



BRAND GUIDELINES BOOK 2022

V1.6

<i>Introduction</i>	<i>Brand Assets</i>	<i>Applications - Brand in action</i>		
Our CMC brand	<i>Logo</i>	<i>Website</i>	<i>Powerpoint Presentations</i>	<i>Office Signage</i>
	Rationale	Landing page	Cover	Reception
	Clear zones and dimensions	Internal page	Text and image	Way signs
	Colour variations	Long form article page	Team	Exterior branding
				Machine signage
	<i>Colour</i>	<i>Email and newsletter</i>	<i>CMC word template</i>	
	Colour palette	Email signature	Headed word doc	<i>Event Materials</i>
	Proportion use	Internal newsletter		Lanyard
	Tints / Specials	External newsletter		Roller banner
			<i>Stationary</i>	
	<i>Typography</i>	<i>Social Media templates</i>	Business cards	
	Typeface	Twitter	Envelopes	
	Styles	Linkedin	Letterheads	<i>Work wear</i>
	Desktop & System fonts	Instagram		Branded T shirt clothing
		Banner use		Personal Protective Equipment
	<i>Imagery</i>	<i>Motion</i>	<i>Reporting / Brochure</i>	
	Photography	Keyframe animated logo	Cover	
	Illustration	Transitions	Text and image	
	Iconography	Use of typography in film	Infographic	
	Graphic elements			
	<i>Data</i>	<i>Virtual backgrounds</i>		
	Graphs	Zoom and teams		
	Infographic			

Introduction: Brand overview

Brand overview

We're a brand continuously innovating to develop smart packaging automation solutions.

We're a company of inventive people, passionate about solving our customers business problems with technology. We're specialists, the experts in packaging technologies. We're flexible, solving problems first, not just supplying products.

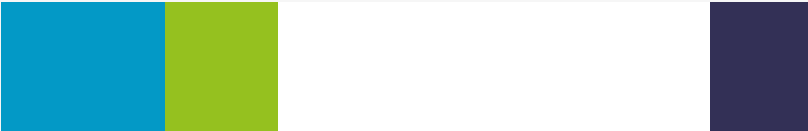
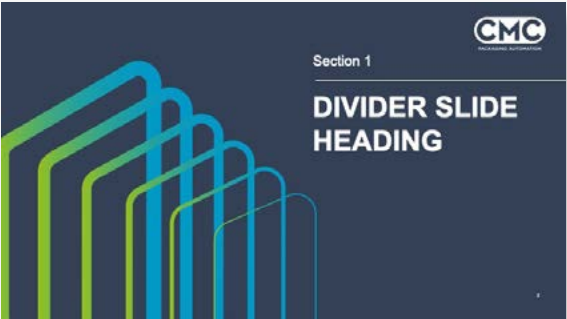
We're experienced, with an industry-leading track record with customers who depend on us.

We're the global leaders who are not resting on our laurels

Performance, from technologies that deliver a proven efficiency, productivity and sustainability advantage.

Competitive edge, from innovation to ensure continued technical advantage

Dependability, from relationships focused on understanding and solving customer business problems



MONTSERRAT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789()£\$%&



Logo

The logo has been developed using heritage elements, the blue from the existing logo blending from left to right ending on a lime green, this signifies the continuous innovation and company heading towards a sustainable innovative future

The capsule device also echoes the heritage lozenge device developed but is tight around the individual letters to eliminate the space. The reflects the core product CMC manufactures - packing items with as little space left inside.

The 'M' shape is a gentle nod to the top of a box

Our logo is the most important and recognisable element of our brand. It comprises two elements; the wordmark and our strapline.



Logo

Care must be taken to ensure legibility when placing the logo on photographic or illustrative backgrounds.

The primary version is constructed with the wordmark stacked above the strapline, the wordmark and strapline are aligned centrally. Where possible, you should use the primary logo. The special use logo should only be used where the horizontal space is limited, for example on a pen.

Inverted logo

Two inverted logos has been created to ensure legibility across communications where a darker background is being used or where the logo needs simplification e.g. printed cardboard

Writing our name

When we talk about CMC in written form, refer to it in upper case.



Logo

In order to protect the integrity of the logo, and for maximum clarity, a minimum clear space has been defined. This is equivalent to the height of the symbol. Ensure no other graphic element enters the clear space at any point.

Minimum size

We enforce a minimum size for our logo so the details retains its legibility. Where possible the logo should appear with the strapline and never be reduced below 35mm (120px) in width. In circumstances where space is limited and the logo needs to be smaller than 35mm (120px), the strapline must be separated from the logo. In these instances our logo should never be smaller than 20mm (70px).



Primary logo



Primary logo minimum size 35mm



Special logo



Special logo minimum size 20mm. Strapline to be used

CMC Brand guidelines

Logo alternatives

For logo alternatives on either machinery (left) or subsidiary countries (right) the same guides apply for maximum clarity, a minimum clear space has been defined. This is equivalent to the height of the symbol. Ensure no other graphic element enters the clear space at any point.

Minimum size

The logo should always appear with the strapline and never be reduced below 35mm (120px) in width.

