pac**team**
group

Corporate Brand Identity Guidelines

2022

Creation of Advertisements:

When creating advertisements, follow the instructions provided in the Brand Guidelines booklet by Pac Team Group. Use the templates, assets, product messages, and other resources provided from the design team only. Whenever a Pac Team Group channel signature appears in advertising, it must conform to the color, size, clear space, and other standards shown in these guidelines. Advertisements must comply with Pac Team Group trademark and credit line requirements. For any concerns please go over with the design team.

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Typography:

AaBbCc01234

Helvetica Neue 25 Ultra Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue 35 Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue 45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue 55 Roman preferred

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue 65 Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue 75 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue 85 Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue 95 Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Used for copy, corporate presence, any marketing material development. Other fonts can be used only for special marketing projects, depending on the theme that is being developed with a permission from a creative design team.

Body Copy:

rule applies only when you have
more than two lines of body copy

"Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi.

good

"Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi.

bad

Samples

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia.

good

voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi.

bad

Samples

Paragraphs need to be clean arranged, proper spacing applied, with symmetric ending of each sentence within a paragraph. This will provide a clean elegant appareance in all body copy. There needs to be consistency on how the copy is laid out. Use Helvetica Neue Suite for all copy except for special projects where font needs to change to fit the purpose.

Color:

	black #000000	pantone 425C #5F6062	cool gray 7C #ADAFB2	pantone 158 C #F58025
primary				
				75%
secondary				50%
				25%

white   #FFFFFF

There are 4 different main colors plus a white, that play a major role of Pac Team Group corporate brand. Secondary colors can also be used in some cases where the main color has been altered within the opacity or the tint tonalities.

Logo Mark:

pac**team**
group

pantone black

pantone 425C

pac**team**
group

pantone white

pantone cool gray 7c

Official Pac Team Group logo, these logos can be used for any brand marketing project. Logos can't be altered in any shape or form other than being all black or all white in color.

Logo Mark Application:

good
preferred

pacteam
group

pacteam
group

good

pacteam
group

all black

pacteam
group

use these versions only when you are
limited to a duotone color printing

all white

bad

**pac**team
group

pacteam
group

pacteam
group

Official Pac Team Group logo, can't be altered in any shape or form other than the original form being developed at.
Resizing must be than at proportional average width to height. Dragging only the corners of the logo.

Logo Mark Spacing:

e use "e" for a proportional
scaling top/bottom
left/right
minimum logo spacing from edges

good
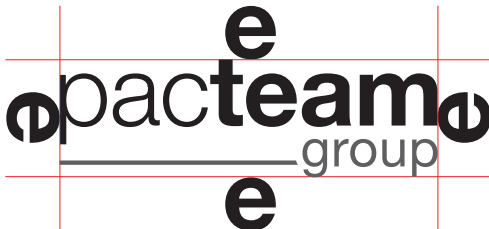
good

bad examples

When logo applied on any surface it needs to be spaced out from edges evenly in proportion to it's actual size.
The logo needs to have proper amount of spacing for prominent presence. Use the symbol "i" for minimal space required

Pac Team Group Wording:

Every time when talking about the company, you need to use the full name:

Pac Team Group   good

Pac Team   bad

If you are talking about a specific office other than the whole company in general, please add the proper extension after "Pac Team".

For example:

Pac Team America

Pac Team SA   good

Pac Team Expo SA

~~**Pacteam**~~   ~~**Pac Team**~~   ~~**Pacteam group**~~   **Pac Team Group**

The correct and full name of the subdivision has to be used even in conversation with clients or internal conversation in order to provide a clear understanding.

Pac Team Group Signatures:

logo at the top ———————→

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65 medium 9pt ———————→ **Ognen Trpeski**

45 light 10pt ———————→ Graphic Designer
Direct Phone: +201.599.5000

35 thin 9pt ———————→ Pac Team America, Inc.
205 Robin Road - Suite 200 – Paramus, NJ 07652 - USA
Phone: +1.201.599.5000 - Fax: +1.201.599.5966
www.pacteam-group.com

are we using a same
quote overall?
or we are having
different quotes
for each division?

56 italic 10pt ———————→ *"We need a quote for here"*
Visit: www.lansa-americas.com for all your pricing needs!

logo at the top ———————→

pacteam
group

65 medium 9pt ———————→ **Ognen Trpeski**

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Phone: +1.201.599.5000 - Fax: +1.201.599.5966
www.pacteam-group.com

are we using a same
quote overall?
or we are having
different quotes
for each division?

56 italic 10pt ———————→ *"We need a quote for here"*
Visit: www.lansa-americas.com for all your pricing needs!

