

Brand Guidelines

Polyco+ is a movement designed to change our attitude towards recycling, rooted in collaboration with the public and partners including artists, influencers, brands, musicians and film makers. Importantly, Polyco+ also works closely with corporate supporters and government. It is an open door to finding a solution to a national crisis that affects us all. Polyco+ is an engagement platform encouraging all South Africans to recycle. Given the diversity of its scope, the brand needs to work even harder to be clearly recognisable and striking. This guide will enable you to easily navigate the visual language North has created for Polyco+.

Logo

- Construction
- Usage
- Application
- Payoff line
- Partnerships

Colour

- Brand Colours

Typography

- Typefaces
- Typesetting

The +

- The +
- Pattern Application
- Graphic Elements

Photography

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- Location
- Product

Corporate communications

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- Stationary
- E-mail
- Presentation

Print application

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Screen application

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Consistency is key when looking to apply the Polyco+ brand mark. This brief guide will help you in the general application of the Polyco+ logo to all forms of communication.

Together, the Logomark and Wordmark create the Polyco+ logo. The logo forms the most significant feature of the Polyco+ corporate identity and should be used on all aspects of branded communication. The Polyco+ logo should never be altered, tilted, distorted, manipulated or disassembled on any application.



— 25mm —

Polyco 

Minimum size

The following is the clear zone rule for the horizontal Polyco+ logo. In order to gain maximum visibility, the Polyco+ 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. Using center-line height of the logomark as the clear space is a 1x area around the entire Polyco+ logo. This rule applies to all versions of the Polyco+ logo, on all mediums.



Examples of clear zone:



There is a 2 colour versions of the logo along with 1 colour versions. Always try to use the 2 colour versions except in cases where only a one colour print is available.

Use the rules below on how to use the logo most effectively on coloured backgrounds.

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Polyco 

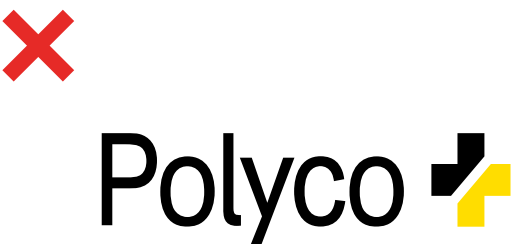
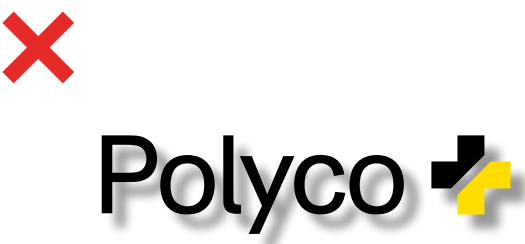
Polyco 

Polyco 

Polyco 

To ensure the Polyco+ 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:



These are our suggested correct ways in which to use the different primary logos practically in application.

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These are incorrect ways in which to use the different primary logos in application.



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This is your main go-to version of the polyco logo. The payoff line “Making waste work” can be used in a number of ways. You can separate it from the logo or use these suggested lockups [if the layout allows for it]. However, whenever used it must be exactly the same width as the Wordmark.

The payoff line typeface is AG Schoolbook Regular.

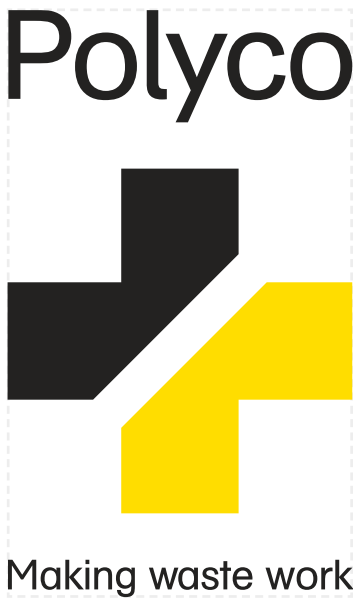
Primary logo lockup:



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Secondary logo lockups:

Polyco  Making waste work



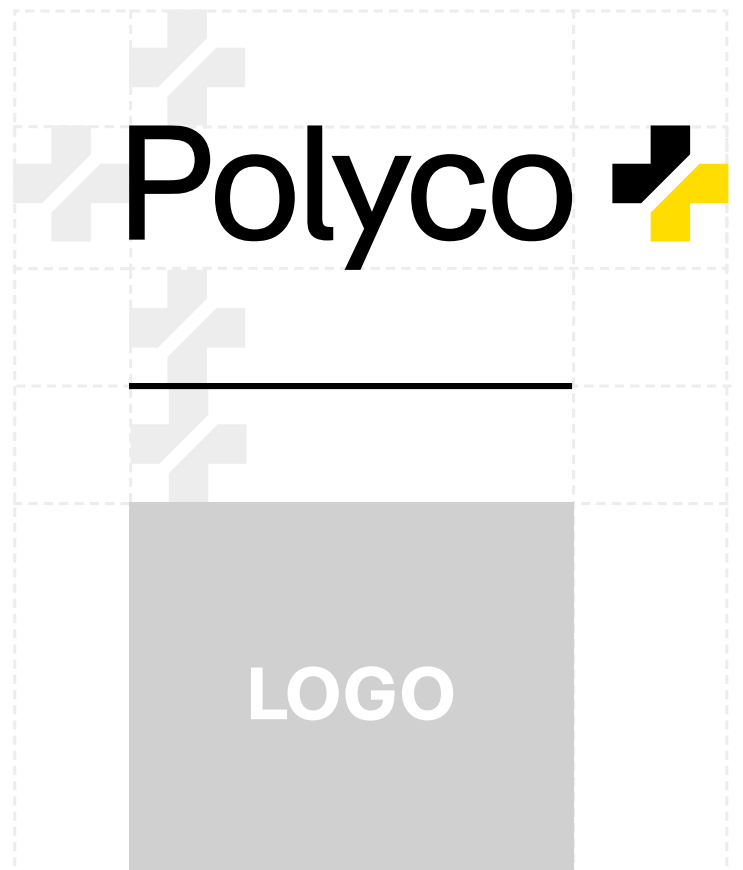
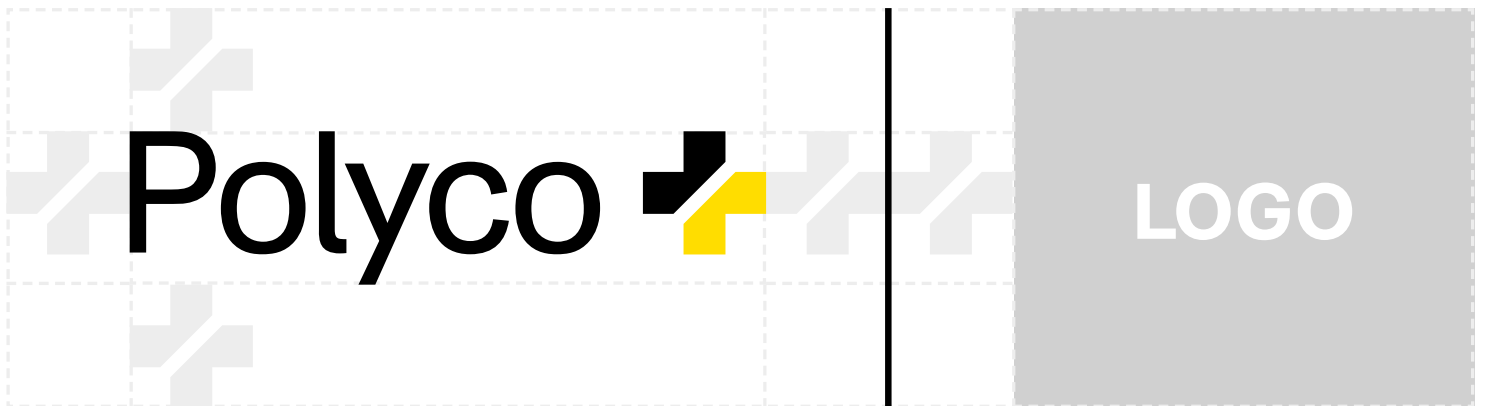
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When Polyco+ logo is an equal partner the logos should be situated side-by-side, with a dividing line equidistant between the two (the width of the logomark). The logos should be optically similar in weight and size. The logos must each have enough clear space. Always refer to the logomark as a guide.



