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DIGITAL NOTE

Only those who have been granted editing rights and been trained can and are allowed to upload any type of content on any Amcor web platform. The gatekeeper of the Amcor website domain is the External Communications team within the Corporate Communications group. Contact them for any enquiry related to the web platform.

Digital

Website imagery

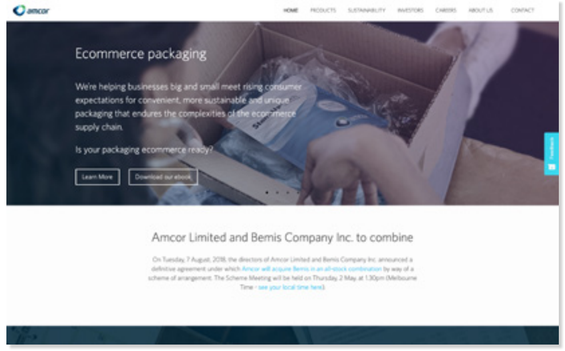
It helps bring the Amcor brand to life, as well as visually communicate a message.

When choosing an image please ensure that it is appropriate for its position on the website. Shown here are the six main image types used throughout the website.

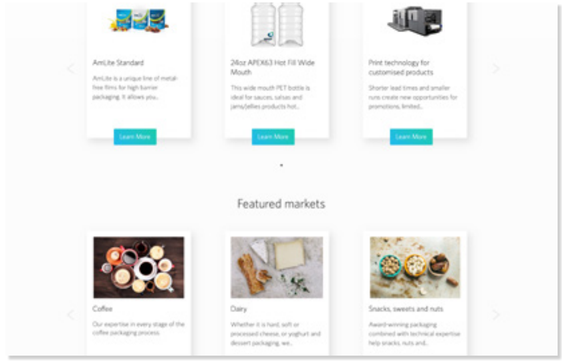
- ✔ All website imagery should be sourced from **Amcor's asset library**, the exception being images for News and Insights posts. See the **News and Insights** sections for more information.
- ✔ If necessary, stock library images may be used when there is no alternative only with an appropriate usage license.
- ✔ When uploading an image to the website please ensure it isn't stretched or distorted in any way.

Questions?

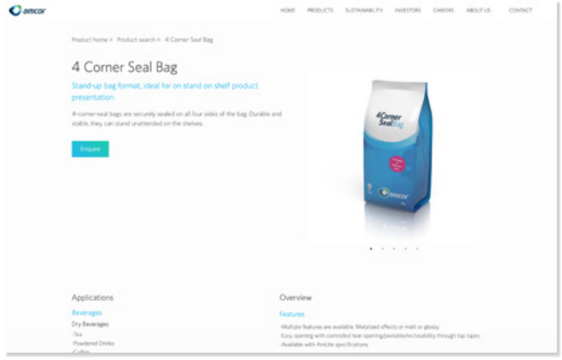
1
Banner



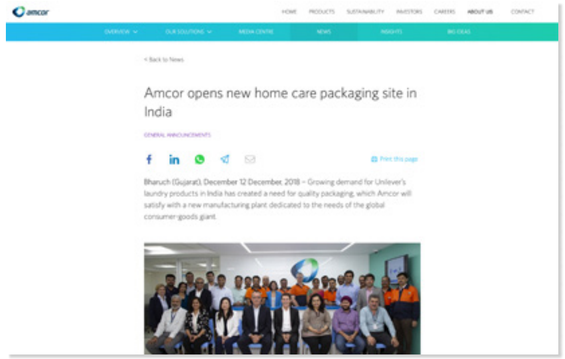
2
Image links



3
Product



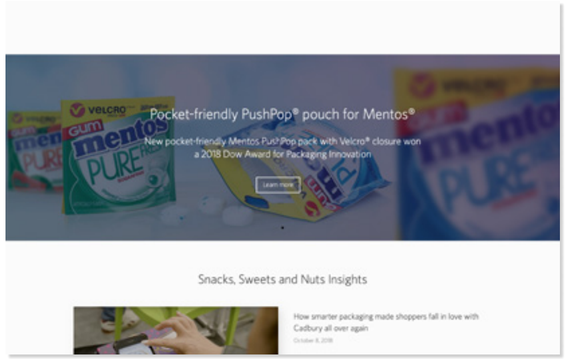
4
Post



5
Feature



6
Slider



Digital

Website banner images

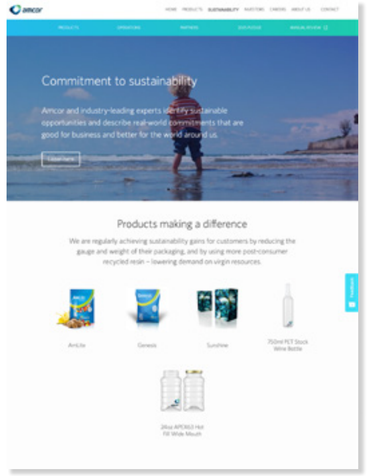
Banner images run along the top of each page on the Amcor website. Their purpose is to provide visual interest while indicating the content of the page.

- ✓ The photography sections covering **Lifestyle**, **Consumer interaction**, **Amcor people** and **Product hero** in this Brand Guide are ideal examples of suitable imagery.
- ✓ Banner images should be 'full bleed' e.g. have a background (not isolated on a white background) and ideally not be too light.
- ✓ Images should be in landscape format, ideally at a minimum size of 1200 x 900 pixels (px) and 72–96 dpi.
- ✓ They should be compressed as small as possible, if needed **compression tools** are available to help.
- ✓ Banner images crop differently depending on the device being used, therefore there is an option to upload custom images to suit the final output.
- × Images should not be stretched or distorted.
- × Images should not include elements with written text as this can conflict with overlaid text and may be cropped or distorted.

Questions?

IPAD PRO

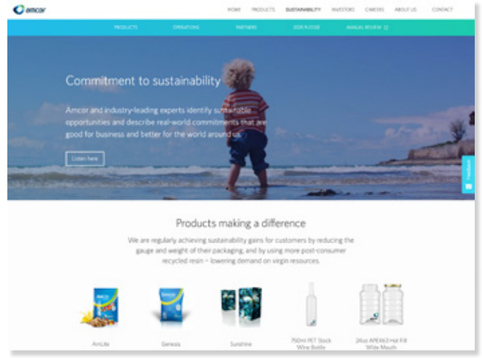
1024 x 1336px (Portrait mode)



Not to scale

IPAD PRO

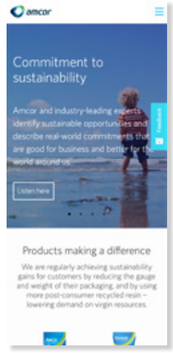
1336 x 1024px (Landscape mode)



Not to scale

IPHONE X

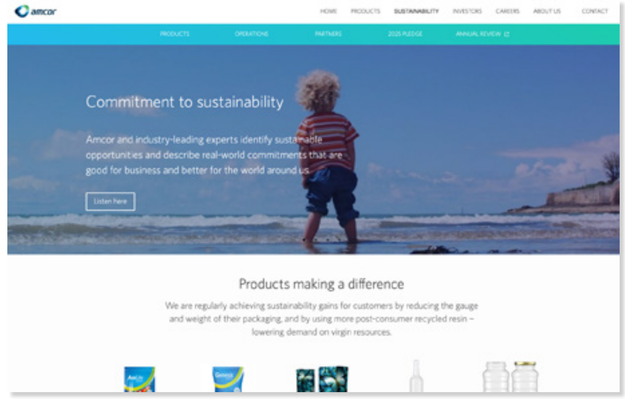
375 x 812px (Portrait mode)



Not to scale

LAPTOP

1440 x 900px



Not to scale

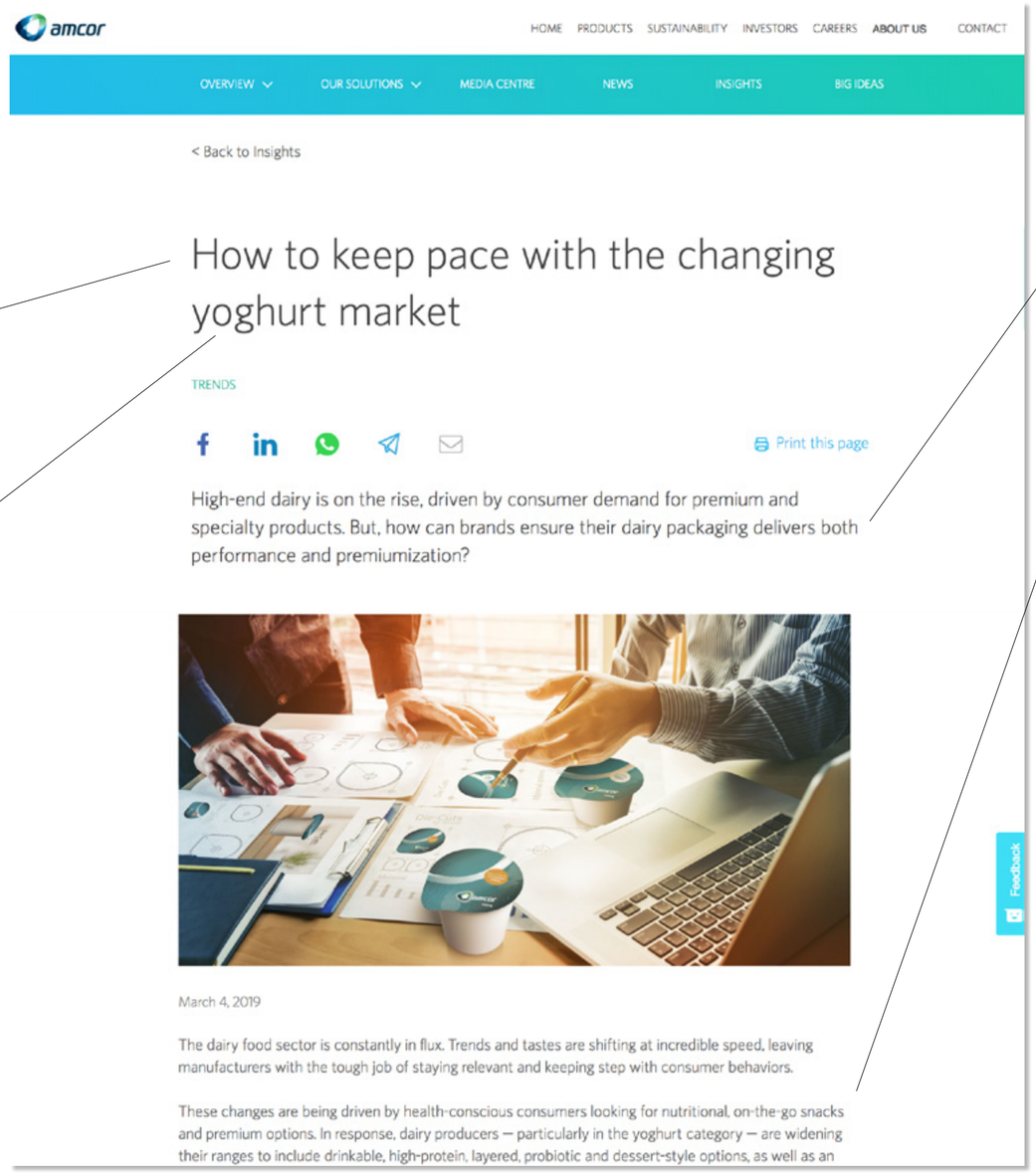
Digital

News and Insights contents

News and Insight articles keep our website visitors up-to-date with Amcor developments.