CMC should always read in the product name (i.e CMC CartonWrap) no abbreviations i.e CW, PP, etc

CartonWrap always as one word
- no Carton Wrap

Alternate logo minimum size 12mm height - with exclusion area



CMC Brand guidelines

Logo

The logo shouldn't be distorted, stretched rotated in anyway

Drop shadow glows and graphic treatments should never be used to make the logo stand out from the background. The alternate black or white version should be used instead

Packaging automation shouldn't be detached from the main logo. It should always be centralised

The gradient should never be used the alternate way



PACKAGING AUTOMATION



PACKAGING AUTOMATION



PACKAGING AUTOMATION



PACKAGING AUTOMATION



PACKAGING AUTOMATION



PACKAGING AUTOMATION

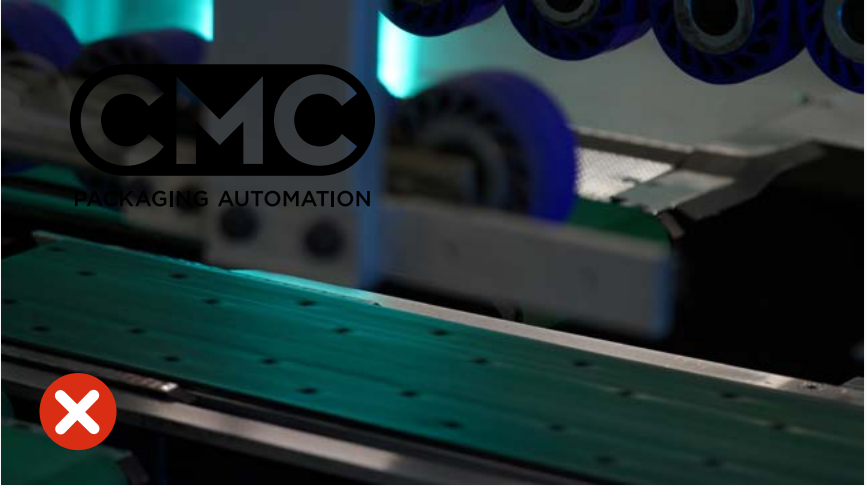
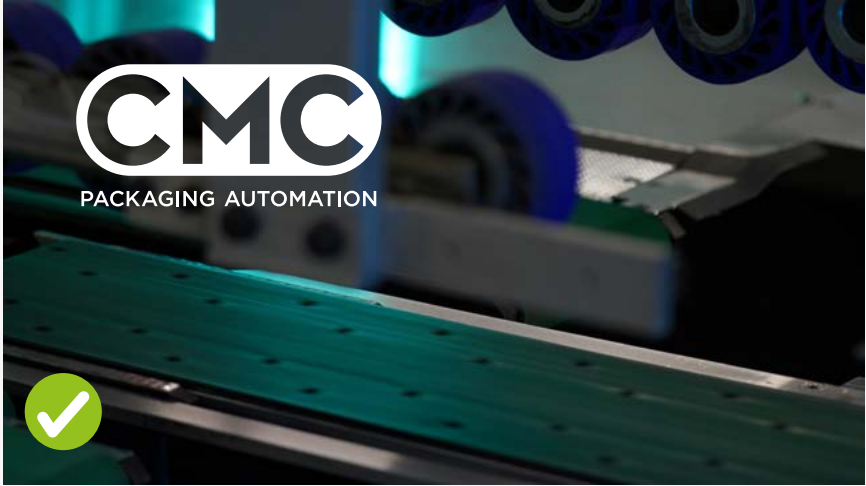


CMC Brand guidelines

Logo

Careful selection of logo use across photography and video to consider the best application

Avoid complex images at all times



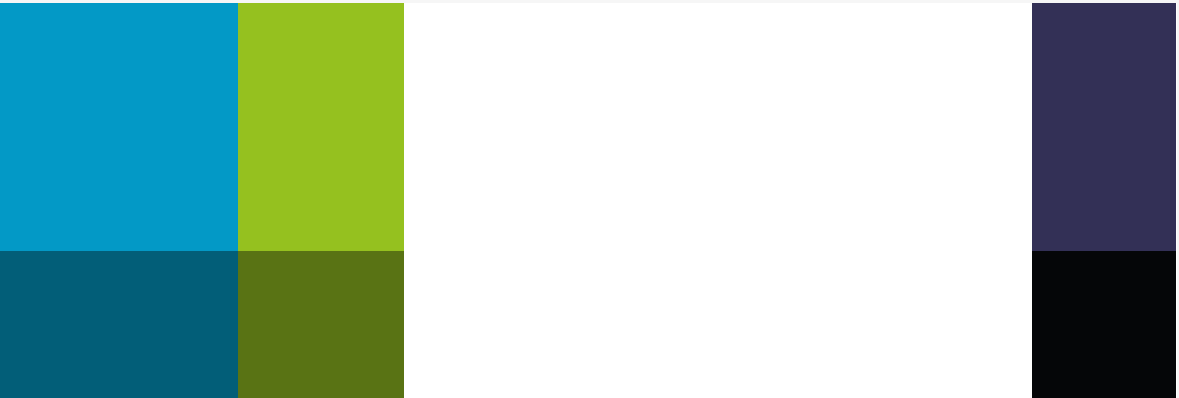
Colour

CMC has a considered range of brand colours designed to be unique and distinctive.

The following primary colour breakdowns ensure our colours are reproduced correctly across both print and digital applications. These are shown in there respective colour use. Note the use of white across the brand.

The darker primary colour should be used sparingly and only where the main colour can't be used

Primary colours



- Hex: 0399c6
RGB: 003, 153, 198
CMYK: 77, 22, 12, 0
- Hex: 025e78
RGB: 002, 094, 120
CMYK: 90, 47, 35, 21
- Hex: 95c11f
RGB: 149, 193, 031
CMYK: 50, 2, 100, 0
- Hex: 597314
RGB: 089, 115, 020
CMYK: 67, 35, 100, 23
- Hex: 333056
RGB: 051, 048, 084
CMYK: 89, 84, 36, 34
- Hex: 050608
RGB: 005, 006, 008
CMYK: 30, 0, 0, 80

Secondary colours



- Hex: 9f0050
RGB: 159, 000, 080
CMYK: 26, 100, 33, 20
- Hex: f400a5
RGB: 244, 0, 165
CMYK: 13, 88, 0, 0
- Hex: d9581a
RGB: 217, 88, 26
CMYK: 10, 75, 100, 0
- Hex: d92e13
RGB: 217, 46, 19
CMYK: 7, 92, 100, 0

A secondary colour palette has been created to provide scope and flexibility when presenting complex or detailed information, for example in charts and graphs, or infographics. **The secondary colour palette should not be used as background colours or within our graphic properties.** Only our primary colour palette is permitted for such usage.