When Polyco+ is in partnership with more than one brand the logo's of the partners should be converted to text. The text should be right aligned to the word mark. The logo mark then becomes a symbol of collaboration. The clear space around the logo still applies.

The font size should be equal to that of the wordmark.

Polyco 

Astrapak
Bowler Plastics
Boxmore Packaging
Constantia Flexibles
Huhtamaki
MCG Industries
Mpact
Nampak

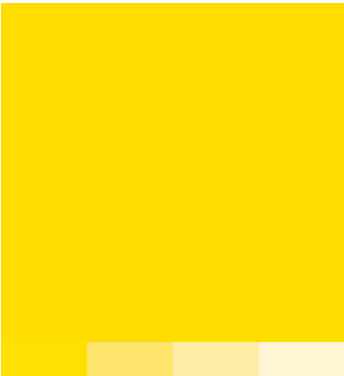


Colour is a powerful means of identification. Consistent use of our new Polyco+ colours will help build visibility and recognition for Polyco+ and will set us apart from our competitors.

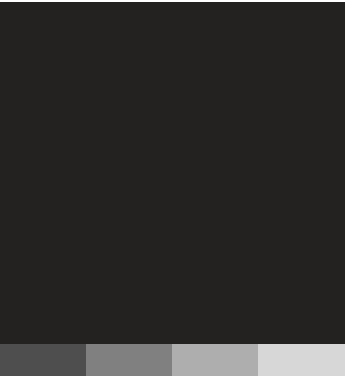
The core brand colours are Pantone Yellow and Pantone Neutral Black.

The accent colours are bright and bold, used to bring life to the brand. The primary logo can also be used in reverse out of any of the core brand colours, but the logo must always remain solid white.

Core



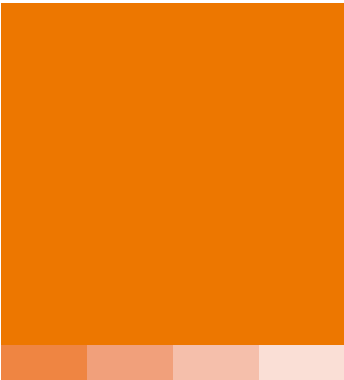
Pantone Yellow C
C4 M9 Y92 K0
R252 G221 B0



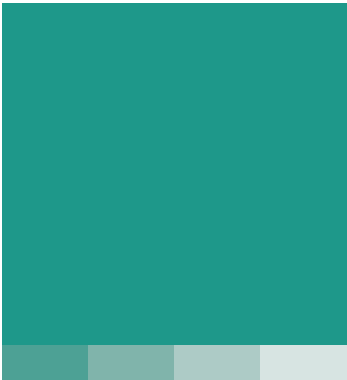
Pantone Neutral Black C
C0 M0 Y0 K95
R38 G38 B38



Accent Colours



Pantone 716 C
C0 M55 Y95 K0
R241 G136 B21



Pantone 7473 C
C76 M9 Y49 K0
R35 G165 B148



Pantone 485 C
C0 M94 Y86 K0
R230 G35 B38



Pantone 7476 C
C89 M44 Y53 K46
R7 G76 B79





Typography makes
up a large part of our
visual identity.
The application of it is
expressive, bold and
confident.

Our primary typeface is AG Schoolbook. Modern, flexible and easy to read, AG Schoolbook is uniquely suited for a wide range of visual communications. Multiple levels of typographic hierarchy are defined both for impact and clarity of our communications. The weights shown for AG Schoolbook are approved for use.

When the use of AG Schoolbook is not possible, use the Arial font family.

Regular

AG Schoolbook Alternate

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

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

Medium

AG Schoolbook Medium Alternate

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

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

Use the following type hierarchy as a guide to set type in your layout. Adhering to these styles will ensure a consistent style across all Polyco+ communications.

