

Do not print your own color swatches from this file. Please contact us at hdpapackaging@harley-davidson.com to request a hard copy of this book.

2010 DISPLAY PACKAGING STANDARDS
HARLEY-DAVIDSON



[SECTION 1]

Color Standards





HDMA Orange

When printing, color match this swatch. Print only as a custom blended color. Do not print as CMYK (4-color process) mix.

HDMA ORANGE

HDMA ORANGE

HDMA ORANGE

HDMA ORANGE

HDMA ORANGE

HDMA ORANGE

HDMA ORANGE

HDMA ORANGE



HDMA Tan

When printing, color match this swatch.
Print only as a custom blended color. Do not print as CMYK (4-color process) mix.

HDMA TAN

HDMA TAN

HDMA TAN

HDMA TAN

HDMA TAN

HDMA TAN

HDMA TAN

HDMA TAN



CMYK FORMULA
C0 M0 Y0 K37

HDMA Silver/Gray

Color match this swatch as a 37% screen of Black. When printing CMYK, adjust color balance on press to match HDMA-Silver/Gray swatch.

HDMA SILVER/GRAY

HDMA SILVER/GRAY

HDMA SILVER/GRAY

HDMA SILVER/GRAY

HDMA SILVER/GRAY

HDMA SILVER/GRAY

HDMA SILVER/GRAY

HDMA SILVER/GRAY



CMYK FORMULA
C30 M50 Y50 K100

HDMA Background Black

Color match this swatch with Pantone Pro Black C. If printing 4-color process use the CMYK formula.

HDMA BACKGROUND BLACK

HDMA BACKGROUND BLACK

HDMA BACKGROUND BLACK

HDMA BACKGROUND BLACK

HDMA BACKGROUND BLACK

HDMA BACKGROUND BLACK

HDMA RICH BLACK

HDMA RICH BLACK



CMYK FORMULA
C0 M33 Y100 K0

HDMA Sportster®

Color match this swatch as a **CMYK, (4-color process) mix**. Adjust color balance on press to match HDMA - Sportster swatch.

HDMA SPORTSTER®

HDMA SPORTSTER®

HDMA SPORTSTER®

HDMA SPORTSTER®

HDMA SPORTSTER®

HDMA SPORTSTER®

HDMA SPORTSTER®

HDMA SPORTSTER®



CMYK FORMULA
C0 M100 Y84 K20

HDMA Dyna[®]

Color match this swatch as a **CMYK, (4-color process) mix**. Adjust color balance on press to match HDMA–Dyna swatch.

HDMA DYNA[®]

HDMA DYNA[®]

HDMA DYNA[®]

HDMA DYNA[®]

HDMA DYNA[®]

HDMA DYNA[®]

HDMA DYNA[®]

HDMA DYNA[®]



CMYK FORMULA
C72 M90 Y65 K10

HDMA Softail®

Color match this swatch as a **CMYK, (4-color process) mix**. Adjust color balance on press to match HDMA-Softail swatch.

HDMA SOFTAIL®

HDMA SOFTAIL®

HDMA SOFTAIL®

HDMA SOFTAIL®

HDMA SOFTAIL®

HDMA SOFTAIL®

HDMA SOFTAIL®

HDMA SOFTAIL®



CMYK FORMULA
C90 M0 Y54 K53

HDMA Touring

Color match this swatch as a **CMYK, (4-color process) mix**. Adjust color balance on press to match HDMA–Touring swatch.

HDMA TOURING

HDMA TOURING

HDMA TOURING

HDMA TOURING

HDMA TOURING

HDMA TOURING

HDMA TOURING

HDMA TOURING



CMYK FORMULA
C0 M0 Y0 K46

HDMA VRSC™

Color match this swatch as a **CMYK, (4-color process) mix**. Adjust color balance on press to match HDMA–VRSC swatch.

HDMA VRSC™

HDMA VRSC™

HDMA VRSC™

HDMA VRSC™

HDMA VRSC™

HDMA VRSC™

HDMA VRSC™

HDMA VRSC™



CMYK FORMULA
C100 M54 Y0 K25

HDMA Multi-Fit

Color match this swatch as a **CMYK, (4-color process) mix**. Adjust color balance on press to match HDMA–Multi-Fit swatch.

