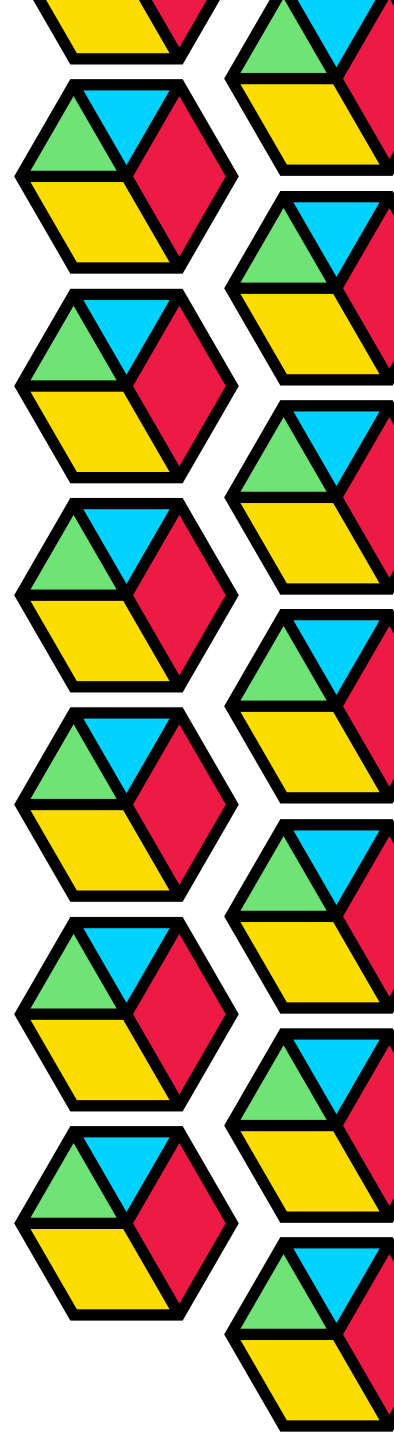


PACKA-CHING®
RECYCLE AND EARN

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Packa-Ching is an ingenious way to stimulate economic growth for those in need - while cleaning up the country!

Whether it's Making Some Kilorands, turning Trash to Cash or simply Recycling To Earn, the Packa-Ching initiative from Polyco was created to offer lower income communities the opportunity to make money by collection plastic waste and delivering it for recycling. Simple, easy, effective.

**WHAT
PACKA-CHING
IS ALL ABOUT**

BRAND COLOURS

**There is 1 primary brand colour,
Packa-Ching Blue.**

The primary colour should be used predominantly for all brand collateral and used in conjunction with a lot white space.

The colours specific values should be strictly followed at all times – CMYK for print, RGB and HEX in the digital space. Typography is always treated in a combination of white and black.

On the next page is the Packa-Ching secondary colour palette. This can be used to compliment the primary brand colour where needed. Just make sure to not use the Packa-Ching green as a fill with copy on it for legibility reasons.

Packa-Ching Blue

R:0 G:211 B:255

HEX #00d3ff

C:61 M:0 Y:1 K:0

Pantone 310 C

Packa-Ching Pink

R:237 G:26 B:69
HEX #ed1a45
C:1 M:99 Y:71 K:0

Packa-Ching Green

R:107 G:221 B:102
HEX #6bdd66
C:55 M:0 Y:81 K:0

Packa-Ching Yellow

R:253 G:221 B:0
HEX #fddd00
C:2 M:9 Y:100 K:0

LOGO DEVICE

The Packa-Ching and Packa-Ching Lite logo device is always used in black or white application with the full Packa-Ching secondary colours applied in some cases.

The clear space rule for the Packa-Ching logo:

the Packa-Ching logo should always appear with a minimum area of clear space around the logo to gain maximum visibility. This area should be free of any type or graphic element. Using the centre-line height of the logomark as the clear space is a 1x area around the entire Packa-Ching logo. This rule applies to all versions of the Packa-Ching logo, on all mediums.



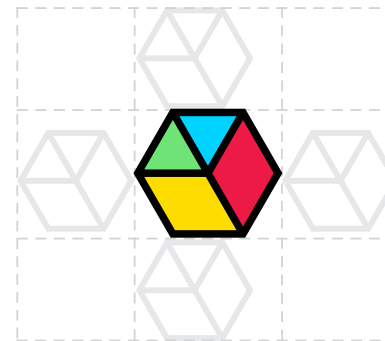
Packa-Ching logo with partner tagline.



Packa-Ching logo type.



Packa-Ching full colour horizontal logo.



Packa-Ching full colour icon.



