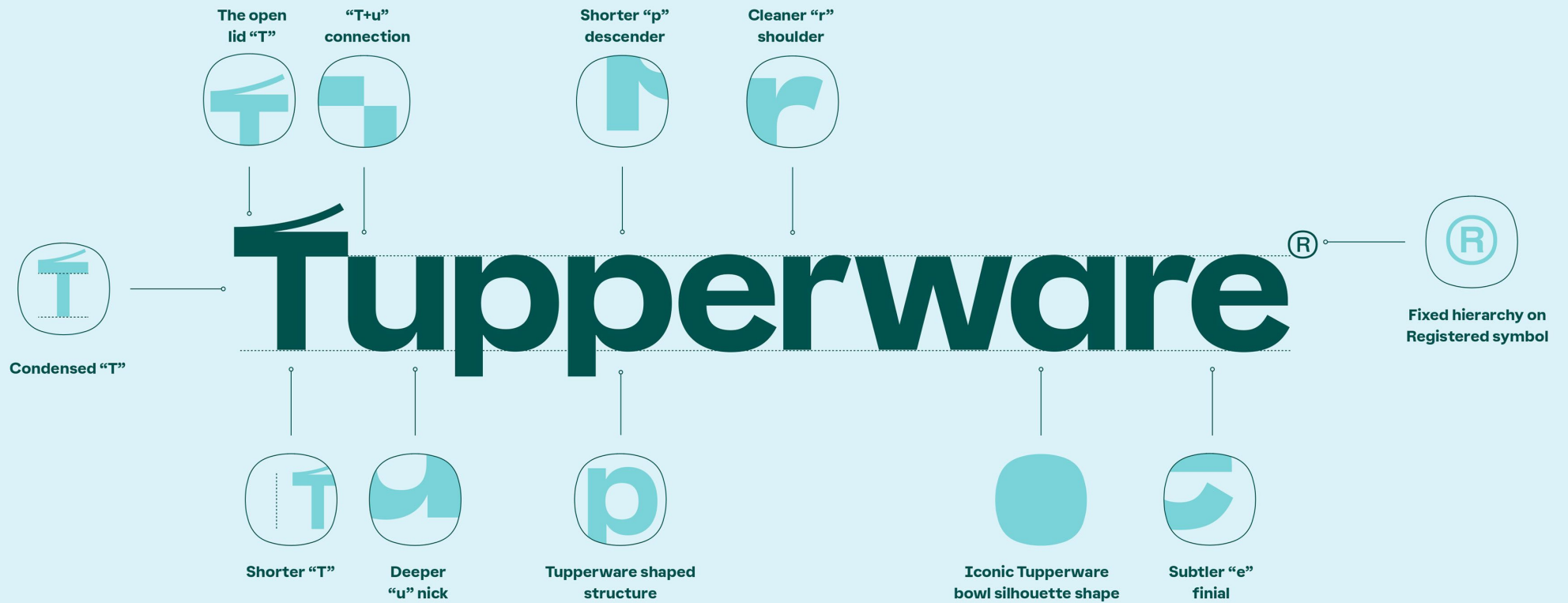
Meet Your Wordmark

Tailored Expression

Ensuring a unique visual identity that is not easily replicated by competitors.

Distinction

The distinction of type is achieved by creating simple characters.



BRAND IDENTIFIERS

Meet Your Wordmark

The Tupperware Wordmark and registered trademark “®” symbol must appear clearly and legibly in all applications.*

Clear Space

The clear space is the area surrounding the entire Wordmark and must be kept free of any visual elements—text, graphics, borders, patterns, other wordmarks, etc. It is equal to 3X where X is the height of the bar or horizontal line of the letter “T” in our Wordmark, without considering the “seal”.

The registered trademark symbol “®” size should also be equal to X and aligned to the bar or horizontal line of the letter “T” in our Wordmark.

Minimum Size

The minimum size is determined by principles of legibility, rather than a spec. Tupperware Wordmark mark and registered trademark “®” symbol should always be scaled large enough that they can both be clearly seen and understood.

*It is important to note that there are also legal guidelines for how to use the Company trademarks and when to use the trademark registration symbols. Please see _____ (insert link to Legal Guidelines for Using Tupperware Trademark and other Company Trademarks).



0,5” or 13mm minimum width suggested for print,
150 px minimum width suggested for digital

BRAND IDENTIFIERS

Meet Your Wordmark

Registered Trademark sizes

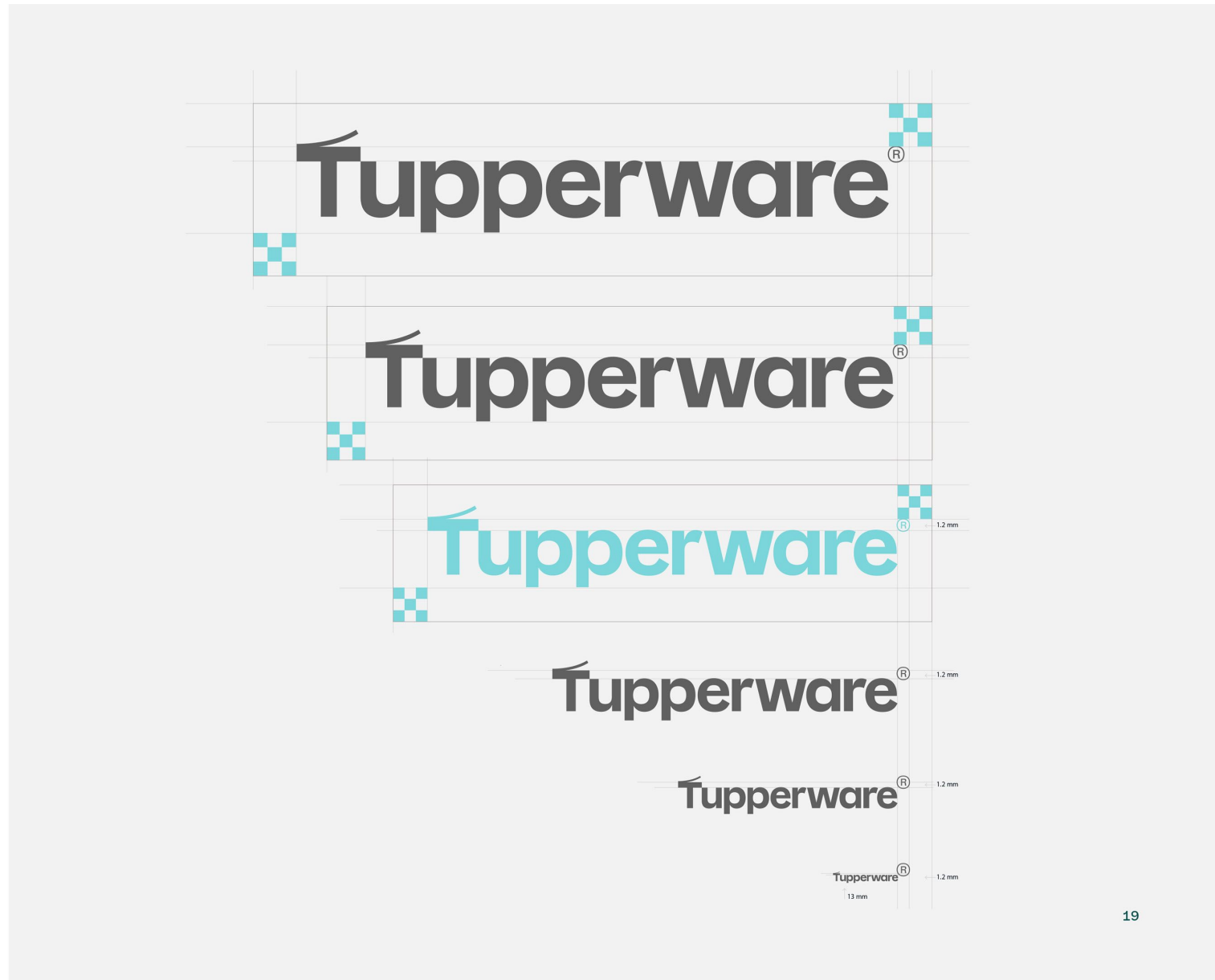
Please follow these guidelines on how to use the Wordmark and the registered trademark “®” in different sizes.

The registered trademark symbol should be equal to 1X where X is the height of the bar or horizontal line of the letter “T” in our Wordmark, without considering the “seal”. This only applies when the registered trademark symbol is 1.2 mm or larger.

For smaller formats, where the Wordmark is scaled down, the registered trademark symbol should always be 1.2 mm.

The minimum size the Wordmark (Tupperware) can be is 13 mm.

This, to preserve the legibility and visual identity and ensure a consistent and recognizable presentation of our brand across different contexts and print sizes.



BRAND IDENTIFIERS

Meet Your Wordmark

Registered Trademark sizes

When using the trademark symbol, since the measurements and proportions are the same as for the registered mark, please follow the same guidelines.



BRAND IDENTIFIERS

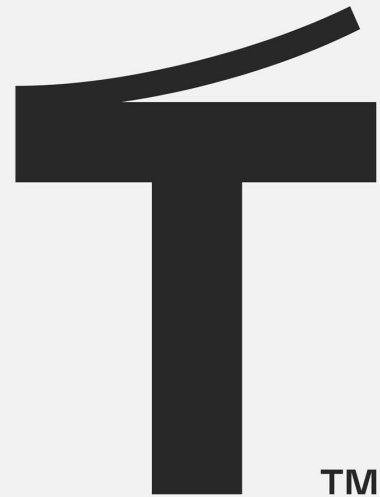
The Big T Icon

The Tupperware Big T is meant to be used to help support the brand identity and build equity with consumers to easily identify Tupperware. Additionally, by putting a lid on top of the T, the Big T embodies the 'useful is beautiful' brand idea, effectively expressing the functionality and practicality of Tupperware® containers.

The Big T is simple, memorable and allows for efficient communication depending on the context. The Big T is scalable, adaptable and versatile, and can effortlessly be incorporated into various marketing communications.

The Big T is used instead of a wordmark in various situations to enhance brand recognition and visual impact. It could be employed as a favicon social media profile picture, mobile app icon, and on brand merchandise.

The Big T and Tupperware Wordmark should not be mixed together to maintain consistency and clarity in brand representation.



BRAND IDENTIFIERS

The Big T Icon

Clear Space

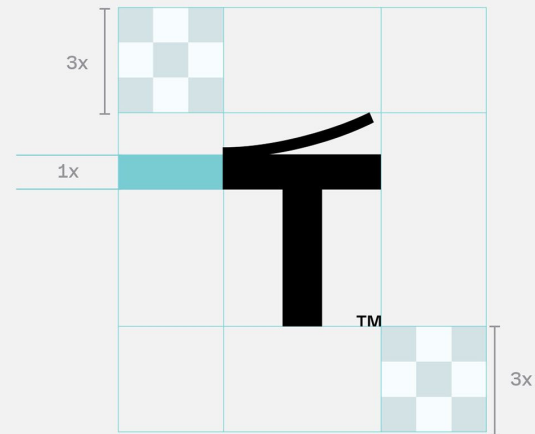
The Big T should always be surrounded by a defined amount of clear space. The clear space is equal to 3X, where X is the height of the horizontal stroke that connects the upper and lower parts of the letter "T", as shown on this page.

