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POLARCUP CORPORATE IDENTITY AND BRANDING GUIDELINES

Foreword

During 1993, a London-based Corporate Identity design company, Identica, was commissioned to create a new, uniform visual identity for Huhtamaki and its business sectors. This project resulted in the distinctive 'sail' symbol and company logos we all know and like.

The Identica project was carried out under a strict budget and time constraint. Therefore, important application areas, such as the use of company symbols in commerce - in advertising, packaging and products - were deliberately excluded from the original Corporate Identity Guidelines (a design manual distributed to all Huhtamaki units).

In product applications, our dynamic 3-colour logo has often been rejected in favour of a single-colour alternative because of added cost and complications, or because of an apparent conflict with the product's own identity. The 'sail' symbol is seldom used on its own, as a seal of quality or as a short-form company identification.

Experience has also revealed a number of problems in applying the original designs. For starters, some of the electronic logo templates widely used across Huhtamaki are incorrect! In practice, the specially designed logo lettertype is often replaced by commercially available fonts. Our particular shade of blue constantly spells the 'Blues' for the printers. On coloured backgrounds, it has been tempting to add a white rectangle or contour around the logo - both outlawed in the Identica manual.

This new Manual, issued for Leaf, Polarcup and Huhtamaki separately, supersedes the original while keeping the basic designs and principles intact. It goes much further in applications needed for our day-to-day business. The Manual will also become available on CD-ROM and, eventually, as an Intranet/Extranet solution. I thank the Dutch company Design Concepts and their designer Peter Hedley for a very professional piece of work.

Huhtamaki's Corporate Communications unit acts as the custodian of corporate identity. While we do not claim to be design experts, we at least have a vantage point over a wide range of applications, problems and solutions across Huhtamaki. We welcome any questions, comments, suggestions or requests you might have.

As always with such manuals, the examples of unpermissible applications may seem quite rigid. Nevertheless, there's a lot of room for creative, professional solutions, and I do encourage business units and their design partners to employ our fresh 'sail' symbol in a more visible fashion than hitherto. It is, after all, a World Class symbol for a World Class company and its products.

Helsinki, November 14, 1997

Markku Pietinen
VP Corporate Communications




POLARCUP CORPORATE IDENTITY AND BRANDING GUIDELINES

Introduction

The reasons behind the development of this manual is to organise and maintain rigid and consistent guidelines on a global scale for Polarcup corporate branding and all Polarcup applications.

This applies not only to Polarcup's units and products, but just as importantly to newly acquired operations from around the world which are to be eventually introduced into the 'Polarcup family' in a gradual and systematic way.

All Polarcup branding **must** strictly follow these guidelines.
No local adaptations are permitted.



THE POLARCUP LOGO

The logo construction

The Polarcup logo and lettertype is artwork, and is **not** to be hand drawn or hand-reproduced.

The logo and the 'sail' symbol have been registered as trademarks in a wide number of countries.

Use only the logo provided in the reproduction artwork and on the digital format that will accompany this manual.

POLARCUP



THE POLARCUP LOGO

The logo lettertype



The Polarcup logo is artwork and must therefore **never** be substituted by other similar lettertypes.

Use only the standard Polarcup logo lettertype shown here (available in digital format).

Do **not** use an italic version of Futura/Univers bold (or any other lettertype that resembles the logo lettertype) for the Polarcup logo.

Do **not** use an italic version of Optima bold text for the Polarcup logo, (or any other lettertype that resembles the logo lettertype).



Futura Bold Italic



Optima Bold Italic

THE POLARCUP LOGO

The logo sizing and proportions



This is not a box, but indicates clear space to be maintained around the logo

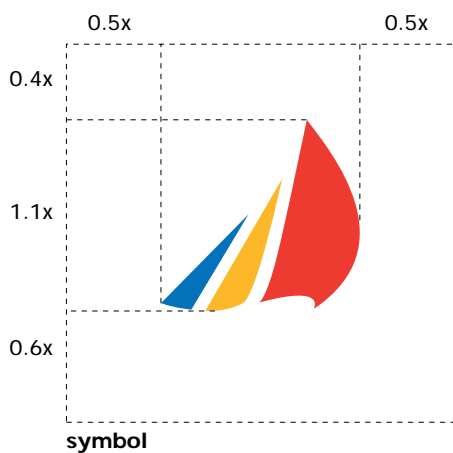


To maintain its visual integrity, the Polarcup logo with 'sail' symbol, must never appear to be crowded by or linked to any other elements. The proportion of clear space surrounding the logo should not be less than is illustrated. These are the minimum values of clear space around the logo.

The Polarcup logo size, angle of the letters, proportions and letter spacing must always conform with the example shown and whether enlarged or reduced, these proportions must always be constant.

The proportion of clear space surrounding the 'sail' symbol must never be less than is illustrated here.

Minimum size of the logo is to be 2.5mm for clarity.



THE POLARCUP LOGO

The logo colours




PMS 2727
(E203-2)
Full colour build-up:
85% cyan
50% magenta
(E203-2 European
process colour system).



PMS 1235
(E22-2)
Full colour build-up:
85% yellow
35% magenta
(E22-2 European
process colour system).



PMS 032
(E60-1)
Full colour build-up:
100% yellow
90% magenta
(E60-1 European
process colour system).



The first preference is applying the logo in its original state (the 3 corporate colours) on a white background.

NB.

The corporate 3-colour Polarcup logo may also be placed on single-coloured backgrounds, provided there is sufficient colour contrast (for placement of the logo on multi-coloured backgrounds, please refer to section 2.4).

The corporate blue is PMS 2727 (solid) and the most reasonable process colour build up for this is E203-2, cyan 85% and magenta 50%.

The corporate yellow is PMS 1235 (solid colour) and a reasonably identical process colour build up to match this is E22-2, 85% yellow and 35% magenta.

The corporate red is PMS 032 and a reasonably identical process colour build up of this colour is E60-1, 90% magenta and 100% yellow.

The letters and first sail of the symbol are to be PMS 2727 (blue).

The middle sail PMS 1235 (yellow).

The large sail PMS 032 (red).

The PMS & process colours stated here should be used.

FIRST preference: Corporate colour version

POLAR  **RCUP**

SECOND preference: Corporate blue version

POLAR  **RCUP**

SECOND preference: Corporate red version

POLAR  **RCUP**

THIRD preference: rastered black version

POLAR  **RCUP**

reversed white version

POLAR  **RCUP**

This is not a box, it merely indicates a black background.

solid black version

POLAR  **RCUP**

THE LOGO APPLICATIONS

General use

The following rules apply to both print and electronic (on-screen) reproductions of the Polarcup logo.

The Polarcup logo should as a rule appear as the corporate 3-colour version, illustrated on top. This version requires either a white (or very light) or black (or very dark) background.

A single-colour blue or red version of the logo may be used.

When no corporate colours are available, or contrast between the logo and the background is insufficient, choose one of the following alternatives: black and white (rastered), reversed white or solid black.

Black and white (rastered) should be used on solid, light surfaces giving a sufficient contrast. Note grey tone specifications and minimum size requirements in [section 2.2](#).

A reversed white logo should be used on dark or strongly coloured backgrounds, especially when the background colour is in disharmony with the corporate colours.

A solid black logo should primarily be used in small format and on surfaces which do not require or support a high printing quality (e.g. newsprint, outer cartons).

Minimum size of the logo is to be 2.5mm for clarity (7.5mm minimum size for the black and white rastered logo only).

THE LOGO APPLICATIONS

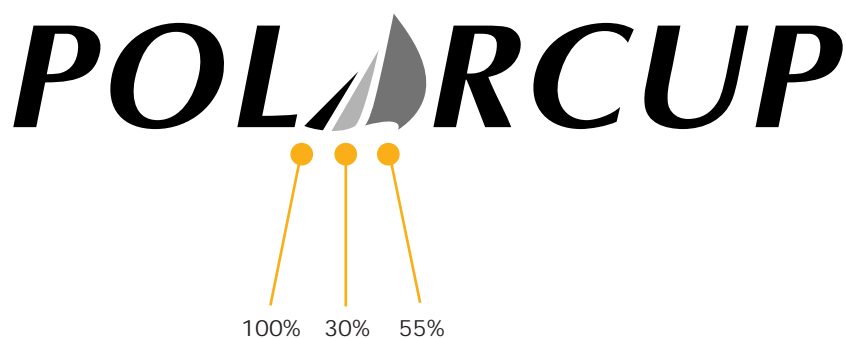
The logo in black and white raster

The black and white version of the Polarcup logo is as shown opposite.

The grey tone (raster) values are as follows:

The letters and the first sail represents the blue and are to be 100% black. The middle sail represents corporate yellow and is to be 30% black. The right sail represents corporate red and is to be 55% black.

Minimum size for a rastered logo is to be 7.5mm for clarity.



THE LOGO APPLICATIONS

The logo alignment

The logo must always be measured from top to bottom of the capital height of the 'P' of Polarcup as illustrated (top).

The visual alignment of the logo is essential to the overall appearance of the identity.

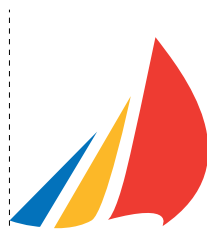
The following examples illustrate how the logo and the 'sail' symbol (on its own) should be aligned.



When used together with ranged right text matter the Polarcup logo should always be visually aligned as illustrated here.



When the Polarcup logo is centred within a set area it should be measured left & right of the P & P as illustrated.



When the symbol on its own is centred within a set area, it should be measured from left to right of the symbol as illustrated.



2.4

THE LOGO APPLICATIONS

The logo in corporate advertising, commercial films and on multi-coloured backgrounds

The Polarcup logo must always have minimum values of clear white space around it (see 1.3 Logo sizing and proportions) to allow it to 'breathe'.

In corporate advertising and commercial films, the logo can be used in 2 ways.

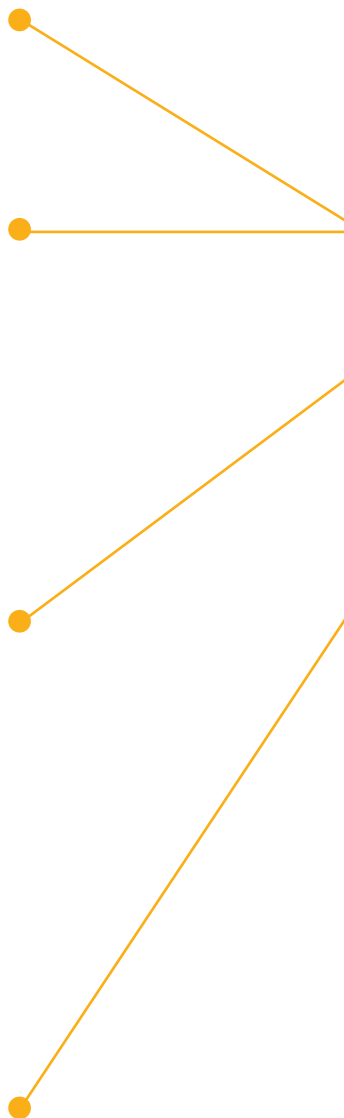
The placing of the logo on multi-tone backgrounds without a clear space around it should be restricted to large-format creative use, such as brochures. Sufficient contrast must always be maintained.

Under no circumstances should the logo have a white outline to free it from its surroundings.

If clear 'white' space is not available, then a plain light background (with a strong contrast to the Polarcup logo) is recommended.

The lettertype of the text headers is to be Helvetica Extra Condensed and its placing is optional.

The colours of the logo must conform with the guidelines mentioned in this manual.



THE LOGO APPLICATIONS

The 'sail' symbol emphasising corporate identity

The 'sail' symbol can be utilised in a positive and effective way to emphasise the corporate identity.

