



Leading Producer Responsibility

Brand Identity Guidelines

October 2023





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WHO WE ARE

Petco (the Packaging Producer Responsibility Organisation, NPC), incorporated in 2004, started as a voluntary, industry-driven and financed environmental solution for post-consumer Polyethylene Terephthalate (PET) plastic.

Initially, it represented the plastic industry's effort to self-regulate the recycling of post-consumer PET.

Today, it has a broader mandate. Petco creates end-use markets, understands the capacity constraints of processing the recyclables that are used to create new products, and stimulates the demand for the collection of the recyclable material for which, on behalf of its members, it has taken extended producer responsibility.

Find out more at: **[Petco.co.za/who-we-are/](https://petco.co.za/who-we-are/)**

Petco assists its members
in **complying with**
their obligations as
producers, primarily to
ensure that the specified
collection and recycling
rates are achieved.



OUR VISION:

Our vision is of **a true circular packaging value chain** that is born out of focusing on our members and working with them to achieve more than their legislated producer responsibility, which drives us all to a circular economy.

OUR MISSION:

To continuously **lead the way** for the packaging industry, other PROs, government, the collection and recycling industry, and consumers by representing our members' producer responsibility obligations and adding the value to their membership **that creates true change** in making our economy circular.



OUR BRAND ESSENCE:

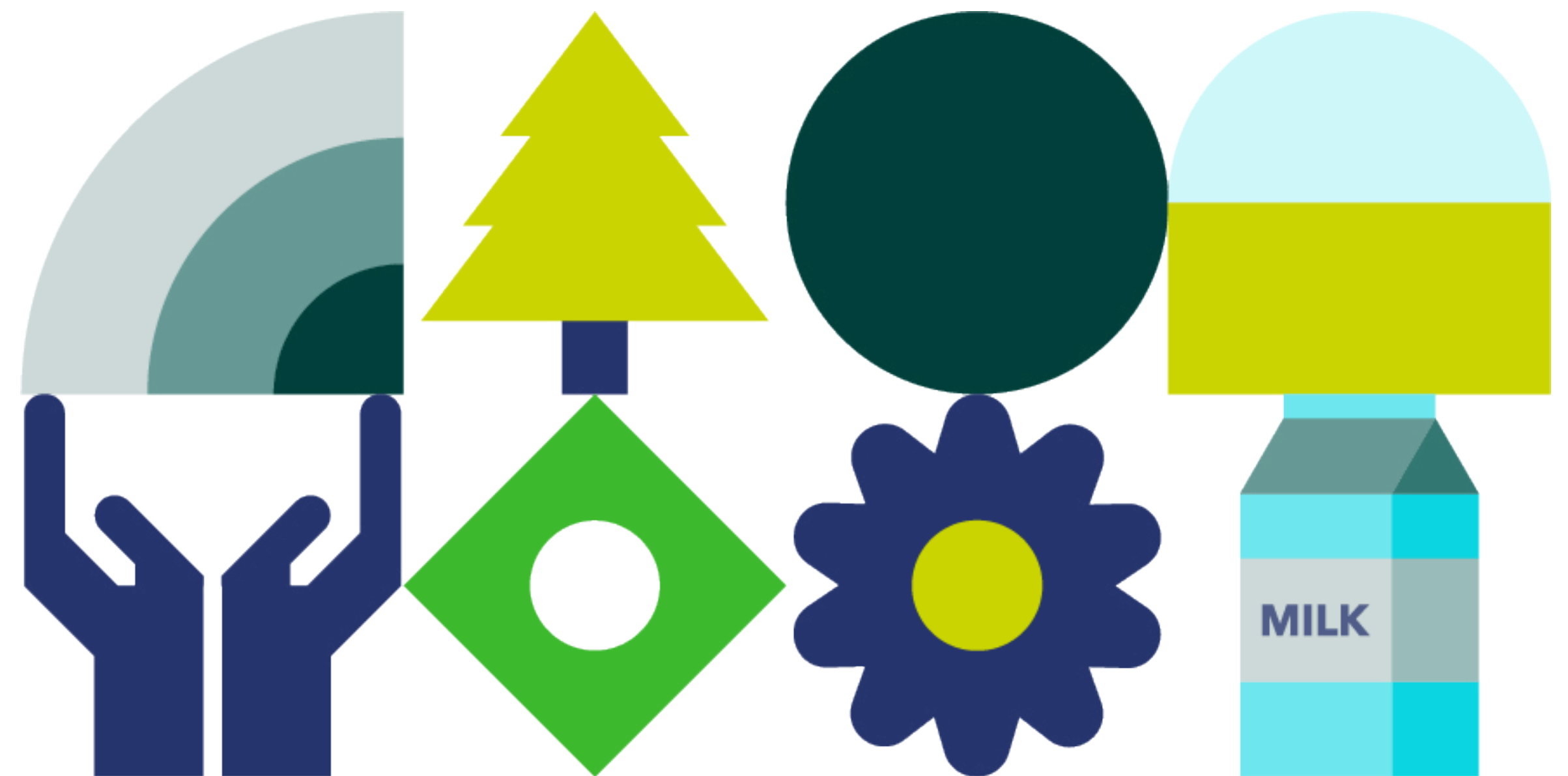
Petco is a trusted, member-focused **producer responsibility organisation** that **drives change** across the packaging value chain, towards circularity.

