BRAND SYSTEM

PACKA-CHING®

MAKE SOME KILORANDS

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01

INTRODUCTION

A BRAND IS THE SUM TOTAL OF EVERYTHING THAT IS KNOWN, THOUGHT, FELT OR PERCEIVED ABOUT A COMPANY, PRODUCT OR SERVICE.

IT IS A PROMISE TO ACHIEVE A CERTAIN RESULT, DELIVER A CERTAIN EXPERIENCE AND BEHAVE IN A CERTAIN MANNER.

PACKA-CHING IS A BRAND DESIGNED TO REPRESENT A RECYCLING MOVEMENT AND A NEW WAY OF DOING THINGS.

IN ORDER TO DO THE BRAND JUSTICE AND TO CONNECT WITH AS MANY PEOPLE AS POSSIBLE, WE HAVE CREATED SOME STRICT APPLICATION RULES AND GENERAL BRAND GUIDELINES TO FOLLOW.

1.1

MANIFESTO

EVERY MOMENT AND BUSINESS DECISION WE MAKE IS IN THE PURSUIT OF ONE COMMON GOAL:

A CLEANER TOMORROW.

LIKE ANY REVOLUTION, CHANGE STARTS WITH A SPARK AND SPREADS LIKE A RIPPLE, ONE THAT SEEPS INTO THE VIBRANT COMMUNITIES OF SOUTH AFRICA, RISING ITS PEOPLE UP.

A POWERFUL MOVEMENT WHICH SEEKS THE BETTERMENT OF ALL.

THIS REVOLUTION IS CALLED PACKA-CHING. IT STRIVES TO CREATE A SENSE OF ECONOMIC EMPOWERMENT AND PERSONAL PURPOSE FAR BEYOND THAT PURELY OF MONEY. IT GRANTS THE POWER OF CHOICE AND FREEDOM, PEACE OF MIND AND A COUNTRY WE ARE PROUD TO CALL HOME.

1.2

PAY-OFF LINE

MAKE
SOME
KILORANDS

1.3

BRAND PERSONALITY

FRIENDLY
FRESH
PERSONAL
POSITIVE
LEGITIMATE
HELPFUL
HONEST
INFLUENTIAL
INFORMATIVE
UNDERSTANDABLE
RELIABLE
DISTINCTIVE

02

BRAND SYSTEM

A BRAND SYSTEM IS A COLLECTION OF ELEMENTS THAT WORK TOGETHER TO CREATE THE UNIFIED, CONSISTENT AND FLEXIBLE PACKA-CHING VISUAL LANGUAGE.

ALL OUR CUSTOMER TOUCHPOINTS NEED TO TIE BACK TO IT — THE SAME LOGO, FONTS, LOOK AND FEEL ACROSS EVERY ASPECT OF THE BRAND.

WE HAMMER HOME THE MESSAGE WHEN IT'S UNIFIED. WITHOUT A CONSISTENT SYSTEM IN PLACE, THE BRAND WILL GET LOST IN THE MYRIAD OF COMMUNICATION TOUCHPOINTS.

2.1

LOGO

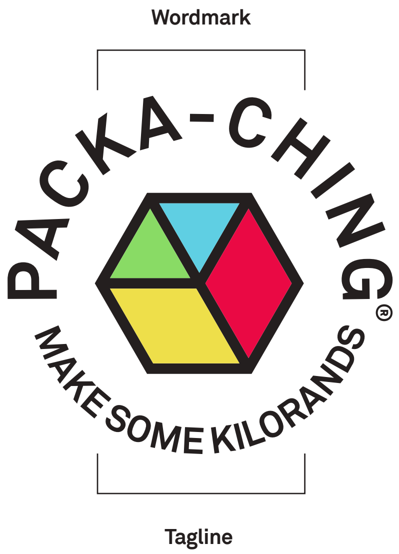
Consistency is key when looking to apply the Packa-Ching logo. This brief guide will help you in the general application of the Packa-Ching identity to all forms of communication.

PACKA-CHING®
MAKE SOME KILORANDS
CA 648-446

2.1.1

LOGO CONSTRUCTION

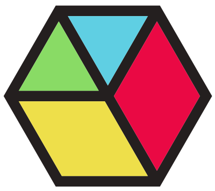
Circular Lockup



The logomark and wordmark combined create the Packa-Ching logo and should always be used together. The logo forms the most significant feature of the brand system and should be used on all aspects of branded communication.

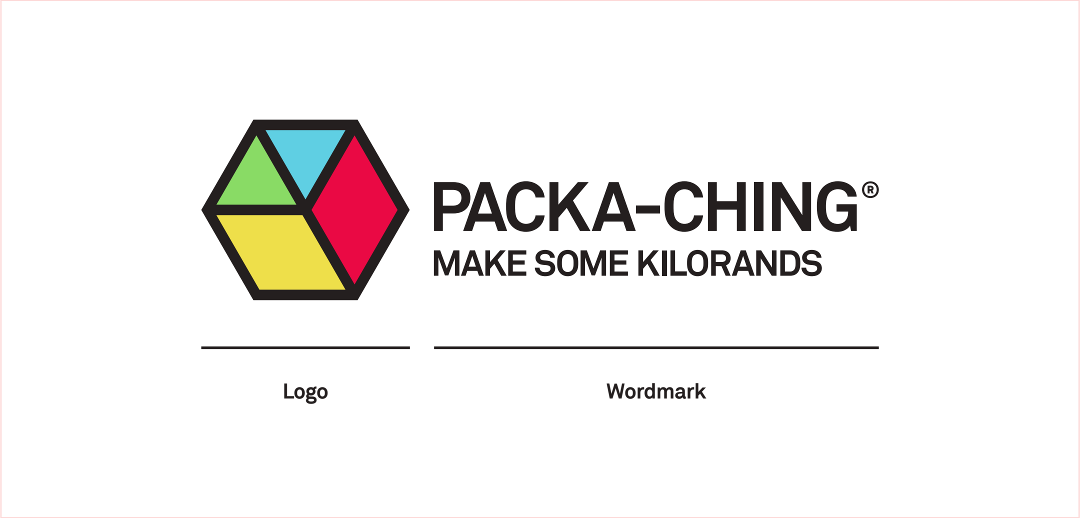
The Packa-Ching logo should never be altered, tilted, distorted, manipulated or disassembled on any application.

Logomark

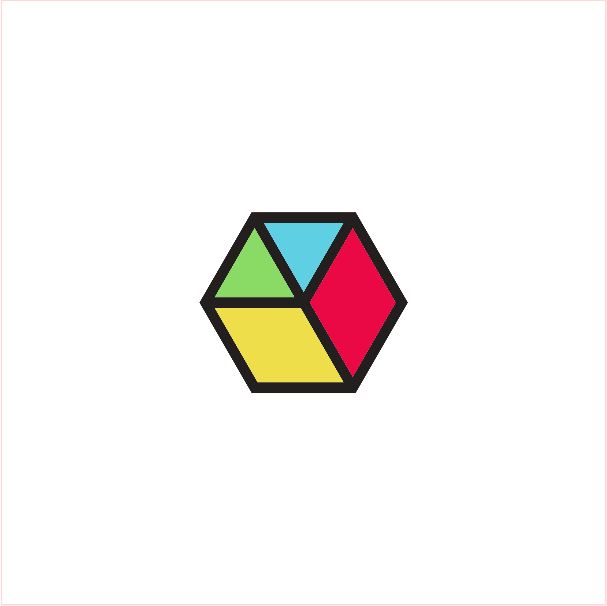


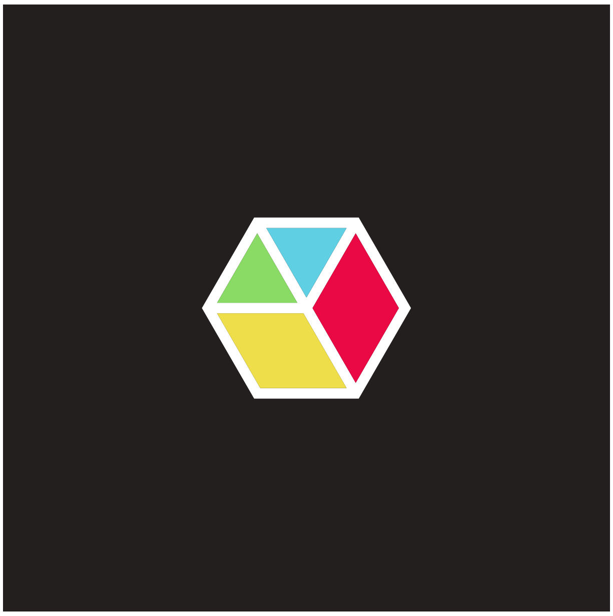
The hexagon forms a part of our visual communication and visual language.

Rectangular Lockup


PACKA-CHING®
MAKE SOME KILORANDS
Logo
Wordmark

Colour



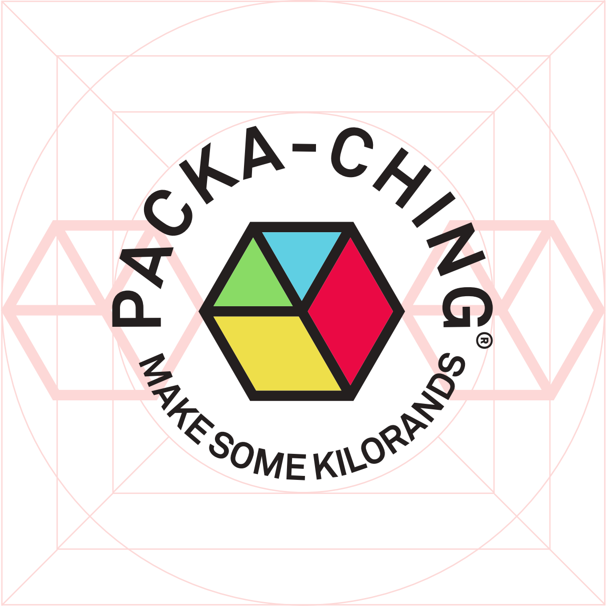


The colours for our mark need to remain in the placement prescribed above. If the logo is on a black background, all black should change to white. The colours remain the same. Red represents metal, yellow represents plastic, green represents paper and blue represents glass.

2.1.2 LOGO
USAGE

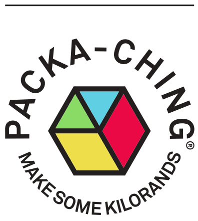
The following is the clear zone rule for the circular Packa-Ching logo. In order to gain maximum visibility, the Packa-Ching logo should always appear with a minimum area of clear space around the logo. This area should be free of any type or graphic element. The hexagon shape of the logo is used at x1 to mark the clear space around the entire logo. This rule applies to all versions of the Packa-Ching logo across all mediums.

Example of how the safe zone is measured


PACKA-CHING®
MAKE SOME KILORANDS

Minimum Rectangular Sizes

25 millimeters


PACKA-CHING®
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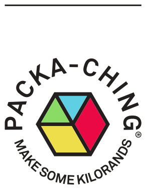
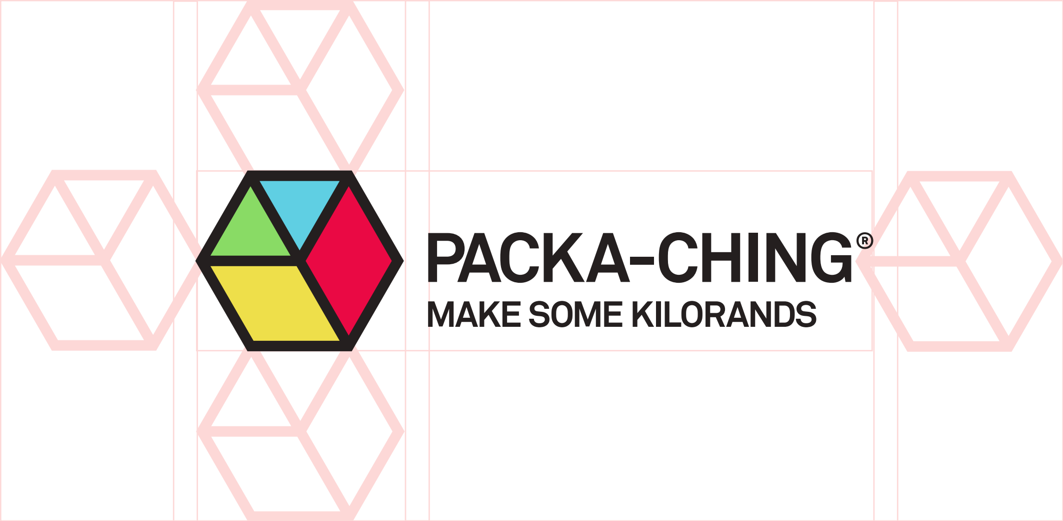
50 pixels

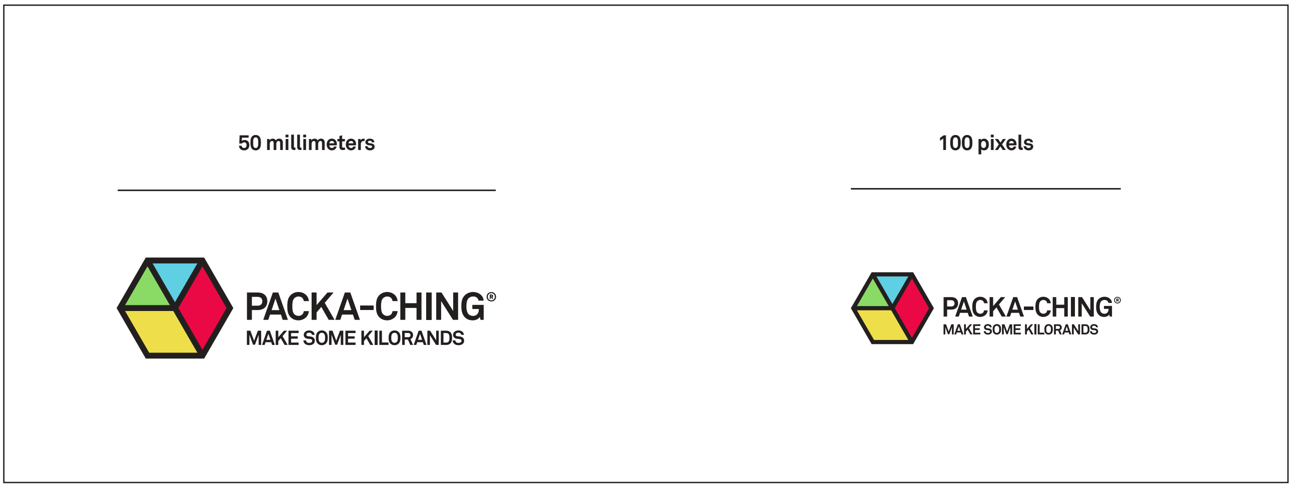

PACKA-CHING®
MAKE SOME KILORANDS

Avoid using the logo at a size smaller than those specified

Example of how the safe zone is measured


PACKA-CHING®
MAKE SOME KILORANDS

Minimum Rectangular Sizes

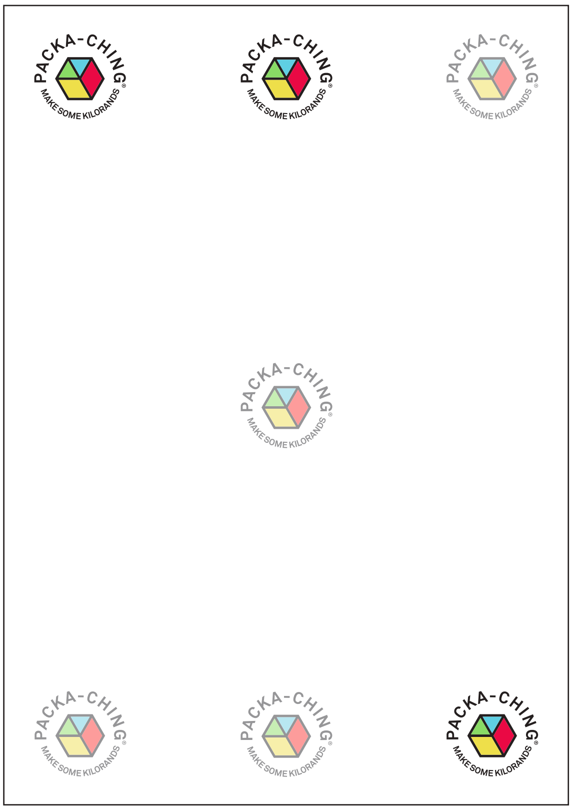

50 millimeters
PACKA-CHING®
MAKE SOME KILORANDS
100 pixels
PACKA-CHING®
MAKE SOME KILORANDS

Avoid using the logo at a size smaller than those specified

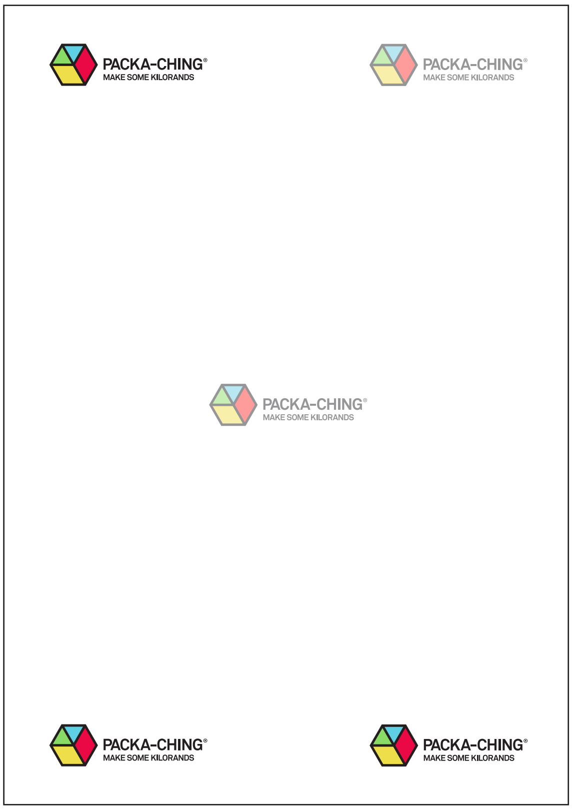
2.1.2

LOGO
USAGE

Positioning



In all our communications, the circular logo should appear top left, centre, or bottom right. In instances where this is not possible, please see the other places available (half tint).

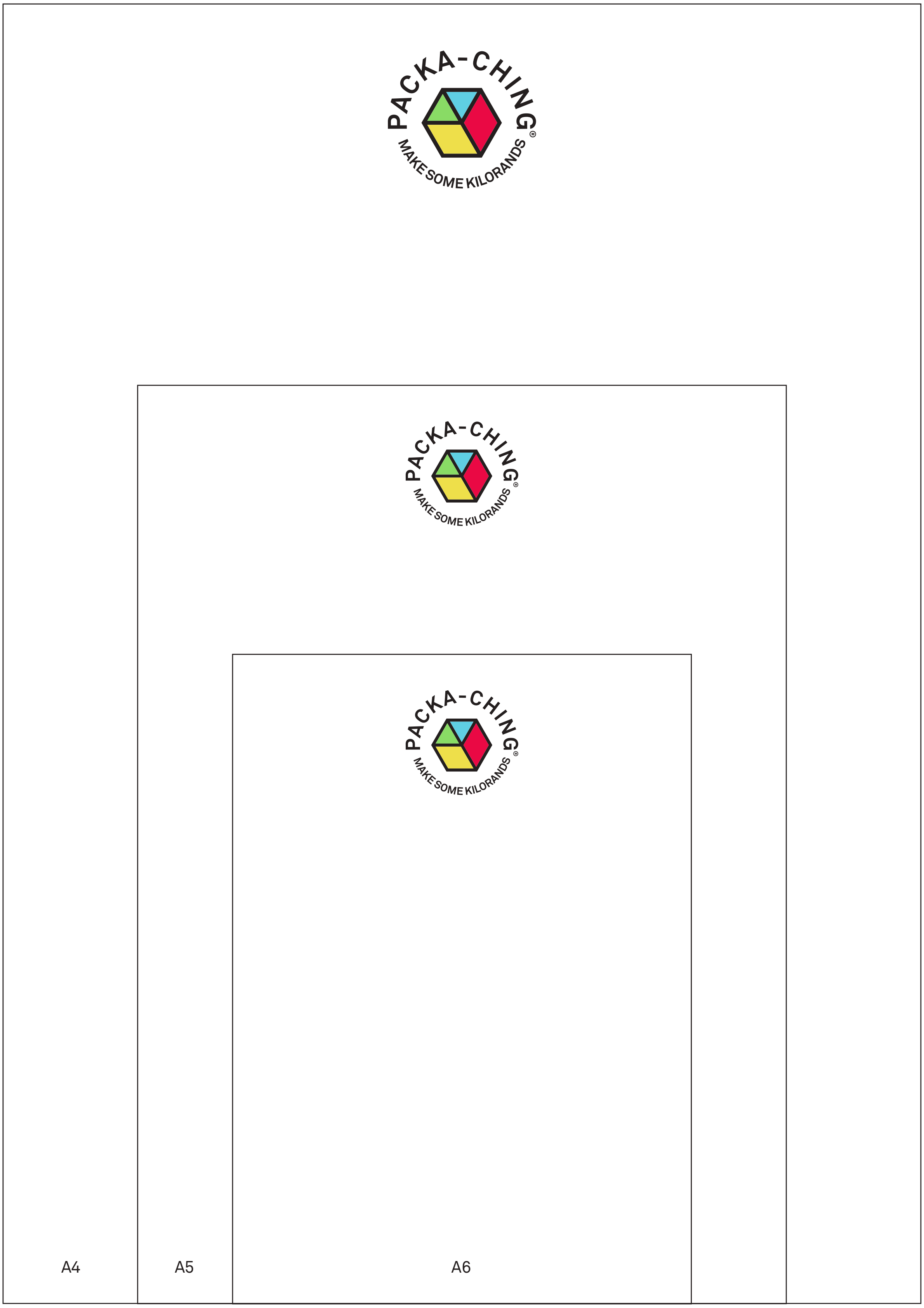


In all our communications, the rectangular logo should appear top, bottom right or bottom left. In instances where this is not possible, please see the other places it can be used. These examples are in half tint.

Sizes

For all printed communications, please adhere to the specified size guides. For any non-standard formats, refer to the nearest A size guide.

A3 - 48 mm
A4 - 34 mm
A5 - 26 mm
A6 - 26 mm


PACKA-CHING®
MAKE SOME KILORANDS
A4
A5
A6

2.1.3 LOGO
APPLICATION

Our logo must not be recreated, scanned or keyed into a computer. To ensure consistency, always use the guidelines in the logo application section.

There are four colour versions of the logo. The logo looks best when it is on a black or white background. Observe the rules below on how to use the logo most effectively on coloured and black or white backgrounds.

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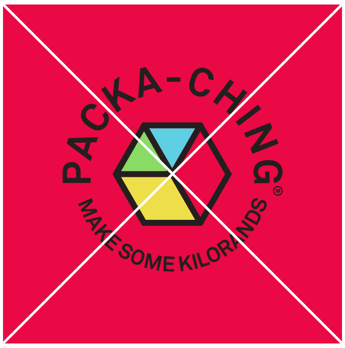
IMPROPER APPLICATION

To ensure the Packa-Ching logo is not the victim of aesthetic vandalism, the general rule to abide by is: do not change, alter or modify any aspect of the logo.

These are some examples of logo misuse: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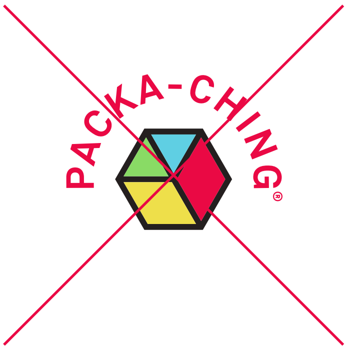
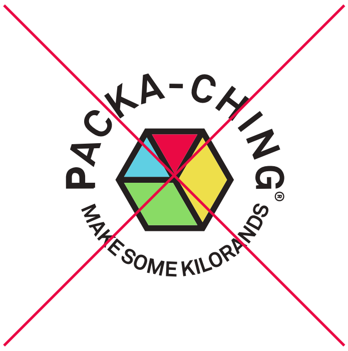
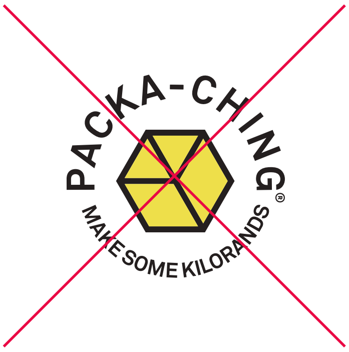
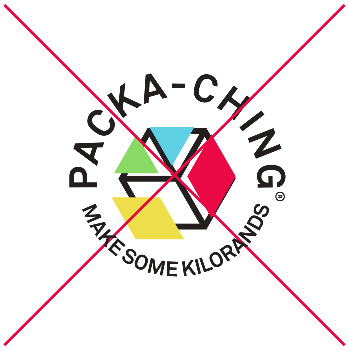
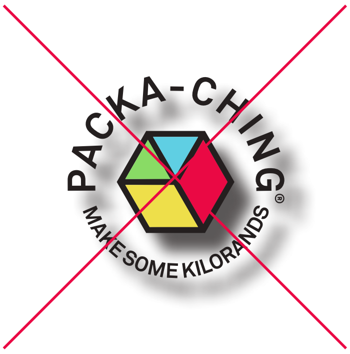
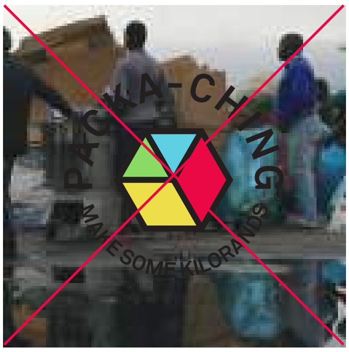

PACKA-CHING®

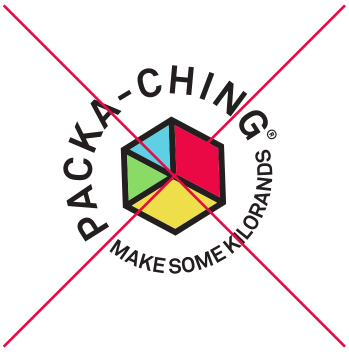

PACKA-CHING®
MAKE SOME KILORANDS

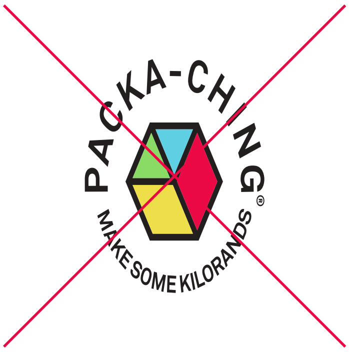

PACKA-CHING®
MAKE SOME KILORANDS


PACKA-CHING®
MAKE SOME KILORANDS


PACKA-CHING®
MAKE SOME KILORANDS


PACKA-CHING
MAKE SOME KILORANDS


PACKA-CHING®
MAKE SOME KILORANDS

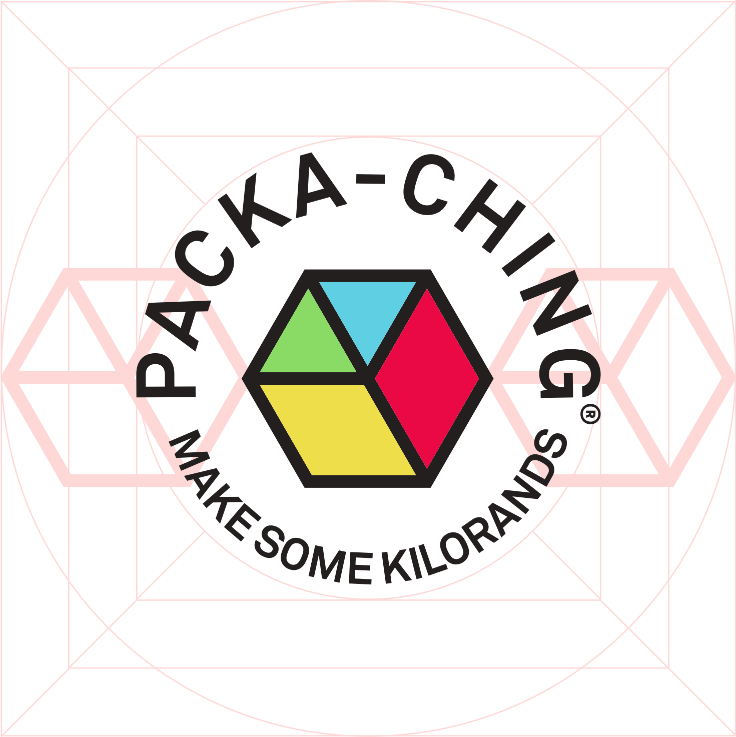

PACKA-CHING®
MAKE SOME KILORANDS

2.1.4 LOGO

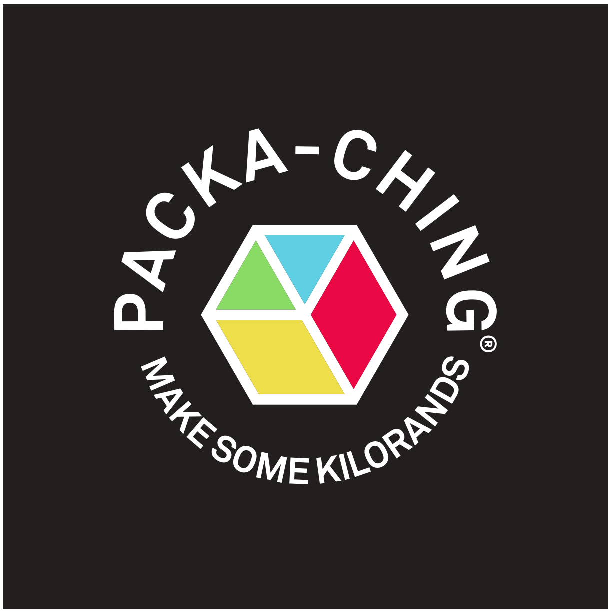
PAY-OFF LINE

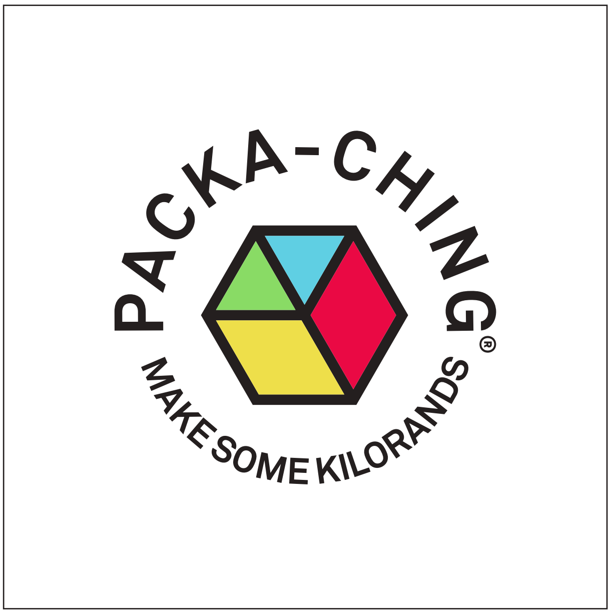
This is your main go-to version of the Packa-Ching logo. The payoff line “Make Some Kilorands” should be used with the logo at all times. An exception to the rule is when the Packa-Ching logo is used on apparel.