In large-scale creative applications, a professional Art Director may take artistic liberties, e.g. using recognisable sections of the logo as abstractions. The colours and contours must nevertheless remain intact. For successful examples, consult Huhtamaki's Corporate Communications unit in Helsinki.



Corporate 3-colours



10% tint of the Corporate 3-colour version



10% tint of the Corporate blue colour



10% tint of black

THE LOGO APPLICATIONS

The do's and don'ts of the Polarcup logo placement



Under **no** circumstances may a 3-D version of the 'sail' symbol or the Polarcup logo be used in print, or a play on words (the 'sail' symbol represents the letter 'A' in the word Polarcup: this is for the logo and the logo only).

No drop shadows or highlights to be used in conjunction with the Polarcup lettering.

No cartoon or any other marketing gimmick (if used) is to be directly related to the logo. The Polarcup logo must always remain clearly readable, recognisable and above all, neutral.

No white outline is to be used around the Polarcup logo. It distorts both the lettertype and the 'sail' symbol.

Under **no** circumstances is the logo colour sequence to be changed or re-arranged in any way other than what is stated in this manual.

No register symbols are to be used with the Leaf logo (©, ®, ™).

THE USE OF THE LOGO ON CONTAINERS

Introduction

The Polarcup logo will find its applications not only on printed matter (brochures, letterheads, etc.), but also on the base (or inside base rim) of plastic and paper containers.

Though, obviously, there are considerable extra costs involved for tooling and printing of the corporate colours, the Polarcup logo or 'sail' symbol **should be encouraged and displayed** at every opportunity, (with of course, the prior permission of the client for whom the container is intended).

The 'sail' symbol lends itself to Polarcup's own branding, e.g. in catering and retail products.



3.2

THE USE OF THE LOGO ON CONTAINERS

The Polarcup logo preferences

The corporate 3-colour logo, FIRST preference

The logo in corporate red or blue, SECOND preference

The logo in black, THIRD preference

The logo in reverse (embossed)

Mostly for reasons of higher production costs, it is not always practical or cost-effective to print the Polarcup logo in the original 3 PMS colours, or the original logo lettertype.

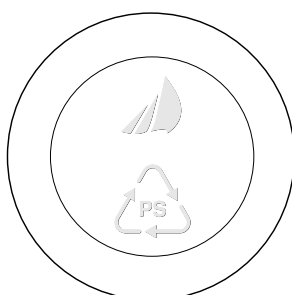
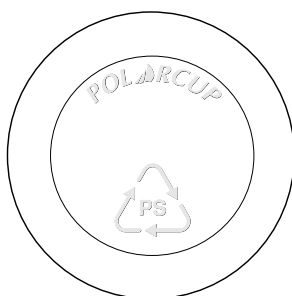
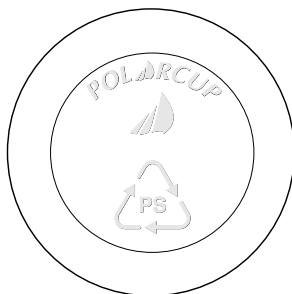
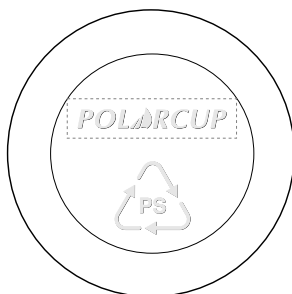
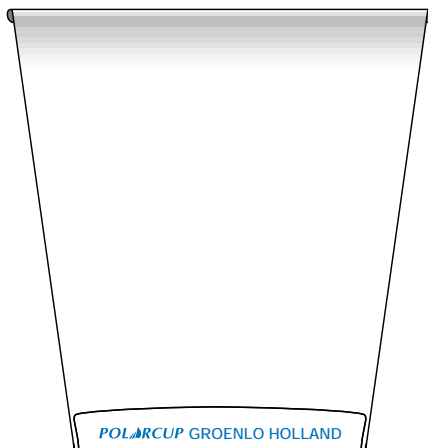
Therefore, the second preference is for the Polarcup logo (to be followed by a place-name and a country of origin (i.e. POLARCUP GROENLO HOLLAND) and printed in corporate red or blue.

The third preference is for the logo to be printed in black.

Since printing on plastic is not always possible, or desirable, several options have been devised:

- The Polarcup logo is to be embossed on the base. Here too, the size and proportions are to conform with [section 1.3](#) and placed in the top half of the base.
- The 'sail' symbol is to be embossed on the base. The proportions are to conform with [section 1.3](#).

Minimum size of the logo is to be 2.5mm for clarity.



OUTER CARTONS AND TRANSPORT PACKAGING

Single and 2-colour options for the Polarcup logo on outer cartons

Where single and/or 2-colour options for printing the Polarcup logo on outer cartons and transport packaging exists, a preference is for:

- 1** The Polarcup logo to be shown in full red 032 PMS positive (or a red very close to 032 PMS).
If red is not available, (or the red that is available is not close to PMS 032) then:
- 2** The Polarcup logo is to be shown in full blue (positive) or a blue very close to PMS 2727.
If this blue PMS 2727 is not available (or the blue is not very close to PMS 2727) then:
- 3** The Polarcup logo should be printed in red, blue or black in a white 'tail' that starts from the right, when a solid background colour is used that is similar to the red or blue.
- 4** If the solid background colour of the outer cartons does not match the red, blue or black above, then preference goes to a reversed white version of the logo on this background colour.
- 5** The final option is for the Polarcup logo to be shown in full black positive.
- 6** Ideally the Polarcup logo should represent 4-5% of the surface area of the outer carton facing containing the logo (this is to avoid a small logo in relation to the size of the facing as well as printing difficulties usually associated with outer carton printing techniques).



OUTDOOR SIGNS

Introduction

The following pages describe the principal elements of the corporate sign system and show examples of signs in typical contexts.

Signs should be produced from specifically created large-use master artwork included in the CD-ROM version of this manual and available from Corporate Communications.

All signs (except some metallic signs) should be produced in the corporate colours, and must strictly follow the corporate guidelines.

When producing acrylic signs the corporate colours should be specified using Plexiglas references (check with your local supplier).

If you require any further information please contact Corporate Communications.



OUTDOOR SIGNS

The Polarcup logo on outdoor signs



Free standing signs are usually situated on top of a building, allowing for optimal visual impact and are lit externally.

Fascia signs mounted on a building's surface are the best way of identifying large buildings and warehouses which are capable of displaying large surface (fascia) mounted signs.



There are two types of fascia signs. Those comprising of individual 3-D characters and those that follow the same set of guidelines as for modular signs, but obviously on a much larger scale. They may be comprised of either box panels with an acrylic front that is lit internally or simply a flat panel with the logo screened on top. This type of sign may need to comprise of several panels depending on its size.

Fascia signs (like freestanding signs) should, wherever possible, be positioned to the right hand side of a building when seen from the main entrance.



OUTDOOR SIGNS

The Polarcup logo on main entrance signs

Plinth signs are free-standing signs usually situated at the front entrance of the building. They may be constructed from stone, concrete, metal, plastic or wood, out of which the details are engraved, or printed.

The corporate logo should appear in the corporate colours of blue, yellow and red. They should be lit externally for greater visual impact.

The size of the sign depends on the location. The logo size however, must always have the minimum clear space around it (see [section 1.3](#) .) and be positioned in the top right-hand corner.

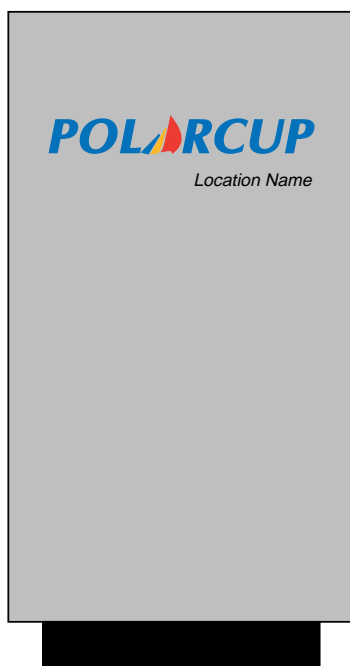
The location name and/or address must align right of the P of the Polarcup logo. (see [section 2.3](#) Logo alignment).

Metallic signs should be made from a highly finished or brushed stainless steel.

They should feature the Polarcup corporate logo which may be accompanied by a building or legal company name.

They are not to be used for presenting other kinds of information.

Nameplates are metal plaques mounted on the exterior wall of the building at the main entrance. (The details are engraved on sheet metal).



Plinth sign

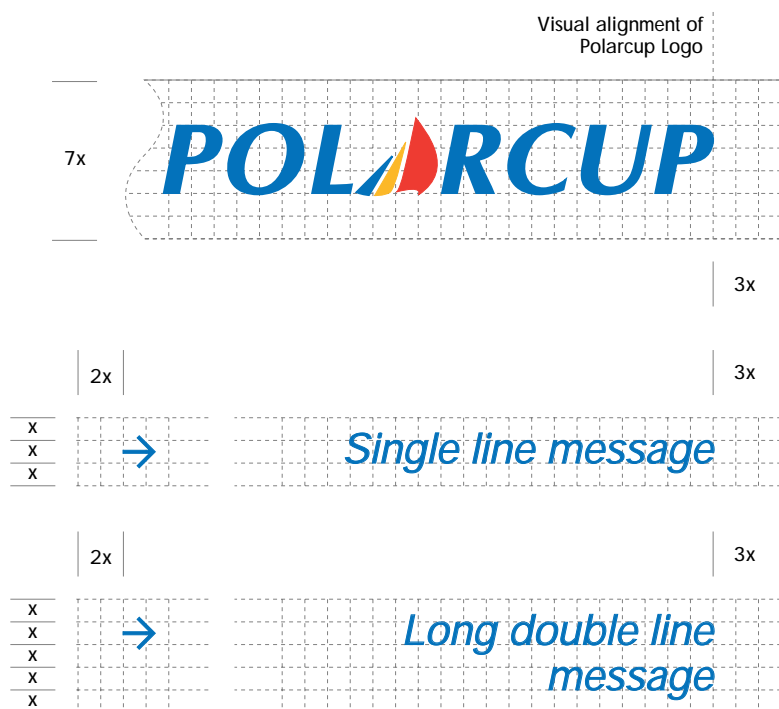


Nameplate

5.4

OUTDOOR SIGNS

The Polarcup logo on main directional signs



A modular sign system should be used for all signs that convey directional information as well as for some location signs.

Modular signs:

Are a flexible method of signage, comprising interchangeable panels that are assembled into standard fixtures.

Are suitable for large external signs and small indoor signs.

Use the corporate colours and typefaces.

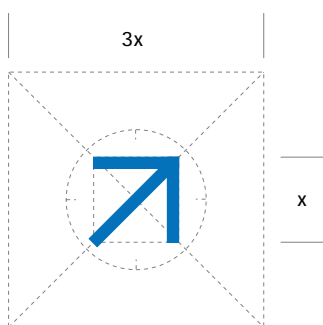
Modular signs make use of a range of standard panel widths. Panels of different heights can be used on the same sign. Each element of the sign is proportioned and positioned in relation to the height on the panel (see diagram opposite).

All text is to be Helvetica regular italic ranged right.

On a white panel the type will be in blue, and on a blue panel it will be reversed out in white.

An arrow is used to indicate any one of 8 different directions (as shown opposite).

The arrow must always appear at the left-hand side of the sign.



OUTDOOR SIGNS

The Polarcup logo on main directional signs continued.....