The clear space will serve to separate and delineate the Big T from surrounding visual elements.

Positioning text and graphic elements within the recommended clear space is not acceptable (i.e., placing the identity within the text of a sentence or phrase).

Minimum Size

The minimum size is determined by principles of legibility, rather than a spec. The Big T icon should always be scaled large enough that the letter "T" and the "TM symbol" can be easily seen and understood.



BRAND IDENTIFIERS

Misuse of Wordmark

Examples of improper usage are demonstrated to provide essential guidance. It is important that the wordmark is never altered in any way and always presented consistently. It is essential that the Wordmark appears in and on the approved colors with no visual effects applied.



Tupperware®

DO NOT outline the wordmark



Tupperware®

DO NOT use shadows or other effects



T
Tupperware®

DO NOT mix Big T and the wordmark together.



Tupperware®

DO NOT rotate the wordmark



Tupperware®

DO NOT create holding shapes for the wordmark



Tupperware®



DO NOT place images over the wordmark



Tupperware®

DO NOT change wordmark composition, avoid altering the T.



Tupperware®

DO NOT distort or warp the wordmark



Tupperware®

DO NOT use multiple colors

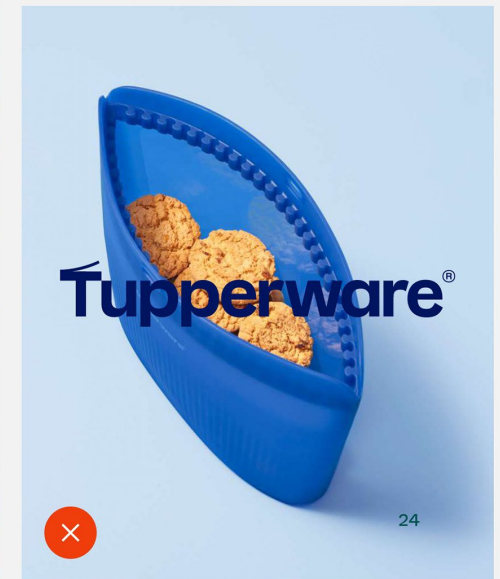
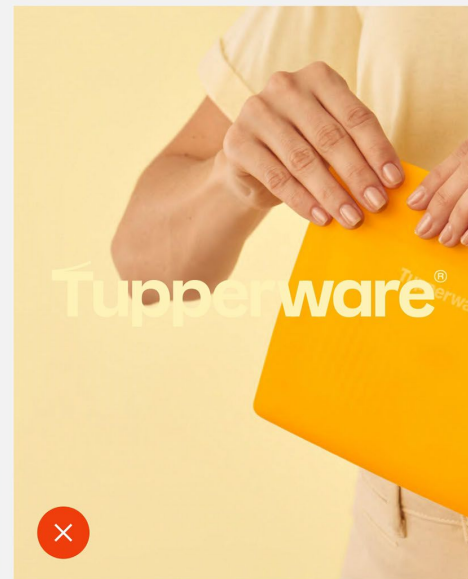
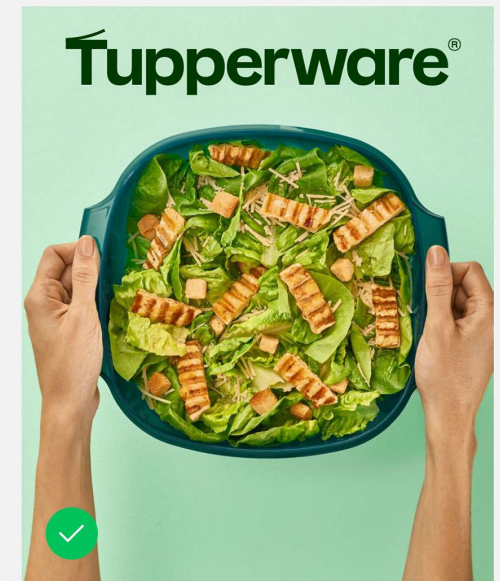
BRAND IDENTIFIERS

Wordmark Over Images

The Tupperware Wordmark and Big T can be used on imagery when the image includes an uninterrupted area that is able to service as an appropriate background.

This area must be free of content and visual elements that would interfere with the Tupperware Wordmark or Big T. Besides content and visual elements, color and contrast are important factors for maintaining the highest level of legibility.

For images with a light image background, use the darker coloured “Tupperware” Wordmark and “®” symbol. For images with a dark image background, use the lighter colored “Tupperware” Wordmark and “®” symbol.



BRAND IDENTIFIERS

The Original Badge

The Badge's primary purpose is to communicate authenticity. The Badge evokes timeless design cues, such as the container shape and our sunburst lid design.

Color Treatment

Color combinations may be used. In these instances, color combinations should follow the "[Suggested Pairings \(pag 31\)](#)" section of these guidelines. This will provide flexibility and allow for creative expression, while maintaining a consistent and recognizable Tupperware® brand identity.

Usage

The Badge is used as a supporting device, along with the Tupperware® Wordmark. They are not to be locked-up together. Instead, they should have close enough proximity to validate the Tupperware® brand as the true original since 1946. The Badge should not be used on its own.



BRAND IDENTIFIERS

Our Tagline

Tagline Integration.

The integration of our tagline with our iconic symbol creates a compelling fusion of message and visual identity. By merging the tagline with the Wordmark and the Big T, we establish a powerful connection that strengthens our brand identity and resonates with our audience. Please follow the next guidelines.

Tupperware[®]
Amazing Possibilities

BRAND IDENTIFIERS

Wordmark + Tagline Integration

The integration of our tagline with our iconic symbol creates a compelling fusion of message and visual identity. By merging the tagline with the Wordmark and the Big T, we establish a powerful connection that strengthens our brand identity and resonates with our audience. Please follow the next guidelines.

Wordmark + Tagline

1. The tagline must be written with EARL SANS REGULAR and should always be centered with the wordmark.
2. The height of the tagline should be 2x from the distance from the bottom of the Wordmark safe area.
3. The tagline safe area should have a margin of 2 times its own height.



BRAND IDENTIFIERS

Big T + Tagline Integration

1. The slogan must be written with EARL SANS REGULAR and should always be aligned to the bottom of the Big T.
2. The slogan must be aligned with the bottom of the Big T and not exceed 2x its height at the top, regardless of the silhouette of the Big T lid.
3. The safe area of the tagline must be 3x, similar to the safe area of the Big T.

Extended Color Pairings

Explore the vast array of color combinations to infuse visual diversity and create a dynamic impact across different contexts available in our extended color palette by referring to the [“Suggested Pairings \(pag 31\)”](#) section.

The Big T + Tagline



The Big T + Tagline safe area



Color Palette

- Color Library
- Suggested Pairings
- Avoid these Pairings
- Tupperware Blue
- Tupperware Blue:
Color Variations
- Print Limitations
- Color Variations

COLOR PALETTE

Color Library

Color Palette

We created a timeless color palette wide enough to support product categorization. The Tupperware® Blue (Pantone 318 C) is our main packaging color. The Tupperware color palette is used in all branded materials. Specific Pantone® numbers are provided for color matching and spot color ink for print applications. Process color (CMYK) values are provided for 4-color print needs. RGB color values have also been provided for digital applications.

Core Colors

The colors from our core palette are the dominant colors used in our system.

Tints

We use the tints palette to extend the range of the primary palette and to introduce variation and rhythm to our communications.

Shades

The shades palette provides contrast and additional vibrancy.

<p>SHADES</p> <p>#00524F C91 M47 Y62 K36 R0 G82 B79 PMS 7721 C</p> <p>#003A00 C81 M48 Y94 K61 R0 G58 B0 PMS 7484 C</p> <p>#011461 C100 M96 Y27 K31 R1 G20 B97 PMS 2147 C</p> <p>#785200 C41 M60 Y100 K33 R120 G82 B0 PMS 7512 C</p> <p>#613400 C41 M72 Y100 K50 R97 G52 B0 PMS 724 C</p> <p>#7D1900 C30 M96 Y100 K39 R125 G25 B0 PMS 1807 C</p> <p>#292929 C71 M65 Y64 K67 R41 G41 B41 BLACK 2C</p> <p>#52112D C47 M93 Y56 K57 R82 G17 B45 PMS 1955 C</p> <p>#4D1773 C84 M100 Y20 K11 R77 G23 B115 PMS 267 C</p>	<p>CORE</p> <p>TUPPERWARE BLUE</p> <p>#7BD6DC C47 M0 Y16 K0 R123 G214 B220 PMS 318 C</p> <p>FRESH GREEN</p> <p>#00C45B C74 M0 Y88 K0 R0 G196 B91 PMS 7480 C</p> <p>OCEAN BREEZE</p> <p>#476BFF C75 M61 Y0 K0 R71 G107 B255 PMS 2727 C</p> <p>SUNSHINE YELLOW</p> <p>#F2C200 C6 M22 Y100 K0 R242 G194 B0 PMS 7409</p> <p>CITRUS ORANGE</p> <p>#FF7500 C0 M67 Y100 K0 R255 G117 B0 PMS 1585</p> <p>RADIANT RED</p> <p>#F03D0E C0 M91 Y100 K0 R240 G61 B14 PMS 3556</p> <p>SIMPLE GRAY</p> <p>#939598 C45 M36 Y35 K1 R147 G149 B152 COOL GRAY 7C</p> <p>VIBRANT PINK</p> <p>#FF578B C0 M81 Y18 K0 R255 G87 B139 PMS 1915</p> <p>BERRY BLISS PURPLE</p> <p>#BA5AED C44 M71 Y0 K0 R186 G90 B237 PMS 265</p>	<p>TINTS</p> <p>#DCF3FA C12 M0 Y1 K0 R220 G243 B250 PMS 545 C</p> <p>#E5FFE4 C9 M0 Y14 K0 R229 G255 B228 PMS 2253 C</p> <p>#D9E6FF C13 M5 Y0 K0 R217 G230 B255 PMS 2707 C</p> <p>#FFF3B8 C1 M2 Y34 K0 R255 G243 B184 PMS 7499 C</p> <p>#FFE4AB C0 M10 Y37 K0 R255 G228 B171 PMS 148 C</p> <p>#FFD4C4 C0 M20 Y18 K0 R255 G212 B196 PMS 2337 C</p> <p>#FFFFFF C0 M0 Y0 K0 R255 G255 B255 NA</p> <p>#F7DEF4 C2 M15 Y0 K0 R247 G222 B244 PMS 670 C</p> <p>#EDD4FF C7 M17 Y0 K0 R237 G212 B255 PMS 2635 C</p>
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COLOR PALETTE

Suggested Pairings

Many color combinations are possible with our color palette, but not all are equally successful.