OUR PROMISE:

As custodians of the packaging value chain, we are the leading producer responsibility organisation that **achieves beyond policy**, to true circular economy.



Logo Guidelines





OUR PRIMARY LOGO

The Petco logo is the main identifier for the brand. The primary lockup consists of the logomark and wordmark as represented here.

To maintain its integrity, the logo may not be altered and recreated. Use it consistently and only use the final logo files provided.





OUR LOGOMARK

The Petco logomark is based on the Möbius strip, symbolising infinity and unity, alluding to Petco's vision of a true circular packaging value chain in South Africa. It also is symbolic of the required unity of it's members in reaching this vision together. By working with them Petco aims to achieve more than the legislated producer responsibility.

To maintain its integrity, the logo may not be altered and recreated. Use it consistently and only use the final logo files provided.





PRIMARY LOGO RULES

MINIMUM SIZE

The guide given alongside should be considered when reducing the logo, but as a general rule: always ensure that the workmark is readable.

CLEAR SPACE

The invisible space around any entire logo or logo lockup should be equal to the width of the letter 't' in any particular instance. This is to ensure the logo stays uncluttered and the centre of attention.

To maintain its integrity, the logo may not be altered and recreated. Use it consistently and only use the final logo files provided.

MINIMUM SIZE



CLEAR SPACE





LOGO WITH PAY-OFF LINE

The Petco logo can stand-alone or in combination with our pay-off line when applicable.

When the pay-off line is used in combination with the logo it is always aligned to the length of the wordmark and spaced below by the width of the p’s stem as illustrated here.

This combination may only be used in a layout where the pay-off line is legible. As a rule of thumb: this lockup may not be used at a width below 250px on digital screen and 35mm in print design.

The pay-off line may also be used as a stand alone element in a layout where it can then be sized at the designer’s discretion.

To maintain its integrity, the logo may not be altered and recreated. Use it consistently and only use the final logo files provided.



min width digital: 250px
min width print: 35mm



LOGO COLOURS

COLOURS

For all marketing communications, our logo can appear in the following colours:

- Full colour (Petco blue, green & white)
- Grey (for one-colour print applications or where used as a watermark)
- White
- Black

As a general rule the logo should appear in our primary colour combination where possible, as this is the colour thread that ties the brand together.

PHOTOGRAPHIC IMAGERY

Special attention should be paid to ensuring full legibility of the logo on a photographic background. The preference should be to use the logo in our full colour, unless the image is too dark for our logo to be legible, then a white logo may be used.

To maintain its integrity, the logo may not be altered and recreated. Use it consistently and only use the final logo files provided.