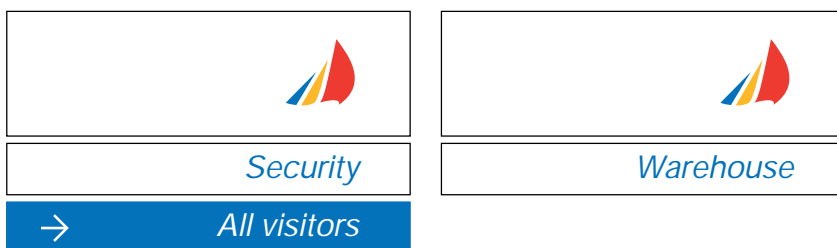
Freestanding modular sign at entrance to site



First directional sign on entering site



Directional sign on site



Secondary directional sign on site



Internal door identification sign

Modular signs are ranked in a hierarchy according to their size, location and the information they present.

Primary internal and external panel signs have a white panel with the Polarcup logo in its corporate colours, blue, yellow and red.

An optional location name is always presented in the panel immediately below the Polarcup logo in corporate blue on a white background.

Corporate blue panels showing information reversed out in white should be arranged underneath this.

Secondary signs convey more local information such as building names or internal locations.

The top panel features the Polarcup symbol only. All other information remains the same.

FLAGS AND INDOOR SIGNS

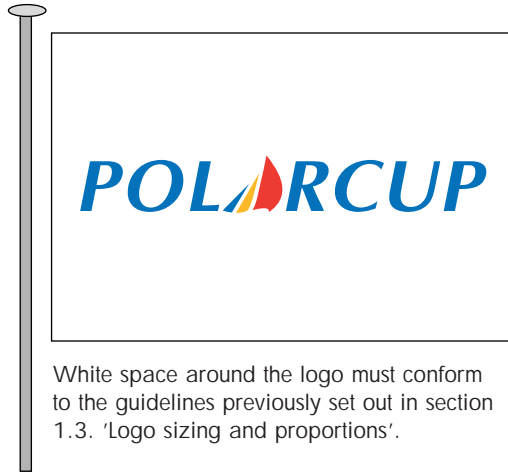
The Polarcup logo on flags and indoor signs

Flags are generally situated at the entrance to or on top of the main building.

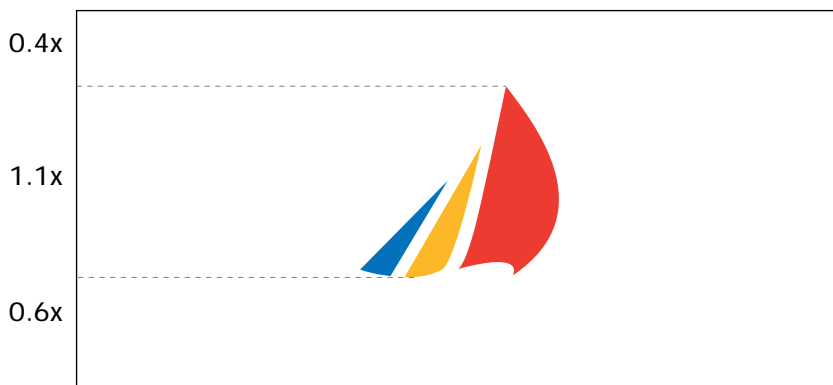
They may feature the Polarcup logo or just the 'sail' symbol in corporate PMS colours.

A standard flag is proportioned 3:2, but the same basic rules apply to similar sized flags, (like the one shown opposite).

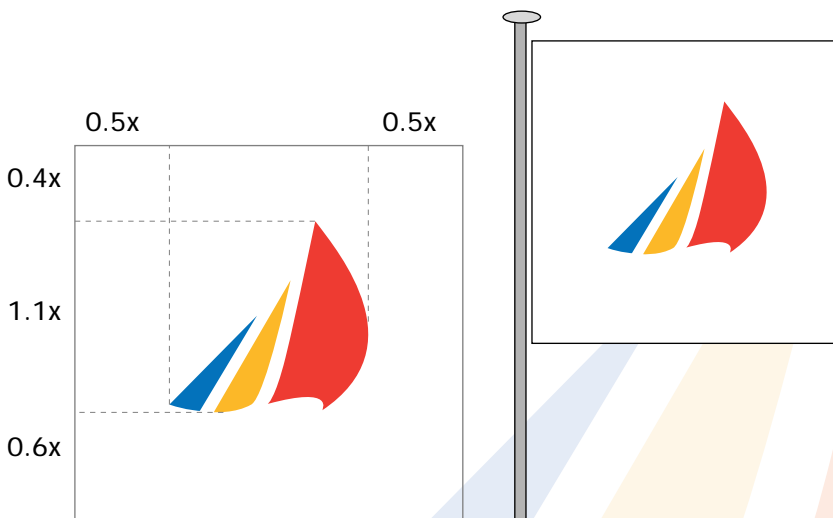
Desk flags are also to be produced following the specifications opposite.



White space around the logo must conform to the guidelines previously set out in section 1.3. 'Logo sizing and proportions'.



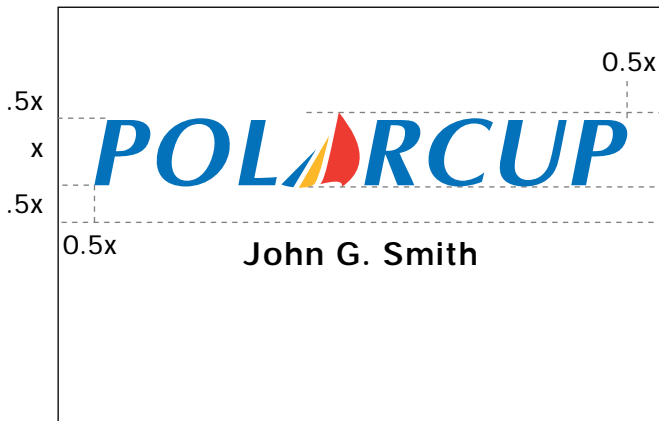
The width of the flag is variable. The important point here is the relationship between the height of the 'sail' symbol and the corresponding height of the flag.



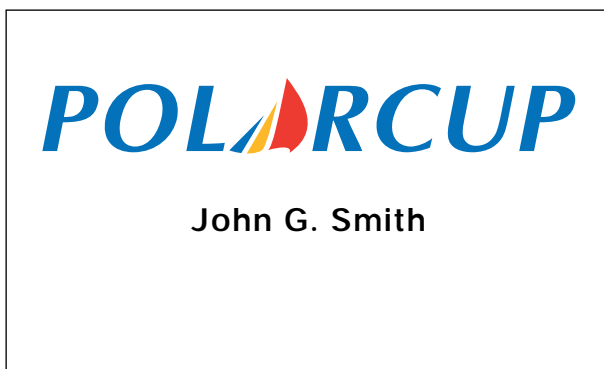
Free-standing desk flag

STICKERS AND BADGES

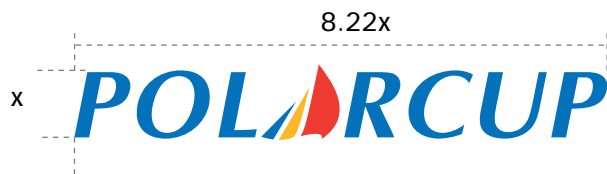
The Polarcup logo on stickers and badges



Sleeve type badge.
The name and additional information is printed onto a pre-printed card which can be inserted into a clear acetate sleeve.
The cards are normally grouped per A4 paper size.



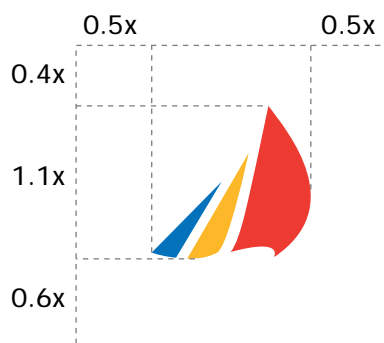
Window type badge.
Name and additional information are printed onto a prefabricated plastic badge. A name card can be inserted behind a small window.
The cards are normally grouped per A4 paper size.



Typography of the names is to be Helvetica bold, size 12 pts, spacing 50 cm./1000.

Additional information typography is to be Helvetica regular, size 10 pts, spacing 50 cm./1000, Leading 15 pts.

All alignment is to be centered.



Stickers.

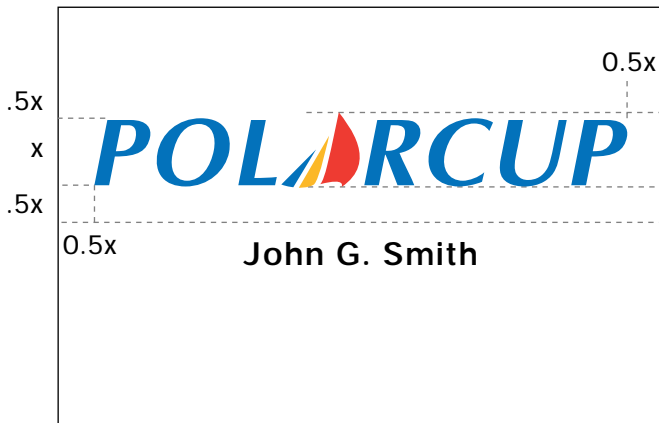
The height - width relationship and layout of the Polarcup logo given here are fixed (see section 1.3).

The size of the sticker can vary in length.

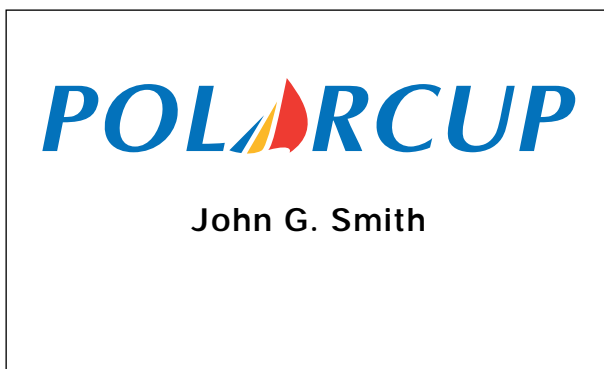


STICKERS AND BADGES

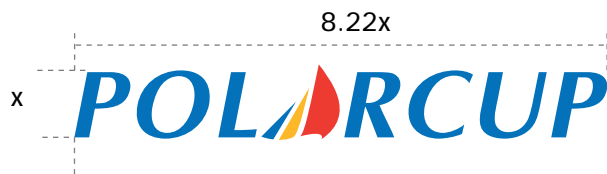
The Polarcup logo on stickers and badges



Sleeve type badge.
The name and additional information is printed onto a pre-printed card which can be inserted into a clear acetate sleeve.
The cards are normally grouped per A4 paper size.



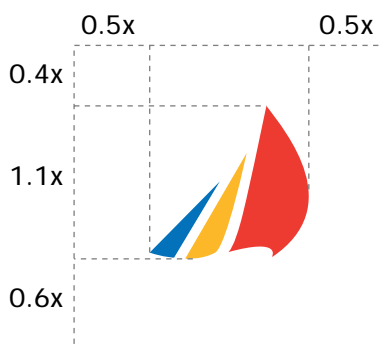
Window type badge.
Name and additional information are printed onto a prefabricated plastic badge. A name card can be inserted behind a small window.
The cards are normally grouped per A4 paper size.



Typography of the names is to be Helvetica bold, size 12 pts, spacing 50 cm./1000.

Additional information typography is to be Helvetica regular, size 10 pts, spacing 50 cm./1000, Leading 15 pts.

All alignment is to be centered.



Stickers.
The height - width relationship and layout of the Polarcup logo given here are fixed (see [section 1.3](#)).
The size of the sticker can vary in length.