Every corporate employee part of Pac Team Group needs to have an email signature that is following the above guidelines.

Social Media:

always have the logo on the main profile
picture at all social media sites

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Pac Team Group Social Media pages, is a place where information, news articles, updates, events can be shared
with the public. This is a great opportunity to create this personal connection with the people interested in what we
do as a company.

Use of Imagery:

proper use of imagery

Images used as a part of Pac Team Group corporate identity or any marketing/advertisement projects must be copyrighted, fully owned with all rights and regulations to be used and shared only by Pac Team Group. Images downloaded from the internet must be altered enough to a point where they are not recognizable from the original file. We can use these files under our brand system. We can also purchase images that we would like to use under the name of Pac Team Group brand where we own the rights and usage.

Stationery and Other Corporate Materials:

Business Card
Letterhead
Envelope
Client Presentation Template Layouts
Technical Drawing Template Layout
Prototype Stickers
USB Card
Internal Notebook
Shopping Bag
Complimentary Card

See additional files for reference to this page.

Trademarks:

A trademark can be a name, a logo, or even a slogan—any word, symbol, or device used to identify a company's products or services and distinguish them from those of other companies. Because trademarks are essential in building strong brands, they are extremely valuable assets. It is important that you use Pac Team Group trademarks carefully to prevent customer confusion about ownership and responsibility and to protect the valuable investment Pac Team Group has made in its trademarks.
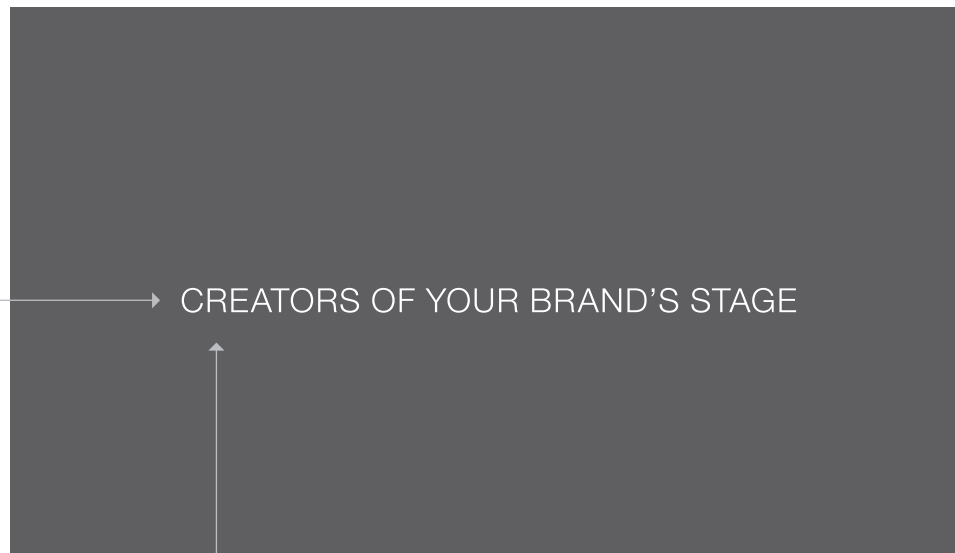
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Official Slogan/Tag Line Usage:

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CREATORS OF YOUR BRAND'S STAGE

official company's slogan/tag line to be used anywhere
to support and strengthen company's presence and identity

helvetica neue light/roman → CREATORS OF YOUR BRAND'S STAGE

slogan/tag line can be used independently as well anywhere it
makes logical sense

Logo Mark Application:

25mm

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Every Pac Team Group logo minimum size must be a width of 25mm.

50mm

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75mm

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Official Pac Team Group logo, this is the smallest size a logo can be used as for any production and digital purpose.

Typography Usage in Production:

Helvetica Neue Suit

Ultra Light 25, Thin 35
Be very careful when using these two thicknesses, they are too thin and depending on the printer capabilities they can disappear in the actual print file. (they are fine when printed at a professional setting)

Light 45, Roman 55
These would be the most recommended fonts for any overall usage. This is a safe option, when printed at any place it will work perfect.

Roman 55 preferred
Most preferred font for any body copy document.

Official Body Copy Color

100% Black

80% Black
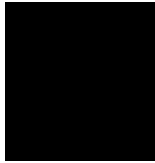preferred

70% Black

Preferred font usage for all body copy is Helvetica Neue Suit Roman 55, in 80% black. For office usage, generic documentation 100% black can be used to ease print quality.

