A Guide to our Brand

REPAK

CONTENTS

Welcome and hi.

We're Repak, an environmental, not-for profit organisation, with a social mission.

These guidelines give an introduction to our brand identity elements. A downloadable package can be found on **page 32** which includes all brand assets.

As the brand identity represents Repak and its remit, it is essential that it is used consistently for both internal & external communications. Therefore please adhere to the following requirements & guides.

Our Purpose

Our purpose on behalf of our members who place packaging on the Irish market, is to lead the recycling and sustainability of Ireland's packaging waste, advocate for a new circular economy where we reuse resources and reduce waste, and educate businesses and consumers on how they can play their part.

Our Vision

To help Ireland achieve its recycling targets, and protect the environment.

6 **THE LOGO**
    About

The Repak Brand Mark is comprised of a logotype containing a chevron which mimics 2 sides of a square box shape and the green dot European recycle symbol. The lower leg of the 'K' always appears in grey, except when printing on smaller objects where it appears as one solid. This grey leg is 50% black and highlights the 3D aspect of the box shape.

The Repak logo has been created for use in print and on-screen. The characters have been carefully crafted to ensure balance, legibility and clear reproduction. Therefore, these characters may not be redrawn or rearranged in any way as to do so would affect the aesthetic of the mark.

Download Logos

REPAK

REPAK
Business *funding* recycling

7 **THE LOGO**
Clearspace

To protect the clarity and visual integrity of the logotype, it requires adequate space on all sides.

The unit of measurement is determined by the height of the chevron within the mark, as shown below. Please ensure that no elements sit within this clearspace.

8   **THE LOGO Backgrounds**

The logo should only be displayed on top of the palette colour backgrounds as shown below.
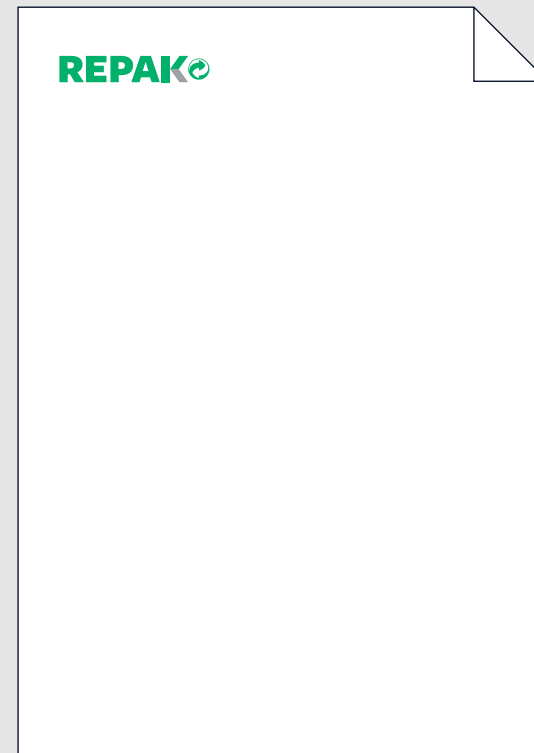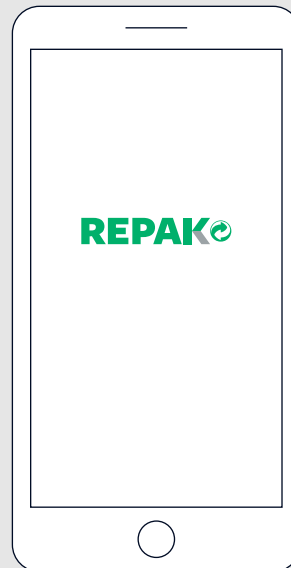
9   **THE LOGO**
          Minimum Sizes

For legibility reasons, the logo should not be printed or displayed on screen below the recommended width.

Anything below this size requires the logo to be printed as a solid colour.

Print 25mm
Screen 100px

10 **THE LOGO**
Incorrect Use

It is important that the logo is used correctly and consistently across all applications. The logo should not be altered in any way that will weaken its legibility or render it unrecognisable and should only ever be reproduced from the master artwork supplied.