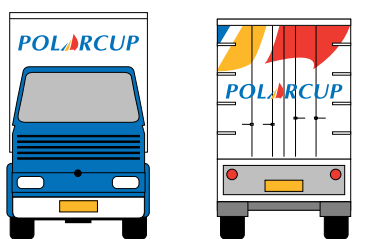
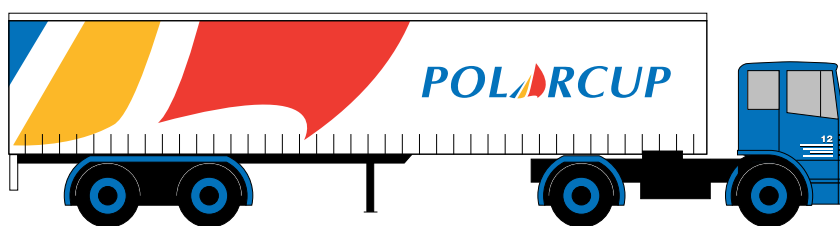


CAR AND LORRY SIGNAGE

The Polarcup logo on lorries and company cars

Main colours to be used are the corporate colours:
 PMS 032c red or RAL equivalent
 PMS 2727 blue or RAL equivalent
 PMS 1235 yellow or RAL equivalent

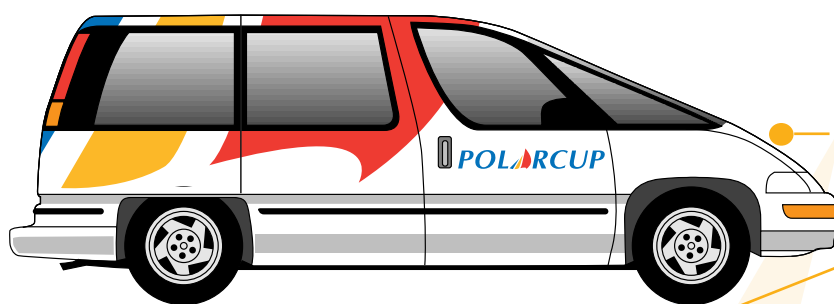
(Check RAL colour conversions with your local supplier).



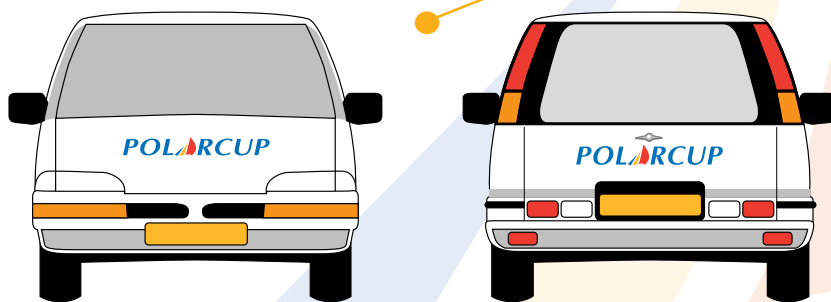
Lorry cabins are to be blue (PMS 2727 or RAL equivalent). Additional text (numbers, name of transportation company, etc.) is to be white, typeface Helvetica bold and regular.

The Polarcup logo is to be positioned as shown opposite.

Front and back of the carrier: White background with logo in corporate colours, placed as shown opposite.



The company car is to be printed as shown with name and address in PMS blue 2727 or nearest RAL equivalent. Typeface Helvetica bold and regular.



THE POLARCUP LOGO REPRODUCTION ARTWORK

Original positive and reversed reproduction artwork

As previously mentioned in [section 1.1](#) , the logo and/or symbol must never be cut up, but used as a first generation master for any photographic reproduction of the Polarcup logo and branding (whenever possible, always use the digital version).

The 'sail' symbol, when used on its own, should never be below 5 mm in height (size), (see overleaf).

When use of the version of the rastered logo is required then please refer to [section 2.2](#) for the correct percentage values.

The rastered logo must **never** be used under 7,5mm in height.

NB Always check with your local printer or lithographer before commencing any reproduction work.

Refer to the following page for reproduction artwork examples.



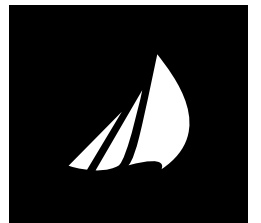
POLARCUP



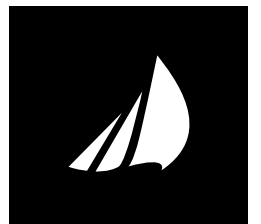
POLARCUP



POLARCUP



POLARCUP



POLARCUP



POLARCUP



POLARCUP



POLARCUP



POLARCUP



POLARCUP



POLARCUP



POLARCUP



THE POLARCUP LOGO REPRODUCTION ARTWORK

Corporate colour sampler and
reference

corporate colours achieved using:

corporate blue

Pantone 2727c (coated)
Pantone 2727u (un-coated)

corporate yellow

Pantone 1235c (coated)
Pantone 1235u (un-coated)

corporate red

Pantone 032c (coated)
Pantone 032u (un-coated)

4-colour process achieved using:

corporate blue

E203-2

85% cyan
50% magenta

corporate yellow

E22-2

85% yellow
35% magenta

corporate red

E60-1

100% yellow
90% magenta

The following pages contain colour samples and original master artworks for reproduction of the corporate logo. These final printed colours should always be visually matched to these examples.

The equivalent Pantone* references for these corporate colours are listed opposite.

Ideally the logo should always be printed in these special colours however there will be instances, brochures and packaging for example, when they need to be achieved through 4-colour process. In such instances, the breakdowns listed opposite should be supplied to the printer with your artwork.

If you require any further information please contact Corporate Communications.

*Pantone is a registered trademark.

THE POLARCUP LOGO ON STATIONERY

Introduction

The following pages show examples of stationery layouts together with specifications for their production.

This section on stationery is already available on PC templates and has been provided for all business units through Corporate Head Office.

If you require any further information please contact Corporate Communications.



THE POLARCUP LOGO
ON STATIONERY

General typography

Helvetica light
 ABCDEFGHIJKLMNOPQRS
 TUVWXYZ
 abcdefghijklmnopqrstuvwxy
 z 1234567890

Helvetica light italic
ABCDEFGHIJKLMNOPS
TUVWXYZ
abcdefghijklmnopqrstuvwxy
z 1234567890

Helvetica regular
 ABCDEFGHIJKLMNOPQR
 STUVWXYZ
 abcdefghijklmnopqrstuvwx
 yz 1234567890

Helvetica regular italic
ABCDEFGHIJKLMNOPS
STUVWXYZ
abcdefghijklmnopqrstuvwx
yz 1234567890

Helvetica bold
ABCDEFGHIJKLMNO PQ
RSTUVWXYZ
abcdefghijklmnopqrstuv
wxyz 1234567890

Helvetica bold italic
ABCDEFGHIJKLMNO PQ
RSTUVWXYZ
abcdefghijklmnopqrstuv
wxyz 1234567890

Helvetica heavy
ABCDEFGHIJKLMNO PQ
RSTUVWXYZ
abcdefghijklmnopqrstuv
wxyz 1234567890

Helvetica heavy italic
ABCDEFGHIJKLMNO PQ
RSTUVWXYZ
abcdefghijklmnopqrstuv
wxyz 1234567890

Sabon - regular
 ABCDEFGHIJKLMNOPQ
 RSTUVWXYZ
 abcdefghijklmnopqrstuvwxy
 z 1234567890

Sabon - regular italic
ABCDEFGHIJKLMNO PQ
RSTUVWXYZ
abcdefghijklmnopqrstuvwxy
z 1234567890

Sabon - bold
ABCDEFGHIJKLMNO PQ
RSTUVWXYZ
abcdefghijklmnopqrstuvwxy
z 1234567890

Sabon - bold italic
ABCDEFGHIJKLMNO PQ
RSTUVWXYZ
abcdefghijklmnopqrstuvwx
yz 1234567890

To maintain consistency of presentation through all of Polarcup's printed communications and/or audiovisual presentations for external use, typefaces from the Helvetica and Sabon families should be used.

For internal PC use the Arial may be used as a substitute for the Helvetica and the Times New Roman for Sabon.

Information should appear in Helvetica light or Helvetica regular with Helvetica bold and Helvetica heavy used for headings, titles and emphasis. Condensed forms of Helvetica may be used on forms for example where space is limited.

For body copy in brochures and similar publications Sabon or Sabon italic may be used.

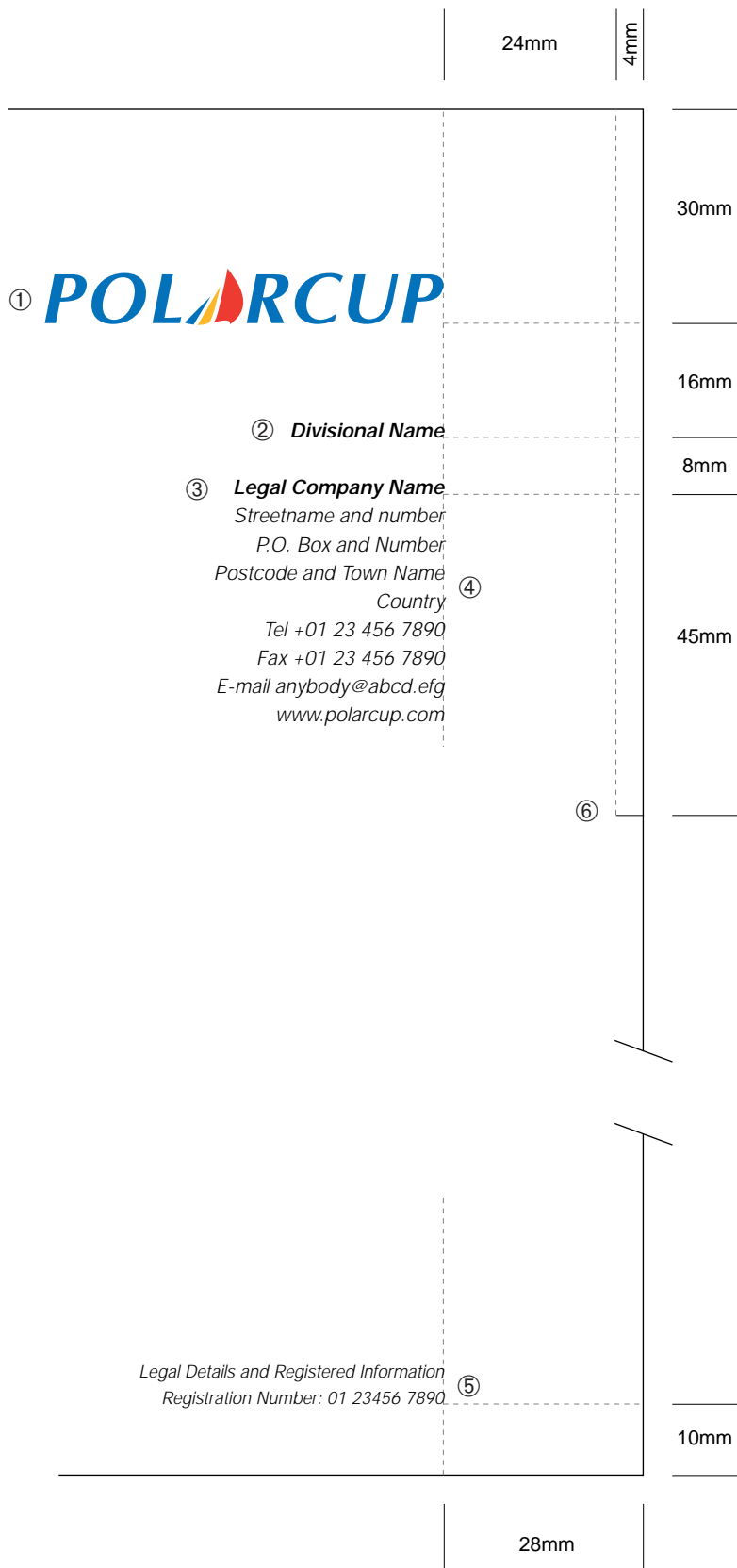
10.3

THE POLARCUP LOGO ON STATIONERY

Letterhead

A4 size - 210mm x 297mm

Recommended paper stock:
Conqueror brilliant white wove
100 gsm



- ① Polarcup logo:
height - 7.5mm
corporate blue, yellow and red
- ② Optional Divisional Name*:
8/11pt Helvetica bold italic
(followed by one clear line space)
- ③ Legal Company Name:
8/11pt Helvetica bold italic
(a long Legal Company Name should
be positioned on two lines and the
address details moved down
accordingly).
- ④ Address details:
8/11pt Helvetica light italic
- ⑤ Legal Details:
7/10pt Helvetica light italic
- ⑥ Fold mark:
4mm long - line weight 0.25pt

All type and fold mark print black.