The secondary palette should also only be used when the all the colours from the primary colour palette have been used.

Gradient use and rules

The logo gradient echoes the progress from the existing brand to the future with sustainability at the forefront. This can be applied to other touch points and alternate collateral.

However it must be used in the correct direction and proportions as shown.

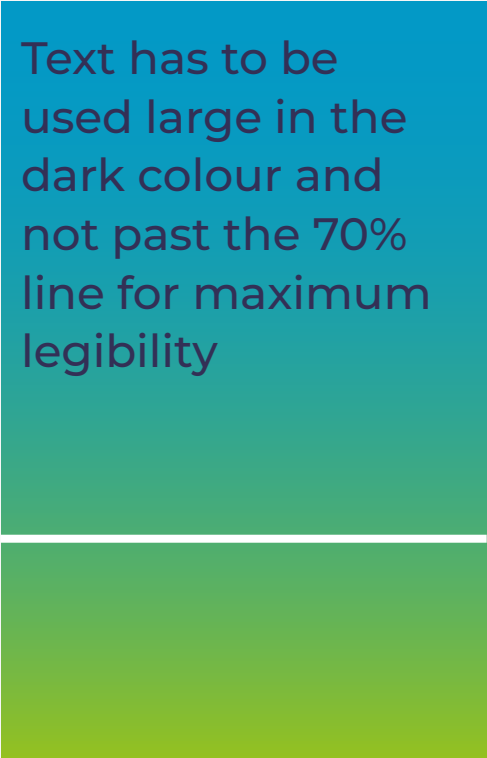
NB: The gradient is to be used minimally across all applications - like the secondary colours they should never be used as a background. If used in print please take particular care that the gradient is replicated faithfully and consistently.



Typography

Montserrat download here
<https://fonts.google.com/specimen/Montserrat>

This shows the progress from existing brand to the future and sustainability



System set

Montserrat Bold
Montserrat Bold Italic

Montserrat Medium
Montserrat Medium Italic

Montserrat Regular
Montserrat Regular Italic

Montserrat Extra Light
Montserrat Extra Light Italic



System set - to be used for email and when not embedding fonts in PPT documents

On the application (PowerPoint or Word) menu, select Preferences. In the dialogue box, under Output and Sharing, select Save. Under Font Embedding, select Embed fonts in the file.

Arial Bold
Arial Bold Italic

Arial Regular
Arial Regular Italic



Typography

Typical use of fonts weights to show a clear hierarchy through out different touch points

CMC

Bold **ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789()£\$%&**

Medium **ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789()£\$%&**

Regular **ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789()£\$%&**

Headings

Sub headings style

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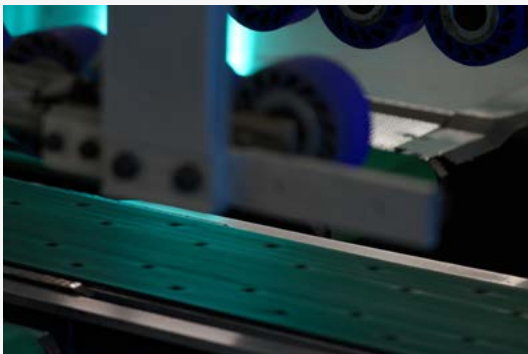
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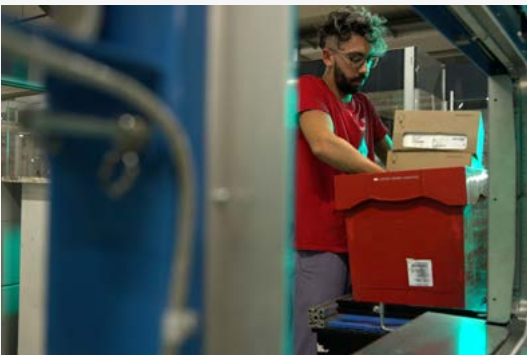
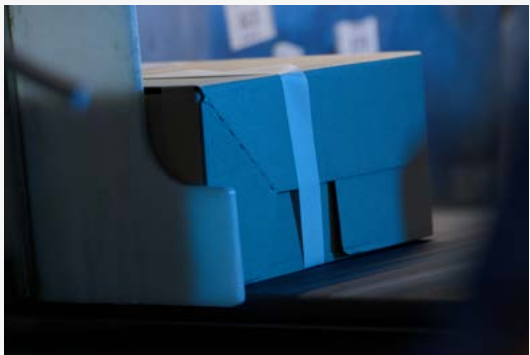
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Imagery

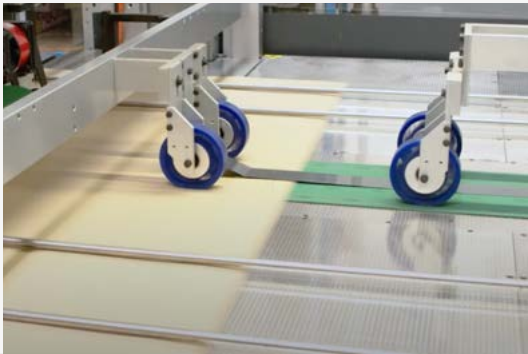
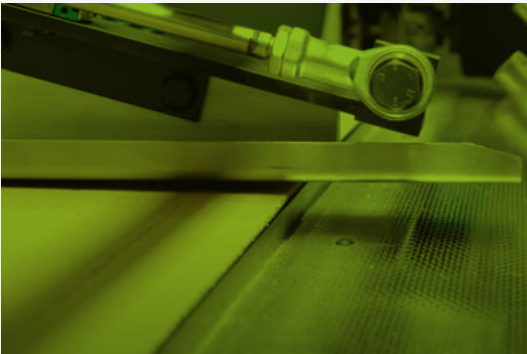
Human touch
Culture /
personality



