Inline Plastics

Identity Style Guide

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The Guidelines

The current Inline Plastics brand was initially launched in 2018, the same year Inline Plastics celebrated it's 50th year anniversary. It is important that the brand keeps its consistency in all aspects from collateral, apparel, to promotional items.

Whether it is seen on screen or in print, the lnline Plastics logo is continuously changing. It can adapt depending on its surrounding environment. However, the company identity can only make a positive impact if it is used consistently and correctly.

This Identity Style Guide has been developed to provide a comprehensive understanding of the Inline Plastics brand. It shows how to correctly implement the design elements on and offline.

Before Rebrand *(Note: this logo should **not be used** anywhere)*

Inline Plastics Corp.

After Rebrand

InlinePlastics®

Brand Positioning

To food producers, retailers and distributors, Inline Plastics is the trusted packaging industry leader providing confidence that food will stay safe, fresh and engaging at shelf, driving retail sales through the use of pioneering packaging designs and solutions, patented materials and involved customer partnerships.

SECTION 1

Main Logo

Logo Story

We chose to feature the lowercase “i” and “p” to create an iconic and approachable symbol. The circle can appear on its own or accompanied by the full wordmark.

We kept red as the main logo color, to pay homage to its history, while also bringing in a contemporary color palette to distinguish sub-brands and products.

We used a circle to enclose the “ip” because it is both polished and casual. It is also versatile which is important for ease of use across the many platforms the logo will be applied.

We selected the font, National, for its fresh, clean, friendly and modern feeling – similar to the characteristics of the company. The wordmark is set in National Semibold.

Main Color

The Inline Plastics identity main color is demonstrated below. Other color variations may be used where appropriate and are noted in the following sections.

InlinePlastics®

C–5 M–98 Y–100 K–0
Pantone 485
R–225 G–39 B–38
HEX: #E12726

Color Usage

Light Color Background
Note: ip in the circle must print white

Dark Color Background
Note: ip in the circle must print white

Grayscale / Light Color Background

Grayscale / Dark Color Background

Red Background

Logo on Images

If the Inline Plastics logo is used on top of an image (photography or illustration) with a dark background, the logo can be a knockout, however, the color version is preferred. If the image has a light background, the color version should be used. In such a case, the “ip” in the logo must be solid white. In all cases, the designer should use their discretion and judgement to ensure that the background on which the logo appears is not too busy so as to interfere with the legibility of the logo and that there is still adequate clear space around the logo. Examples below.

Typography

National is supplied in the Open Type format and is supported by PC and Mac.

National is a clean, modern font and has been supplied with the following weights:

National Thin

National Light

National Book

National Regular

National Medium

National Semibold

National Bold

National Extrabold

National Black

Logo Size

The Inline Plastics logo has been designed to reproduce at a minimum height of .45 inches. On the web the minimum size of the logo is 50 pixels deep. There is no maximum reproduction size of the logo.

Isolation Area

The Inline Plastics identity should always be surrounded by a minimum area of space. The area of isolation ensures that headlines, text, or other visual elements do not encroach on the logo.

A margin of clear space equivalent to one-third the height of the logo should be maintained to create the boundary of the area of isolation, as illustrated below. The space between the circle and the wordmark is one-quarter the height of the logo.

For example, if the circle in the logo is 1 inch tall, the logo should have a clear space of at least.33 inches around all sides.

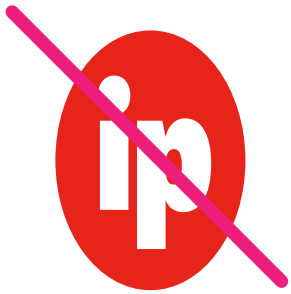
This area of separation is a minimum and should be increased wherever possible.

Misuse of the Logo

It is important that the appearance of the logo remains consistent. The logo should not be misinterpreted, modified or added to.

The logo must never be redrawn, adjusted or modified in any way. It should only be reproduced from the artwork provided.

To illustrate this point some of the more likely mistakes are shown.

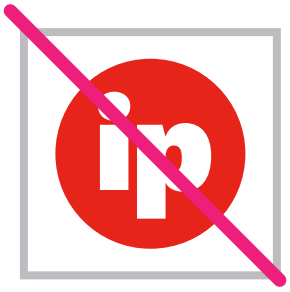


Do not stretch or distort the logo.

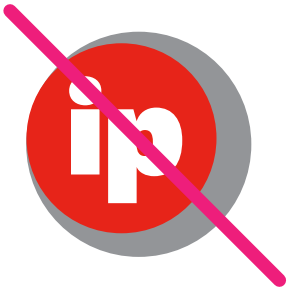
Do not put text within the logo.

Do not put the logo within a box.

Do not use a white outline to separate the logo from its background.



Do not put the logo in a frame.



Do not put shading around the logo.

Do not outline the logo.

Circle of the logo should never take a different shape.