Primary Logo

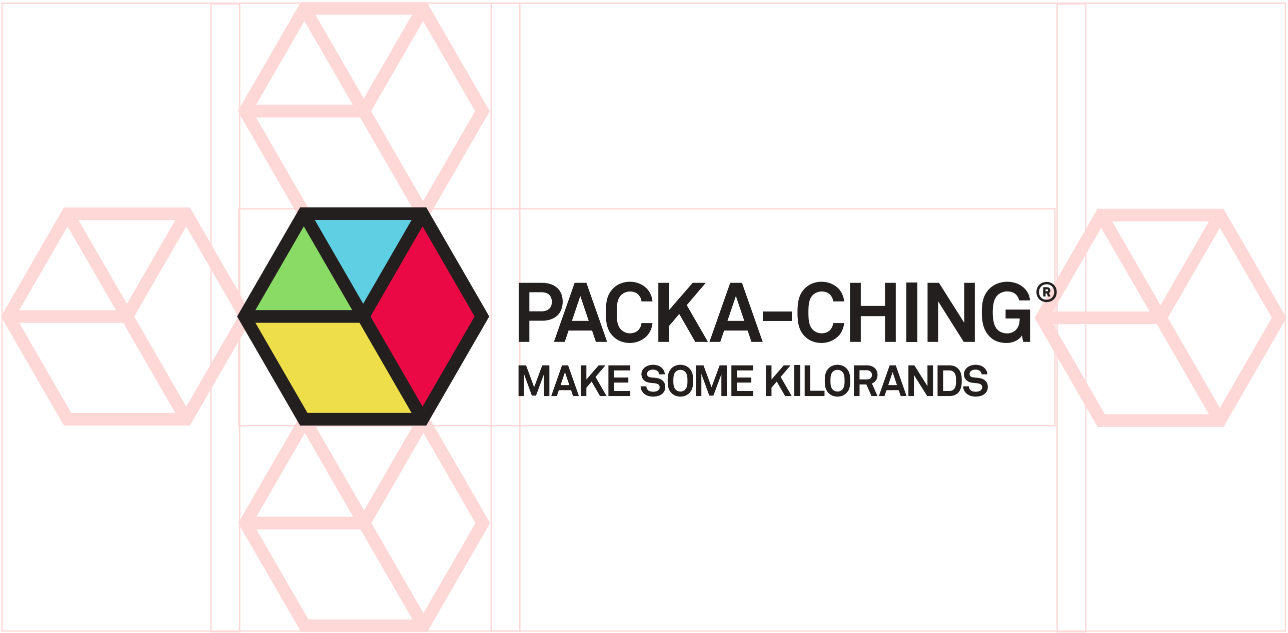

PACKA-CHING®
MAKE SOME KILORANDS

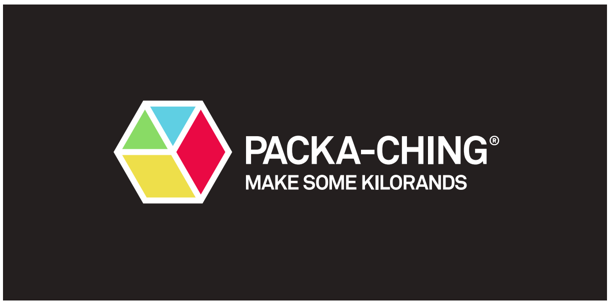
***THIS IS OUR MAIN GO-TO VERSION OF THE PACKA-CHING LOGO**

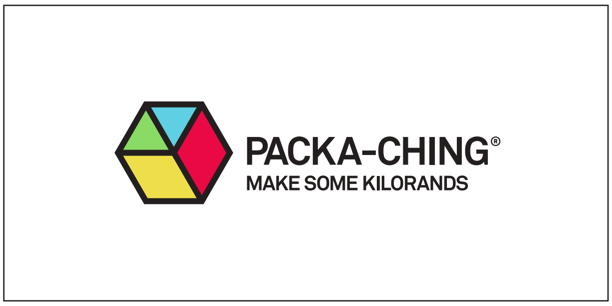

PACKA-CHING®
MAKE SOME KILORANDS


PACKA-CHING®
MAKE SOME KILORANDS

Secondary Logo


PACKA-CHING®
MAKE SOME KILORANDS


PACKA-CHING®
MAKE SOME KILORANDS

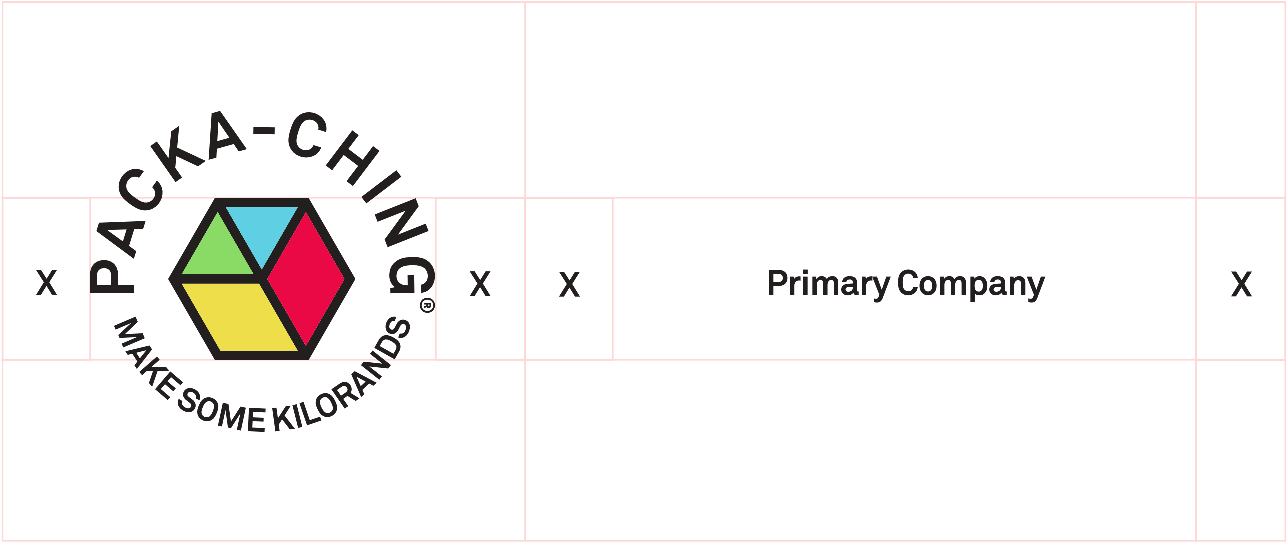

PACKA-CHING®
MAKE SOME KILORANDS

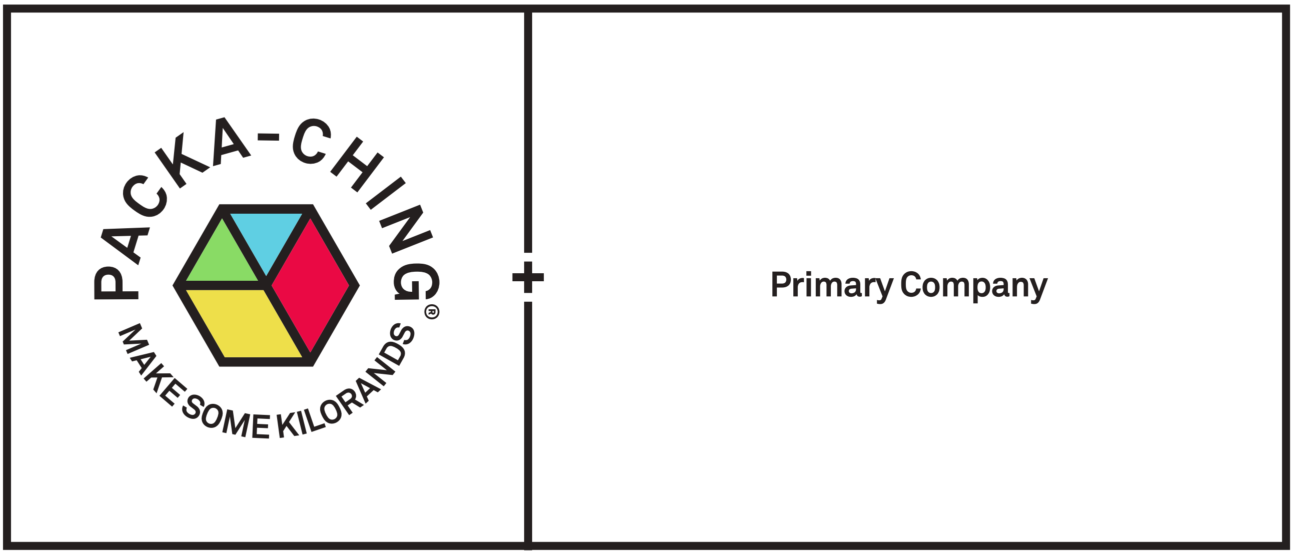
2.1.5

LOGO PARTNERSHIPS

When the Packa-Ching logo is an equal partner, the logos should be situated side-by-side with a dividing line equidistant between the two (dictated by x - half the width of the Packa-Ching logomark). The logos should be optically similar in weight and size.

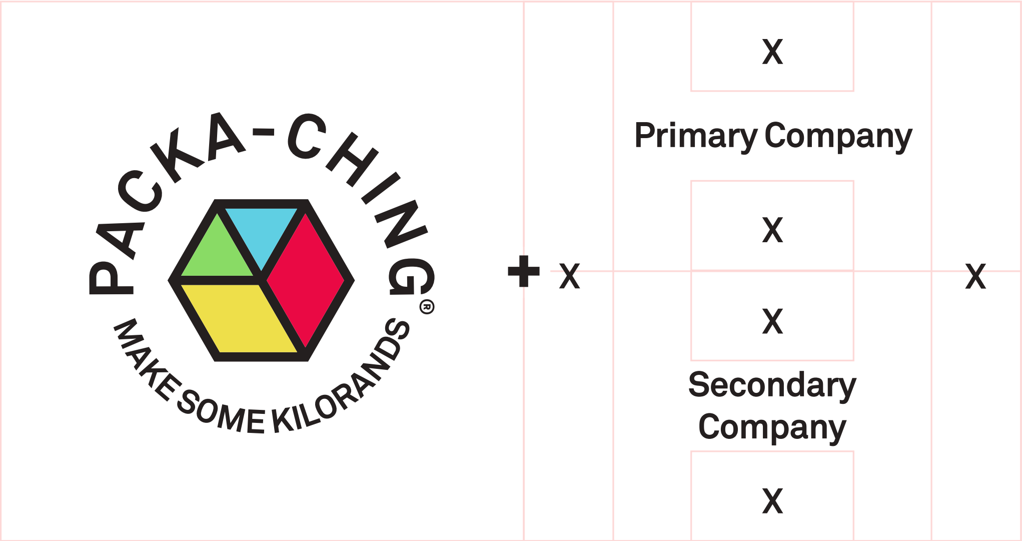
Equal Partnerships Lockup

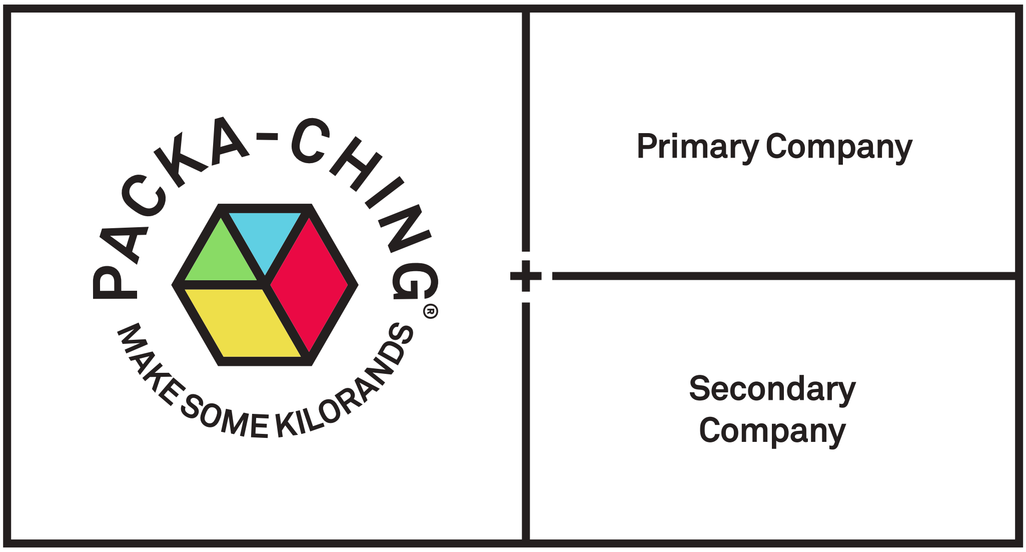

PACKA-CHING®
MAKE SOME KILORANDS
X
X
X
Primary Company
X


PACKA-CHING®
MAKE SOME KILORANDS
+
Primary Company

When Packa-Ching has a primary and secondary partner, our logo still remains on the left. The primary partner is allowed to have their logo beside the Packa-Ching logo. A secondary partner will be shown below the primary company.

Secondary Partnership Lockup


PACKA-CHING®
MAKE SOME KILORANDS
+
X
X
Primary Company
X
X
Secondary Company
X
X


PACKA-CHING®
MAKE SOME KILORANDS
+
Primary Company
Secondary Company

2.2

COLOUR

Colour is highly communicative and plays an important role within our identity.

A range of four curated colours (in addition to black, white and grey) are available. These can be used to communicate in a wide range of tones.

The specified approach to colour is crucial to visual consistency.

PACKA-CHING™
MAKE SOME KILORANDS

2.2.1 COLOUR
PALETTE

Yellow, red, green and blue are our core colours. When reproducing our corporate colours, our Pantone values are our main reference: every effort should be made to match the Pantone colours. Due to the differing requirements of printers, we have provided below the conversions for CMYK and RGB. These conversions are for reference only; they may be altered if another conversion can better match our Pantones.

Core Colours

YELLOW
PANTONE 603 C
C:8 M:5 Y:84 K:0
R:238 G:224 B:74
#EFE048
Plastic

RED
PANTONE: 192 C
C:1 M:100 Y:70 K:0
R:235 G:0 B:69
#EB0045
Metal

GREEN
PANTONE 7487 C
C:47 M:0 Y:80 K:0
R:137 G:220 B:101
#8BDC64
Paper

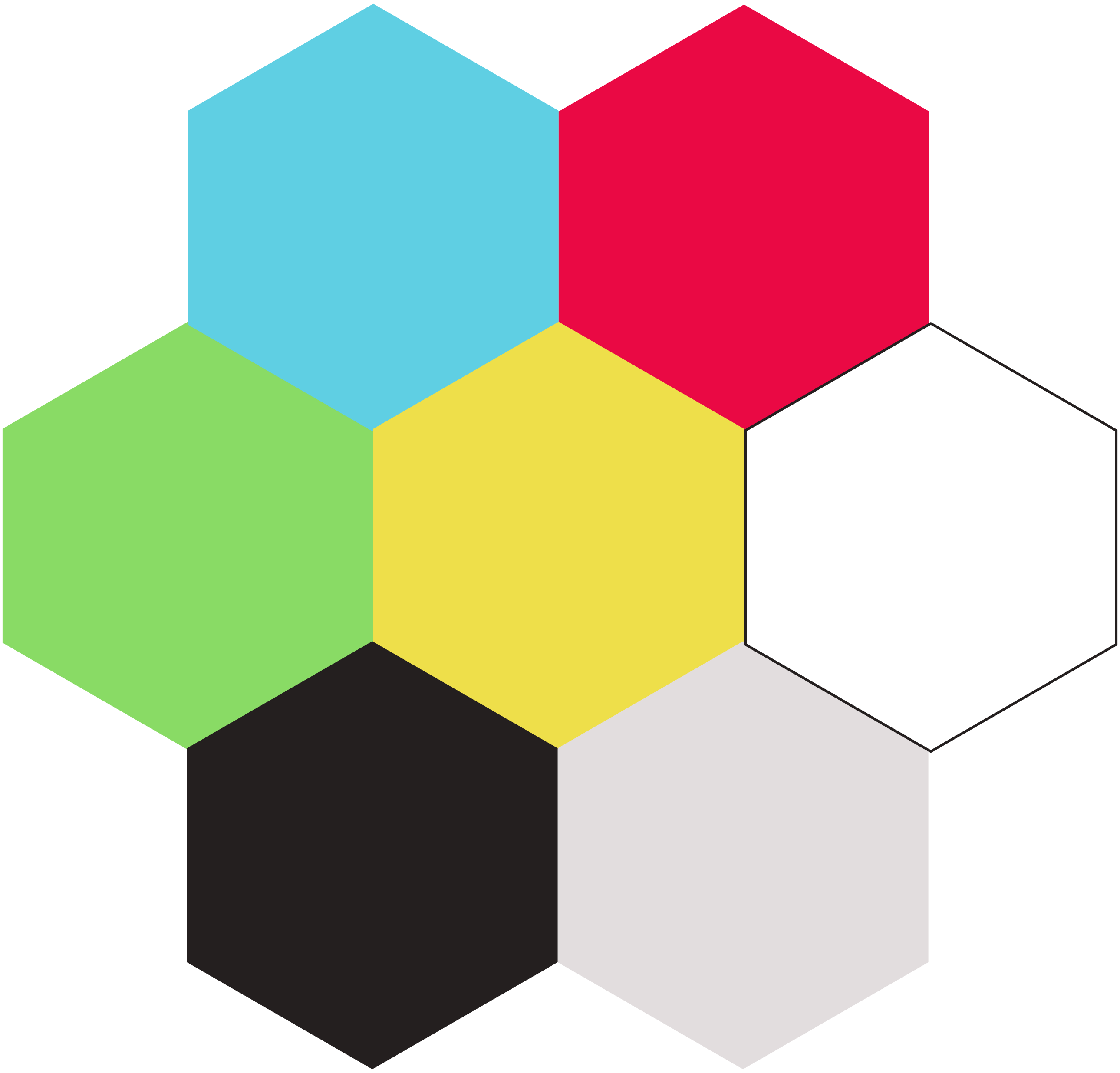
BLUE
PANTONE: 310 C
C:53 M:0 Y:11 K:0
R:99 G:207 B:227
#66CFE3
Glass

Background Colours

WHITE
(Paper)
C:0 M:0 Y:0 K:0
R:255 G:255 B:255
#FFFFFF

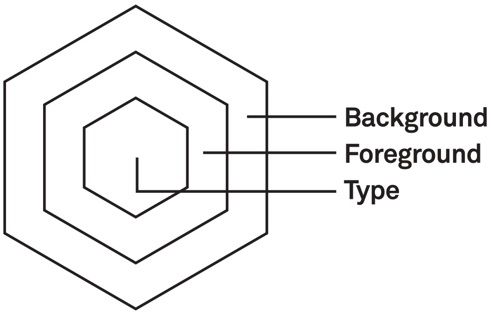
BLACK
C:0 M:0 Y:0 K:100
R:0 G:0 B:0
#231F20

GREY
Pantone
Cool Gray C
C:0 M:0 Y:0 K:100
R:217 G:216 B:214
#231F20



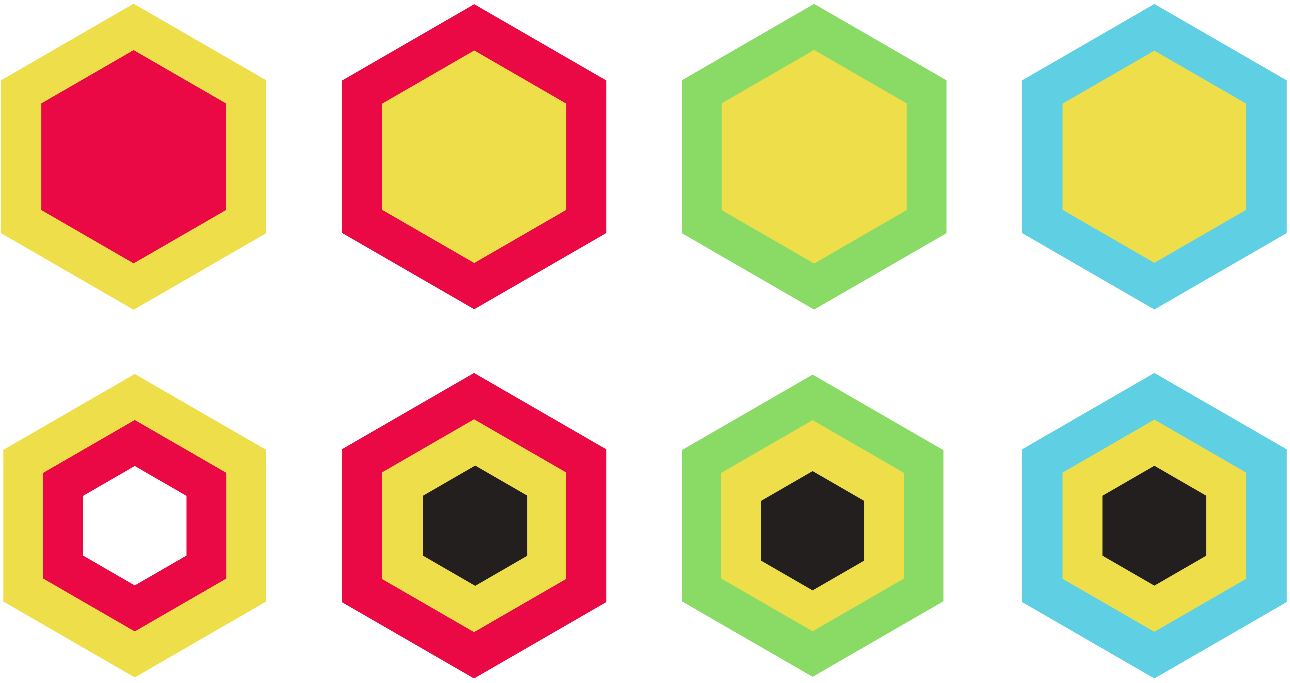
2.2.2 **COLOUR** APPLICATION

A consistent approach to the application of colour is important for communications to be in line with our confident, clean and simple aesthetic. Below are some examples of colour pairings that work, as well as examples of combinations that do not.



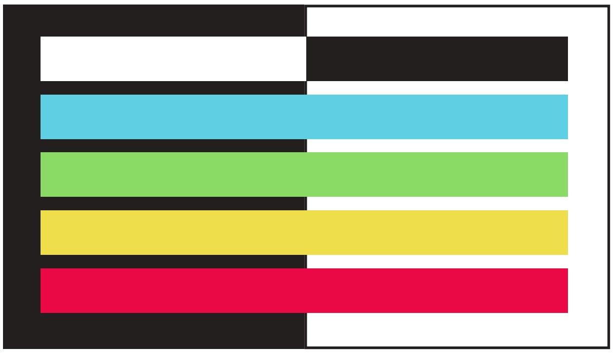
Pairings

Here are some examples of successful two- and three-colour pairings. Simply put, yellow pairs with all colours but all colours do not pair with each other; only with yellow, black or white.

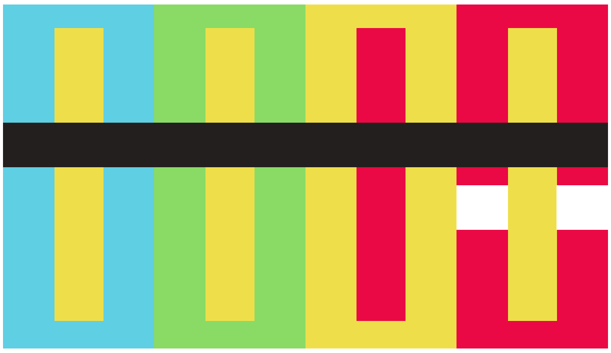


Ratios

There are two main ways to use colour for Packa-Ching. The first one is to place all the bright, core Packa-Ching colours on a black or white background.

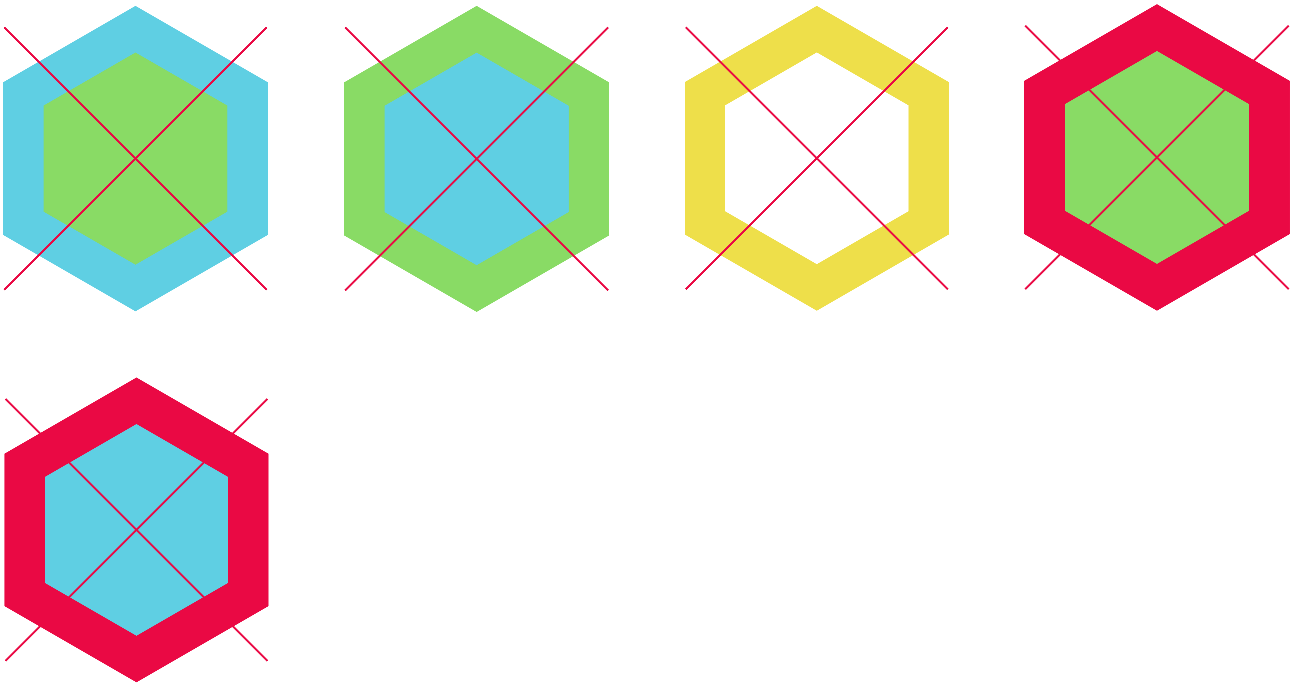


The second rule is to use all the core colours as a background. Please follow the pairing rules below: black typography can be used in front of red, but only when it's a headline text that is 18pt +.



Invalid Pairings

Examples of invalid pairings: As a rule, yellow needs to be associated with red, blue and green for maximum visual effect. Illegibility will occur if this rule is not followed.



2.3

TYPOGRAPHY

Typography makes up a large part of our brand system. We are expressive, bold, easy to understand and confident in our application of typography.

Our two typefaces (and an additional web font) and selection of weights allow us to communicate in a wide range of tones.

We also have our “custom” typography, which is inspired by Brandon Grotesque. It was created using rubber handmade stamps and transferred with ink to paper.

HOW
TO
MAKE
GOOD

2.3.1 TYPOGRAPHY
TYPEFACES

Brandon Grotesque and Akkurat are both contemporary sans serif typefaces that allow us to communicate clearly and in a professional manner. Brandon Grotesque works well for headlines on screen and print. Akkurat works well in copy. We use a range of typeface weights. These will be explained in this section.

BRANDON GROTESQUE BLACK

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789_!@#$%^&*()_

Brandon Grotesque should only be used as headlines and predominantly set in uppercase. The only exception we have found so far is in the use of making maps where lowercase was needed and used.

Akkurat (TT) Bold

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789_!@#$%^&*()_

Akkurat (TT) Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789_!@#$%^&*()_

Akkurat should only be used in body copy. The exception to Akkurat as a headline is when messaging is set to be strictly formal or is meant for advertising. For example, when copy communicates a message like “Trade Trash for Cash”.

Web Safe Font

Barlow (Semi-Bold)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789_!@#$%^&*()_

Barlow (Regular)

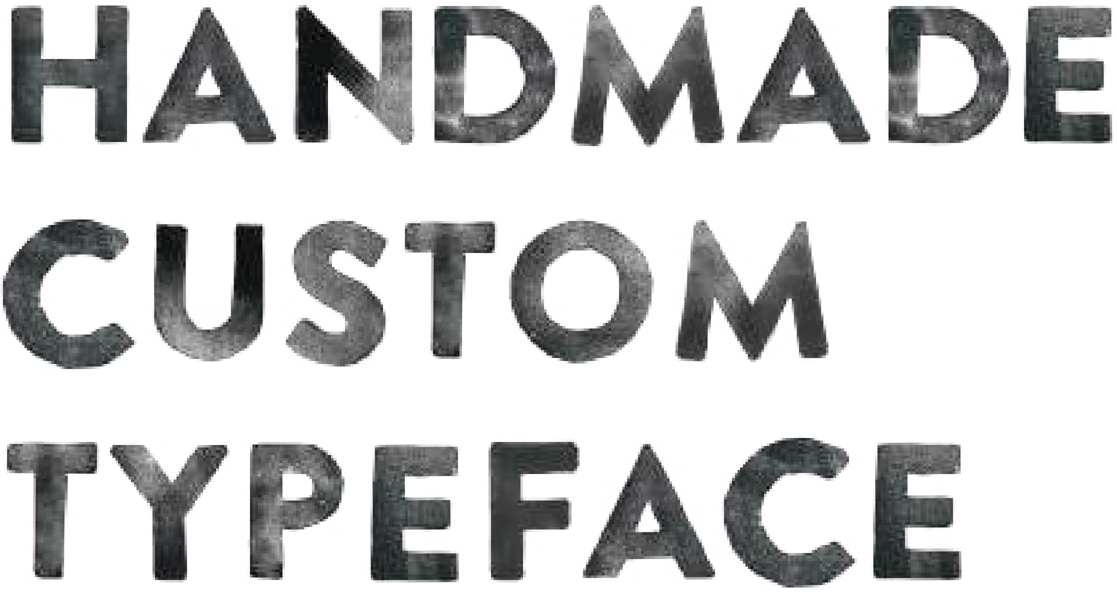
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789_!@#$%^&*()_

Barlow is a web-safe font that should be used instead of Akkurat for web-based applications. Barlow has characteristics evoking a combination of Akkurat and Brandon Grotesque. Please use Barlow for all e-mail communications.

2.3.2

TYPOGRAPHY CUSTOM (DISPLAY) THE HANDMADE CUSTOM TYPEFACE

Display typefaces are used as a form of visual aesthetic.



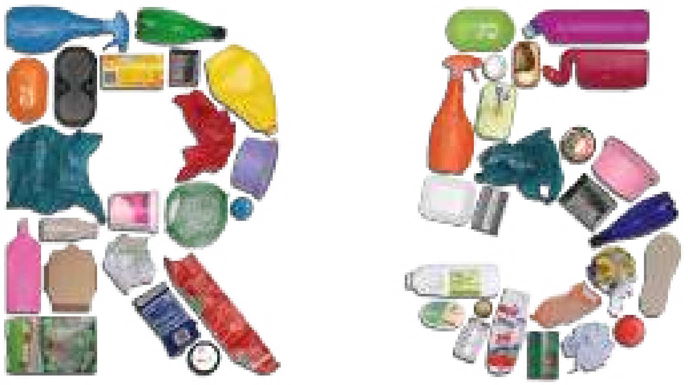
The Packa-Ching handmade custom typeface was cut out of a rubber sheet and transferred via lino-cut ink to paper and then scanned to be applied digitally. This typeface gets used as the cover display typeface on brochures and other printed material.

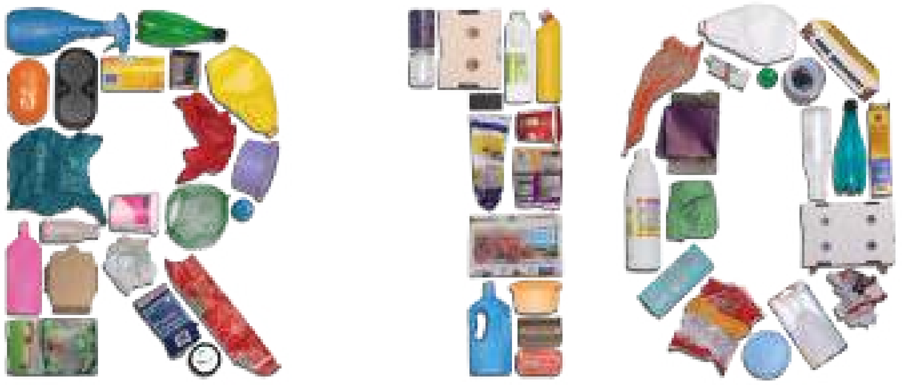
ABCDE
FGHIJ
KLMN
OPQR
STUV
WXYZ

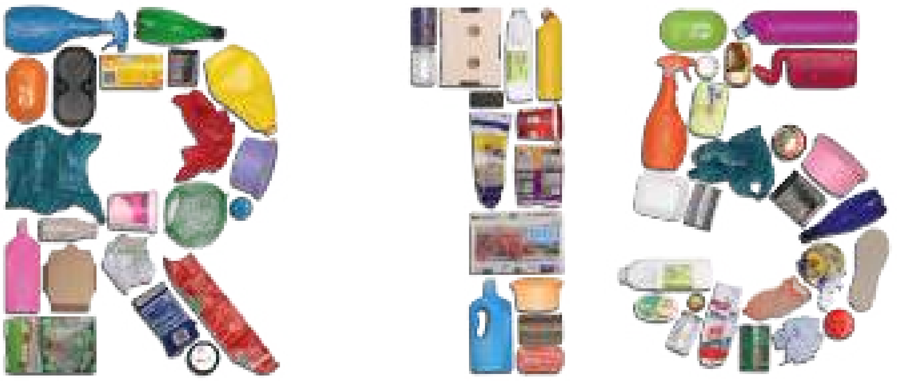
2.3.2

TYPOGRAPHY TYPEFACES (DISPLAY) THE RECYCLABLE TYPEFACE

The Recyclable Typeface is composed of materials you can recycle. The letter "R' and numbers "5", "1" and "0" were created by photographing individual pieces of recyclable packaging material. These must be used to create denominations of R5, R10 or R15. It is a direct indication that your trash can make you money. The rules for using either R5, R10 or R15 depend on the size of the application. For smaller applications like posters, a R5 or R10 will be used. For a larger application such as a billboard the larger R15 amount is to be used.