Examples of bad practice

1. Do not reproduce the logo in a single colour.
   (Fig A)

2. Do not reproduce or display the logo in any colours other than the colours specified in the guidelines.
   (Fig B)

3. Do not stretch or distort the logo.
   (Fig C)

4. Do not reconstruct or improvise the logo.
   (Fig D)

Fig A

Fig B

Fig C

Fig D

11   **THE LOGO**
     Co-branding

When using the Repak logo in conjunction with other marks, ensure that it has the same visual weighting and adheres to the clearspace. The logo should never be rendered smaller than any other mark placed in the same field of vision.

12 **THE COLOURS**
Primary Swatches

These are the primary Repak colours which can be used in conjunction with the secondary colours or on their own to create a diverse combination of looks & communications.

Main Palette

Neutrals

PANTONE 7481
CMYK 80 0 80 0
RGB 0 177 107
HEX #00B16B

PANTONE Black
CMYK 0 0 0 100
RGB 0 0 0
HEX #000000

PANTONE Cool Gray 6
CMYK 19 11 11 28
RGB 164 166 168
HEX #A4A6A8

PANTONE Cool Gray 4
CMYK 07 04 06 19
RGB 190 190 190
HEX #BEBEBE

PANTONE Cool Gray 11
CMYK 0 0 0 80
RGB 122 125 129
HEX #7A7D81

13 **THE COLOURS**
Complementary Swatches

A range of complementary
swatches exist as part of the
Repak brand and can be used
when additional palettes
are needed to add interest
and variety to the brand.

PANTONE Violet
CMYK 68 80 0 0
RGB 119 88 179
HEX #7758B3

PANTONE 485
CMYK 10 98 87 0
RGB 236 48 45
HEX #EC302D

PANTONE 1375
CMYK 0 52 100 0
RGB 255 157 40
HEX #FF9D28

PANTONE 108
CMYK 0 15 99 0
RGB 246 230 38
HEX #F6E626

PANTONE 1905
CMYK 0 60 0 0
RGB 247 141 199
HEX #F78DC7

PANTONE 299
CMYK 99 34 0 0
RGB 8 141 216
HEX #088DD8

14 **TYPOGRAPHY Print & Web (Primary)**

Freight Sans is the chosen primary typeface for Repak and must be used on all external communications.

A clean, well-lit designed workhorse that can be a breath of fresh air while remaining invitingly readable. It is legible at all sizes on both print and web.

It is available to download at **www.fontshop.com**

Aa

Freight Sans Light & *Italic*
Freight Sans Book & *Italic*
Freight Sans Medium & *Italic*
Freight Sans Semibold & *Italic*
Freight Sans Bold & *Italic*
Freight Sans Black & *Italic*

15 **TYPOGRAPHY**
Print & Web
(Secondary)

Freight Text is the chosen secondary typeface for Repak and must be used on all external communications.

It was designed to handle standard text sizes for large and small quantities of copy. Unique enough to catch the eyes but comfortable enough so that it does not become distracting.

It is available to download at
www.fontshop.com

Aa

Freight Text Light & *Italic*
Freight Text Book & *Italic*
Freight Text Medium & *Italic*
Freight Text Semibold & *Italic*
Freight Text Bold & *Italic*
Freight Text Black & *Italic*

16 **TYPOGRAPHY**
System Font
(Primary)

A system font should only be used when absolutely necessary, for instance, in an email signature. In this case, Arial (Regular, Italic, Bold, Bold Italic) should be used to replace Freight Sans.

Aa

Arial Regular
Arial Italic
Arial Bold
Arial Bold Italic

17 **TYPOGRAPHY**
System Font
(Secondary)

When Freight Text needs to be replaced with a system font, Georgia should be used.