Narrow depth
of field



Use of coloured gels

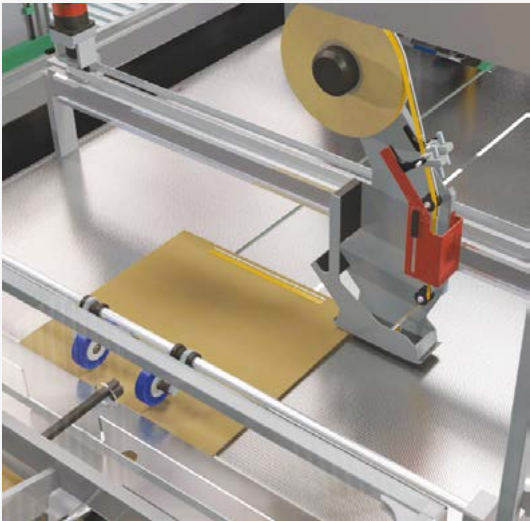
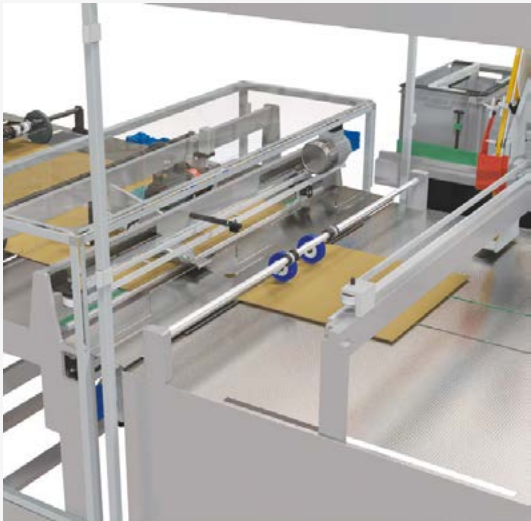


Macro
Abstract to be
elegant

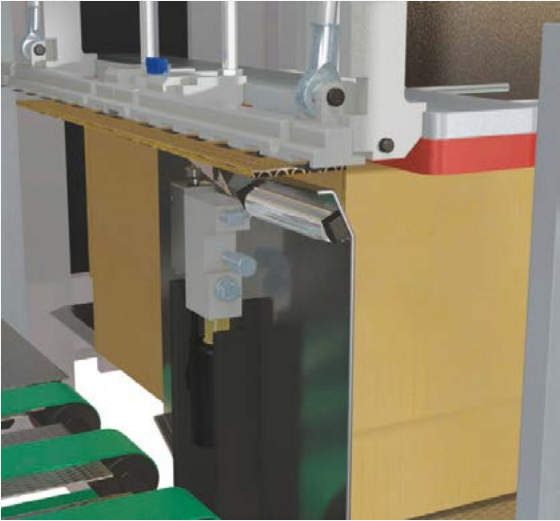
Use of primary
colours on 100%
multiple to add
pace

