



Brand-identity Guidelines

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1.0

Introduction

Overview

The purpose of these guidelines is to explain the use of the new brand style and to reinforce consistent application of the visual elements in all communications. This includes publications, presentations, and all other marketing materials both online and offline. Guidelines on the use of the logo are included.

Our “identity”

Name, corporate logo, colours, typeface - these are the pillars of the identity of the company. Their characteristics ensure an individual and consistent image of the company.

What's Our Mission?

Promoting consistency, remove confusion and increase plastics collected for recycling through education, communication and consistent messages

What's Our Vision?

Our vision is that all recyclable plastics are collected for recycling
Plastic is a truly sustainable and circular resource, but positive consumer behaviour change is central to tackling ongoing ambitious targets and circular economy aspirations.

2.0

The Logo Design

Overview

The company logo is an important and valued graphic element and must be used consistently and appropriately, even minor variations will undermine and compromise the image of the branding.

Pledge 2
Recycle



3.0

The Logo Usage

Overview

Always use master artwork when reproducing any logo design. It should never be recreated under any circumstances. Always ensure you are using the correct artwork for the application.

When reproducing any logo elements, only the original high resolution or vector graphic files shall be used - logos should not be taken from this document.



Exclusion Zone

Make sure that text or other design elements do not encroach upon the logo.

The marked space should always be given to let the logo 'breathe', free from distraction.



Minimum reproduction size

In the primary logo format a minimum size must be adhered to so that legibility is retained.

In exceptional circumstances where space is below the recommended size, adjustments may have to be made to balance the shape and visibility.



Wrong!

The logo has become distorted from its designed aspect ratio, therefore stretching or squashing the shape and text.

If the space is restrictive, the scale of the logo (not the dimensions) must be adjusted to fit.

Do not redesign parts of the logo.



Correct!

The logo's shape is consistent with the initial design, retaining balance and legibility.



Wrong!

The backdrop for the logo's placement clashes with the design - it lacks visibility and contrast.

To fix this problem, you can either select a plain white colour background, or switch to a monochrome version of the logo.

Correct!

The logo is clear and visible, set in its corporate colours onto a white backdrop which shows contrast. Always use a white background for the logo's backdrop. If a white background is not available for

Although the backdrop is not white, the monochrome version can work with a colour background.

4.0

Colour Scheme

Overview

Accurate reproduction of the brand colour scheme is essential in communicating a clear and consistent message about the company image.

The Pantone colours should be used wherever possible, with CMYK / RGB being matched as closely as possible depending on the materials and print process.

Black and white are acceptable as accent colours, in addition to the colours within the assigned scheme.

Primary Brand Colours logo / main graphic elements

PANTONE

376 C

CMYK

55 / 3 / 100 / 100

RGB

129 / 189 / 65

HEX

#81BC41

PANTONE

Process Cyan C

CMYK

100 / 0 / 0 / 0

RGB

0 / 174 / 239

HEX

#00ADEF

PANTONE

382 C

CMYK

29 / 1 / 100 / 0

RGB

192 / 210 / 48

HEX

#BFD22F

Secondary Brand Colours

In addition to the primary corporate colour, a set of supporting colours has been agreed. These supporting colours are useful for backgrounds, charts, etc. Under no circumstance are these supporting colours to be applied to the master logo..

For web sites or screen graphics, the RGB colours should be matched. RGB colours are intended to match their PMS counterparts as closely as possible. These should not be used for print applications.

PANTONE
Cool Gray 9 C
CMYK
56 / 46 / 43 / 10
RGB
117 / 120 / 124
HEX
#75787B

PANTONE
Black 6 C
CMYK
100 / 100 / 100 / 100
RGB
0 / 0 / 0
HEX
#000000

PANTONE
485 C
CMYK
5 / 99 / 100 / 10
RGB
117 / 120 / 124
HEX
#75787B

PANTONE
378 C
CMYK
62 / 43 / 100 / 30
RGB
88 / 98 / 43
HEX
#57612A

PANTONE
Process Yellow C
CMYK
0 / 0 / 100 / 0
RGB
255 / 242 / 0
HEX
#FFF100

PANTONE
Purple C
CMYK
35 / 87 / 0 / 0
RGB
169 / 68 / 153
HEX
#A94499

PANTONE
288 C
CMYK
100 / 87 / 27 / 19
RGB
30 / 54 / 107
HEX
#1E366B

PANTONE
330 C
CMYK
94 / 45 / 65 / 37
RGB
0 / 82 / 76
HEX
#00524C

PANTONE
Cool Gray 4 C
CMYK
27 / 20 / 21 / 0
RGB
187 / 188 / 188
HEX
#BABBBC

PANTONE
Cool Gray 2 C
CMYK
18 / 13 / 14 / 0
RGB
207 / 208 / 206
HEX
#CFCFCE

PANTONE
Cool Gray 1 C
CMYK
14 / 10 / 12 / 0
RGB
216 / 216 / 213
HEX
#D8D8D5

PANTONE
Process Magenta C
CMYK
0 / 100 / 0 / 0
RGB
236 / 0 / 140
HEX
#EC008B

5.0

Typography

Overview

The primary typeface is **Alegreya Sans** with a secondary **Myriad Pro** to complement the primary. These have been carefully selected to best represent the brand image, and must be used to retain consistency - especially within the logo.

Alegreya Sans has been selected as the primary corporate typeface and is recommended for use in the production of all typeset items such as literature, signage and advertising.

When preparing letters or for use within the web or email, **Myriad Pro** is the preferred type style and should be used.

Replacing fonts with alternatives should not be done under any circumstances.

Primary Typeface

Alegreya Sans (Main logotype text / Content)

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

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Secondary Typeface

Myriad Pro (web and emails)

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

!@£\$%^&*()i€#¢∞§¶•ªº--_ = + {} [] ; : / \ , . ~

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6.0

Graphic Elements

Overview

There are a few graphic elements that can be used throughout as part of the Corporate graphic identity. Those can be used for both printed and digital applications.

Baseline bar

Mostly used to frame the lower part of the layout but can also be used vertically in some cases, should be present in all corporate publications, including signage, web page and stationary.



Wave

This element is the main graphic that may be used to complement a layout or graphic composition.



Icons

These are only example of icons and symbols that can be used but as a general rule they must avoid angular edges in favour of soft edges to complement the corporate typeface.



7.0

Graphic and Fonts Pack

Overview

The Corporate logo is supplied separately and is available on request do not use the logo from the Corporate Guidelines document.

A package of fonts is also available free of charge on request.