Aa

Georgia Regular
Georgia Italic
Georgia Bold
Georgia Bold Italic

18 VISUAL ASSETS
Iconography

A custom icon set has been designed specifically for Repak. These icons exist in green, white & black. They should be the first choice when using iconography for the Repak brand.
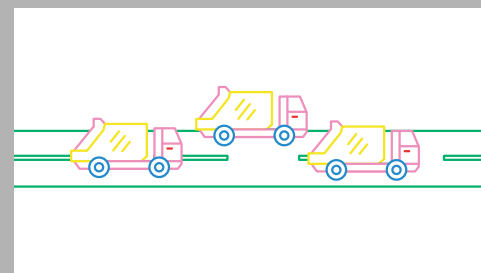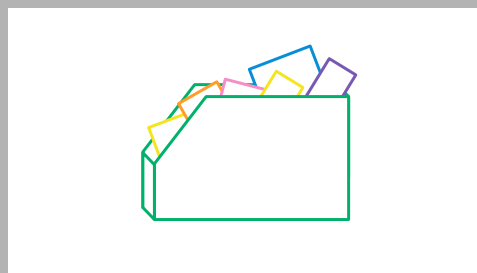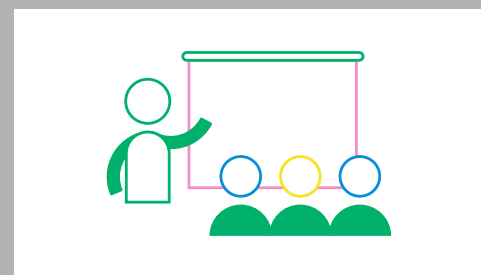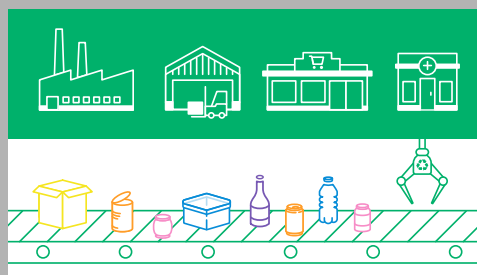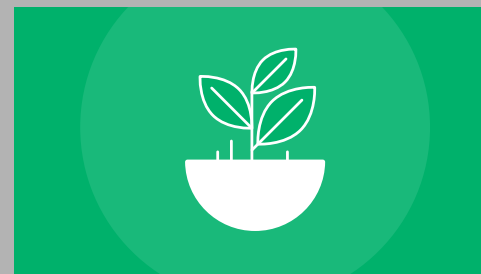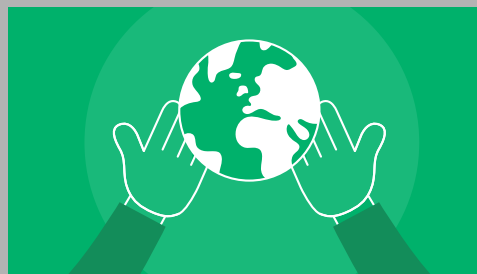
Download Icons
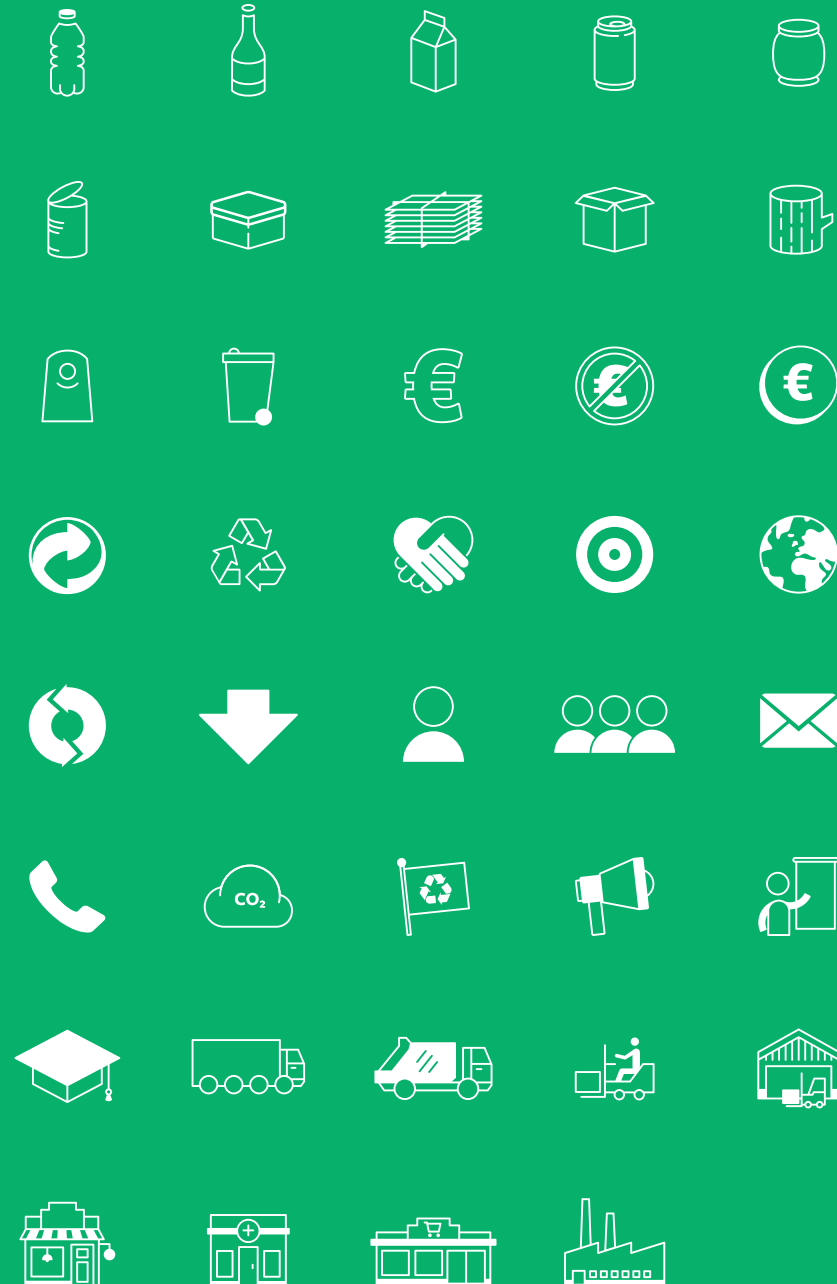
19 **VISUAL ASSETS**
Illustration