Illustration style

Illustration style using existing photo realism for accuracy and clarity



Note: Illustration used can show the full machine



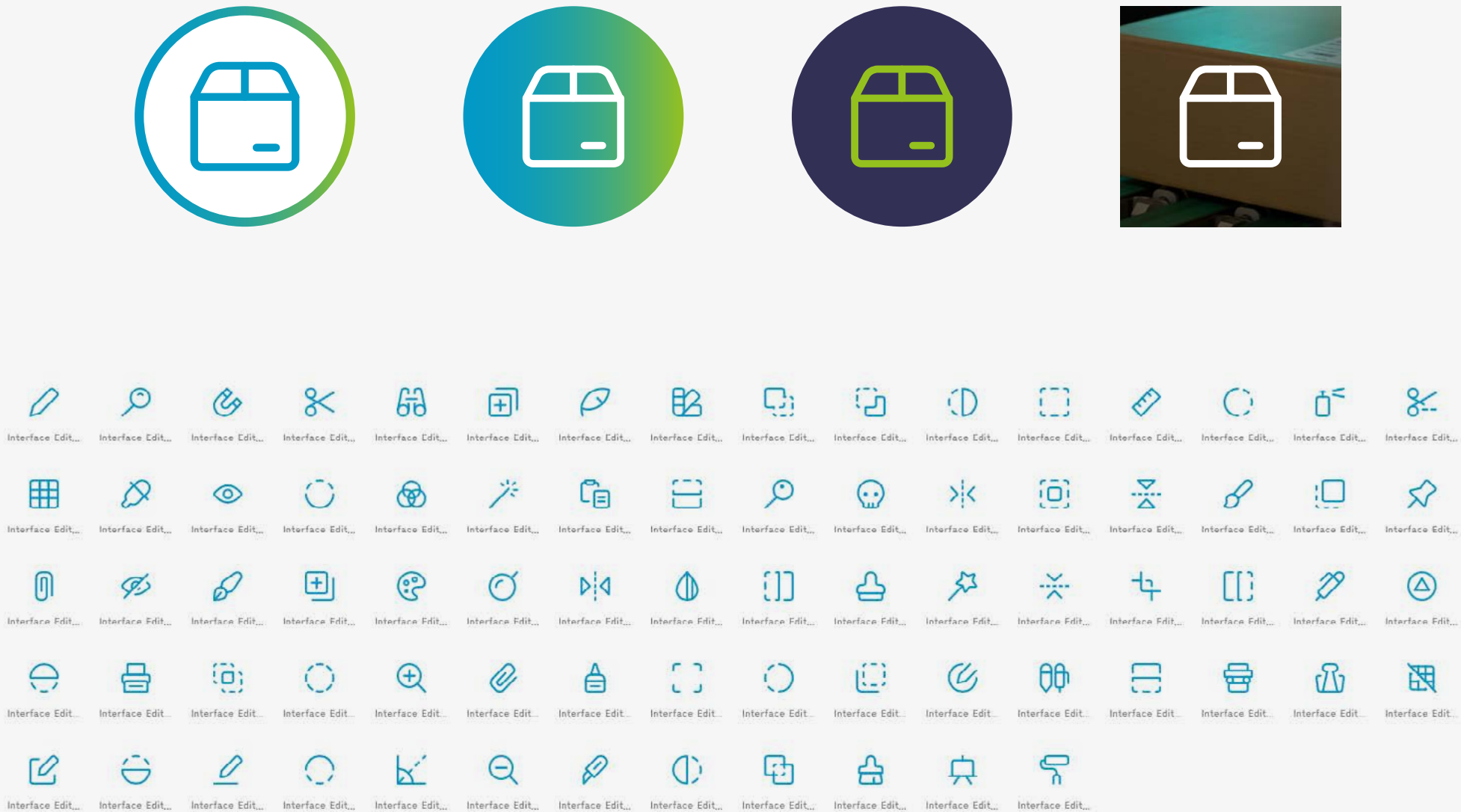
Iconography

A suite of icons have been selected to support our messaging and add value to our visual language. It's vital for an icon to be recognised for only one meaning/function, so don't use icons for more than one role.

Please only use icons as instructed on the right for best clarity - icons should be used small

These icon files have been supplied to your marketing department as SVG files in Blue

<https://www.streamlinehq.com/icons/legacy-streamline-light>



Imagery

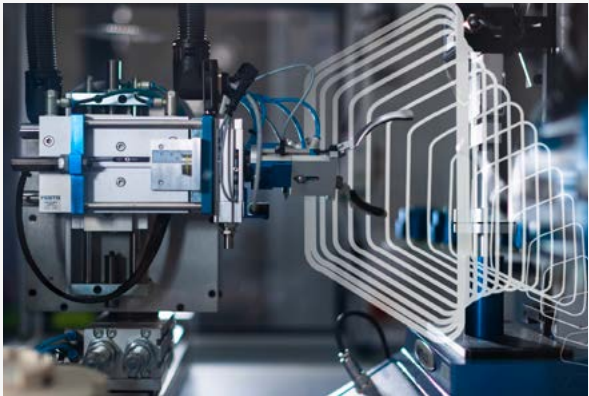
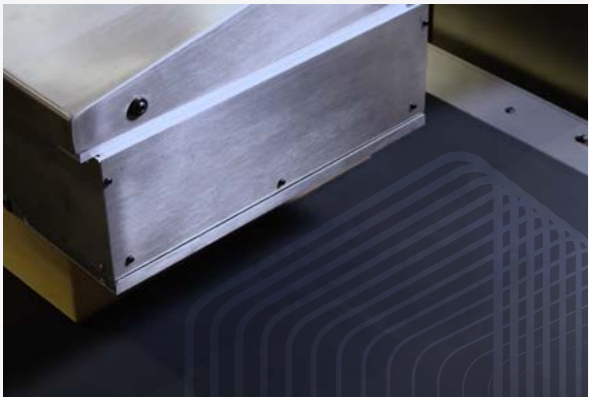
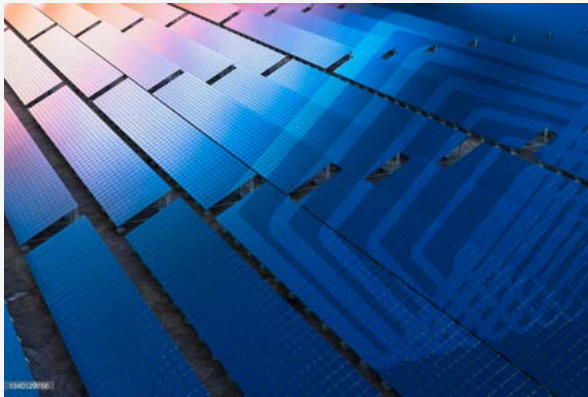
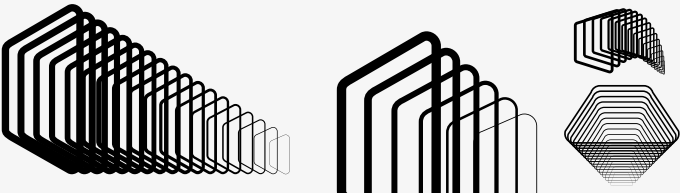
Graphic elements

Used primarily on photos or to connect graphical devices - not to be used on it's own

Never black

Blue, green and white only

File - spring.ai

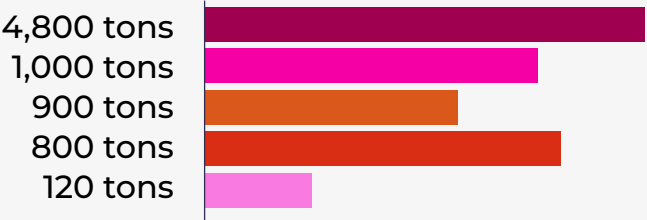


Data

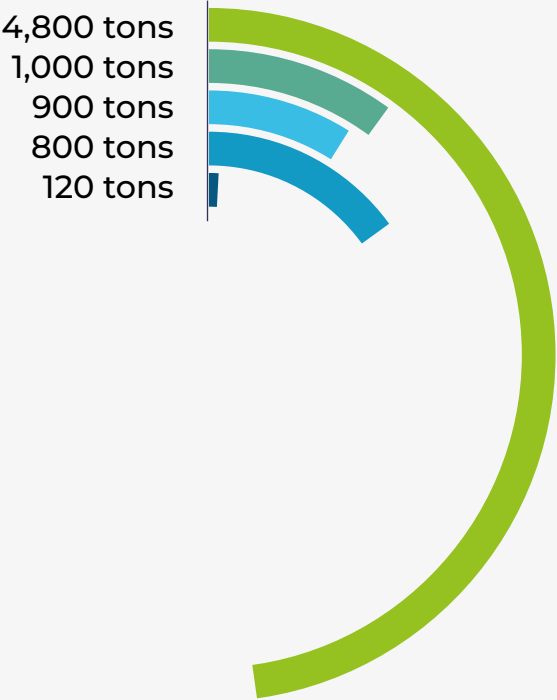
Graphs and charts are the best way to visually convey data and information. Here are some examples of how we use our graphs and charts.