Packa-Ching full colour circle logo.



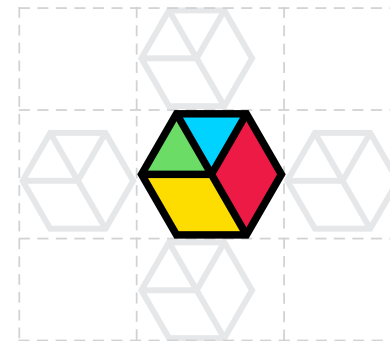
Packa-Ching Lite logo with partner tagline.



Packa-Ching Lite logo type.



Packa-Ching Lite full colour horizontal logo.

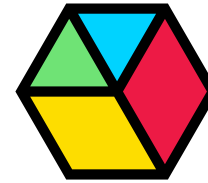


Packa-Ching Lite full colour icon.





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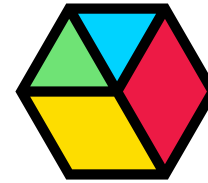


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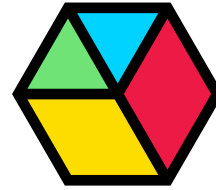
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PACKA-CHING *lite*®
RECYCLE AND EARN



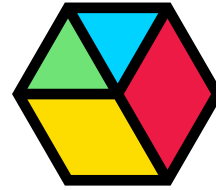
PACKA-CHING *lite*®
RECYCLE AND EARN



PACKA-CHING *lite*®
RECYCLE AND EARN



PACKA-CHING *lite*®
RECYCLE AND EARN



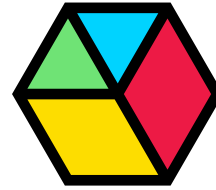
PACKA-CHING *lite*®
RECYCLE AND EARN



PACKA-CHING *lite*®
RECYCLE AND EARN



PACKA-CHING *lite*[®]
RECYCLE AND EARN



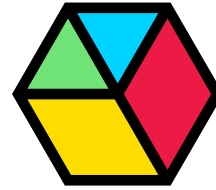
PACKA-CHING *lite*[®]
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PACKA-CHING *lite*[®]
RECYCLE AND EARN



PACKA-CHING *lite*®
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PACKA-CHING *lite*®
RECYCLE AND EARN



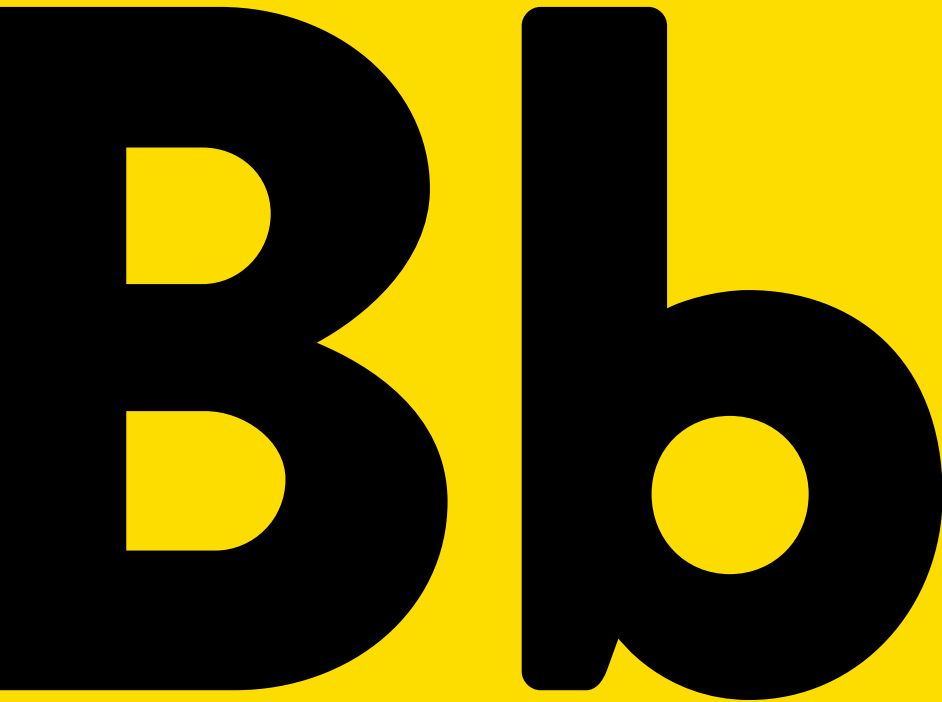
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TYPO GRAPHY

Typography is all about using typefaces and fonts in a way that makes the copy legible, clear, and enjoyable to read. It includes font style, appearance, and structure and aims to elicit certain emotions and convey specific messages to the end user/customer.