HDMA MULTI-FIT

HDMA MULTI-FIT

HDMA MULTI-FIT

HDMA MULTI-FIT

HDMA MULTI-FIT

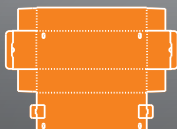
HDMA MULTI-FIT

HDMA MULTI-FIT

HDMA MULTI-FIT



BOX & SLEEVE



LITHO LABEL



INSERT CARDS



HANG TAGS



ADHESIVE LABELS

[SECTION 2]

Packaging Types



[PACKAGING PROFILE]

Box & Sleeve



[PRODUCTION SPECS]



CARD STOCK

- 20 point board
- C1S SBS



6 PRINT COLORS + COATING



HDMA
ORANGE*

HDMA
TAN*



CMYK



COATING
Protection &
Durability

*See Section 1 > Color Standards for swatch.

BINDERY DETAILS

- Die cut hang holes
- Score and fold
- Glue and finish

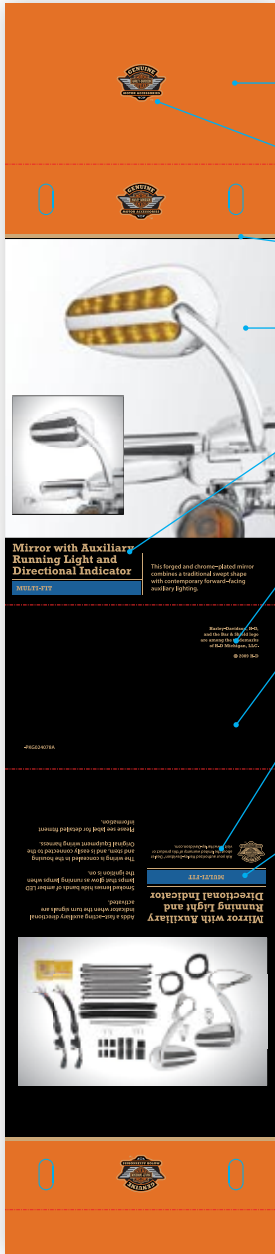
QUESTIONS

We're here to help. Please contact us by email, hdpapackaging@harley-davidson.com



SECTION 2: PACKAGING TYPES

Box & Sleeve



[PRINT PROCESS]

HDMA ORANGE

HDMA TAN

CMYK



Cap



HDMA Logo



Tan Bar



Product Photography



Product Name and Information



Legal Line



Background Black



H-D Warranty Text



Model Family Indicator (MFI)



[PACKAGING PROFILE]

Litho Label Box



[PRODUCTION SPECS]



LITHO LABEL STOCK

- C1S Sterling
- 80# Text Weigh
- Or HDP A approved stock

BINDERY DETAILS

- Apply label and die cut
- Score and fold
- Glue and finish



6 PRINT COLORS + COATING



HDMA
ORANGE*

HDMA
TAN*



CMYK



COATING
*Protection &
Durability*

QUESTIONS

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*See Section 1 > Color Standards for swatch.

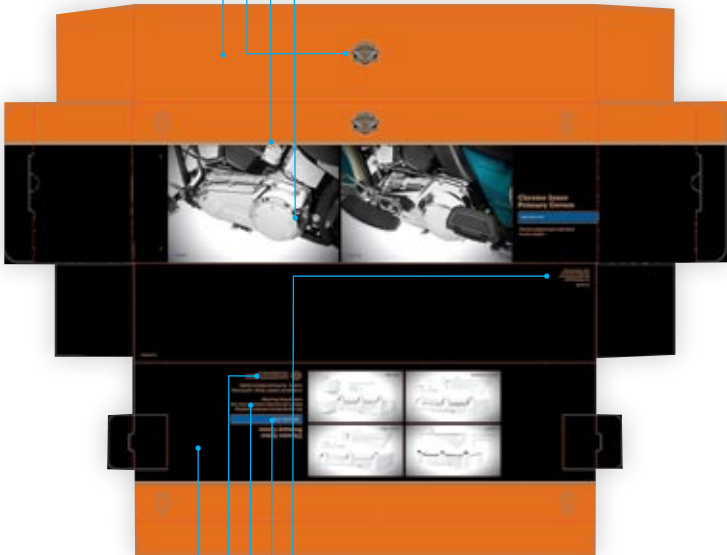

















Litho Label Box

[PRINT PROCESS]

HDMA ORANGE	HDMA TAN	CMYK
		

Cap			
HDMA Logo			
Tan Bar			
Product Photography			



Legal Line			
Model Family Indicator (MFI)			
Product Name and Information			
H-D Warranty Text			
Background Black			



[PACKAGING PROFILE]

Insert Card



[PRODUCTION SPECS]



CARD STOCK

- 20 point board
- C1S SBS

CLAMSHELL SPECS

Clear .025" PET, Recycled PET (RPET), or Utility PET (UPET) (No PVC)



3 PRINT COLORS + COATING



HDMA
ORANGE*

HDMA
TAN*



PANTONE
PRO BLACK C

COATING

Print second Pantone Pro Black C on card back for 4th color.