The color pairings on this page show a set of color combinations that should be used for text and background colors. These same color combinations apply when working with our Wordmark, Big T, layouts, Original Badge and any brand identifier.

When using the colors together, primarily with text, **ADA compliance** should be followed. This can be done in the following manner:

1. Core colored text can be used on shade colors
2. Tint colored text can be used on shade colors
3. Shade colored text can be used on both core or tint colors
4. Tint and core colored text should NOT be used on each other

#00524F PMS 7721 C	#003A00 PMS 7484 C	#011461 PMS 2147 C	#785200 PMS 7512 C	#613400 PMS 724 C	#7D1900 PMS 1807 C	#292929 BLACK 2C	#52112D PMS 1955 C	#4D1773 PMS 267 C
Hello! #7BD6DC PMS 318 C	Hello! #00C45B PMS 7480 C	Hello! #476BFF PMS 2727 C	Hello! #F2C200 PMS 7409	Hello! #FF7500 PMS 1585 C	Hello! #F03D0E PMS 3556 C	Hello! #939598 COOL GRAY 7C	Hello! #FF578B PMS 1915 C	Hello! #BA5AED PMS 265 C
Hello! #DCF3FA PMS 545 C	Hello! #E5FFE4 PMS 2253 C	Hello! #D9E6FF PMS 2707 C	Hello! #FFF3B8 PMS 7499 C	Hello! #FFE4AB PMS 148 C	Hello! #FFD4C4 PMS 2337 C	Hello! #FFFFFF WHITE	Hello! #F7DEF4 PMS 670 C	Hello! #EDD4FF PMS 2635 C
#7BD6DC PMS 318 C	#00C45B PMS 7480 C	#476BFF PMS 2727 C	#F2C200 PMS 7409	#FF7500 PMS 1585 C	#F03D0E PMS 3556 C	#939598 COOL GRAY 7C	#FF578B PMS 1915 C	#BA5AED PMS 265 C
Hello! #00524F PMS 7721 C	Hello! #003A00 PMS 7484 C	Hello! #011461 PMS 2147 C	Hello! #785200 PMS 7512 C	Hello! #613400 PMS 724 C	Hello! #7D1900 PMS 1807 C	Hello! #292929 BLACK 2C	Hello! #52112D PMS 1955 C	Hello! #4D1773 PMS 267 C
#DCF3FA PMS 545 C	#E5FFE4 PMS 2253 C	#D9E6FF PMS 2707 C	#FFF3B8 PMS 7499 C	#FFE4AB PMS 148 C	#FFD464 PMS 2337 C	#FFFFFF WHITE	#F7DEF4 PMS 670 C	#EDD4FF PMS 2635 C
Hello! #00524F PMS 7721 C	Hello! #003A00 PMS 7484 C	Hello! #011461 PMS 2147 C	Hello! #785200 PMS 7512 C	Hello! #613400 PMS 724 C	Hello! #7D1900 PMS 1807 C	Hello! #292929 BLACK 2C	Hello! #52112D PMS 1955 C	Hello! #4D1773 PMS 267 C

COLOR PALETTE

Avoid This Pairing

While our design system embraces flexibility when it comes to color usage, it is crucial to be aware of certain practices that may not align with our design principles. In order to maintain a cohesive and visually pleasing aesthetic, it is important to avoid common color misuse. Here are some examples of such misuse.

#00524F PMS 7721 C	#003A00 PMS 7484 C	#011461 PMS 2147 C	#785200 PMS 7512 C	#613400 PMS 724 C	#7D1900 PMS 1807 C	#292929 BLACK 2C	#52112D PMS 1955 C	#4D1773 PMS 267 C
Hello! #476BFF PMS 2727 C	Hello! #FF7500 PMS 1585	Hello! #FF578B PMS 1915	Hello! #7BD6DC PMS 318 C	Hello! #00C45B PMS 7480 C	Hello! #BA5AED PMS 265	Hello! #F03D0E PMS 3556	Hello! #939598 COOL GRAY 7C	Hello! #F2C200 PMS 7409
Hello! #D9E6FF PMS 2707 C	Hello! #FFE4AB PMS 148 C	Hello! #F7DEF4 PMS 670 C	Hello! #DCF3FA PMS 545 C	Hello! #E5FFE4 PMS 2253 C	Hello! #EDD4FF PMS 2635 C	Hello! #FFD464 PMS 2337 C	Hello! #FFFFFF WHITE	Hello! #FFF3B8 PMS 7499 C
#7BD6DC PMS 318 C	#00C45B PMS 7480 C	#476BFF PMS 2727 C	#F2C200 PMS 7409	#FF7500 PMS 1585	#F03D0E PMS 3556	#939598 COOL GRAY 7C	#FF578B PMS 1915	#BA5AED PMS 265
Hello! #011461 PMS 2147 C	Hello! #613400 PMS 724 C	Hello! #52112D PMS 1955 C	Hello! #00524F PMS 7721 C	Hello! #003A00 PMS 7484 C	Hello! #4D1773 PMS 267 C	Hello! #7D1900 PMS 1807 C	Hello! #292929 BLACK 2C	Hello! #785200 PMS 7512 C
Hello! #D9E6FF PMS 2707 C	Hello! #FFE4AB PMS 148 C	Hello! #F7DEF4 PMS 670 C	Hello! #DCF3FA PMS 545 C	Hello! #E5FFE4 PMS 2253 C	Hello! #EDD4FF PMS 2635 C	Hello! #FFD464 PMS 2337 C	Hello! #FFFFFF WHITE	Hello! #FFF3B8 PMS 7499 C
#DCF3FA PMS 545 C	#E5FFE4 PMS 2253 C	#D9E6FF PMS 2707 C	#FFF3B8 PMS 7499 C	#FFE4AB PMS 148 C	#FFD464 PMS 2337 C	#FFFFFF WHITE	#F7DEF4 PMS 670 C	#EDD4FF PMS 2635 C
Hello! #011461 PMS 2147 C	Hello! #613400 PMS 724 C	Hello! #52112D PMS 1955 C	Hello! #00524F PMS 7721 C	Hello! #003A00 PMS 7484 C	Hello! #4D1773 PMS 267 C	Hello! #7D1900 PMS 1807 C	Hello! #292929 BLACK 2C	Hello! #785200 PMS 7512 C
Hello! #476BFF PMS 2727 C	Hello! #FF7500 PMS 1585	Hello! #FF578B PMS 1915	Hello! #7BD6DC PMS 318 C	Hello! #00C45B PMS 7480 C	Hello! #BA5AED PMS 265	Hello! #F03D0E PMS 3556	Hello! #939598 COOL GRAY 7C	Hello! #F2C200 PMS 7409

COLOR PALETTE

Tupperware Blue

The Tupperware® Blue (Pantone 318 C) is our dominant color and should always be used consistently across all corporate communications.

This distinct shade of blue represents the essence of the Tupperware® brand and is a key element in reinforcing our brand identity. It should be prominently featured on packaging, capturing the attention of consumers and reinforcing the recognition of our products. Consistent and strategic use of Tupperware Blue not only strengthens our brand recognition but also creates a cohesive visual experience that resonates with our target audience.



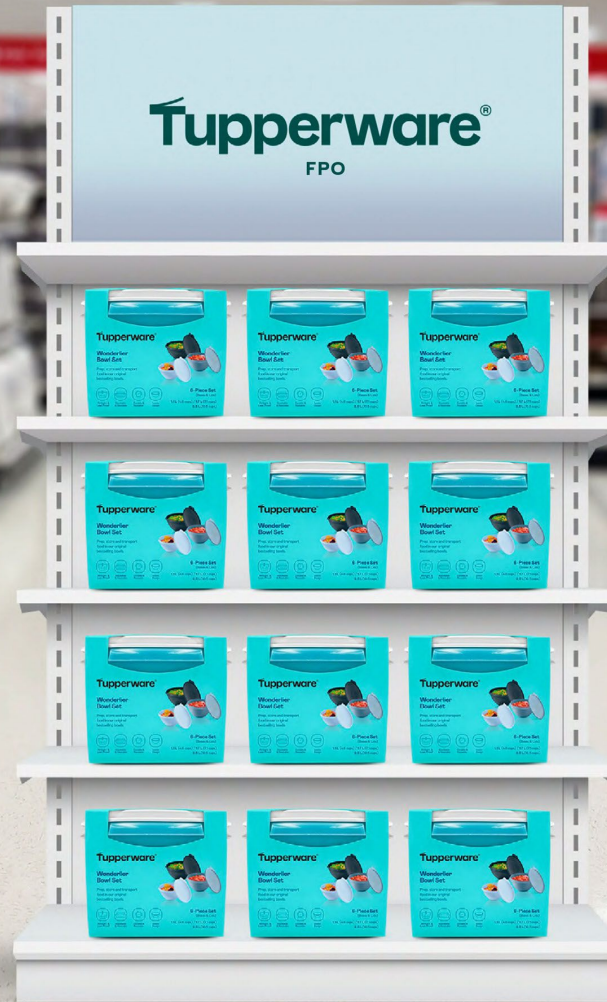
PANTONE
318 C
Tupperware Blue

COLOR PALETTE: PACKAGING



Important: Colors in this image are for illustrative purposes only. Actual color may vary due to rendering. Please refer to the provided color codes in the 'Color Library' for accurate color representation.

COLOR PALETTE: IN STORE VISUAL



Important: Colors in this image are for illustrative purposes only. Actual color may vary due to rendering. Please refer to the provided color codes in the 'Color Library' for accurate color representation. For more Packaging information go to the Packaging guidelines. [Link](#)

COLOR PALETTE

The Primary Color Combinations

The Tupperware® Blue (Pantone 318 C) is our dominant color and serves as the cornerstone of our brand identity. Tupperware Blue, alongside its shades and tints, should be consistently employed across all corporate communications to establish a strong and recognizable visual presence.

To ensure versatility and visual harmony, approved color variations have been created using tonal versions of The Tupperware Blue, “Tints” and “Shades”. For specific color codes, please refer to our comprehensive [Color Library \(pag 30\)](#), where you can find the precise codes for each variation. By adhering to these guidelines, we maintain a cohesive and impactful color palette that effectively represents the Tupperware® brand in various contexts.

Shown are approved color variations that can be applied to the Tupperware Big T and Wordmark.