A secondary colour palette has been designed for instances where the number of colours available in the primary colour palette is insufficient.

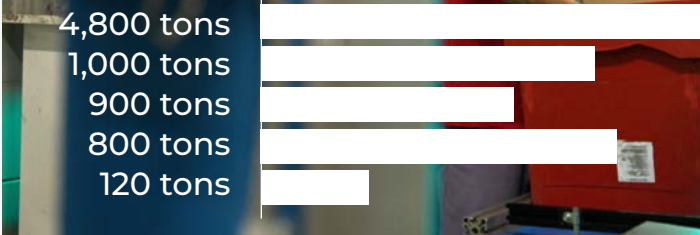
Amount of cardboard recycled since 2016



Amount of carbon (per ton) saved in 2021



Amount of cardboard recycled since 2016

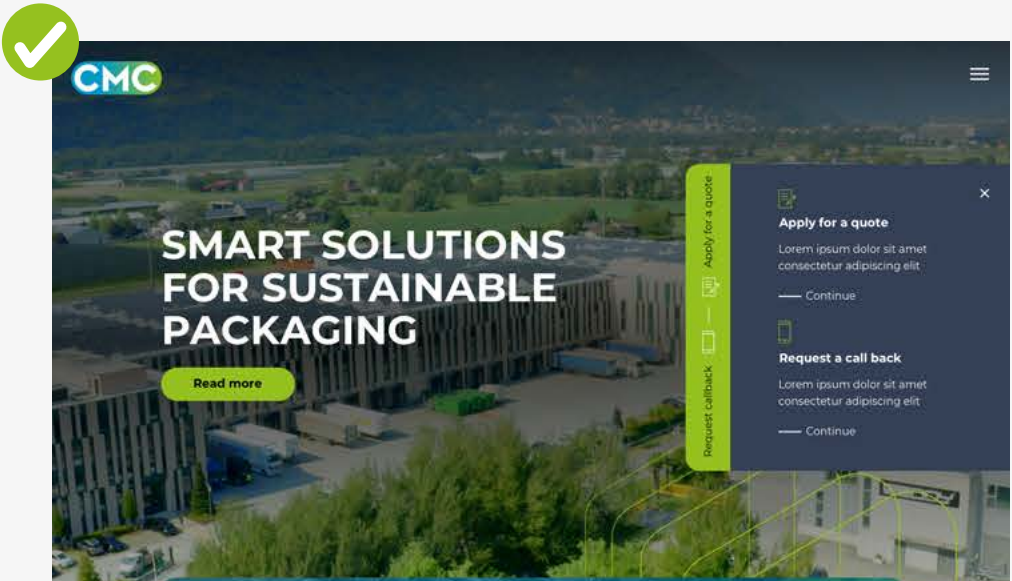


Amount of cardboard recycled since 2016



Data

Overlaying graphics helps call out key information and creates bite size content that can give the reader a clear idea of the messaging

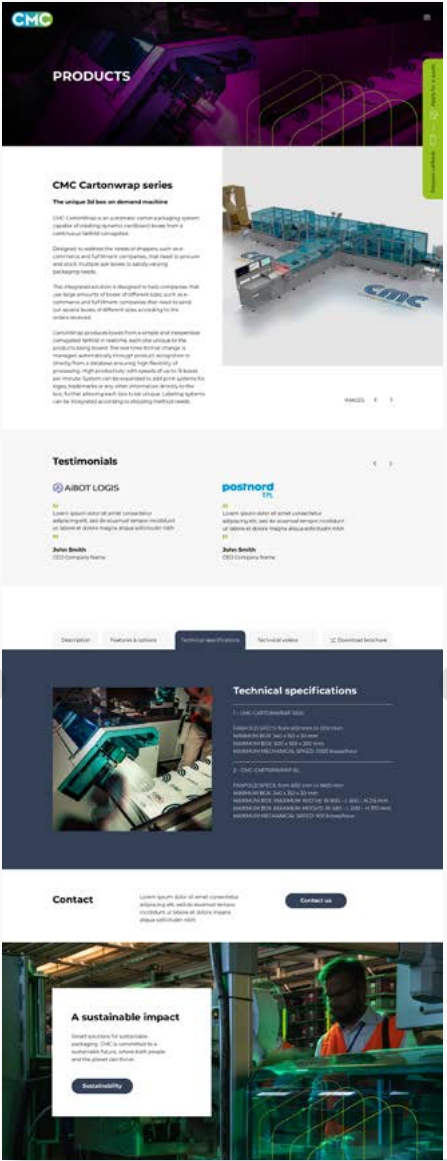
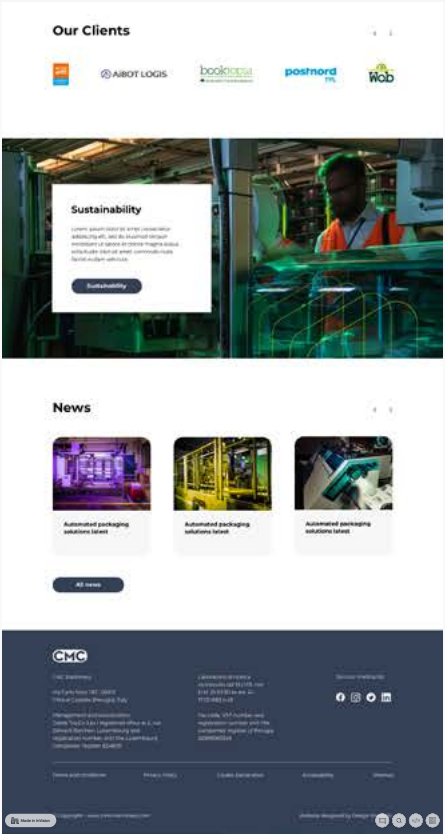
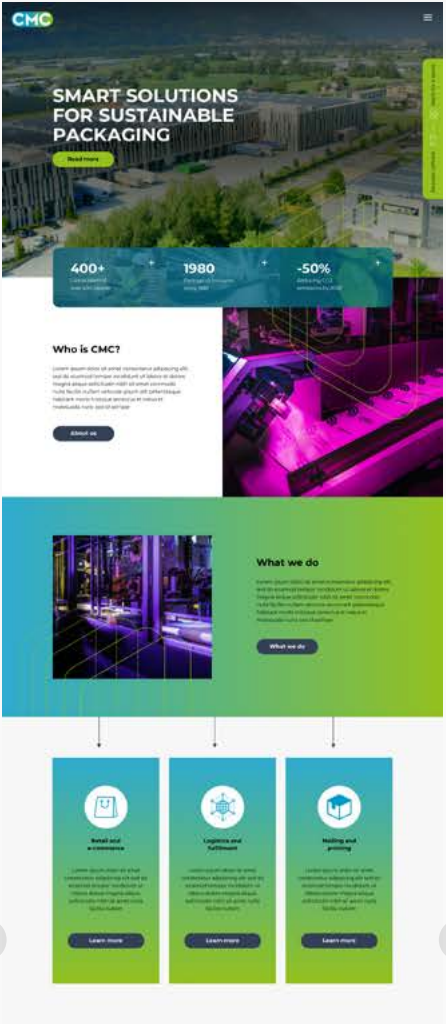