All type is set ranged-right.
Letterspacing should be specified as
standard plus 0.2pt.

Where punctuation would normally be
used it should be replaced by a double
word space, except in the Legal Details
when colons may be used.

See following page for sample letterhead.

* If a Divisional Name is not required the Legal Company
Name should appear in its place, with the address details
immediately below.



Date

Divisional Name

Company Name
Addressee Name
Street Number and Name
Postcode and Town Name
Country

Legal Company Name
Street Number and Name
P.O. Box and Number
Postcode and Townname
Country
Tel +01 23 456 7890
Fax +01 23 456 7890
E-mail anybody@abcd.efg
www.polarcup.com

Dear stationery user

Letterhead layout

Please ensure that all your letters are typed in the style of this example. The letter should always be typed aligned left, like this (with a 28mm margin left and right) in Times New Roman - point size and line spacing should match this sample. Paragraphs should not be indented but one clear line space left between each, as this example.

The date aligns with the Divisional Name or Legal Company Name if no Divisional Name is used. This is followed by the addressee details which appear one clear line space below.

The salutation of the letter appears one clear line space below the fold mark. Headings should appear one clear line space below the salutation and be underlined, as shown above. The main body of the letter starts one clear line space below the heading or two clear line spaces below the salutation when no title is used.

The closure appears one clear line space below the last line of the letter. If there are two signatories they should be typed together on the same level as shown below. If you wish to indicate enclosures or names of people who will receive copies, this information should appear one clear line space below the signatory's name, as shown below. Copy should not be typed below the level of the legal details in the lower right-hand corner.

Yours sincerely

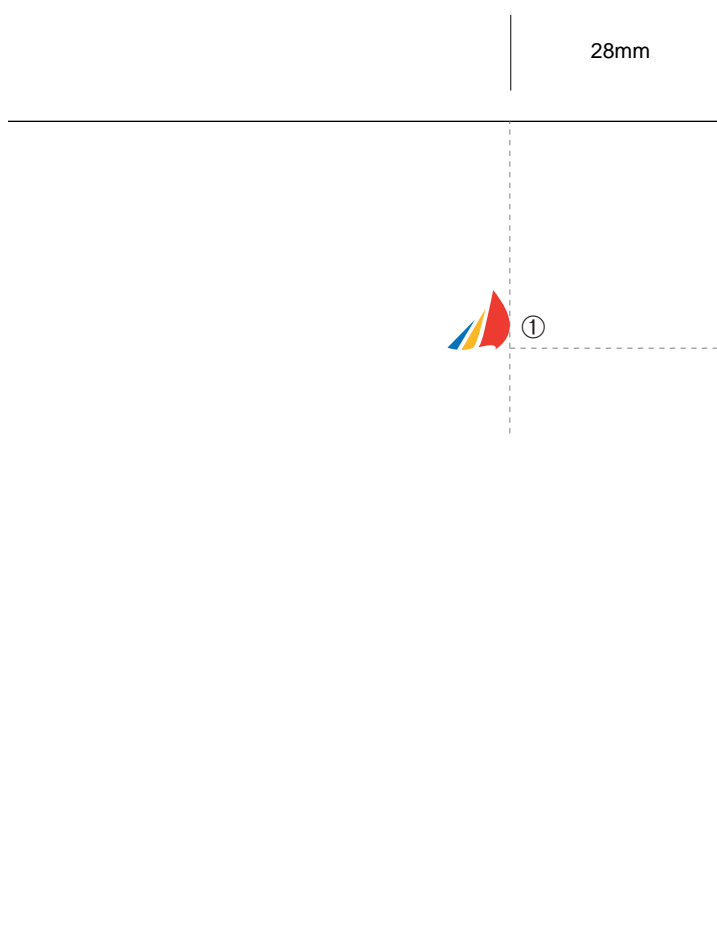
A N Otherperson A N Other
Job description Job description

Copy:
A Somebody
A N Other

10.4

THE POLARCUP LOGO ON STATIONERY

Continuation sheet



A4 size - 210mm x 297mm

Recommended paper stock:
Conqueror brilliant white wove
100gsm

① Polarcup logo:
height - 7.5mm
corporate blue, yellow and red

The continuation sheet features the
symbol only. No other type or
elements may appear.



Page number

Please ensure that all your continuation sheets are typed in the style of this example. The letter should always be typed aligned left, like this (with a 28mm margin left and right) in Times New Roman - point size and line spacing should match this sample. Paragraphs should not be indented but one clear line space left between each, as this example.

The page number is in the same position as the date on the letterhead. The main body of the letter starts three clear line spaces below the page number.

The closure appears one clear line space below the last line of the letter. If you wish to indicate enclosures or names of people who will receive copies, this information should appear one clear line space below the signatory's name, as shown below.

Yours sincerely

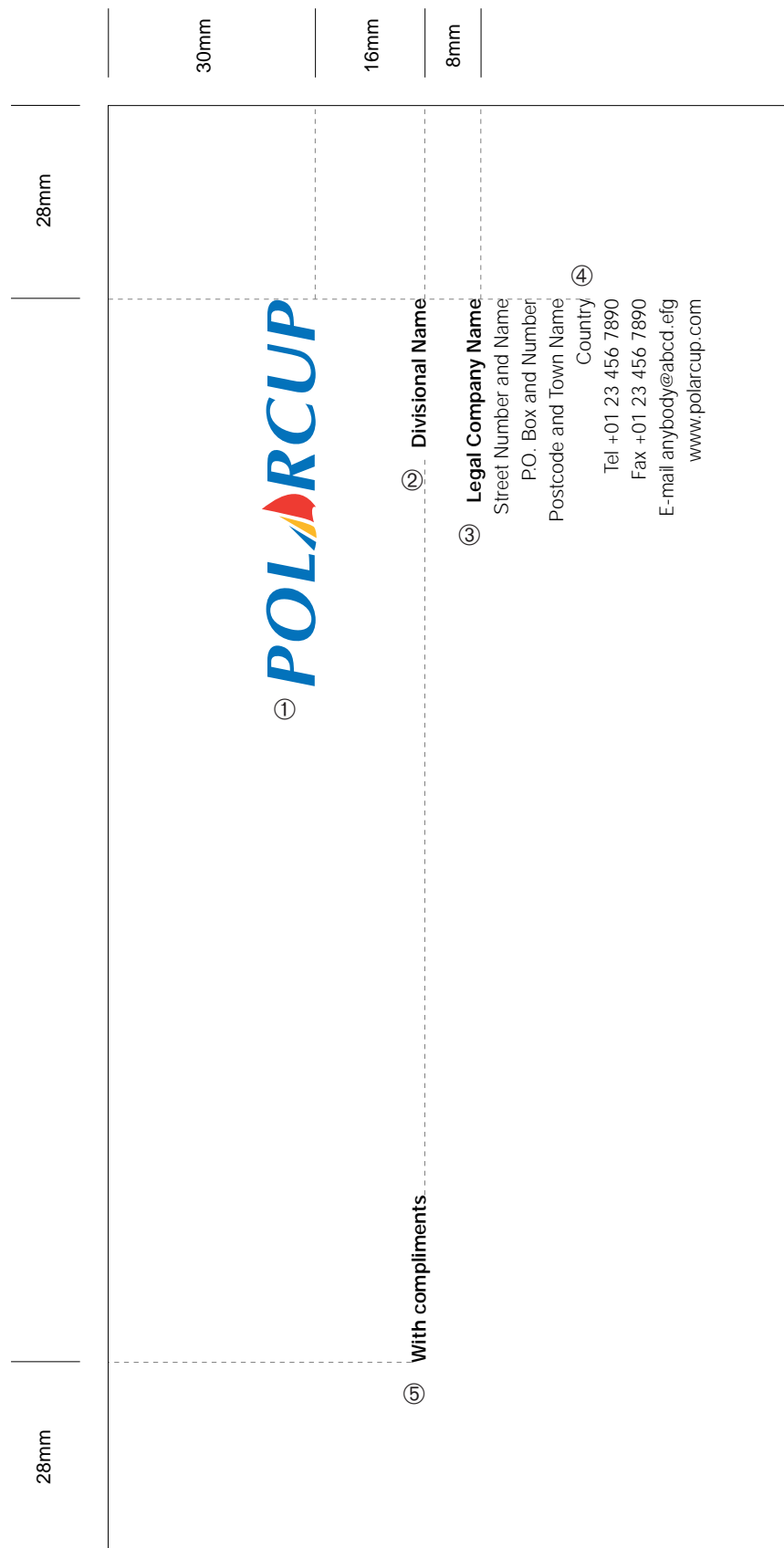
A N Otherperson
Job description

Copy:
A Somebody
A N Other

10.5

THE POLARCUP LOGO ON STATIONERY

Compliment slip



1/3 A4 size - 99mm x 297mm

Recommended paper stock:
Conqueror brilliant white wove
100gsm

- ① Polarcup logo:
height - 7.5mm
corporate blue, yellow and red
- ② Optional Divisional Name*:
8/11pt Helvetica bold italic
(followed by one clear line space)
- ③ Legal Company Name:
8/11pt Helvetica bold italic
(a long Legal Company Name should
be positioned on two lines and the
address details moved down
accordingly).
- ④ Address details:
8/11pt Helvetica light italic
- ⑤ 'With compliments'
8pt Helvetica bold italic

All type prints black.

All address details are set ranged-right.
'With compliments' is set ranged-left.
Letterspacing should be specified as
standard plus 0.2pt.

Where punctuation would normally be
used it should be replaced by a
double word space.

* If a Divisional Name is not required the Legal Company
Name should appear in its place, with the address details
immediately below.

10.6

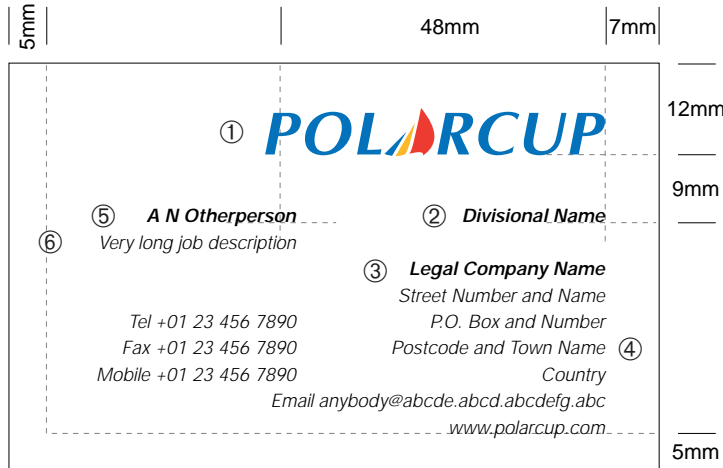
THE POLARCUP LOGO ON STATIONERY

Business card - option 1

with long names or job descriptions which fit on one line

Size - 54mm x 86mm

Recommended paper stock:
Conqueror brilliant white wove
300gsm



- ① Polarcup logo:
height - 5.5mm
corporate blue, yellow and red
- ② Optional Divisional Name*:
7/10pt Helvetica bold italic
(followed by one clear line space)
- ③ Legal Company Name:
7/10pt Helvetica bold italic
(a long Legal Company Name should be positioned on two lines and the address details moved down accordingly).
- ④ Address details:
7/10pt Helvetica light italic
The last line of the address details are always positioned 5mm from the lower edge of the card (when no email address exists).
- ⑤ Name:
7/10pt Helvetica bold italic
- ⑥ Job description:
7/10pt Helvetica light italic

All type prints black.

