PRATT™ INDUSTRIES

U.S. MANUFACTURER OF RECYCLED PAPER

PRATT 100% RECYCLED

DEDICATED TO SUSTAINABLE PACKAGING

BRAND GUIDELINES

BRAND
GUIDELINES

The Pratt Industries logo serves as the visual representation of our company and our commitment to sustainable business practices and products. It guides our visual identity and when used properly, enhances our brand recognition within the marketplace. This document serves as a guide to properly use and display the Pratt Industries logo and approved variations.

PRIMARY LOGO

ONE-COLOR

KNOCKOUT

The primary Pratt Industries logo includes the badge icon and the stacked text logo. The badge logo should always be located to the left of the stacked text and the proportions of the combined logos should always remain the same. The "TM", and once registered "®", designation should always be included to the top right of the word "Pratt". The colors used in the full-color version should not be changed or reversed with the exception of black becoming white where applicable.

BADGE LOGO

ONE-COLOR

KNOCKOUT

The badge version of the Pratt Industries logo includes the "Pratt 100% Recycled" icon encircled by the wording "U.S. MANUFACTURER OF RECYCLED PAPER" and "DEDICATED TO SUSTAINABLE PACKAGING."

The "Pratt 100% Recycled" icon should not be separated from the circle. The "TM", and once registered "®", designation should always be included in the upper right of the logo and should not be removed. No other graphics, phrases or other changes should be added to the logo.

TEXT LOGOS

STACKED

ONE-COLOR

KNOCKOUT

IN-LINE

ONE-COLOR

KNOCKOUT

There are two options for text-only logos: a stacked version and an in-line version. These are to be used in applications in which the badge logo may be too small and difficult to read. The "TM", and once registered "®", designation should always be included to the top right of the word "Pratt" on the stacked version and "Industries" on the in-line version. The colors used in the full-color versions should not be changed or reversed. No other graphics, phrases or changes should be added to these logos.

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DIVISION/LOCATION LOGOS

EXAMPLES:

PRATT™
CORRUGATING
Carlisle, PA

PRATT™
RECYCLING
Nashville, TN

PRATT™
CONVERTING
Atlanta, GA

PRATT™
LOGISTICS

For division, regional, or plant/location specific logos, please contact the corporate marketing department for approved variations.

COLORS

PRIMARY COLORS (USED IN LOGO)

PRATT GREEN
CMYK : 85, 0, 100, 0
Pantone : N/A
RGB : 0, 174, 77
HEX : 00AE4D

BLACK
CMYK : 0, 0, 0, 100
Pantone : N/A
RGB : 0, 0, 0
HEX : 231F20

SECONDARY ACCENT COLORS (NOT TO BE USED IN THE LOGO)

PMS 293C
CMYK : 100, 80, 58, 46
Pantone : 293C
RGB : 0, 61, 166
HEX : 003DA6

PMS 2995C
CMYK : 81, 12, 1, 0
Pantone : 2995C
RGB : 0, 167, 225
HEX : 00A7E1

PMS 281C
CMYK : 100, 61, 58, 46
Pantone : 281C
RGB : 0, 31, 91
HEX : 001F5B

PMS 427C
CMYK : 18, 12, 12, 0
Pantone : 427C
RGB : 207, 210, 212
HEX : CFD2D4

TYPOGRAPHY

Aa **HEADER FONT**
Azo Sans Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Aa **BODY TYPE**
Kazimir

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

In instances where the above fonts are unavailable, please use **Corbel Bold** in place of **Azo Sans Bold** and Georgia in place of Kazimir.

BRAND
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LOGO USAGE

EMBOIDERY/APPAREL

The following logos are approved for embroidery. Please see examples below for usage.

LEFT CHEST TEXT

TONE ON TONE

UPPER BACK

LEFT SLEEVE BADGE

HATS

T-SHIRTS (SCREEN PRINT)

PRATT INDUSTRIES™

LOGO MISUSE

🚫 Do not reverse or change the colors of the text.

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🚫 Do not alter the proportions of the text and badge.

PRATT INDUSTRIES™

PRATT INDUSTRIES™

🚫 Do not use the in-line text logo as a lock up with the badge logo.

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🚫 Do not stack the words of the in-line text logo.

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🚫 Do not change the colors within the badge logo.
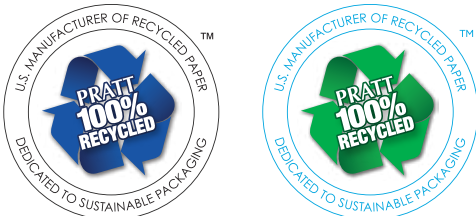
🚫 Do not add photography or images within the badge logo.

🚫 Do not add additional text or design elements to the badge logo.

Approved Pratt Industries logo files can be found in our Pratt Logo Drive.
Please contact Katelin Byars at kbyars@prattindustries.com for any logo usage questions.
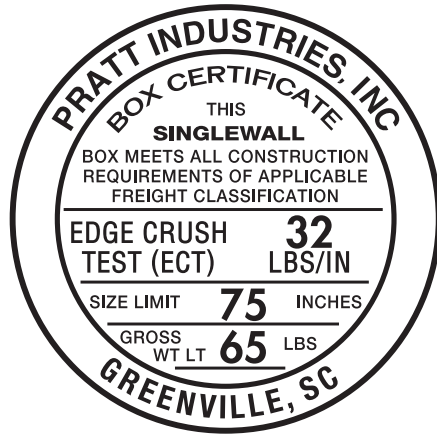
CERT STAMPS

EXAMPLE:

For information on cert stamp usage or access to cert stamp library, please contact:

Bob Borkowski
Director, Operational Excellence
rborkowski@prattindustries.com
(678) 447-1846