The right typography will bring an interface to life, build brand recognition, influence decision making and grab the attention of users.

Primary Font: Brandon Grotisque

A large, bold, black graphic of the letters 'B' and 'b' in the Brandon Grotisque font. The 'B' is a tall, blocky capital letter with rounded terminals. The 'b' is a lowercase letter with a tall, thin stem and a rounded, bowl-like bottom.

Brandon Grotisque is used for big headings treated in capital letters. AG Schoolbook Medium is used for sub-headings. AG Schoolbook Regular is used for body copy. AG Schoolbook is used as a visual link to the Polyco main brand.

The Google Font Almari will be used as a web-safe font when Cactus Bold or AG Schoolbook is not applicable.

THIS IS THE BIG HEADING STYLE.

Brandon Grotisque

This is the sub-heading style.

AG Schoolbook Medium

This is the style for all body copy.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do.

AG Schoolbook Regular

ICONOGRAPHY

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.

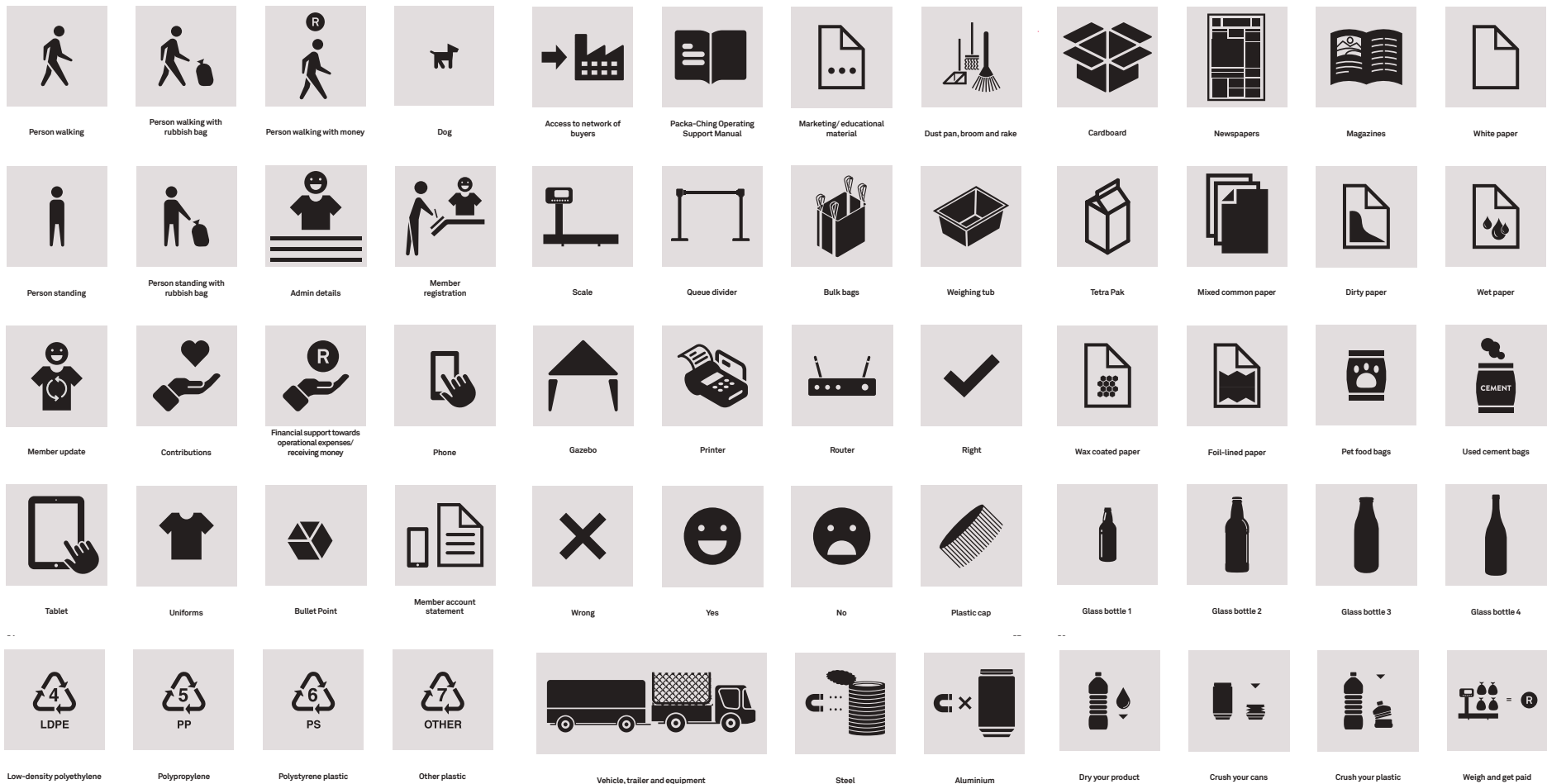


IMAGE SELECTION

Images must be rich in visuals and meaningful in context. They must always capture the subject's excitement and create a desire to be a part of the recycling solution.