- Use the **online reference** tool available to ensure content is on brand and consistent.
- Always write with the audience in mind. Consider what the purpose of the article is and why they should find it interesting to read.
- Insights articles should be written in the first person whilst still incorporating the principles of the Amcor **tone of voice**.

Questions?



HEADLINE

Keep the headline concise, less than 65 characters.
Be descriptive and informative.

KEYWORDS

In headlines and articles use words that are relevant to the topic. This will help with Search Engine Optimization (SEO), improving the chances of related internet searches finding the content. Though, keep the language natural.

LEAD PARAGRAPH

Ensure the text is easy to consume, about 100-150 words, compelling the reader to read the entire article.

CONTENT

Ensure the text is formatted and broken down into digestible paragraphs. Sentences should be no longer than 25 words, paragraphs between 100-200 words and posts between 600-800 words.

Digital

News and Insights image choice

Images should be used to provide a point of interest and illustrate the article content.

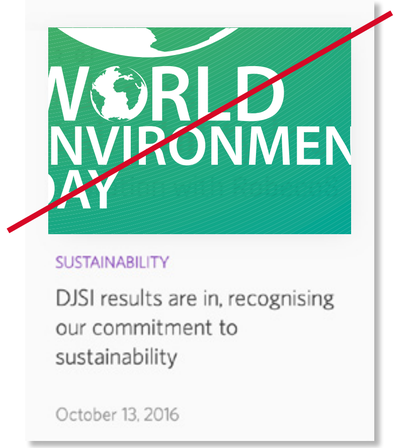
- ✔ The thumbnail image should inspire and generate interest.
- ✔ Where appropriate, images can be selected from the **Amcor asset library**. Approved press release photography may be used.
- ✔ If necessary, stock library images may be used when there is no alternative but must have an appropriate usage license.
- ✖ Avoid anything that is purely text based.

Questions?

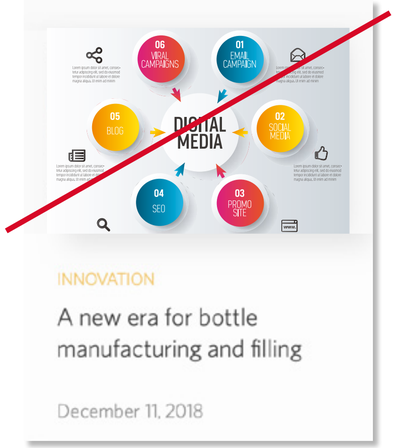


Use inspiring images that tell a story.

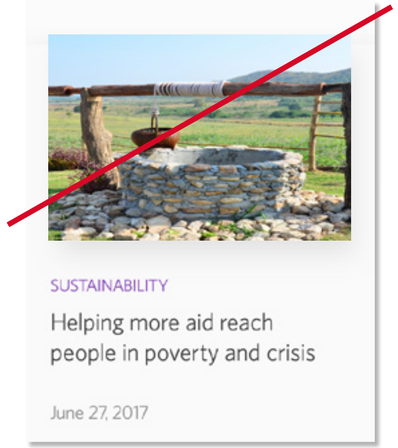
INCORRECT USAGE



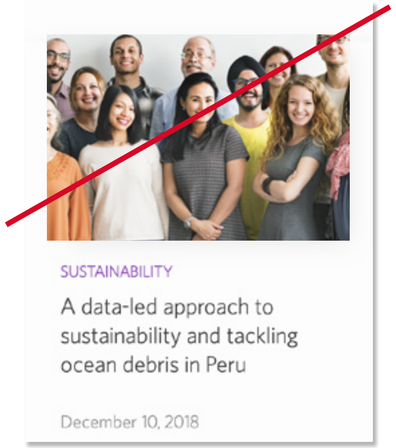
Do not use text based images.



Do not use text based charts and graphics.



Do not use stretched images.



Do not crop images awkwardly.

Digital

Social media

Across all social media channels there should be a clear and consistent approach, always taking into account the Amcor brand.

Whenever creating a social media post:

- ✔ Refer to the **tone of voice** section to maintain Amcor brand standards.
- ✔ Consider image quality and choice; this should always adhere to the photography and illustration standards.
- ✔ The visual examples shown are for corporate social media posts. Further templates for our other marketing and communications are available on Brand Central.



FACEBOOK

Image post option 1: 1200 x 628px (landscape).

Image post option 2: 1200 x 1200px (square).

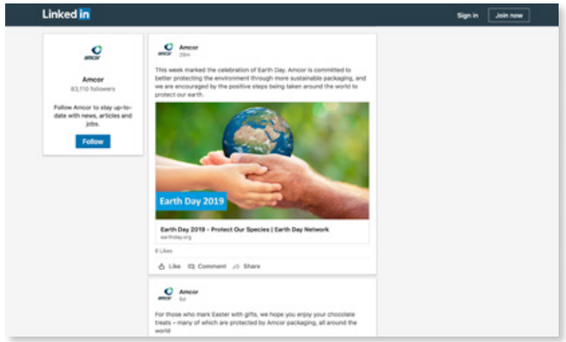
Image post option 3: 628 x 1200px (portrait).

Promoted post with link*: 1200 x 628px (landscape).

*Promoted posts — image text guidance:
Facebook limits the reach of promoted image posts if the image contains more than 20% text.

Facebook stories post: 1080 x 2340px (portrait).

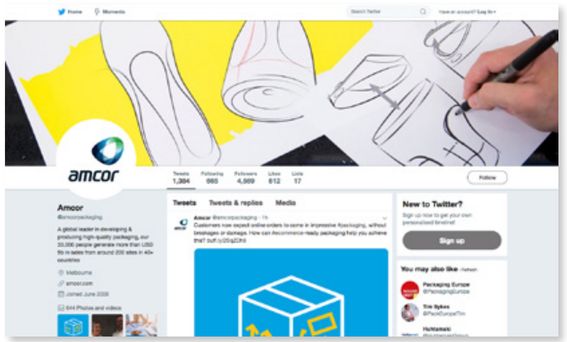
Keep all important content within the central 1920px to allow for cropping on a range of screen sizes.



LINKEDIN

Post: 1104 x 736px.

Post with link: 1200 x 638px.



TWITTER

Post: 1200 x 675px.

Post with link: 1200 x 628px.

For multiple image posts Twitter will automatically crop to the most important part using automated machine learning. Always check this before posting.

APPROVED TEMPLATE EXAMPLES







Brand Assets

Questions?

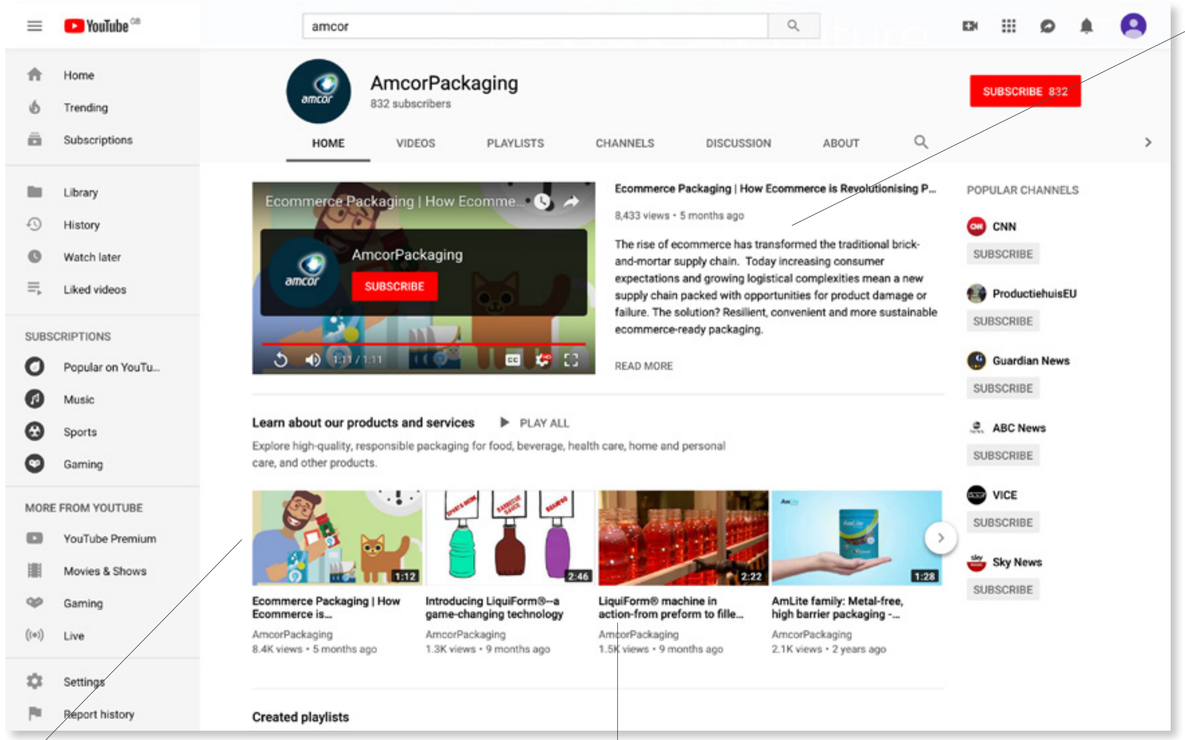
Digital

YouTube

When uploading videos to YouTube it is essential to ensure best practice is applied not only to the video **(see video guidelines)**, but also to the listing content.

The thumbnail, title and description are vital to attract more viewers, and are an opportunity to further express our brand.

- ✔ Always adhere to the Amcor **tone of voice** and style guides.



DESCRIPTION

Make sure the description is unique to the video.

Identify the keywords that describe your video and use them near the start of your description.

Add extra information that is relevant to your video — for example a link to a relevant page on your website.

Hashtags (#) can be included in the description, to help viewers discover your video when searching a specific hashtag.