Header

AG Schoolbook Alternate – 40/42 pt

Sub-Head

AG Schoolbook Alternate
– 16/18pt

Body Copy

AG Schoolbook Alternate
– 9/10pt

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This is a Subheading

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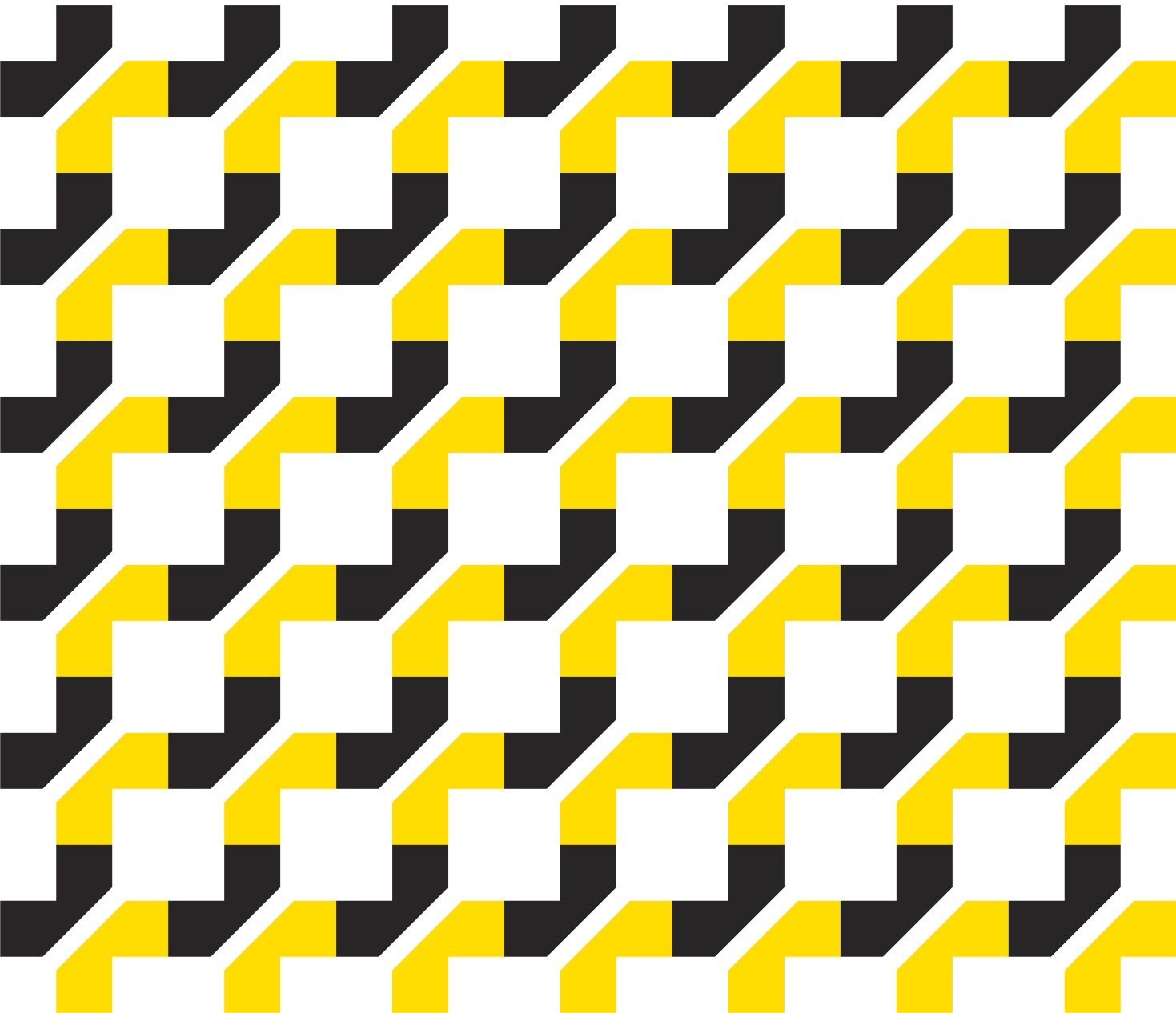
The + “suffix” of the Polyco brand acts as a collaborative device indicating the fact that Polyco is in partnership with many facets of society in order to promote recycling. It is the meeting point for Polyco’s partnerships.

The + is derived from the Polyco+ Logomark.

It suggests both collaboration and celebration. It can be applied in a number of ways to create visual impact when layered against a background. Its use, however, is reserved for high-profile, high visibility applications that feature more atmosphere and less copy. In other words, it should be used judiciously. Appropriate examples include above-the-line advertising, brochure covers, web landing pages and trade show graphics.



The + creates an amazing pattern. The pattern is to be used when imagery is not available. When using the pattern element always make sure that it has a uniform geometric shape and does not become distorted.



Pattern colour should always be the brand's core colours placed on an accent colour background.

The pattern graphic can be used in communication like posters, outdoor, environmental spaces, clothing etc.





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Below are versions of the + that can be used for different layout needs. Although, depending on use, it may be necessary to scale and dissect the +. They should not be otherwise altered unless absolutely necessary. The + can take on any of the Polyco+ brand colours as a whole or combination.

The square and 45° angle are also a part of the Polyco+ graphic family. The angle can be used wherever necessary to bring interest to a layout.