BINDERY DETAILS

- Die cut hang holes

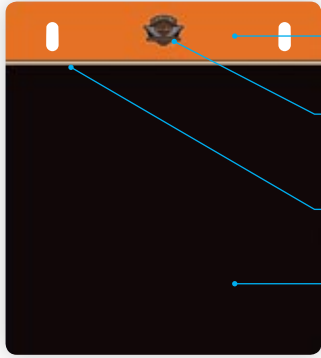
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SECTION 2: PACKAGING TYPES

Insert Card



[FRONT]

HDMA ORANGE	HDMA TAN	PANTONE PRO BLACK C

Cap

--	--	--

HDMA Logo

--	--	--

Tan Bar

--	--	--

Background Black

--	--	--



[BACK]

HDMA ORANGE	HDMA TAN	PANTONE PRO BLACK C

Background Black

--	--	--



[PACKAGING PROFILE]

Header Card (with polybag)



[PRODUCTION SPECS]



CARD STOCK

- 16 point board
- C1S SBS

POLYBAG SPECS

- Clear LLDPE flat polybag (typically 3MIL depending on product)



3 PRINT COLORS + COATING



HDMA
ORANGE*



HDMA
TAN*



PANTONE
PRO BLACK C



COATING

BINDERY DETAILS

- Die cut hang holes

QUESTIONS

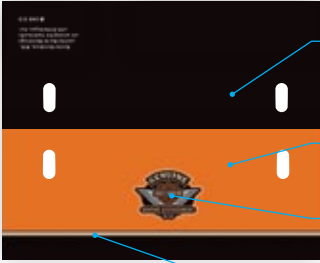
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hdpapackaging@harley-davidson.com



SECTION 2: PACKAGING TYPES

Header Card (with polybag)



[FRONT]

HDMA ORANGE
HDMA TAN
PANTONE PRO BLACK C

Background Black



Cap



HDMA Logo



Tan Bar



[PACKAGING PROFILE]

Adhesive Label



[PRODUCTION SPECS]



LABEL STOCK

- Material and adhesive appropriate for product type.



3 PRINT COLORS + COATING



HDMA
ORANGE*

HDMA
TAN*



PANTONE
PRO BLACK C

COATING

BINDERY DETAILS

- Die cut

QUESTIONS

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SECTION 2: PACKAGING TYPES

Adhesive Label



	HDMA ORANGE	HDMA TAN	RICH BLACK
[PRINT PROCESS]			
Cap			
HDMA Logo			
Tan Bar			
Background Black			





[SECTION 3]

Process Guide



Working with the Packaging & Marketing Team

Thank you for partnering with Harley-Davidson. Suppliers like you play an important role in preserving our brand's integrity and success. **To help us maintain our high standards, please follow these instructions:**

1 THE FIRST STEP

Start by submitting your packaging summary form to: hdpapackaging@harley-davidson.com.
(Please use the form on H-DSN:
www.h-dsn.com/genbus/packaging.jsp)

THE NEXT STEP

H-D will provide the artwork file for all display packaging. You are required to use the provided artwork file for H-D display packaging.

2 SEND YOUR ARTWORK PROOFS FOR APPROVAL

We require you to submit a printed proof to H-D for review and approval prior to the initial production run of a display package. We will be looking to ensure art placement, text and the color breaks are correct. We will review the proof and provide an approval.

Send print proofs to your H-D contact.

Harley-Davidson Corporate Office
3700 W. Juneau Ave.
Milwaukee, WI 53208



3

ONE LAST STEP

Once the proof has been approved, please use the color swatches in this book to ensure it meets our color standards. Please send our team a pre-production or production sample to ensure it meets our color, quality and structural guidelines. Once we send email confirmation that your sample meets all of our standards, you can produce and ship your product to our Distribution Center.

THANKS FOR YOUR COOPERATION

We look forward to working with you. If you have any questions, feel free to email us at:
hdpapackaging@harley-davidson.com