THUMBNAIL

Thumbnails should always convey the content of the video. They can contain a combination of text and imagery but must always adhere to the relevant brand standards. Always ensure the thumbnail image works both at small (for mobile) and large (for desktop) sizes.

TITLE

Don't make excessive use of capitalization. Always ensure your title is catchy and sparks curiosity.

Titles should always reflect the content of the video and not be misleading.

Questions?

Digital

Webinars

They are an effective corporate training and engagement tool to educate employees and customers on new products and services.

Please consider the following when creating a webinar:

- ✔ Enhance the webinar with a professional looking Amcor branded presentation.
- ✔ Follow the guidelines on **tone of voice**, **color**, **photography**, **typography** and **logo placement** to ensure the Amcor brand is conveyed correctly at all times.
- ✔ Bring the webinar to life with graphs, tables and pictures.



Questions?

Documents and stationery

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Documents and stationery

PowerPoint templates

A choice of templates is available on Brand Central to best suit the purpose and audience of the presentation. Only these templates can be used.

- ✔ The font Arial must always be used.
- ✔ Images may be customized on the front cover of the Dynamic template, according to the **photography** standards.
- ✔ Follow the guidelines on **tone of voice**, **color** and **logo placement** to ensure the Amcor brand is conveyed correctly at all times.
- ✔ These templates are available in both 4:3 and 16:9 formats.
- ✖ The two templates should never be mixed, modified or altered in any way.



AMCOR CORPORATE POWERPOINT TEMPLATE

Intended for formal, corporate presentations.



AMCOR DYNAMIC POWERPOINT TEMPLATE

Intended for customer and internal use.

Brand Assets

Questions?

Documents and stationery

Word templates

A definitive set of Microsoft Word templates have been created and are available for download on Brand Central.

Download the required template, then update the details with the relevant Amcor Business Group contact information.

- ✔ Follow the guidelines on **tone of voice** and **typography** to ensure the Amcor brand is conveyed correctly at all times.
- ✔ Template sizes may vary depending on region, contact your Business Group or Corporate Communications team if you require an alternative size.
- ✖ Do not recreate or modify the template designs or branding in any way.

Brand Assets **Questions?**



AGENDA TEMPLATE



FACSIMILE TEMPLATE



LETTERHEAD TEMPLATE



MEMORANDUM TEMPLATE



PRESS RELEASE TEMPLATE



INTERNAL ANNOUNCEMENT TEMPLATE

Documents and stationery

Whitepapers

They are a means to showcase Amcor's expertise on a wide variety of topics.

- ✔ Use the specific sections within this guide for each element you decide to include in the whitepaper; for example, but not limited to, those illustrated here.
- ✔ If you require further information or examples to use for reference when creating new whitepapers contact your Marketing Communications team.

Questions?



PHOTOGRAPHY

Should inspire and help clarify the content.

INFOGRAPHICS

Use these to help convey concepts and ideas in a simple way.

TYPOGRAPHY

Use different font weights to distinguish between headings and body text.

COLOR

Color panels can help highlight and organize separate blocks of information.

ICONS

Use to help break up text into succinct points.

TONE OF VOICE

Make sure the language used is in keeping with Amcor's brand personality.

Documents and stationery

Press releases

A word template is available to download on Brand Central, which can then be updated according to the guidance below.

- Prior to making press releases public on any media channel they must be reviewed and approved by the Corporate Communications team.
- Use a journalistic style of writing that is clear and concise, and a **tone of voice** that is in line with the Amcor brand.
- Follow the **typography** guidelines to convey the Amcor brand correctly at all times.
- Make sure all information is accurate and verifiable.
- Template sizes may vary depending on region, contact your Business Group or Corporate Communications team if you require an alternative size.

Brand Assets

Questions?



HEADER
This will stay the same unless advised otherwise.

LOCATION AND DATE
Begin with location and date of press release.

PHOTOGRAPHY
Illustrate the article through strong photography.

CALL TO ACTION
Contact details and logo at the end to finish.

HEADLINE
A hard hitting title that captures attention and makes people want to read on.

INTRODUCTORY SENTENCE
A short descriptive sentence that is easily digestible.

CONTENT
Get to the point, be factual and use quotes to add validity.

ABOUT AMCOR
Standard copy that should be featured on all News Releases. It is reviewed periodically and should not be modified.

Documents and stationery

E-books

Similar to whitepapers, e-books present Amcor's point of view on a variety of topics.

The key difference is the intention that they'll be viewed primarily on screen rather than in print.

E-books use a landscape format to better fit a desktop screen size, preferably 1920 x 2080px or A4 landscape as seen here.

E-books are delivered in PDF format and offer a degree of interactivity, including page navigation and URL links.

- ✔ 1920 x 2080px or A4 landscape.

Questions?



Documents and stationery

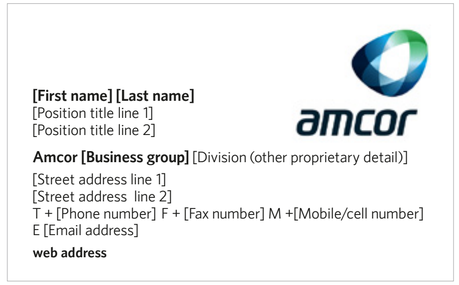
Business cards

An Adobe InDesign template is available to download on Brand Central for a standard corporate single and double sided business card when producing a printed run.

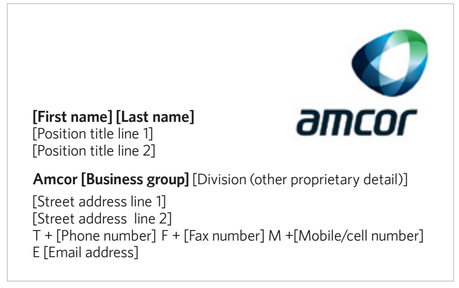
- ✔ The printing is exclusively on uncoated stock.
- ✔ Template sizes may vary depending on region, contact your Business Group or Corporate Communications team if you require an alternative size.
- ✖ Artwork for the business card should never be recreated or modified in any way.
- ✖ The typographic weights and spacings of the address and contact details must always be followed and never be altered in any way.

Brand Assets **Questions?**

SINGLE SIDED



DOUBLE SIDED







Documents and stationery

Letterheads

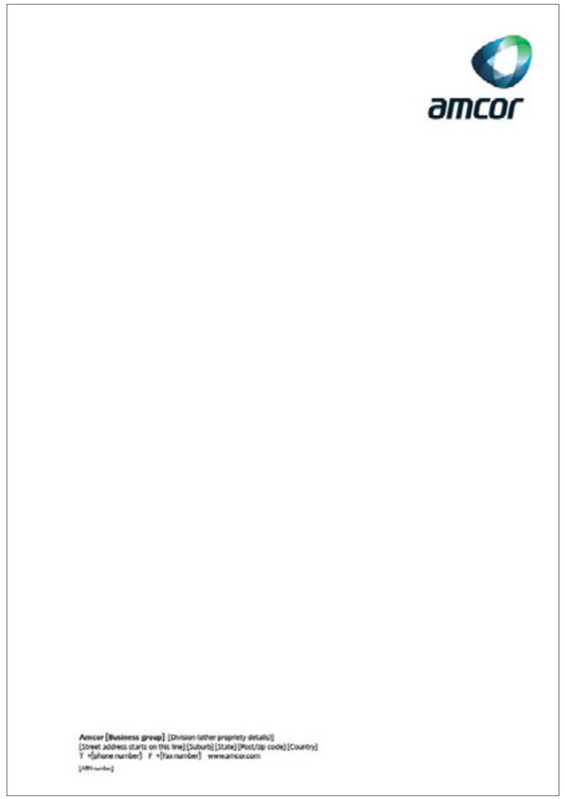
The print-ready Adobe InDesign template can be downloaded on Brand Central. Enter the Business Group details into the text fields. The template is to be used when offset printed letterheads are required.

- ✔ Always download the artwork for the letterhead to ensure you are using the most recent version.
- ✔ Use the typographic style sheets, grid layout and margins provided in the template.
- ✔ The text area of a letter must align with the grid and margins as shown in the example.
- ✔ Follow the guidelines on **tone of voice** and **typography** to ensure the Amcor brand is conveyed correctly at all times.
- ✔ Template sizes may vary depending on region, contact your Business Group or Corporate Communications team if you require an alternative size.
- ✖ Do not recreate or modify the artwork design in any way.

Brand Assets

Questions?

STANDARD LETTERHEAD



STANDARD LETTERHEAD
(Including text area and grid)



Documents and stationery

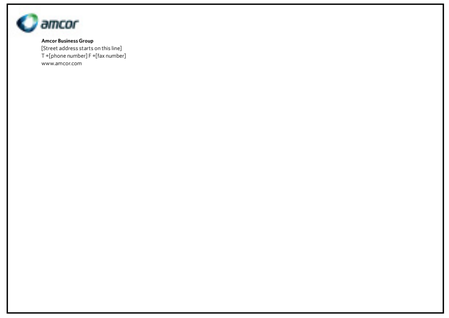
Envelopes

A definitive set of Adobe InDesign templates has been created for the production of envelopes.

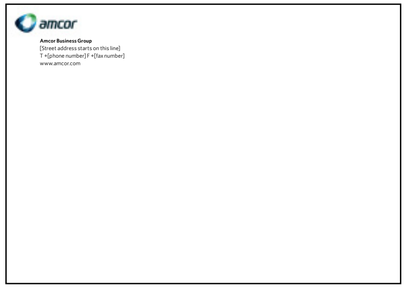
- ✔ Template sizes may vary depending on region, contact your Corporate Communications team for more information.
- ✖ Do not recreate or modify the designs or branding in any way.

Questions?