FULL COLOUR
ON WHITE



FULL COLOUR
ON BLUE



FULL COLOUR
ON GREEN



GREY



FULL COLOUR
ON IMAGE



WHITE ON
IMAGE



WHITE ON
BLACK



BLACK ON
WHITE



LOGO REGULATIONS

It may be tempting to use the logo in other creative ways but it’s important that the logo not be altered or recreated in any way in order for us to maintain its integrity and protect it as a core visual asset.



DON'T MODIFY THE LOGO



DON'T ROTATE THE LOGO



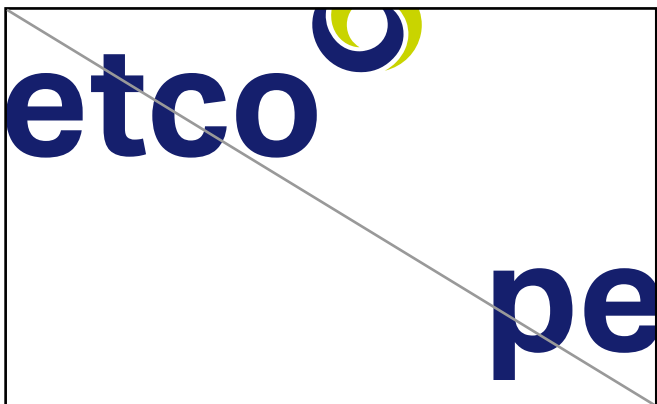
DON'T STRETCH THE LOGO



DON'T APPLY EFFECTS TO THE LOGO



DON'T CHANGE THE LOGO COLOURS



DON'T CROP THE LOGO



DON'T PLACE OVER BUSY PHOTO SECTIONS



DON'T PLACE OVER IMAGE FOCAL POINTS (e.g. FACES)



HOW TO CENTRE THE LOGO

When the Petco logo is the hero in a layout, it should be centred to that layout. However, the Petco logo should be off-set to balance out the Petco logomark that is on the shoulder of the typography.

Create a 'centering square' to help position the logo.

THE CENTRING SQUARE



The square for centering the logo is from the foot of the 'p' up to the centrepont of the logomark. Lock the centering square to the logo and then centre that in the space around the logo.



DON'T CENTRE THE LOGO DIRECTLY TO THE BLOCK



DO USE THE 'CENTERING SQUARE' TO OFF-SET THE LOGO



Colour Palette





PRIMARY COLOURS

These colours are the foundation of our brand and must be used to build brand consistency.
This primary palette should be used on all branded material.

Petco Blue #26336b CMYK: 80.71.00.57 RGB: 21.31.10 PANTONE: 2756 C	Petco Green #c9d400 CMYK: 26.3.100.0 RGB: 201.212.0 PANTONE: 382 C
Black #000000 CMYK: 100.100.100.100 RGB: 0.0.0	White #ffffff CMYK: 0.0.0.0 RGB: 255.255.255