2.3.3

TYPOGRAPHY

TYPESETTING (BROCHURES)

HEADLINE 1	72 pt
SUB HEADLINE 2	36 pt
SUB HEADLINE 3	24 pt
SUB HEADLINE 4	18 pt
SUB HEADLINE 5 & SUB-HEADER COPY	12 pt
Body Copy 1	12 pt
Body Copy 1	12 pt
IMPORTANT INFORMATION IN PARAGRAPH	11 pt
Body Copy 2	8 pt

Leading and Tracking Per Font Size

Because we need to be very economical with our printed documents, we have created a system that scales with the size of the paper. For example, for an A5 print, the leading and tracking will be two sizes smaller than an A4.

A4:

Font sizes:
As per right hand page.
Tracking: 0-20
Leading: 12 pt
Gaps: 8 mm
Stroke: 3mm

A5:

Font sizes:
2 pt less than A4
Tracking: 0-20
Leading: 10 pt
Gaps: 6 mm
Stroke: 3mm

SUB-HEADLINE 2

UNT MI, TET FACCULP ARCHIT REPERUPTATUS MAGNAT. UT PRERUMQUIA AUTEM HICATES MOLUPTATE ELIBUSTO EOST IN CORES SIN REPERUM IPSAM IN POSSEQUI SITATE SIMPERNATIUM ALIT QUIBUSTIAIT QUI QUAM VOLORUM ILIQUID MO VITATUR AUT ESTRUM REICIA QUAS AS SINIS.

SUB HEADLINE 3

Tem qui dolorit et arum, sam volum faccus, ides et, sequam fuga. Et molorit liquiderum, id eligeni scipsus ape necae nobisciis que pratur as doloresecum lam venis et minvel eiunt as delitio nsenimus rem faceaqu amusant dolorro dolupta tectiora qui ad ma dipsa nonsed ut odit aut officab inis iducius ullabor esectet volecae reptatemo te nosserior aliquas doluptat.

SUB HEADLINE 4

SUBHEADLINE 5

☻ Bullet Point 1
☻ Bullet Point 2
☻ Bullet Point 3

IN CORES SIN REPERUM IPSAM IN POSSEQUI SITATE ALIT.

VOLORUM ILIQUID MO VITATUR AUT ESTRUM REICIA QUI BLABORE PERUM CUS UT EUM QUAM

Qui blabore perum, ommolore non nemporepudam se consequia nosant.
Os ditio venet, cus acerepedia voloribus

TEM QUI DOLORIT ET ARUM, SAM VOLUM FACCUS, IDEAS ET, SEQUAM FUGA. ET MOLORIT ID ELIGENI.

☹ Bullet Point 4

Lum aut imus ut voloreptati optatur, sequia aut illescia videndit porerio ssundae ratatios es sendis ent raecepere post eium vent.

Ihic tenduci nonsenis suntion et faccus excerum quasperora vel ex es duci volor aditias pelendi catiata quatium illor am sime inulpar cidipie nihillitatem enecate nos enimus dolut et volest represeque autat.

Aximporro temperovit que cor molorrumenda sundicipsam sit, utem haria volesequia doloreptibus accuptatur, optinvernate cus min cus verrum untem eaquia del ipsum qui vid quam, qui officiendis il in ea explandae magnat id quae verovit, acea nobist pro molori conestem. Is everferchit accum evelignam fugias aut omnis sam, ipicabo. Et qui ullit repudit atectistibus dolupta tuscimenis abore vel elenit laceratis aut erum est.

SUB HEADLINE 4

Qui blabore perum, ommolore non nemporepudam se consequia nosant.
Os ditio venet, cus acerepedia voloribus untinum sae plignihitae vendelis et laut reicae sum aut most, acerunt ut eum quam, nobitatur audam, susda dit eos saectas es audaecea vollesto blabor aborem nes nume paruptam, quas volupta siti verovit atiumque eaqui aut quaspidic tore iunt ea delit odit vendunt aliquam velectaspe volorro videles ressed quam faccus et ellamusda consequis dest et quas repudam si beribus eos erum, es ut qui ut ex expelentio inctio earci tentiae vendis diorept atiorepuda sim ad que et la pore,quam faccus et ellamusda consequis dest et quas repudam si beribus eos erum, es ut qu

2.3.3

TYPOGRAPHY
TYPESETTING
(INTERNAL FRANCHISEE COMMUNICATION)

MAIN COVER	72 pt
MAIN HEADING	24 pt
Index Heading	24 pt
Sub Heading 1	18 pt
Sub Heading 2	16 pt
TABLE HEADINGS AND SECTION HEADINGS	12 pt
Body Copy 1	12 pt
Table Copy 1	10 pt
Table Copy 2	8 pt

Leading and Tracking Per Font Size

Internal franchisee communication needs to be easy to read and follow. A strict order is to be adhered to by using the index as a guide to typesetting.

A4:

Font sizes:
As per right hand page.
Tracking: -40-20
Leading: 14.4pt
Gaps: 8-10 mm
Stroke: 3mm

Typesetting Example: Internal Franchisee Communication

SECTION HEADING: HEADING

Eruntiat inimili citati optaquunt velibus.Otas as et volupit, cuscienempos aut inctaec tatem. Giae prae. Nonsect iberchiciae consequis es et im res et repudae eturem re voluptas dolupta eproreperum explanis moluptate cupta volupta erovitionet ut la suntiae nobis estio quos dolorupta nonsed eum faccus is elesciis simus aut delentiis et fuga. Rem fugitaturita ipictur aperore mperro blandae commo ilibusam.

- **Sub Heading 2:**

  Occum est modi cuptam, occati nisquasi quidel magnihitas commos essitat omnis ut as corit placcatia sum, sende ratur rerrum natur simet elit offic to bearunt que sitatquam, conse volupit, tecerro mod qui cusdand icimus.

- **Sub Heading 2:**

  This section refers to the Operations Manual and trains the Supervisor on how to accurately complete all checklists.

- **Sub Heading 2:**

  Ugia volo molupiet autesenis et aborro dia et ventio comnient elit ipiendae. Ut omnisci blab il.

Hendit volutat et ent aborio et odis molupta inveles acid magnimo modigentist quae. Am re autatesed miligendam cupta dendant et aliquodic tem voles dit fuga. Doloribus idi omnia si nimuscium volupta quiae id quatur re volupic atibus, sime volum sim laboreptae evel maio. Fugiam illaborenis net officae con nullaboressi offictate vitate num sequatior suntur, te consequis porit, ut dolorisimaio quas voloreperum am quatur? Quia doloressed min.

2.3.3 TYPOGRAPHY

TYPESETTING (ADVERTISING)

When we advertise, we need to communicate in a consistent manner. Colours can still be bright to make the application look more approachable and our typeface choice should always be Akkurat Please adhere to the typesetting rules below for best practice.

Image: Half page

Heading: 60 pt

SWAP TRASH FOR CASH

PACKA-CHING®

MAKE SOME KILORANDS

Sub Headline: 24 pt

RECYCLABLE MATERIALS ONLY

Copy: 18 pt

PACKA-CHING is a mobile buy-back centre that purchases recyclable packaging waste from the public. Materials are paid for via a cashless ewallet payment system. KA-CHING.

Sub Headline: 24 pt

WWW.PACKACHING.CO.ZA

* **Whenever the Packa-Ching brand name is written on any print advertising material, it should be written in all caps as shown in these two examples. So, too, should all important statements such as "RECYCLABLE MATERIALS ONLY" and "KA-CHING".**

SWAP
TRASH
FOR
CASH

PACKA-CHING®
MAKE SOME KILORANDS

RECYCLABLE MATERIALS ONLY

PACKA-CHING is a mobile buy-back centre that purchases recyclable packaging waste from the public. Materials are paid for via a cashless ewallet payment system. KA-CHING.

WWW.PACKACHING.CO.ZA

2.4

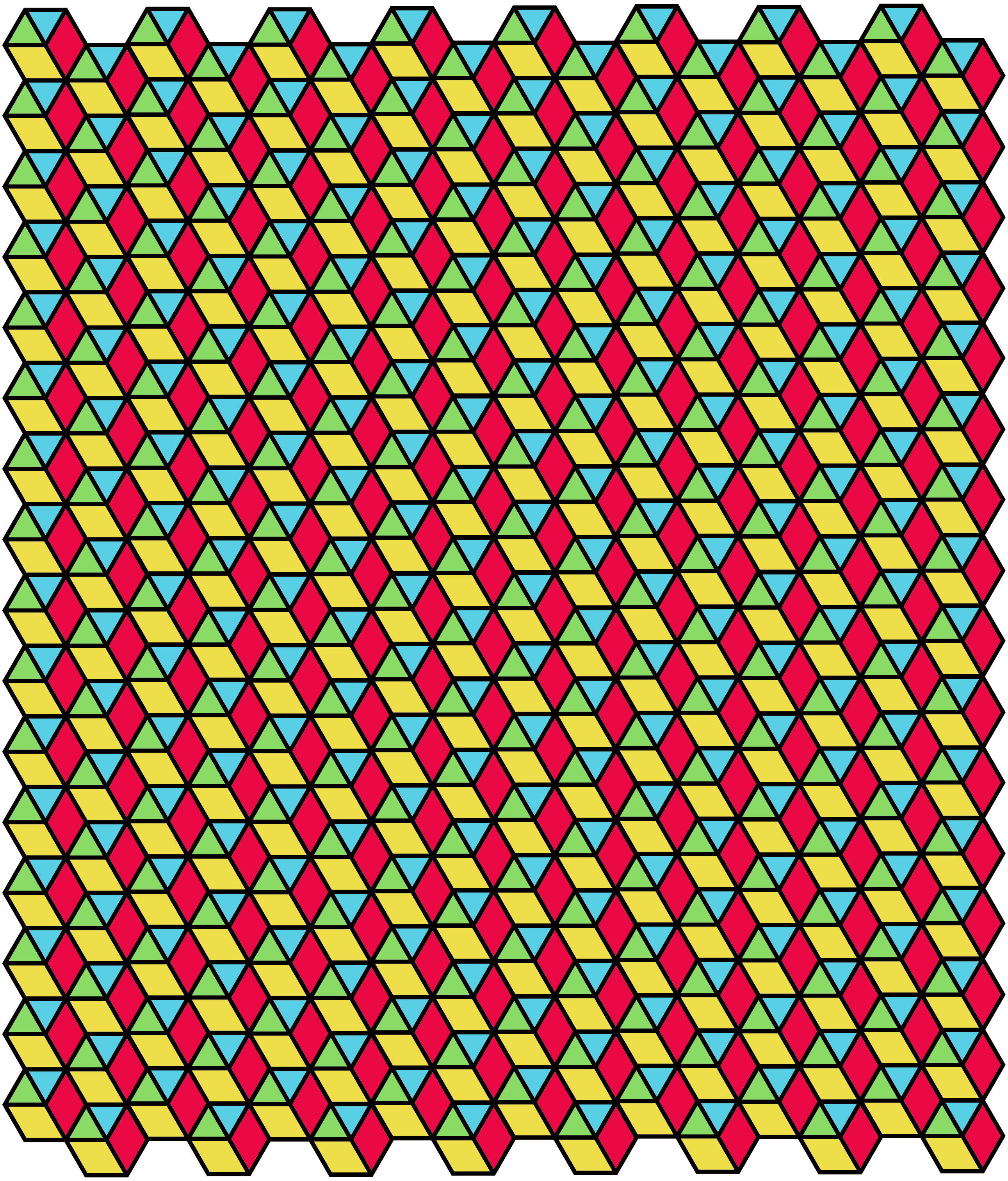
ADDITIONAL ASSETS

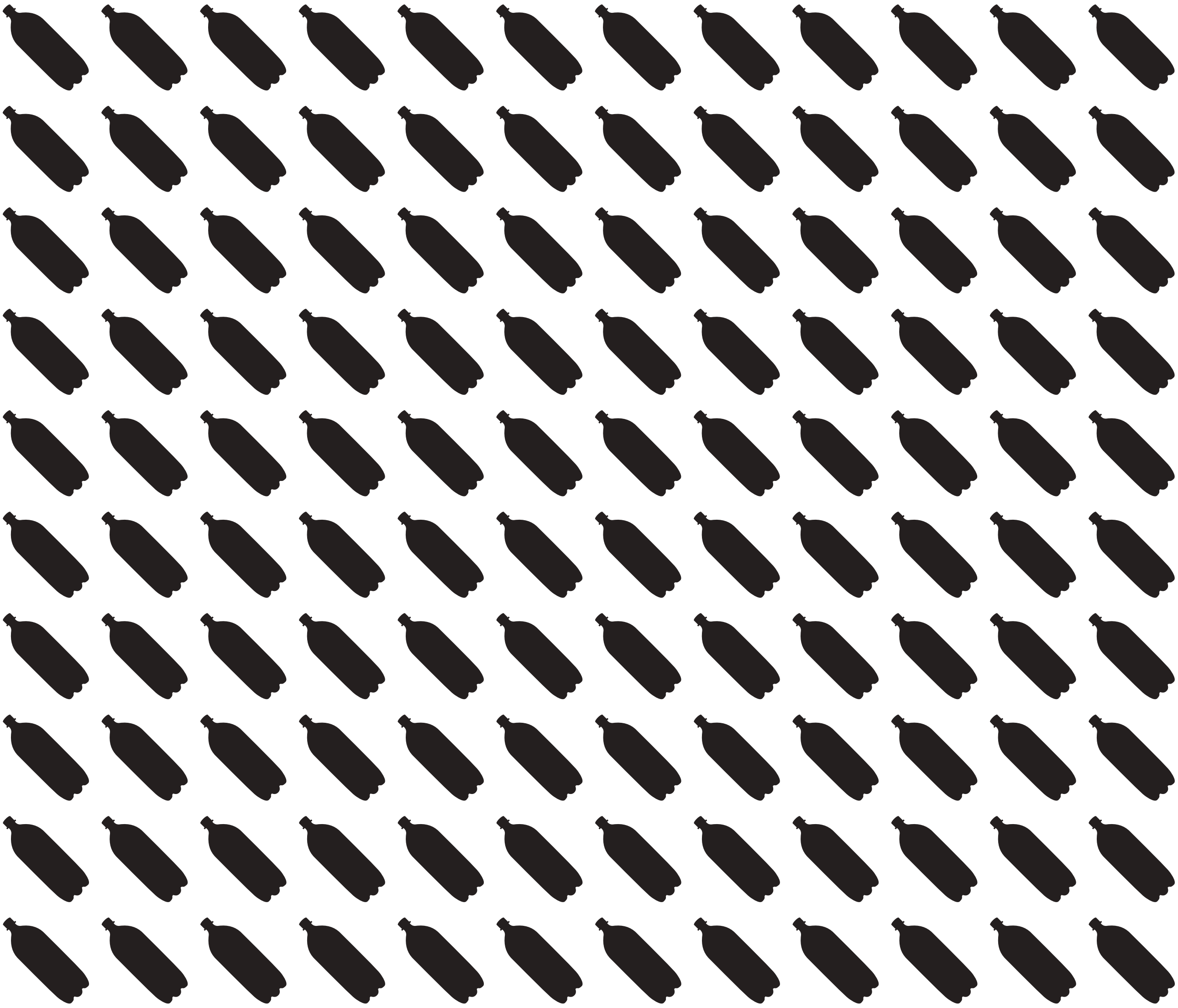
Packa-Ching sometimes utilises simple icons to communicate as clearly as possible where language barriers may exist. We want to be as inclusive as possible, and therefore the use of icons is necessary to clearly communicate with the greatest number of people.

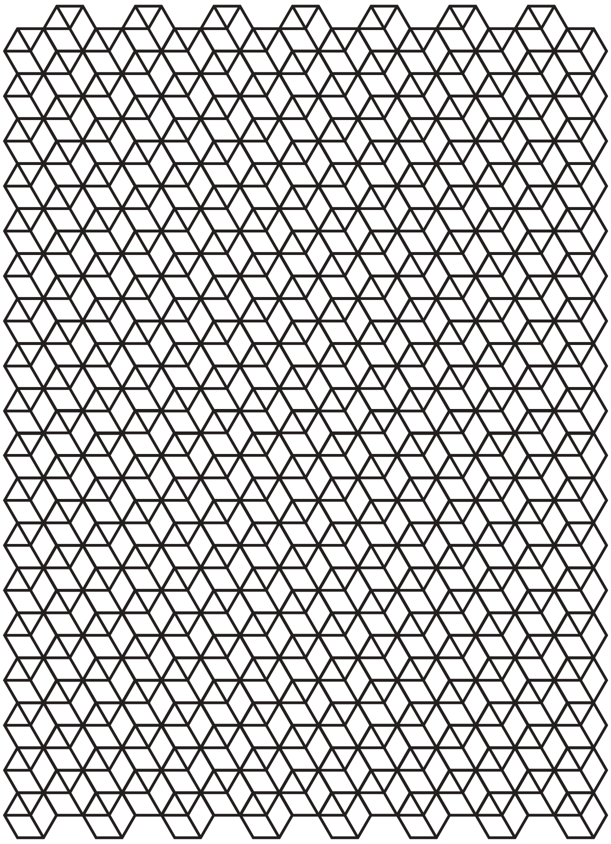
2.4.1 ADDITIONAL ASSETS

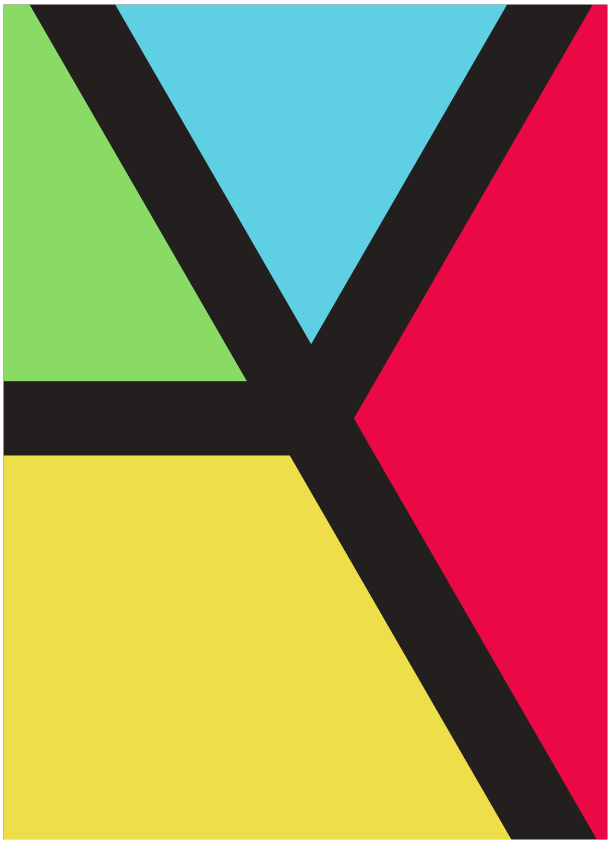
PATTERN APPLICATION

Although we do not utilise patterns too often in the Packa-Ching brand communication, they can be used on apparel or in applications where visual impact is critical, social media being one such example.







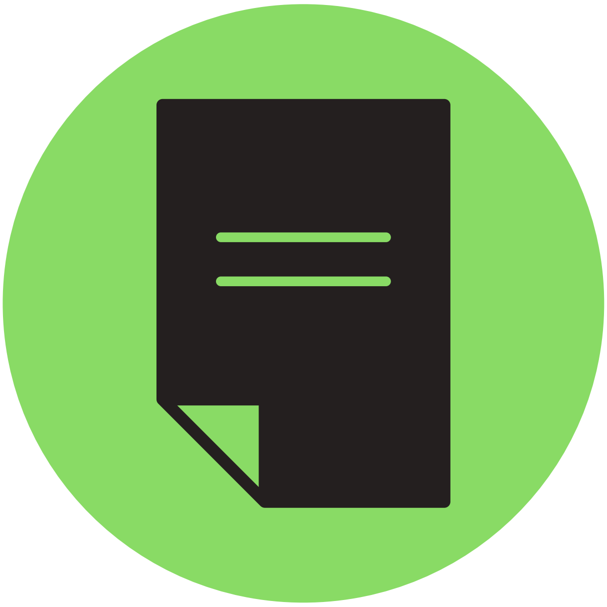


2.4.2

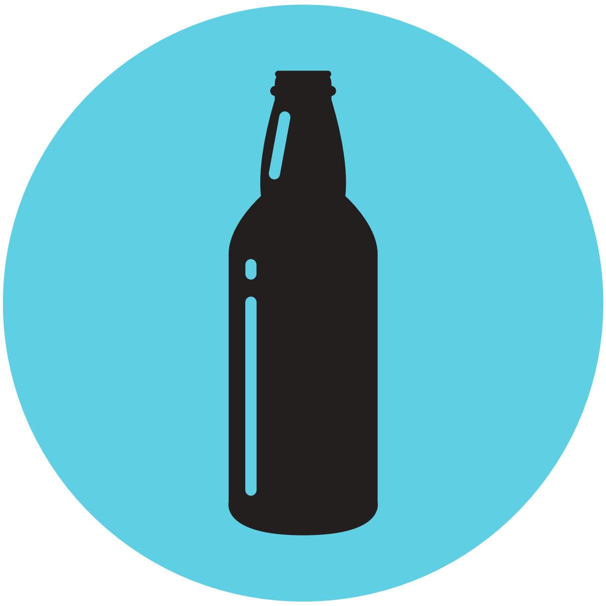
ADDITIONAL ASSETS
GRAPHIC ELEMENTS

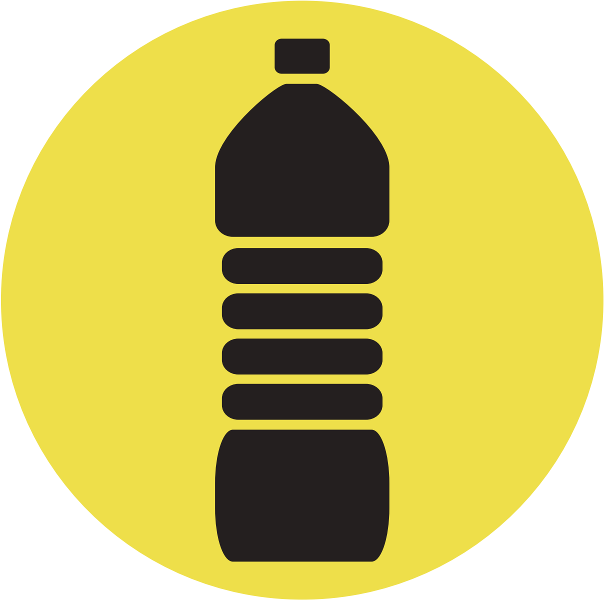
Graphic elements form a large part of our Brand System. They make use of our logo, icons and strokes to create a narrative that is easy to understand for all levels of literacy.