B4: 353MM x 250MM



C4: 324MM x 229MM



B5: 250MM x 176MM



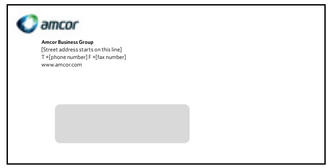
C5+: 235MM x 162MM



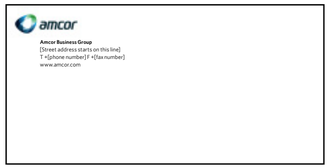
C5: 229MM x 162MM



DL WINDOW: 220MM x 110MM



DL: 220MM x 110MM



Internal branding

Email signatures **76**

Email banners **77**

Desktop backgrounds **78**



Internal branding

Email signatures

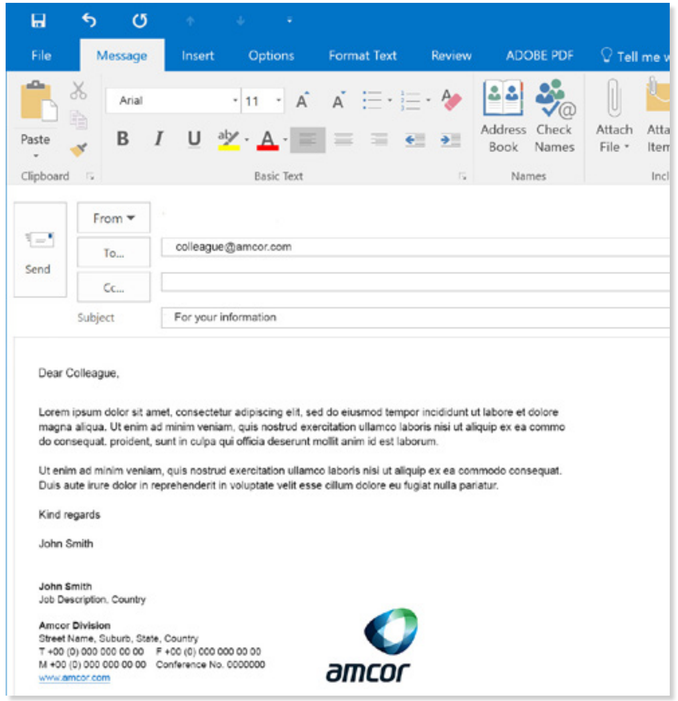
All Amcor people emails must use the global email signature. The only exception is the specific email signature template developed for colleagues based in Germany, where additional information is required by law.

- ✔ To comply with the typography brand standards, the font Arial must always be used.
- ✖ Email signatures must not be modified, this includes the addition of other messages, regional program logos, or advertising banners.

Brand Assets **Questions?**

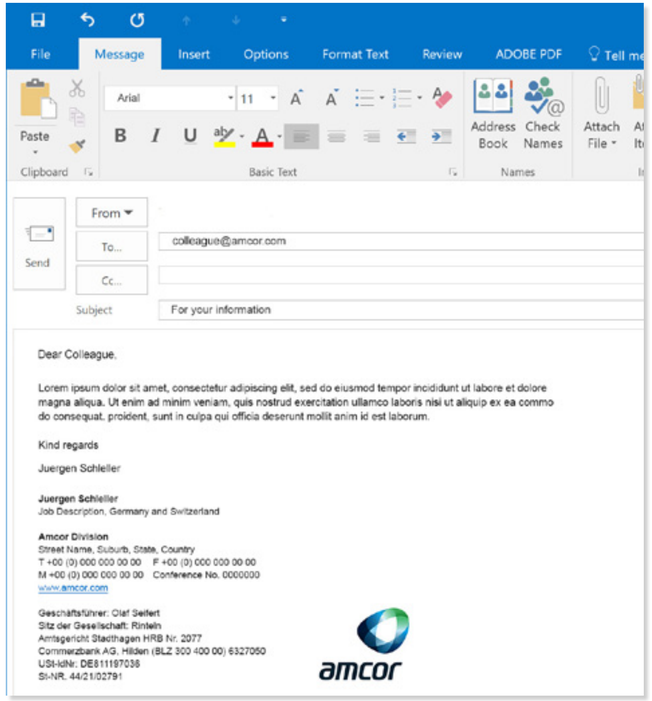
AMCOR EMAIL SIGNATURE

Global



AMCOR EMAIL SIGNATURE

Germany



Internal branding

Email banners

They are elements for email announcements.
They may contain images and brand typography.

Only the Global Management Team members are allowed to have email banners for their email announcements, and exclusively on an individual basis.

- ✓ The maximum size of the banner is 580 x 165px.
- ✓ Ensure images of people or products are not cropped awkwardly. If in doubt, use only text within the banner.
- ✓ If using the Amcor logo within the banner, adhere to Amcor's **logo** standards on various backgrounds and **clear space** rules.
- ✓ You may use different weights of the Amcor brand **typeface** for titles.
- ✗ Titles within the banner should not be more than six words; when longer, continue the text below the banner.
- ✗ Text must always be legible. Do not place over busy divider lines, gradients or images.

Questions?

From: Ron Delia Communications
Sent: 10 February 2020
To: Amcor Communications
Subject: Headline



10 February 2020

Headline

Dear Colleagues,

Omnieni moluptur, que volo magnim il moditas nate ipicitia veremporibus dis et assint que porenet qui aut ducimpo rporrum aut quia venimi, apicili gendae. Sedipsaes doluptas nessequi dolorerum ea velit, velessitas et experibus aut voluptatio bereped quis quis quo exeruptaerum nem.

Nam everisit volorruptae re nobis quunt excepta doluptatione consequi optusam quam, iunt occatin pelis est magnihilla eumquat fuga. Nam voluptiora vit atem conseque dem experibus, sendit, omni abor sam, odit ut officab oreperum facerrum qui cupitaquia nulluptatur? Dolore delis que labore venient pratusdae comnis dolorer uptae. Ut porro iur, quaepelicae voluptae qui dolorum dolum ipic te veni voluptassum que et optas es rerro idi ni tem volestota est volente molorro quissita doluptat doluptatem aut ut liquistibus quiae que modi dolum facietur aut esti nos apercidunt.

Faccus quo ium, ius ne offic tem doluptatecus doluptaspis sam, elessin issequis mo temporatur aut millorum fuga. Odit offic te core cuptatia dolorec tatibeatem fugiatis ex est, sant voloribus et rem quam excessum ilit et utame vellecum delitatusam endi qui autatem a sa pa nobit, si aliatus ipsa dolores simusda nist, con rese magnis eatur senihit apedias volupta dolorem porrum ilibus. Ut la dia dit qui abo. Hit mintur, sumquis tecerfe rrovitas eatiistiae cus, tem. Usanimp orporiorum dest labor si ne pro tem con nis molorit pro officitatia nusda dolorpo reperiae. Id quo bea quiae sit liquo torende voluptur?

Nulliatur? Qui nimolupti occum rendam aut et rerition esto explisci optam, quatatinulpa vendel id quam ressund elestrum quaspera ipsuntibus eic te voluptati quim et, odi sant officae molupta cusa et faccusanias pa dolorum quae. Xim dolum fuga.

From: Michael Zacka Communications
Sent: 10 February 2020
To: Amcor Communications
Subject: Headline



10 February 2020

Headline

Dear Colleagues,

Omnieni moluptur, que volo magnim il moditas nate ipicitia veremporibus dis et assint que porenet qui aut ducimpo rporrum aut quia venimi, apicili gendae. Sedipsaes doluptas nessequi dolorerum ea velit, velessitas et experibus aut voluptatio bereped quis quis quo exeruptaerum nem.

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Internal branding

Desktop backgrounds

The desktop wallpaper and screen saver have been created and installed by Corporate Communications and must be used by all Amcor people.

- They must not be altered, changed or adapted in any way.

Questions?

DESKTOP WALLPAPER



DESKTOP SCREENSAVER



Video and animation

Edit construction	**80**
Watermarks	**81**
Titles	**82**
Title anatomy	**83**
Lower-thirds	**84**
Lower-thirds anatomy	**85**
Opening and closing screens	**86**
Subtitles	**87**
Licensing	**88**
Aspect ratio	**89**
Video specifications	**90**
Animation style	**91**



Amcor owns the rights to everything that is filmed on the company's behalf. A copy of all footage should always be provided to Amcor.

Video and animation

Edit construction

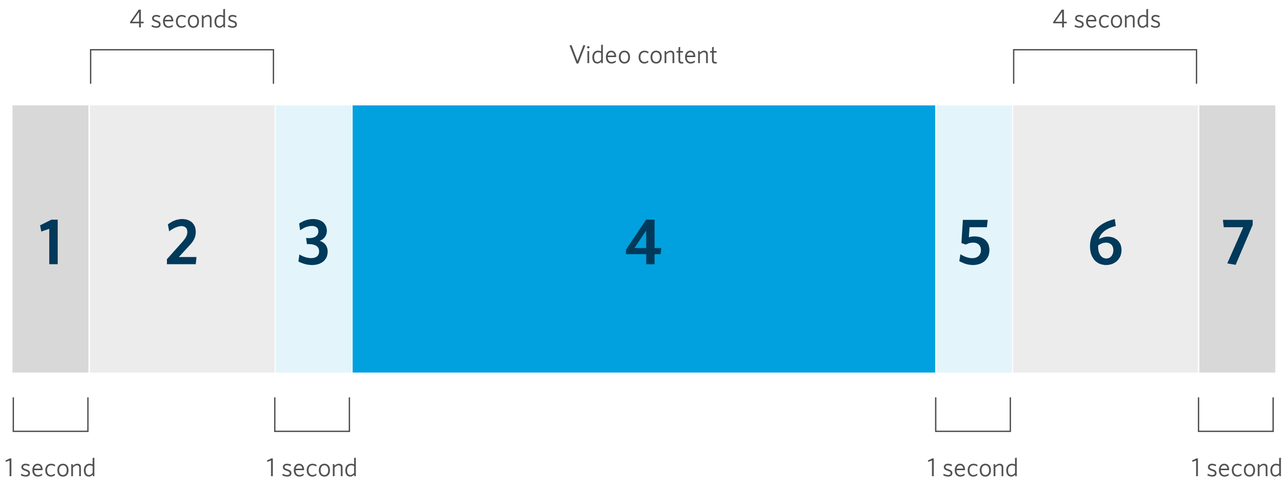
This guide illustrates how to assemble Amcor video material.

Use the following formula:

1. Fade in opening screen
2. Opening screen
3. Fade out opening screen
4. Video content
5. Fade in closing screen
6. Closing screen
7. Seconds of white

- ✔ Opening screens are optional, but should be used where a secondary logo or title is required.
- ✔ Four seconds is the minimum time recommended, but the title of video should be on screen long enough to be read by the viewer.

Questions?



VIDEO EXAMPLES

For some of our previous videos visit our YouTube channel.