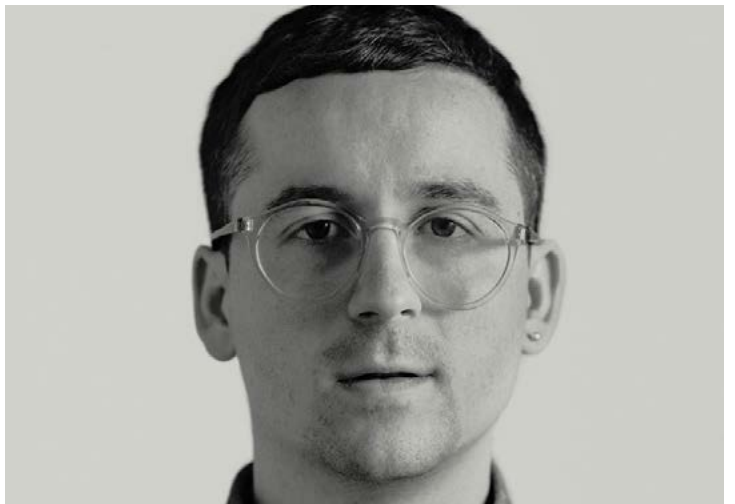
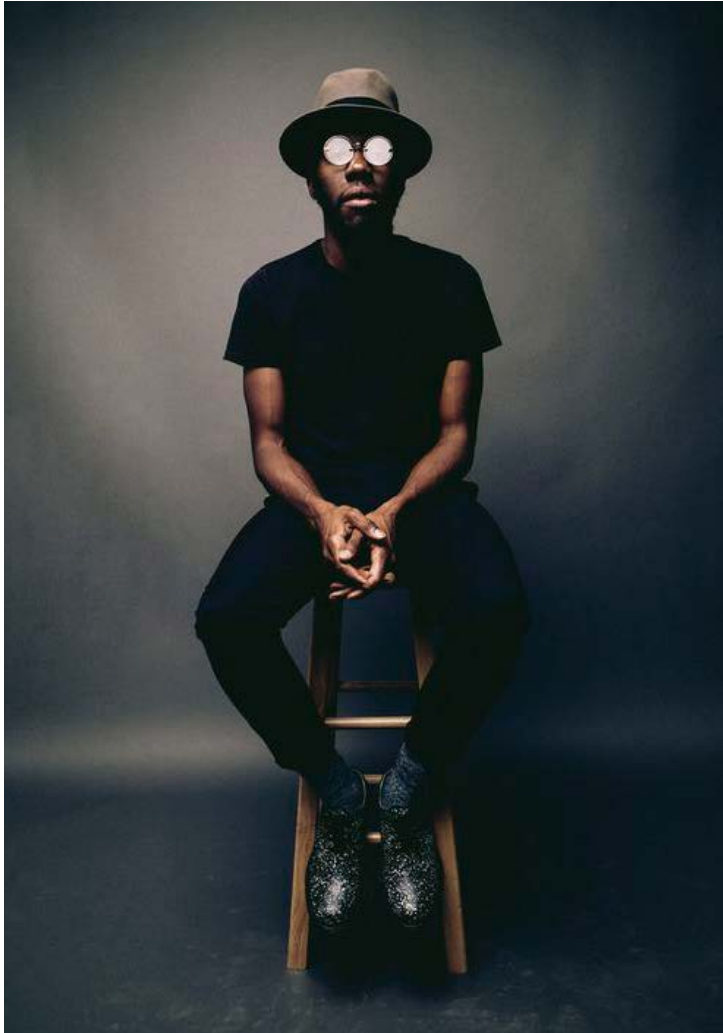




The visual aspect of the style of photography used for Polyco+ is also crucial, irrespective of the subject matter. The lighting, mood and texture of the photography must be consistent so it always works in harmony with our graphic elements.

People should be photographed in a clean, minimal manner. There is a hyper modernity to the shots allowing for contrast of colour and composition. Always allow for space around the subject.

The feel is professional, authentic and minimal and never cluttered.



People should be photographed in a clean, minimal manner on location. Again, hyper modernity is used with distinct lighting to give the photography depth and feel. Always allow for space around the subject.

Again, the feel is professional, authentic and minimal.



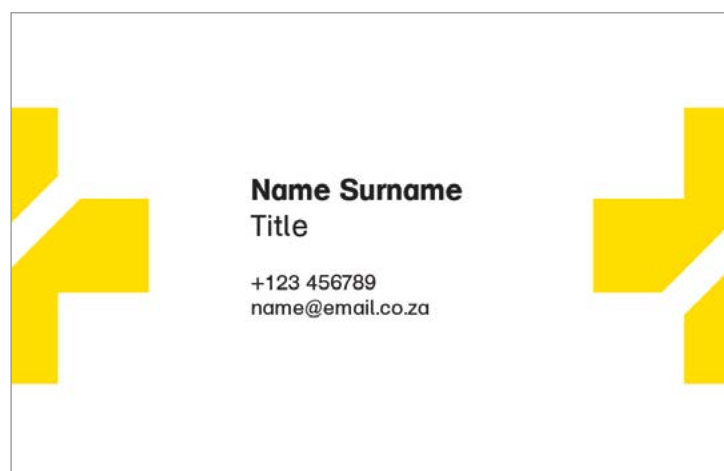
Every product is different and each should be photographed in a way that best emphasises the product's best attributes. Product should ideally be photographed in a studio environment with controlled lighting to enhance its features.





Corporate communication is one of the most important aspects of the brand. This includes all of the printed materials that are required for formal communications as well as digital applications including presentations.

Business cards can be requested for people who have just joined Polyco+ or to re-print for existing staff members. They are a miniature mobile billboard for the company, so their appearance is vitally important.





Although most correspondence is digital these days, occasionally an official letter must be written and in this case Polyco+ formal letterheads can be requested