When illustration is used, it should be based on the style of the icon set. However, more detail can be shown and additional shades can be used to create depth.

Download Illustrations

As leaders in the recycling and sustainability of Ireland's packaging waste, how we speak is integral to how we are viewed by our members and peers. We should speak **cohesively** across all forms of communication and sound **natural, friendly and straightforward, free of corporate jargon.** Our headings should be limited to no more than **five words** and always speak in the **first person plural.**

21 VISUAL ASSETS
Imagery

A bank of imagery has been chosen specifically to work with the Repak brand and are available to use on all Repak communications. Contact Repak Marketing for specific licencing information.

Any images chosen to work with the Repak brand should have strong bright highlights and midtones, and should, if possible, contain a Repak Green element as shown in these examples. They should be of high quality and reflect the brand ethos of Repak.

Download Images
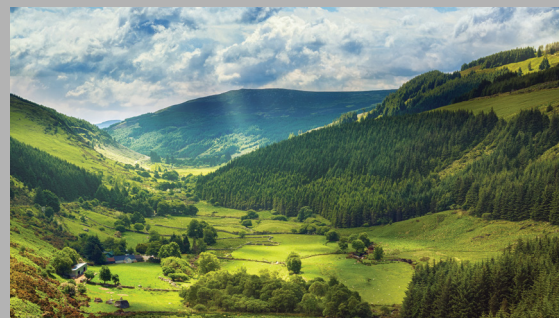
22 **VISUAL ASSETS**
Image Treatment