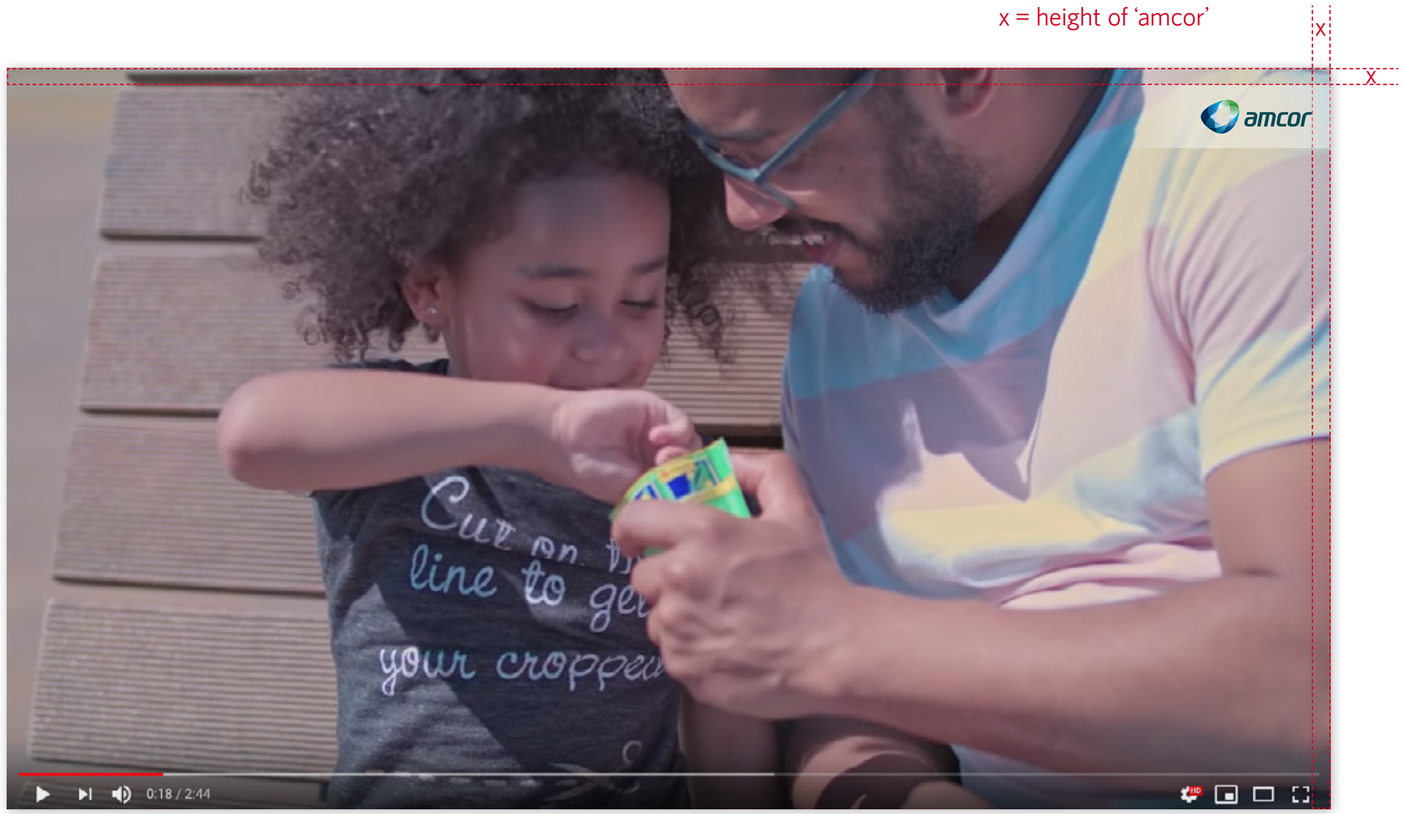
Video and animation

Watermarks

All videos should display the Amcor logo watermark for the full duration of the video - excluding opening and closing frames.

- ✔ For consistency and readability the **reversed logo** with halo should be used at all times.

Questions?



LOGO PLACEMENT

The horizontal logo should always be used and placed in the top right corner following the **clear space** guidance illustrated here.

The logo should be at a 100% opacity and sit on a white gradient which is set at a 40% opacity.

The logo should never appear without the gradient.

Video and animation

Titles

Titles are used throughout videos to introduce different sections. The examples shown here are the favored approach.

- ✔ The preferred transition effects are fade in and fade out but other animated options are available.



When placed over the Amcor light blue color, white should be used as the text color.



When placed over the Amcor dark blue color, white should be used as the text color.



When placed over white, Amcor dark blue should be used as the text color.



When placed over an image, a soft drop shadow should be used. It should be 50% opacity, black, set to multiply blending style and have an equal spread around the text.

Questions?

Video and animation

Title anatomy

There are three instances where a text-only screen can be used:

1. To provide some additional context or information mid-video that isn't being delivered through the audio or video content.
2. During training or educational videos, usually to staff, where additional information or a recap of key points needs to be delivered.
3. To segment sections within a video.

✔ Ensure viewers have enough time to read the text on screen.

Questions?

SAFE TITLE AREA
90% width, 90% height

SAFE ACTION AREA
93% width, 93% height

SCREEN AREA
100% width, 100% height

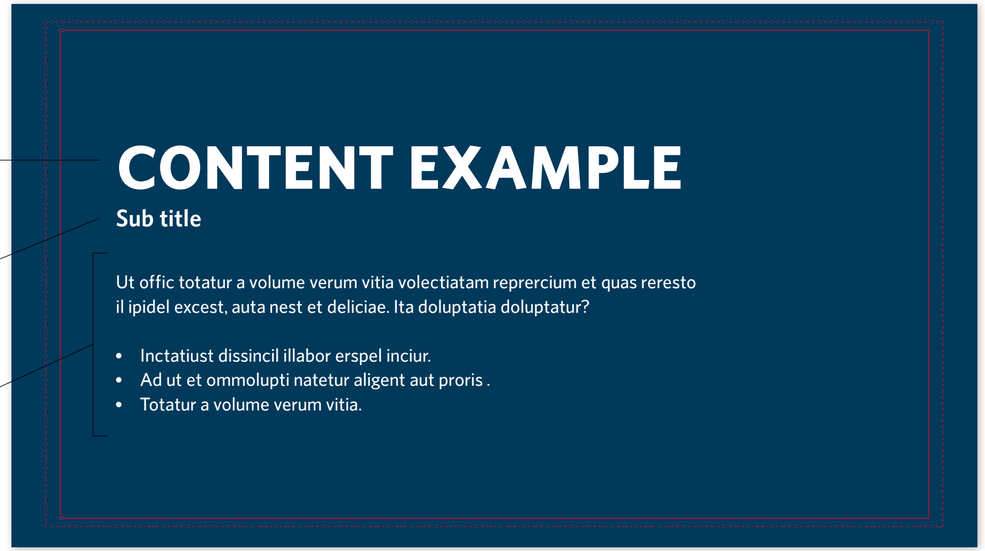


SPECIFICATIONS
- AmcorPro Bold
- White text
- Amcor light blue color
- Capitalized
- Centralized
- Can be used over video

AMCORPRO BOLD
White, capitalized

AMCORPRO SEMIBOLD
White

AMCORPRO MEDIUM
White



SPECIFICATIONS
- AmcorPro font family
- Amcor dark blue color
- Left aligned
- Not to be used over video

Video and animation

Lower-thirds

This refers to text that is positioned on the lower third area of the screen – usually captions that include the titles of interviewees.

Use lower-thirds to identify people on their first speaking appearance. Identify each subject just once.

Contributors and their affiliations should be introduced in the same way as the examples shown on this page.

- ✔ The preferred transition effects are fade in and fade out but other animated options are available.

Questions?



Left side caption box example.



Left side caption white text only example.



Right side caption box example.



Right side caption white text only example.

Video and animation

Lower-thirds anatomy

These guides should be followed to ensure all text is accessible and legible on a wide variety of screens.

- ✔ If a subheading, such as a title or department name, exceeds 80 characters, run it over two lines.
- ✔ Keep text within action/title safe area and never let text go beyond the right or left margin.

Questions?

SAFE TITLE AREA
90% width, 90% height

SAFE ACTION AREA
93% width, 93% height

SCREEN AREA
100% width, 100% height

x = 13% screen size height x



SPECIFICATIONS
If video is dark enough to allow full legibility, you should use white only text.

AMCORPRO BOLD
White, capitalized

AMCORPRO MEDIUM
White

y = 10% screen size height y



SPECIFICATIONS
If video is too light for white only text, a caption box should be used.

STYLE
Use Amcor dark blue at 80% opacity for the caption box.

Video and animation

Opening and closing screens

The opening and closing screens feature the Amcor animated logo. This should be included in every Amcor video.

- Every Amcor video should include a closing screen featuring the Amcor logo animation.
- If desired, the Amcor opening screen can also be included.



ANIMATED LOGO

It can be used as an introduction or sign-off on video materials or presentations.

Brand Assets **Questions?**

Video and animation

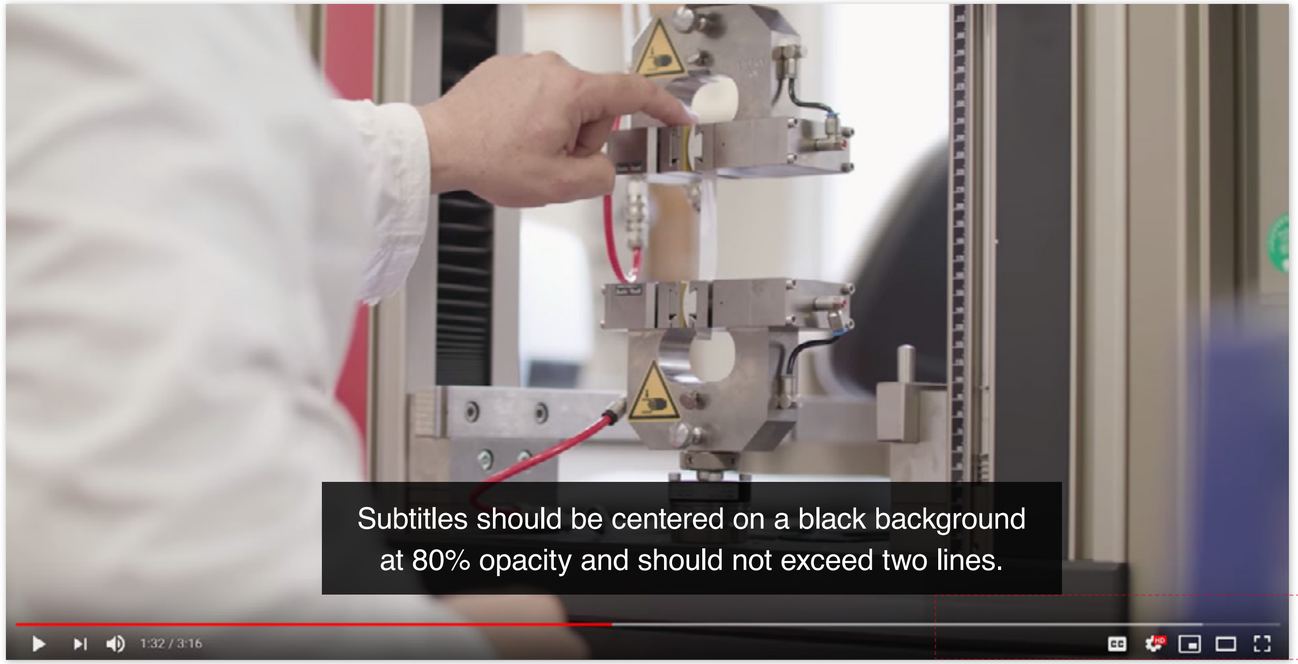
Subtitles

Captions and subtitles should be provided for accessibility and to encourage viewing on social media.

