



#dothejobbetter

Polyco Brand Guidelines
2016\Version 0.2



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Using these guidelines

This coding system will appear at certain points throughout the document to identify the following:



DO'S



DON'TS



EXCEPTIONS

Welcome

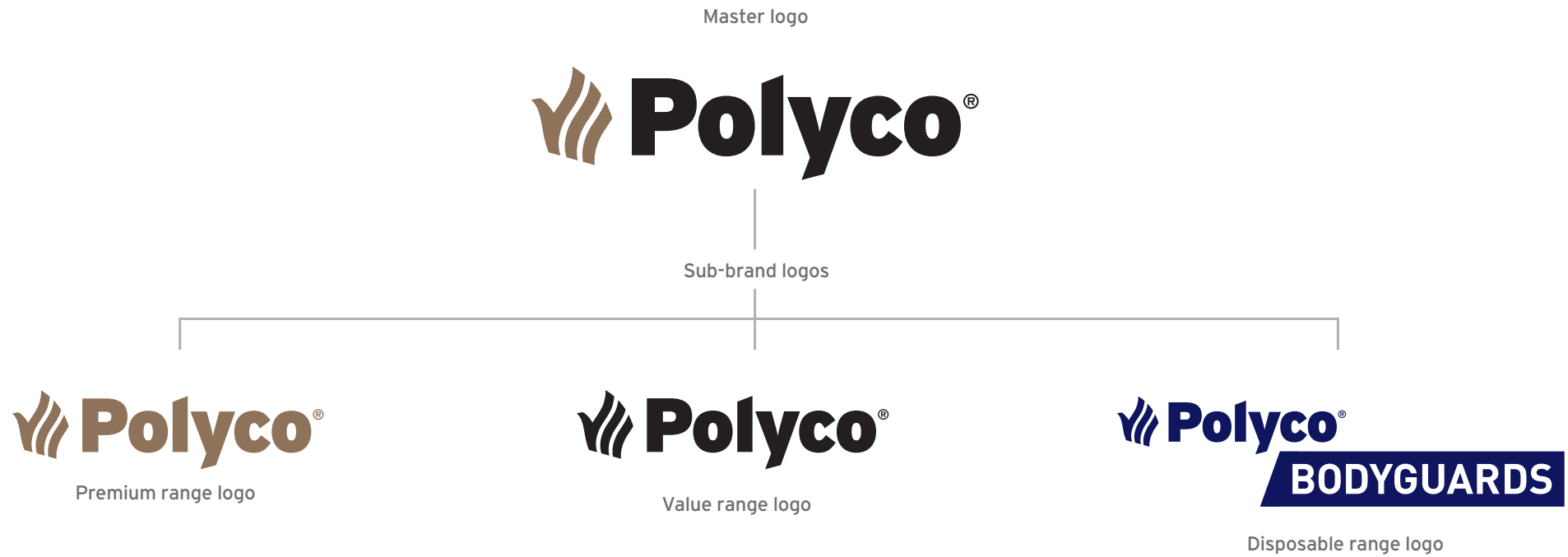
This guide explains all the elements that create the Polyco visual identity and details how to use them to produce our 'brand look and feel' in a consistent and relevant way.

Our brand proposition

Providing Confidence

As a distributor, user, specifier, buyer, supplier, partner or employee, you can rely on and trust Polyco, totally. We enjoy challenging convention to deliver innovative hand protection and workplace solutions. Details matter to us, productivity matters to us and the experiences we provide are critical to us. You can always be sure of Polyco.