All type is set ranged-right.
Letterspacing should be specified as
standard plus 0.2pt.

Where punctuation would normally be used it should be replaced by a double word space.

* If a Divisional Name is not required the Legal Company Name should appear in its place, with the address details immediately below.



10.7

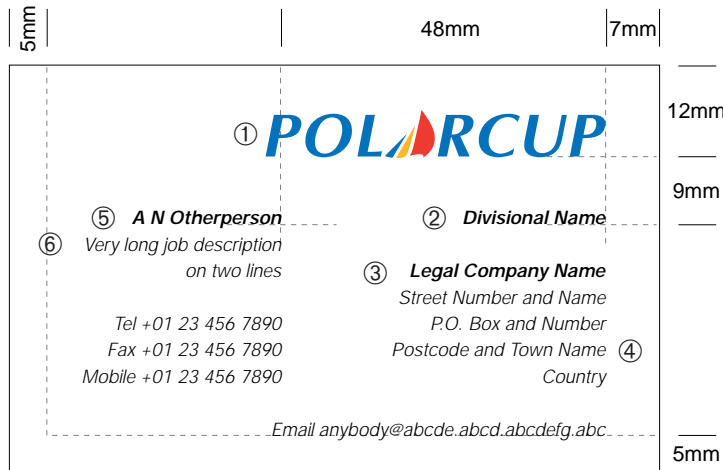
THE POLARCUP LOGO ON STATIONERY

Business card - option 2

with long names or job descriptions which fit on two lines

Size - 54mm x 86mm

Recommended paper stock:
Conqueror brilliant white wove
300gsm

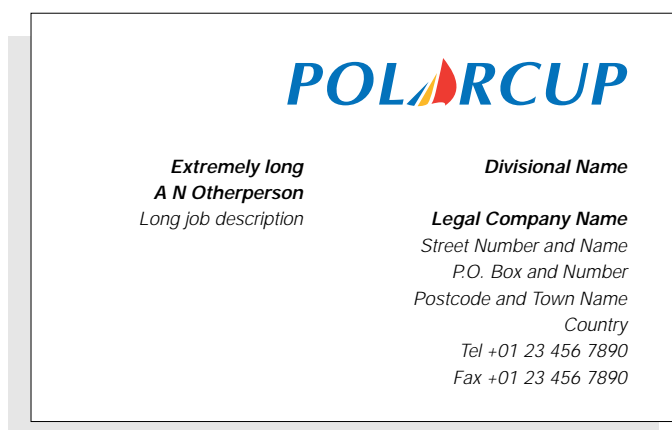


- ① Polarcup logo:
height - 5.5mm
corporate blue, yellow and red
 - ② Optional Divisional Name*:
7/10pt Helvetica bold italic
(followed by one clear line space)
 - ③ Legal Company Name:
7/10pt Helvetica bold italic
(a long Legal Company Name should be positioned on two lines and the address details moved down accordingly).
 - ④ Address details:
7/10pt Helvetica light italic
The last line of the address details are always positioned 5mm from the lower edge of the card (when no email address exists).
 - ⑤ Name:
7/10pt Helvetica bold italic
 - ⑥ Job description:
7/10pt Helvetica light italic
- All type prints black.

All type is set ranged-right.
Letterspacing should be specified as
standard plus 0.2pt.

Where punctuation would normally be used it should be replaced by a double word space.

* If a Divisional Name is not required the Legal Company Name should appear in its place, with the address details immediately below.



10.8

THE POLARCUP LOGO ON STATIONERY

Business card - option 3

with short names or job descriptions

Size - 54mm x 86mm

Recommended paper stock:
Conqueror brilliant white wove
300 gsm

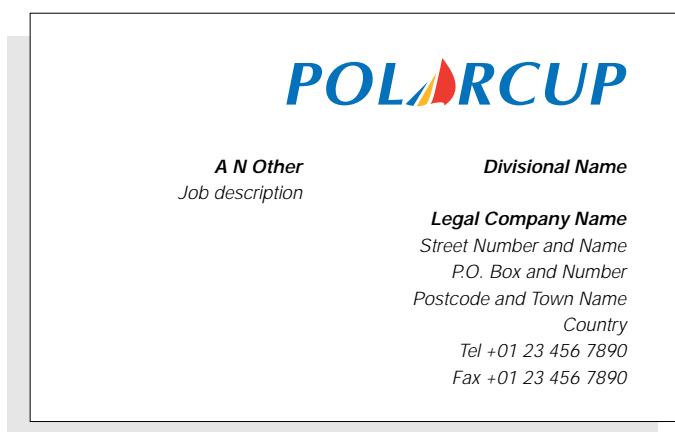
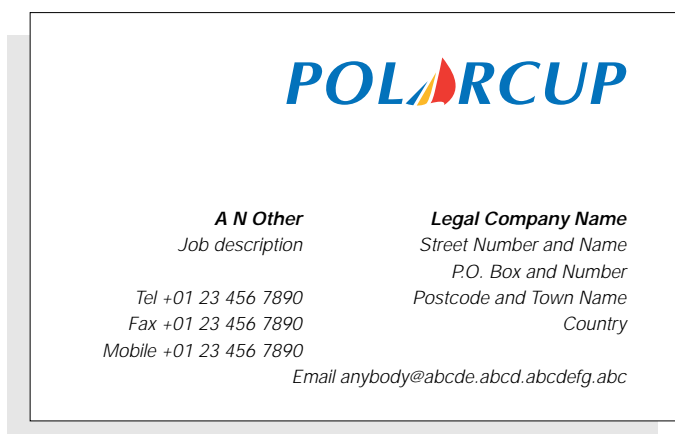
- ① Polarcup logo:
height - 5.5mm
corporate blue, yellow and red
- ② Optional Divisional Name*:
7/10pt Helvetica bold italic
(followed by one clear line space)
- ③ Legal Company Name:
7/10pt Helvetica bold italic
(a long Legal Company Name should be positioned on two lines and the address details moved down accordingly).
- ④ Address details:
7/10pt Helvetica light italic
The last line of the address details are always positioned 5mm from the lower edge of the card (when no e-mail address exists).
- ⑤ Name:
7/10pt Helvetica bold italic
- ⑥ Job description:
7/10pt Helvetica light italic

All type prints black.

All type is set ranged-right.
Letterspacing should be specified as
standard plus 0.2pt.

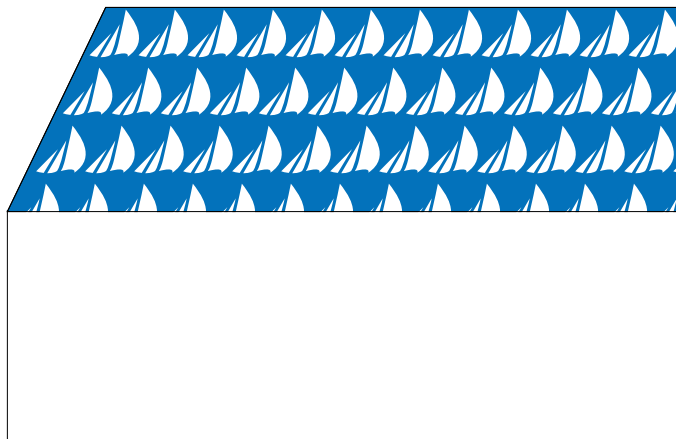
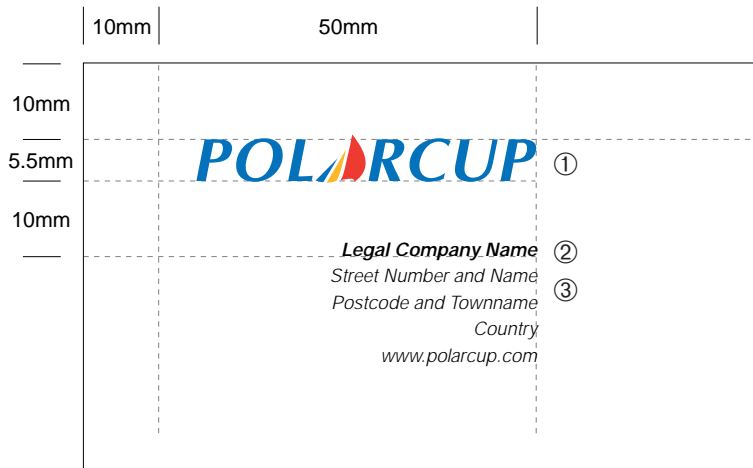
Where punctuation would normally be used it should be replaced by a double word space.

* If a Divisional Name is not required the Legal Company Name should appear in its place, with the address details immediately below.



THE POLARCUP LOGO ON STATIONERY

Envelopes



Recommended paper stock:
 Conqueror brilliant white wove
 100gsm

- ① Polarcup logo:
height - 5.5mm
- ② Legal Company Name:
7/10pt Helvetica bold italic
- ③ Address details:
7/10pt Helvetica light italic

Due to printing restrictions, the logo and address details should always be positioned more than 10mm from the lefthand edge of the envelope.

All type and logo prints black.

All type is set ranged-right. Letterspacing should be specified as standard plus 0.2pt.

Where punctuation would normally be used it should be replaced by a double word space.

Due to limited space no Divisional Names appear on envelopes.

Envelopes may feature a repeat pattern inside. This is not only decorative but also acts as a security pattern. The repeat pattern should appear white reversed out of corporate blue.

N.B.: All sizes of envelopes follow the same design principle: The Polarcup logo and address details always appear in the top left-hand corner of the envelope.

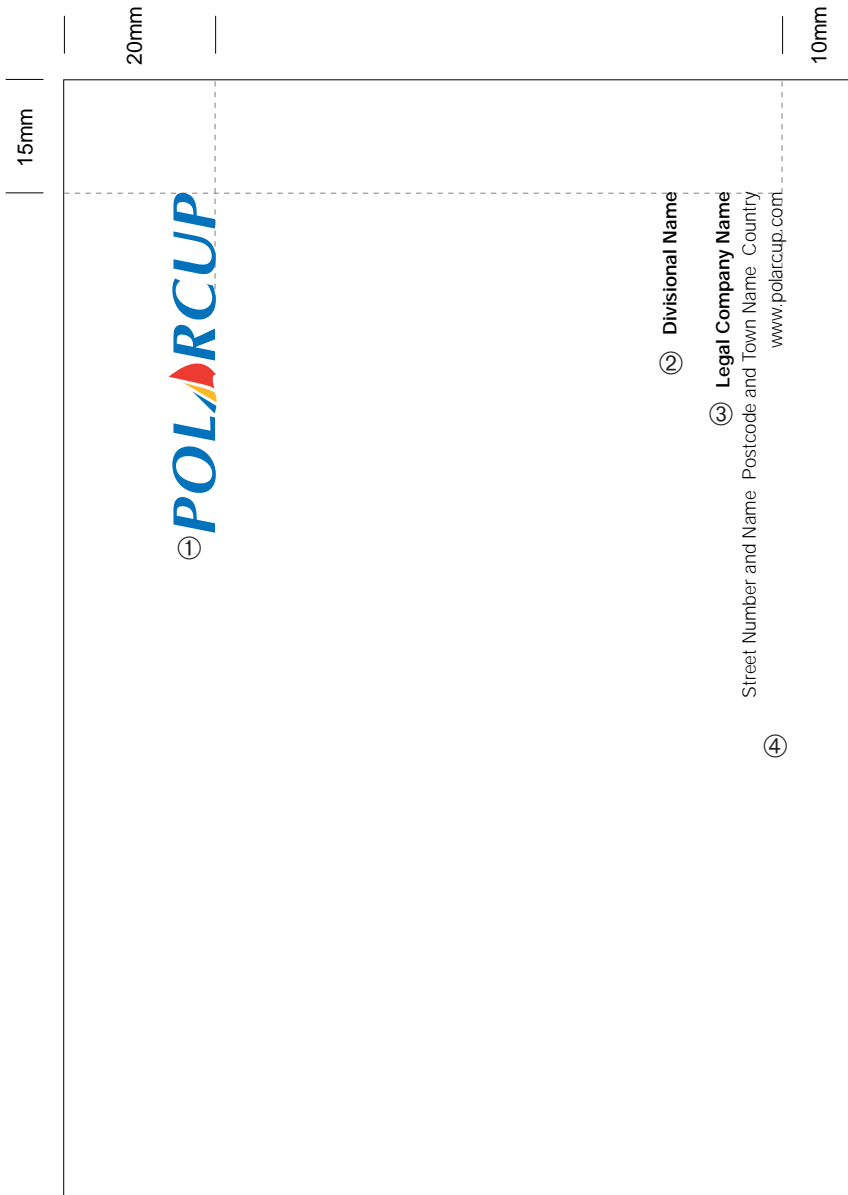


Legal Company Name
Streetnumber and Name
Postcode and Townname
Country
www.polarcup.com