Films should be produced with open captions (burned-in). A separate version should be produced without captions but with an accompanying closed captions text file in SRT or VTT format.

- ✔ The font size used will be governed by the output format. The text should be highly legible at all times. The preferred transition effects are cut in and cut out.
- ✔ Arial Regular or Helvetica Neue Regular in white should be used for all subtitles.
- ✔ When the lower third of the video is occupied with a title, the captions should move to the top of the screen.

Questions?



SPECIFICATIONS

Subtitles can be added through your video editor or through the video manager on YouTube.

They should be centered on a black background at 80% opacity and should not exceed two lines.

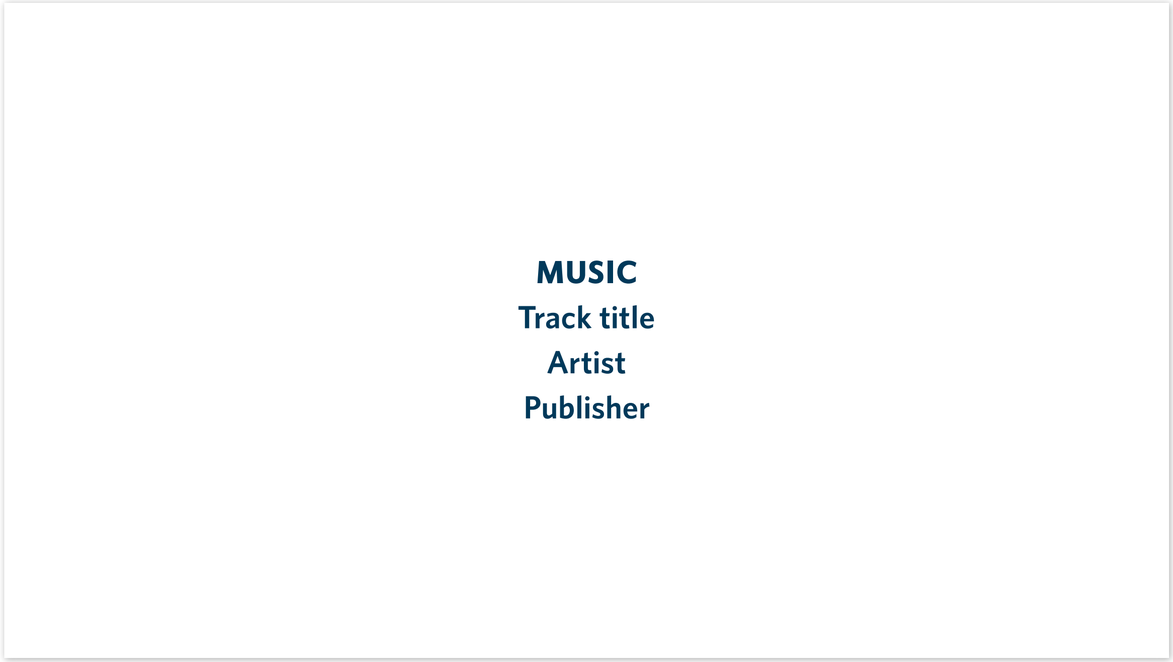
Video and animation

Licensing

When creating a video, licensing laws must be followed.

- ✔ Ensure you have the relevant licensing. A copy of the original licensing agreement is required to dispute the copyright infringement and remove the in-play advertising.
- ✔ Music, graphics, stock footage and images should be credited in accordance with their licensing. This should be displayed at the end of the film if required by law.
- ✔ Royalty free music should be used at all times. Commercial music (e.g. from the radio) cannot be used under any circumstances without express permission from Corporate Communications.

Questions?



STOCK VIDEO FOOTAGE

This is available from a number of third party sources.

Examples include:

- www.videoblocks.com
- www.videvo.net
- www.videohive.net
- www.shutterstock.com
- www.pond5.com

STOCK MUSIC FOOTAGE

This is available from a number of third party sources.

Examples include:

- www.freemusicarchive.org
- www.audionetwork.com
- www.premiumbeat.com
- www.artlist.io

Video and animation

Aspect ratio

Most videos are produced in a 16:9 ratio or a 1:1 ratio (as shown here).

The ratio used depends on the demands of the project and the platform or device it will be viewed on.

- ✔ Minimum video resolution for 16:9 projects is 1280 x 720px. Minimum bitrate 5 Mbps.
- ✔ Recommended video resolution for 16:9 projects is 1920 x 1080px. Minimum bitrate 10 Mbps.
- ✔ Minimum video resolution for 1:1 projects is 720 x 720px. Minimum bitrate 5 Mbps.
- ✔ Recommended video resolution for 1:1 projects is 1080 x 1080px. Minimum bitrate 10 Mbps.

Questions?



16:9 FORMAT

This should be used unless otherwise stated.



1:1 FORMAT

This should only be used if a 16:9 ratio is not required. This ratio can only be used on Facebook, Instagram and Twitter.

Video and animation

Video specifications

VIDEO SETTINGS

These settings are widely accepted:

- .MP4 and .MOV video format
- H.264 compression
- Square pixels
- Fixed frame rate
- H.264 compression
- Maximum frame rate of 30fps

CODECS

There are a variety of different codecs for both video and audio. These will change depending on the project and its required formats. Please check with the intended video host for their specific requirements.

Questions?



Accepted video quality.



Poor video quality.

COMPRESSION

The amount of compression applied to the final output file should be kept at an acceptable level. Ideally there should be no visible degradation.

FILE SIZE

Final file sizes of video should be under 100MB.

RESOLUTION

The video resolution standard is HD (1920 x 1080px. Only shoot in 4k (3840 x 2160px) if specifically required.

Video and animation

Animation style

The purpose of using animation, as opposed to live footage, is primarily to make explaining abstract ideas as simple as possible.

- To keep the brand consistent, the animation style is in keeping with Amcor's illustration style.
- Videos should always begin with the Amcor **logo**.
- A placeholder image to be used in the thumbnail should also be provided to accompany the animation.

Questions?









ANIMATION EXAMPLE

This video is a typical example of the Amcor animation style.

Advertising

Printed advertisements

Elements from **Brand Foundations** and **Brand Additions** should be used to create an advertisement.



PHOTOGRAPHY

Use brand appropriate **photography** for the header, covering approximately a third of the page.

QUOTES

To highlight sections of text, use a different brand color and bold italics.

SOCIAL MEDIA

Link to Facebook, Instagram, Twitter and website with relevant icons.

TITLES

The title should be in the Amcor **primary typeface** AmcorPro Bold, Sentence-case where possible.

COLOR

Use the Amcor **brand colors** for body copy and titles. CMYK values for print and HEX values for digital.

LOGO

Always use the correct **logo placement**.

Questions?

Vehicles

Trucks **94**

Cars and vans **95**



Vehicles

Trucks

The truck brand design is fully adaptable to any shape, length or size of truck. It incorporates two core elements of the Amcor brand system: the full color **primary logo** and primary blue **Amcor background**.

- ✔ The darker area of the proprietary Amcor background must always appear at the truck cabin end and must be cropped appropriately depending on the length of the trailer.
- ✔ The Amcor primary logo must be visually centered within the height of the trailer. Due to space restrictions the Amcor background can encroach into the primary logo clear space area.
- ✔ Always use the master truck trailer artwork, never recreate it.

TRUCK BRANDING







LOGO PLACEMENT



TRAILER VARIATIONS









Brand Assets

Questions?

Vehicles

Cars and vans

CARS

The color of the car will determine the version of the logo to be applied.

- ✔ A direct application of the **primary logo** can be applied to white cars.
- ✔ The Amcor primary logo within a white panel can be applied to colored cars.

VANS

The defined van brand design is fully adaptable to any shape, length or size of van and uses two core elements of the Amcor brand system: the full color primary logo and primary blue **Amcor background**.

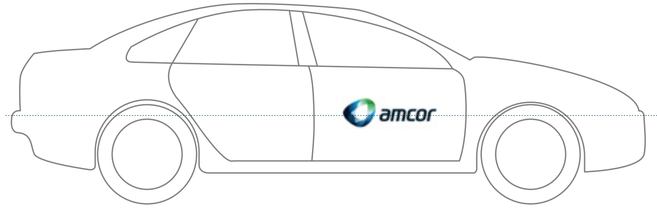
- ✔ It is recommended that a small amount of noise is added in Photoshop to the Amcor background texture to prevent color banding when printed.

Questions?

CAR BRANDING



CAR DOOR LOGO PLACEMENT



VAN BRANDING



VAN DOOR LOGO PLACEMENT



Collateral

Clothing **97**

Embroidery **98**

Merchandise **99**



Collateral

Clothing

Amcor logo selection will depend on the color of the garment and the application method used. Use the examples opposite as a guide to select the appropriate logo version.

- The full color **primary logo** is suitable for high visibility situations such as exhibitions or trade shows where brand recognition needs to be prominent.
- When embroidering the full color primary logo directly onto black or navy colored garments, a white stroke must be applied around the Pod.
- The weight of the stroke must be the same as the proportions shown in the embroidery section.
- Only the white or black **solid logo** can be applied to a colored garment.
- When producing an embroidered patch, it must comply with the **clear space and minimum size** guidelines.

Questions?













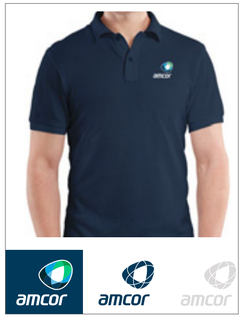
BLACK GARMENTS



WHITE GARMENTS



NAVY GARMENTS



COLORED GARMENTS



SAFETY GARMENT
Direct application.



SAFETY GARMENT
Embroidered patch.

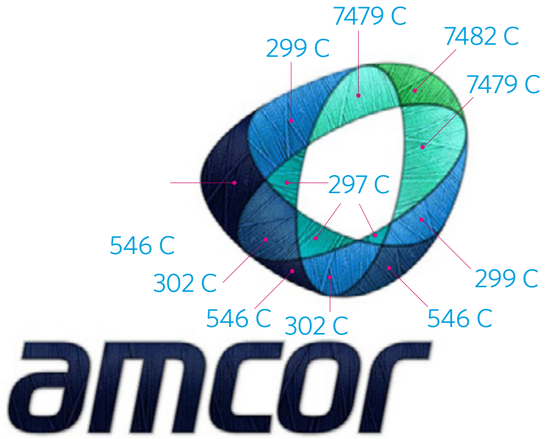


Collateral

Embroidery

When embroidering the Amcor logo, the thread color system used must match as closely as possible to the PMS color references as shown opposite for each segment of the Pod and the typography.