Our brand architecture



Master Logo, Brand Symbol & Strapline

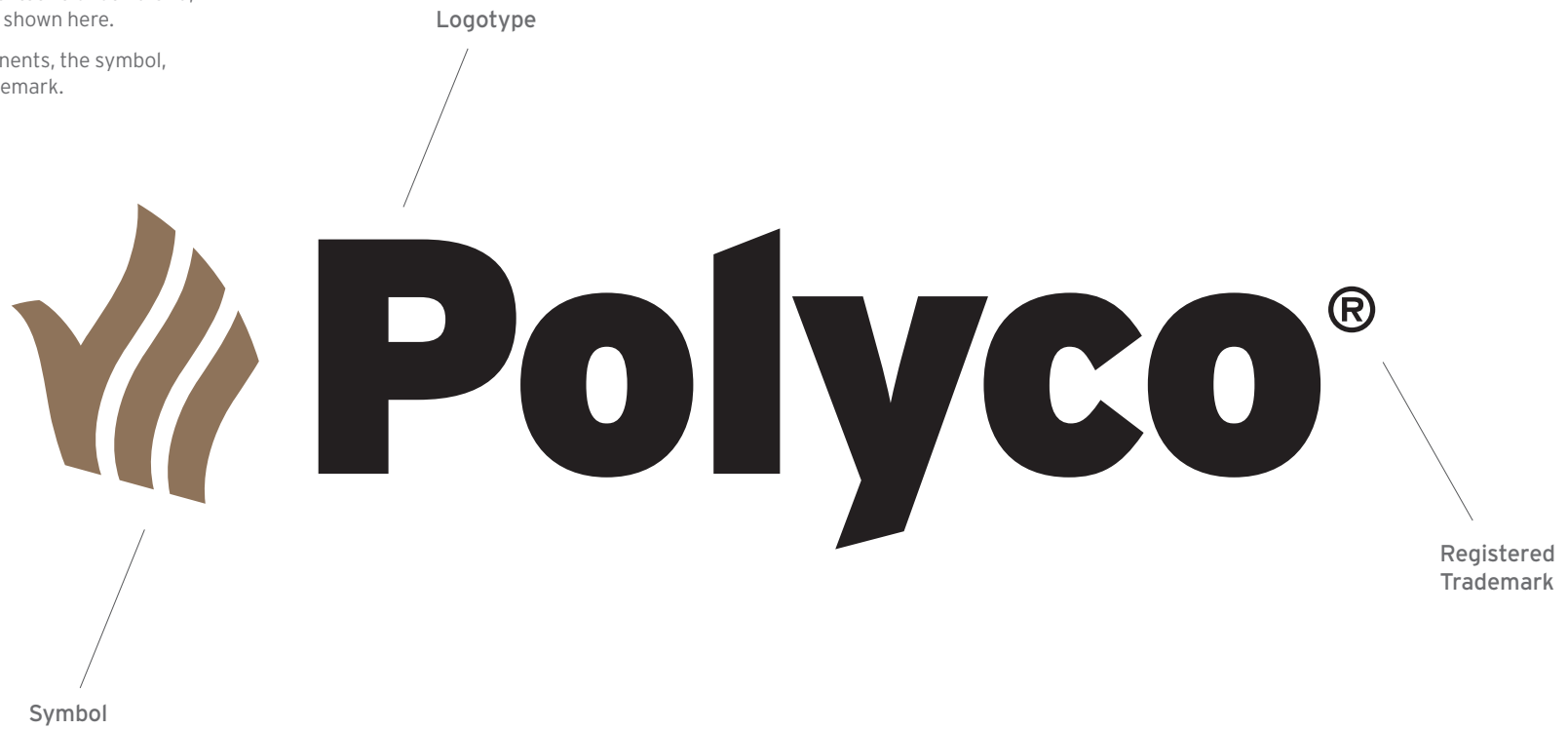
This section looks at the key building blocks of our identity and the rules around how to use them to create a consistent visual brand.



Our master logo

Our master logo is the most visible element of our identity - a universal signature across all communications. It is representative of our brand, so must be used correctly as shown here.

It is made up of three components, the symbol, logotype and registered trademark.



Exclusion zones and minimum sizes

Exclusion Zone

The Polyco logo is most effective and will have the best stand out when given enough clear space to breath. An exclusion zone has been created to ensure this is always allowed for.



NOTE: This is not a positioning guide to determine margins.

What Size?

To ensure that the master logo is always clear and visible, minimum sizes measuring the width of the logo have been specified to suit a range of documents.

Minimum size
for print



Minimum size
for screen



Recommended sizes for specified document sizes



Master logo versions

Full Colour

The full colour version should be used where possible on a white background or an area of an image that is plain and light enough to allow clear legibility. Very few images will allow such an area so best practise would be to use a footer to hold the branding on materials.

Alternative master logo in two colour variants. These can be used if a design does not work with the Master logo.