PAPER

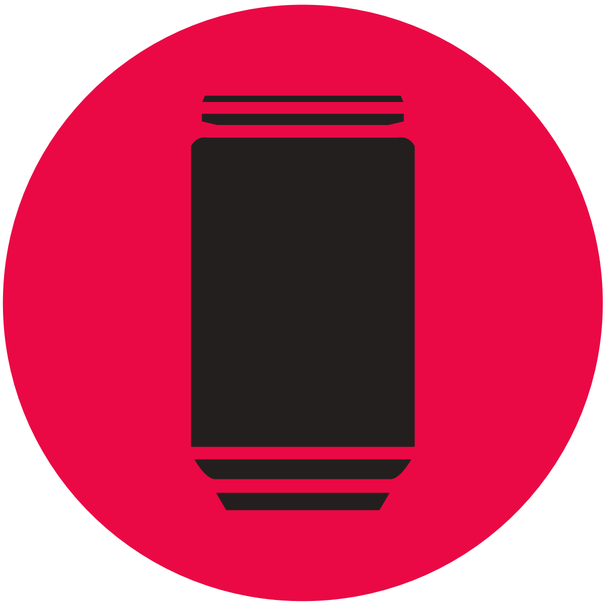


GLASS

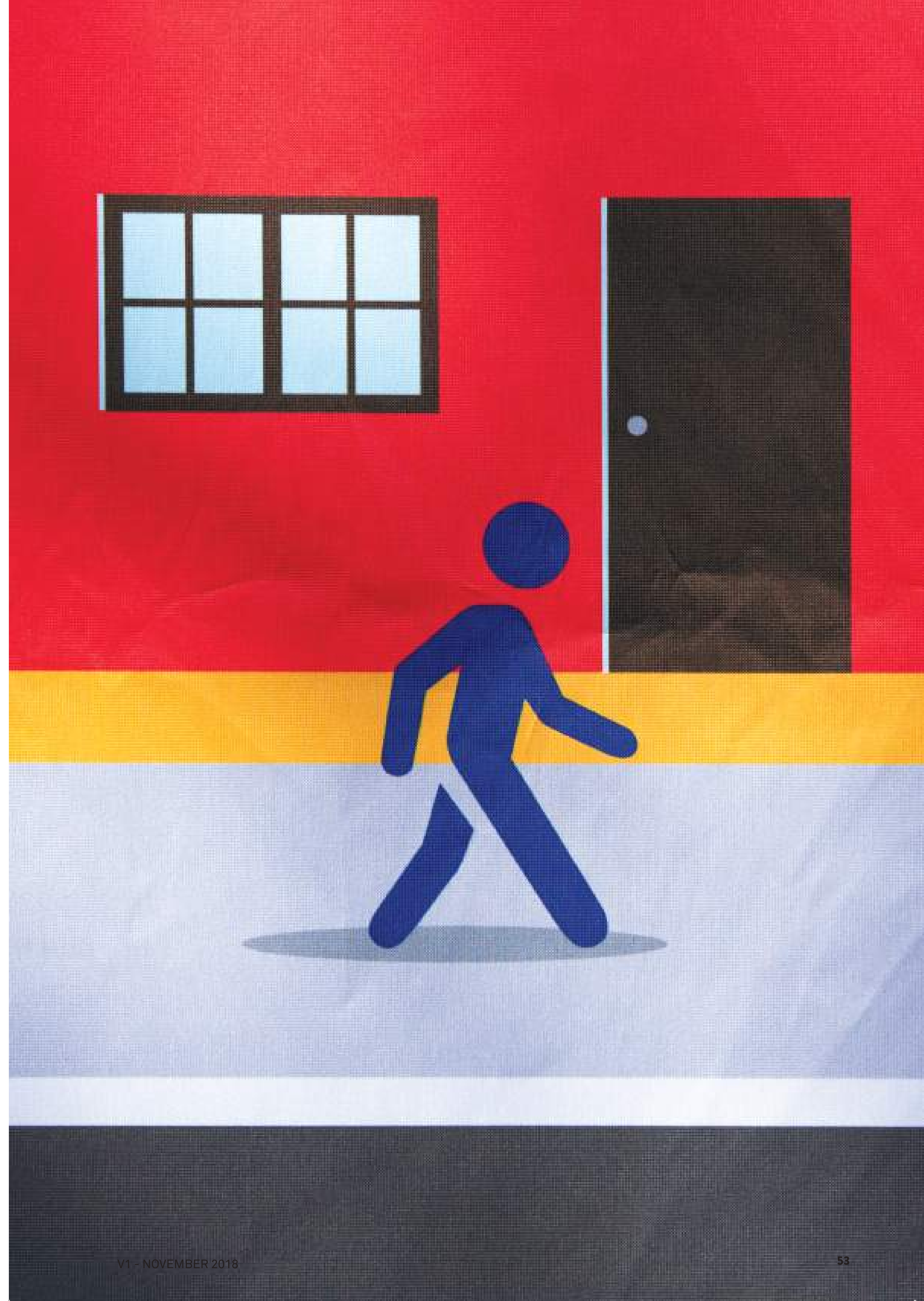




PLASTIC



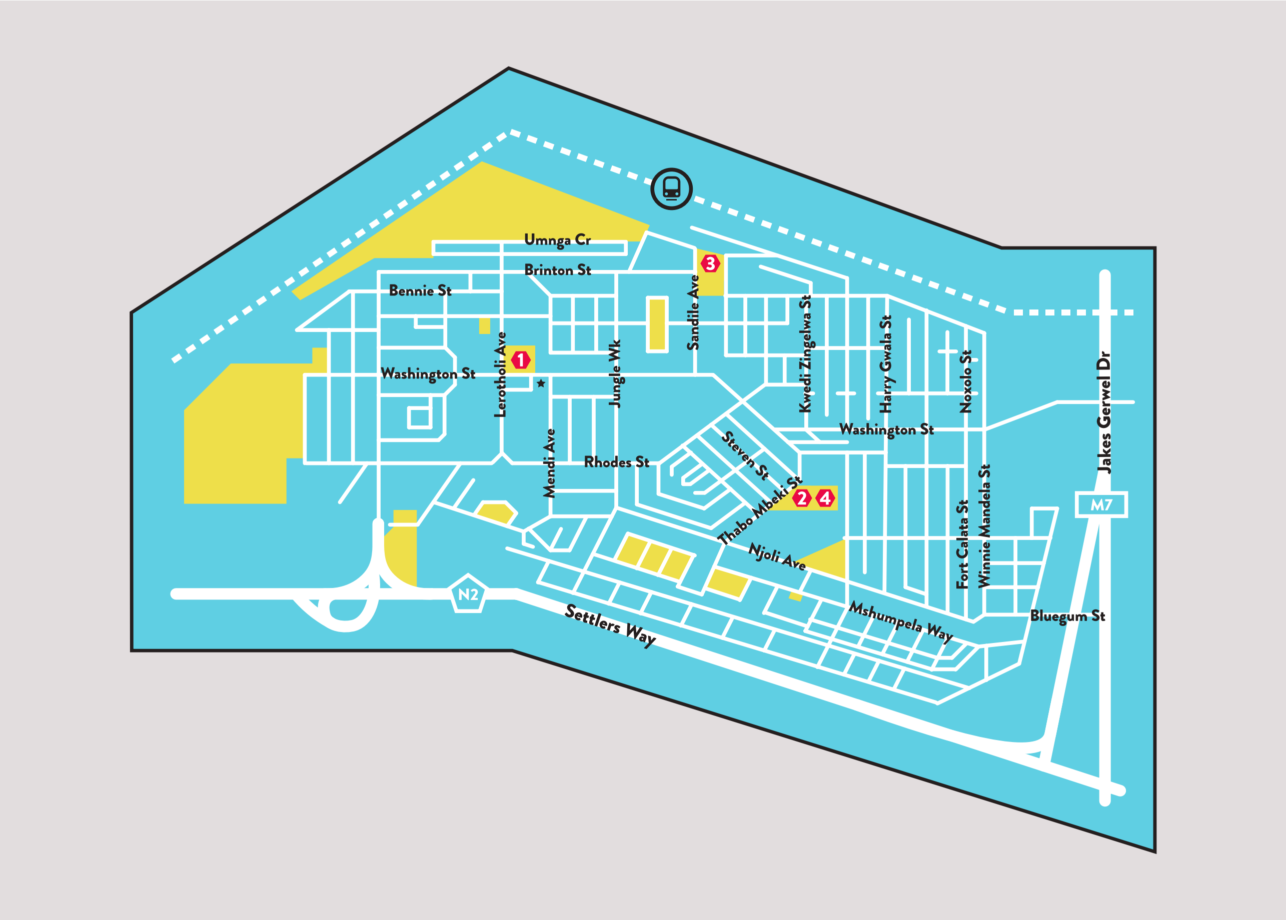
CANS

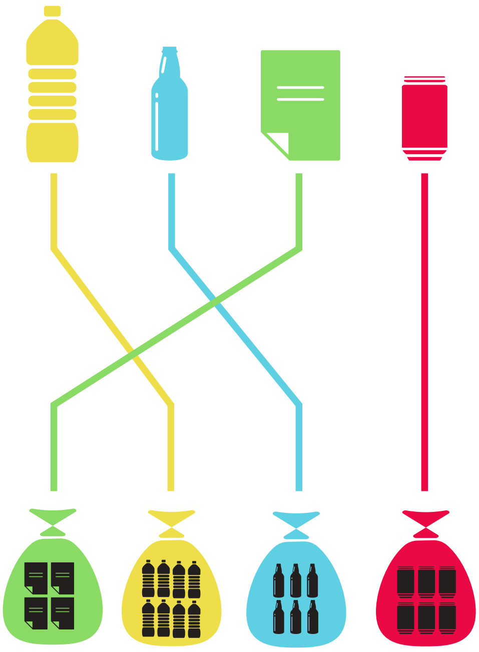


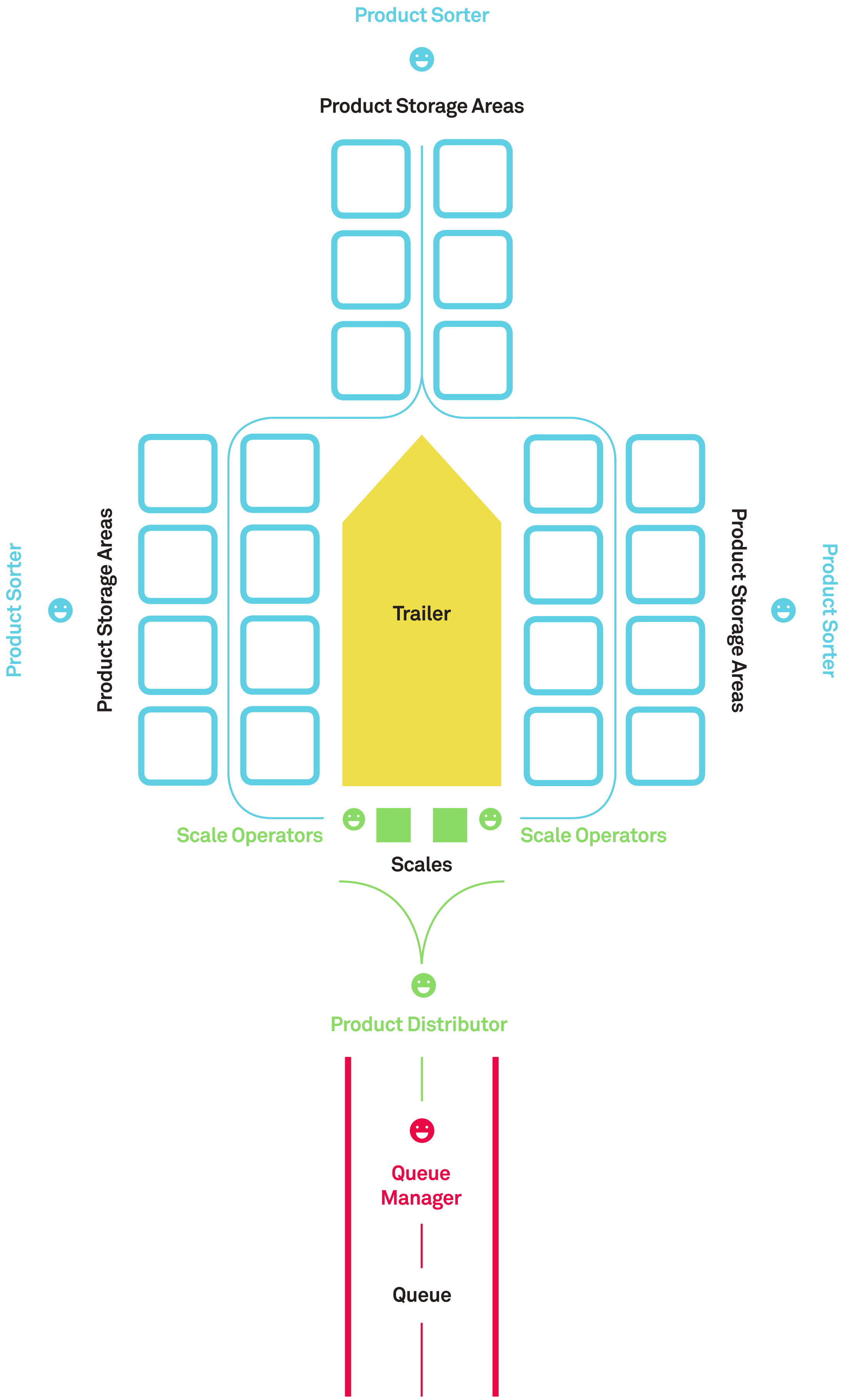
2.4.2 ADDITIONAL ASSETS

GRAPHIC ELEMENTS: MAPS & DIAGRAMS

For maps and diagrams, we make use of our strokes. The general rule for using strokes is that our main stroke size is 3pt. The secondary stroke size is 1pt. We use our brand colours to distinguish certain areas, sections or ideas from others.


Umnga Cr
Brinton St
Bennie St
Washington St
Lerotholi Ave
1
Jungle Wk
Sandile Ave
3
Kwedi Zingelwa St
Harry Gwala St
Noxolo St
Jakes Gerwel Dr
Washington St
Rhodes St
Mendi Ave
Steven St
Thabo Mbeki St
2
4
Njoli Ave
Fort Calata St
Winnie Mandela St
M7
Bluegum St
Mshumpela Way
Settlers Way
N2



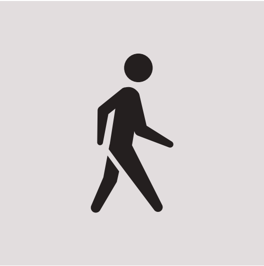

Product Sorter
Product Storage Areas
Product Sorter
Product Storage Areas
Trailer
Product Storage Areas
Product Sorter
Scale Operators
Scale Operators
Scales
Product Distributor
Queue Manager
Queue

2.4.3

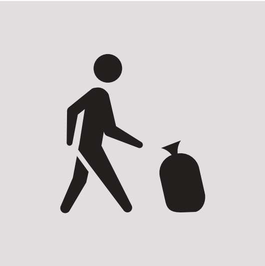
ADDITIONAL ASSETS

ICON LIBRARY

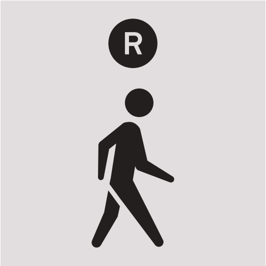
Our icon library is an ever-growing part of our Brand System. As we incorporate new icons into it, we will be able to define and compile which are used for various communications.



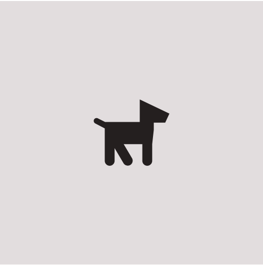
Person walking



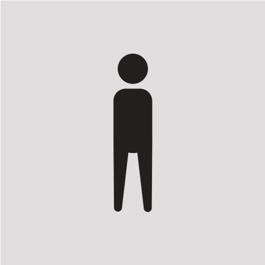
Person walking with rubbish bag



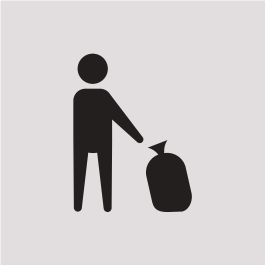
Person walking with money



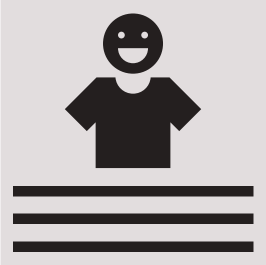
Dog



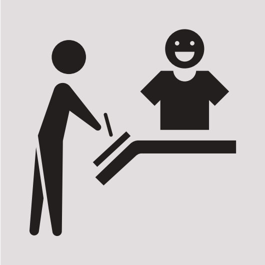
Person standing



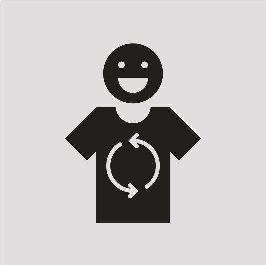
Person standing with rubbish bag



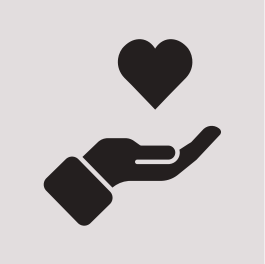
Admin details



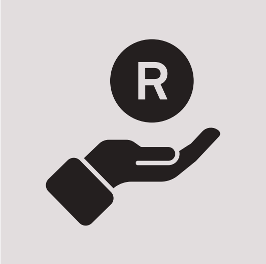
Member registration



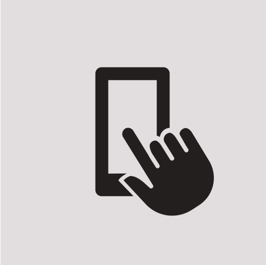
Member update



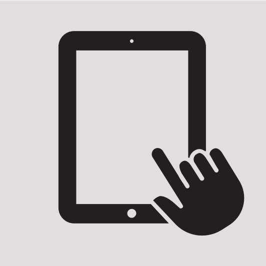
Contributions



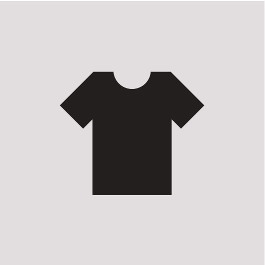
Financial support towards operational expenses/ receiving money



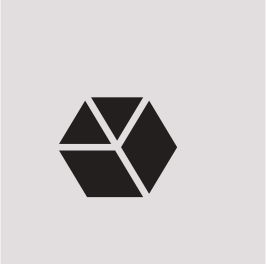
Phone



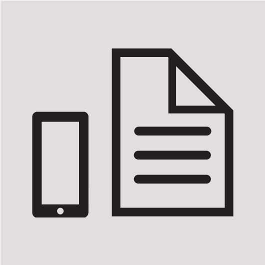
Tablet



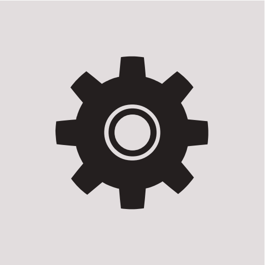
Uniforms



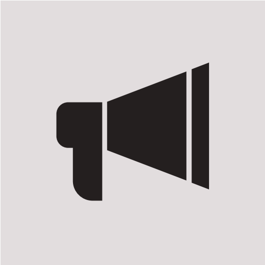
Bullet Point



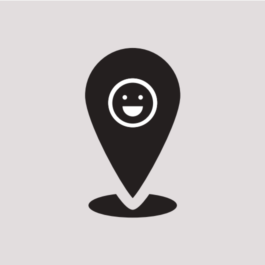
Member account statement



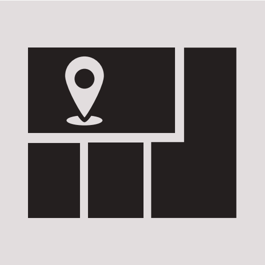
Hardware and technology



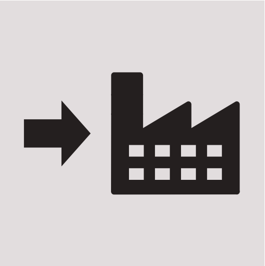
Marketing support (education and activations)



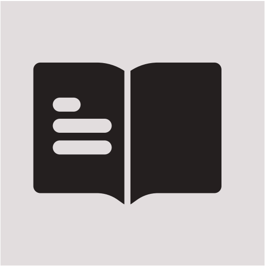
Assistance in securing collection sites



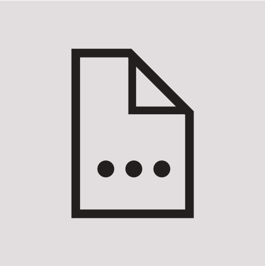
Indication of waste hotspot collection areas



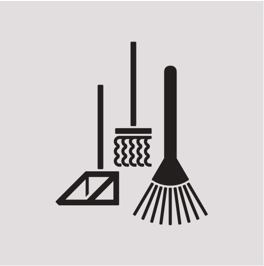
Access to network of buyers



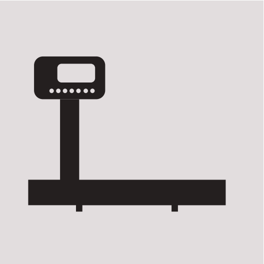
Packa-Ching Operating Support Manual



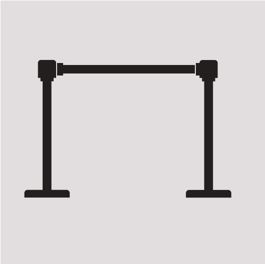
Marketing/ educational material



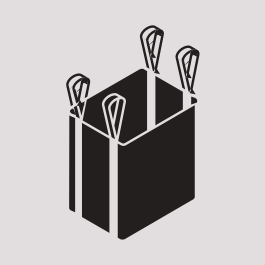
Dust pan, broom and rake



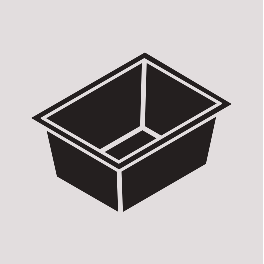
Scale



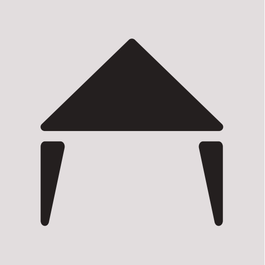
Queue divider



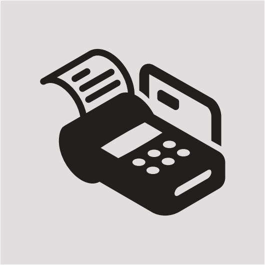
Bulk bags



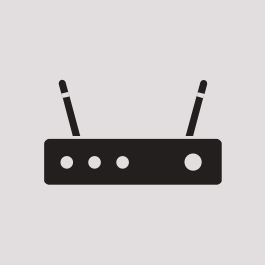
Weighing tub



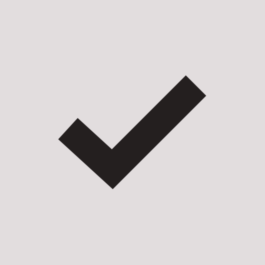
Gazebo



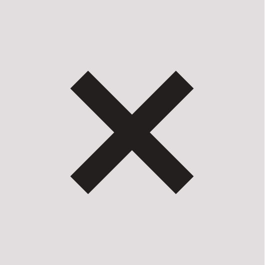
Printer



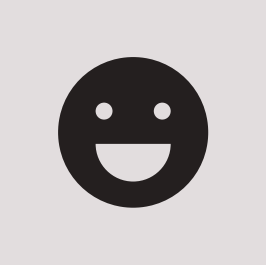
Router



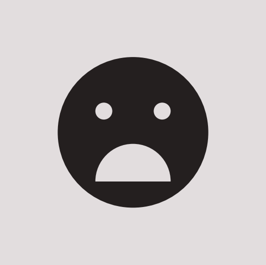
Right



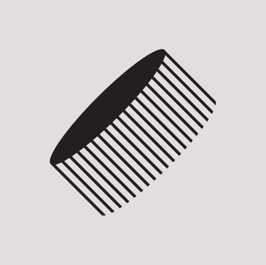
Wrong



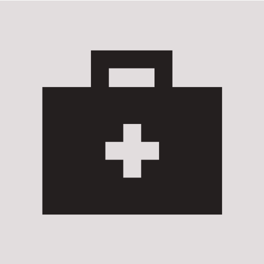
Yes



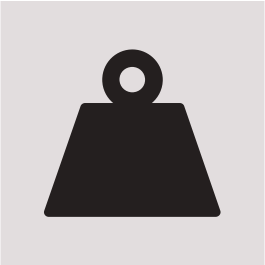
No



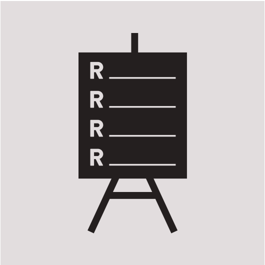
Plastic cap



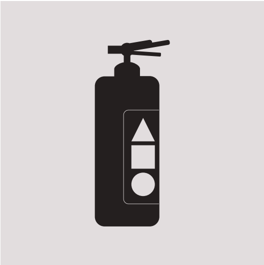
Medical Aid



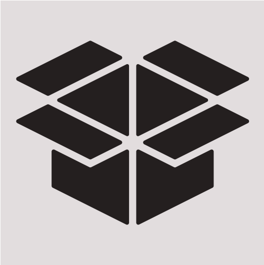
Masses



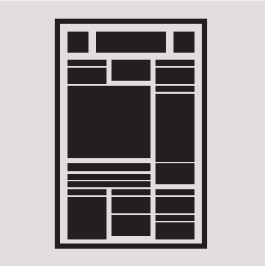
Price Board



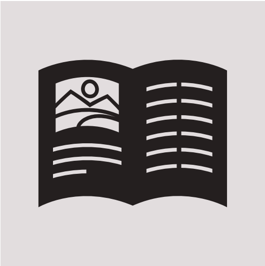
Fire Extinguisher



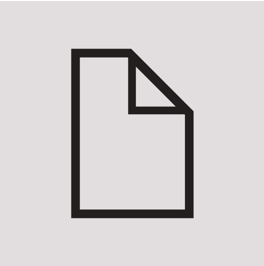
Cardboard



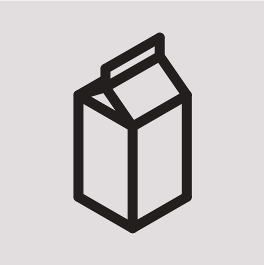
Newspapers



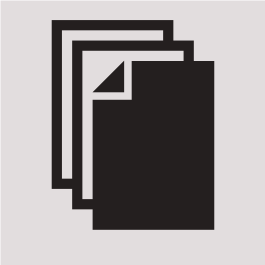
Magazines



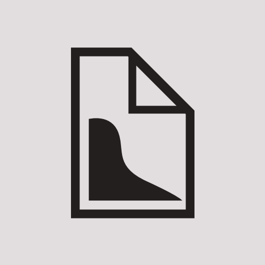
White paper



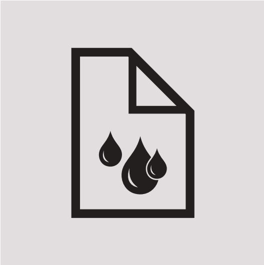
Tetra Pak



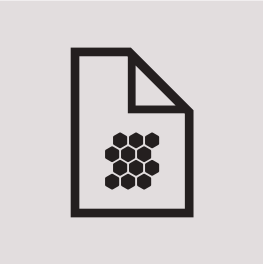
Mixed common paper



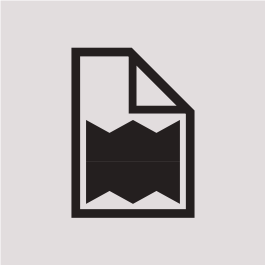
Dirty paper



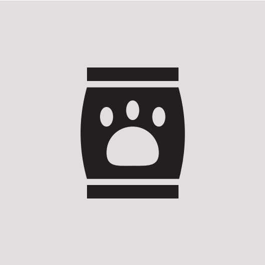
Wet paper



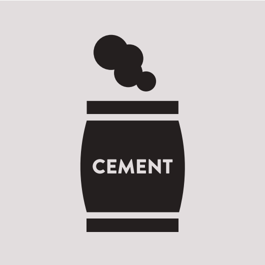
Wax coated paper



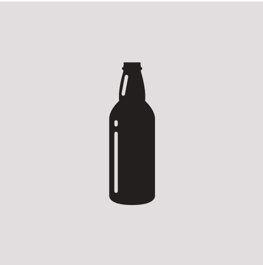
Foil-lined paper



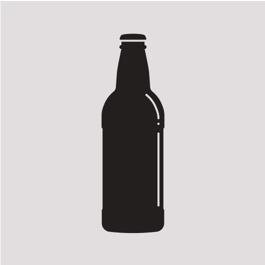
Pet food bags



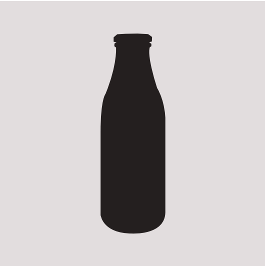
Used cement bags



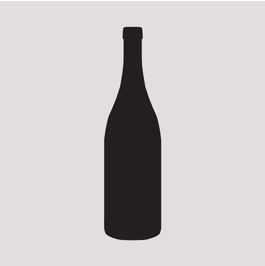
Glass bottle 1



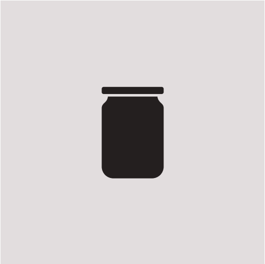
Glass bottle 2



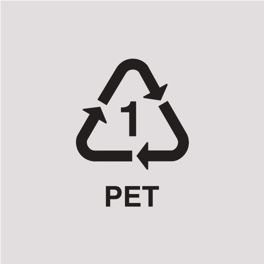
Glass bottle 3



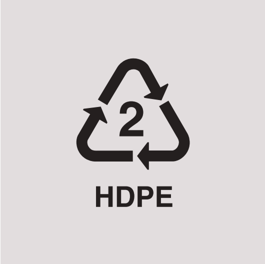
Glass bottle 4



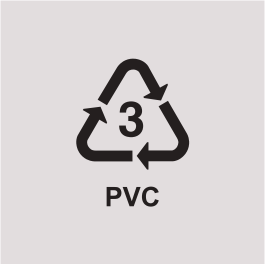
Glass jar



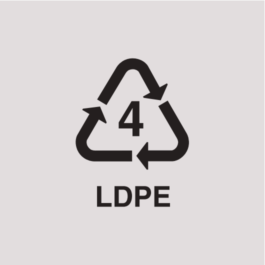
Polyethylene terephthalate



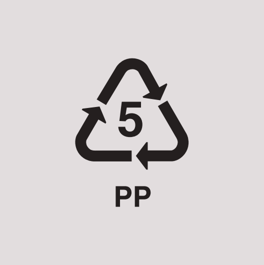
High-density polyethylene



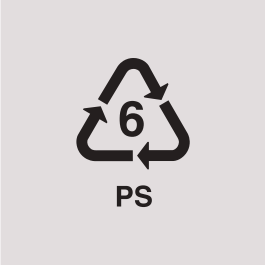
Polyvinyl chloride



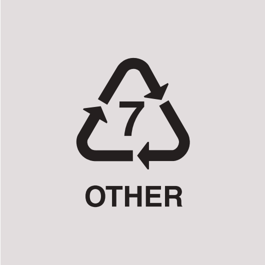
Low-density polyethylene



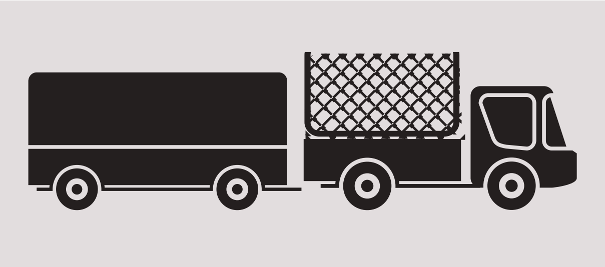
Polypropylene



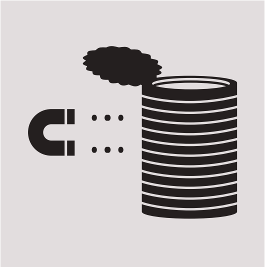
Polystyrene plastic



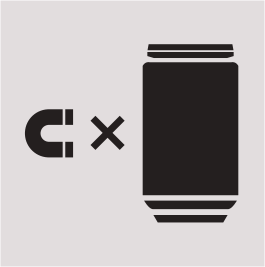
Other plastic



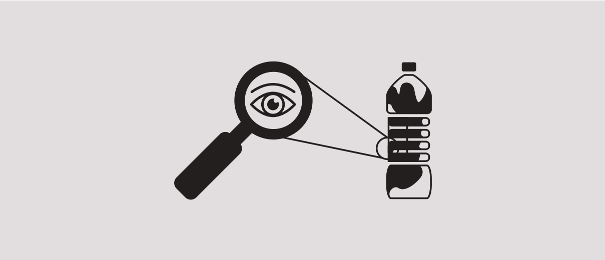
Vehicle, trailer and equipment



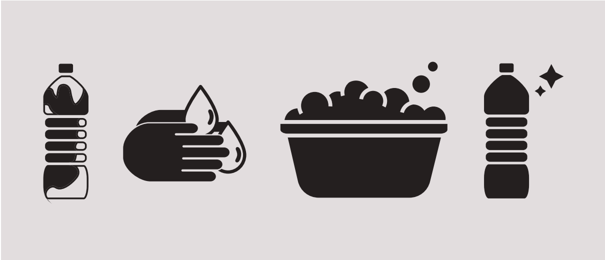
Steel



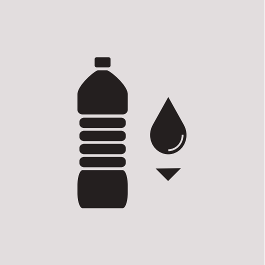
Aluminium



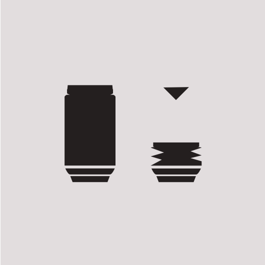
Inspect the recycling label on your product



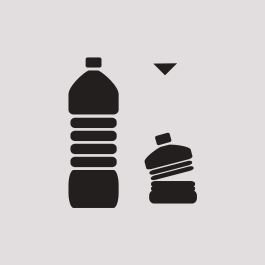
Clean the product



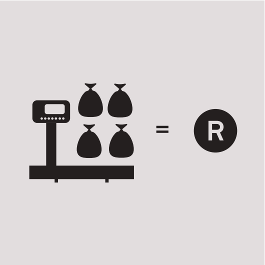
Dry your product



Crush your cans



Crush your plastic



Weigh and get paid

2.5

PHOTOGRAPHY

We have a confident, intriguing and imaginative photographic style. Our photography assets say a lot about our personality and what we are trying to communicate.

The imagery must be real, natural, human, honest, empowering and inspiring.

Depending on the context, our photography style can flex to represent the multifaceted and dynamic nature of Packa-Ching.

The following pages represent the main areas of focus when creating images for the Packa-Ching asset library.

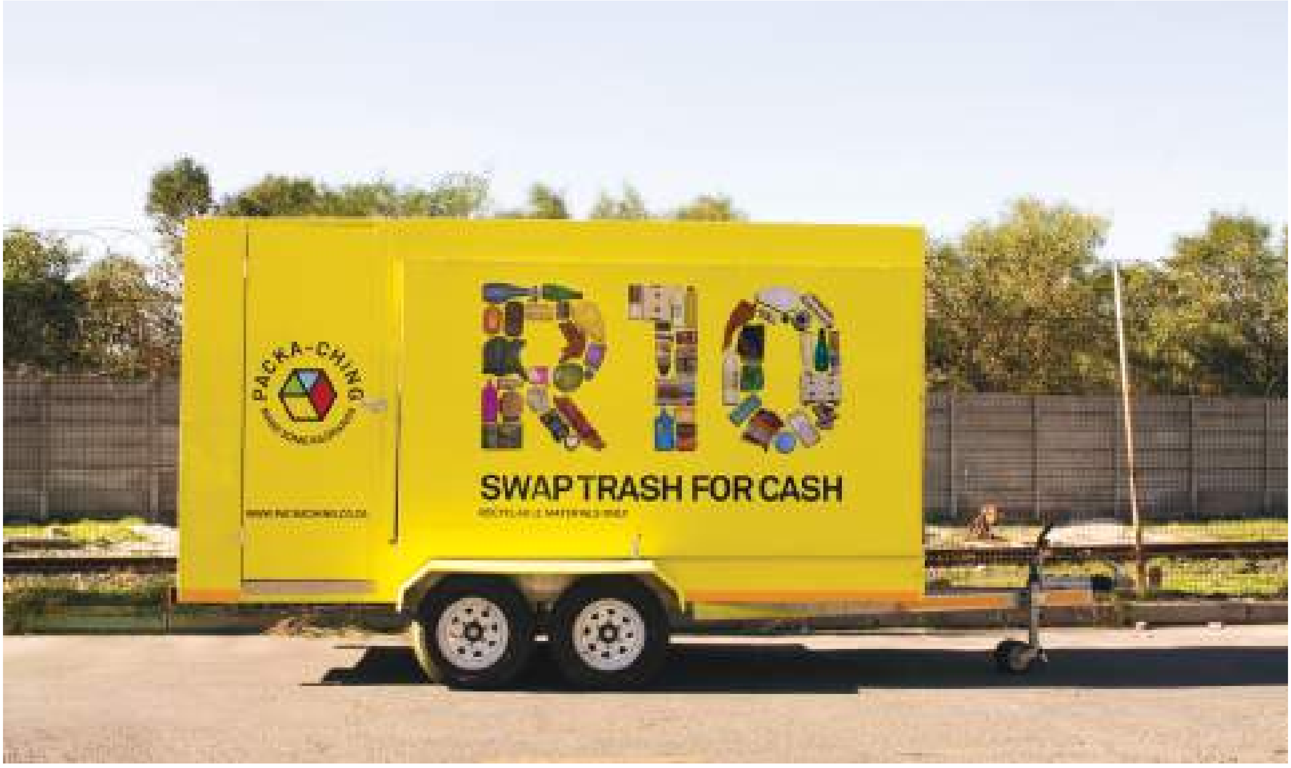
PACKA-CHING
MAKE SOME KILORANDS

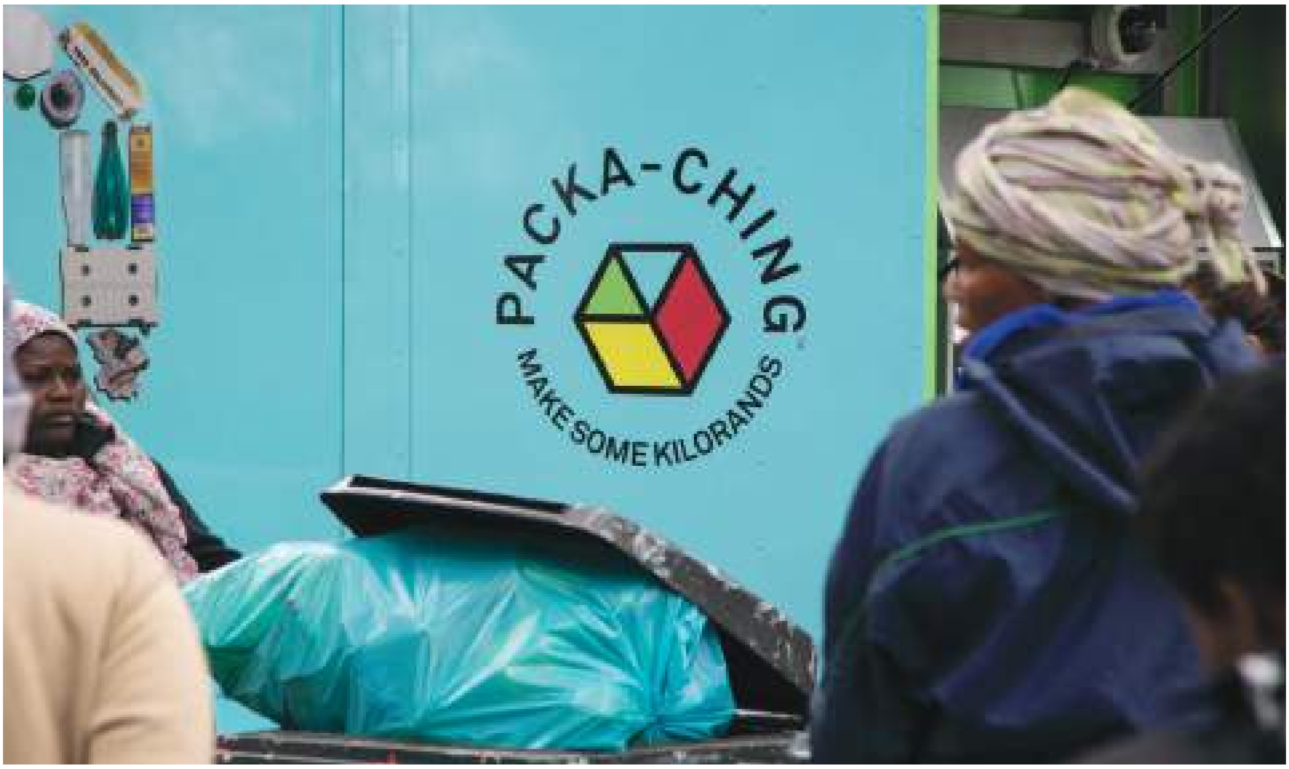
2.5.1

PHOTOGRAPHY

PRODUCT

Product photography relates to objects like the Packa-Ching trailer or recyclable items that are brought to the trailer. Product photography can also relate to objects that have the Packa-Ching branding on them. The public can be in the photos but our focus should be more on the branded objects or recyclable material.