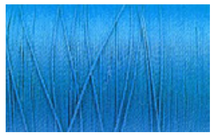
- ✔ Use the stitch direction guide to ensure each segment of the Amcor Pod is embroidered correctly.
- ✔ When the logo needs to be applied to a dark colored garment the reversed logo must be used with a solid white stroke as shown opposite.



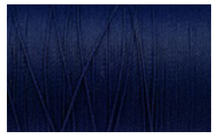
STITCH COLOR GUIDE



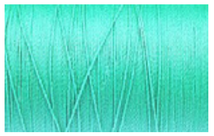
STITCH DIRECTION GUIDE



299



546



7479



7482



302



297



EXAMPLE OF REVERSED LOGO WITH WHITE STROKE

Brand Assets

Questions?

Collateral

Merchandise

The **Amcor logo** can be used on various merchandising items.

- ✔ All logo **clear space and minimum size** rules apply at all times.
- ✔ Always select the appropriate version of the logo, dependent on the merchandise color and the logo reproduction method.











Questions?

Signage

Standards

Comprehensive and exact standards has been documented for the design and construction of all Amcor signage.

Amcor signage standards include:

- Internal and external signs
- Way finding signage
- Room identifiers and numbering
- Internal wall graphics
- Building reception signage
- Typography
- Large scale signage
- Lighting
- Safety signage
- Materials and finishes
- Construction diagrams

✔ The standards document must be downloaded as a PDF and reviewed before undertaking the design and construction of any Amcor branded signage.

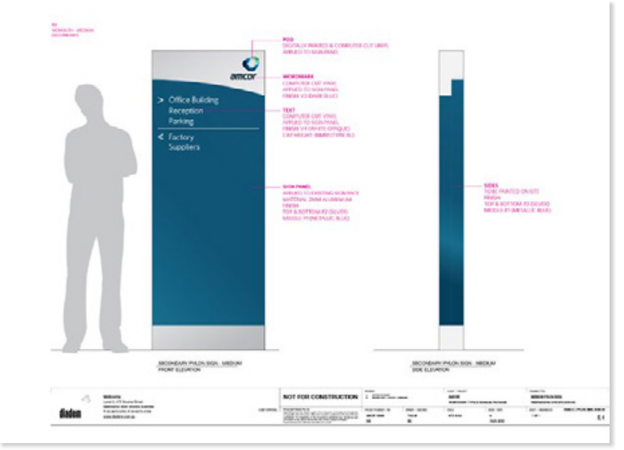
Brand Assets

Questions?

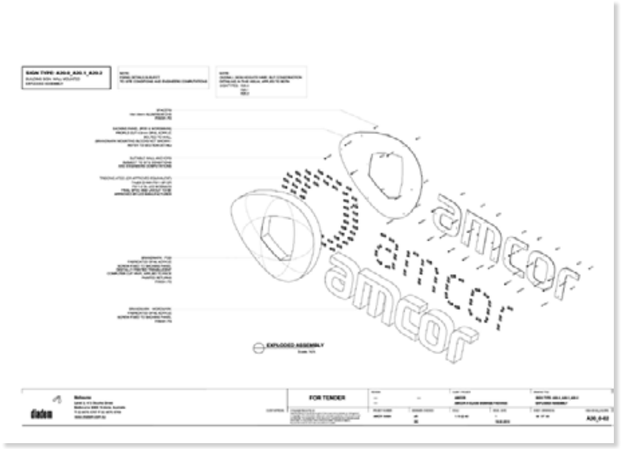
DESIGN SPECIFICATIONS



MATERIALS AND FINISHES



CONSTRUCTION DIAGRAMS



Trade shows

Graphics

Trade show stands are the ‘shop front’ of the Amcor brand, and a vital point of contact with customers. As well as adhering to the Amcor Brand Guidelines, trade show graphics should give particular attention to displaying information as clearly as possible.

- Consider the comfortable reading zone of graphic panels. Body text should be placed no higher than 1700mm and no lower than 1100mm. Font size for body text should not go below 40pt.
- **Photography** and graphics must comply with Amcor’s imagery standards.
- Product displays, leaflets and merchandise must adhere to the Brand Guidelines.
- Contact the Marketing Communications teams for more specific guidance.

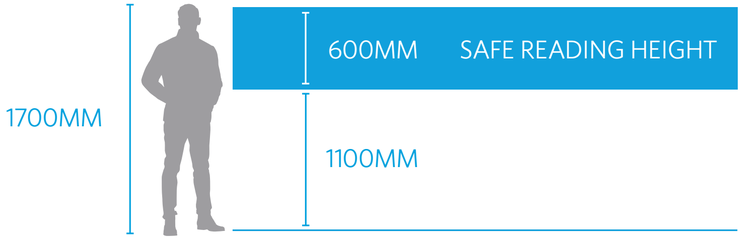
Questions?







SAFE TEXT AREA



Packaging

Examples	103
Logo placement	104
Label architecture	105
Background elements	106
Color application	107
Photography	108
Full label composition	109



Packaging

Examples

Here is an overview of our packaging designs.

- ✔ If a more comprehensive guide is needed, contact the Marketing Communications team.

Questions?

EXAMPLES APPLIED TO DIFFERENT PACK SHAPES



Lidding.

Cheese wedges.

EXAMPLES APPLIED TO DIFFERENT TYPES OF PACKS



Special | Standard | Special | Special | Standard | Standard

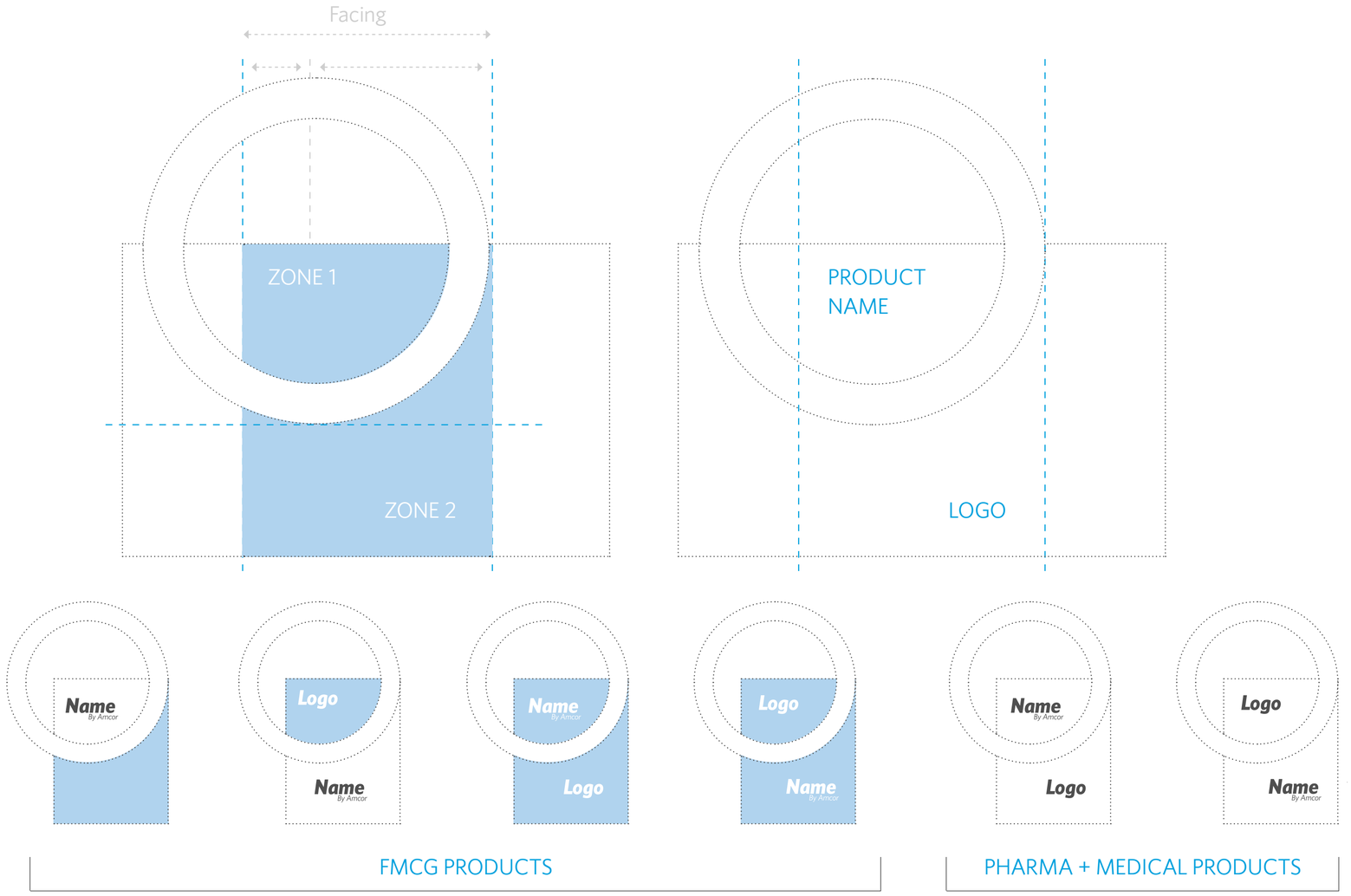
Packaging

Logo placement

The placement of the Amcor logo and the product name must sit in opposite zones from each other.

- ✔ Color application needs to respect the two zones defined by the label structure.
- ✔ Each label should be divided into two zones.
- ✔ The division element is a circular ring.
- ✔ The **typeface** and **logo** must follow the rules and standards of usage set out in the Brand Guidelines.
- ✔ Contact your Marketing Communications team if more information is required.

Questions?



OPTION 1: BLUE AND WHITE
To be used on FMCG style products.

OPTION 2: FULL BLUE
To be used on FMCG style products.

FULL WHITE
To be used on Pharma and Medical products.

Packaging

Label architecture

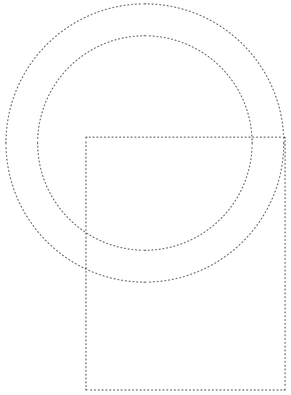
Division curve rules apply when bringing the packaging design together.

- ✔ Contact your Marketing Communications team if more information is required.

Questions?

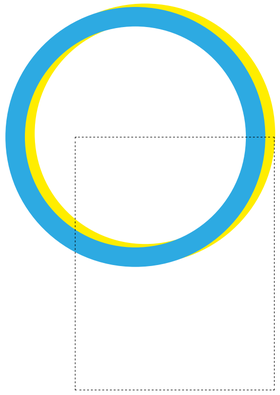
ZONES ARE SPLIT BY A DIVISION CURVE

The two zones are divided by a division curve placed off center. There is no specific rule for the placement of the division ring except that it works better off center.