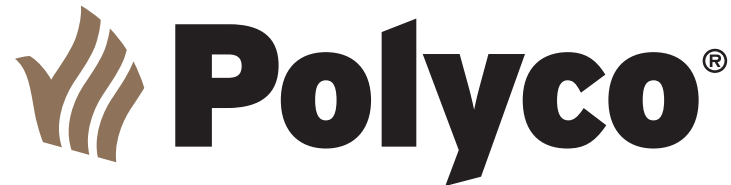
White Out of Colour

A white version of the logo is a suitable alternative to the full colour version and can be used over black, or if necessary out of a suitably dark area of an image.

Mono Logo

Where printing methods are limiting to the colours used, the logo should default to black and white.

Master Logo



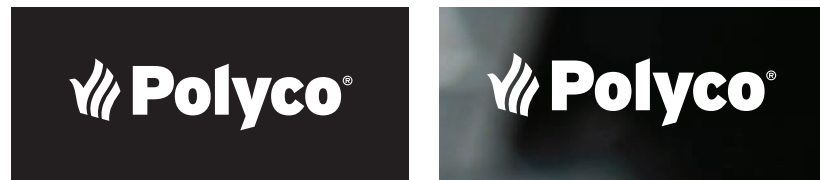
Full colour on light area of image



Alternative master logo options



White out logo examples



Mono version



Logo misuse

This page provides an overview of common mistakes to avoid when using the logo. Always use the artwork provided and never attempt to recreate the logo.

DONT'S

- 0.1 Do not try to recreate the Polyco logo.
The symbol cannot be used with any other typeface or created logotype.
- 0.2 Do not distort or stretch in any way.
Always scale proportionally.
- 0.3 Do not apply any effects such as drop shadows or keylines.
- 0.4 Do not change the relationship between the logotype and symbol.
- 0.5 Do not change the orientation of the logo.
- 0.6 Do not contain the logo in a shape of its own.
- 0.7 No tints should be used behind the marque as it loses its impact.
- 0.8 Do not use on a busy area of an image.
- 0.9 Do not reduce the opacity of the marque
- 1.0 The master logo should not appear in any colourways other than those specified by the artwork supplied.

 0.1 Don't recreate



 0.6 Don't create a holding shape



 0.2 Don't stretch



 0.7 Don't use on tints



 0.3 Don't apply effects




 0.8 Don't use on busy areas of an image



 0.4 Don't rearrange




 0.9 Do not reduce the opacity of the marque



 0.5 Don't rotate



 1.0 Do not create in any other colours



Using our strapline

Primary Use of Strapline

The strapline should always be used on Polyco branded materials.

It should appear as a signoff to branded materials appearing in a bottom left or top right location as detailed on p16 .

Secondary Use of Strapline

Where space or format does not allow the master logo and strapline to be separate elements, the strapline can lock-up with the master logo as shown here. See pull up banner examples on p56.

When logo and strapline are used together, the TM should be removed.

Our Strapline

#dothejobbetter™

#dothejobbetter™

#dothejobbetter™

Master Logo & Strapline Lock-Up

 **Polyco**®
#dothejobbetter

 **Polyco**®
#dothejobbetter

DONT'S

- '#dothejobbetter' should not lock-up with sub-brand logos or be used on specific sub-branded materials/individual product sheet.
- Do not lock-up the strapline with the logo in any other way then the one specified here and provided in the assets folder.



 **Polyco**®
#dothejobbetter



 **Polyco**® #dothejobbetter



 **Polyco**®
#dothejobbetter



 **Polyco**® #dothejobbetter
BODYGUARDS

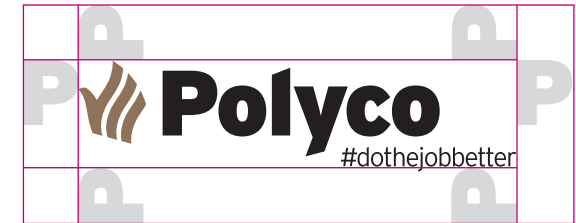
Exclusion zones and minimum sizes

Exclusion Zone

The strapline is most effective and will have the best stand out when given enough clear space to breath. An exclusion zone has been created to ensure this is always allowed for based upon the capital P from the Polyco logo.