#00524F
PMS 7721 C

Tupperware®

#7BD6DC
PMS 318 C

Tupperware Blue Variation 01

#7BD6DC
PMS 318 C



#00524F
PMS 7721 C

Tupperware Blue Variation 02

#DCF3FA
PMS 545 C



#00524F
PMS 7721 C

Tupperware Blue Variation 03

#00524F
PMS 7721 C

Tupperware®

#DCF3FA
PMS 545 C

Tupperware Blue Variation 04

COLOR PALETTE

Print Limitations

When faced with printing limitations, it is crucial to adapt and make the most of available options for corporate communications. In such cases, the Tupperware black or white wordmark serves as an ideal solution. Please choose the version that is most suitable to ensure brand stand out and accessibility.

Tupperware®

Tupperware®



COLOR PALETTE

Color Variations

The Tupperware® Wordmark can be showcased in various approved color variations. These carefully curated options provide an opportunity to infuse visual diversity and create a dynamic impact across different contexts.

Extended Color Pairings

Explore the vast array of color combinations available in our extended color palette by referring to the “[Suggested Pairings \(pag 31\)](#)” section.

#785200
PMS 7512 C

Tupperware®

#F2C200
PMS 7409

#F7DEF4
PMS 670 C

Tupperware®

#FF578B
PMS 1915 C

#D9E6FF
PMS 2707 C

Tupperware®

#476BFF
PMS 2727 C

#003A00
PMS 7484 C

Tupperware®

#E5FFE4
PMS 2253 C

COLOR PALETTE

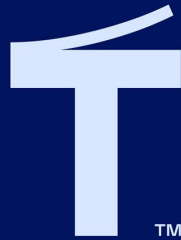
Color Variations

The Tupperware® Big T can be showcased in various approved color variations. These carefully curated options provide an opportunity to infuse visual diversity and create a dynamic impact across different contexts.

Extended Color Pairings

Explore the vast array of color combinations available in our extended color palette by referring to the “[Suggested Pairings \(pag 31\)](#)” section.

#011461
PMS 2147 C



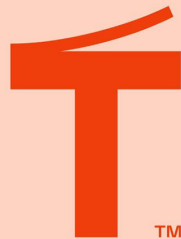
#D9E6FF
PMS 2707 C

#FF3B8
PMS 148 C



#FF7500
PMS 1585

#FFD4C4
PMS 2337 C



#F03D0E
PMS 3556

#4D1773
PMS 267 C



#EDD4FF
PMS 2635 C

Brand Identifiers

- Our Container silhouette
- Container silhouette & Different Formats
- Container silhouette Restrictions

INTRODUCTION

These brand identifiers, when utilized effectively and consistently, can help establish a strong visual presence, reinforce brand recall, and foster a sense of trust and familiarity among consumers.

Our Container Silhouette

Shape

We're turning the Tupperware® container silhouette into an iconic asset that grounds our visual identity. Endlessly adaptable, this shape can contain different elements of our visual identity, from text to icons to photography.

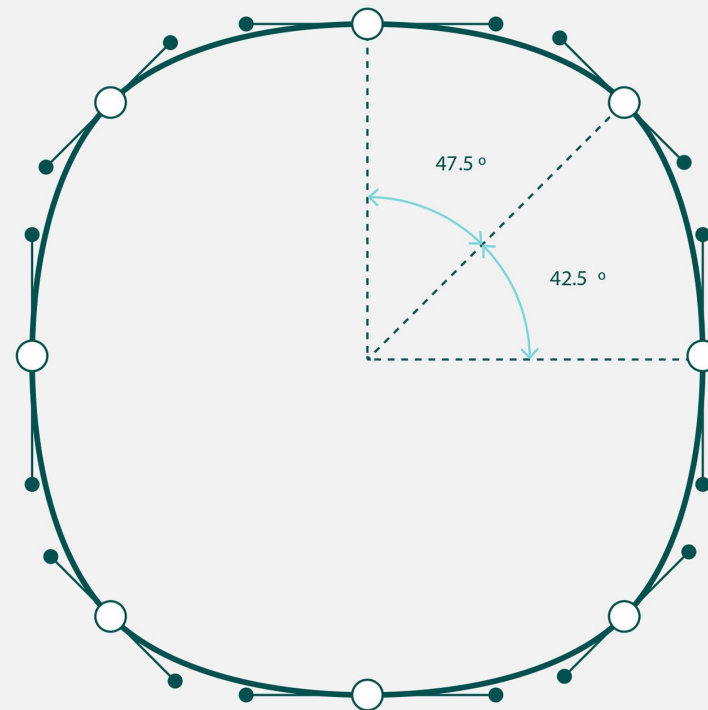
It is essential to maintain a consistent ratio regardless of its width or height. This ensures that the shape remains true to the original design and upholds the intended visual identity.

Usage

The container silhouette is a storytelling device used to showcase our brand story. It embodies the impact of our products and services on our clients and the world.

Properties

The perfect amalgamation of a circle and a square, our container silhouette is a unique shape with rounded corners and subtly curved edges that is reminiscent of the iconic Tupperware® container.



BRAND IDENTIFIERS

Container Silhouette & Different Formats

While the iconic 1:1 container silhouette will anchor our identity, we can adapt this shape to landscape or portrait for usefulness and variety.

Shapes help organize and structure the layout of an editorial composition. They can be used to create grids, columns, and sections, providing a logical flow and guiding the reader's eye through the content.

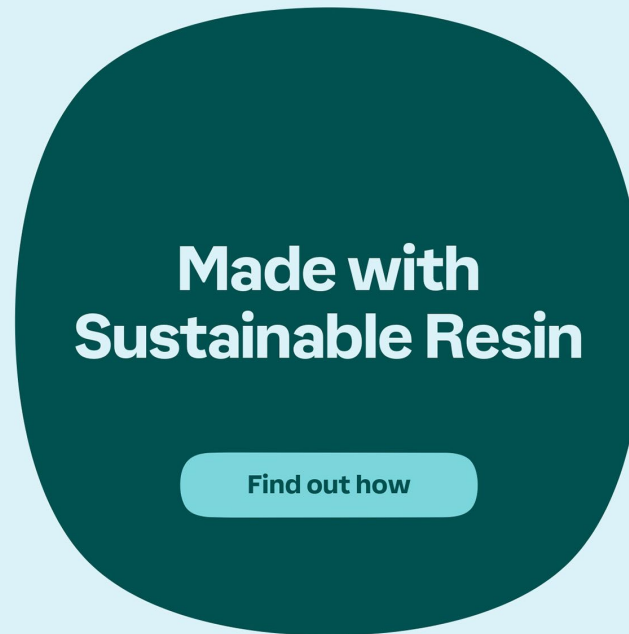
Usage

Shapes can be used in the following ways to create visually interesting and dynamic compositions:

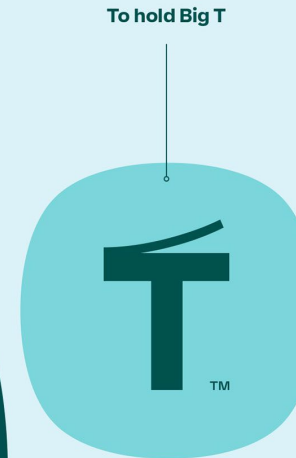
1. For imagery
2. To hold text
3. To hold Big T
4. For infographics

Extended Color Pairings

Explore the vast array of color combinations to infuse visual diversity and create a dynamic impact across different contexts available in our extended color palette by referring to the “[Suggested Pairings \(pag 31\)](#)” section.



To hold call to action



To hold text



BRAND IDENTIFIERS

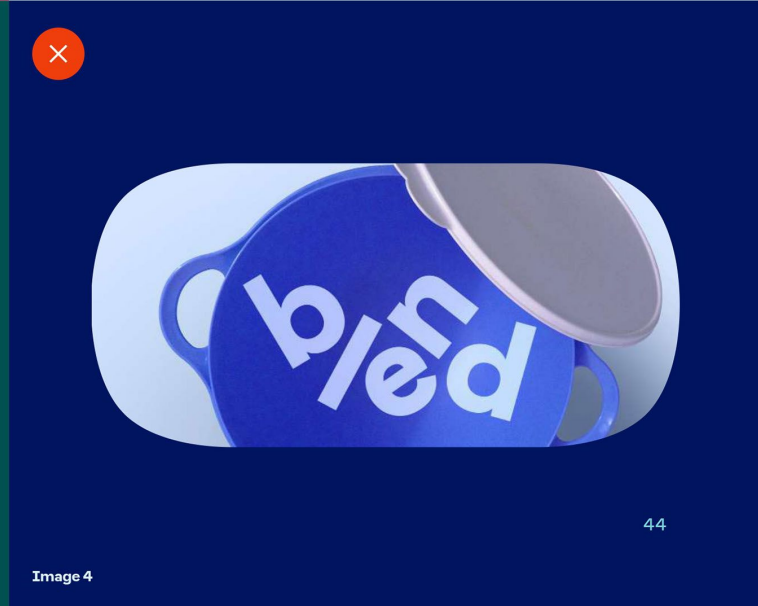
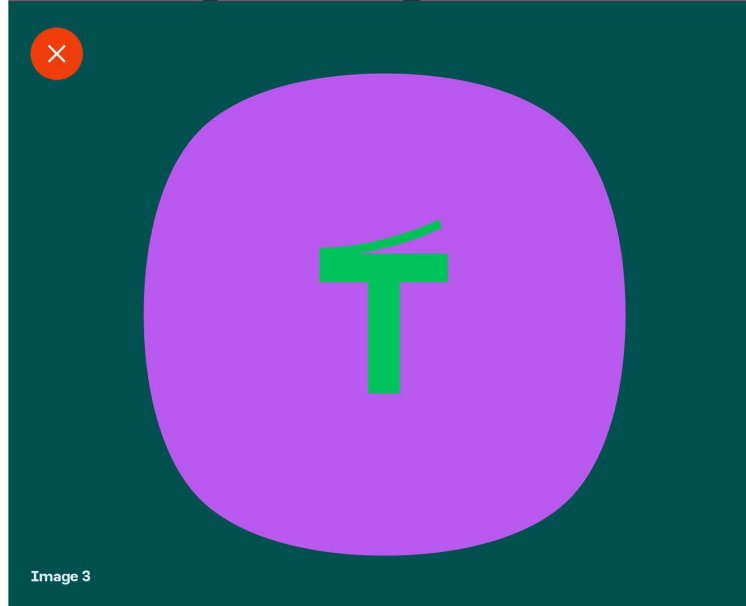
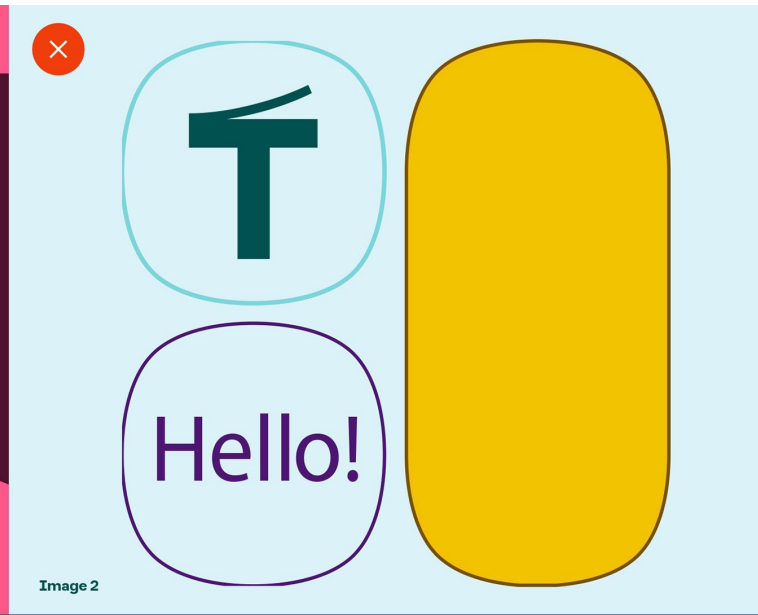
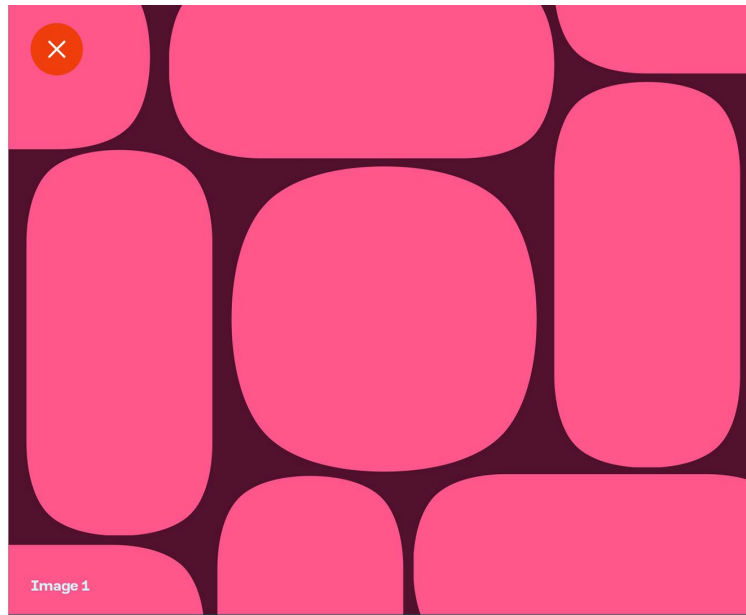
Container Silhouette Restrictions

