

Atlantic Packaging: Brand Style Guide



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The Importance of Our Brand

The purpose of the Brand Style Guide is to demonstrate the tools that are available to help us express our brand. By using these tools in a consistent manner, we will be able to create greater impact for our company with current customers, prospective customers and the public.

The key brand elements that define Atlantic Packaging are 1) the logo, 2) the tagline, 3) the font, 4) copy/messaging and 5) images. To ensure brand alignment, this Style Guide will give you precise details on how each brand element should be used.

Approval: To ensure brand consistency, all communications pieces must be approved by the Marketing Department prior to production and/or circulation. All questions regarding this Brand Style Guide and its related pieces (i.e. logo, templates, etc) should also be directed to the Marketing Department. Thank you.


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NOTE: All logos and templates outlined in this style guide are available through the Marketing Department.

Contact marketing@atlantic.ca

Corporate Colours

	Atlantic Red PMS Color: PMS 185 CV CMYK Color: C:0 M:90 Y:100 K:0 RGB Color: R:239 G:65 B:35
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	Atlantic Blue PMS Color: PMS Ref Blue CV CMYK Color: C:100 M:72 Y:0 K:11 RGB Color: R:0 G:79 B:153
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Atlantic Packaging Logo and Tagline

The following is the approved Atlantic Packaging logo – with and without the tagline. The logo should be used, as shown, on all customer-facing materials. The logo must not be manipulated or distorted so that it changes in shape or style.

Colour:



Black and white or greyscale reproduction:



Usage:

1. **Colour versions** – The logo and tagline always appear using the Atlantic Packaging Corporate brand colours - Atlantic Red and Atlantic Blue (see page 1). No other colours are permitted.
2. **Logo integrity** – the core elements of the corporate logo - i.e. Atlantic wordmark and red "AP" box - are always to be treated as one single entity and never separated from one another.
3. **Placement** – It is preferred that the logo is consistently used on a white background.
4. **Tagline** – Unless restricted by size (as outlined in 5 below), it is preferred that the logo version with the tagline be used. This reinforces our new brand positioning (see page 3 for more details).
5. **Sizing** – If the logo is being used at a size less than 1.5" W, then the logo without the tagline must be used. Important: The logo must never be reproduced smaller than 1" W.
6. **Trademark symbol** - the TM denotes the trademark status of the tagline and must be used in all instances with the tagline. The two exceptions are 1) when the logo entity is being sized less than 1.75" wide or 2) when the TM risks becoming illegible due to the method of reproduction (e.g. embroidery or debossing of premiums items and clothing). For both these instances, the TM can be removed from the tagline.



Reversed logo: If there is absolutely no alternative but to place the logo on a black/dark background (e.g. co-branded pieces, premium items, clothing, etc), then the reversed version must be used, as shown.

Minimum Spacing Around Logo

All text, graphics and edges should not be allowed to fall within the designated safety area around the logo. The safety area is the area that is equal to the height of the AP graphic in the Atlantic logo.



Incorrect Usage of the Logo

To maintain the integrity of the Atlantic Packaging brand, the logo may not be altered. When enlarging or reducing the size of the logo, proportions must be maintained. Do not distort, stretch, remove elements (such as the red "AP" box), add elements, change the relative sizes of the logo elements, replace the logo type, or change colours. The logo must not be placed on backgrounds that limit its readability.

Division Names

It is important to remain consistent in our description of our services. When communication is about Atlantic Packaging as a whole, the services should be described as follows:

Corrugated & Flexible Packaging, Displays, Supply & Inventory Management, Recycling, Mills

Atlantic Packaging Brand Positioning – “Beyond the box™”

Our new brand positioning is expressed through the new tagline - "Beyond the box™". Use of this tagline is designed to reinforce the total packaging solutions that we offer our customers, our partnership approach and our customer service and sustainability mandate.