PACKAGING AUTOMATION

BRAND IN ACTION

Website



Email signature and newsletter



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Marketing Manager
CMC Packaging Automation

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management and coordination: Castle TopCo S.à.r.l., registered office at 2, rue Edward Steichen, Luxembourg and registration number with the Luxembourg companies' register B248191

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Use Arial 11pt and for dark mode make sure that the 'Packaging Automation' is in the body of the signature text and logo without copy is used



OCTOBER 2020



SMART SOLUTIONS FOR SUSTAINABLE PACKING

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FUTURE PROOF

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Social media templates



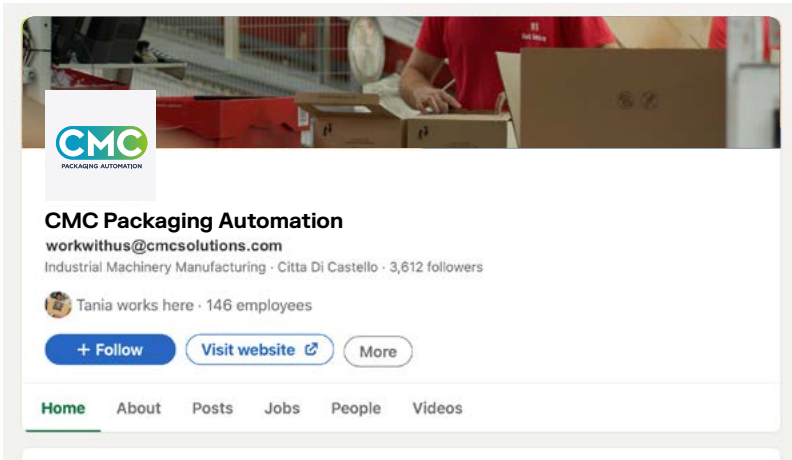
Twitter / LinkedIn optional CMC logo



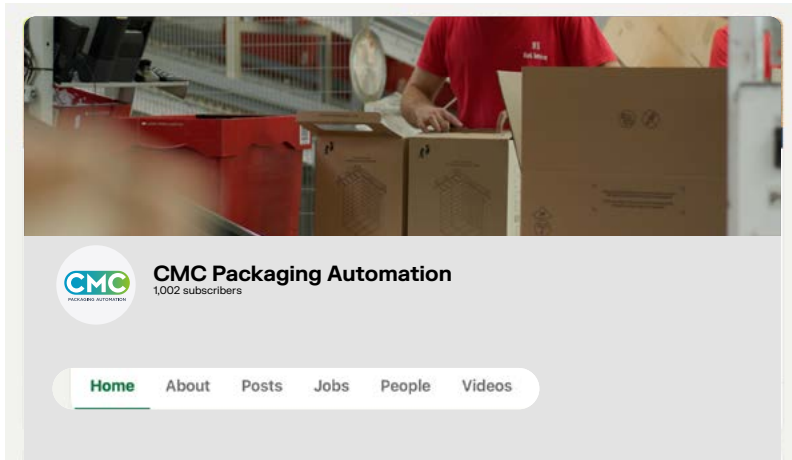
Twitter / LinkedIn



Instagram - human / personal feels authentic