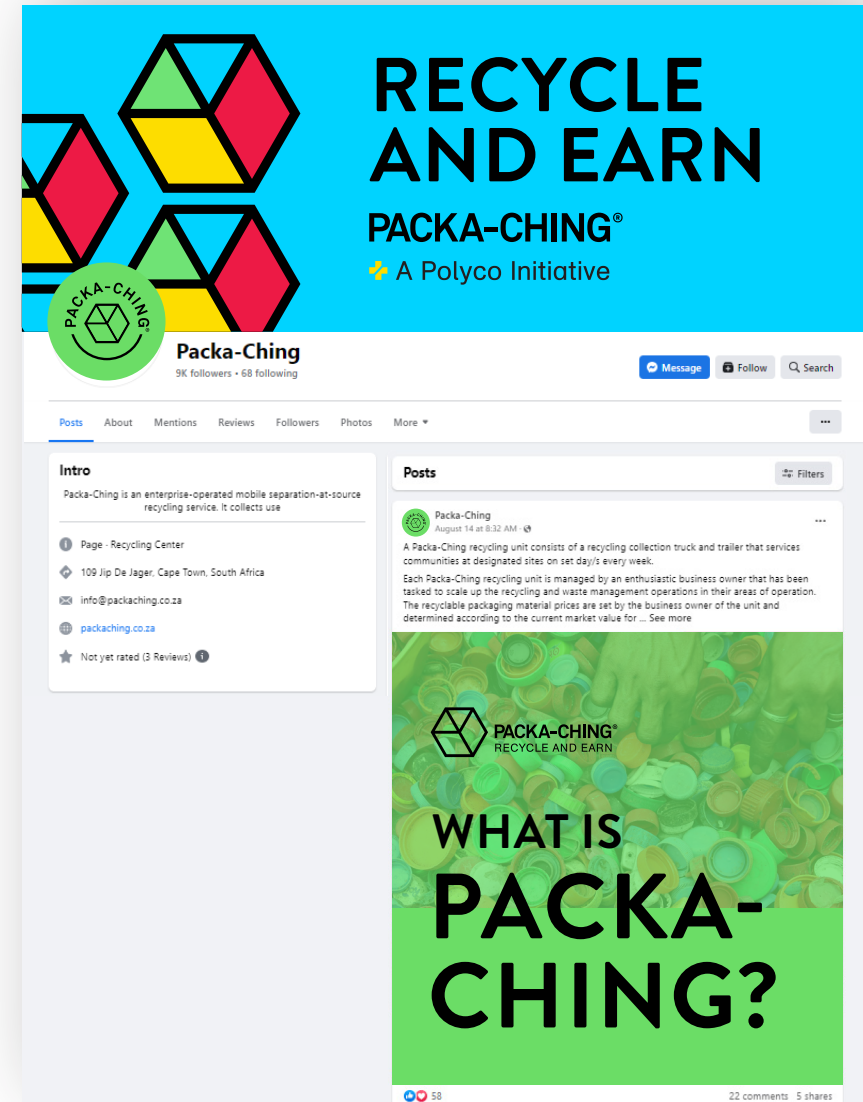
Avoid using clearly staged stock imagery. Always use owned content whenever possible.

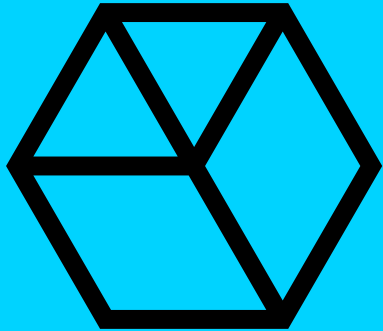


SOCIAL PRESENCE

A set of rules for establishing a social presence is also key for any brand. As a start to establishing these rules, on the right is a general look & feel consisting of elements from this brand guide. This is a taster of what is possible to explore further.

This illustrates how to use imagery with typography and how to bring in the brand's logo mark – by sticking to the rules, even all social content will be 'on brand'.





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