

Approved Fonts for Containers Larger than 12 oz

Approved 14 Point Text and 11 Point Parenthetical Fonts

1. Arial	This bottle has as much alcohol as 4 regular (12 oz, 5% alc/vol) beers.
2. Helvetica	This bottle has as much alcohol as 4 regular (12 oz, 5% alc/vol) beers.
3. Avenir 65 Med	This bottle has as much alcohol as 4 regular (12 oz, 5% alc/vol) beers.
4. Swis 721 BT	This bottle has as much alcohol as 4 regular (12 oz, 5% alc/vol) beers.
5. Tahoma	This bottle has as much alcohol as 4 regular (12 oz, 5% alc/vol) beers.
6. Univers Light	This bottle has as much alcohol as 4 regular (12 oz, 5% alc/vol) beers.
7. Arimo	This bottle has as much alcohol as 4 regular (12 oz, 5% alc/vol) beers.
8. Aurulent Sans	This bottle has as much alcohol as 4 regular (12 oz, 5% alc/vol) beers.
9. Carto Gothic Std	This bottle has as much alcohol as 4 regular (12 oz, 5% alc/vol) beers.
10. Street	This bottle has as much alcohol as 4 regular (12 oz, 5% alc/vol) beers.
11. Cabin	This bottle has as much alcohol as 4 regular (12 oz, 5% alc/vol) beers.
12. Droid Sans	This bottle has as much alcohol as 4 regular (12 oz, 5% alc/vol) beers.
13. Lato	This bottle has as much alcohol as 4 regular (12 oz, 5% alc/vol) beers.
14. Open Sans	This bottle has as much alcohol as 4 regular (12 oz, 5% alc/vol) beers.
15. Myriad Pro	This bottle has as much alcohol as 4 regular (12 oz, 5% alc/vol) beers.
16. Futura Std Book	This bottle has as much alcohol as 4 regular (12 oz, 5% alc/vol) beers.

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WE
ID

FLAVORED MALT LIQUOR



GOVERNMENT WARNING: (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.

DRINK FOUR BREWING COMPANY, LA CROSSE, WI & UNDER SPECIAL AGREEMENT LATROBE, PA

FOUR
Loko

PREMIUM MALT BEVERAGE WITH ARTIFICIAL FLAVORS
AND FD&C RED #40
23.5 FL OZ. (1 PT 7.5 FL OZ)

12.0%
ALC/VOL

Loko **FRUIT PUNCH FLAVOR**

FOUR
Loko

PREMIUM MALT BEVERAGE WITH ARTIFICIAL FLAVORS
AND FD&C RED #40
23.5 FL OZ. (1 PT 7.5 FL OZ)

12.0%
ALC/VOL

This can has as much alcohol as 4½ regular (12 oz, 5% alc/vol) beers.

5.75" wide by 0.3" tall

1pt black stroke, white background

Text: 14pt Approved Font (See Attachment A)

Parentetical: 11pt Approved Font (See Attachment A)

Fraction Numerals: 6pt Approved Font (See Attachment A) with 6pt Leading

Fraction Stroke: 0.5pt black stroke, 0.05" long, centered between numerals

Attachment B

Bottle - Neck Option Larger than 12 oz bottle

*This bottle has as much alcohol as
4¹/₂ regular (12 oz, 5% alc/vol) beers.*

3.5" wide by 0.625" tall

1pt black stroke, white background

Text: 14pt Approved Font (See Attachment A)

Parenthetical: 11pt Approved Font (See Attachment A)

Fraction Numerals: 6pt Approved Font (See Attachment A) with 6pt Leading

Fraction Stroke: 0.5pt black stroke, 0.05" long, centered between numerals

Bottle - Body Option Larger than 12 oz bottle

This bottle has as much alcohol as 4 $\frac{1}{2}$ regular (12 oz, 5% alc/vol) beers.

6" wide by 0.375" tall

1pt black stroke, white background

Text: 14pt Approved Font (See Attachment A)

Parenthetical: 11pt Approved Font (See Attachment A)

Fraction Numerals: 6pt Approved Font (See Attachment A) with 6pt Leading

Fraction Stroke: 0.5pt black stroke, 0.05" long, centered between numerals

Bottle - Body Options

Larger than 12 oz bottle

This bottle has as much alcohol as $4\frac{1}{2}$ regular (12 oz, 5% alc/vol) beers.

2.5" wide by 0.75" tall

1pt black stroke, white background

Text: 14pt Approved Font (See Attachment A)

Parenthetical: 11pt Approved Font (See Attachment A)

Fraction Numerals: 6pt Approved Font (See Attachment A) with 6pt Leading

Fraction Stroke: 0.5pt black stroke, 0.05" long, centered between numerals

This bottle has as much alcohol as $4\frac{1}{2}$ regular (12 oz, 5% alc/vol) beers.