Examples of improper usage are demonstrated to provide essential guidance. These restrictions for the container silhouette are intended to maintain a consistent language across various design materials and ensure a visually appealing and cohesive presentation.

Improper Usage

Please refrain from the following:

1. Do not create busy patterns or use too many shapes in a single layout.
2. Do not outline the container silhouette.
3. Do not apply a combination of different core colours to container silhouette within the same layout. Refer to the combinations in the [“Suggested Pairings \(pag 31\)”](#) section.
4. Use the right orientation for container silhouette holding images. The image and container silhouette should be proportionate to each other to avoid creating imbalanced layouts.



BRAND IDENTIFIERS

Icons and illustrations for the seasons

For an effective management of color, when using icons or illustrations, please follow these principles:

Keep the number of icons and illustrations to a small number (remember “less is more”) and use in the same color scheme as the asset and should only accompany the copy to give context of the season. Example: snowflakes for winter or hearts for Valentine’s Day, Chinese New Year, etc.

Refer to the color library in the “[Color Library](#) (page 30)” section.

Reasons to Celebrate!
NEW DECORATION "CHRISTMAS PARTY"

A. Product Name
Cap. 950ml
F-966A - 10161766
De: \$159.90
A: \$89.90

B. Product Name
Cap. 1.4 L
F-966A - 10161766
De: \$159.90
A: \$89.90

C. Product Name
Cap. 2 L
F-966A - 10161766
De: \$159.90
A: \$89.90

Exclusive 20% Savings

Freshness and elegance.
Easy to open and close canister. Keeps your food fresh with elegant decorative printing!

Buy the Canister Set and get 600ml is for FREE

NEW COLOR

Discounts up to 70%

D. Product Name
Cap. 950ml
F-966A - 10161766
De: \$159.90
A: \$89.90

E. Product Name
Cap. 1.4 L
F-966A - 10161766
De: \$159.90
A: \$89.90

F. Product Name
Cap. 2 L
F-966A - 10161766
De: \$159.90
A: \$89.90

PB | Local Page

Local Page | 3

BRAND IDENTIFIERS

Bars and digital backgrounds


For an effective management of color, when using bars or creating digital backgrounds, please follow these guidelines:

They should always be in the same color scheme as the asset and with a plain background. The use of patterns or drawings is not allowed.

Refer to the color library in the “[Color Library](#) (page 30)” section.

Eat good on the go

Salad On the Go Set



NEW COLORS

Tupperware®

This image shows a dark blue Tupperware Salad On the Go Set, including a bowl filled with fresh vegetables and a matching lid, set against a light blue background. A teal-colored fork is placed in front of the bowl. A small teal circle with the text 'NEW COLORS' is located at the bottom right of the product image.

Tupperware®

Scoop 'N Drain



Generous skimmer tool to lift, drain, and serve vegetables and other foods

Tupperware®

This image features two black Tupperware kitchen tools: a large skimmer and a smaller scoop, set against a white background. The skimmer has a circular head with a grid pattern. A black circle with white text is positioned below the tools.

This prep hero efficiently mixes and scrapes every last drop.



Silicone Spatula


Tupperware®

This image shows a person using an orange silicone spatula to mix ingredients in a glass bowl. Below the bowl is a chocolate cake. The spatula is shown vertically to the right of the bowl. The background is a light orange color.

Silicone Loaf Form



NEW



Tupperware®

This image displays a purple silicone loaf form, shown both filled with a baked loaf and empty. A purple circle with the word 'NEW' is placed to the left of the filled loaf. The background is a light purple color.

Nur gemeinsam erlebt man die schönsten Momente.

A. Allegra 1,5 l
 Ø 26,1 cm / H 8,8 cm
 C 151 € 24,90 * 25

B. Allegra 2,5 l
 27,1 x 27,1 x 8,3 cm
 C 202 € 29,90 * 30

C. Allegra 3,5 l
 Ø 32 cm / H 10 cm
 C 152 € 33,90 * 34

D. Allegra 5 l
 Ø 32,2 cm / H 13,2 cm
 C 163 € 37,90 * 38

E. Allegra Perle
 41,4 x 14,4 x 3,8 cm
 C 154 € 22,90 * 23

FPO



F. Allegra Servier-Set (4)
 Bestehend aus: Allegra 1,5 l, 2,5 l, 3,5 l und Allegra Perle. Die Allegra Perle gibt's im Set gratis!
 K 99 € 88,90 * 89



Die Allegra Perle gibt's im Set gratis!

48 Servieren

T Alle Produkte dieser Doppelseite
 *Gegenüber Summe der Einzelpreise.

Big T usage

To hold page numbers

G. Best of Aloha® -Set
 Bestehend aus den Bestseller-Größen 1 l, 2 l und 4 l – und die zweite 1-l-Größe gibt's im Set geschenkt!
 K 78 € 56,90 * 57

H. Aloha® 2 l
 Ø 24,9 cm / H 9,8 cm
 C 222 € 17,90 * 18

I. Aloha® 4 l
 Ø 28,5 cm / H 12,8 cm
 C 223 € 24,90 * 25

J. Aloha® Tassen (2)
 2er Set, stapelbar, mit Deckel.
 Ø 9,5 cm / H 9 cm / 2x 350 ml
 C 229 € 14,90 * 15

K. Aloha® Tasse
 Ø 9,5 cm / H 9 cm / 350 ml
 C 230 € 9,90 * 10

L. Aloha® 450 ml
 Ø 17,5 cm / H 5,2 cm
 C 220 € 11,90 * 12

M. Aloha® 1 l
 Ø 21,2 cm / H 7,3 cm
 C 221 € 13,90 * 14

N. Aloha® 7,5 l
 Ø 34,5 cm / H 16,4 cm
 C 224 € 36,90 * 37



Passen perfekt ineinander und sparen so jede Menge Platz!

LUFT- UND WASSERDICHT



Im Set gibt's eine Aloha 1 l gratis!