Company Name
Addressee Name
Street Number and Name
Postcode and Town Name
Country

90mm

33mm



10.10

THE POLARCUP LOGO ON STATIONERY

Mailing label (large)
Mailing label (small)

Mailing label large
Size - 105mm x 148mm

Mailing label small
Size - 74mm x 105mm

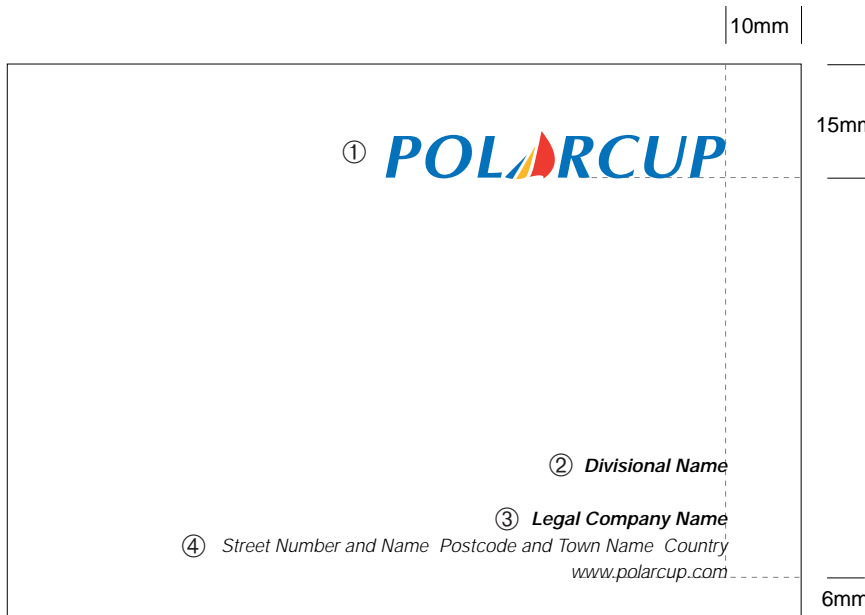
Recommended paper stock:
Self-adhesive matt white

- ① Polarcup logo:
height - 5.5mm
corporate blue, yellow and red
- ② Optional Divisional Name*:
7/10pt Helvetica bold italic
(followed by one clear line space)
- ③ Legal Company Name:
7/10pt Helvetica bold italic
- ④ Address details:
7/10pt Helvetica light italic

All type prints black.

All type is set ranged-right.
Letterspacing should be specified as
standard plus 0.2pt.


15mm Where punctuation would normally be
used it should be replaced by a double
word space.



* If a Divisional Name is not required the Legal Company Name should appear in its place, with the address details immediately below.

25mm

40mm




Company Name
 Addressee Name
 Street Number and Name
 Postcode and Town Name
 Country

Divisional Name

Legal Company Name
Street Number and Name Postcode and Town Name Country
www.polarcup.com

15mm

30mm



Company Name
 Addressee Name
 Street Number and Name
 Postcode and Townname

Divisional Name

Legal Company Name
Street Number and Name Postcode and Town Name Country
www.polarcup.com

THE POLARCUP LOGO ON STATIONERY

Fax cover sheet

A4 size - 210mm x 297mm

Recommended paper stock:
Cheapest locally-available copier paper (minimum 80gsm)

- ① Polarcup logo: height - 7.5mm
- ② Optional Divisional Name*: 8/12pt Helvetica bold italic (followed by one clear line space)
- ③ Legal Company Name: 8/12pt Helvetica bold italic
A long Legal Company Name should be positioned on two lines and the address details moved down accordingly.
- ④ Address details: 8/12pt Helvetica light italic
- ⑤ Heading: 10/24pt Helvetica bold italic (followed by one clear line space)
- ⑥ Details: 9/24pt Helvetica light
- ⑦ Rule line: 0.25pt rule line

All type prints, rule line and logo print black.

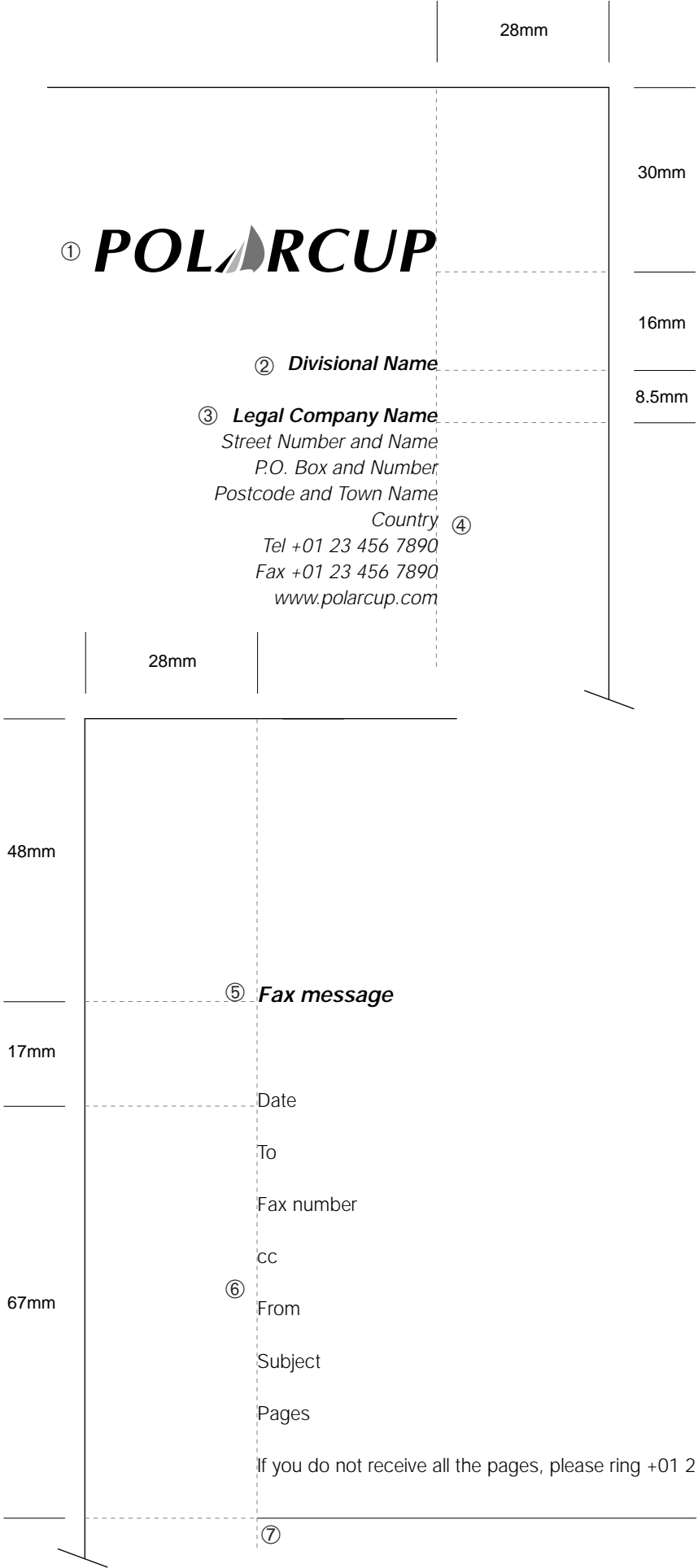
As a cost-effective alternative to printing, the artwork may be created, used as a master and subsequently photocopied.

Where punctuation would normally be used it should be replaced by a double word space.

Address details are set ranged-right. All other details are set ranged-left. Letterspacing should be specified as standard plus 0.2pt.

See following page for sample Fax cover sheet..

* If a Divisional Name is not required the Legal Company Name should appear in its place, with the address details immediately below.





Fax message

Divisional Name

Date **Date**
To **A N Otherperson**
Fax number **+01 23 456 0000**
cc **A Somebody**
From **Addressee Name**
Subject **Fax cover sheet layout**
Pages **Number of pages**

Legal Company Name
Street Number and Name
P.O. Box and Number
Postcode and Town Name
Country
Tel +01 23 456 7890
Fax +01 23 456 7890
www.polarcup.com

