Plastic Printers

Brand Guidelines

9.25.2015

Logo Application

Acceptable Usage

The Plastic Printers logo was carefully crafted to communicate the brand's history and should always be represented in the acceptable formats shown to maintain consistency and the integrity of our brand.

The following examples showcase the acceptable logo usage for a variety of situations.

MAIN LOGO

PlasticPrinters

1 COLOR - BLACK

PlasticPrinters

LOGO ON DARK

PlasticPrinters

1 COLOR - WHITE

PlasticPrinters

Unacceptable Usage

The following examples visualize some potential mistakes that must be avoided when using the Plastic Printers logo.

- NEVER alter the proportions of the icon and text

- NEVER alter the colors of the logo independent from the options available

- NEVER stretch or skew the logo

- NEVER try to replicate the logo with other typography

- NEVER use a pixelated version of the logo on materials

- NEVER position the logo on a background of similar colors

✓ **Plastic**Printers

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Clear Space

The clear space requirement is designed to maintain the integrity of the Plastic Printers logo. This ensures visibility and legibility. The clear space around the logo is equal to the height of the 'a' within the logotype.

No graphic elements or text can be used in the clear space.

Minimum Size

For legibility reasons, the Plastic Printers logo should never be represented smaller than 1".

1"

Alternate Variations

Beyond the default logo developed for Plastic Printers, there are two other versions that are used: A version with the url included and a version with a slight variant to the swoosh lines in the icon.

Both are special use case variants, so make sure to check with the company before using these variants.

PlasticPrinters
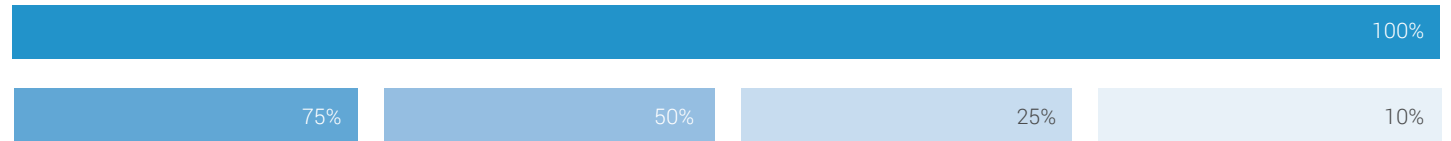
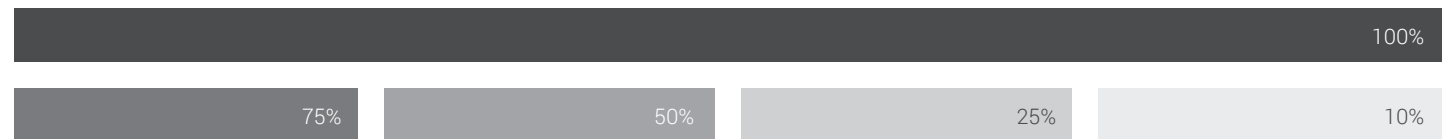**Plastic**Printers.com

Brand Colors

Primary Colors

Each color in the Plastic Printers color scheme was crafted and selected with intent.

The following colors are the primary brand colors.

100%

75%	50%	25%	10%

PMS - 639C
HEX - #0093C9
C=100 M=20 Y=10 K=0
R=0 G=147 B=201

100%

75%	50%	25%	10%

HEX - #4D4D4F
C=0 M=0 Y=0 K=85
R=77 G=77 B=79

Secondary Colors

The following colors are some of the secondary brand colors for Plastic Printers.

100%		
75%	50%	25%

PMS - 144C
HEX - #F38B00
C=2 M=54 Y=100 K=0
R=243 G=139 B=0

100%		
75%	50%	25%

PMS - 369C
HEX - #63A70A
C=67 M=12 Y=100 K=1
R=99 G=167 B=10

100%		
75%	50%	25%

PMS - 1795C
HEX - #D9272E
C=9 M=98 Y=93 K=1
R=217 G=39 B=46

100%		
75%	50%	25%

PMS - 520C
HEX - #662E6B
C=68 M=95 Y=27 K=14
R=102 G=46 B=107

Typography

Typography

Plastic Printers utilizes the font Roboto in a variety of weights.

You can download a free version of the font on Google Fonts.

Email Typography

For emails and when limitations on typography arise, Plastic Printers defaults to utilizing the font Helvetica.

Roboto Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Roboto Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Roboto Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Roboto Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Roboto Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Helvetica Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz