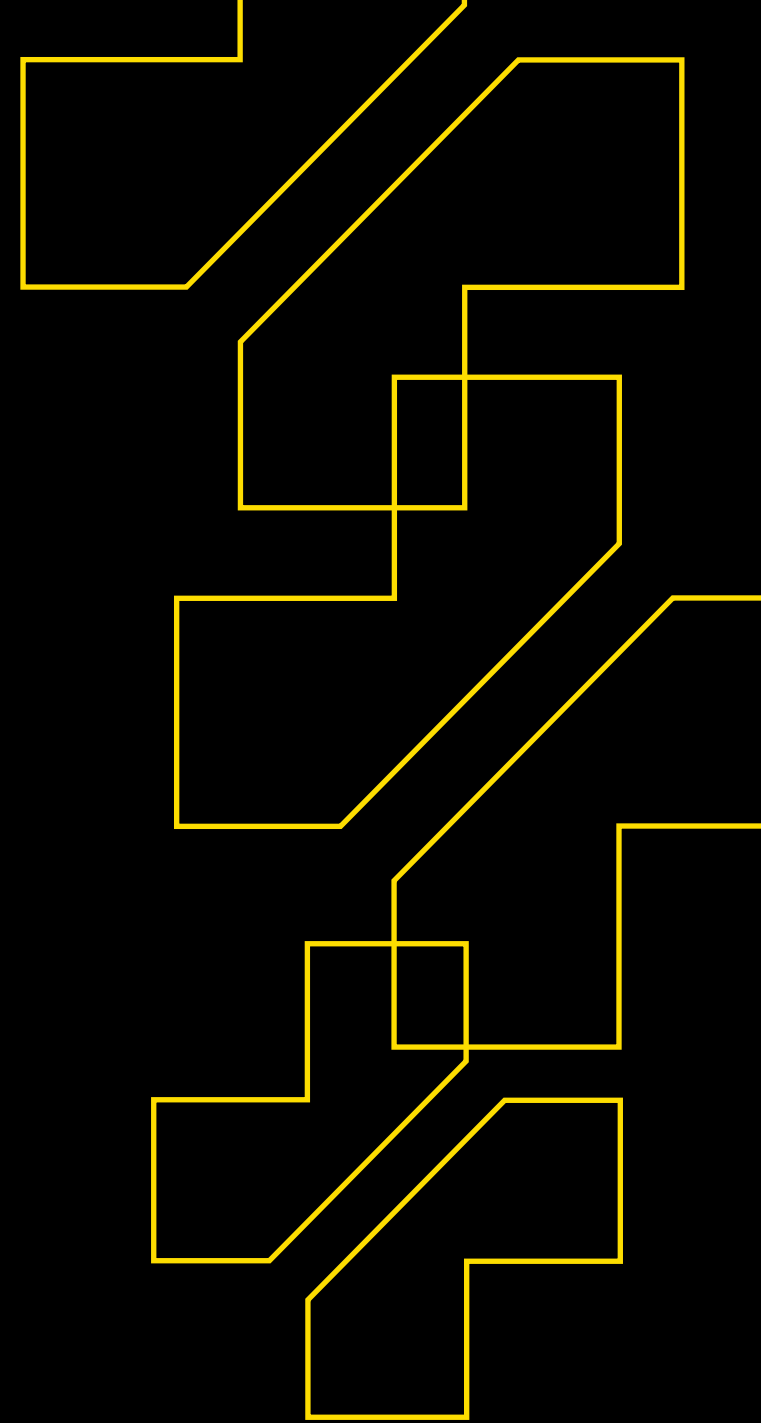


Polyco

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Making recycling work.

Proudly South African and dedicated to ending plastic waste in our country.

We spearhead the collection and recycling of plastic packaging in South Africa, promoting the responsible use and reuse of plastic packaging and ending of plastic waste in our environment.

We facilitate the recycling of plastics for large corporate producers.

We promote the growth of the recycling movement at all levels by providing opportunities for all South Africans to recycle easier.

Brand Colours.

There are 2 primary brand colours, Polyco Yellow and Polyco Black.

Both primary colours are paired with a lighter tint.

These tints are used to complement the primary colours and create dimension where needed. The primary colours should be used predominantly for all brand collateral and used in conjunction with a lot white space.

Each colour's 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.

01

Polyco Yellow

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

Polyco Light Yellow

R:249 G:237 B:32
HEX #f9ed20
C:6 M:0 Y:95 K:0

02

Polyco Black

R:0 G:0 B:0
HEX #000000
C:75 M:68 Y:67 K:90
Pantone Neutral Black C

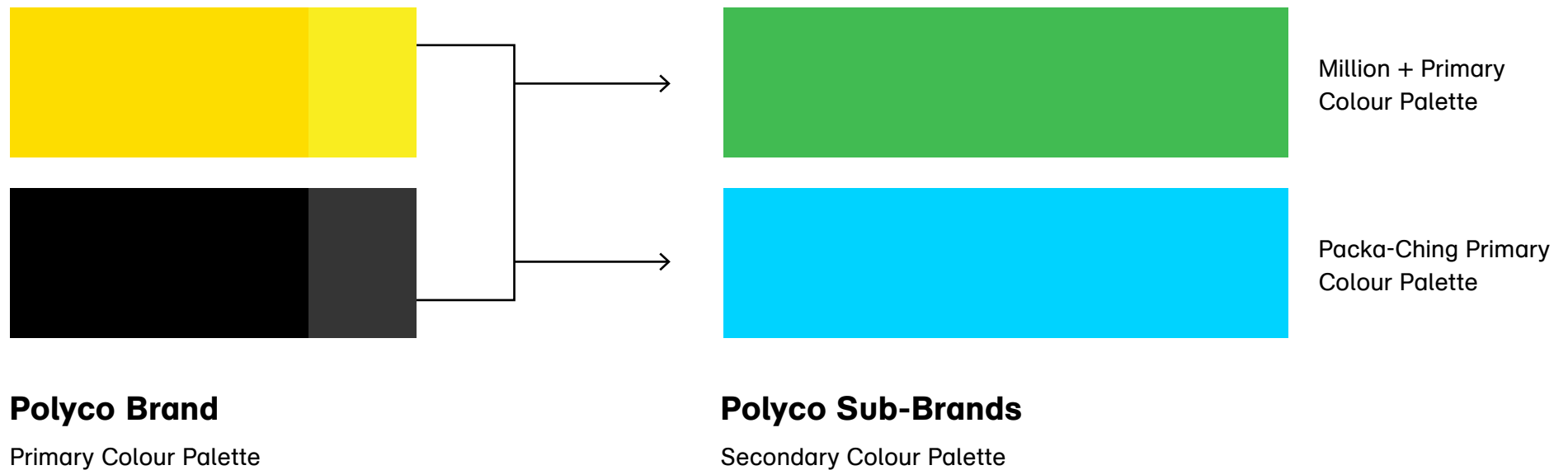
Polyco Grey

R:53 G:53 B:53
HEX #353535
C:69 M:63 Y:62 K:57

The secondary Polyco brand colours.

Each Polyco sub-brand will be given a colour that fits within the Polyco main brand, derived from the secondary palette, ensuring that sub-brands are always aligned with the umbrella brand CI.

Below is a diagram breaking down the Polyco colour system thinking.



Million +

R:65 G:187 B:82
HEX #41bb52
C:72 M:0 Y:93 K:0

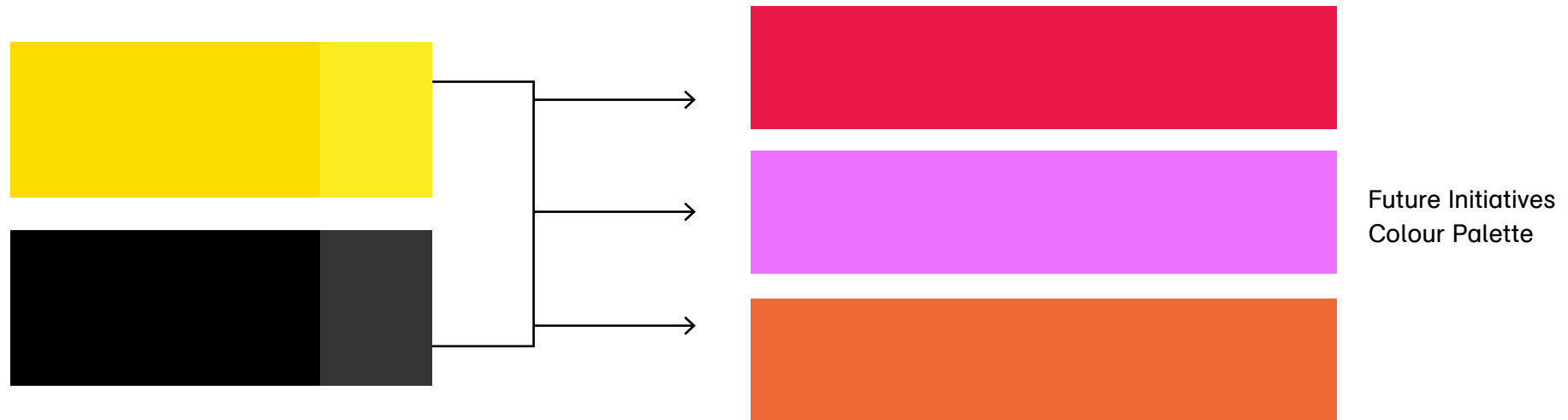
Packa-Ching

R:0 G:211 B:255
HEX #00d3ff
C:61 M:0 Y:1 K:0

The future of Polyco sub-brands & sub-colours.