If you do not receive all the pages, please contact +01 23 456 7890

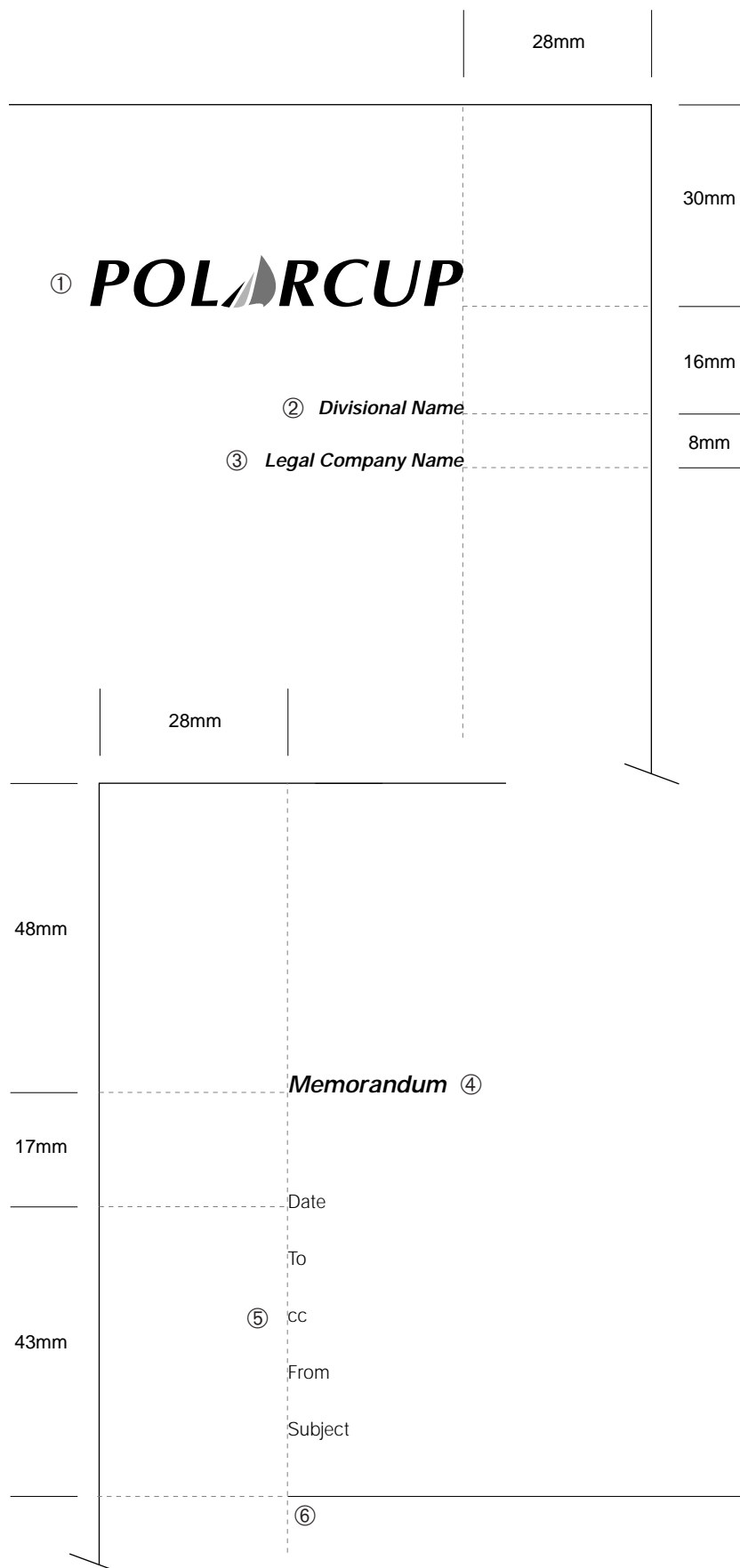
Dear stationery user

Please ensure that all your fax cover sheets are typed in the style of this example. The fax should always be typed aligned left, like this (with a 28mm margin left and right) in Times New Roman - point size and line spacing should match this sample. Paragraphs should not be indented but one clear line space left between each, as in this example.

Subsequent pages should be typed on a photocopy of the continuation sheet.

10.12

THE POLARCUP LOGO ON STATIONERY



Memorandum

A4 size - 210mm x 297mm

Recommended paper stock:
Cheapest locally-available copier
paper (minimum 80gsm)

- ① Polarcup logo: rastered 'sail' symbol height - 7.5mm
- ② Optional Divisional Name*:
8/11pt Helvetica bold italic
(followed by one clear line space)
- ③ Legal Company Name:
8/11pt Helvetica bold italic
A long Legal Company Name should be positioned on two lines.
- ④ Heading: 10/24pt Helvetica bold italic
(followed by one clear line space)
- ⑤ Details: 8/24pt Helvetica light
- ⑥ Rule line: 0.25pt rule line

All type prints, rule line and logo print black.

As a cost-effective alternative to printing, the artwork may be created, used as a master and subsequently photocopied.

Letterspacing should be specified as standard plus 0.2pt.

Where punctuation would normally be used it should be replaced by a double word space.

See following page for sample Memorandum.

* If a Divisional Name is not required the Legal Company Name should appear in its place, with the address details immediately below.

Memorandum

Divisional Name

Legal Company Name

Date Date
To A N Otherperson
cc A Somebody
From Addressee Name
Subject Memorandum layout

Dear stationery user

Please ensure that all your memorandums are typed in the style of this example. The memorandum should always be typed aligned left, like this (with a 28mm margin left and right) in Times New Roman - point size and line spacing should match this sample. Paragraphs should not be indented but one clear line space left between each, as in this example.

Subsequent pages should be typed on a photocopy of the continuation sheet.

10.13

THE POLARCUP LOGO ON STATIONERY

Press Release

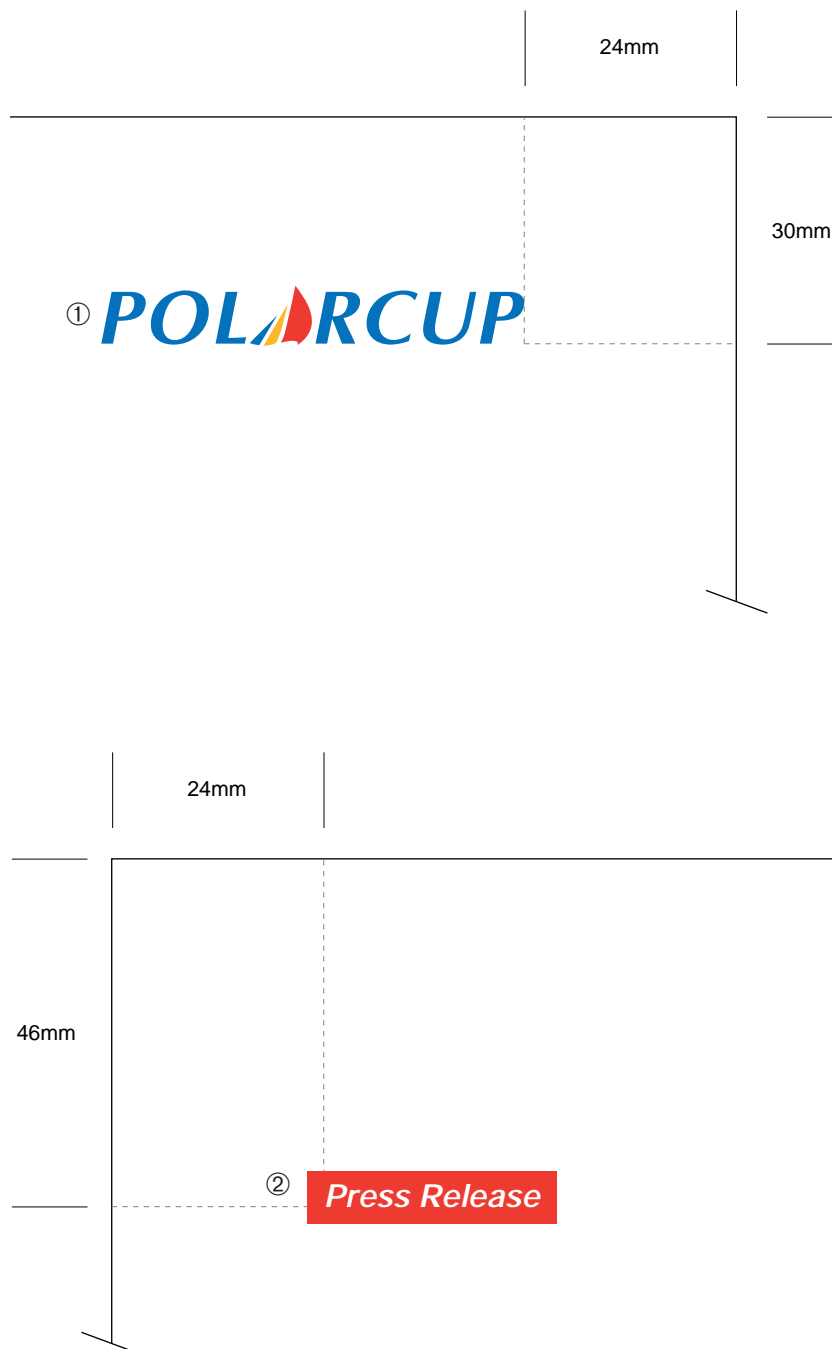
30mm

A4 size - 210mm x 297mm

Recommended paper stock:
Conqueror brilliant white wove
100gsm

- ① Polarcup logo:
height - 7.5mm
corporate blue, yellow and red
- ② 'Press Release':
12pt Helvetica bold italic
white reversed out of a corporate red
panel (7mm x 32.5mm)

See following page for sample
Press Release



Press Release

Date

Press release layout

Please ensure that all your press releases are typed in the style of this example. The press release should always be typed aligned left, like this (with a 28mm margin left and right) in Times New Roman - point size and line spacing should match this sample. Paragraphs should not be indented but one clear line space left between each, as in this example.

The date should appear 70mm from the top of the page. This is followed by the heading which appears one clear line space below, underlined, as shown above. The main body of the press release starts one clear line space below the heading.

To allow people to write notes on press releases, an area of clear open space should always be left 70 mm from the bottom of the page as indicated.

Additional pages should be typed on continuation sheets.

If required, contact names and addresses should be typed at the bottom of the page as shown.

10.14

THE POLARCUP LOGO ON STATIONERY

Forms

As the requirements of each form are very different they should be individually designed based on the 5mm grid shown opposite.

The Polarcup logo and the heading should whenever possible appear in the position shown.

A4 size - 210mm x 297mm

Recommended paper stock:
Conqueror brilliant white wove
100gsm or continuous computer
stationary.

- ① Polarcup logo: height - 7.5mm
corporate blue, yellow and red
- ② Heading: 10pt Helvetica bold italic
- ③ Standard details:
7/11pt Helvetica light italic
- ④ Small details:
6/11pt Helvetica light italic

Rule line: 0.25pt rule line

All type prints and rules print black.

Address details* are set ranged-right.
All other details are set ranged-left.
Letterspacing should be specified as
standard plus 0,2pt.

Where punctuation would normally be
used it should be replaced by a double
word space.

See following page for sample Invoice.

* The last line of the address should be positioned 10mm
from the bottom of the page ranged-right 20mm from
the right-hand edge.

20mm

25mm

20mm

35mm

①

POLARCUP

② **Invoice**

③ Invoice Date and Number

④ (please refer to this number when making payments)

Buyer's reference

Customer number

Country of destination

Shipped via

Curve of origin

Invoice

Invoice Date and Number

(please refer to this number when making payments)

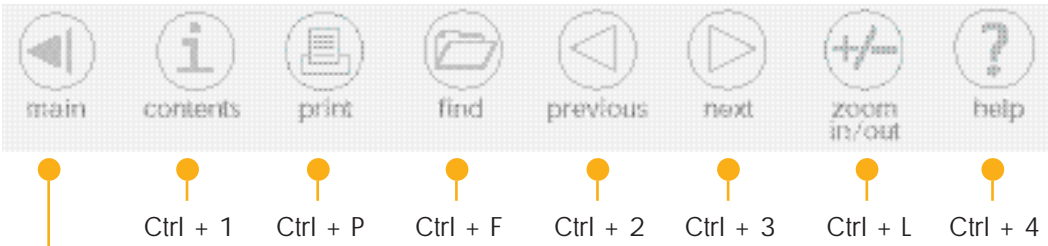
	Buyer's reference	Customer number		
Shipped via	Country of destination			
	Country of origin			
Marks and numbers	Terms and time of delivery			
	Terms of payment			
	HS code	Net weight, kg		
		Gross weight, kg		
<i>Product number</i>	<i>Description</i>	<i>Quantity</i>	<i>Unit price</i>	<i>Total price</i>

Divisional Name

Legal Company Name

Street Number and Name Postcode and Town Name Country Tel +01 23 456 7890 Fax +01 23 456 7890

SHORT CUTS



The main button allows you go back to the main menu, where you can choose another manual, or copy a logo, 'sail' symbol or manual to your harddisk. Alt + F4

USING ACROBAT READER

The Acrobat Reader allows you to view, navigate, and print the Corporate Identity Guidelines. You can select text or artwork, and paste it into a document in another application such as a word processor. Once the selected text or artwork is copied to the clipboard, you can switch to another application and paste it into another document.

If a lettertype from the manual is not available on your system, the lettertype cannot be preserved. Helvetica is substituted.

The digital artwork browser from the main application allows you to copy a logo in specific colors to your harddisk in EPS or JPEG format.

The EPS format is 'vector based' and can be used for high-quality artwork. The JPEG format is for use on-screen (internet/intranet) or internal publications.

When you browse to the last frame of the digital artwork browser, you will find the Corporate Identity Guidelines in PDF format.

You can select a Corporate Identity Guidelines manual and copy this to your harddisk.