

PACKAGING AUTOMATION

BRAND GUIDELINES BOOK 2022

V-1.6

CMC Brand system and guidelines

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

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 industryleading 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()£\$%&





Section 1
DIVIDER SLIDE HEADING

CMC

TEXT SLIDE WITH APPROX 450 WORDS

TEXT SLIDE SPLIT



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.



PACKAGING AUTOMATION

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



Special logo



Primary logo minimum size 35mm



Special logo minimum size 20mm. Strapline to be used

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 CARTONWRAP)

CMC CARTONWRAP

CMO GENESYS

CMO PAPER-PRO















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



Logo

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

Avoid complex images at all times





Colour

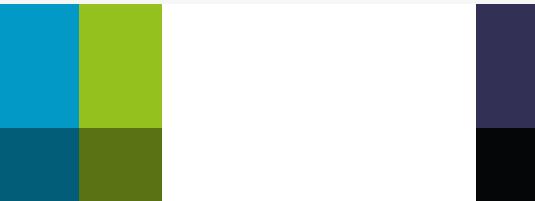
CMC has a considered range of brand Primary colours colours designed to be unique and distinctive.

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

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.



Secondary colours

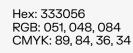


Hex: 0399c6 RGB: 003, 153, 198 CMYK: 77, 22, 12, 0

> 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: 050608 RGB: 005, 006, 008 CMYK: 30, 0, 0, 80

Hex: 9f0050 RGB: 159, 000, 080 CMYK: 26, 100, 33, 20

Hex: f400a5 RGB: 244, 0, 165 CMYK: 13, 88, 0, 0



Hex: d92e13 RGB: 217, 46, 19 CMYK: 7, 92, 100, 0

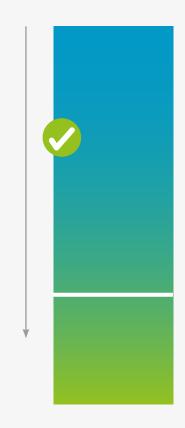
Gradient use and rules

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.

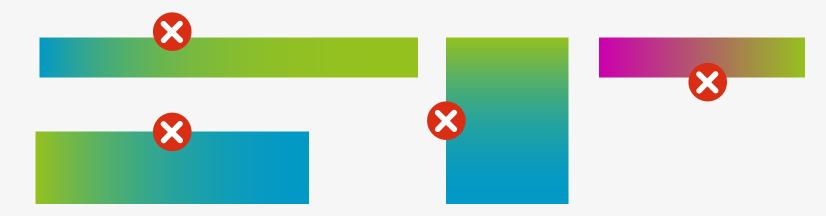
However it must be used in the correct direction and proportions as shown.

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.





Always top to bottom



Typography

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

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

Text has to be used large in the dark colour and not past the 70% line for maximum legibility

System set

Montserrat Bold Montserrat Bold Italic

Montserrat Medium Montserrat Medium Italic

Montserrat Regular Montserrat Regular Italic

Montserrat Extra Light Montserrat Extra Light Italic

Montserrat Medium 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



Bold ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789()£\$%&

Headings

Sub headings style

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Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789()£\$%& Body copy occat quae nonsecu sandaectum ese niet aliae et eaqui optatatus Officte voluptiam, sed quam eos ad ene nat escipsu ndanim sollabo. Nequatem quiam dolorum quiassi conemquia volupta eruptat. Vitiis exero bla nonsenetur?