Polyolefin Recycling Company NPC
PO Box 324
Howard Place
7450

Reg. No:
2011/009922/08

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Dear Name

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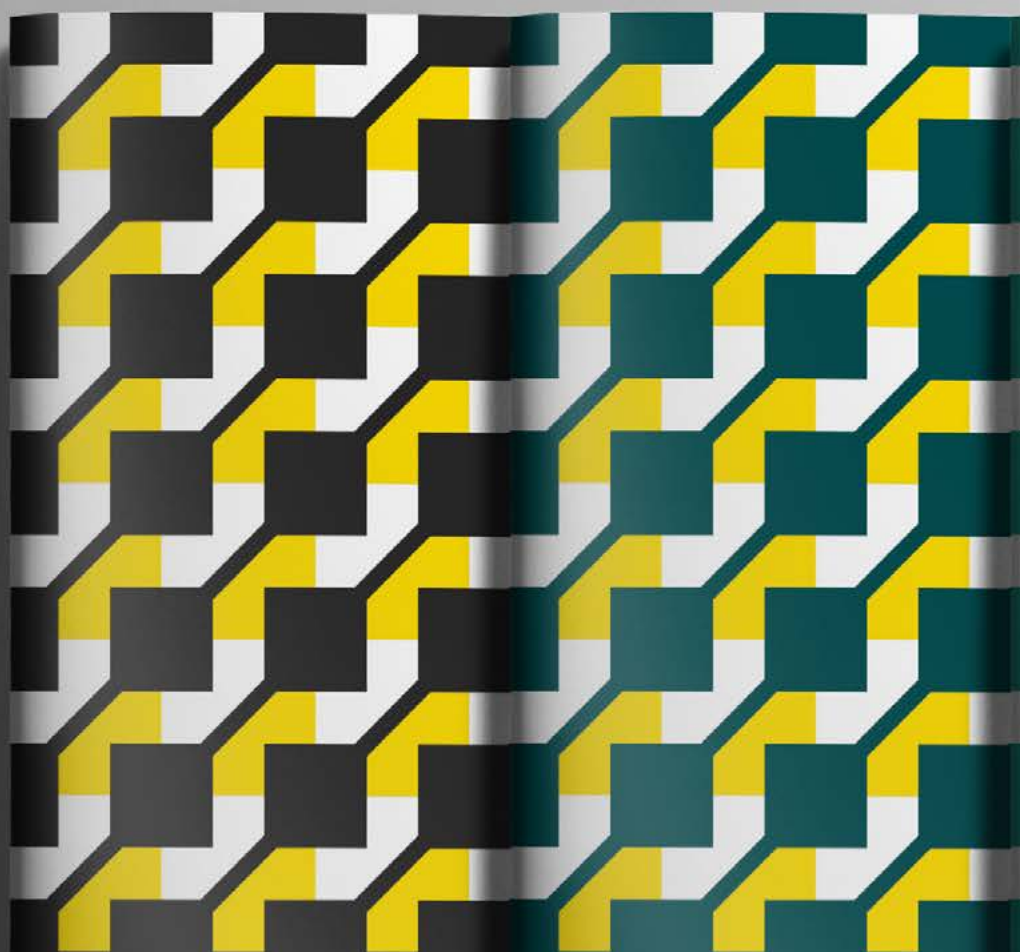
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Kind regards
Name

Directors: Jeremy Mockintosh Chair, representing converters (Polypack Packaging), Eddie Van-Ols representing Brand Owners (Unilever), Robin Olinrich representing converters (Astrapak), Neelin Naidoo representing converters (MPACT), James Hynd representing converters (Afrapak), Molai Khutuma representing converters (Nampak), Mark Berry representing polymer producers (Sahipol), Annab Pretorius representing recyclers (SAPRO), Anton Hanekom representing plastics industry (PlasboxSA).

Polyco+ formal folders can be requested.





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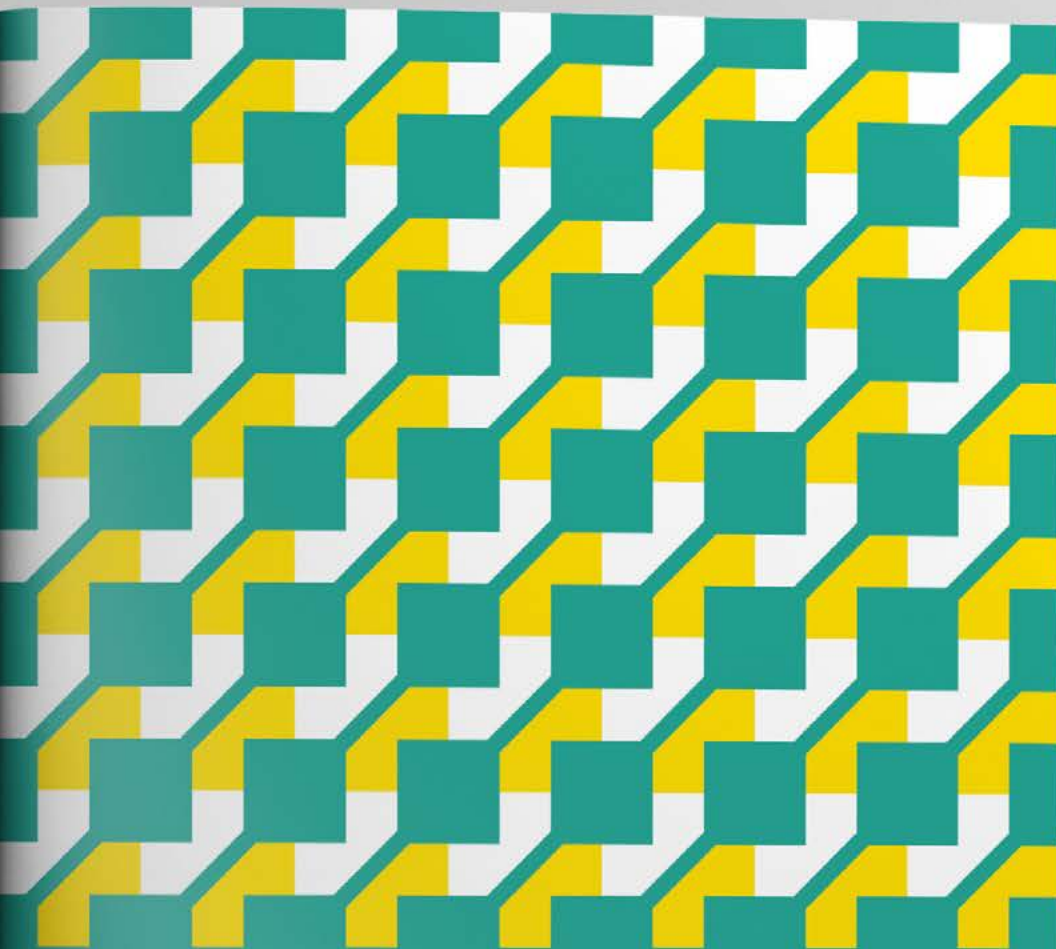
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Please use Arial bold or regular for email communications.

Arial

Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

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

A universal email signature will be provided for all staff.