Images can be treated with
a green overlay. Either over
the entire image or at an
angle which follows the angle
of the Repak 'K'.
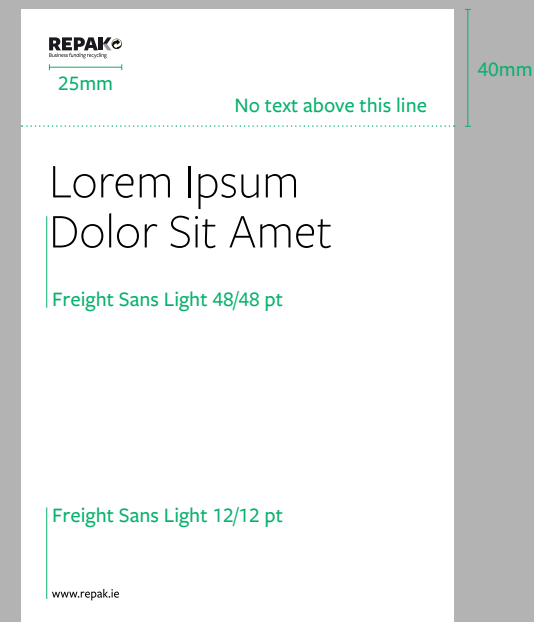
23 **ROLL OUT**
Brochureware

Brand consistency is important across all brochureware.

When possible, the logo and brand elements should be placed in the same position and the same size across multiple documents. A guide for A4 and A5 documents is shown here.

A4

REPAK
Business funding recycling

56mm

35mm

No text above this line

Lorem Ipsum
Dolor Sit Amet

Freight Sans Light 68/68 pt

Freight Sans Medium 17/17 pt

www.repak.ie

A5

REPAK
Business funding recycling

25mm

40mm

No text above this line

Lorem Ipsum
Dolor Sit Amet

Freight Sans Light 48/48 pt

Freight Sans Light 12/12 pt

www.repak.ie

24   **ROLL OUT**
Stationery

A letterhead, compliment slip and business cards exist for Repak. The logo is displayed in the top right across all.

Download Stationery

25 **ROLL OUT**
Email Signature

When creating an email signature the following example should be followed.

Logo files are available to download and the font 'Arial' should be used as it is a system font which will remain the same across all user systems.

Download Assets

Hi John,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse ut sodales diam. Integer luctus at lacus a posuere. Nulla sit amet tellus vitae diam mollis tempus et quis risus.

Maecenas maximus tortor sed mollis cursus. Proin eu arcu eu nibh suscipit consectetur. Integer euismod ut eros at pretium. In quam sapien, congue et facilisis non, laoreet condimentum sem.