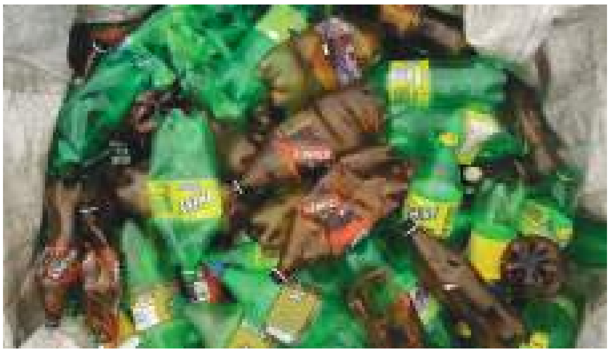

PACKA-CHING
R10
SWAP TRASH FOR CASH


PACKA-CHING
MAKE SOME KILORANDS

PACKA-CHING®
MAKE SOME KILORANDS
CA 648-446

SWAP TRASH
FOR CASH
RECYCLABLE MATERIALS ONLY

PACKA-CHING
MAKE SOME KILORANDS



2.5.2 PHOTOGRAPHY

LOCATION

Location photography is all about being amidst the action. It allows us to show how Packa-Ching interacts with the world and it needs to show upliftment and exemplify the proof of positive change that Packa-Ching has in communities.

PACKA MAN
R15

STAFF

R10
SWAP TRASH FOR CASH

PACKA-MA
PAPE

FROM TRASH TO CASH

2.5.3 PHOTOGRAPHY

PORTRAIT

Our portrait photography should have a photo journalistic feel. Written permission should be asked for when taking more close-up, personal photos of subject matters. Let their faces and the environment tell the story. Waste does not always have to be included in the photography.

Photographs taken by: Simon Heger Knuden

AZERBAIJAN

OVERMARS

PHOTOGRAPHY

PHOTO STORIES

An example of a good photo story is the interesting methods our recyclers have of transporting their trash. These photos can also be used in addition to the portrait photography to create a wider story showing people the effort and resourcefulness of our Packa-Ching users.

NOT FOR SALE
NOT FOR SALE

2.6

CORPORATE COMMUNICATIONS

Corporate communications are a very important part of the Packa-Ching brand.

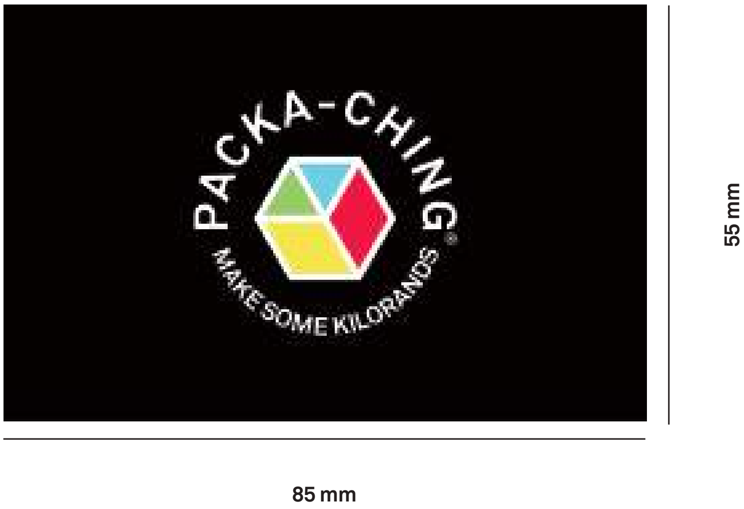
This includes all of the printed materials that are required for formal communications, as well as digital collateral, such as presentations.

PACKA-CHING®
MAKE SOME KILORANDS

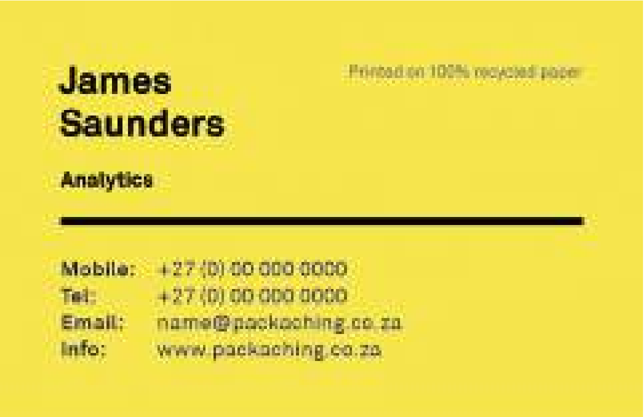
2.6.1 CORPORATE COMMUNICATIONS
BUSINESS CARD & E-MAIL SIGNATURE

Business cards act as a miniature mobile billboard for the company . They are often a first point of contact with the brand and for this reason their appearance is vitally important.

Business Card Front


PACKA-CHING®
MAKE SOME KILORANDS
55 mm
85 mm

Business Card Back



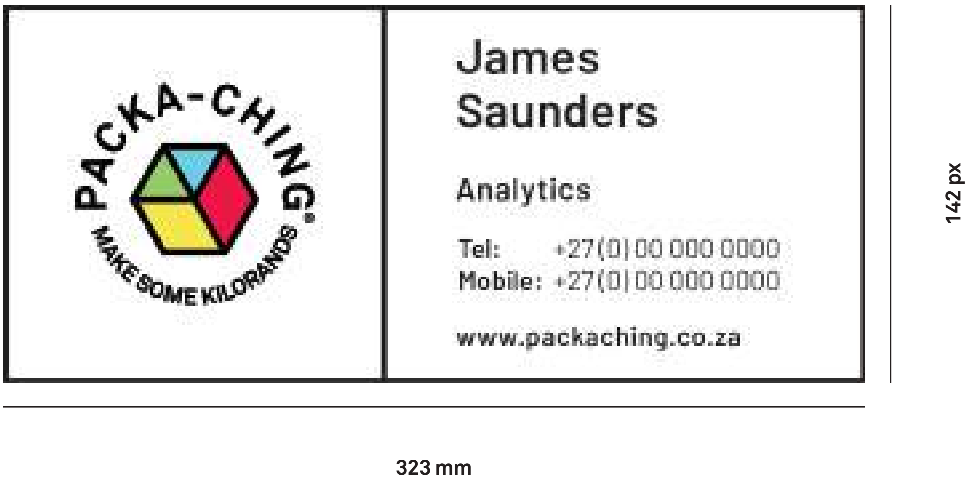
Printed on 100% recycled paper

James Saunders

Analytics

Mobile: +27 (0) 00 000 0000
Tel: +27 (0) 00 000 0000
Email: name@packaching.co.za
Info: www.packaching.co.za

Ratios


PACKA-CHING®
MAKE SOME KILORANDS
142 px
323 mm

James Saunders

Analytics

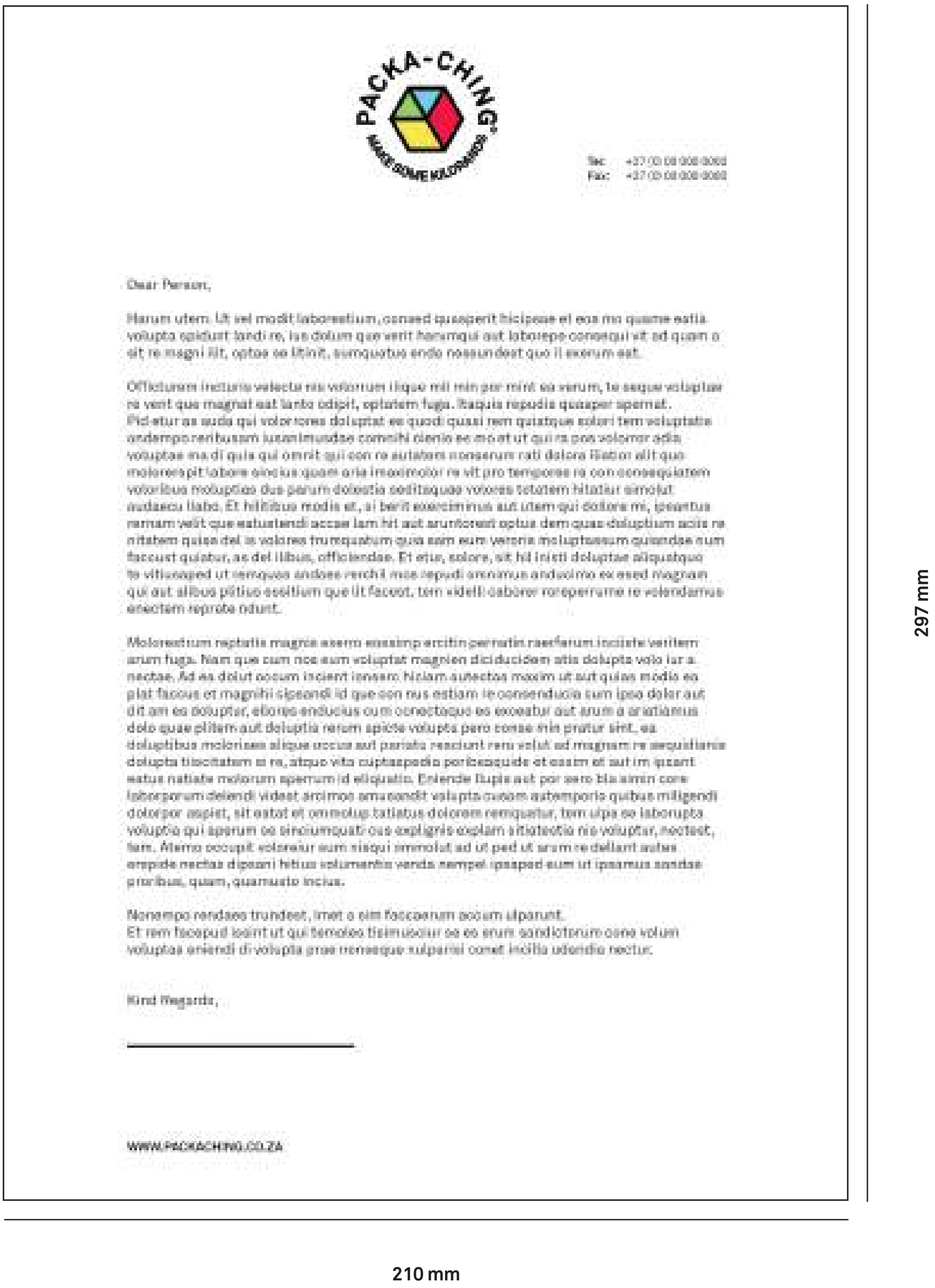
Tel: +27(0) 00 000 0000
Mobile: +27(0) 00 000 0000

www.packaching.co.za

2.6.2 CORPORATE COMMUNICATIONS
STATIONERY (LETTERHEAD)

Although most correspondence is digital these days, occasionally an official letter must be written and in this case Packa-Ching formal letterheads must be used.

Letterhead

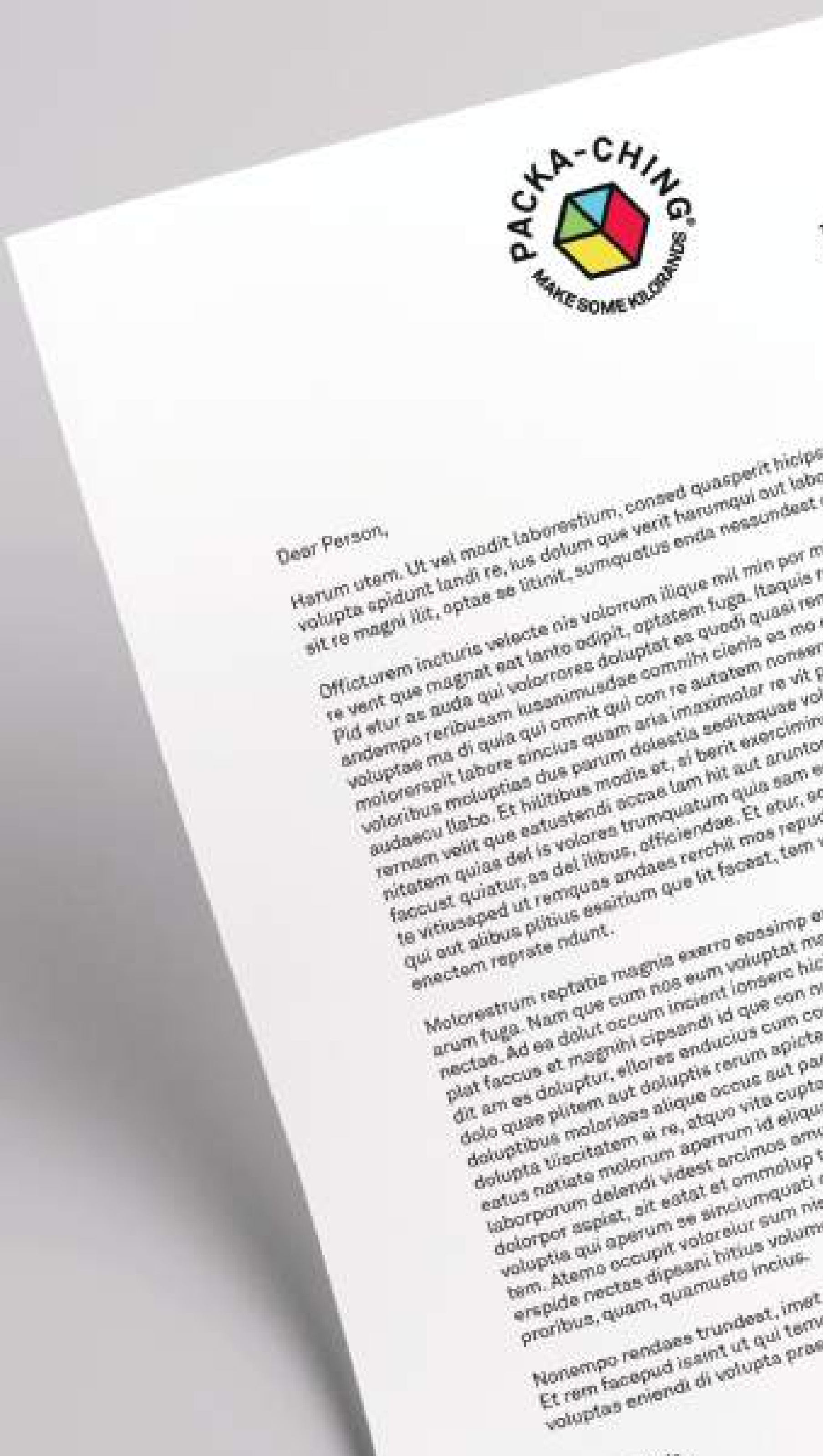

PACKA-CHING
297 mm
210 mm

Tel:
Fax:

Dear Person,

Kind Regards,

WWW.PACKACHING.CO.ZA



PACKA-CHING®
MAKE SOME KILOBRANDS

Dear Person,

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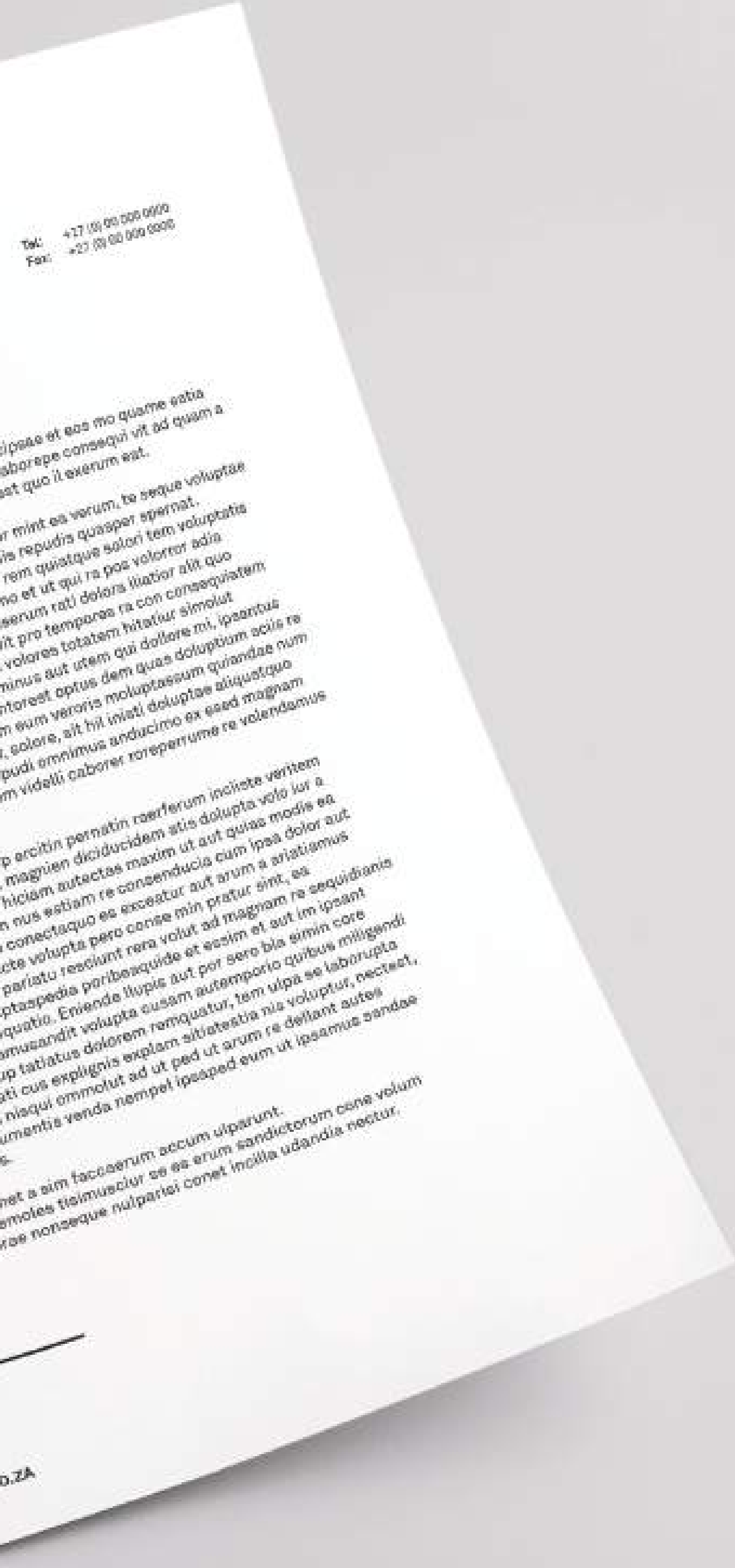
Kind Regards,

WWW.PACKACHING.CO.Z



Tel: +27 (0) 00 000 0000
Fax: +27 (0) 00 000 0000

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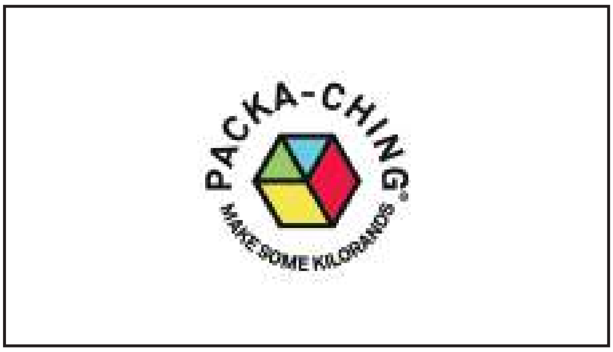
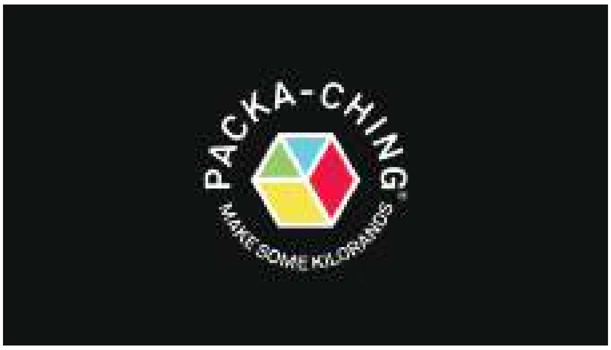
O.ZA

2.6.3 CORPORATE COMMUNICATIONS
POWERPOINT PRESENTATION

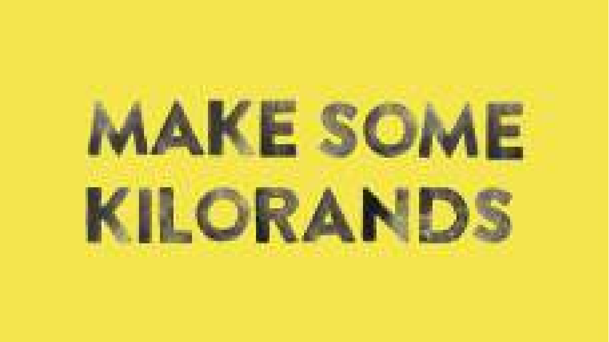
Packa-Ching presentations should adhere to the brand guidelines presented in this document.
A template, as below, will be provided for each instance.



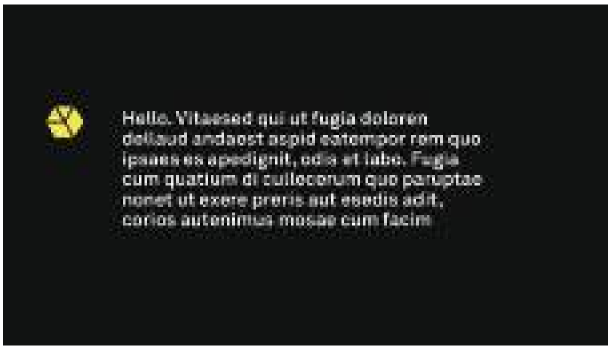
PACKA-CHING®
MAKE SOME KILORANDS



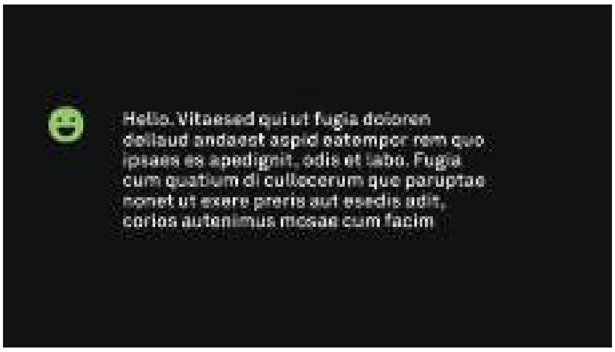
PACKA-CHING®
MAKE SOME KILORANDS



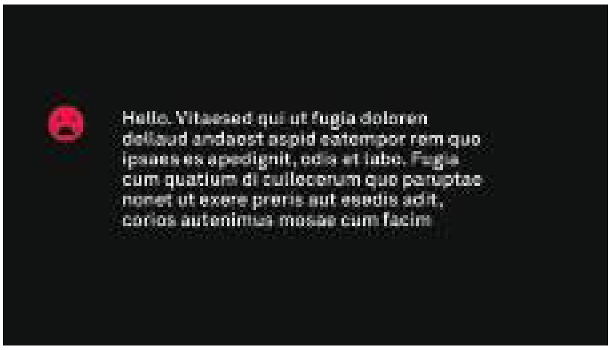
MAKE SOME KILORANDS



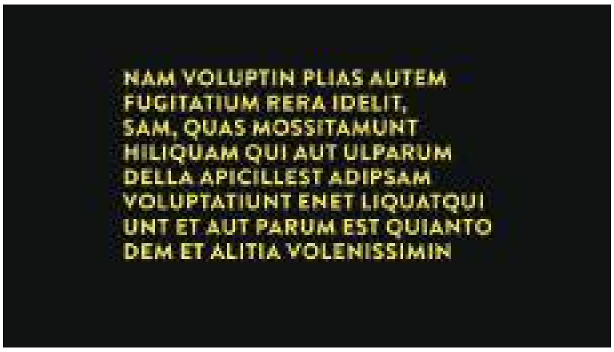
Hello. Vitaesed qui ut fugia doloren dellaud andaest aspid eatempor rem quo ipsaes es apedignit, odis et labo. Fugia cum quatium di cullecerum quo paruptae nonet ut exere preris aut esedis adit, corios autenimus mosae cum facim



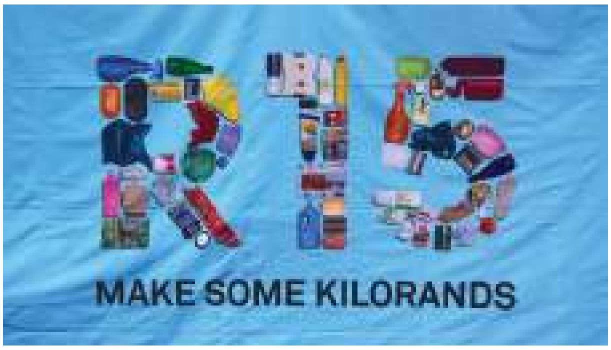
Hello. Vitaesed qui ut fugia doloren dellaud andaest aspid eatempor rem quo ipsaes es apedignit, odis et labo. Fugia cum quatium di cullecerum quo paruptae nonet ut exere preris aut esedis adit, corios autenimus mosae cum facim



Hello. Vitaesed qui ut fugia doloren dellaud andaest aspid eatempor rem quo ipsaes es apedignit, odis et labo. Fugia cum quatium di cullecerum quo paruptae nonet ut exere preris aut esedis adit, corios autenimus mosae cum facim



NAM VOLUPTIN PLIAS AUTEM
FUGITATIUM RERA IDELIT,
SAM, QUAS MOSSITAMUNT
HILIQUAM QUI AUT ULPARUM
DELLA APICILLEST ADIPSAM
VOLUPTATIUNT ENET LIQUATQUI
UNT ET AUT PARUM EST QUIANTO
DEM ET ALITIA VOLENISSIMIN

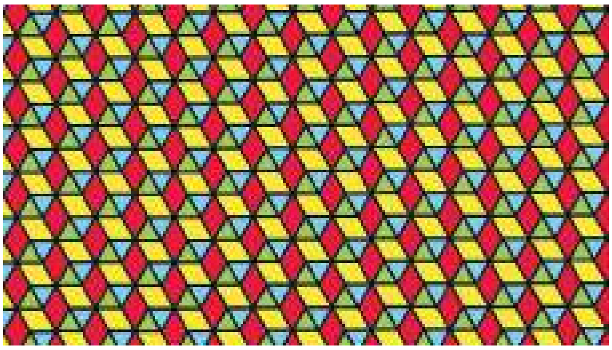


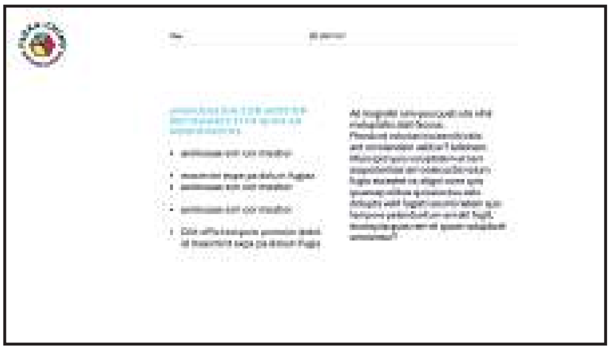
R15
MAKE SOME KILORANDS

Uda velia volumen dition re idusam ea nusandis et aliquo cum ex et odit, sequiducimil et doluptatiur, ut ut andae laborit volo con nihici demquos alit volorib ereritem.

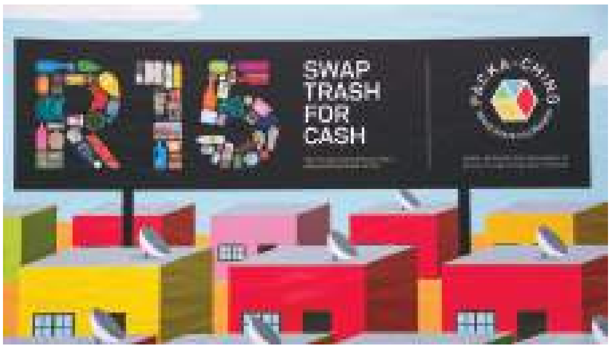
– Name Surname

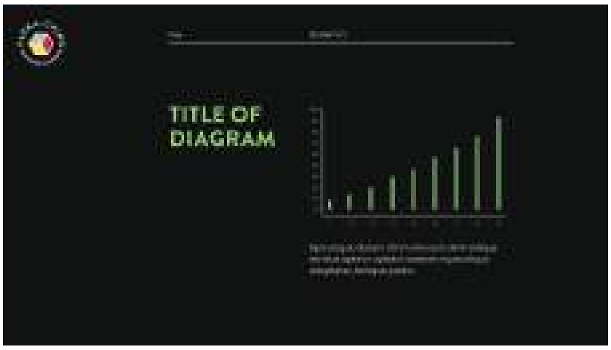
'AS ALWAYS, IT'S GREAT TO KNOW THAT WE CAN COUNT ON YOU TO GO THE EXTRA MILE.'





000 TITLE
000 TITLE
000 TITLE





TITLE OF
DIAGRAM

TITLE OF
DIAGRAM

00%

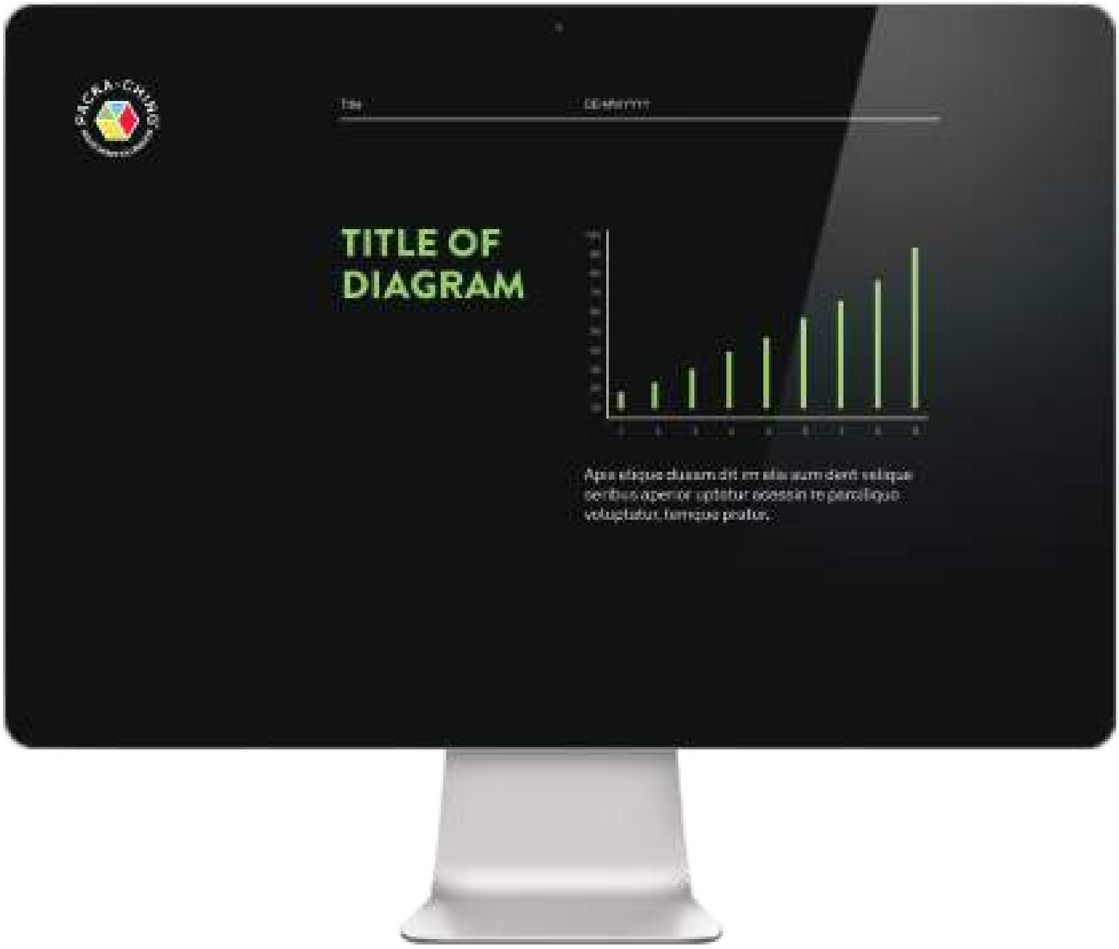
PACKA-CHING
RISE

00 %

TITLE OVER
HERE.