SECONDARY COLOUR PALETTE

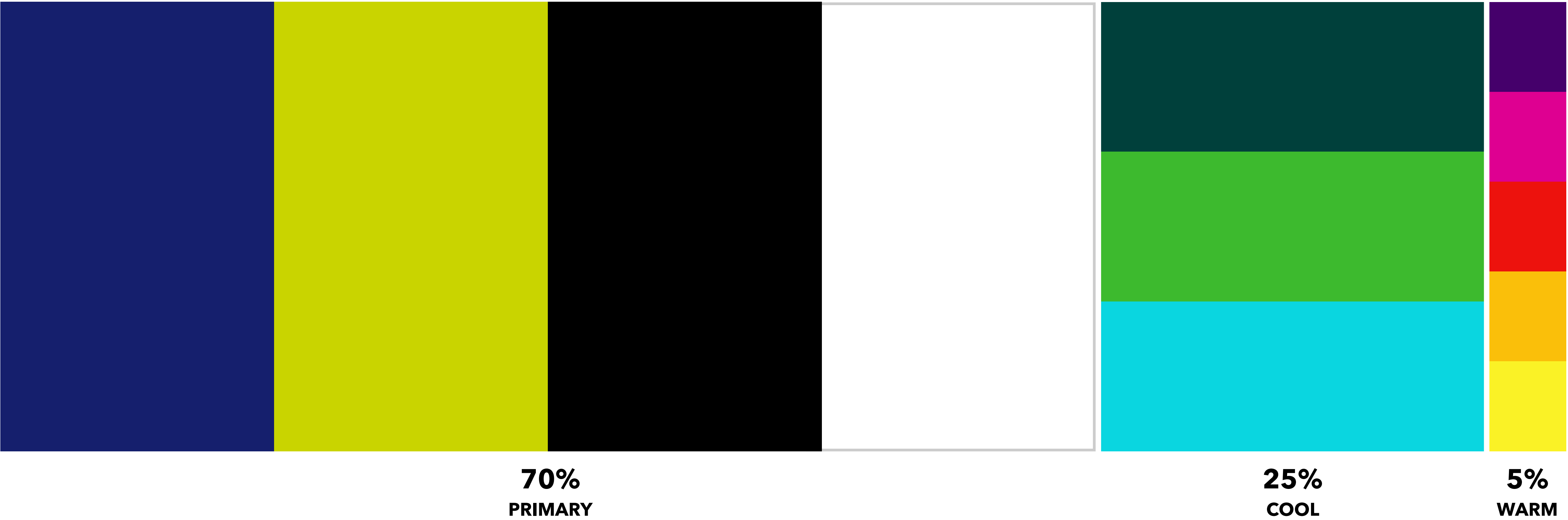
These are Petco’s additional colours, they must always be used in conjunction with the primary colours. These colours can be used in illustrations, social media or other marketing material. Bright colours are significant when attention needs to be drawn to a specific detail, for example, in a report. Bright colours are also helpful when designing campaigns for Petco where a call-out can complement the message. However, a balance between primary colours and secondary colours should always follow the stipulated maximum weights, as outlined on the next page.





COLOUR RATIOS

Follow this ratio guide when using additional colours in layout. Our primary colours should always be dominant in any layout. The cooler colours take preference over the warmer colours, as shown below - our warm tones are used sparingly and to emphasise important information.





Typography





PRIMARY TYPEFACE

Our primary typeface is **Avenir Next LT Pro**, which is a clean, straightforward face with excellent on- and off-screen readability.

As a general rule, the bold style is used for headings and the regular style is used in body copy, the designer may also use the other styles where they deem necessary.

A juxtaposed use of regular and bold may be used in headings to create a visually pleasing contrast.

Aa!

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#\$%^&*()

Ultra Light
Ultra Light Italic
Italic
Regular
Medium
Medium Italic
Demi
Demi Italic
Bold
Bold Italic
Heavy
Heavy Italic

AVENIR NEXT LT PRO



HEADLINE TYPEFACE

Our headline typeface is **Avenir Next LT Pro Heavy Condensed**, a derivative of our primary typeface. It's used when the message in a layout needs a bigger emphasis. When used, it must be designed to hold the largest space hierarchy amongst other copy.
NOTE: Set the leading to the same point size as the character point size to ensure consistent density of text.

Let's all
stay in
the loop.

AVENIR NEXT LT PRO HEAVY CONDENSED



SYSTEM ALTERNATE TYPEFACE

Arial is a clear and simple typeface designed for multiple operating systems. It is the system typeface that shares the most characteristics with Avenir Next LT Pro. The email signature uses the websafe Arial font too.

Aa!

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#\$%^&*()

