



Berlin Packaging Web Brand Guidelines

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Introduction:

While other companies merely want to satisfy their customers, Berlin Packaging strives to thrill them!

Recently, the Berlin Packaging corporate brand has been modernized and adapted to build upon and protect our reputation. As Berlin Packaging continues to communicate with a variety of audiences, from customers to suspects, suppliers to partners, employees to media, implementing our modernized brand is vital to maintaining Berlin Packaging's image.

This manual contains guidelines, rules, and examples for maintaining our brand throughout all aspects of Berlin Packaging's corporate and marketing communications.

Berlin Packaging Sales Philosophy

Everything we do at Berlin Packaging is based on the simple belief that it is our job to increase our customers' net income. That's why we are continually reinvesting in our company and why we are constantly searching for new ways to provide our customers with a competitive edge.

We truly believe Anything is Possible® and are committed to satisfying our customers' needs. Our Anything is Possible culture is unmatched in the industry. Through years of product experience and a desire to provide our customers with excellent service, our employees know how to create a plan to increase customer sales while minimizing operating expenses.

While other companies strive to satisfy their customers, at Berlin Packaging we strive to thrill them. Whether it is our value-added services, depth of product offerings, or innovative design capabilities, we are always working to make you stand out. We proudly execute on this promise better Than anyone else.

By choosing Berlin Packaging as your packaging advocate, our sales philosophy can manifest itself in a variety of innovative and measurable ways. Let Berlin Packaging work on making your products and brand stand out!

Hybrid Packaging Supplier[®]

Manufacturing. Distribution. Services and Specialty Offerings

Berlin Packaging is best-of-breed across manufacturing, distribution, and service providers. We're equally at home designing award-winning closures, sourcing high-quality packages from overseas, running inventory and stocking programs, arranging financing, delivering to our customers with amazing timeliness, advising our customers on the conversion from glass to plastic (or vice versa), and much more.

Our manufacturing network offers flexibility and low-cost through large scale and broad scope.

Our distribution footprint can manage your inventory in an efficient manner. Our service divisions are second to none.

Berlin Packaging's Core Values

Innovation and Design

“Eye appeal is buy appeal.” Berlin Packaging employs packaging innovation as a strategic business tool - a means to increase consumer benefits and reduce total costs.

Depth and Breadth

When talking about in-stock packaging, the more the better. Berlin Packaging offers more than 35,000 cost-effective options... Stock, custom, or specialty.

Profit Acceleration

In exchange for a client's packaging business, Berlin Packaging offers an array of services at no extra charge; these services can boost a company's bottom line.

Operational Excellence

Berlin Packaging has the proof to show our real commitment to operational excellence. Year after year, our approach delivers quantifiable results to customers with 99% on-time delivery.

2.0 The Berlin Logo

Now modern and sophisticated, the logo is Berlin Packaging's primary brand identifier, and it must appear on every Berlin communication. It is imperative to understand the elements of the logo in order to convey the company's message to a person of interest.



Color

Whenever the logo is used in any web communication it must be displayed with the Berlin Red:

RGB 225/27/34

HEX # E11B22

PMS 186 C

PMS 186 U



Logo size for web use

Height: 100px

Width: 80px



Improper use of logo



3.0 Typography

Typography is another essential piece of Berlin Packaging's identity guidelines. The consistent use of the approved typefaces adds greatly to a legible, clean style.

NOTE: Although the Roboto font family contains a variety of weights. Not all are used in the Berlin Style Sheets.

Primary Font

Roboto

Weights:

**AaBbCDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz**

Roboto Bold 900

AaBbCDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz

Roboto Medium 600

AaBbCDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz

Roboto Regular 400

```
font-family: Roboto,Arial,Helvetica,sans-serif;
```

Body Copy

Roboto

Font-size: 31rem; /* 16px */

Font-weight: 400;

Line-height: 1.3125rem; /* 21px */

```
font-family: Roboto,Arial,Helvetica,sans-serif;
```

Header 1

Roboto

Font-size: 3rem; /* 48px */

Font-weight: 900;

Line-height: 3.5625rem; /* 57px */

Header 2

Roboto

Font-size: 2.125rem; /* 34px */

Font-weight: 900;

Line-height: 2.5625rem; /* 41px */

Header 3

Roboto

Font-size: 1.5rem; /* 24px */

Font-weight: 900;

Line-height: 1.9375rem; /* 31px */

Header 4

Roboto

Font-size: 1.5rem; /* 24px */

Font-weight: 900;

Line-height: 1.9375rem; /* 31px */

Header 5

Roboto

Font-size: 0.875rem; /* 14px */

Font-weight: 900;

Line-height: 1.25rem; /* 20px */

Header 6

Roboto

Font-size: 0.75rem; /* 12px */

Font-weight: 900;

Line-height: 1.25rem; /* 20px */

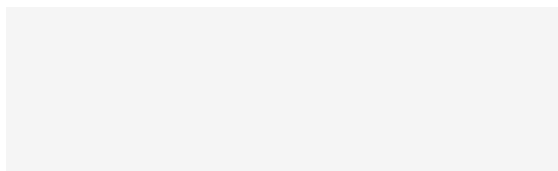
4.0 Colors

Berlin Packaging has established a limited color palatte for online builds.

4.1 COLORS: PALETTE



HEX	RGB
E01B22	224, 27, 34



HEX	RGB
F5F5F5	245, 245, 245



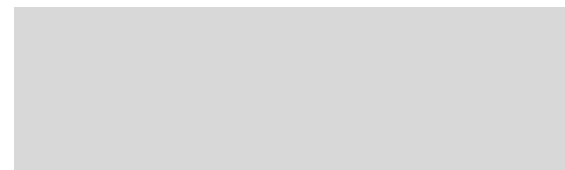
HEX	RGB
231F20	35, 31, 32



HEX	RGB
E01B22	0, 113, 188



HEX	RGB
5F5F5F	95, 95, 95

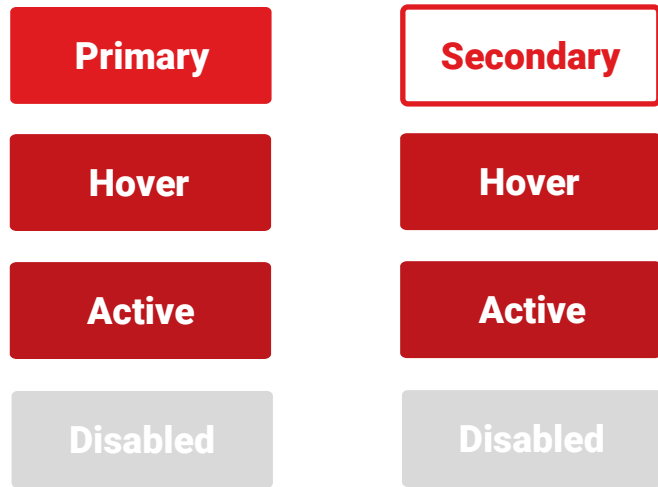


HEX	RGB
D8D8D8	35, 31, 32

5.0 Components

The visual language and iconography of Berlin Packaging.

Buttons



Links Style

Default link
Default link

Icons



Tabs

Why Berlin Results Services Markets Served Innocation **Insights**