Variations, Part 1

The Inline Plastics logo cannot be turned or manipulated. The versions below are the only appropriate usages, others outside of this should not be used.

Variations, Part 2

The Inline Plastics symbol can appear without the wordmark when appropriate.

Corporate Stationery

Featured on following pages, specs below. Note: part of envelope cut off in order to fit to scale. Specs of each item are listed below.

Business Card

Card Size: 3.5”w x 2”h
Logo Size: 2”w x .045”h
Name Font Size: 10pt
Font Size: 8pt
Line Space: 10pt
Tracking: -25
Paper: 100lb cover or greater (14pt cardstock or greater)

Envelope

Envelope Size: #10 (9.5”w x 4.125”h)
Logo Size: 2.58”w x .55”h
Font Size: 10pt
Line Space: 13pt
Tracking: -25
Paper: 100lb text or greater

Letterhead

Letter Size: 8.5”w x 11”h
Logo Size: 2.58”w x .55”h
Font Size: 10pt
Line Space: 13pt
Tracking: -25
Paper: 100lb text or greater

Colors

- PMS 485
- PMS Cool Gray 11

Fonts

National Light
National Bold

Business Cards

Logo
Height 0.45”
Width 2.0”

Title always on one line (30 characters maximum)

Example 1: One line for phone

Example 2: Two lines for phone

Example 3: Three lines for phone

Envelope

.5”
.5”
InlinePlastics®
.25”
42 Canal Street
Shelton, CT 06484

InlinePlastics®
100 Constitution Boulevard
McDonough, GA 30253

.5”

.5”

InlinePlastics®

.5”

42 Canal Street Shelton, CT 06484 203-924-5933 800-826-5567 inlineplastics.com

.5”

SECTION 2

Product Families

Introduction

There are three brands under the main Inline Plastics brand: Safe-T-Fresh, Safe-T-Chef, and Essentials. The Essentials line represents all the non tamper evident / tamper resistant product families. Safe-T-Chef does not have any product families. The main distinction between the brand and the main brand is the black wordmark. Additionally, Safe-T-Fresh and Safe-T-Chef are always displayed with a registered trademark. Please refer to the main logo section for all usages. Safe-T-Fresh and Essentials brands contain product families, which will be discussed in the following pages.

Logo and Brand Logo Construction

The logo and the wordmark are separated by a space equivalent to 25% of the height of the logo. The cap height of the wordmark is 40% of the height of the logo, and the wordmark and logo are visually centered.

Product Families

There are currently 3 product families under the Safe-T-Fresh brand and 7 product families under the Essentials brand. Safe-T-Chef contains no product family. The design of the product family logos are shown below. (Safe-T-Fresh is the example, but use the same format for Essentials brand).

Brand is set in National Semibold font.

Brand and product family are left-aligned and the spacing between the two is 20% of the height of the logo symbol.

The logo is always set in red. All brands and product families are set in black. Color breakdown on following page.

Product family name is set in National Light font with -25 tracking and is 60% of the size of the brand. Some product families may have a (registered) trademark.

Brand Maps

Safe-T-Fresh®

Essentials

Safe-T-Fresh®
Rectangles

Essentials
SureChoice®

Safe-T-Fresh®
Rounds

Essentials
SureLock®

Safe-T-Fresh®
Squares

Essentials
ValuPack®

Essentials
Cakes

Safe-T-Chef®

Essentials
VisiblyFresh®

Essentials
CrystalFresh®

Essentials
Platters

Safe-T-Fresh Product Family Color

The color breakdowns are listed below. These apply to all Safe-T-Fresh product families, however, each product family will have its own accent color for collateral. When the logo appears on the accent color the logotype appears in white and the logo remains in red. Safe-T-Fresh Rectangles is the example provided here.

Safe-T-Fresh®
Rectangles

C–5 M–98 Y–100 K–0
Pantone 485
R–225 G–39 B–38
HEX: #E12726

C–0 M-0 Y-0 K–100
Pantone Black
R–0 G–0 B–0
HEX: #000000

Safe-T-Fresh®
Rectangles

Accent Color

C-100 M–0 Y–65 K–0
Pantone PMS Green C
R–0 G–168 B–134
HEX: #00A886

Safe-T-Fresh Product Family Accent Colors

Rectangles PMS Green C
C–100 M–0 Y–65 K–0
R–0 G–168 B–134
HEX: #00A886

Rounds PMS 361
C–75 M–4 Y–100 K–0
R–63 G–174 B–73
HEX: #3FAE49

Sqaures PMS 3272
C–100 M–3 Y–50 K–0
R–0 G–164 B–154
HEX: #00A49A

Safe-T-Chef Product Accent Color

The color for Safe-T-Chef is listed below. When the logo appears on the accent color, the logotype appears in white and the logo remains in red.