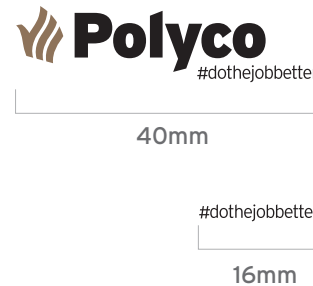
NOTE: These are not positioning guides to determine margins.



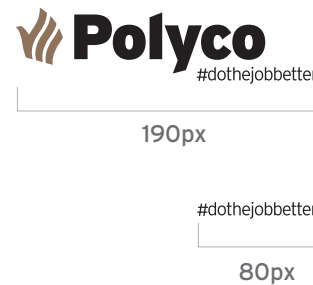
What Size?

To ensure that the strapline is always clear and visible, minimum sizes measuring the width of the full line have been specified for print and screen.

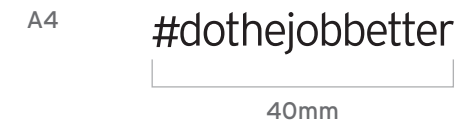
Minimum size for print



Minimum size for screen



Recommended sizes for specified document sizes



Using our brand symbol

The brand symbol is a short hand version of the master logo and can be used as a supporting device within a design or in extreme situation where space is limited i.e. Website Favicon, or glove tag.

It can be used where space does not allow the full master logo.

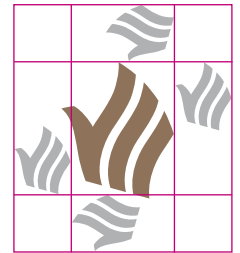
It can also be used to avoid repetition of the master logo for example if it is used to sign off every page of the catalogue and creates a constant but subtle presence of the brand throughout.

Exclusion Zone

The symbol is most effective and will have the best stand out when given enough clear space to breath. An exclusion zone has been created to ensure this is always allowed for. This has been based upon a 50% scale of the symbol.



Exclusion zone
50% of symbol



White out version



 Never use the old version



What Size?

To ensure that the brand symbol is always clear and visible, minimum sizes measuring the width of the logo have been specified for print and screen.

Minimum size
for print



5mm

Minimum size
for screen



30px

Sub-brands

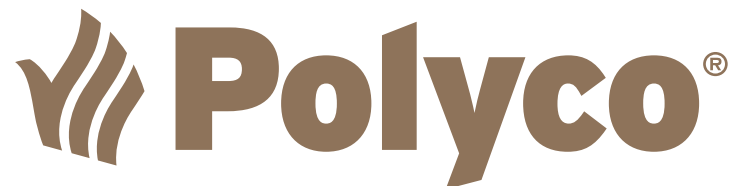
Polyco is the overarching brand within our brand architecture. Polyco and Bodyguards are our product sub-brands. This section looks at the individual logos for these sub-brands and the rules around when & how to use them.

Premium range: master logo & how to use

Premium range logo

The premium range logo should appear in Polyco Gold on a white or black background. It can also be used on an area of an image that is plain and light enough to allow clear legibility.

Premium range logo



Polyco Gold on light area of image



Premium range logo in Polyco Gold on black background



White Out of Black

A white version of the logo is a suitable alternative to the black version and can be used over black, or if necessary over a suitably dark area of an image.

White out logo examples

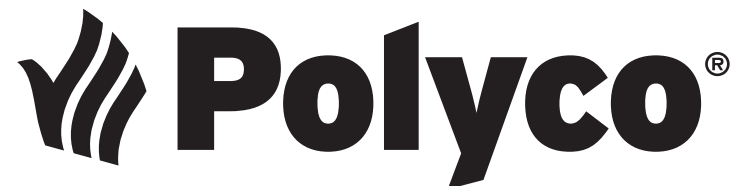


Value range: master logo & how to use

Value range logo

The value range logo should appear in black on a white background or an area of an image that is plain and light enough to allow clear legibility.

Value range logo



Black on light area of image



White Out of Black

A white version of the logo is a suitable alternative to the black version and can be used over black, or if necessary over a suitably dark area of an image.

White out logo examples



Polyco Bodyguards: master logo & how to use

Polyco Bodyguards is communicated slightly differently from the other two sub-brands though they all sit as a monolithic family.

The relationship between the sub-brand and master logo is weighted more in favour of Bodyguards rather than Polyco due to the importance and familiarity of the Bodyguards name.

- 0.1 Stacked and linear lock-ups logo variants.
- 0.2 An alternative colour option for Polyco Bodyguards is Polyco Cyan
- 0.3 Polyco Bodyguards can be reversed out of a Polyco Indigo or Polyco Cyan as a solid white.
- 0.4 When wishing to highlight the product category of Bodyguard (disposable). When using the Polyco Indigo logo it can be represented in the form of this coloured strip. Cyan for category colours.
- 0.5 Packaging logo
Polyco Bodyguards is printed as a single colour on outer cartons and dispenser boxes. This colour is dependant on the Bodyguards original colourways. See more on [p73](#).

0.1 Stacked and linear lock-ups - Polyco Indigo



0.2 Alternative colourways Disposable Cyan



0.3 White out logo examples



0.4 Category colour strip logos



0.5 Single colour versions



* This application of colour is an exception to Polyco Bodyguards only. These rules do not apply to the other sub-brands.

Exclusion zones and minimum sizes

Exclusion Zone

Like the master logo, all the sub-brands lock-ups should allow a safe area the width of the letter 'P' from the logotype. This allows enough room for the logo to be clear and legible.



NOTE: These are not positioning guides to determine margins.

Minimum Sizes

To ensure that the sub-brands are always clear and visible, minimum sizes measuring the width of the master logo have been specified for print and screen.

Minimum size
for print



Minimum size
for screen



Sub-brands misuse

The examples here show Polyco Bodyguards but should be applied to all the sub-brands.

DON'TS:

- 0.1 Do not create new alignments between the master logo and sub-brand.
- 0.2 Do not alter the size relationship between the master logo and sub-brand from the artwork provided.
- 0.3 Do not lock the family of brands device up with the master logo, they should sit as separate elements. See p42 for an example.
- 0.4 Do not alter the thickness of the coloured strip.
- 0.5 Do not flip the angled device to any other orientation.

⊗ 0.1 Do not re-align



⊗ 0.2 Do not resize elements separately



⊗ 0.4 Don't alter thickness of coloured strip



⊗ 0.5 Don't flip the angled device



Colour

The colour palette shows the core colours which are key to the user experience and the understanding of the different products.

Master brand and premium range brand colours

Our core colour is black which should be used confidently throughout the designs. Using it consistently will help to create a unique and distinctive brand.

Polyco gold, white and neutral space should be used to create pace in designs and moments of calm and clarity.

Colours are specified for both print and screen-based applications.

When printing using a litho press the following standards should be adhered to for consistency:

Uncoated stock

- Fogra standard 47L
- ISO 12647

Coated stock

- Fogra standard 39L
- ISO 12647

Foil blocking

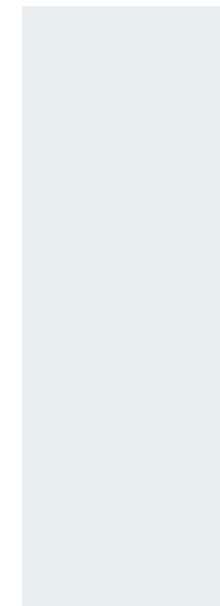
- Kurz Luxor 423 MTS (Gold)



Polyco Gold
C36 M43 Y59 K29
R140 G116 B89
#8B7359
Pantone 8005C



White
C0 M0 Y0 K0
R255 G255 B255
#ffffff



Polyco Neutral
C5 M0 Y0 K7
R233 G238 B241
#e9eef1
Pantone Black 538

NOTE: Please note, when saving out any brand assets, including the logos, the RGB values are not a straight conversion from the CMYK values. Please input the exact values specified here.

Value range brand colours

Our core colour is black which should be used confidently throughout the designs. Using it consistently will help to create a unique and distinctive brand.

Polyco white and neutral should be used to create pace in designs and moments of calm and clarity.

Colours are specified for both print and screen-based applications.