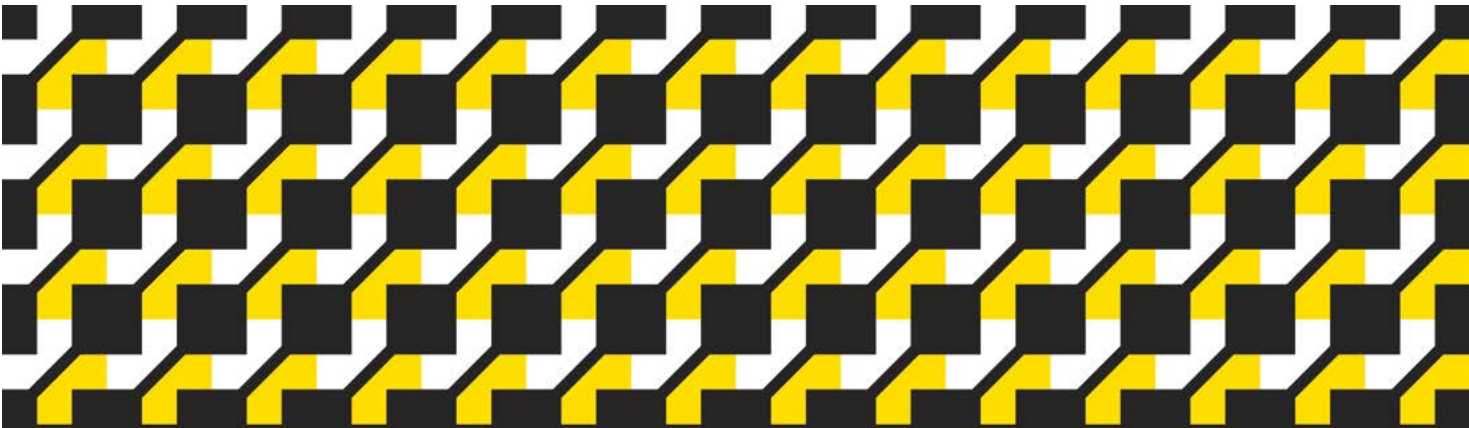


Name Surname
Title

M: +27 78 123 4567
O: +27 21 123 4567
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Presentations also need to adhere to the design language that has been explained in this guide. Each slide must utilise the correct typography, specific colours and logo use as outlined and demonstrated below.



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Polyco 

01 Month 2017

Section Title

This is a Headline
over 2 lines

Polyco 

Presentation title over 2 lines

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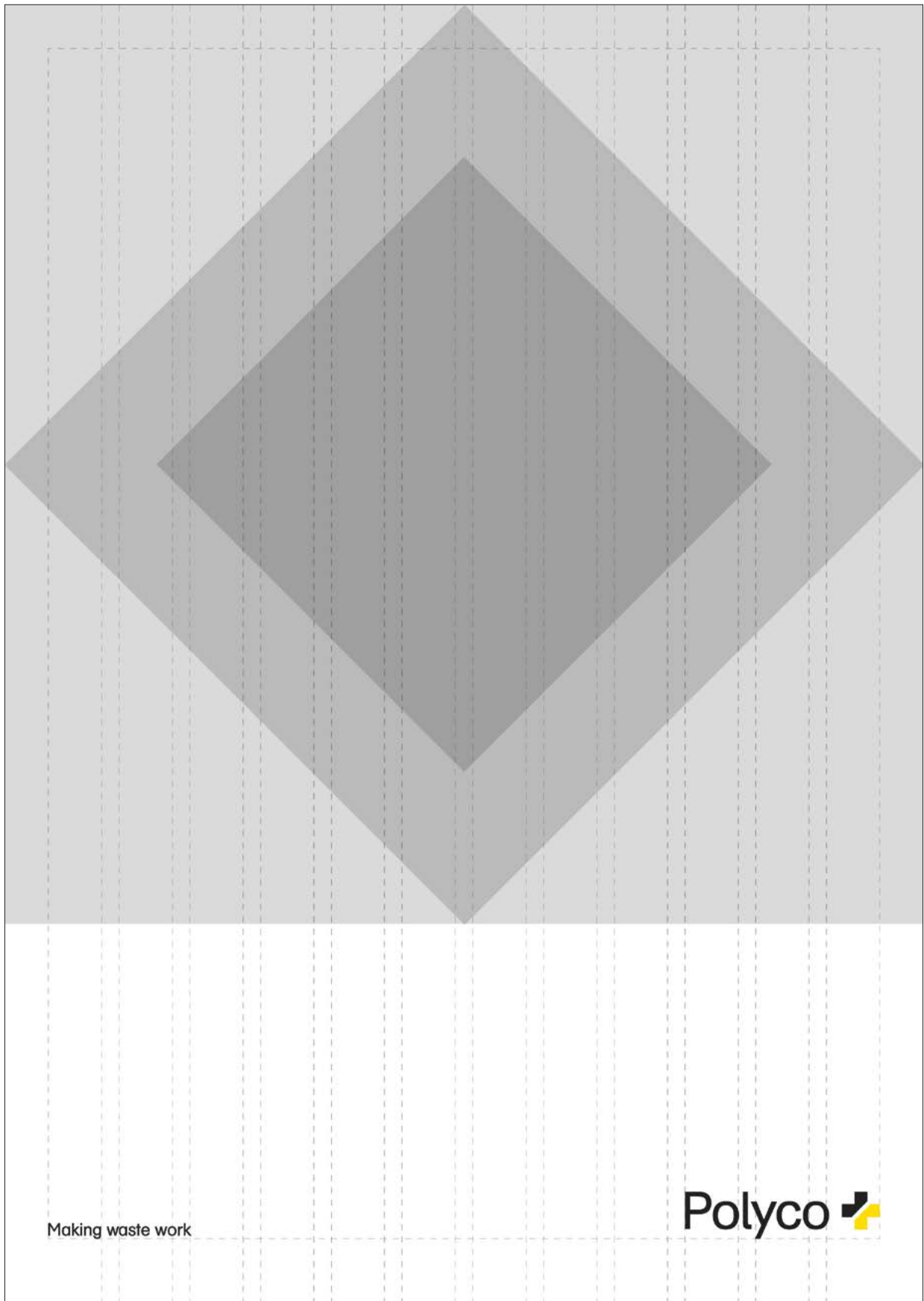
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Our brand identity boasts tremendous flexibility in application and allows for a huge variety of combinations of type, colour and photography. Over time these sections will grow to include best practice examples of events and campaign-specific marketing collateral.

Our print communication is based on this grid structure to keep consistency across all Polyco+ communication. Please use the grid to layout all editorial and advertising communication fro the Polyco+ brand.