Example Name
Title or Position in Organisation

REPAK
Business *funding* recycling

Repak Limited,
Red Cow Interchange Estate,
1 Ballymount Road, Clondalkin,
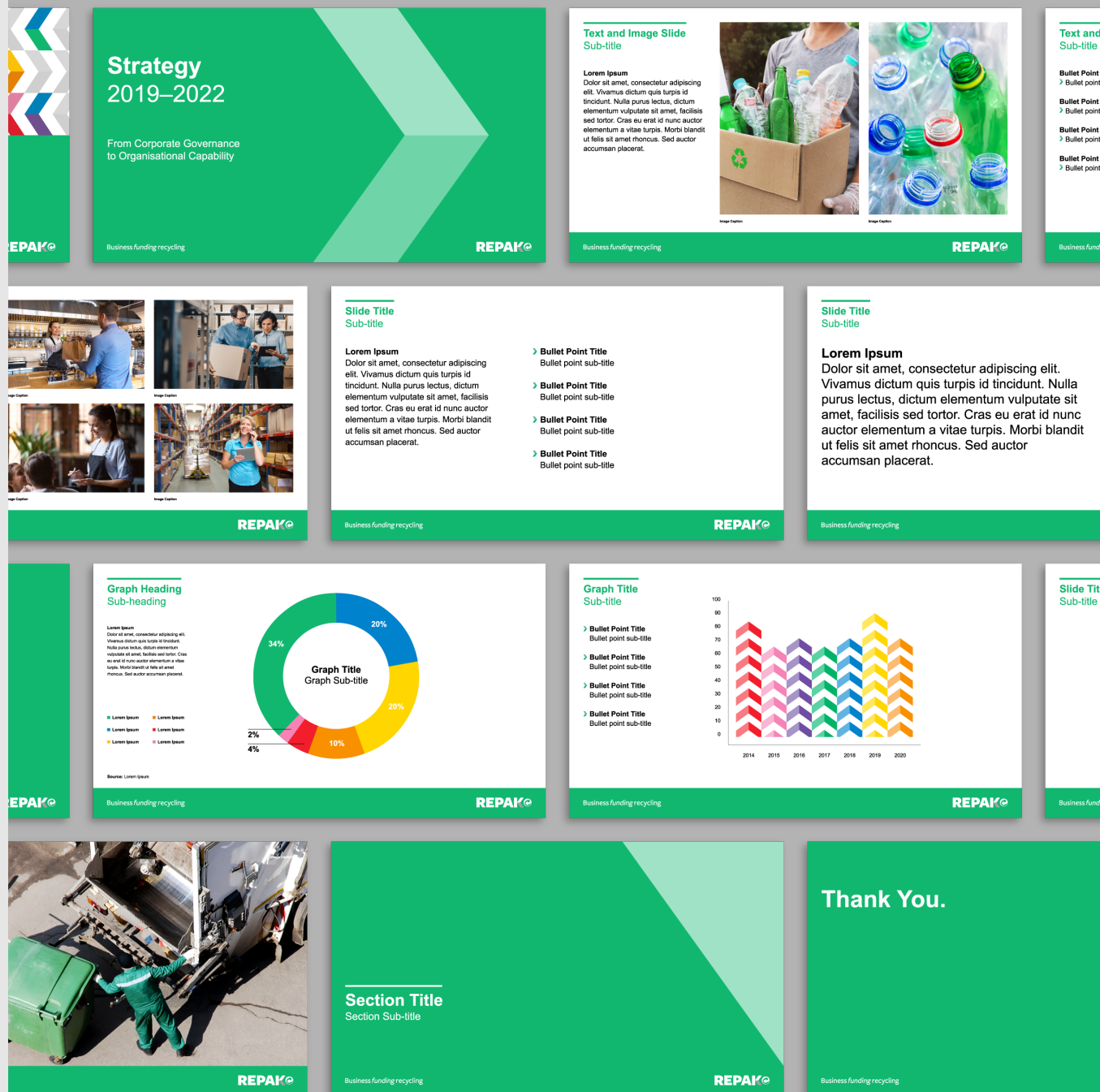Dublin 22, Ireland.

T. +353 1 467 0190
F. +353 1 403 0929
www.repak.ie

REPAK Brand Guidelines

26 ROLL OUT
PowerPoint
Template

A custom PowerPoint template has been programmed for Repak and should be the starting point for all presentations. Example slides are shown here.

Download Template

27 **ROLL OUT**
Merchandise

A range of merchandise
exists for Repak. When
creating new merchandise,
the brand elements should
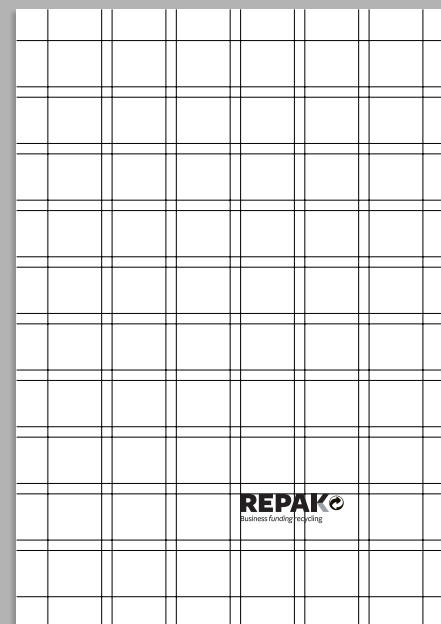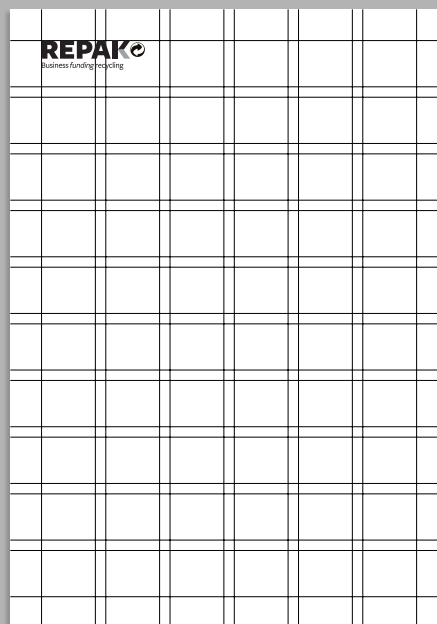be arranged as shown in
these guidelines.