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Imagery

Human touch Culture / personality

Narrow depth of field

Macro

elegant

pace

Abstract to be

Use of primary colours on 100% multiple to add

Use of coloured gels

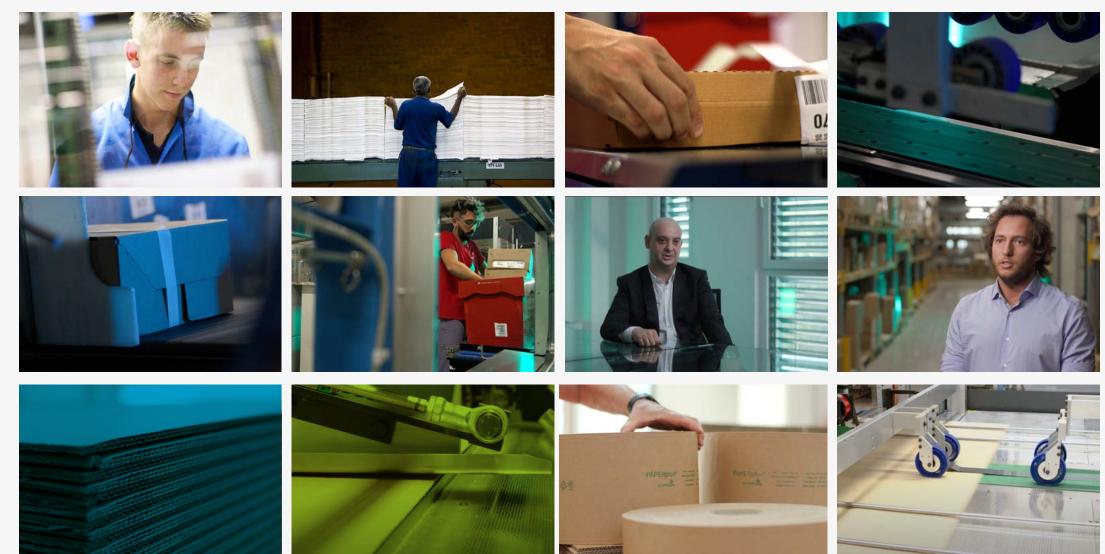
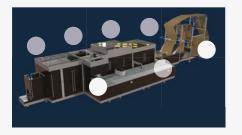
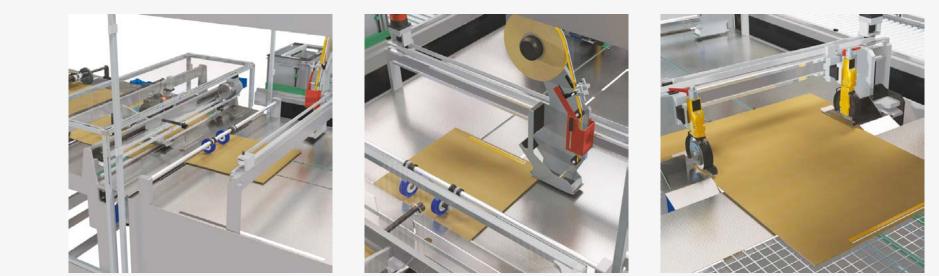


Illustration style

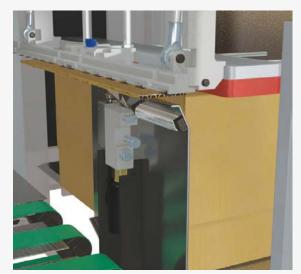
Illustration style using existing photo realism for accuracy and clarity