The tagline and logo is to be used as a single entity on customer-facing materials such as advertising, posters, and sales brochures. If the logo is being used at a size less than 1.5" W, then the logo without the tagline must be used. The tagline, in logo format (italics with the red underline) is not to be used on its own or separated from the logo.

Trademark Usage - Please refer to page 2 for information on the use of the trademark symbol as part of the logo entity. If the tagline is being used within regular body copy or text, the TM must also be present and can be inserted as a symbol or superscript text.

Any questions, or clarification, should be directed to the Marketing Department.



Corporate Fonts and Usage

There are three official fonts for Atlantic Packaging, each with very specific applications. Adherence to these guidelines in a consistent manner is key for our brand.

The official and preferred fonts for our brand are Cronos Pro Light Caption (for headlines) and ITC Legacy Sans Book (for body copy). These are the default font weights used in advertising materials.

Cronos Pro Light

ITC Legacy Sans Book

For Microsoft Office applications – Word, Excel, PowerPoint – Myriad Pro is the font that should be used. This is also the substitute font if the official fonts are unavailable. Myriad Pro can be used in various weights (light, regular, bold, etc.) depending on application.

Myriad Pro

Use of New Red Graphic Brand Element

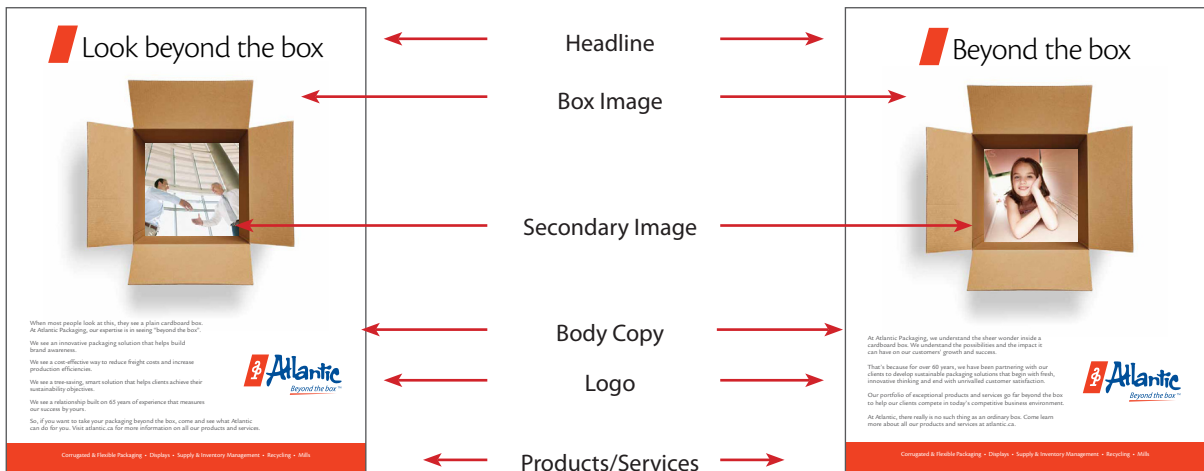
The following outlines how to use the new red graphic brand element:



- As a support visual only – not to be used instead of the logo and/or tagline on the piece.
- Left position only (i.e. with a headline) and sized proportionately within the context of use in order to maintain its secondary positioning (i.e. it should not dominant the piece).
- Colour options – Atlantic Red, White (on dark/red background) and Black (greyscale reproduction).

Advertising/Marketing Material

Each Atlantic Packaging advertisement or marketing piece should be consistent in look, tone and manner. Each ad has 6 key components: the headline, box image, secondary image, body copy, the list of our products/services and the logo with the tagline. All communications pieces must be approved by the Marketing Department.



Copy Direction A. "Seeing beyond the box."

When most people look at this, they see a plain cardboard box. At Atlantic Packaging, our expertise is in seeing "beyond the box".

We see an innovative packaging solution that helps build brand awareness.