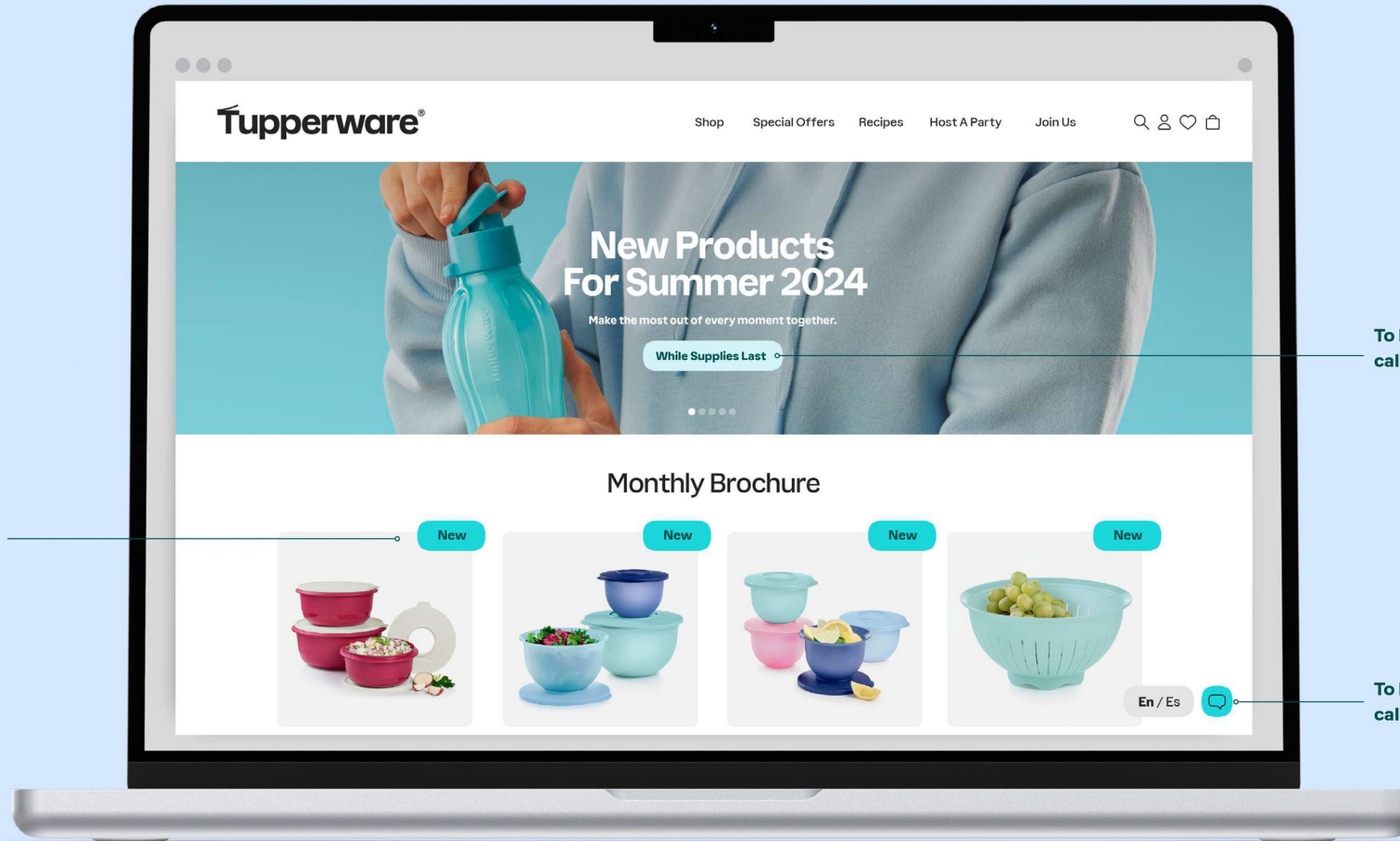
neu

Servieren 49

Container silhouette with infographics

Container silhouette with text

BRAND IDENTIFIERS: LANDING PAGE FOR BRAND



To hold Highlights

To hold call to action

To hold call to action

Important: Colors in this image are for illustrative purposes only. Actual color may vary due to rendering. Please refer to the provided color codes in the 'Color Library' for accurate color representation.

BRAND IDENTIFIERS: PACKAGING SLEEVE



Important: Colors in this image are for illustrative purposes only. Actual color may vary due to rendering. Please refer to the provided color codes in the 'Color Library' for accurate color representation.

Typography

- Meet Your Type
- Tracking, Kerning, Leading
- Combining Typography Weights
- Layout Restrictions
- Layout Variations
- Font Treatment

Meet Your Type

Primary typeface

Our primary typeface is Earl Sans — a custom, modern, highly functional and professional sans serif typeface developed for Tupperware®. The font contains five weights ranging from Thin to Black that allow for both typographic

design flexibility and continuity. Earl Sans works equally well for all levels and sizes of type from headlines to body copy, both in print and on screen.

Earl Sans

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOSTUVWXYZ
1234567890

TYPOGRAPHY

Tracking, Kerning & Leading

Tracking is the overall spacing between groups of letters, and kerning is the spacing between individual letter forms. The tracking of body text can usually be left as it was designed: 0 units of tracking.

The larger the text, the tighter the tracking should be.

Leading is the difference between the baseline of the types. In simple terms, the distance between the two lines of text.

These layout restrictions are intended to maintain a consistent and recognizable Tupperware® brand identity across various design materials, while ensuring a visually appealing and cohesive presentation.



THE TRACKING & LEADING ARE JUST RIGHT

OUR HERITAGE

The Story Of Containers

This is a sample text: Our primary typeface is Earl Sans — a custom, modern, highly functional and professional sans serif typeface.

IN THIS EXAMPLE, TRACKING IS AT:

- 80 UNITS ON CAPTION
- -20 UNITS ON TITLE
- 0 UNITS ON BODYCOPY

AND LEADING IS AT:

- 20 PTS. ON THE SIZE OF BODY AT 16 PTS. FOR CAPTION
- 40 PTS. ON THE SIZE OF BODY AT 40 PTS. FOR TITLE
- 24 PTS. ON THE SIZE OF BODY AT 21 PTS. FOR BODYCOPY



THE TRACKING & LEADING ARE TOO TIGHT.

OUR HERITAGE

The Story Of Containers

This is a sample text: Our primary typeface is Earl Sans — a custom, modern, highly functional and professional sans serif typeface developed for Tupperware.



THE TRACKING & LEADING ARE TOO LOOSE.

OUR HERITAGE

The Story Of Containers

This is a sample text: Our primary typeface is Earl Sans — a custom, modern, highly functional and professional sans serif typeface developed for Tupperware.

TYPOGRAPHY

Combining Typography Weights

Our typeface comes in five versatile weights - thin, light, regular, bold and black. Setting type with a mindful hierarchy helps make copy easy to read and navigate. It helps our main messages stand out and creates an attractively designed page.

We create hierarchy through variations in type position, weight, size, capitalization, and color.

Only in the event that it's not possible to install Earl Sans or if it's not compatible with any platform, it can be replaced with **Monotype grotesque** from the Adobe Suitecase

FAMILY WEIGHTS

Earl Sans Thin
Earl Sans Light
Earl Sans Regular
Earl Sans Bold
Earl Sans Black

EARL SANS BLACK
90 PTS.

EARL SANS BOLD
70 PTS.

EARL SANS REGULAR
56 PTS.

EARL SANS LIGHT
18 PTS.

EARL SANS THIN
56 PTS.

This is a Headline

This is a Headline

Place a Title Here

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

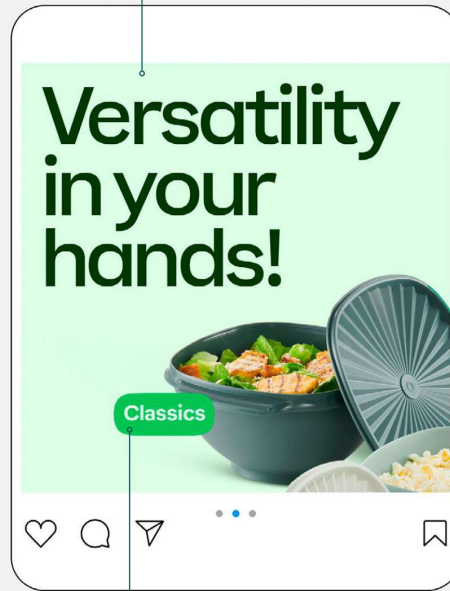
Lorem ipsum dolor sit amet,

TYPOGRAPHY: DIGITAL ASSET FOR BRAND CONTENT

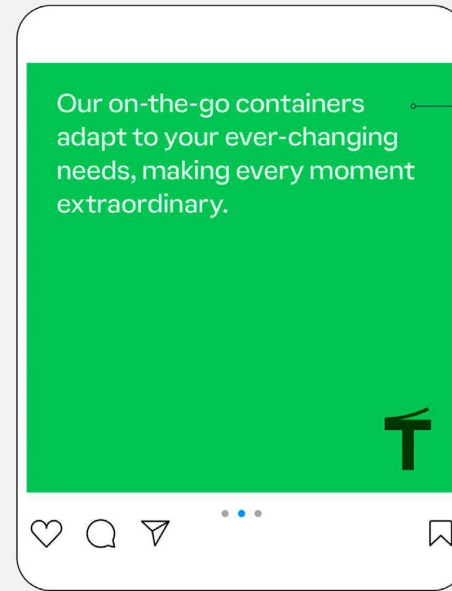
Headline
Earl Sans Bold



Title
Earl Sans Regular



Body Copy
Earl Sans Light



Caption
Earl Sans Bold

Important: Colors in this image are for illustrative purposes only. Actual color may vary due to rendering. Please refer to the provided color codes in the 'Color Library' for accurate color representation.

TYPOGRAPHY

Layout Variations

Grids play a crucial role in upholding a structured framework and maintaining harmonious proportions within Tupperware layouts. The recommended grids outlined below should be utilized for all communication materials.

Margins

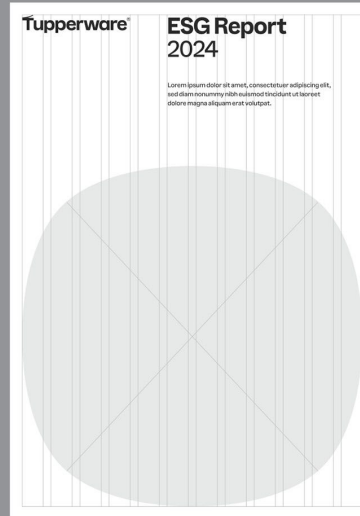
In most cases, it is recommended to have equal margins on all sides. However, for printed double-page spreads, additional margin space in the middle of the document is necessary to ensure optimal readability. Tight margins are an integral part of the Tupperware® brand. In specific instances, such as in-house printed documents like stationery, slightly larger margins may be required. On digital interfaces, equal margins are only applied to the left and right sides, with no margins at the top and bottom of the page. Refer to the [digital guidelines \(pag TBD\)](#) for more comprehensive information on grids and formats.

Columns/Column gutter

For each page, establish a predetermined number of columns. A good starting point for complex layouts is to have 12 columns, as it can be evenly divided by 2, 3, and 4. Depending on the format, these numbers may need to be adjusted accordingly. The column gutter refers to the space between columns. For standard A4 documents, a 5.5mm gutter is optimal. However, for digital layouts such as presentation documents or social media publications, slightly larger gutters are necessary to ensure a comfortable reading experience.

A4 PORTRAIT
210 X 297 MM

12-COLUMN GRID
7 MM MARGINS
5.5 MM GUTTERS



Sales Report
Americas —
2024

Tupperware®

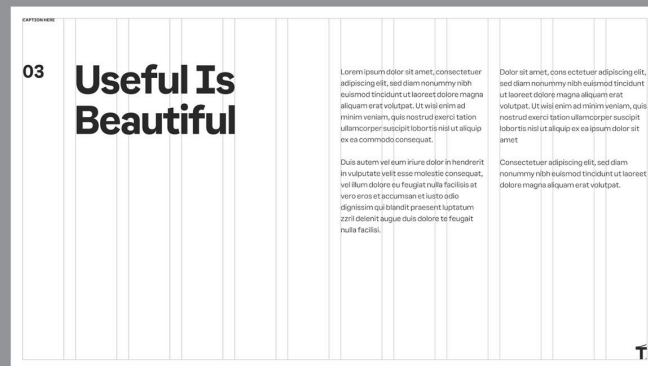
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam
nocturny nibh euismod tristique et lorum dolor magna elequam.

A4 LANDSCAPE
297 X 210 MM

12-COLUMN GRID
7 MM MARGINS
5.5 MM GUTTERS

INSTAGRAM POST
1080 X 1080 PX

4-COLUMN GRID
70 PX MARGINS
70 PX GUTTERS



PRESENTATION
DOCUMENT
1920 X 1080 PX

12-COLUMN GRID
35 PX MARGINS
35 PX GUTTERS

TYPOGRAPHY

Layout Variations

(Color Library and Photography applied)

A4 PORTRAIT
210 X 297 MM

12-COLUMN GRID
7 MM MARGINS
5.5 MM GUTTERS



Sales Report
Americas —
2024

Tupperware

Placeholder text for the sales report cover.