ARIAL



Brand Illustration



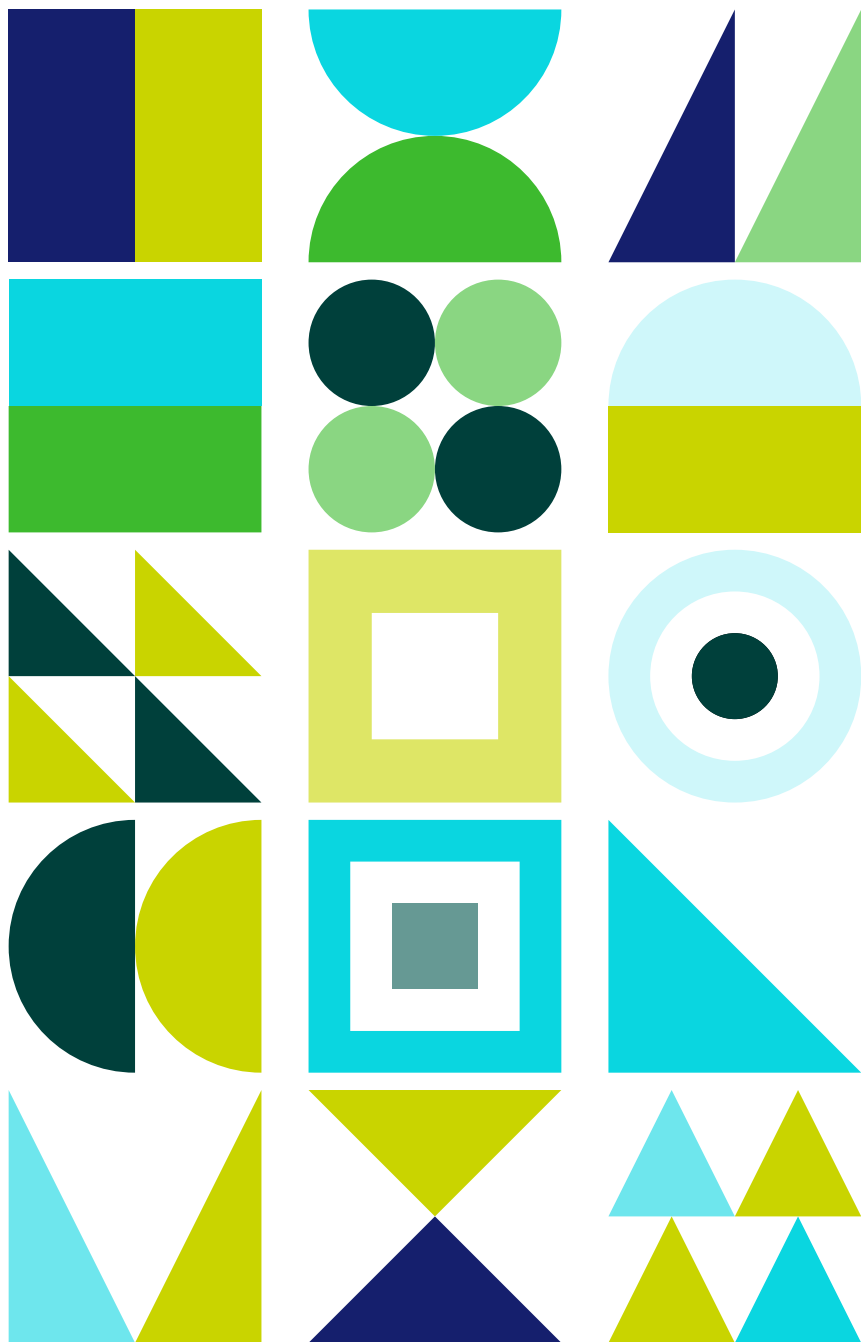


OUR ILLUSTRATION ELEMENTS

This is our collection of brand illustrations. These bold shapes take inspiration from elements in our world. We re-use and adjust the collection where possible and create new illustrations when they are applicable to the design task at hand. This gives us a dynamic ever-growing library. There are 3 categories, namely: simple shapes, compound shapes and complex shapes.



SIMPLE



COMPOUND



COMPLEX



ILLUSTRATION COMPOSITION

Use a balanced combination of the categories to build unique compositions. These combinations can be used in marketing material to further build our brand consistency. A general colour guideline is to use an equal ratio of primary and cool colours and their respective tints.





Imagery Use





IMAGERY USE

In order to create a flexible yet consistent design system we need to consider photography as well as three main content themes:

Portrait stills

On-the-ground action

Scenes & landscapes

Photography across the board needs to adhere to our photographic principles:

1. Authentic emotion
2. Real moments / not staged
3. Relevant content
4. People centric





Portrait stills





Recycling machinery and end-use





On-the-ground action





Scenes & landscapes





Voice & Tone





HOW WE COMMUNICATE

Petco's tone is authoritative yet approachable. We speak with a warm and helpful voice that does not discriminate or condescend.