Note: Illustration used can show the full machine







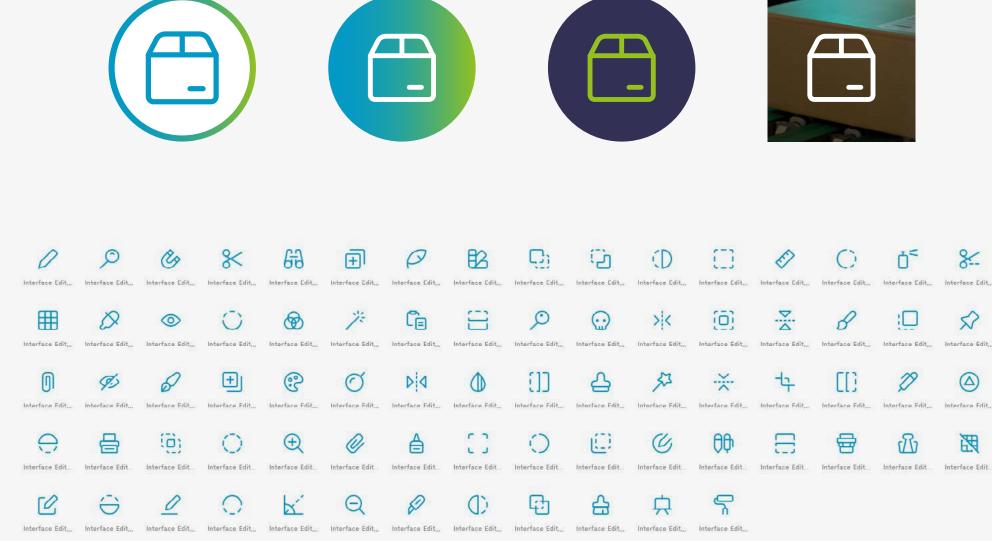
Iconography

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

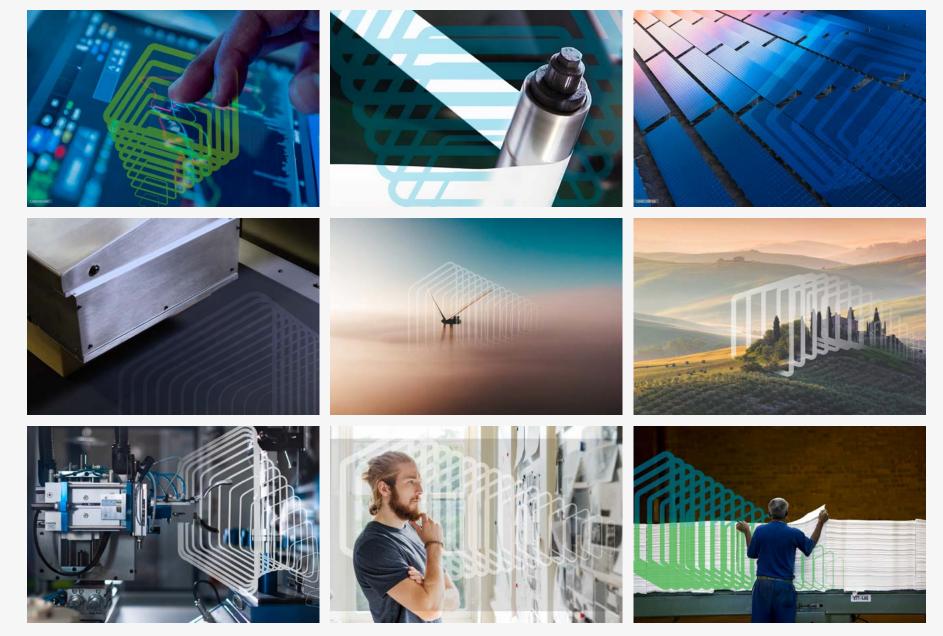
Used primarily on photos or to connect graphical devices - not to be used on it's own

Never black

Blue, green and white only

File - spring.ai



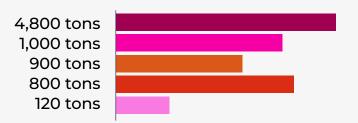


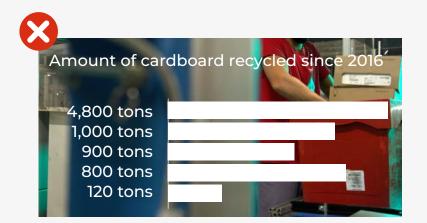
Data

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.