We see a cost-effective way to reduce freight costs and increase production efficiencies.

We see a tree-saving, smart solution that helps clients achieve their sustainability objectives.

We see a relationship built on 65 years of experience that measures our success by yours.

So, if you want to take your packaging beyond the box, come and see what Atlantic can do for you. Visit atlantic.ca for more information on all our products and services.

Visuals – Placement and Context:

1. Box image
2. Business-related, secondary image placed within the box image

Copy Direction B. "Sheer wonder."

At Atlantic Packaging, we understand the sheer wonder inside a cardboard box. We understand the possibilities and the impact it can have on our customers' growth and success.

That's because for over 60 years, we have been partnering with our clients to develop sustainable packaging solutions that begin with fresh, innovative thinking and end with unrivalled customer satisfaction.

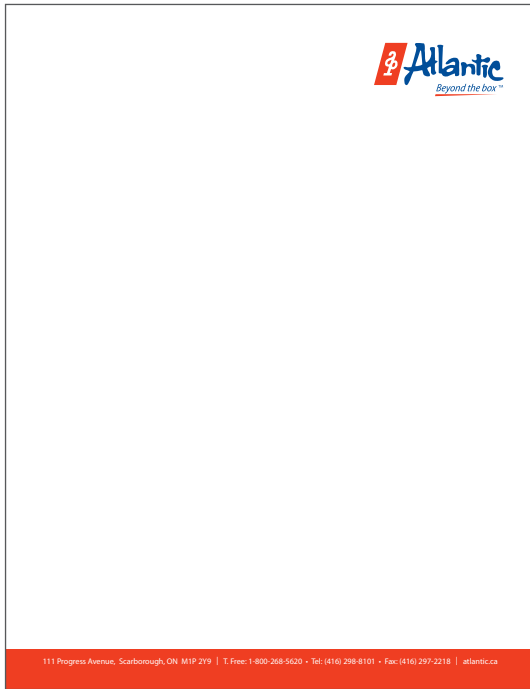
Our portfolio of exceptional products and services helps our clients compete in today's competitive business environment.

At Atlantic, there really is no such thing as an ordinary box. Come learn more about all our products and services at atlantic.ca.

Visuals – Placement and Context:

1. Box image
2. Relevant child image as secondary image, placed within the box image

Communications Materials



Letterhead



PowerPoint Templates



Business card (front)



Business card (back)

The font to be used in all Microsoft Office programs (e.g. Word, PowerPoint and Excel) is Myriad Pro.

Email Signature and Number Formatting

All email signatures must be consistent in composition and style and utilize Atlantic Blue (see page 1). Email signatures are to be set in 10 pt Myriad Pro Regular with the company name, "Atlantic Packaging", in 10 pt Myriad Pro Bold. **Personal quotes or additions to the signature are not permitted.** The email and website URL must always have active hyperlinks. The company logo should be 1.5" W and always placed at the end of the signature.

All telephone numbers and urls must be consistent in style, spacing and punctuation. The choice of font, i.e. ITC Legacy Sans Book, or Myriad Pro, will depend on where the information is being used such as on communications material or advertising.

Email Signature Template

John Doe
Business Development Analyst

Atlantic Packaging Displays

T: 416-298-5333
C: 416-999-6872
TF: 800-268-5620
F: 416-297-2218
E: john.doe@atlantic.ca
W: www.atlantic.ca



- ← Myriad Pro Regular - 10pt
- ← Myriad Pro Bold - 10pt
- ← Division
- ← Hyperlink to outlook message
- ← Hyperlink to website
- ← Logo with tagline at 1.5" W

Correct use of numeric phone numbers and URL

(416) 298-5333 or 1-800-268-5620
atlantic.ca or www.atlantic.ca

Incorrect use of numeric phone numbers and URL

416 - 298-5333 or 1.800.268.5620
www.ATLANTIC.ca or http://atlantic.ca