We never provide baseless claims, preferring to always be guided by the facts, our latest and reported-on figures and established claims that either have verified sources or are drawn from peer-reviewed science.

Let's make the circle bigger!



Templates & Mockups





BUSINESS CARD





LETTERHEAD



Dear Friend,

Our vision is of a true circular packaging value chain that is born out of focusing on our members and working with them to achieve more than their legislated producer responsibility, which drives us all to a circular economy.

Our mission is to continuously lead the way for the packaging industry, other PROs, government, the collection and recycling industry, and consumers by representing our members' producer responsibility obligations and adding the value to their membership that creates true change in making our economy circular.

PETCO is a trusted, member-focussed producer responsibility organisation that drives change across the packaging value chain, towards circularity.

As custodians of the packaging value chain, we are the leading producer responsibility organisation that achieves beyond policy, to true circular economy.

Kind regards,

Cheri Scholtz
Cheif Executive Officer

PETCO Producer Responsibility
Organisation NPC

CAPE TOWN
Tel: +27 (0) 21 794 6300/5141

JOHANNESBURG
Tel: +27 (0) 11 615 8875/9011

GENERAL CONTACT
Tel: 0860 147 738
Email: info@petco.co.za
Info: www.petco.co.za
Postal Address:
Postnet Suite 245
Private Bag X16
Constantia, 7848

Registration Number: 2004/032347/08
EPR Registration Number: 19/7/5/P/PRO/20210517/001
Non-Executive Directors:
Cavinyen Dorasamy, Unilever; Cindy Jenks, Pick n Pay; Gareth Elcox, ALPLA,
Greg Morse, Coca-Cola Peninsula Beverages; John Conway, Twizza; Klaus Penge,
Tetra Pak, Liezl Erasmus, PepsiCo; Michelle Penlington, Polyoak Packaging;
Nozicelo Ngcobo, Coca-Cola Beverages SA; Preola Adam, The Coca-Cola Company;
Quinton Swart, Nampak; Ralph Jewson, Woolworths; Shaun Christian, Safripol.



EMAIL SIGNATURE



Leading Producer Responsibility

Kara Levy
Marketing Officer
Cell: [+27 82 433 9067](tel:+27824339067)
Tel: [+27 21 794 6300](tel:+27217946300)
www.petco.co.za

PETCO Producer Responsibility Organisation NPC
EPR Registration Number: 19/7/5/P/PRO/20210517/001

 @PETCO_Official

Our Vision

To |

Our Vision

Dear Friend,

Our vision is of a true circular packaging value chain that is born out of focusing on our members and working with them to achieve more than their legislated producer responsibility, which drives us all to a circular economy.

--



Leading Producer Responsibility

Kara Levy
Marketing Officer
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PETCO Producer Responsibility Organisation NPC
EPR Registration Number: 19/7/5/P/PRO/20210517/001

 @PETCO_Official

Send







CONTACT REPORT



Leading Producer Responsibility

CONTACT REPORT

Meeting Date:		Category:	
Report Date:		Location:	
Stakeholders Present:		PETCO Attendees:	

Subject:

Notes:
XXXX

Way forward/ Actions/ Responsibilities (try incl deadlines)
XXXX

Contact:

Name	Organisation	Tel	email

PETCO Producer Responsibility
Organisation NPC

CAPE TOWN
Tel: +27 (0) 21 794 6300/5141

JOHANNESBURG
Tel: +27 (0) 11 615 8875/9011

GENERAL CONTACT
Tel: 0860 147 738
Email: info@petco.co.za
Info: www.petco.co.za
Postal Address:
Postnet Suite 245
Private Bag X16
Constantia, 7848

Registration Number: 2004/032347/08
EPR Registration Number: 19/7/5/P/PRO/20210517/001