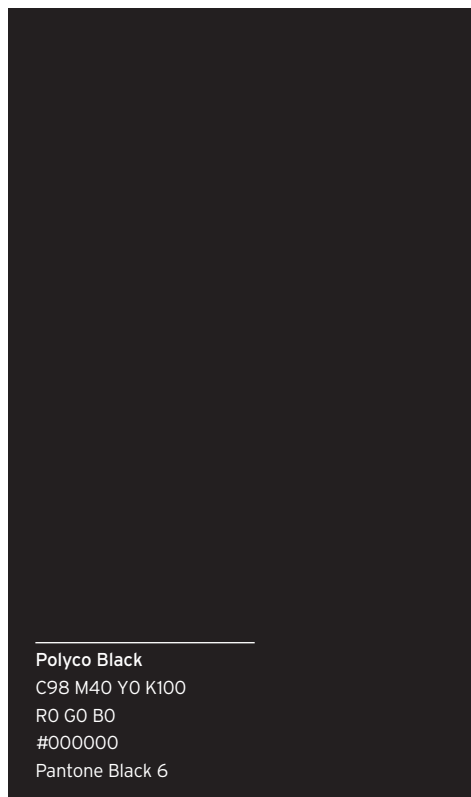
When printing using a litho press the following standards should be adhered to for consistency:

Uncoated stock

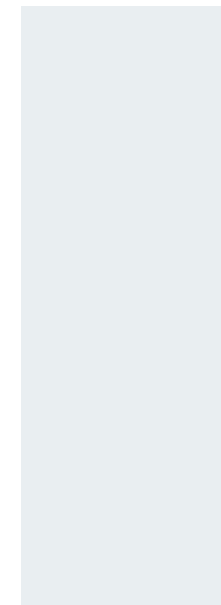
- Fogra standard 47L
- ISO 12647

Coated stock

- Fogra standard 39L
- ISO 12647



White
C0 M0 Y0 K0
R255 G255 B255
#ffffff



Polyco Neutral
C5 M0 Y0 K7
R233 G238 B241
#e9eef1
Pantone Black 538

NOTE: Please note, when saving out any brand assets, including the logos, the RGB values are not a straight conversion from the CMYK values. Please input the exact values specified here.

Disposable range brand colours

Our core colour is indigo which should be used confidently throughout the designs. Using it consistently will help to create a unique and distinctive brand.

Polyco white, disposable cyan and neutral should be used to create pace in designs and moments of calm and clarity.

Colours are specified for both print and screen-based applications.

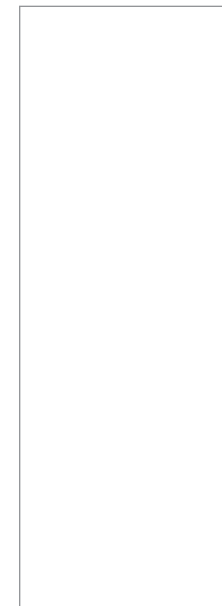
When printing using a litho press the following standards should be adhered to for consistency:

Uncoated stock

- Fogra standard 47L
- ISO 12647

Coated stock

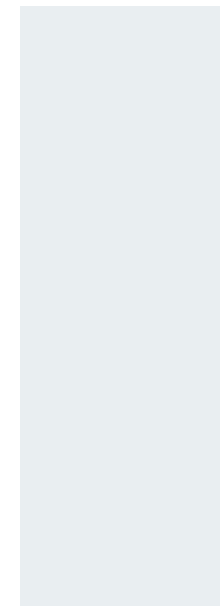
- Fogra standard 39L
- ISO 12647



White
C0 M0 Y0 K0
R255 G255 B255
#ffffff



Disposable Cyan
C100 M0 Y0 K0
R56181 B230
#3bb5e4
Pantone 298C



Polyco Neutral
C5 M0 Y0 K7
R233 G238 B241
#e9eef1
Pantone Black 538

NOTE: Please note, when saving out any brand assets, including the logos, the RGB values are not a straight conversion from the CMYK values. Please input the exact values specified here.

Typography

The Polyco brand uses strong, clear typefaces that are easy to read while retaining a certain characteristic recognisable to the brand.

font

Using our typefaces

Primary Typeface

Interstate is our core typeface. It has been chosen as it reflects the characters of the logotype and is a strong, confident font for headlines whilst retaining good, clear legibility as a body copy font.