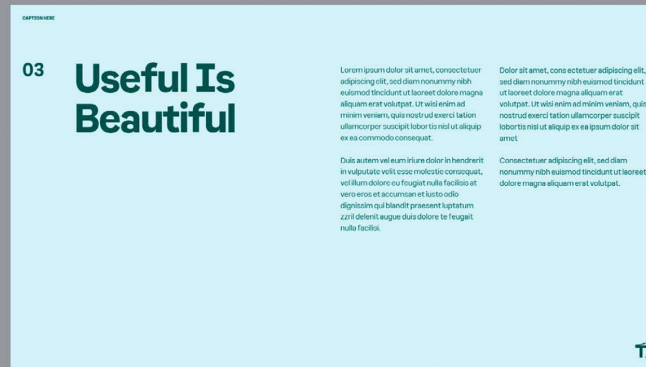
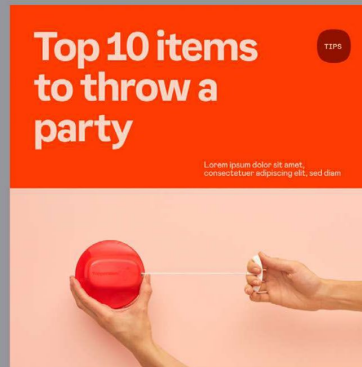


A4 LANDSCAPE
297 X 210 MM

12-COLUMN GRID
7 MM MARGINS
5.5 MM GUTTERS

INSTAGRAM POST
1080 X 1080 PX

4-COLUMN GRID
70 PX MARGINS
70 PX GUTTERS



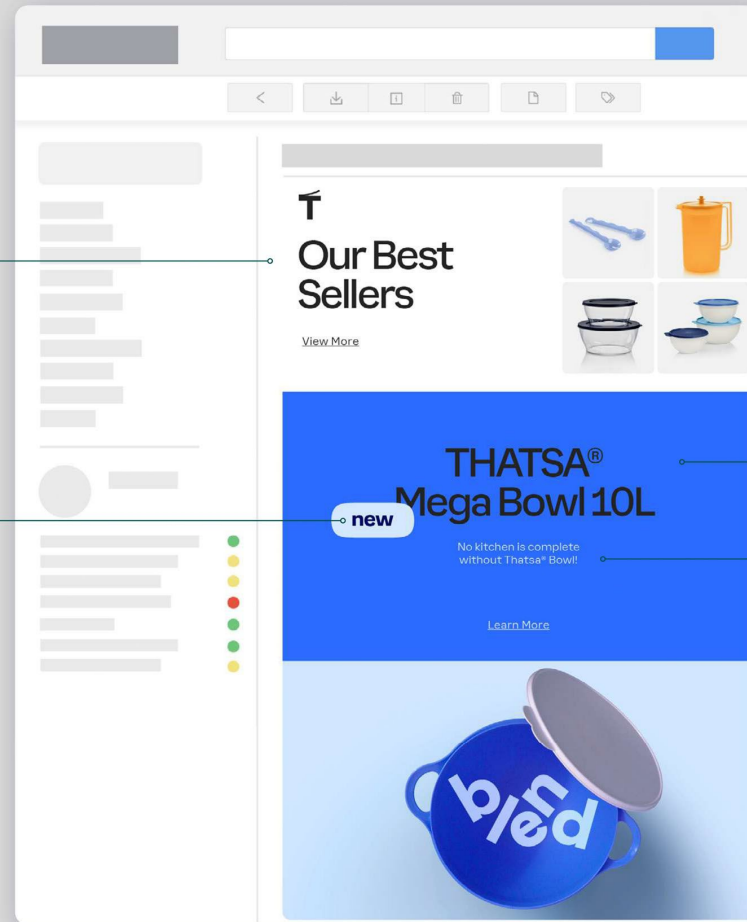
PRESENTATION DOCUMENT
1920 X 1080 PX

12-COLUMN GRID
35 PX MARGINS
35 PX GUTTERS

TYPOGRAPHY: DIGITAL ASSET FOR NEW PRODUCT (NEWSLETTER)

Headline
Earl Sans Regular

Caption
Earl Sans Bold

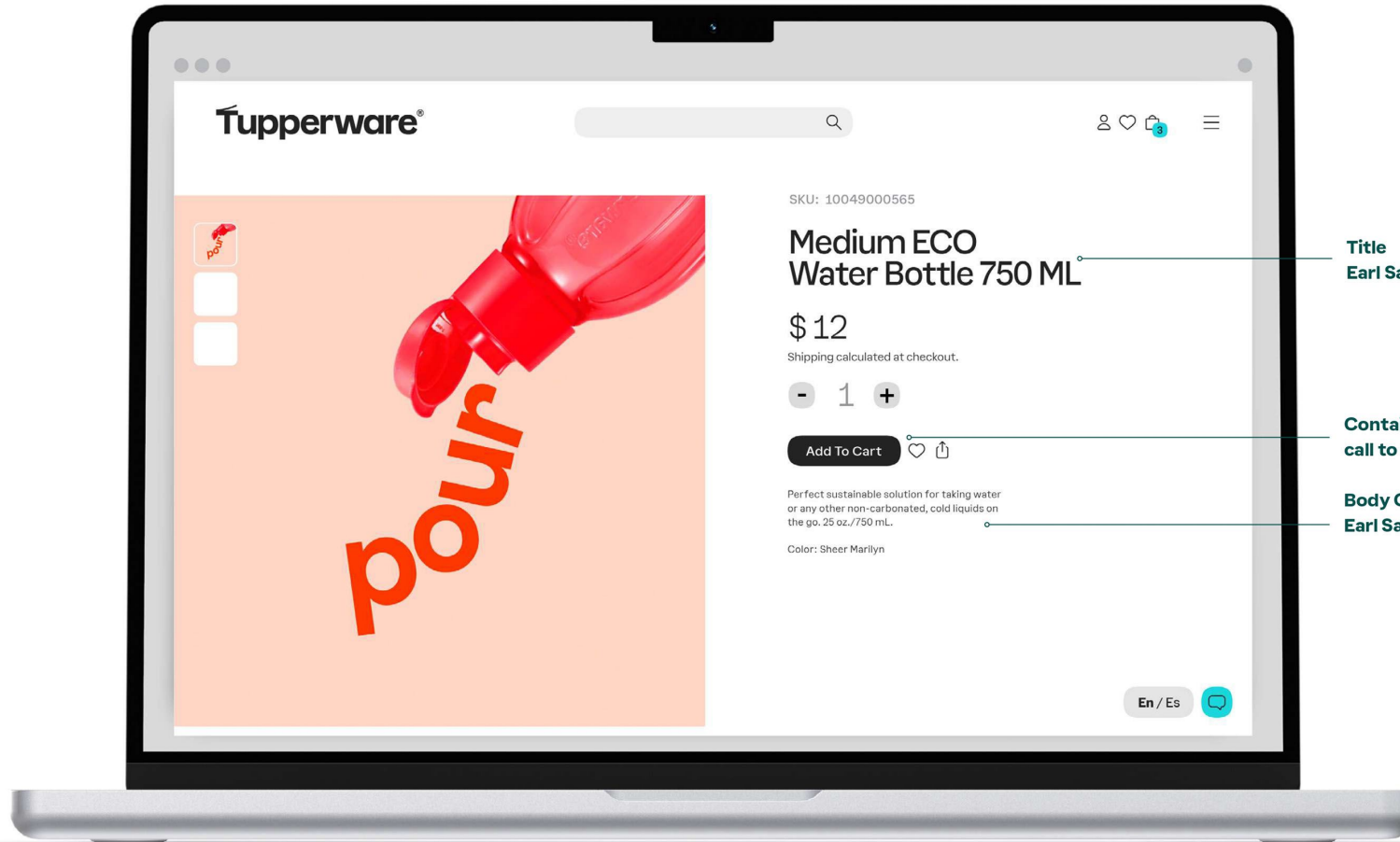


Headline
Earl Sans Regular

Body Copy
Earl Sans Light

Important: Colors in this image are for illustrative purposes only. Actual color may vary due to rendering. Please refer to the provided color codes in the 'Color Library' for accurate color representation.

TYPOGRAPHY: LANDING PAGE FOR PRODUCT



Title
Earl Sans Regular

Container to hold
call to action

Body Copy
Earl Sans Light

Important: Colors in this image are for illustrative purposes only. Actual color may vary due to rendering. Please refer to the provided color codes in the 'Color Library' for accurate color representation.

TYPOGRAPHY

Font Treatment

By incorporating font in movement during post-production, we aim to enhance the visual impact and convey the ingredients or functionality of Tupperware® products in an engaging way. The use of animated typography adds a dynamic element that captures attention and brings the message to life.

With carefully choreographed movements, such as subtle transitions, fades, or kinetic typography, we can highlight key ingredients or highlight the unique features of Tupperware® products. This approach creates a captivating visual experience that reinforces the brand's innovative and versatile nature.

#F2C200
PMS 7409

grab&go
grab&go
grab&go

#785200
PMS 7512 C

#613400
PMS 724 C

stack
stack
stack

#FF7500
PMS 1585

#4D1773
PMS 267 C

blend

#EDD4FF
PMS 2635 C

#476BFF
PMS 2727 C

chop

#011461
PMS 2147 C

TYPOGRAPHY: FONT TREATMENT



Important: Colors in this image are for illustrative purposes only. Actual color may vary due to rendering. Please refer to the provided color codes in the 'Color Library' for accurate color representation.

Photography

- Overview
- Useful is Beautiful
- Product Closeup + Hand
- Product Closeup + Ingredient
- Product + People
- Product + Text
- E-Commerce & Catalog
- Multi-colored & Monochrome Products
- Contextual Photos
- The Tupperware Color Wheel

INTRODUCTION

Our products look good on a shelf. But they're truly beautiful in action. Our photography style celebrates the beauty of using our tools through colorful joy and energy, simple composition, and natural lighting that shows off our products to full effect.

PHOTOGRAPHY

Product Expressions

We're building a brand that puts our products and usage front and center. Minimalist, modern photography showcases product features, usage, and ingredients, without any distractions. They show the product in use in a way that highlights its benefits heavily relying on functionality.

1. Choose a clean background and ample lighting.
2. Keep the composition simple and uncluttered.
3. Showcase the product in use, highlighting its benefits.
4. Style with minimal props and focus on clean lines.
5. Ensure sharp focus and experiment with depth.
6. Enhance for a clean and vibrant look.

By following these technical instructions, you can create minimalist, modern product photography that effectively showcases the product's features, usage, and benefits. Emphasizing functionality and removing distractions allows the product to shine in a visually appealing and compelling way.