PACKA-CHING®
MAKE SOME KILORANDS

THANK YOU



Title DD/MM/YYYY

TITLE OF DIAGRAM

Apis eliquo duasm dit im alis aum dent velique senbus aperior uptatur acessin te paroliquo voluptatus, tempue pratur.

2.7

PRINT APPLICATION

Our Brand System boasts tremendous flexibility in application and allows for a huge variety of combinations of type, colour, graphic elements and photography.

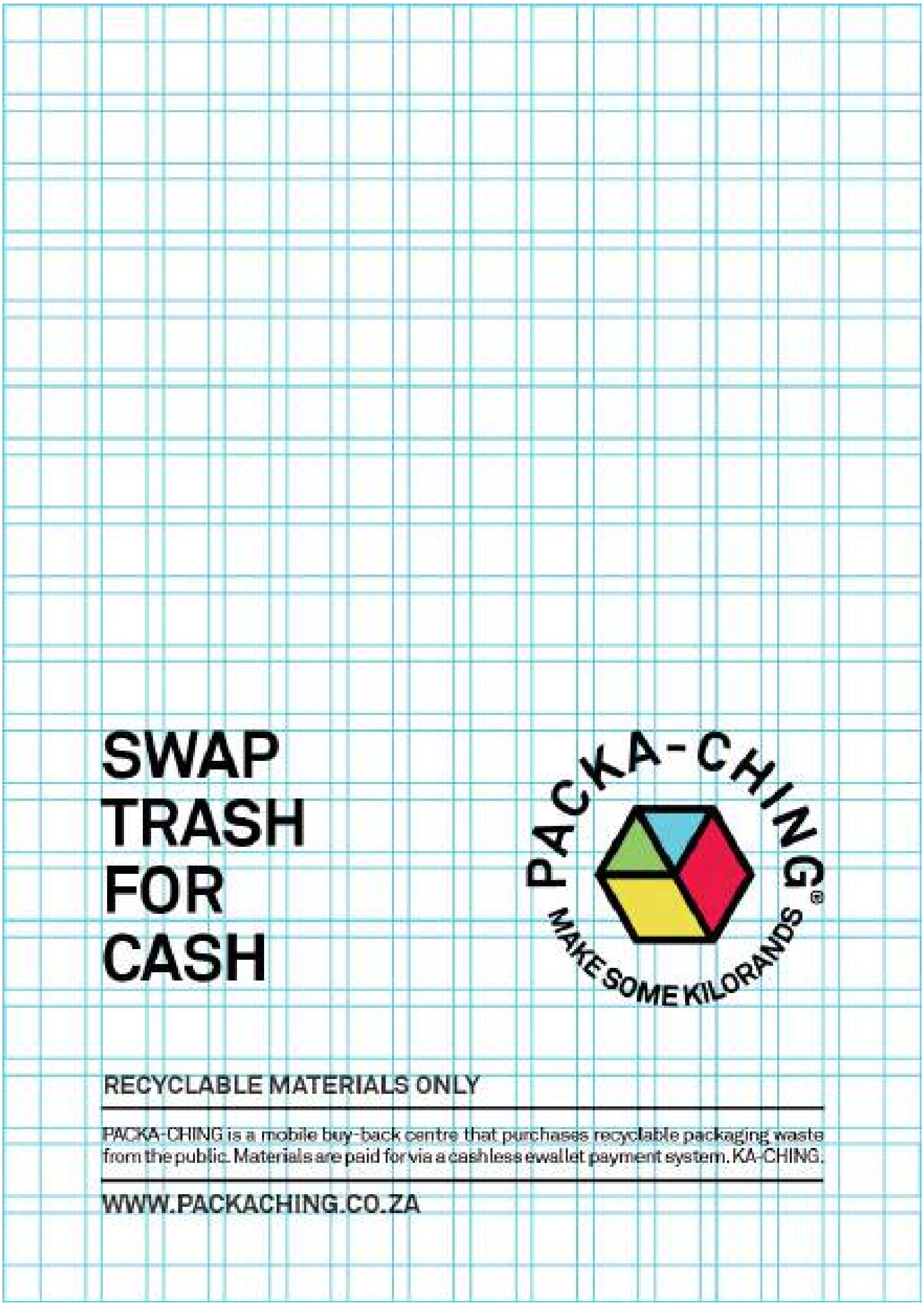
Over time, this selection will grow to include best practice examples of events and campaign-specific marketing collateral.

FROM BULAWAYO, ZIMBABWE
LIVE IN CAPE TOWN
"THE IMPUMELELO SHINING STARS"
ON SATURDAY AUGUST 5TH, 7PM
CENTRAL METHODIST CHURCH
GREENMARKET SQUARE
TICKETS ONLINE QUICKET.CO.ZA OR AT THE DOOR
INFO@SLOWLIFE.CO.ZA 082 892 0350
R50 ONLY
Senior Club
Who is Ikamva Labantu?
Come Visit Us...
PACKA-CHING
SWAP TRASH FOR CASH
RECYCLABLE MATERIALS ONLY
PACKA-CHING
MAKE SOME KILORANDS
WWW.PACKACHING.CO.ZA

2.7.1 PRINT APPLICATION

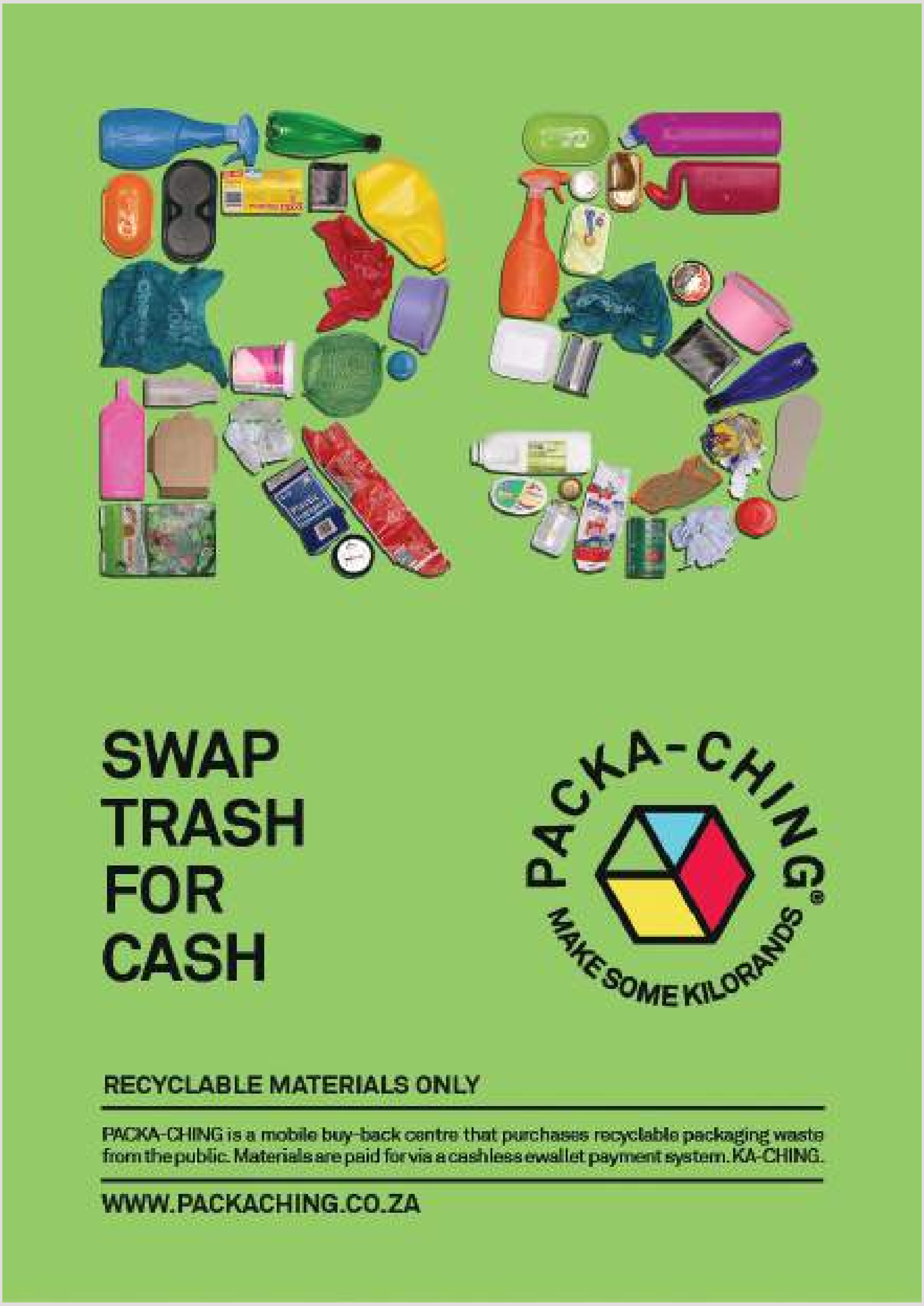
GRID SYSTEM

Our print communication is based on a grid structure to keep consistency across all Packa-Ching communication. Please use the grid to layout all editorial and advertising communication for the brand.


SWAP
TRASH
FOR
CASH
PACKA-CHING®
MAKE SOME KILORANDS
RECYCLABLE MATERIALS ONLY

PACKA-CHING is a mobile buy-back centre that purchases recyclable packaging waste from the public. Materials are paid for via a cashless ewallet payment system. KA-CHING.

WWW.PACKACHING.CO.ZA



SWAP
TRASH
FOR
CASH

PACKA-CHING®
MAKE SOME KILORANDS

RECYCLABLE MATERIALS ONLY

PACKA-CHING is a mobile buy-back centre that purchases recyclable packaging waste from the public. Materials are paid for via a cashless ewallet payment system. KA-CHING.

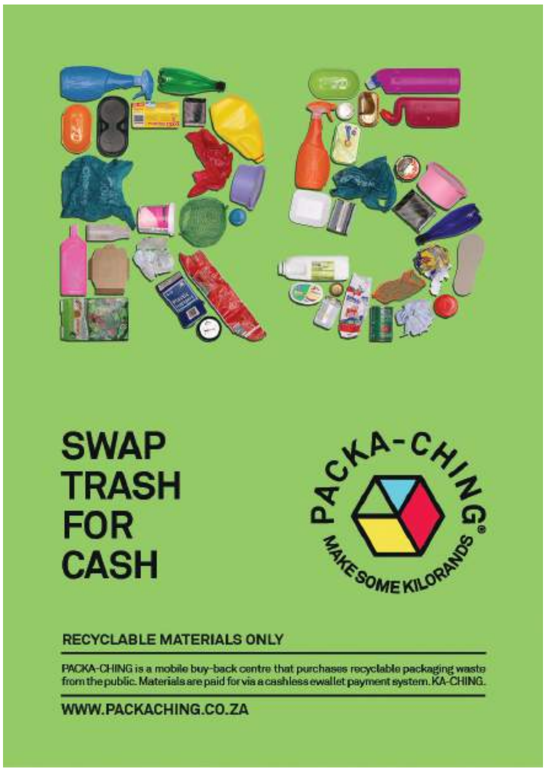
WWW.PACKACHING.CO.ZA

2.7.2

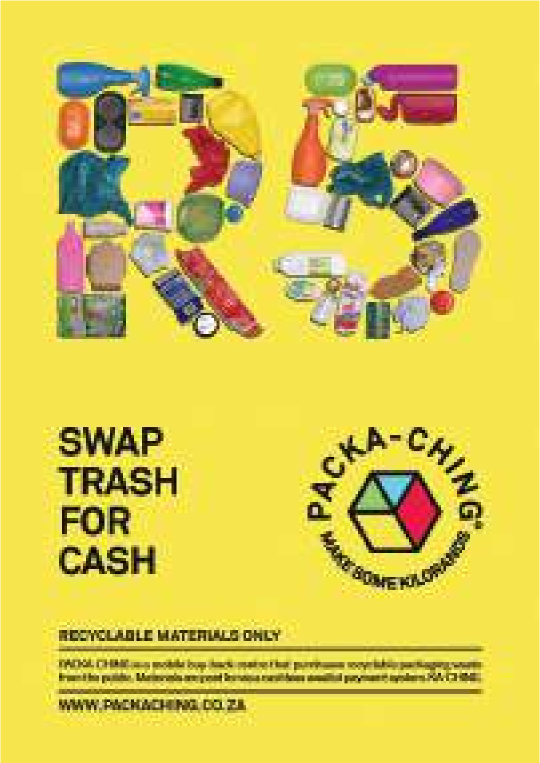
PRINT APPLICATION

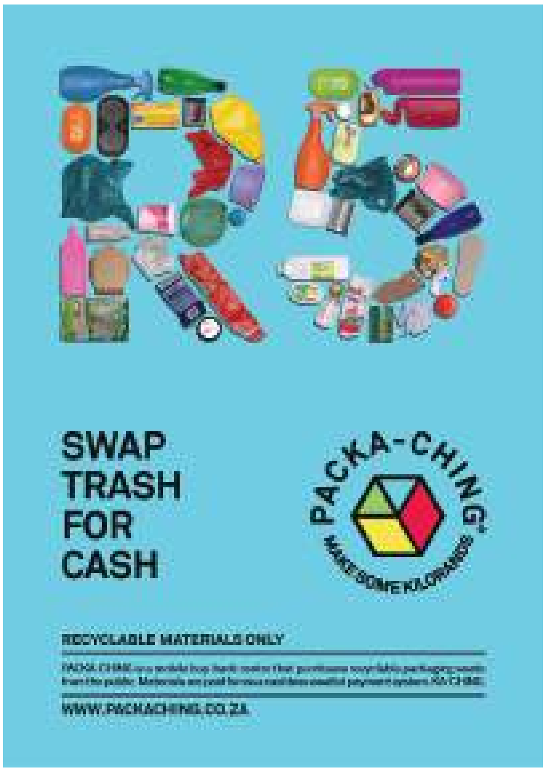
BRAND POSTER TEMPLATE

Backgrounds that are yellow, green, blue and black are the most visual and impactful colours to use for posters.


SWAP
TRASH
FOR
CASH
PACKA-CHING®
MAKE SOME KILORANDS
RECYCLABLE MATERIALS ONLY
WWW.PACKACHING.CO.ZA

PACKA-CHING is a mobile buy-back centre that purchases recyclable packaging waste from the public. Materials are paid for via a cashless ewallet payment system. KA-CHING.


SWAP
TRASH
FOR
CASH
PACKA-CHING®
MAKE SOME KILORANDS
RECYCLABLE MATERIALS ONLY
WWW.PACKACHING.CO.ZA


SWAP
TRASH
FOR
CASH
PACKA-CHING®
MAKE SOME KILORANDS
RECYCLABLE MATERIALS ONLY
WWW.PACKACHING.CO.ZA

SWAP
TRASH
FOR
CASH

PACKA-CHING®
MAKE SOME KILORANDS

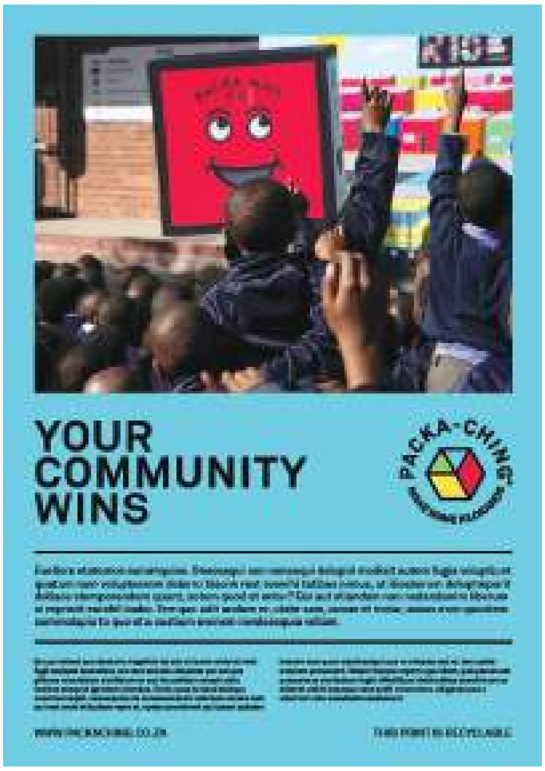
RECYCLABLE MATERIALS ONLY

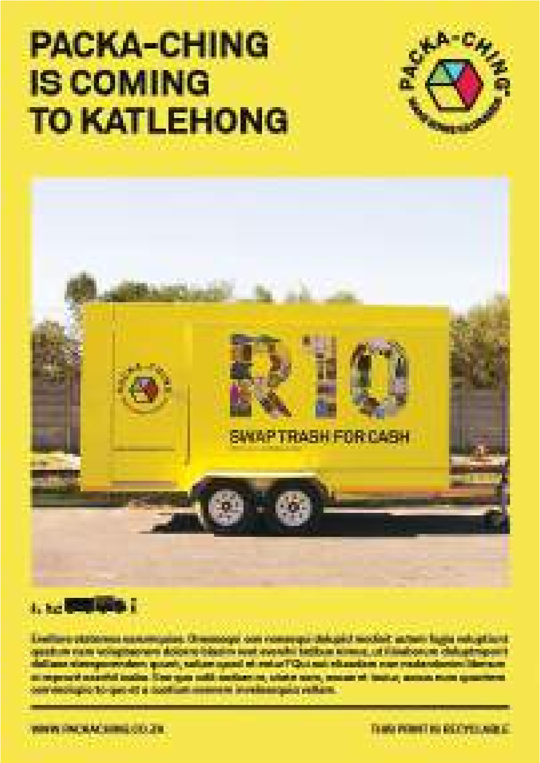
PACKA-CHING is a mobile buy-back centre that purchases recyclable packaging waste from the public. Materials are paid for via a cashless ewallet payment system. KA-CHING.

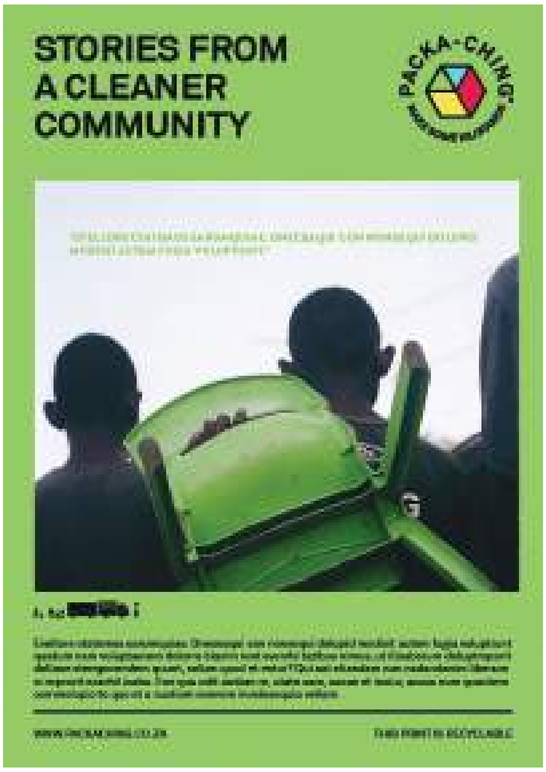
WWW.PACKACHING.CO.ZA

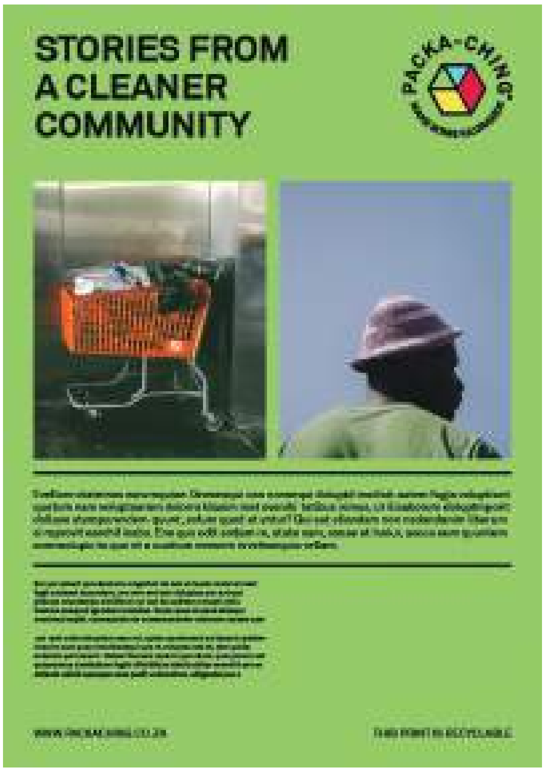
2.7.3 PRINT APPLICATION
FULL-PAGE TEMPLATE

For advertising in publications, we have two separate approaches. One is for speaking to the community and the other is for speaking to potential investors or for PR applications. Our approach is to use our brand colours to our advantage and apply them to these communications so that they can stand out in printed publications.


YOUR COMMUNITY WINS
PACKA-CHING
WWW.PACKACHING.CO.ZA
THIS PRINT IS RECYCLABLE


PACKA-CHING IS COMING TO KATLEHONG
PACKA-CHING
R10
SWAP TRASH FOR CASH
WWW.PACKACHING.CO.ZA
THIS PRINT IS RECYCLABLE


STORIES FROM A CLEANER COMMUNITY
PACKA-CHING
WWW.PACKACHING.CO.ZA
THIS PRINT IS RECYCLABLE


STORIES FROM A CLEANER COMMUNITY
PACKA-CHING
WWW.PACKACHING.CO.ZA
THIS PRINT IS RECYCLABLE

Insight

Location information relevance

Cultural impetus

Vendor dependency

Physical delivery

Country regulations

Infrastructure dynamics

Cost dynamics

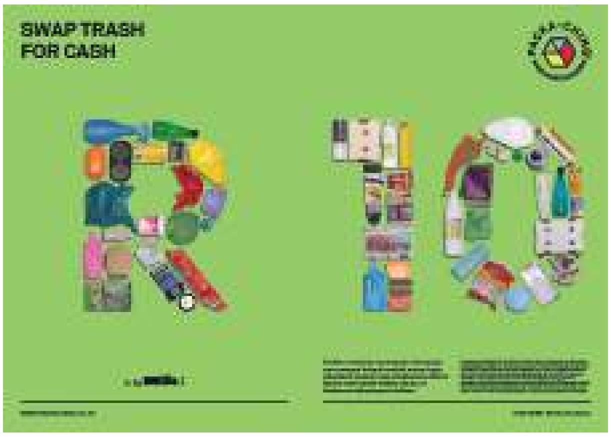
PACKA-CHING IS COMING TO KATLEHONG

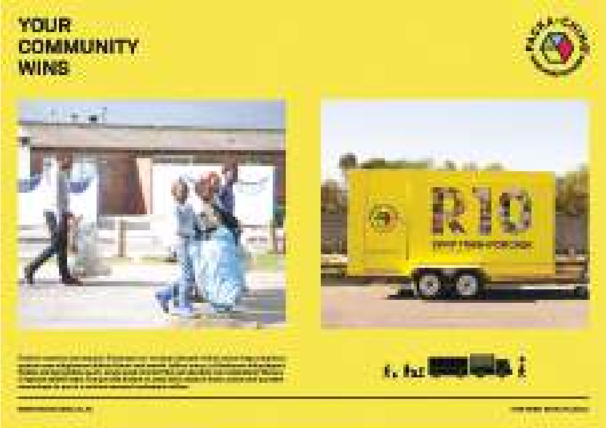
PACKA-CHING
R10
SWAP TRASH FOR CASH
WWW.PACKACHING.CO.ZA
THIS PRINT IS RECYCLABLE

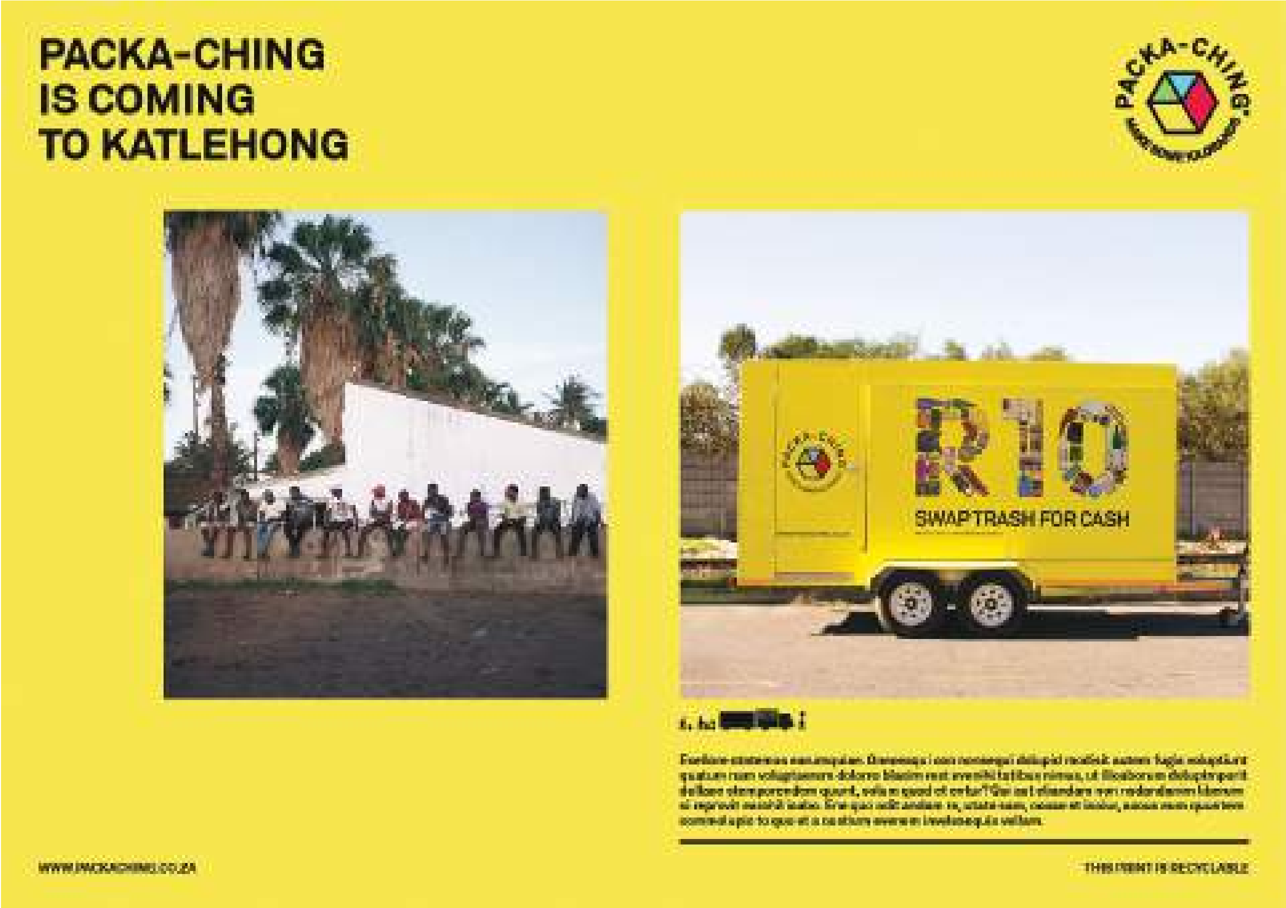
2.7.4

PRINT APPLICATION
DPS TEMPLATE

This is a DPS layout. With a DPS layout, you can either convey more information or create a better understanding of Packa-Ching through the use of type, space and photos over the wider area a DPS affords.


SWAP TRASH
FOR CASH
PACKA-CHING
R10


YOUR
COMMUNITY
WINS
PACKA-CHING
R10


PACKA-CHING
IS COMING
TO KATLEHONG
PACKA-CHING
R10
SWAP TRASH FOR CASH
WWW.PACKACHING.CO.ZA
THIS PRINT IS RECYCLABLE

STORIES FROM
A CLEANER
COMMUNITY

WWW.PACKACHING.CO.ZA

THIS PRINT IS RECYCLABLE

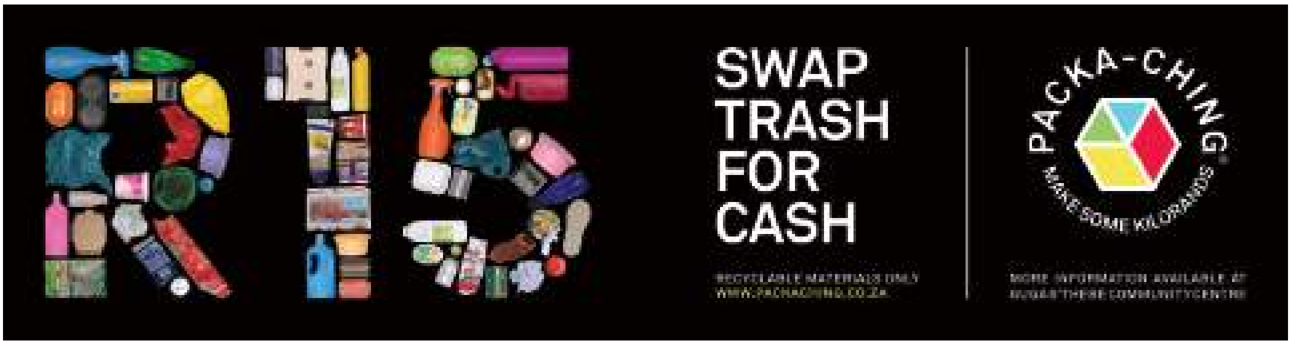
PACKA-CHING!
OVERMARS

2.7.5

PRINT APPLICATION

BILLBOARD TEMPLATE

As previously mentioned, because a billboard is a larger application, it is an appropriate space in which to use the R15 made from the recyclable typeface. This typeface is a direct indication of the value of trash.


