Brand *Guidelines.*

BUILDING A STRONG AND CONSISTENT BRAND IDENTITY

petoskeyplastics.com

Petoskey Plastics® is a family-owned, environmentally focused manufacturer of recycled plastic products, specializing in films, bags, and resins, with a commitment to sustainability and innovation.

Logo Variations

Our Logo

The Petoskey Plastics logo has significant commercial value and should be used professionally. The logo is used to identify our websites, advertising, presentations, and marketing collateral, which are exclusively dedicated to the sale of Petoskey Plastics products. This section provides logo guidelines to ensure the proper application of the logo.

ACCEPTABLE VERSIONS

Full Color

The primary version of the logo will appear on most Petoskey Plastics communications. The logo should appear on a white background whenever possible. If it must be on any other color besides white, the logo must always have good contrast with the background to ensure maximum impact and readability. The symbol portion of the logo should not be used as a substitute for the logo except in cases where it's being used as a graphic device (see logomark). The logo should always be used as a whole, including both the symbol and the logotype.

Grayscale

When production constraints do not allow the use of the full-color version, use the black-and-white version of the logo.

Full White/Black

When the full-color logo does not show up fully visible on a background, use the full white or black version of the logo.

Logomark

The symbol can be used as a graphic device or watermark in printed publications where the standard logo has already been established.

Recycling Graphic

Use this logo when referring to Petoskey Plastics' recycling process. It must only be used when the Petoskey Plastics name is clearly visible or has been well established elsewhere on the page. Use it whenever a document has been printed on recycled paper.

Logo Variations & Spacing

Our Logo

UNACCEPTABLE VERSIONS

No Full Color

Do not use full color or change the opacity of the logo.

No Color Change

Do not reproduce the logo in colors other than those specified on previous page.

No Patterned Background

Do not place the logo on a patterned background that impairs readability.

CONTROL AREA

The recommended minimum clearance is to protect the logo. The logo will appear on many different applications and formats, and this will help to give it clarity and presence. Never place a logo in such close proximity to other content that it makes it unreadable, such as photography, art, type, or borders.

SIZE OF CONTROL AREA

The sum height of the words “Petoskey Plastics” is used as the unit of measure for determining the size of the control area.

Brand Colors

Color Palette

This color palette is customized to deliver the personality and distinctive identity of Petoskey Plastics. It is important to consider the best options from the palette that will show the information clearly and effectively and complement any chosen images. There must always be a contrast between the text and the background color for proper readability. The following are the primary and secondary colors to be incorporated into Petoskey Plastics marketing materials and documents.

PRIMARY COLORS

Red	Pantone 485 C	**#e91f2f**	RGB: (233, 31, 47) CMYK: (2%, 99%, 90%, 0%)
Green	Pantone 348 C	**#018545**	RGB: (1, 133, 69) CMYK: (88%, 23%, 97%, 9%)
Blue	Pantone 7691 C	**#006fa1**	RGB: (0, 111, 161) CMYK: (90%, 52%, 17%, 1%)

SECONDARY COLORS

Dark Gray	Pantone Black C	**#282525**	RGB: (40, 37, 37) CMYK: (0%, 8%, 8%, 84%)
Dark Green	Pantone 7484 C	**#005c36**	RGB: (0, 92, 54) CMYK: (91%, 37%, 92%, 34%)
Navy Blue	Pantone 303 C	**#002a3a**	RGB: (0, 42, 58) CMYK: (96%, 72%, 52%, 57%)

Petoskey Plastics

Brand Fonts

Typography

As with our logo, consistent use of the typefaces—Calibri and Verdana— reinforce Petoskey Plastics' professional brand identity. The fonts below are clear, distinctive and legible and should be used on all corporate documents. Please note the specific uses for each. In addition, the marketing department may use typeface Gotham for internal and external marketing and corporate materials.

Internal Document

Body Copy: Calibri

Calibri should be used primarily for all internal documents using extended running body copy and paragraphs within brochures, presentations, datasheets, etc.

Calibri Light
Calibri Italic
Calibri Regular
Calibri Bold Italic
Calibri Bold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 (.,:;?!@#$%&*+-)

Corporate Document

Heading: Verdana

Verdana is used on ALL official Petoskey Plastics corporate communications and printed on letterhead.

Verdana Regular
Verdana Italic
Verdana Bold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 (.,:;?!@#$%&*+-)

Marketing Materials

Headings/Body Copy: Gotham

Gotham is used on sales sheets and marketing material/campaigns.

Gotham Light
Gotham Book
Gotham Medium
Gotham Bold
Gotham Black
Gotham Ultra

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 (.,:;?!@#$%&*+-)

Headquarters
One Petoskey St.
Petoskey, MI 49770

Sales & Marketing Office
231 S. Old Woodward Ave. | Suite 212
Birmingham, MI 48009

Petoskey Plant
24226 US 31 South
Petoskey, MI 49770

Hartford City Plant
1100 W. Grant St.
Hartford City, IN 47348

Morristown Plant
5725 Commerce Blvd.
Morristown, TN 37814

McKinney Plant
2050 Couch Dr.
McKinney, TX 75069