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When posters are used purely to communicate the brand we will eschew photography and use the + graphic pattern element instead.







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The + element can be used in FP print advertising as demonstrated below. It can be used to “link” campaigns or as a design element on its own.



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Anton Alvarez

Plastic Fantastic

Laborem digendanda custio vel-
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Anton Alvarez
Product Designer

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Anton Alvarez
Product Designer

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Here the + device is utilised as a way to link the two visuals on either page to create a cohesive whole.



Anton Alvarez

Product Designer

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Product Designer

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Product Designer

Laboremo digendanda custio vel-
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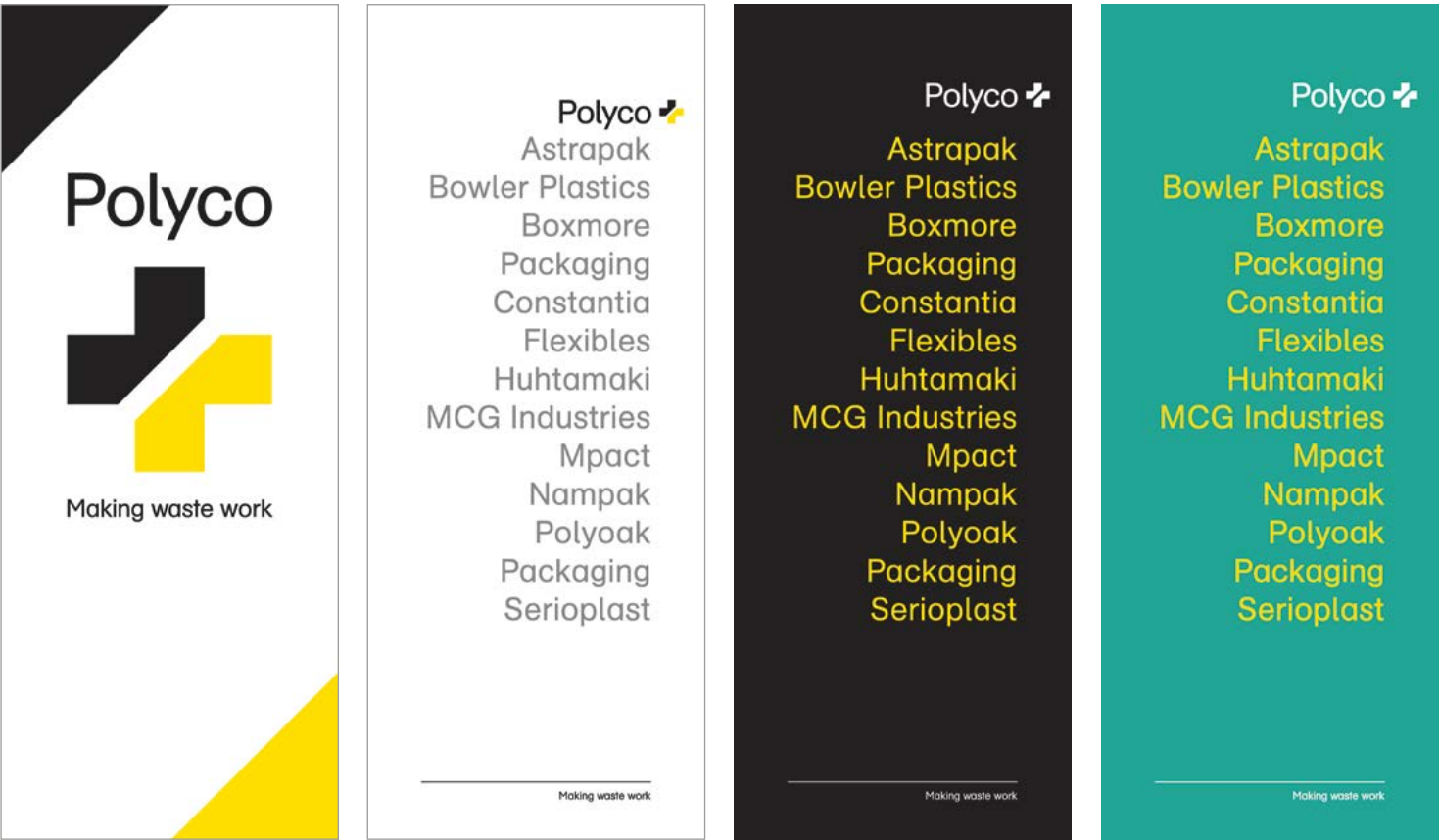
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Polyco

These can utilise either text or the + element design pattern.





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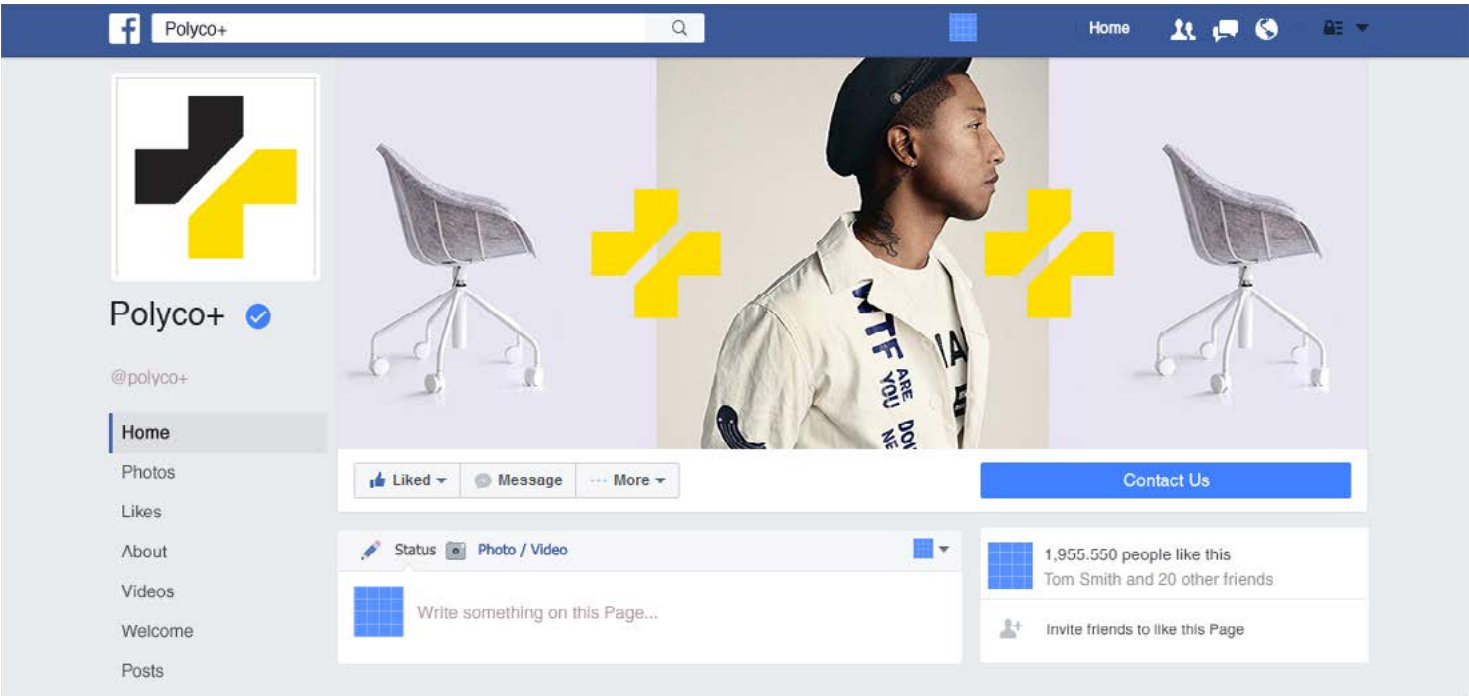


Screen Communication is how the brand communicates over digital platforms from mobile to tablets and the website. It again draws cues from the DPS print look we have established making use of colour and the iconic + element.

The standard Polyco+ avatar is the full colour logomark.
When photography is available, fill the space with a square
grid and fill with images. Make sure to use the + as a
bridge between product and profile.



When photography is available, fill the space with a square grid and fill with images. Make sure to use the + as a bridge between product and profile.



There are loads of social media post templates to choose from. When choosing a template, consider how the posts work together as a whole, combine color and shape to keep the Polyco+ feed visually interesting and consistent. Templates can be tweaked to include alternative photography, typography and colourways.

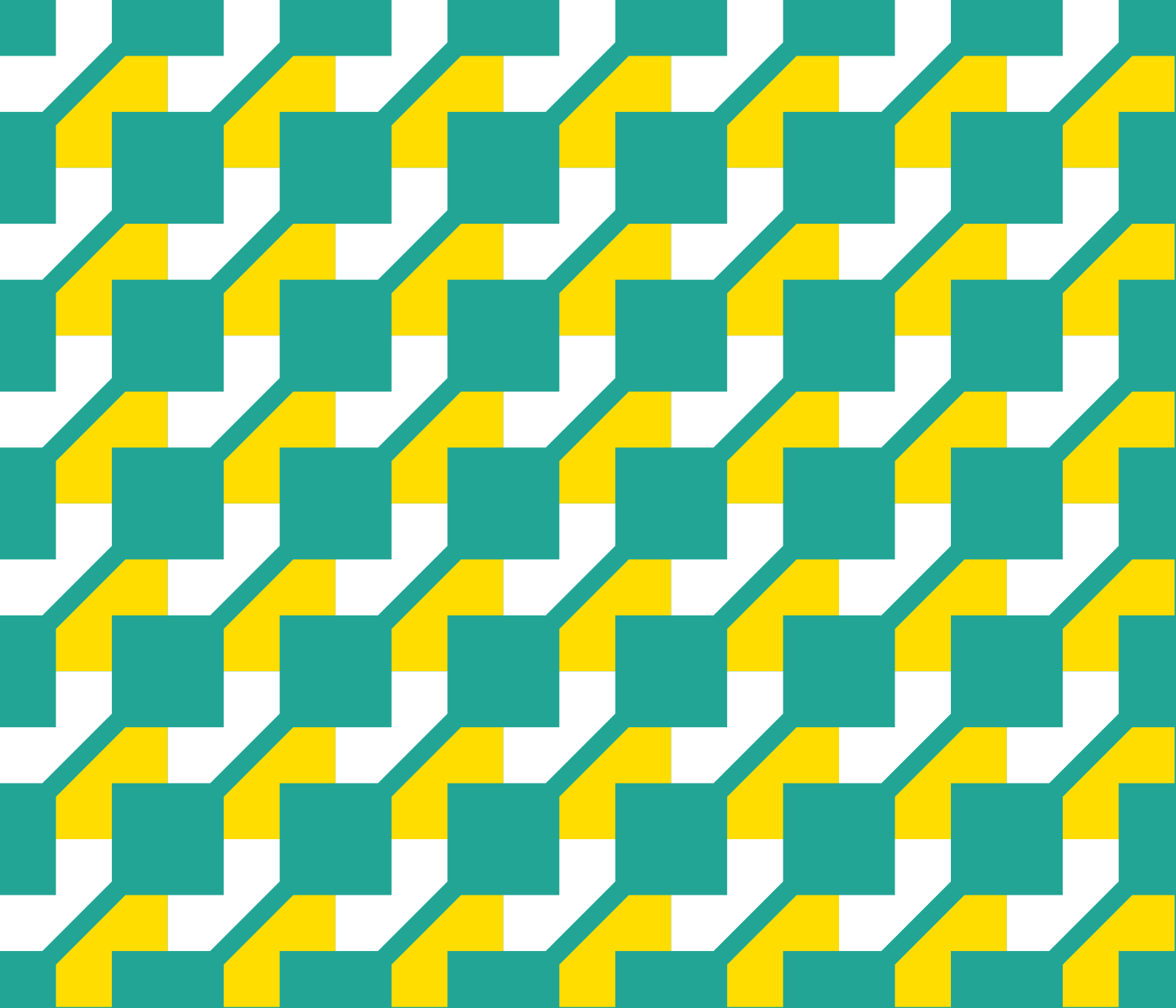




A number of templates exist to act as a starting point for social media campaigns. Templates can be tweaked to include alternative photography, typography and colourways.







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