R15
SWAP
TRASH
FOR
CASH
RECYCLABLE MATERIALS ONLY
WWW.PACKACHING.CO.ZA
PACKA-CHING
MAKE SOME KILORANDS
MORE INFORMATION AVAILABLE AT

SIYABULELA PRIMARY SCHOOL
R15
SWAP
TRASH
FOR
CASH
PACKA-CHING

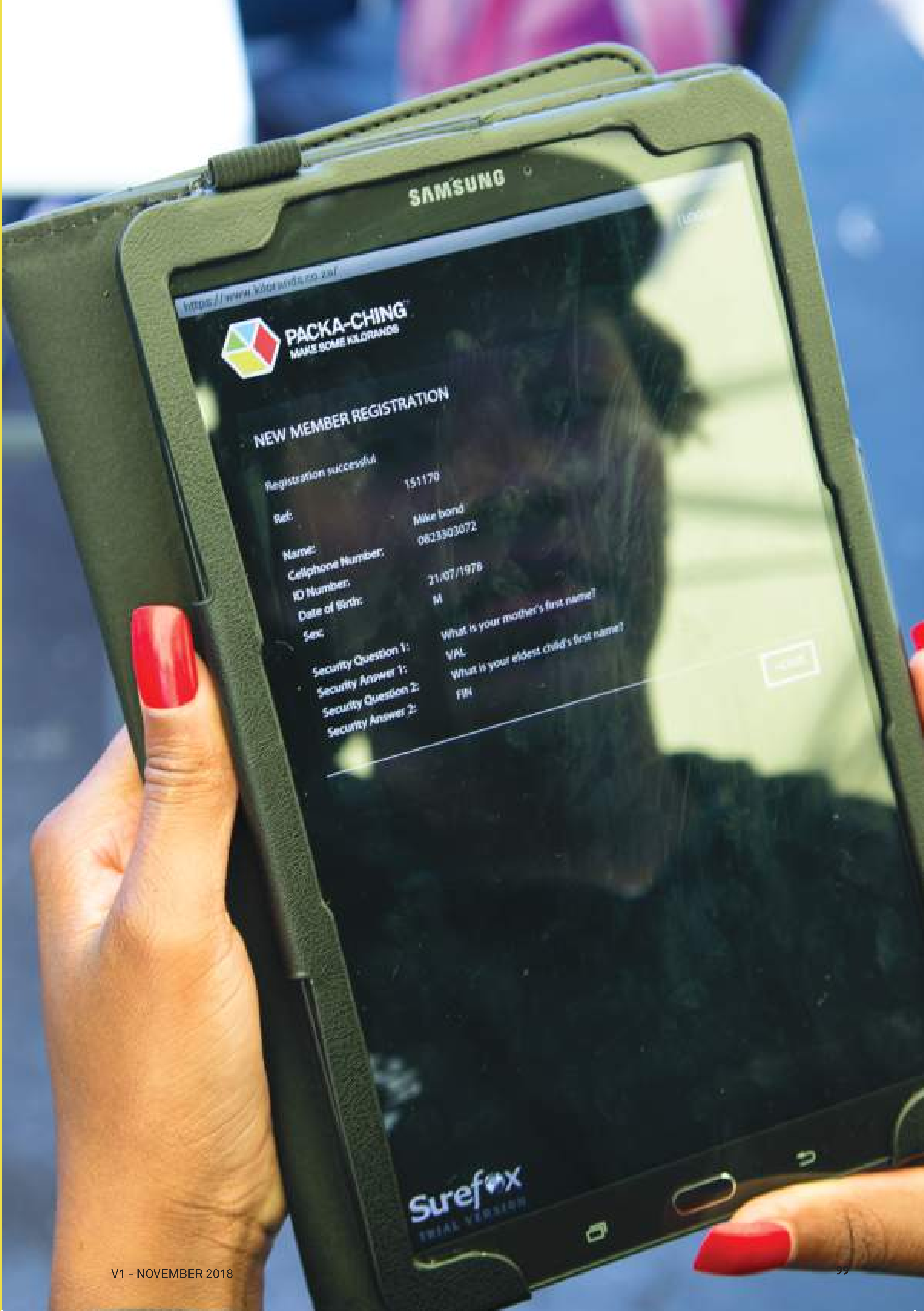
2.8

SCREEN APPLICATION

Our brand identity has been designed to work equally well on screen.

Opportunities exist to create movement and interactivity to further exemplify our values and proposition.

This section will provide guidance on how to represent our Packa-Ching brand on screen.



SAMSUNG
https://www.kilorands.co.za/
PACKA-CHING
MAKE SOME KILORANDS
Surefox
TRIAL VERSION

NEW MEMBER REGISTRATION

Registration successful

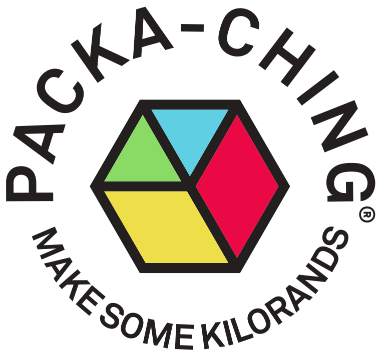
Ref: 151170
Name: Mike bond
Cellphone Number: 0823303072
ID Number:
Date of Birth: 21/07/1978
Sex: M
Security Question 1: What is your mother's first name?
Security Answer 1: VAL
Security Question 2: What is your eldest child's first name?
Security Answer 2: FIN

2.8.1 SCREEN APPLICATION

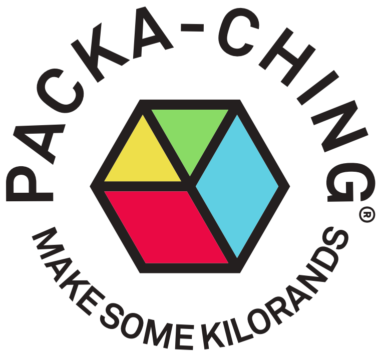
MOTION GRAPHIC

Our motion graphic for our logo is very simple. The colours inside the logo move clockwise from one frame to the next. This motion is simple but effective for animation because the logo structure does not get compromised.

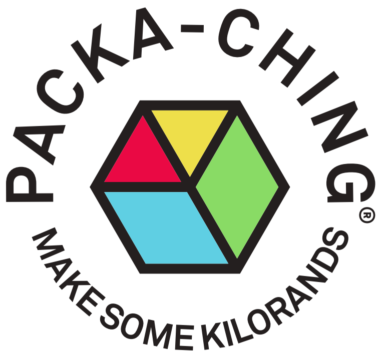
1


PACKA-CHING®
MAKE SOME KILORANDS

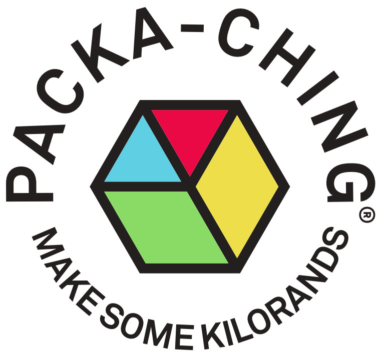
2


PACKA-CHING®
MAKE SOME KILORANDS

3


PACKA-CHING®
MAKE SOME KILORANDS

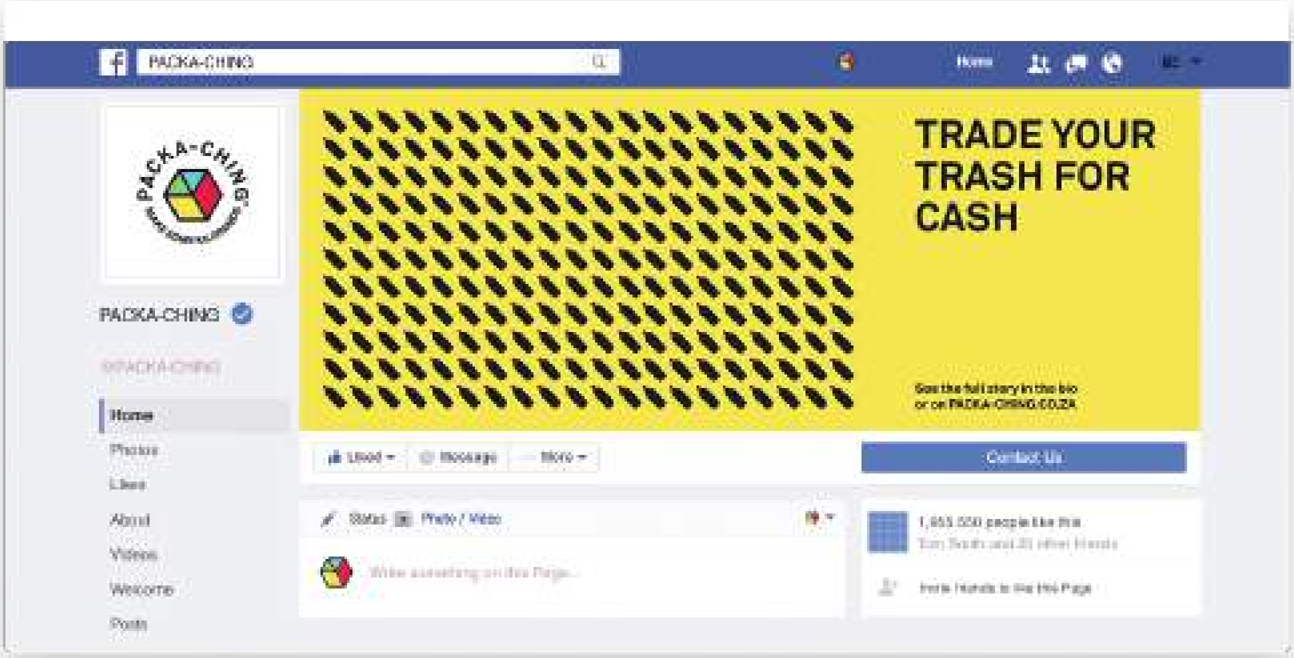
4

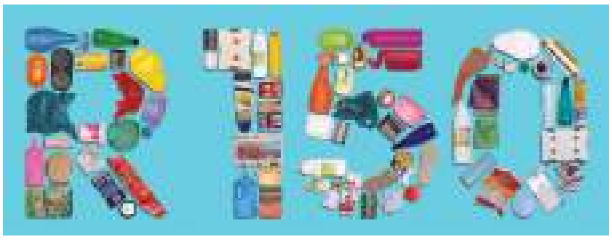

PACKA-CHING®
MAKE SOME KILORANDS

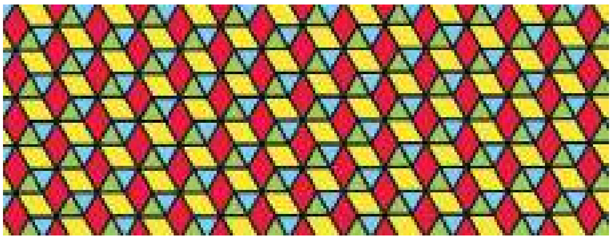
2.8.2 SCREEN APPLICATION

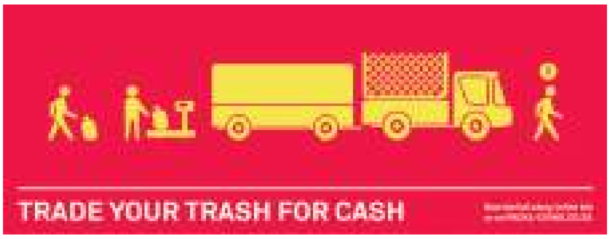
FACEBOOK PROFILE TEMPLATE

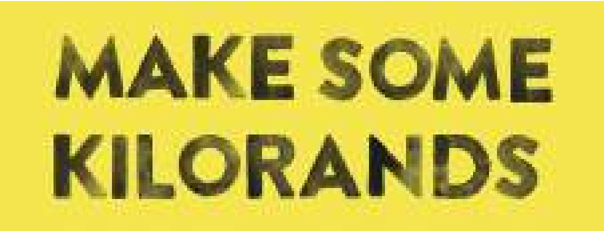
Socila media platforms allows us a wonderful opportunity to use our graphic elements, icons and patterns boldly and playfully.


PACKA-CHING
Home
PACKA-CHING
PACKA-CHING
TRADE YOUR TRASH FOR CASH
See the full story in the bio or on PACKA-CHING.CO.ZA
Home
Photos
Likes
About
Videos
Welcome
Posts
Liked
Message
More
Contact Us
Status
Photo / Video






TRADE YOUR TRASH FOR CASH

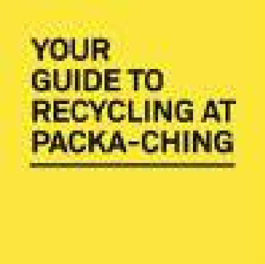

MAKE SOME KILORANDS

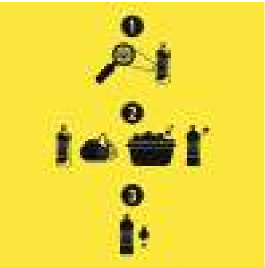
2.8.3 SCREEN APPLICATION

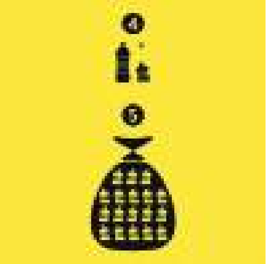
INSTAGRAM TEMPLATE

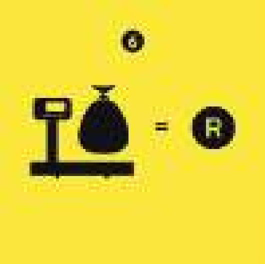
We want our social media to stand out and convey the brand personality. This presents us with a wonderful opportunity to employ our graphic elements, icons and patterns. Social media is also a great platform to educate our audience about recycling through either shorter or longer stories.

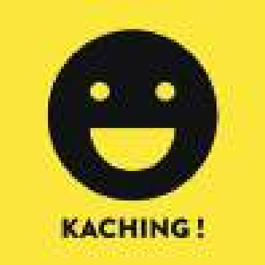
Compilation images

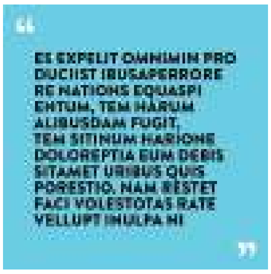








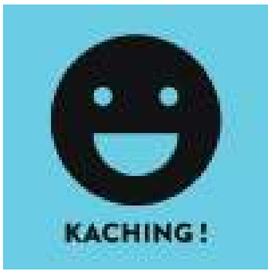




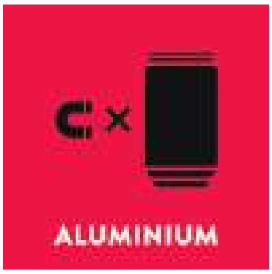
“

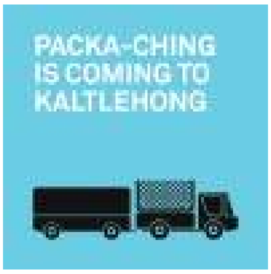
ES EXPELIT OMNIMIN PRO DUCIIST IBUSAPERRORE RE NATIONS EQUASPI ENTUM, TEM HARUM ALIBUSDAM FUGIT, TEM SITINUM HARIONE DOLOREPTIA EUM DEBIS SITAMET URIBUS QUIS PORESTIO. NAM RESTET FACI VOLESTOTAS RATE VELLUPT INULPA NI

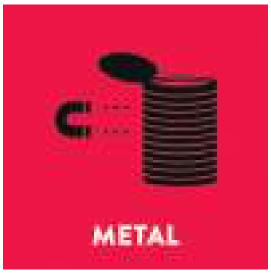
”

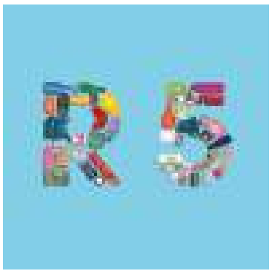


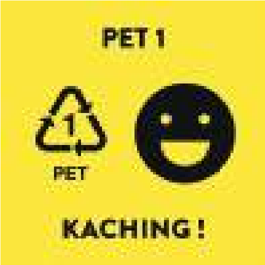
Single Images

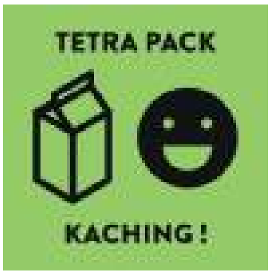


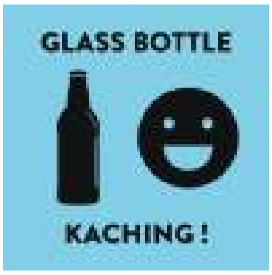

PACKA-CHING
IS COMING TO
KALTLEHONG






PET 1
1
PET
KACHING !


TETRA PACK
KACHING !

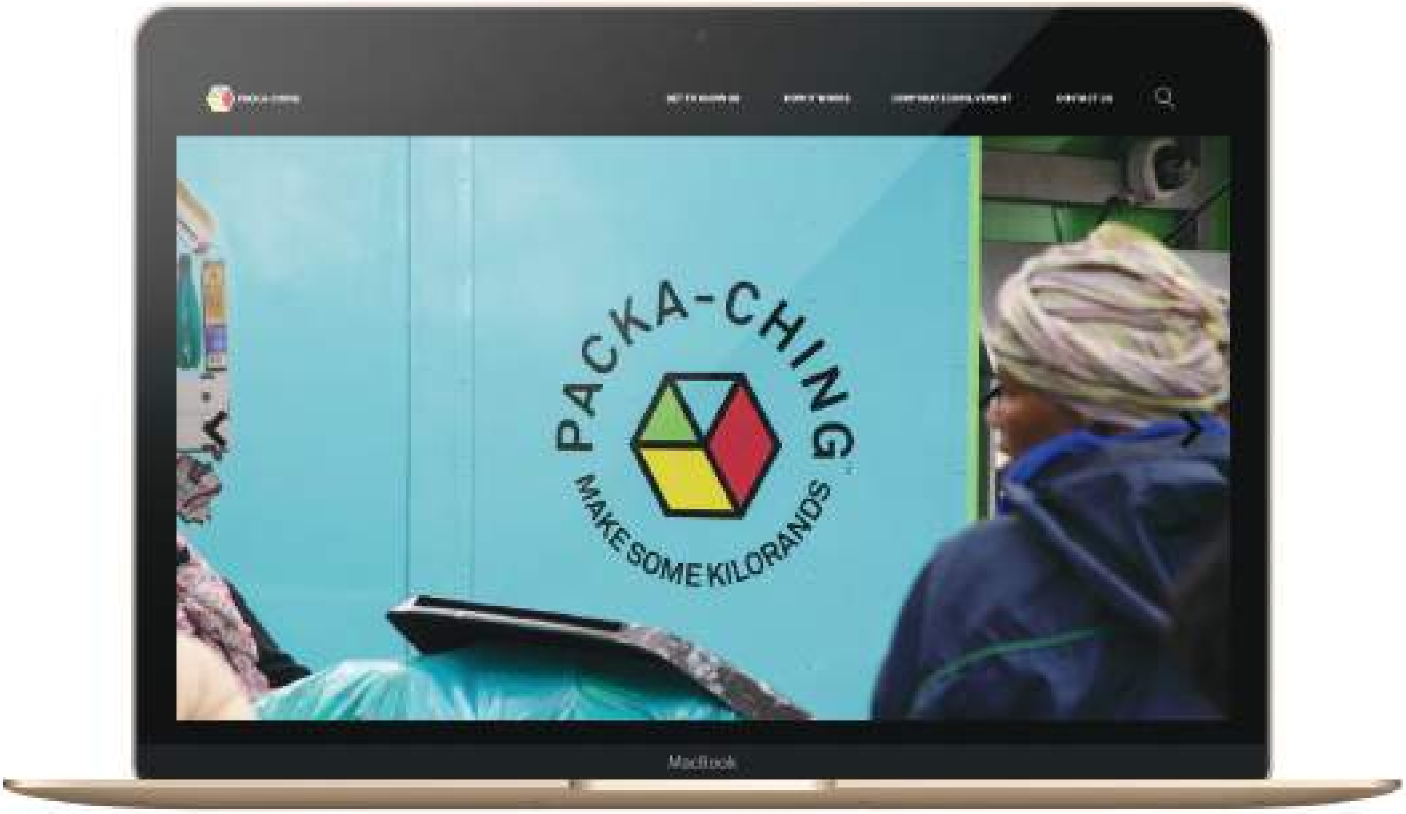

GLASS BOTTLE
KACHING !

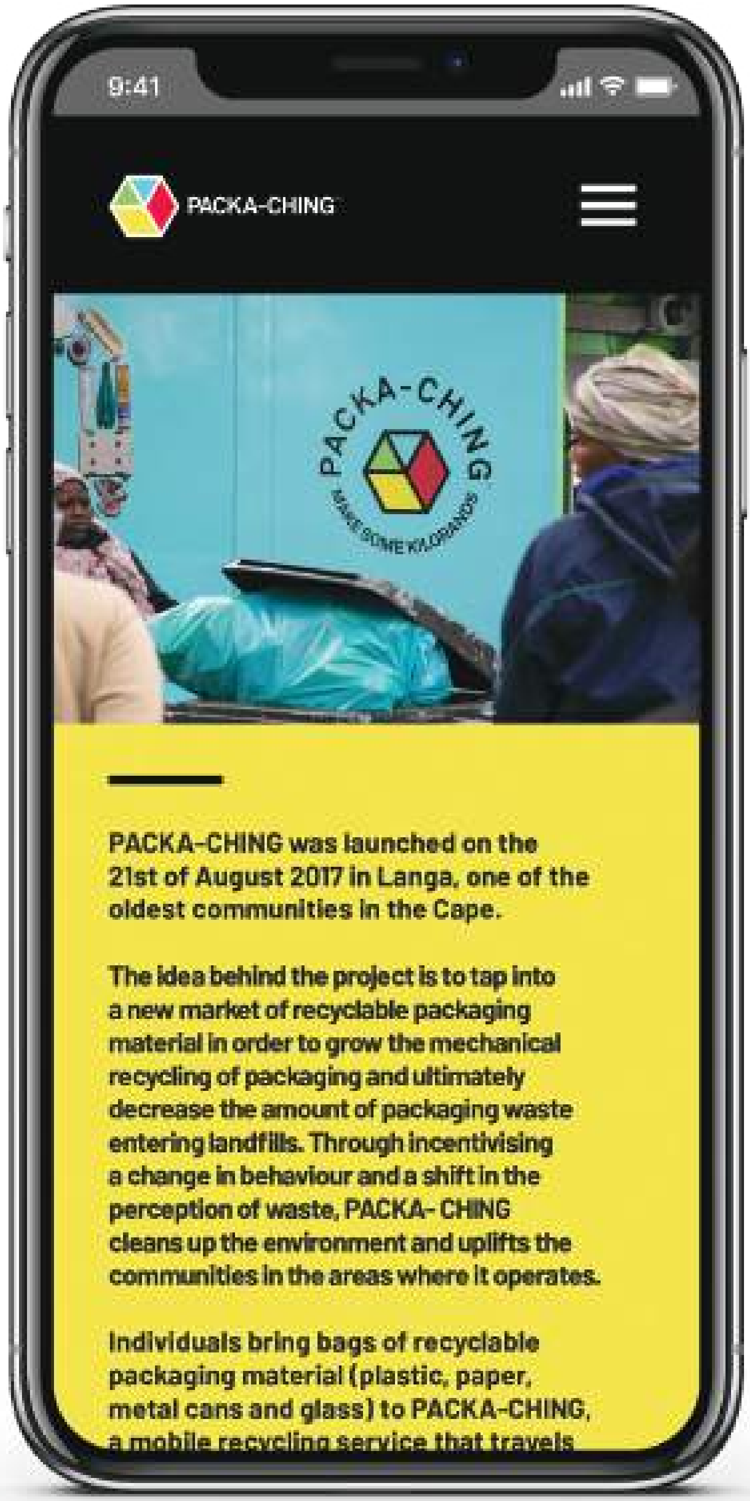
2.8.4

SCREEN APPLICATION

HOMEPAGE DESKTOP & MOBILE DESIGN

The website homepage needs to be simple and clear so that the viewer can understand and navigate our website as effectively as possible.


PACKA-CHING
MAKE SOME KILORANDS
MacBook



PACKA-CHING was launched on the 21st of August 2017 in Langa, one of the oldest communities in the Cape.

The idea behind the project is to tap into a new market of recyclable packaging material in order to grow the mechanical recycling of packaging and ultimately decrease the amount of packaging waste entering landfills. Through incentivising a change in behaviour and a shift in the perception of waste, PACKA- CHING cleans up the environment and uplifts the communities in the areas where it operates.

Individuals bring bags of recyclable packaging material (plastic, paper, metal cans and glass) to PACKA-CHING, a mobile recycling service that travels

2.9

ENVIRONMENTAL APPLICATION

Packa-Ching needs to show up consistently in many different environments. Its presence in the field should not only be consistent, eye-catching and confident but also scalable.

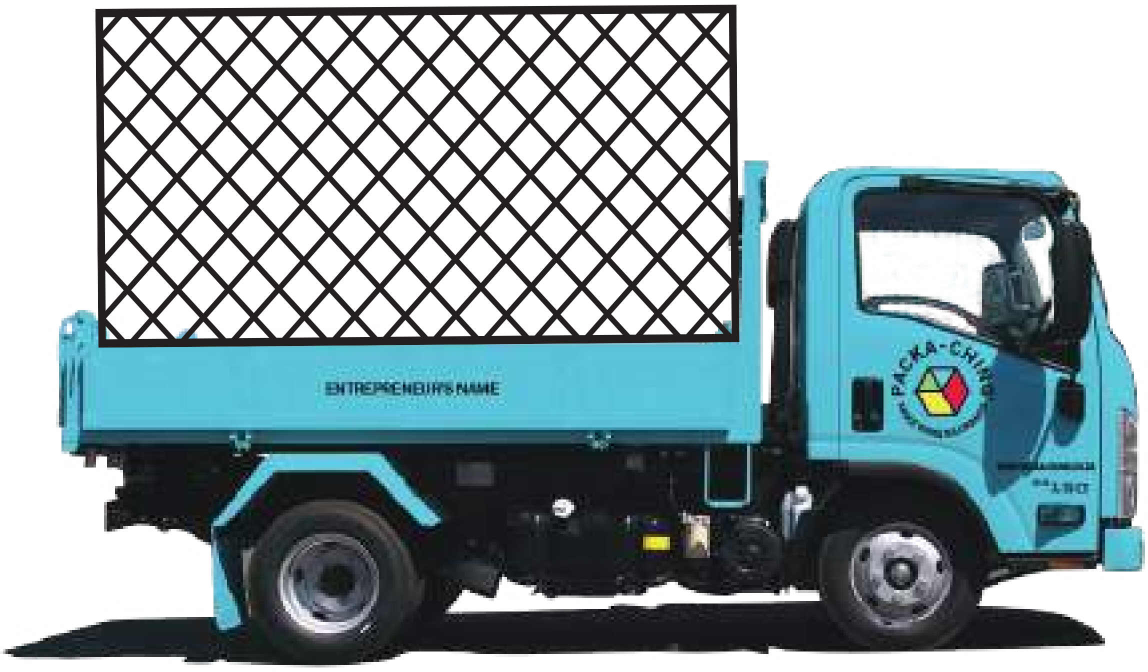
PACKA-CHING
MAKE SOME KILORANDS
WWW.PACKACHING.CO.ZA
R10
SWAP TRASH FOR CASH
RECYCLABLE MATERIALS ONLY

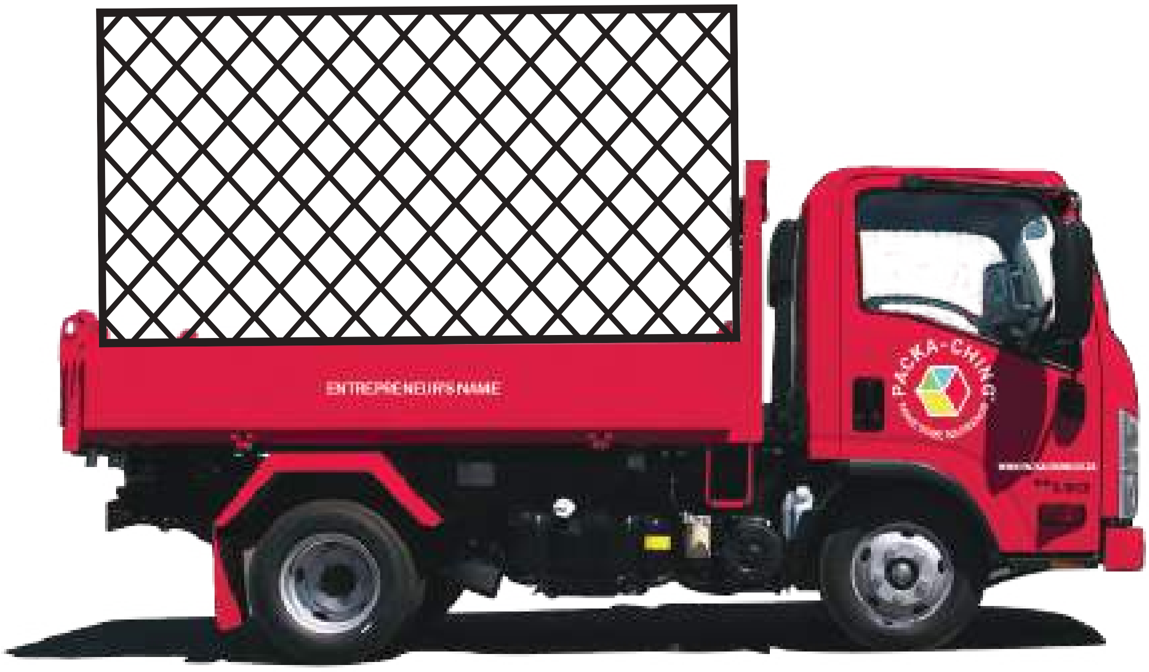
2.9.1 ENVIRONMENTAL APPLICATION

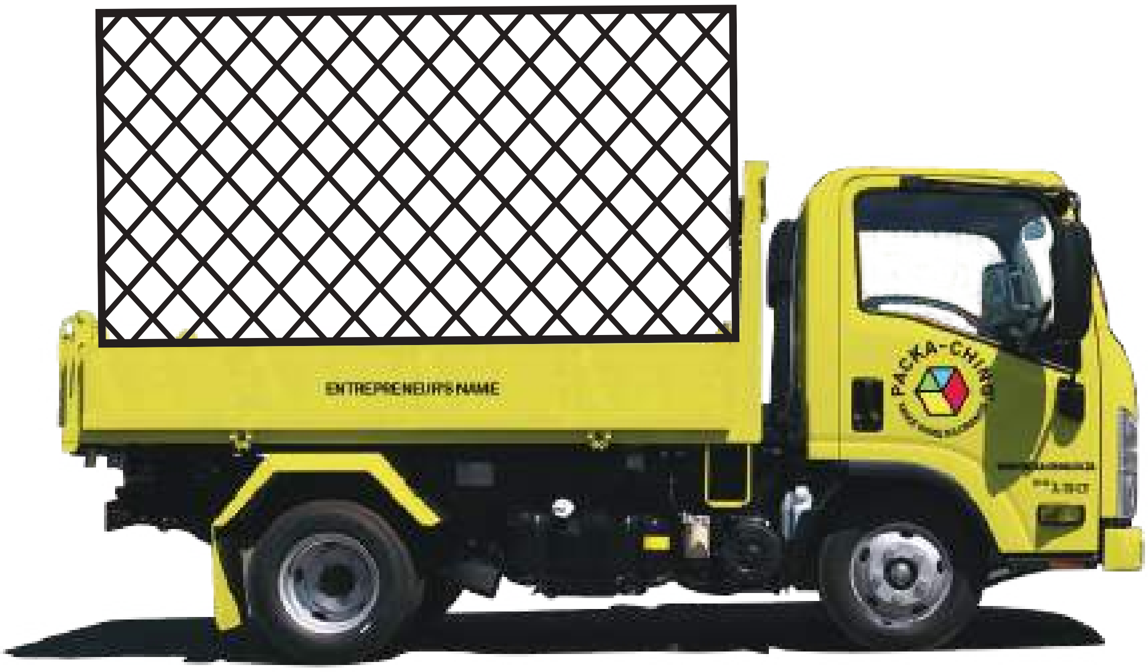
VEHICLE

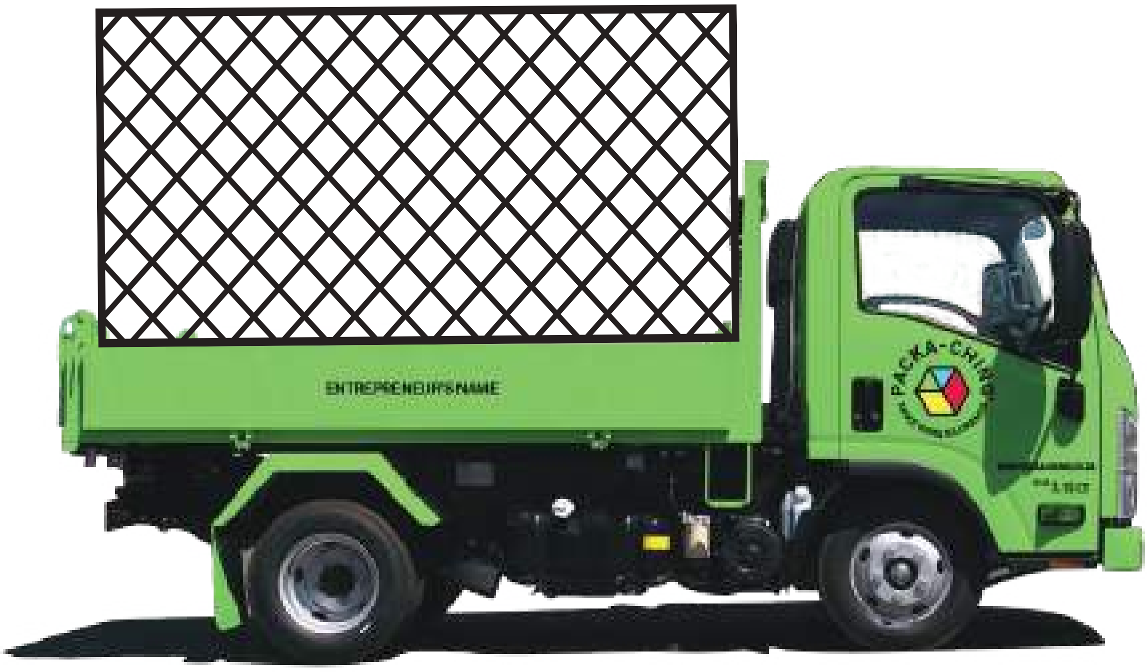
The Packa-Ching vehicle can be sprayed to represent any of the core brand colours. It also displays the Packa-Ching logo on the cab doors and the entrepreneur's business name on the body below the cage.