COLORS BRAND

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GLOBALS COLORS

#000000	#e96f0e	#5a595b	#a09e9e	#ffffff

CSR COLORS

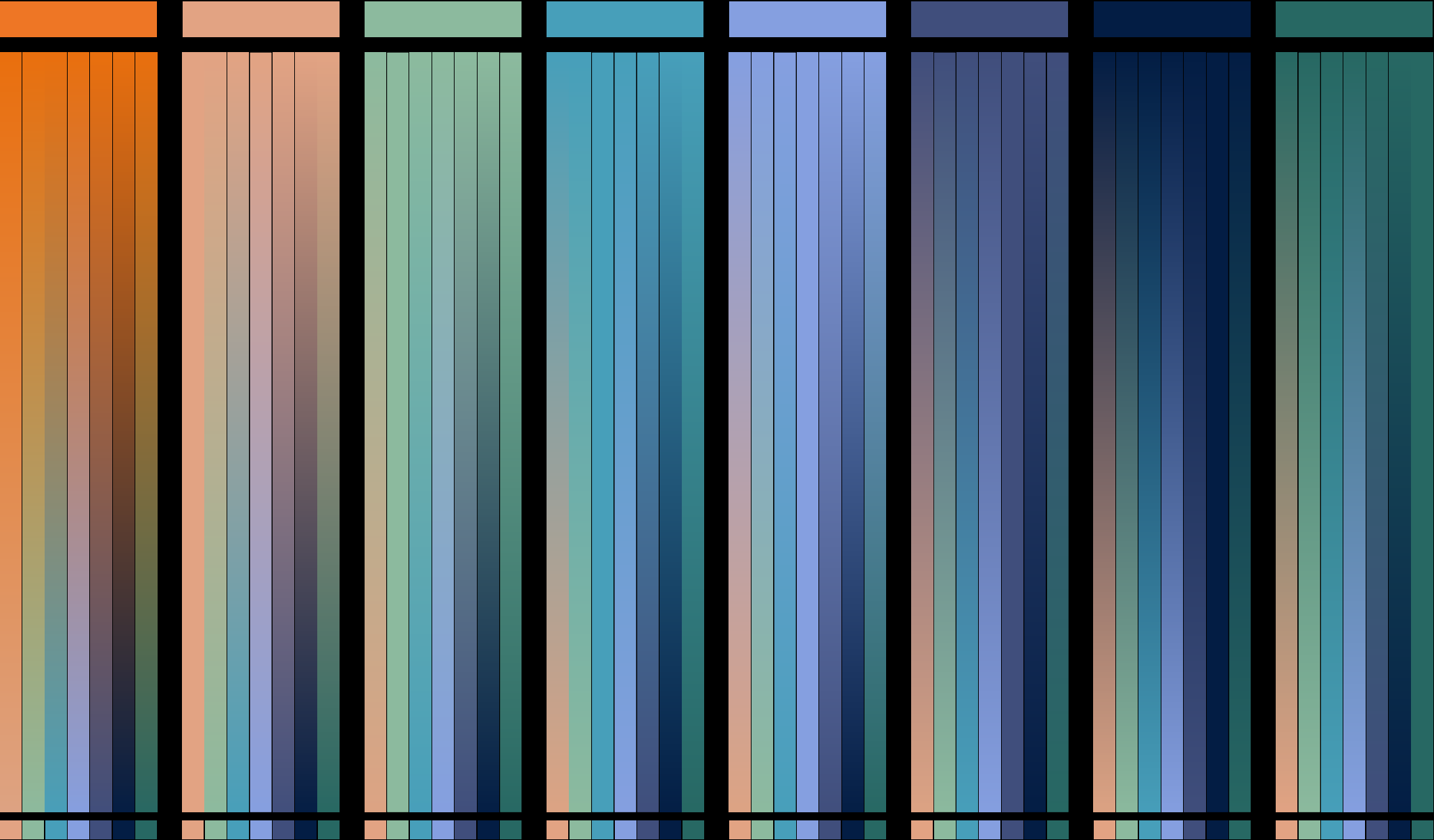|						
#276863	#8cba9e	#e2a383	#859fe0	#479fba	#404e7c	#031d44

CSR PILLAR IDENTITY

Social
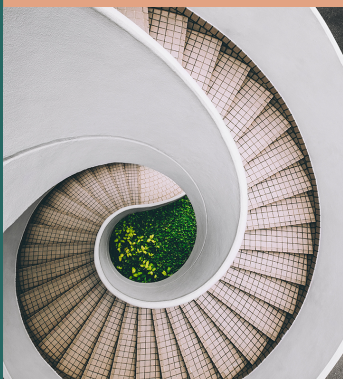
Environment

Ethic

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DECORATIVE PAINT PALETTE

GRADIENT

GRADIENT

pac**team** group

GRADIENT