28 **ROLL OUT**
Ad Templates

When creating Ads, the
Repak logo should be placed
in the top left or bottom
right, as shown. Type and
brand elements should align
to the grid.

The following examples can
be used as a starting point.

Download Template

29   SUB-BRANDS
Pakman Awards

This is the Pakman Awards logo. It must be used correctly in all promotional material around the awards. The colours used are black or Process Black and Process Yellow (100%).
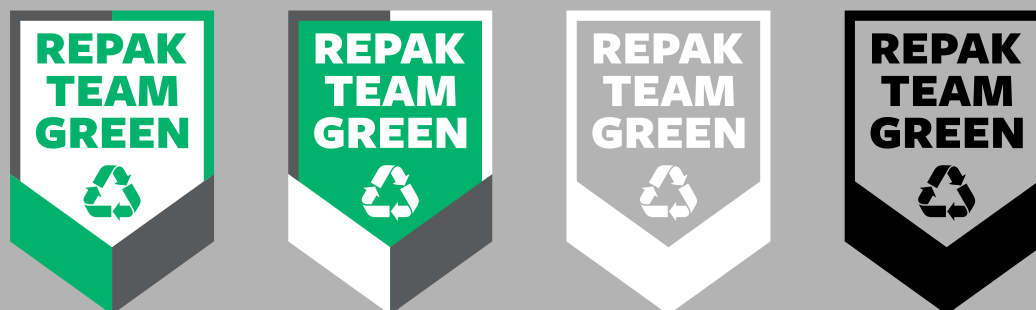
30 **SUB-BRANDS**
Team Green

The Team Green logo is available in the following colours. Additional variations of the logo are available for packaging and co-branding.

An example Team Green layout is shown here.

Download Guidelines

Logo Variations

Example Layout

31 SUB-BRANDS
The Green Dot

The Green Dot symbol is an internationally recognised trademark used on packaging.

Repak licences the use of the Green Dot to packaging producers in Ireland. All members of Repak are entitled to use the Green Dot. Non-members may apply to Repak for a license.

Download Guidelines

REPAK Business *funding* recycling

GREEN DOT™ LICENCE APPLICATION

COMPANY NAME _____

TRADING AS _____

BUSINESS TYPE _____

ADDRESS _____
_____
_____

TEL _____ FAX _____

CONTACT NAME _____

POSITION _____

MOBILE _____ EMAIL _____

TO BE COMPLETED BY COMPANY DIRECTOR OR COMPANY SECRETARY

I DECLARE THAT _____
(COMPANY NAME)

tick as appropriate

☐ OPERATES IN IRELAND AND IS COMPLIANT WITH THE PACKAGING REGULATIONS*
please enclose Certificate of Compliance from Local Authority and complete the attached packaging declaration
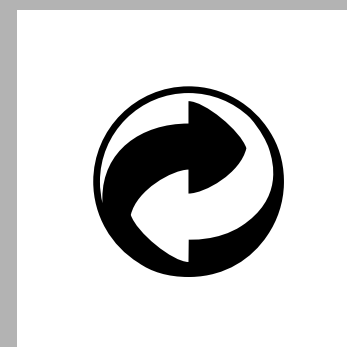
☐ DOES NOT OPERATE IN THE REPUBLIC OF IRELAND AND ALL IMPORTERS/AGENTS ARE COMPLIANT

SIGNATURE _____ POSITION _____

PRINT NAME _____ DATE _____

Issue Date: 06/01/16 V2   QF 104

32 **DOWNLOAD FILES**

Right click below to download the brand assets folder. When prompted, save the zipped file to a location on your computer that is convenient. Once the files have downloaded, extract the contents of the folder by selecting extract all. The files are labelled to help you use the appropriate ones for any given task.