

Brand Guidelines

These brand guidelines are intended to provide a framework which allows lively, thought provoking designed to be produced.

This document contains rules on how to use the PLAS-TECH brand, including brand, devices, variations, corporate colours and disciplines.

Whilst the integrity of the identity should be preserved at all times, remember that you are competing for attention, and boring design is not good design.

1.0 Our Brand

1.1 The Logotype

1.2 Spacing

1.3 What Not To Do

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1.0 Our Brand

PLAS-TECH
THERMOFORMING

PLAS-TECH

There are two versions of the logotype (one with tagline and one without) both can be used. The tagline should always be aligned central to the PLAS-TECH lettering.

The brand should always be reproduced from master artwork, never recreated in any form.

The letter forms, letter spacing, word spacing and layout should not be altered in any way.

The logotype should never be surrounded by a frame, panel or box, or be electronically stretched or compressed.

The logotype should never be reproduced smaller than 20mm in width.

PLAS-TECH



20mm

Minimum size



An exclusion zone has been created to ensure the logotype is always prominent and legible.

The exclusion zone is calculated by using the width of the letter 'H' in the logotype. This is to be used as a minimum requirement.

Brand Guidelines

1.3 What Not To Do

PLAS-TECH

1 **PLAS-TECH**
THERMOFORMING

2 **PLAS-TECH**
THERMOFORMING

3 THERMOFORMING
PLAS-TECH

4 **PLAS-TECH**
THERMOFORMING

5 **PLAS-TECH**
THERMOFORMING LIMITED

The PLAS-TECH logotype has been designed to be flexible, and to give plenty of individual design freedom.

However, in the interests of consistency and integrity, it is important to keep each of the logo elements as uniform as possible.

Do not:

- 1 Create the logotype using colour other than PLAS-TECH orange or grey.
- 2 Stretch or condense the logotype.
- 3 Rearrange the order of the elements in the logotype.
- 4 Change the proportions of the elements within the logotype.
- 5 Alter the tagline of the logotype in any way.

2.0 Brand Elements

INTERSTATE BLACK

For introductory text and emphasis in both headlines and body copy.

Helvetica Neue 55

For large single words and body copy.

Typestyle consistency is essential in projecting a uniform and recognisable design style.

The PLAS-TECH primary typeface is Interstate Black. The PLAS-TECH secondary typeface is Helvetica Neue 55.

Brand Elements

2.2 Colour

PLAS-TECH



Plas-Tech Orange

C0 M63 Y100 K0
PANTONE 1585
R255 G125 B34
#FF7D22
RAL 2004



Plas-Tech One

C52 M22 Y30 K74
PANTONE 455
R77 G83 B87
#4D5357
RAL 7031



Plas-Tech Two

C33 M10 Y18 K30
PANTONE 443
R148 G157 B158
#949D9E
RAL 7001



Plas-Tech Three

C6 M4 Y7 K11
PANTONE 420
R206 G207 B203
#CECF CB
RAL 9002

Colour is very important to our new branding and we've simplified our palette to four colours.

When the tagline appears with the logotype both should remain the same colour.



2 **SHAPING
PERCEPTIONS
OF
PLASTIC**

3 **SHAPING PERCEPTIONS OF PLASTIC**

These brand extensions are essential to the communication of the PLAS-TECH ethos and key message. They should be used on all external publicity documents and internal documents where possible.

Large logo

1. The PLAS-TECH logotype can be used as a large background element white-out of photography bleeding off the page, as seen on the brochure example above.

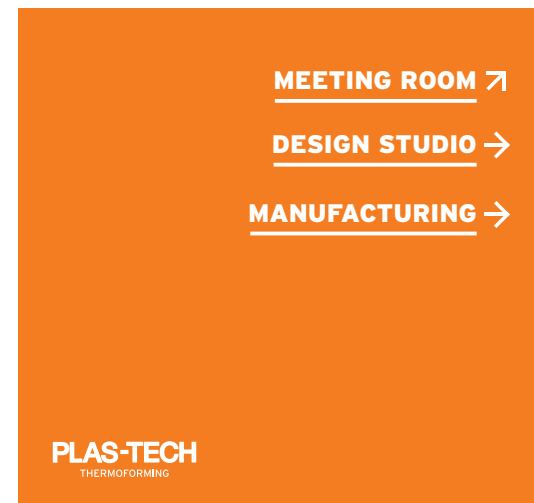
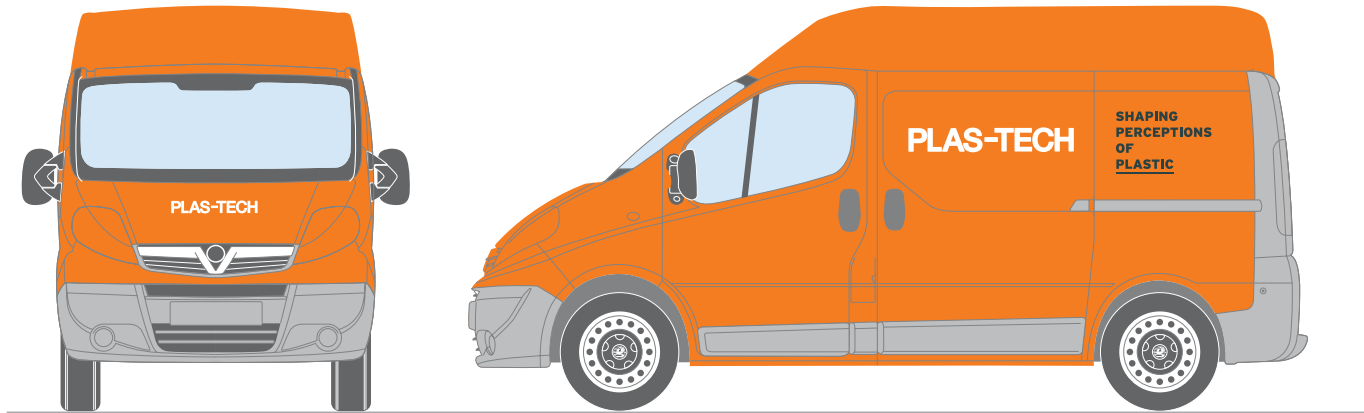
Strapline

- 2&3. The 'Shaping Perceptions of Plastic' strapline is made up using the typeface Interstate Black (see section 2.1). The layout or form must not be modified from the two versions illustrated above.

Brand Elements

2.3 Brand Extension

PLAS-TECH



Examples of Livery and signage.

Resources

For more information on branding and resources please contact:
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Or contact our agency:
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