Vehicle Look & Feel


ENTREPRENEUR'S NAME
PACKA-CHING


ENTREPRENEUR'S NAME
PACKA-CHING


ENTREPRENEUR'S NAME
PACKA-CHINO

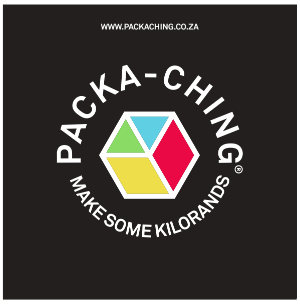

ENTREPRENEUR'S NAME
PACKA-CHINO

2.9.2 ENVIRONMENTAL APPLICATION
MOBILE UNIT

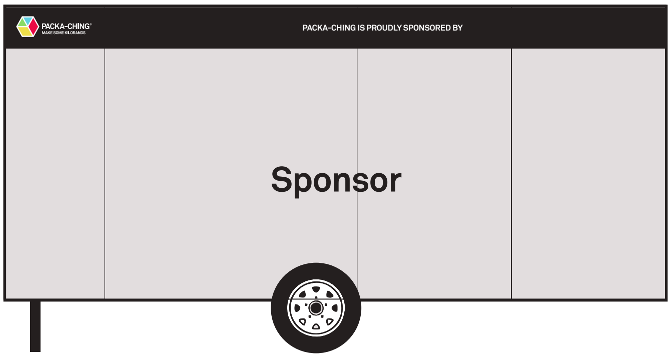
We have different layout options on our trailers for logo or sponsorship placement, depending on the sponsorship agreement.

Mobile Unit Branding:

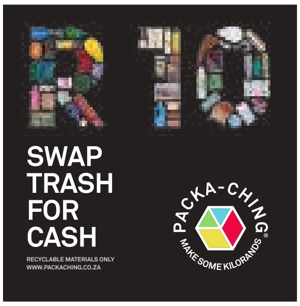
Front


WWW.PACKACHING.CO.ZA
PACKA-CHING®
MAKE SOME KILORANDS

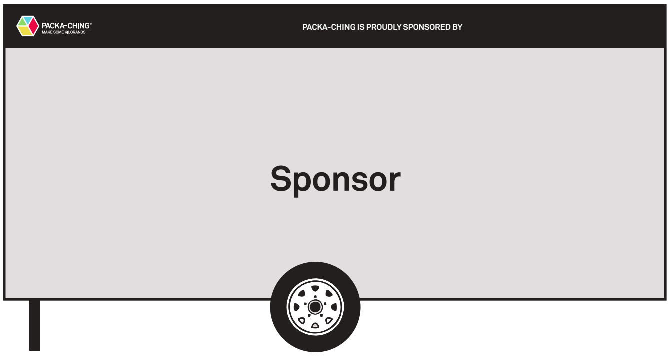
Side A


PACKA-CHING®
MAKE SOME KILORANDS
PACKA-CHING IS PROUDLY SPONSORED BY
Sponsor

Back


R10
SWAP TRASH FOR CASH
RECYCLABLE MATERIALS ONLY
WWW.PACKACHING.CO.ZA
PACKA-CHING®
MAKE SOME KILORANDS

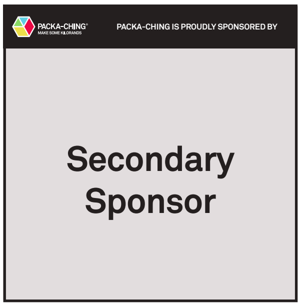
Side B


PACKA-CHING®
MAKE SOME KILORANDS
PACKA-CHING IS PROUDLY SPONSORED BY
Sponsor

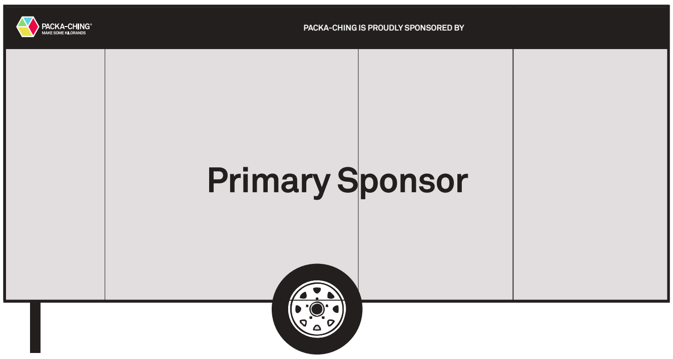
When Packa-Ching is displayed with sponsor branding alongside it, we use a black background. Chances are that the sponsors will use a lot of colour in their branding space so the Packa-Ching brand needs to stand out. We leave all the space on the sides of the mobile unit for our sponsor (except for the top bar of the trailer) while the back and front of the trailer have Packa-Ching branding only.

Mobile Unit Branding with Secondary Sponsor:

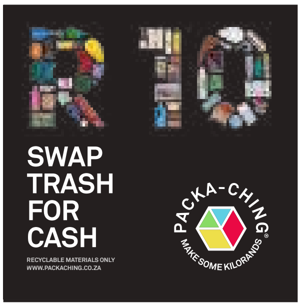
Front


PACKA-CHING
MAKE SOME KILORANDS
PACKA-CHING IS PROUDLY SPONSORED BY
Secondary Sponsor

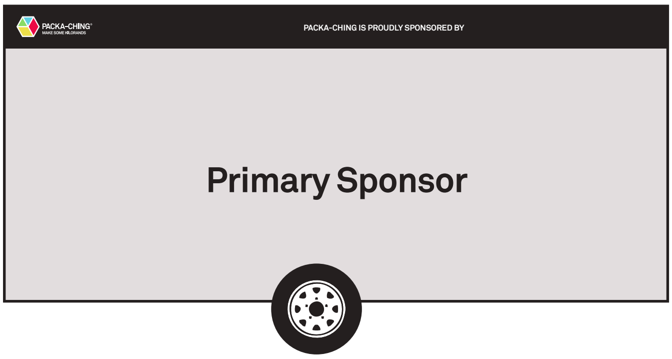
Side A


PACKA-CHING
MAKE SOME KILORANDS
PACKA-CHING IS PROUDLY SPONSORED BY
Primary Sponsor

Back


R10
SWAP TRASH FOR CASH
RECYCLABLE MATERIALS ONLY
WWW.PACKACHING.CO.ZA
PACKA-CHING
MAKE SOME KILORANDS

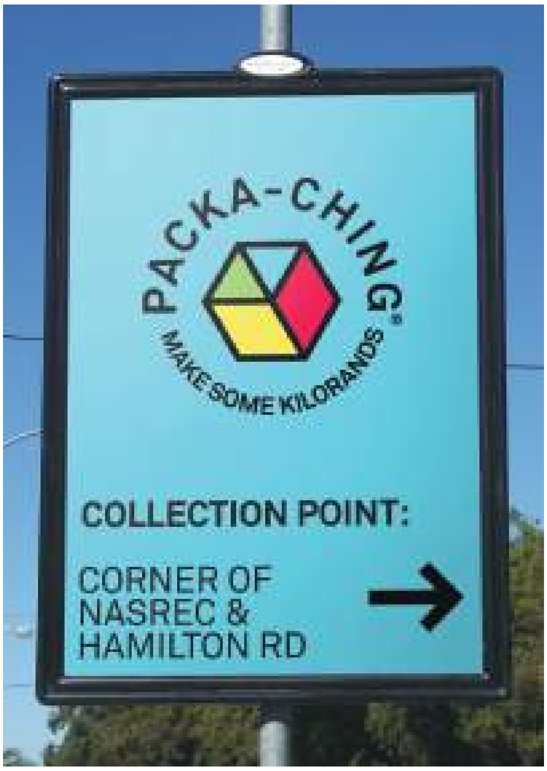
Side B

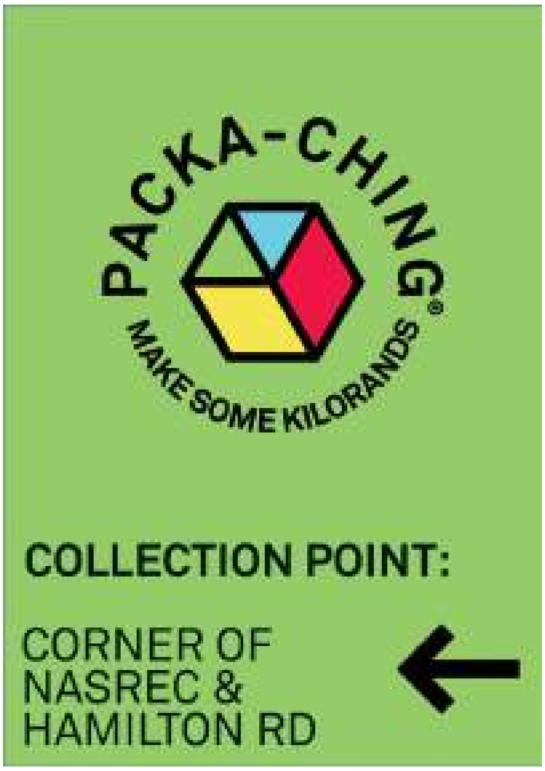

PACKA-CHING
MAKE SOME KILORANDS
PACKA-CHING IS PROUDLY SPONSORED BY
Primary Sponsor

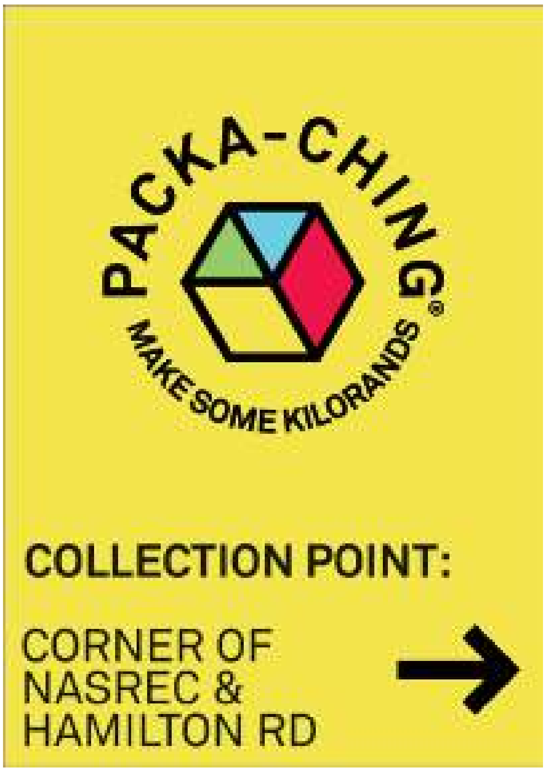
When Packa-Ching has more than one sponsor, the front of the trailer (except for the top bar) will be assigned to the secondary sponsor for advertising space.

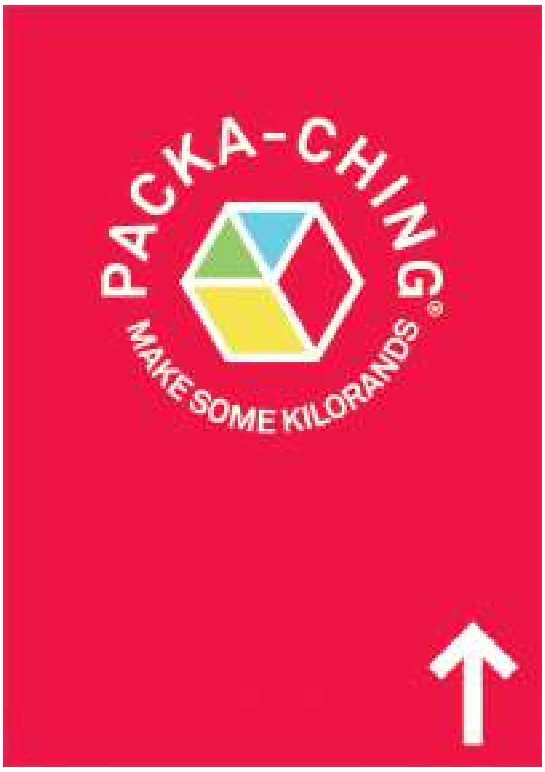
2.9.3 ENVIRONMENTAL APPLICATION
WAYFINDING

Wayfinding at Packa-Ching is all about directing people to the collection point. Due to the impermanence of collection points, wayfinding posters on street poles is the recommended solution.


PACKA-CHING®
MAKE SOME KILORANDS
COLLECTION POINT:
CORNER OF NASREC & HAMILTON RD
→


PACKA-CHING®
MAKE SOME KILORANDS
COLLECTION POINT:
CORNER OF NASREC & HAMILTON RD
←


PACKA-CHING®
MAKE SOME KILORANDS
COLLECTION POINT:
CORNER OF NASREC & HAMILTON RD
→

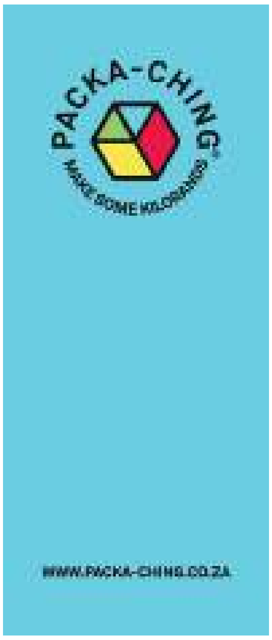

PACKA-CHING®
MAKE SOME KILORANDS
↑

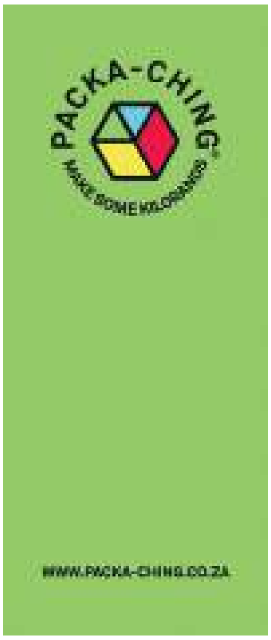
2.9.4 ENVIRONMENTAL APPLICATION

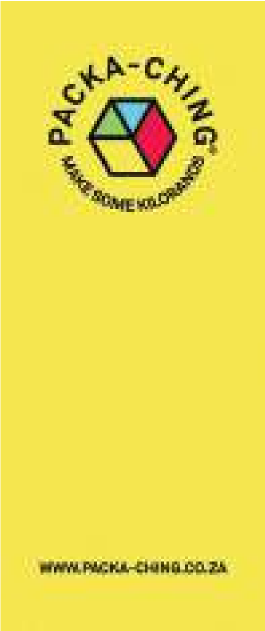
BANNER

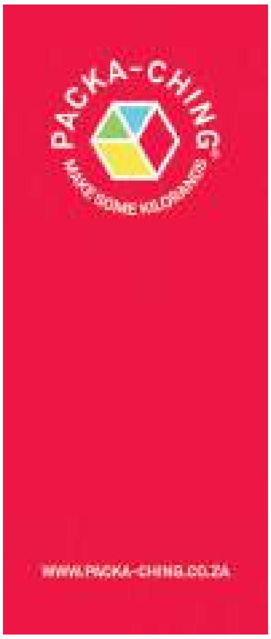
This is a guideline compilation of the colour backgrounds for our Packa-Ching banners. The Packa-Ching logo can be adjusted to the smaller size when a banner holds a lot of information (examples below).

Core Colour Backgrounds:

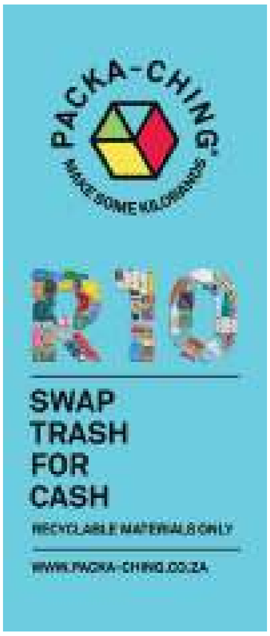

PACKA-CHING
MAKE SOME KILOGRAMS
WWW.PACKA-CHING.CO.ZA


PACKA-CHING
MAKE SOME KILOGRAMS
WWW.PACKA-CHING.CO.ZA

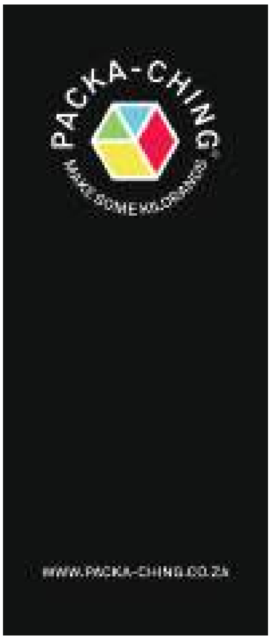

PACKA-CHING
MAKE SOME KILOGRAMS
WWW.PACKA-CHING.CO.ZA


PACKA-CHING
MAKE SOME KILOGRAMS
WWW.PACKA-CHING.CO.ZA

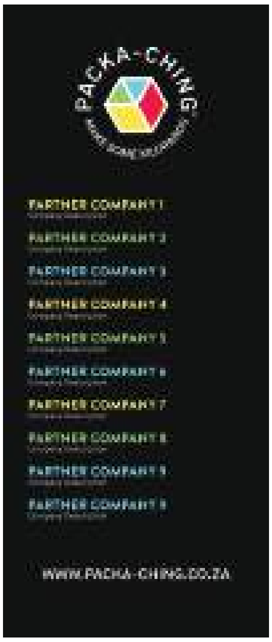
Advertising Banner Example:


PACKA-CHING
MAKE SOME KILOGRAMS
R10
SWAP TRASH FOR CASH
RECYCLABLE MATERIALS ONLY
WWW.PACKA-CHING.CO.ZA

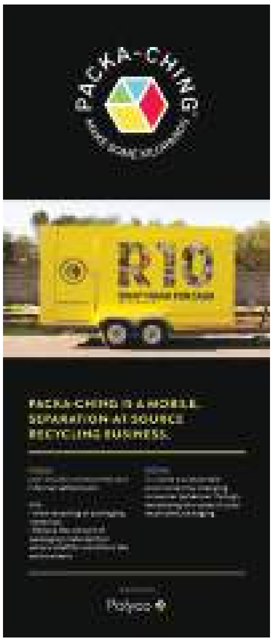
Black Background Banner Example:


PACKA-CHING
MAKE SOME KILOGRAMS
WWW.PACKA-CHING.CO.ZA

Partnership List Banner Example:


PACKA-CHING
MAKE SOME KILOGRAMS
PARTNER COMPANY 1
PARTNER COMPANY 2
PARTNER COMPANY 3
PARTNER COMPANY 4
PARTNER COMPANY 5
PARTNER COMPANY 6
PARTNER COMPANY 7
PARTNER COMPANY 8
PARTNER COMPANY 9
PARTNER COMPANY 9
WWW.PACKA-CHING.CO.ZA

Information Heavy Banner Example:


PACKA-CHING
MAKE SOME KILOGRAMS
R10
PACKA-CHING IS A MOBILE SEPARATION AT SOURCE RECYCLING BUSINESS.
Polyco

2.10

PRODUCT APPLICATION

Our Packa-Ching brand colours are exceptionally vibrant. This allows us to create apparel that people will want to wear and keep, allowing our brand visibility to become mobile.

PACKA-CHING

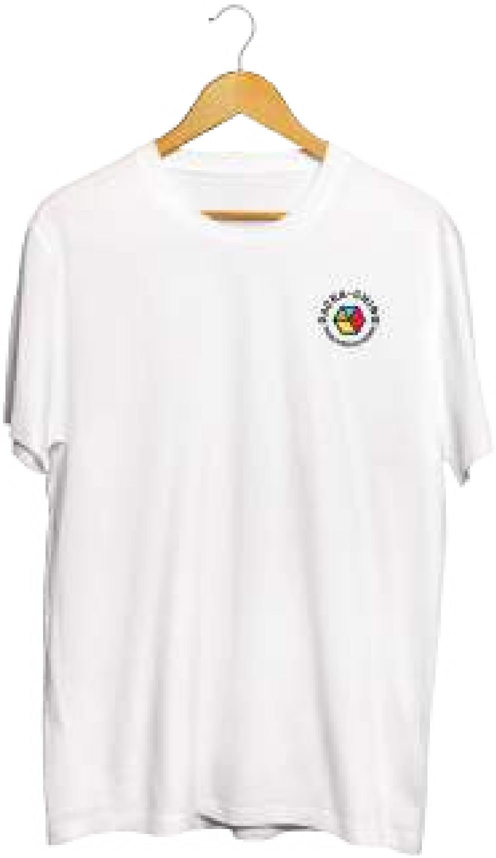
2.10.1

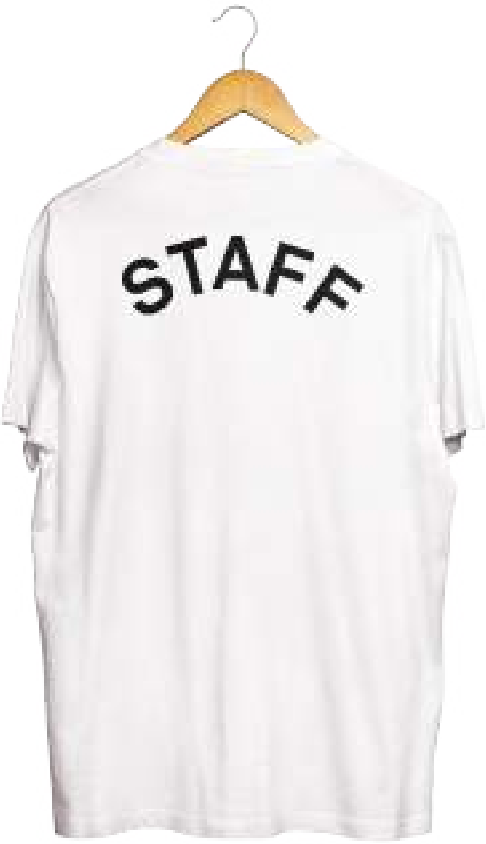
PRODUCT APPLICATION

STAFF APPAREL

The general rule for apparel is to place our Packa-Ching logo on white shirts and dark outerwear. We want to be able to easily distinguish and protect our staff from the natural elements.

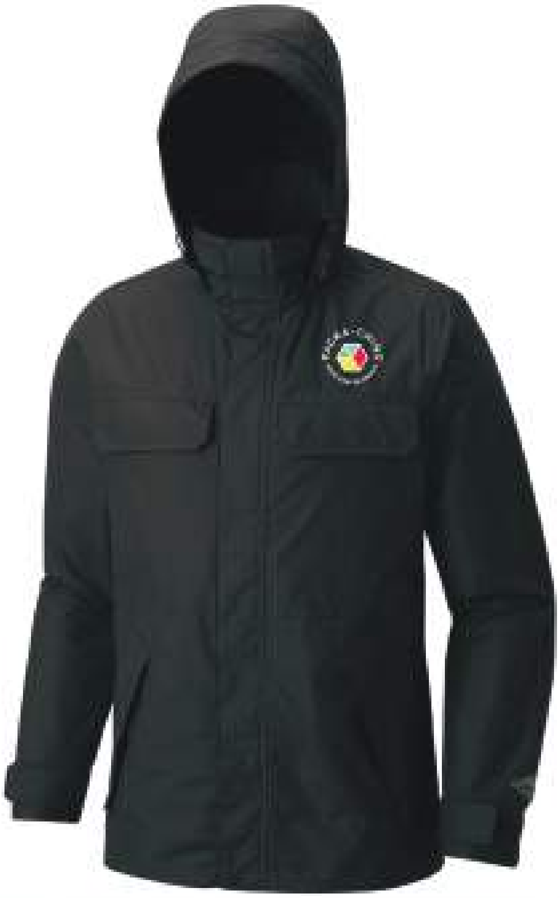
Staff T-Shirts

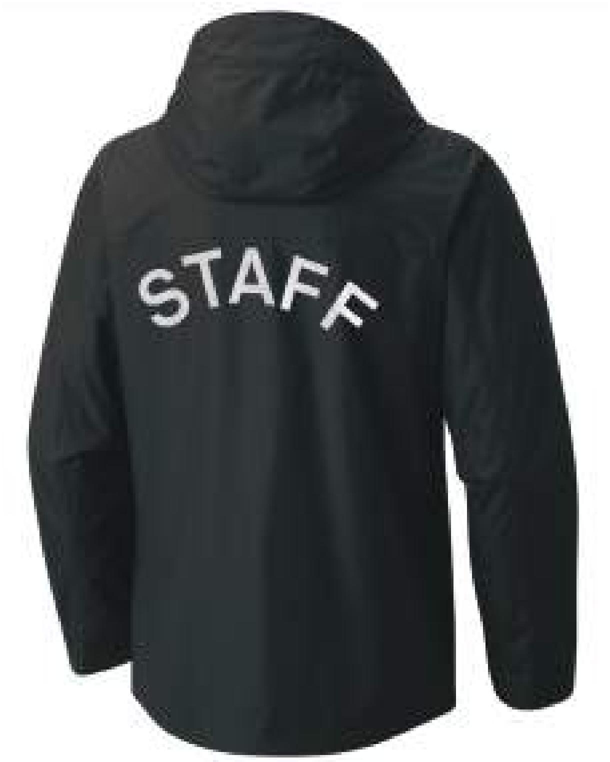




For outerwear, our approach is to make the item black for maximum sun and weather protection, in which case we use our white-stroke Packa-Ching logo lockup.

Protective Wear / Rain Jacket



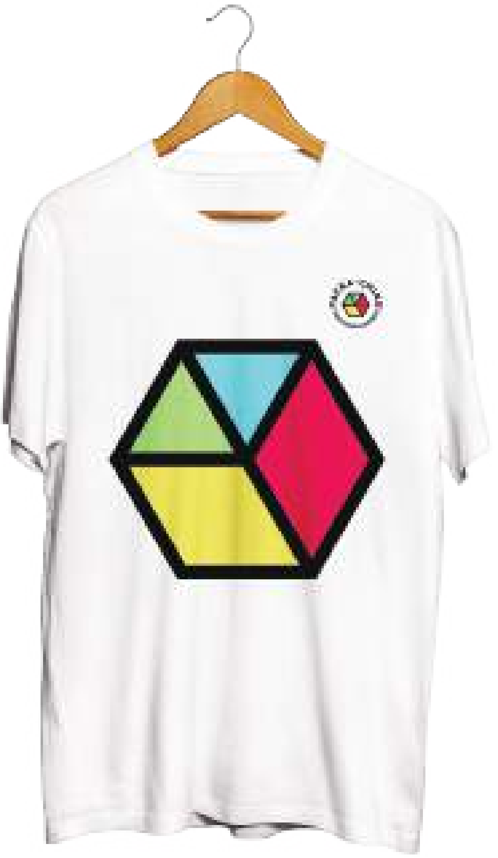


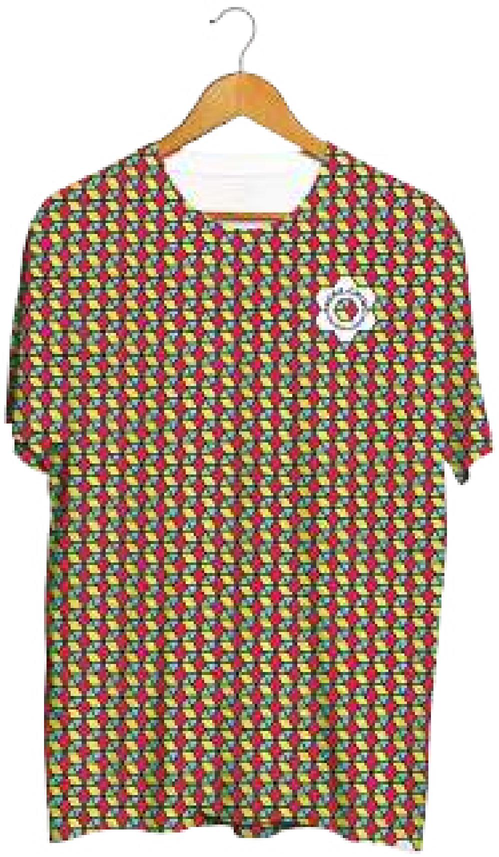
Hat and Beanie

2.10.2 PRODUCT APPLICATION
PROMOTIONAL MARKETING GIVEAWAYS

We take advantage of our vibrant Packa-Ching colours, especially on our t-shirts. Apparel is also a great opportunity to make use of our graphic elements. When designing for promotional items, we want our products to look colourful and alluring and so we use our core colours to the maximum effect.

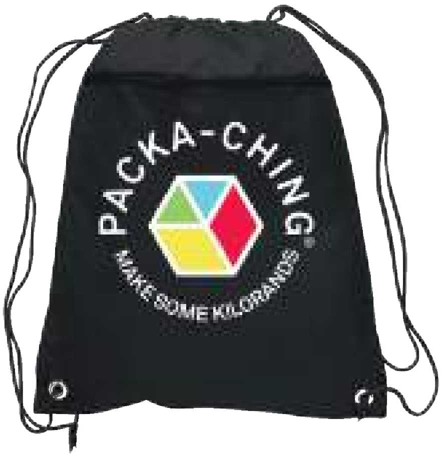
Loyalist/Promotional Shirts

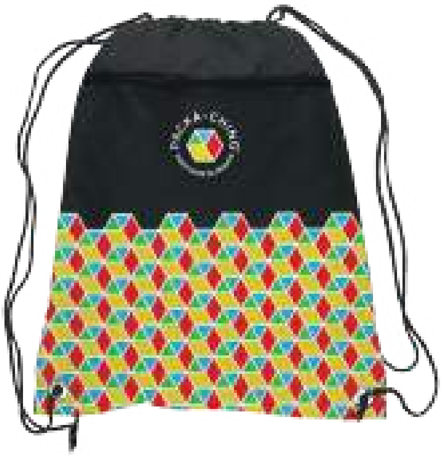


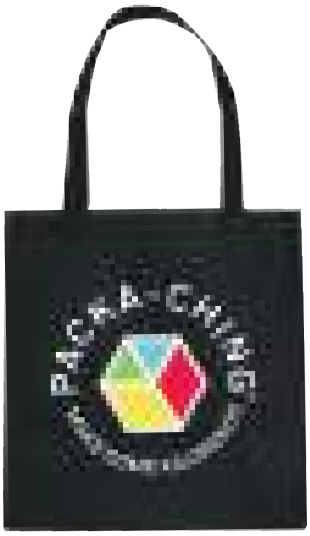


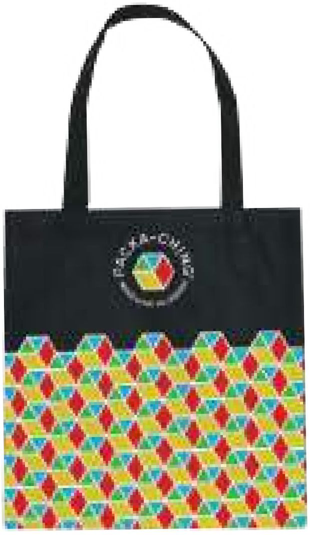
Promotional Caps

Promotional Giveaways


PACKA-CHING®
MAKE SOME KILORANDS




PACKA-CHING



We have two approaches for product application on bags: one is to use our vibrant logo and apply it as large as possible while observing the rules of our prescribed safe margins; the second approach is to apply our colourful patterns to the bags.

BRAND SYSTEM