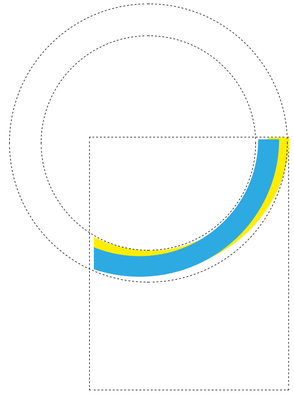
THE DIVISION CURVE IS COMPOSED OF TWO RINGS

Two equal rings are overlapped and slightly off-set.



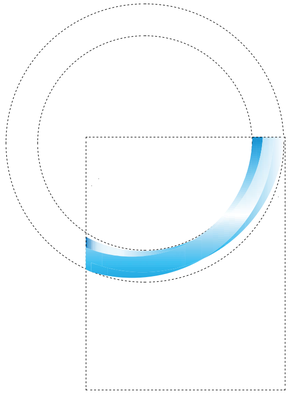
SECTION OF THE DIVISION CURVE

A section of the overlapping rings is used to create the division curve.



RING COLORS

Both rings have a gradient from Blue Cyan to White. Each ring has it's own gradient scheme to create contrast between them.



Packaging

Background elements

The background colors should be the same across all sides of the pack.

The elements are to be overlaid to create a textured look and feel which can be enhanced with special finishes.

- ✖ These elements should not be modified or changed.
- ✔ Contact your Marketing Communications team if more information is required.

Questions?

BACKGROUND GRADIENT

Blue Cyan and Dark Blue.

GRADIENT RINGS

Use the background gradient with a different gradient angle.

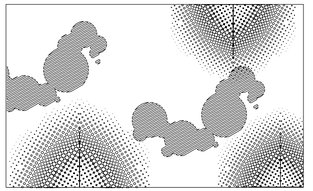
45° DIAGONAL STRIPES

Use the background gradient on a diagonal and inserted in circles.

HALFTONE GRADIENT CIRCLE TEXTURE

Light Blue (when applied on White)
Cyan Blue (when applied on Dark Blue)
Dark Blue (when applied on Cyan Blue)

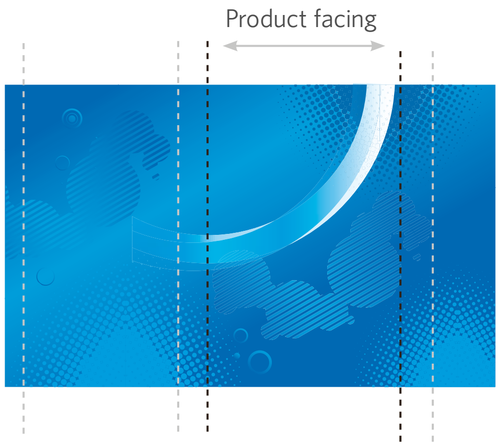




VARNISHES

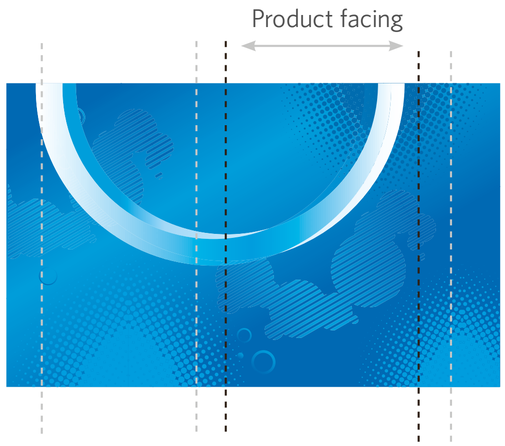
Special effects or varnishes such as matt, gloss or tactile can be applied to the background graphics.

LARGE RING SECTIONS



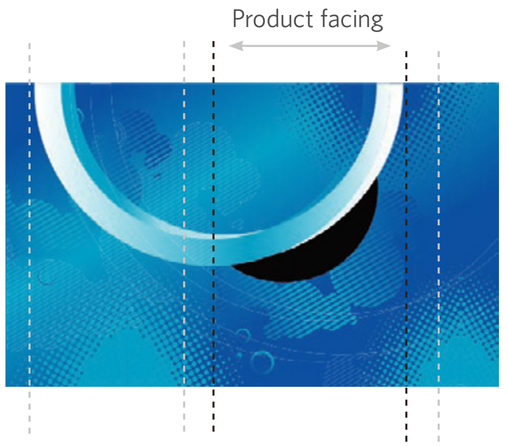
GRADIENT TO FULL TRANSPARENCY

Rings that end on the pack should fade to transparency.



GRADIENT TO FULL OPACITY

Continuous rings should be fully opaque.



TRANSPARENT WINDOW SHAPE

Packaging

Color application

The blue color palette should be used for standard products.

- All standard products should have only one color palette and fit into the approved color scheme.
- Colors outside the standard blue palette need to be approved by the Marketing Communications team in each Business Group.
- All whites can be replaced by a transparency.
- Contact your Marketing Communications team if more information is required.

Questions?

COLOR VALUES FOR USE ON BACKGROUND

White
C0 M0 Y0 K0

Light Blue
C22 M0 Y0 K0

Blue Cyan
C100 M0 Y0 K0

Dark Blue
C100 M60 Y0 K0

USED ON OTHER ELEMENTS/ PROMO FLASHES

Yellow
C0 M0 Y100 K0

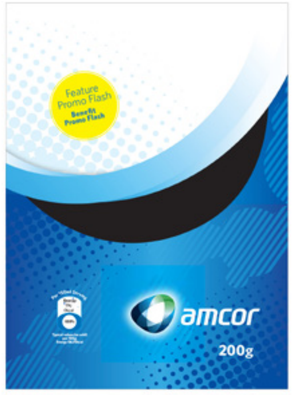
OTHER COLORS CAN BE USED TO HIGHLIGHT PRODUCT FEATURES OR BENEFITS

Magenta
C0 M100 Y0 K0

FMCG PRODUCTS

WHITE AND BLUE

Standard combination.



BLUE AND BLUE

Secondary combination.



BLUE AND WHITE

Secondary combination.



PHARMA AND MEDICAL PRODUCTS

WHITE AND WHITE

For Pharma and medical product.



Packaging

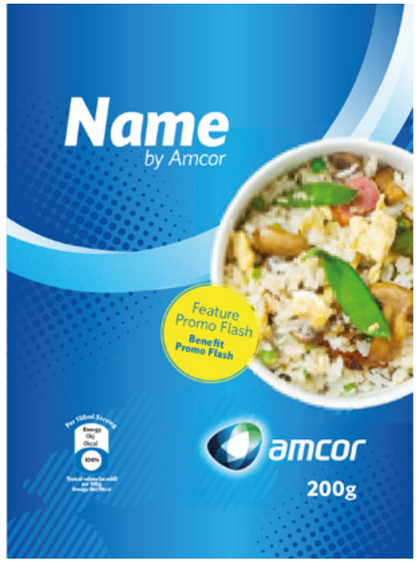
Photography

Guidance on the use of imagery within packaging.

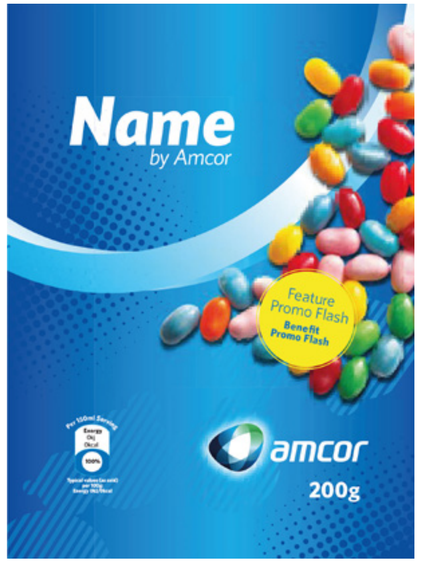
- ✔ Images can be confined in a circle.
- ✔ Images can be articulated with the division circle.
- ✖ Do not use photography where there is a transparent window.
- ✔ Contact your Marketing Communications team if more information is required.

Questions?

Use product images and not context images. Use a white border.



Use images that come in from the top of the packaging.



INCORRECT USAGE

Do not place imagery on a transparent window.



Packaging

Full label composition

Labels are composed of a background and several elements layered on top.

- ✔ Any additional product information should be placed on the back.



BACKGROUND ELEMENTS

DIVISION RINGS

PRODUCT NAME (OPTIONAL)

PROMOTION FLASH (OPTIONAL)

The main benefit or feature.

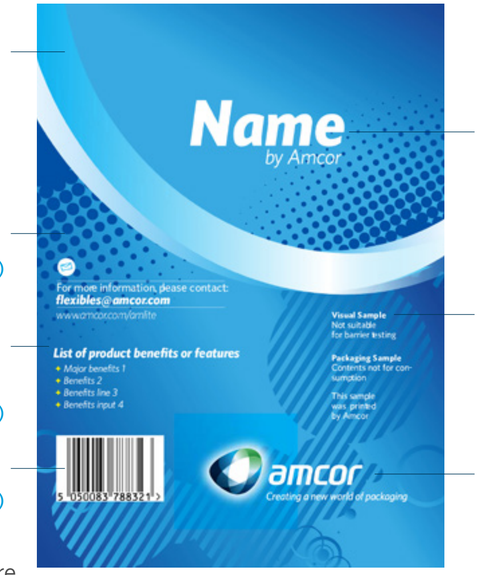
ENERGY SYMBOL (OPTIONAL)

Make the samples more relatable for FMCG.

AMCOR LOGO

Placed on the lower right side.

SIZE (OPTIONAL)



DIVISION CURVE

CONTACTS (OPTIONAL)

PRODUCT BENEFITS (OPTIONAL)

BAR CODE (OPTIONAL)

Make the samples more relatable for FMCG.

PRODUCT NAME (OPTIONAL)

ADVERTS

Include the following disclaimer on all samples: “Packaging sample. Contents not for consumption”.

AMCOR LOGO

Include other info such as print techniques.

Questions?

Any questions?

We hope this interactive master guide to the Amcor brand has answered your questions on **rules to follow, assets to use, and available support** so that you represent Amcor consistently.

For any further inquiries around how to build and reinforce consistent positive perception of Amcor, contact us at **corporate.communications@amcor.com**. Your feedback and suggestions to help us update and refresh this document are also welcome.

If you have more specific questions related to programs, products or other initiatives relevant to your Business Group or region, please consider contacting your Business Group Communications or Marketing Communications.

Your Corporate Communications team