A one-colour application to identify each new sub-initiative with a Polyco secondary colour allows for consistency, clarity as well as creativity. Colours 1, 2 and 3 are potential colours to brand a new sub-initiative.

Below is a diagram breaking down the Polyco colour system thinking.



Polyco Brand

Primary Colour Palette

Polyco Sub-Brands

Secondary Colour Palette

Colour 1

R:235 G:25 B:70
HEX #eb1946
C:1 M:99 Y:70 K:0

Colour 2

R:235 G:115 B:255
HEX #eb73ff
C:25 M:58 Y:0 K:0

Colour 3

R:239 G:105 B:53
HEX #ef6935
C:1 M:73 Y:89 K:0

Logo device.

The Polyco logo device is always used in full black or white application.

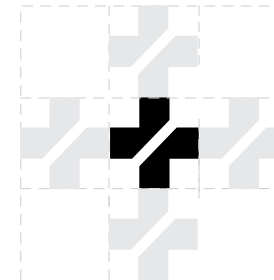
The clear space rule for the Polyco logo: the Polyco logo should always appear with a minimum area of clear space around the logo to gain maximum visibility. This area should be free of any type or graphic element. Using the centre-line height of the logomark as the clear space is a 1x area around the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



Polyco logo with tagline.



Polyco logo always in one colour application.



Polyco icon always in one colour application.

Polyco 

Polyco 
SA's biggest plastics PRO

Polyco 

Polyco 

Polyco 
SA's biggest plastics PRO

Polyco 

Initiative logos.

The rule of thumb when talking about Polyco along with its sub-brands.

The tagline 'A Polyco Initiative' should always be added with these rules in mind.

The + logo mark and Polyco Yellow is used as a brand device and link to the main Polyco brand. The same clearspace will apply as in the use of the primary logo.



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: AG Schoolbook

Aa

The font family for all collateral is AG Schoolbook.

AG Schoolbook Medium is used for sub-headings. AG Schoolbook Regular is used for big headings and body copy.

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

This is the big heading style.

AG Schoolbook Regular

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

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.



Brand application.

The following pages illustrate how the brand colours, device and imagery can be combined to create a relevant visual solution for sub-brands, projects and initiatives.



The recycling culture starts here.

**From the streets
to the boardrooms.**

Polyco 

Polyco Yellow Light / Stroke: 2pt



Polyco Yellow / Effect: Screen 100%

The recycling culture starts here.

**From the streets
to the boardrooms.**

Polyco 

Million 

 A Polyco Initiative

Changing social behaviour.

**Calling on South Africans
to recycle consistently.**



Million 

 A Polyco Initiative

Polyco Yellow / Stroke: 2pt

Changing social behaviour.

**Calling on South Africans
to recycle consistently.**

Full image in the background with gradient fade applied & 80% opacity

Icon mark with image placed inside the + shape



PACKA-CHING®

◆ A Polyco Initiative

Recycle & earn.

**An ingenious solution to a
waste crisis in the low-income
areas of South Africa.**



PACKA-CHING®

✦ A Polyco Initiative

Polyco Yellow / Stroke: 2pt

Recycle & earn.

**An ingenious solution to a
waste crisis in the low-income
areas of South Africa.**

Icon mark with image placed inside the + shape

Full image in the background with gradient fade applied & 80% opacity

Illustration style.

Line illustrations are used with solid brand colours when complex processes are communicated.

The main visual solution for the Polyco brand will be made up of photographic imagery – putting people behind everything we do and portraying emotion. However, information may sometimes need to be displayed in the form of illustrations for infographics and graphs. A mockup of how the illustration style live with the Polyco look & feel is on the next page. This style should always be followed as with all other instances within this guide. The chosen style below is made up of plain lines and solid bursts of colour giving it a professional yet relatable personality. The line stroke should always be 2pt.

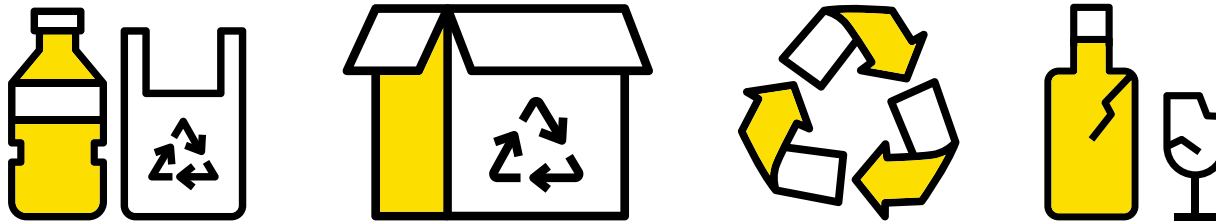
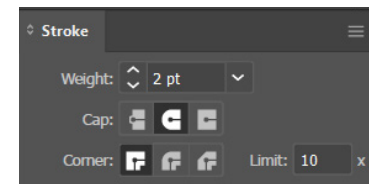


Illustration Pack



The Polyco collaboration stakeholders.



Education
& awareness

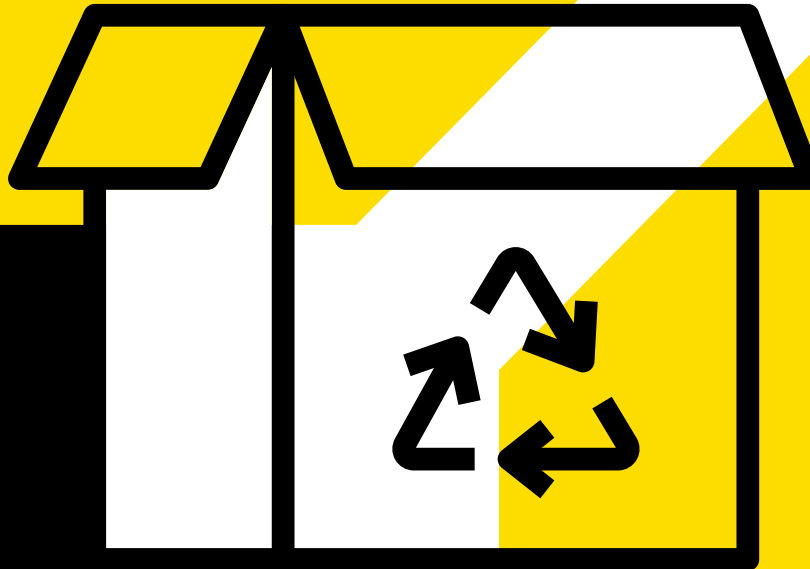


Infrastructure



Innovation &
end-use
development


Polyco 



Social presence.

A set of rules for establishing a social presence is also key for any brand. As a start to establishing these rules, below is a general look & feel consisting of elements from this brand guide.

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'.



Making recycling work.

Polyco
Plastics PRO growing the collection and recycling of plastic packaging in South Africa.
Plastics Manufacturing · Bellville, Western Cape · 895 followers · 21 employees

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Home About **Posts** Jobs People



Polyco
895 followers



Polyco
895 followers
8mo · Edited · 

<https://lnkd.in/dbPqMU8J> 

As the year draws to a close, 2022 has been marked by numerous peaks a ...see more

The end result.

- 52 TONNES** Waste removed from beaches.
- 5.6 TONNES** Plastic recyclables removed.
- 5800 KG REMOVED** By the clean-up teams.

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  20

2 comments · 1 repost



Making recycling work.



Polyco PRO NPC
15 likes · 25 followers

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Intro

We invest in recycling & collection businesses in SA. With the aim to end waste in the environment.

-  Page · Nonprofit organization
-  Marathon House, Springfield Office Park, 109 Jip De Jager Dr., De Bron
-  admin@polyco.co.za
-  polyco.co.za
-  Not yet rated (0 Reviews) 

IFAT Africa 2023 is taking place at Gallagher Convention Centre! Join Patricia Pillay on 06 July for her panel discussion on Extended Producer Responsibility - A Key Enabler for Circular Economy.

The IFAT Africa is a forum and exhibition for environmental technologies, which takes place annually in Johannesburg. As an offshoot of IFAT in Munich, it provides a full range of environmental technologies and services with a comprehensive product portfolio. This portfolio spans fr... See more

Photos

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IFAT AFRICAN 2023

Join Patricia Pillay on 06 July for her panel discussion on Extended Producer Responsibility. **A Key Enabler for Circular Economy.**

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