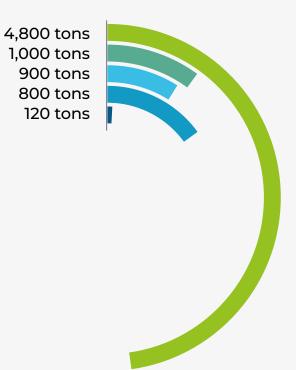
Amount of cardboard recycled since 2016





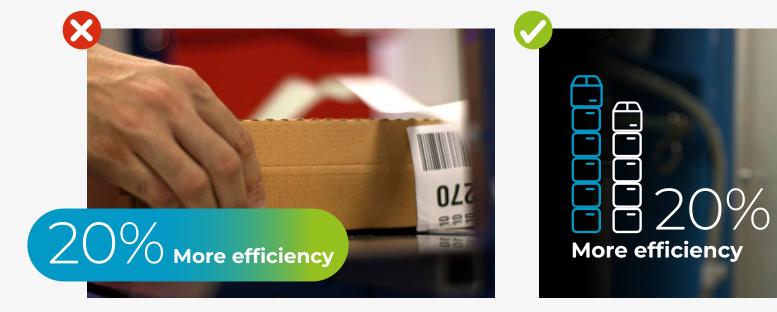


Amount of carbon (per ton) saved in 2021



Data

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





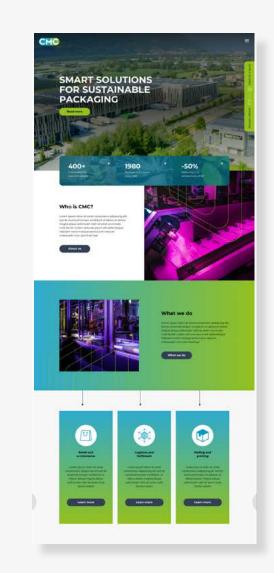
and the

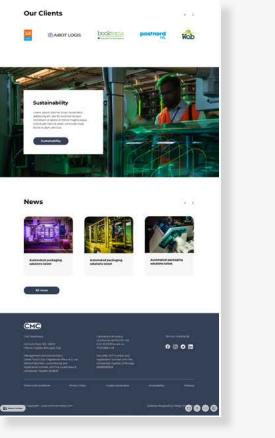


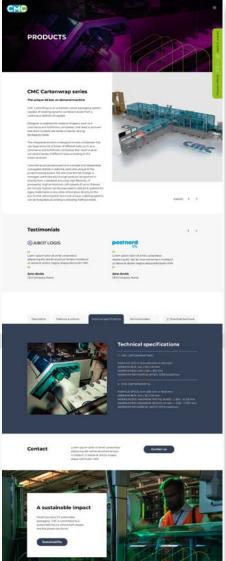
PACKAGING AUTOMATION

BRAND IN ACTION

Website







Email signature and newsletter



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CMC S.p.A.

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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



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SUBHEAD

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Social media templates



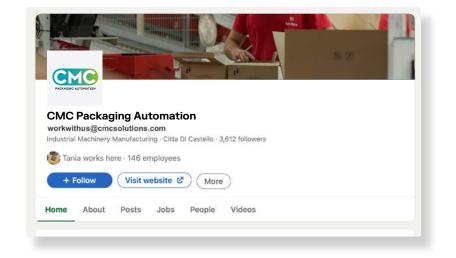
Twitter / Linkedin optional CMC logo



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

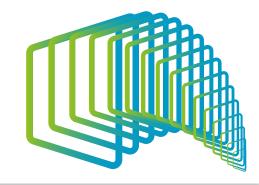














Powerpoint templates

Cover Internal page



TEXT SLIDE WITH APPROX 450 WORDS

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CMC

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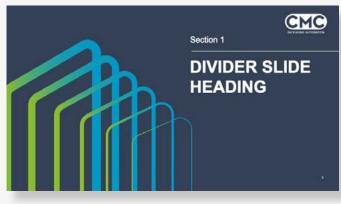
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TEXT SLIDE SPLIT

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TEXT SLIDE WITH SPLIT

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