3.5" wide by 0.625" tall

1pt black stroke, white background

Text: 14pt Approved Font (See Attachment A)

Parenthetical: 11pt Approved Font (See Attachment A)

Fraction Numerals: 6pt Approved Font (See Attachment A) with 6pt Leading

Fraction Stroke: 0.5pt black stroke, 0.05" long, centered between numerals

Approved Fonts for Containers 12 oz and Smaller

Approved 12 Point Text and 9 Point Parenthetical Fonts

1. Arial	This bottle has as much alcohol as 4 regular (12 oz, 5% alc/vol) beers.
2. Helvetica	This bottle has as much alcohol as 4 regular (12 oz, 5% alc/vol) beers.
3. Avenir 65 Med	This bottle has as much alcohol as 4 regular (12 oz, 5% alc/vol) beers.
4. Swis 721 BT	This bottle has as much alcohol as 4 regular (12 oz, 5% alc/vol) beers.
5. Tahoma	This bottle has as much alcohol as 4 regular (12 oz, 5% alc/vol) beers.
6. Univers Light	This bottle has as much alcohol as 4 regular (12 oz, 5% alc/vol) beers.
7. Arimo	This bottle has as much alcohol as 4 regular (12 oz, 5% alc/vol) beers.
8. Aurulent Sans	This bottle has as much alcohol as 4 regular (12 oz, 5% alc/vol) beers.
9. Carto Gothic Std	This bottle has as much alcohol as 4 regular (12 oz, 5% alc/vol) beers.
10. Street	This bottle has as much alcohol as 4 regular (12 oz, 5% alc/vol) beers.
11. Cabin	This bottle has as much alcohol as 4 regular (12 oz, 5% alc/vol) beers.
12. Droid Sans	This bottle has as much alcohol as 4 regular (12 oz, 5% alc/vol) beers.
13. Lato	This bottle has as much alcohol as 4 regular (12 oz, 5% alc/vol) beers.
14. Open Sans	This bottle has as much alcohol as 4 regular (12 oz, 5% alc/vol) beers.
15. Myriad Pro	This bottle has as much alcohol as 4 regular (12 oz, 5% alc/vol) beers.
16. Futura Std Book	This bottle has as much alcohol as 4 regular (12 oz, 5% alc/vol) beers.

GOVERNMENT WARNING: (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.

FLAVORED MALT BEVERAGE

12 FL OZ.

FLAVORED MALT BEVERAGE

12 FL OZ.

This can has as much alcohol as 2½ regular (12 oz, 5% alc/vol) beers.

5" wide by 0.25" tall

1pt black stroke, white background

Text: 12pt Approved Font (See Attachment D)

Parentetical: 9pt Approved Font (See Attachment D)

Fraction Numerals: 5pt Approved Font (See Attachment D) with 5pt Leading

Fraction Stroke: 0.3pt black stroke, 0.04" long, centered between numerals

Attachment E

Bottle - Neck Option

12 oz or smaller bottle

This bottle has as much alcohol as
 $2\frac{1}{2}$ regular (12 oz, 5% alc/vol) beers.

2.875" wide by 0.5" tall

1pt black stroke, white background

Text: 12pt Approved Font (See Attachment D)

Parenthetical: 9pt Approved Font (See Attachment D)

Fraction Numerals: 5pt Approved Font (See Attachment D) with 5pt Leading

Fraction Stroke: 0.3pt black stroke, 0.04" long, centered between numerals

Bottle - Body Option

12 oz or smaller bottle

This bottle has as much alcohol as $2\frac{1}{2}$ regular (12 oz, 5% alc/vol) beers.

5" wide by 0.25" tall

1pt black stroke, white background

Text: 12pt Approved Font (See Attachment D)

Parenthetical: 9pt Approved Font (See Attachment D)

Fraction Numerals: 5pt Approved Font (See Attachment D) with 5pt Leading

Fraction Stroke: 0.3pt black stroke, 0.04" long, centered between numerals

Bottle - Body Options

12 oz or smaller bottle

This bottle has as much alcohol as 2½ regular (12 oz, 5% alc/vol) beers.

2" wide by 0.625" tall

1pt black stroke, white background

Text: 12pt Approved Font (See Attachment D)

Parenthetical: 9pt Approved Font (See Attachment D)

Fraction Numerals: 5pt Approved Font (See Attachment D) with 5pt Leading

Fraction Stroke: 0.3pt black stroke, 0.04" long, centered between numerals

This bottle has as much alcohol as 2½ regular (12 oz, 5% alc/vol) beers.

2.75" wide by 0.5" tall

1pt black stroke, white background

Text: 12pt Approved Font (See Attachment D)

Parenthetical: 9pt Approved Font (See Attachment D)

Fraction Numerals: 5pt Approved Font (See Attachment D) with 5pt Leading

Fraction Stroke: 0.3pt black stroke, 0.04" long, centered between numerals