For the Web

Lato is our alternative typeface for the best visibility online.

System Fonts

For Microsoft documents going out externally where receivers may not have the Interstate font, Arial should be substituted.

Interstate Bold
Interstate Regular
Interstate Light

Lato Bold
Lato Regular
Lato Light

Arial Bold
Arial Regular

Setting Interstate

The way we use Interstate helps to ensure our communications have a consistent and recognisable look and feel.

This style guidance is for Adobe InDesign settings.

DO'S:

- Typography should always be left aligned.
- Use Interstate for all main headlines and body copy where possible.
- Typography should always be set in

DON'TS:

- Do not centre, justify or align right typography
- Do not set headings or body copy in uppercase. These should always be set in title or sentence case.
- Don't overcrowd layouts. Typography should be kept simple with as few type sizes as possible to communicate a clear hierarchy.

Headings and subheadings

Headings & subheadings

Interstate Bold and Regular should be used for headings, subheadings and highlighting important parts of text or a call to action.

Kerning & Tracking

The kerning for headings should be set to 'Optical' and tracking set between -30 and -60 for the best legibility.



Leading

The line spacing should be set at 0 to 2pt above the facing point size to ensure type doesn't clash but avoid headings looking too spacious.



Hyphenation

Automatic hyphenation should be switched off.

Body copy

Body copy: Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore.

Interstate Light should be used for body copy.

Kerning & Tracking

The kerning for body copy should be set to 'Optical' and tracking set at -20 for the best legibility.



Leading

The line spacing should be set at 2pt above the facing point size to ensure type doesn't clash in paragraphs.



Hyphenation

Automatic hyphenation should be switched off.

Typography colourways

Typography should be set in the core brand colours. Combinations should be chosen to allow clear legibility both on and off screen.

DO'S:

- Typography should always be legible.
- White should be used for typography on coloured backgrounds.
- Where possible, body copy should be set on a gradient background, especially for the category colours as the darker shades create a better contrast for greater legibility.

DON'TS:

- Of the core brand colours, do not use Polyco Neutral as a colour for typography.
- If Polyco Neutral is used as a background, do not set typography in white. Polyco Indigo/Black should be used.

Core brand colours on a white background

Gold

Subheading

Body copy: Sed ut perspiciat
tis unde omnis iste natus
error sit volupta tem
accusantium doloremque

Indigo (P273)


Subheading

Body copy: Sed ut perspiciat
tis unde omnis iste natus
error sit volupta tem
accusantium doloremque

Black (70% tint)

Subheading

Body copy: Sed ut perspiciat
tis unde omnis iste natus
error sit volupta tem
accusantium doloremque

 Never use Polyco Neutral for typography

Subheading

Body copy: Sed ut perspiciat
tis unde omnis iste natus
error sit volupta tem
accusantium doloremque

Type on brand colour variants

Gold Background

Subheading

Body copy: Sed ut perspiciat
tis unde omnis iste natus
error sit volupta tem
accusantium doloremque

Black Background

Subheading

Body copy: Sed ut perspiciat
tis unde omnis iste natus
error sit volupta tem
accusantium doloremque

Cyan Background

Subheading

Body copy: Sed ut perspiciat
tis unde omnis iste natus
error sit volupta tem
accusantium doloremque

Subheading

Body copy: Sed ut perspiciat
tis unde omnis iste natus
error sit volupta tem
accusantium doloremque

Subheading

Body copy: Sed ut perspiciat
tis unde omnis iste natus
error sit volupta tem
accusantium doloremque

Subheading

Body copy: Sed ut perspiciat
tis unde omnis iste natus
error sit volupta tem
accusantium doloremque

Subheading

Body copy: Sed ut perspiciat
tis unde omnis iste natus
error sit volupta tem
accusantium doloremque

Blue Indigo (P273)

Subheading

Body copy: Sed ut perspiciat
tis unde omnis iste natus
error sit volupta tem
accusantium doloremque

Black (70%)

Subheading

Body copy: Sed ut perspiciat
tis unde omnis iste natus
error sit volupta tem
accusantium doloremque

Cyan



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