C–5 M–98 Y–100 K–0
Pantone 485
R–225 G–39 B–38
HEX: #E12726

C–0 M–0 Y–0 K–100
Pantone Black
R–0 G–0 B–0
HEX: #000000

Accent Color

C–0 M–71 Y–84 K–0
Pantone 1645 C
R–243 G–110 B–59
HEX: #F36E3B

Essentials Product Family Color

The color breakdowns are listed below. These apply to all Essentials product families, however, each product family will have its own accent color for collateral. When the logo appears on the accent color, the logotype appears in white and the logo remains in red. SureLock is the example provided here.

Essentials
SureLock®

C–5 M–98 Y–100 K–0
Pantone 485
R–225 G–39 B–38
HEX: #E12726

C–0 M–0 Y–0 K–100
Pantone Black
R–0 G–0 B–0
HEX: #000000

Essentials
SureLock®

Accent Color

C–100 M–87 Y–20 K–10
Pantone 287
R–0 G–47 B–135
HEX: #002F87

Essentials Product Family Accent Colors

SureChoice PMS 306
C–74 M–7 Y–2 K–0
R–0 G–179 B–230
HEX: #00B3E6

VisiblyFresh PMS 301
C–100 M–72 Y–27 K–11
R–0 G–73 B–135
HEX: #004987

SureLock PMS 287
C–100 M–87 Y–20 K–10
R–0 G–47 B–135
HEX: #002F87

CrystalFresh PMS 285
C–91 M–53 Y–0 K–0
R–0 G–113 B–206
HEX: #0071CE

ValuPack PMS 279
C–71 M–37 Y–0 K–0
R–62 G–142 B–222
HEX: #3E8EDE

Platters PMS 2726
C–79 M–69 Y–0 K–0
R–69 G–92 B–199
HEX: #455CC7

Cakes PMS 2745
C–98 M–100 Y–18 K–19
R–37 G–6 B–113
HEX: #250671

SECTION 3

Promotional Items & Apparel

Promotional Items & Apparel

The same rules apply from the 'color usage' and 'misuse of the logo' earlier in the style guide for promotional items and apparel. This section addresses some of the limitations when printing or embroidering on these items.

Note that the registered mark ® is optional when apparel is designed for employees.

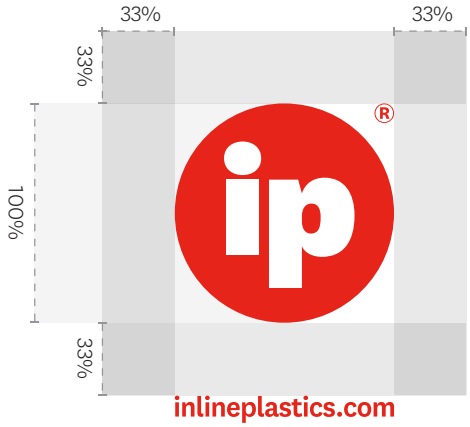
The preferred logo remains the red Inline Plastics wordmark and circle with white IP lettering (below).

Use only one form of branding on promotional items and apparel. Do not use a combination of the Inline Plastics logo with a brand family logo on the same item.

InlinePlastics®

Be sure to follow the guidelines on the usage, size, spacing, and structure of the logos laid out in Section 1 of this guide.

There are occasions in which it is preferable to use the IP circle logo without wordmark. Ideally, this should be paired with the "*inlineplastics.com*" URL. However, if the logo is being used on employee apparel, the website address and / or registered mark is optional. The background color will dictate the color of "*inlineplastics.com*". On dark or red backgrounds, the URL should be white, and on white backgrounds, the URL should be red. The font should always be National Semibold. An example is shown below.



URL set in National Semibold with -25 tracking and scaled to match the width of the logo.

URL respects the clear space (33% of the height of the logo) defined on page 10 of this guide.

Promotional Items & Apparel (cont.)

It may not not always be possible to strictly apply the previously stated guidelines. Below is guidance on unique situations. If you should come across a situation that is not covered, please contact Marketing for assistance.

Light background:
Use the red/white logo, making sure the IP text in the circle is always white. Use red wordmark for Inline Plastics and black wordmark with brand families, examples below.

Dark background:
When possible, use the preferred logo as shown below. When using a brand family logo, use a white wordmark.

When single-color printing is required, use the white circle with white wordmark. The IP text within the circle should knock out to the background color.

When items have a red background, use the the white logo circle with white wordmark. The same goes for the use of a brand family logo, as shown below.

Promotional Items & Apparel:
Correct and Incorrect Logo Usage

It may not always be possible to strictly apply the previously stated guidelines. Below is guidance on unique situations.

Correct Usage

Red or Dark Background: White circle with white wordmark. Knock out IP to show background color. For the IP, options include using a knock out to see the background color or make red

Dark or light background: If circle and wordmark are red, IP must be in white

Brand family logo on dark background: Red circle and white wordmark. IP must be in white

Brand family logo on light background: Red circle and black wordmark. IP must be in white

Incorrect Usage