LI banner 1584 x 396 - profile image 400 x 400px



Youtube banner 2560 x 1440

Brand in motion

Logo in motion example

Transitions

Typography use



Lower thirds example - introduces from the left with added gradient



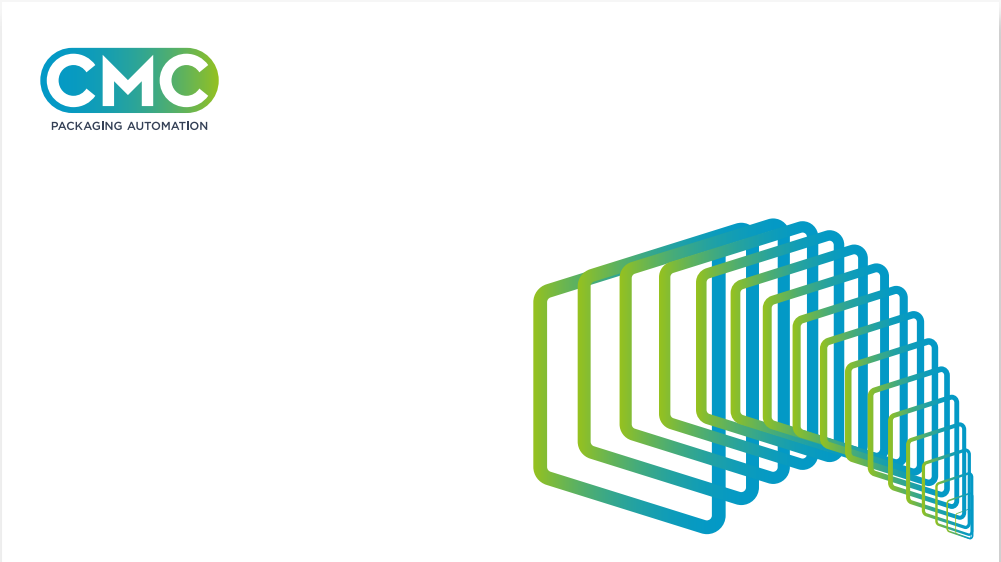
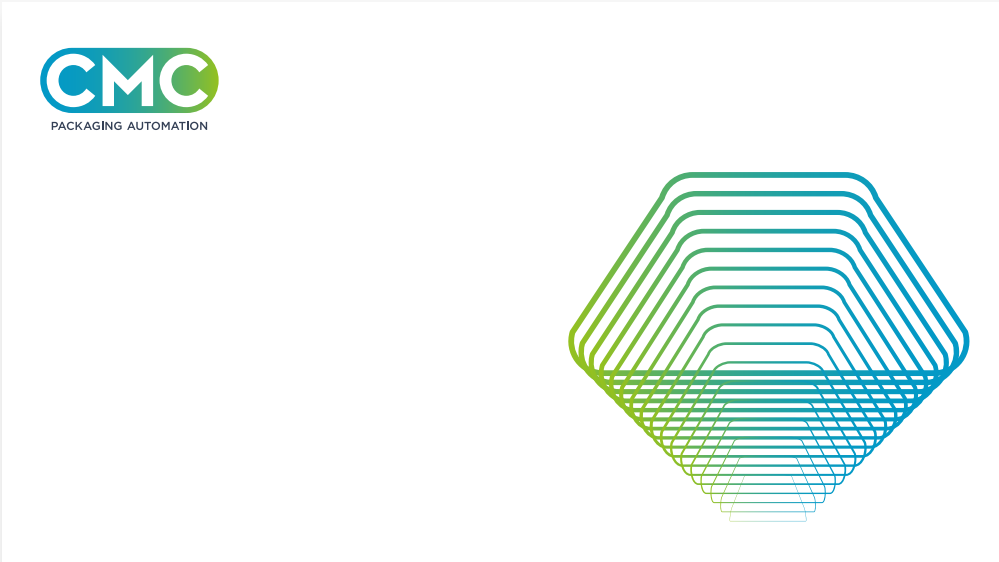
Ribbon Transition - used sparingly or to shift to break plate

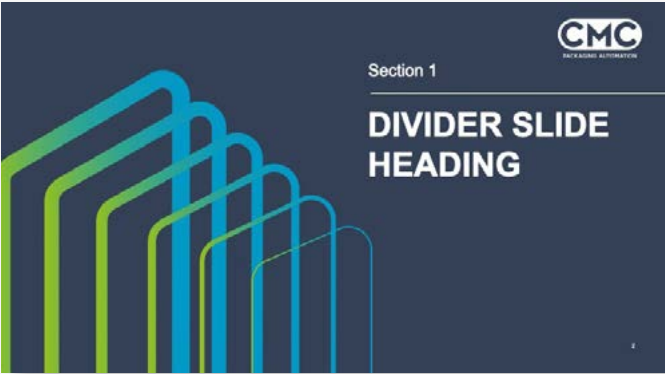
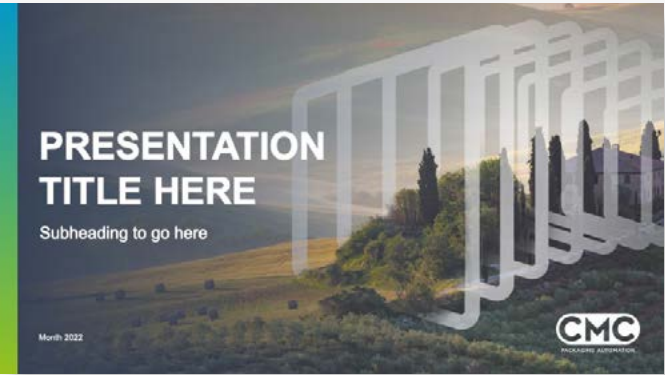


Suggested logo reveal - shown as key frames - grows from left to right - CMC fades up

Virtual Background

Zoom and teams examples and three to choose from





Word templates

- Cover
- Internal page



SMART SOLUTIONS FOR SUSTAINABLE PACKING

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Stationary

- Envelopes
- Letterheads



Stationary

Business cards



Brochure ware

- Cover
- Article
- Illustration / infographic



Signage

- Reception
- Way signs
- Exterior signage
- Machine branding



Event Material

Lanyard
Roller Banner



Workwear

Branded T shirt
Hard hat