PHOTOGRAPHY

Product Closeup + Hand

Micro shots that include hands show our product in use, giving a sense of proportion and allowing consumers to see it in action.

Lighting

1. Use soft diffused lighting to minimize harsh shadows. This creates an even illumination on the hands and Tupperware® product.

2. Experiment with directional light to highlight details and add depth to the composition.

Composition

1. Apply the rule of thirds to create a visually balanced composition by positioning the hands and product along the intersecting lines or points of intersection.

2. Capture close-up macro shots to showcase intricate details and the tactile experience of using the product.

3. Utilize negative space strategically to draw attention to the product and hands.



PHOTOGRAPHY

Product Closeup + Ingredient

Micro shots that include ingredients give consumers real-world context and help demonstrate the product's functionality.

Lighting

1. Balance lighting for natural appeal - Achieve well-balanced lighting to showcase the Tupperware® product and food/ingredients in close-up.
2. Enhance textures and colors - Experiment with lighting angles to bring out the textures and vibrant colors of the product and food/ingredients, highlighting their usability and freshness.

Composition

1. Emphasize interaction - Position hands, product, and food/ingredients strategically to showcase their interaction. Highlight how the product enhances usability or aids in food preparation.
2. Selective focus - Use shallow depth of field to draw attention to specific elements. Focus on the product or key ingredient to emphasize its importance and usability.



PHOTOGRAPHY

Product + People

When we show our products being used by a real person, not only do we demonstrate its practical functionality, but we also evoke the emotions they create — joy and ease.

Lighting

1. **Balanced Lighting** - Ensure even and balanced lighting to illuminate both the person and the Tupperware® product.
2. **Soft Key Light** - Utilize a soft key light to gently illuminate the person and the product, creating a flattering and natural look that highlights their usability.

Composition

1. **Focus on Interaction** - Frame the shot to capture the person actively using the product, showcasing its practicality and functionality in action.
2. **Medium Shot for Context** - Opt for a medium shot, which frames the person and the product from around the waist up. This shot allows the viewer to see the person's body language, facial expressions, and the product in relation to their actions, providing a better understanding of how the product is being used and highlighting its usability in real-life scenarios.



PHOTOGRAPHY

Product + Text

We combine the product with graphic text explaining its functionality, adding playfulness without compromising simplicity, while showing that useful truly is beautiful. Additionally, we use words alongside images to convey a story around our products, enhancing the overall experience and engagement.

Thoughtful Integration

Ensure seamless integration of typography and photography, where the typography enhances and continues the narrative of usability in a playful and dynamic manner.

Complementary Placement

Strategically place the typography in close proximity to the Tupperware® product. This dynamic placement enhances an effective communication and adds visual interest to the composition while maintaining a cohesive look and feel.

Clear Hierarchy

Establish a clear hierarchy between the typography and the photography. This ensures that the typography supports and amplifies the message, without overshadowing the product or the usability being showcased.

Typography As Visual Element

Treat the typography as a visual element that interacts with the composition. Experiment with different font sizes and placements that enhance the vibrancy and spontaneity, while still maintaining legibility and clarity.



PHOTOGRAPHY

E-Commerce & Catalog

We use two styles of product shots on a simple white background for e-commerce & catalog.

In the first style, we showcase the individual product in a single product display. This approach allows us to focus solely on the distinct beauty and features of the item, capturing its essence in a captivating manner. With the simplicity of the white background, every intricate detail of the product takes center stage, creating a clean aesthetic.

For our second style, we introduce the dynamic concept of multicolor product families. By presenting a collection of products in various vibrant shades, we create a visually striking composition that exudes creativity and diversity. Against the white background, these colors come alive, producing a captivating contrast that catches the eye and piques the viewer's curiosity.



Single Product Shot



Single Product Shot



Family Product Shot



Family Product Shot

PHOTOGRAPHY

Multi-Colored & Monochrome Products

For an effective management of color when photographing products that exhibit multiple tones or lack color altogether (such as black, white, or transparent), we use the Tints section of our Color Library. This way we can create strong contrasts and infuse a sense of joy into any visual composition.

Recommendations

It is crucial to select the appropriate background tint to ensure a good contrast and a cohesive color treatment. There are two options to guide this selection process:

- 1. Same Color Family:** Opt for a background tint that belongs to the same color family as the product, or the color family.
- 2. Tupperware Color Wheel:** Utilize the [Color Library \(pag 30\)](#) as a reference tool for selecting the ideal background tint.



PHOTOGRAPHY

Products with prints

Choose the predominant color of the product except for black, white or transparent. If the lid is white, black or transparent choose the predominant color of the print, and from our color library, identify the one that fits the most in its tint, shade or core and use it for the background, clothes and props (if needed).

Refer to the color library in the “[Color Library](#) (page 30)” section.



PHOTOGRAPHY

Product families with different colors

For an effective management of color, when photographing product families with different colors, please follow these guidelines:

Choose the predominant color for the background, clothes and props (if needed). For example, if the biggest product or the product that stands out the most in the image is red, choose Radiant Red.

When the color proportion is the same for all elements in the picture, for example: 2 blue cups, 2 red cups and 2 yellow cups, choose either color for the background, clothes and props (if needed), or preferably, choose Tupperware Blue.

Refer to the color library in the [“Color Library \(page 30\)”](#) section.



PHOTOGRAPHY

Products that lack color altogether (black, white, or transparent):

For an effective management of color, when photographing products that lack color, please follow these guidelines:

Choose the Gray Scale from our Color Library or Tupperware Blue in its core, tint or shade using the one that contrasts the most.

Refer to the color library in the “[Color Library \(page 30\)](#)” section.



Motion Principles

- Wordmark in Motion
- The Big T in Motion

08

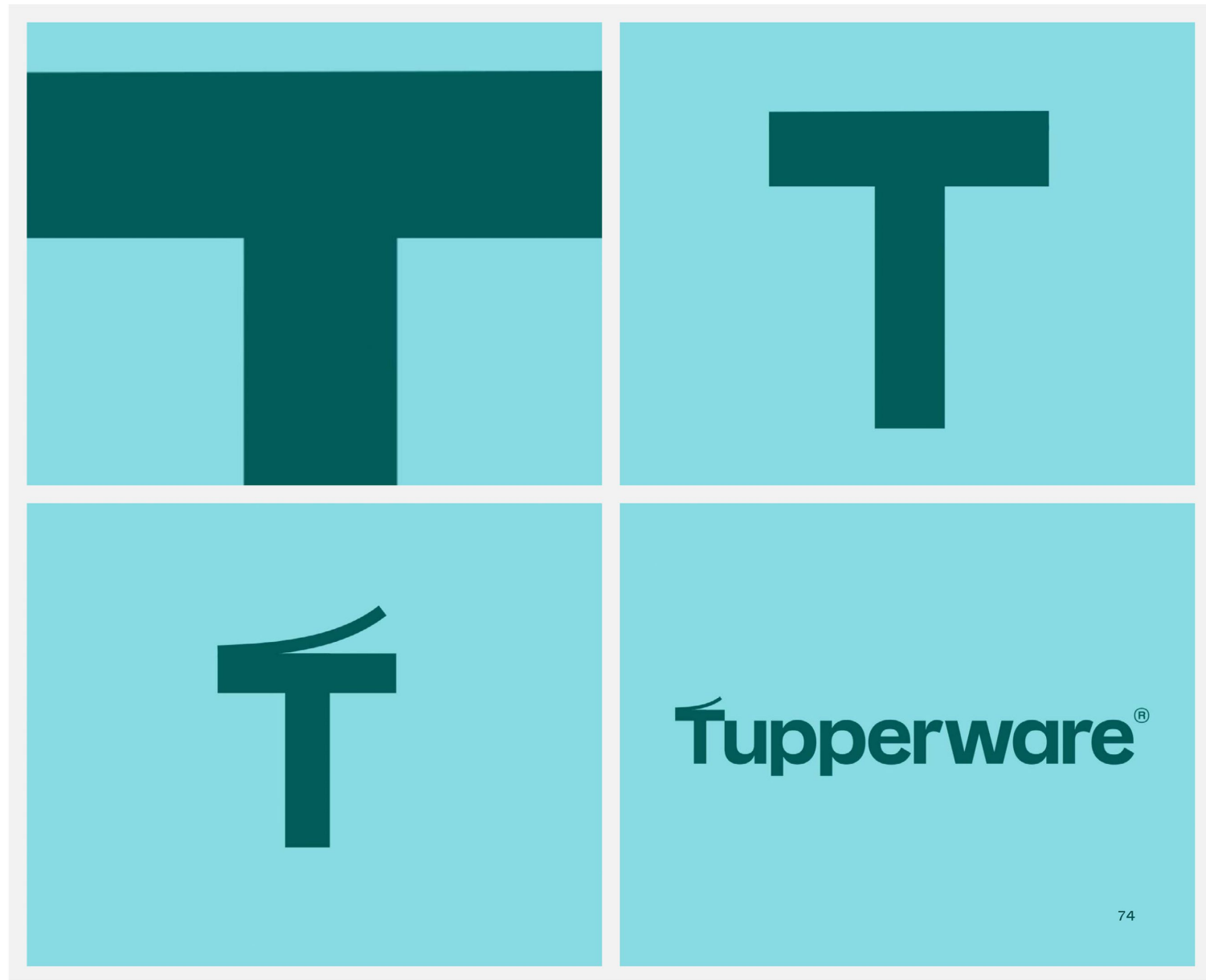
MOTION PRINCIPLES

Wordmark in Motion

The purpose of the Tupperware® wordmark in motion is to infuse vitality and dynamism into the brand's visual identity. By animating the wordmark, it aims to captivate attention, create engaging experiences, and convey the brand's core values and personality in a dynamic and memorable manner.

The sequence of motion will involve a depiction of The Big T opening up and unveiling the rest of the wordmark, as if the other letters were contained within it.

Wordmark motion for "Tupperware" can be used as an introduction bumper or an encore of institutional videos.



MOTION PRINCIPLES

The Big T in Motion

As well as the Wordmark, the Big T in motion serves to enhance brand recognition, storytelling, and communication by utilizing subtle movement and color transitions to evoke emotions, versatility and energy.

The open lid of the Big T will be the moving element. When the animated lid opens, we'll be able to depict different kinds of color stories that convey adaptability, durability, and joyful moments.

The Big T in motion for the Tupperware Wordmark can be used as an introduction bumper or an encore of institutional videos.

Find the editable file here. [Link](#)



Contact

For further information, please contact the Brand Management team for assistance. We also recommend visiting the Tupperware Bynder database to download brand resources, guidelines and find out more about the Tupperware® brand [Link](#)

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Please keep in mind that there are also legal guidelines for how to use the Company trademarks and when to use the trademark registration symbols. Please see _____(insert link to Legal Guidelines for Using Tupperware Trademark and other Company Trademarks. Contact kimberlyweate@tupperware.com from legal.



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