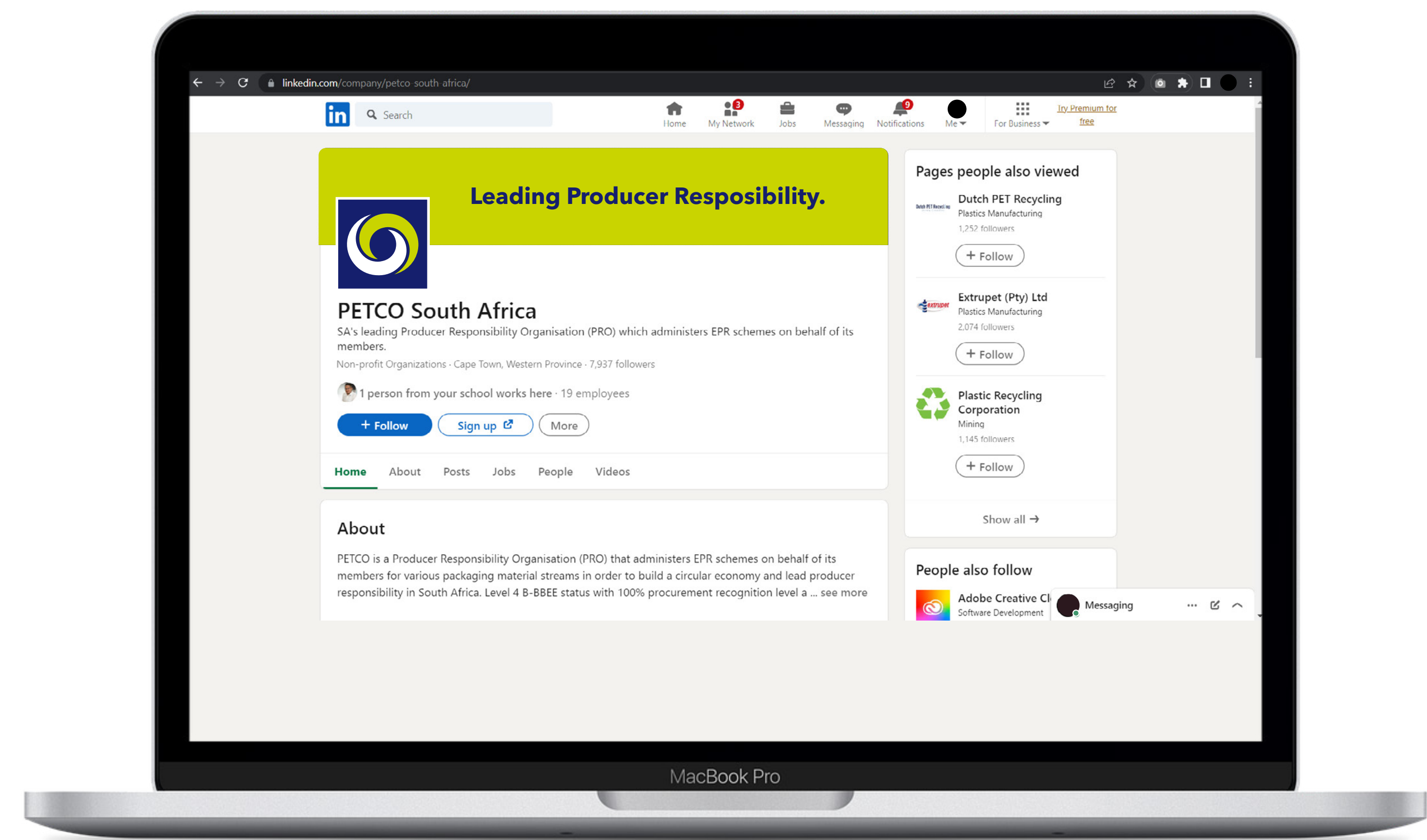
Non-Executive Directors:
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Petco Brand Identity Guidelines

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SOCIAL MEDIA PROFILE



SOCIAL PLATFORM PROFILE PICTURES

Our logomark on blue is the preferred option.

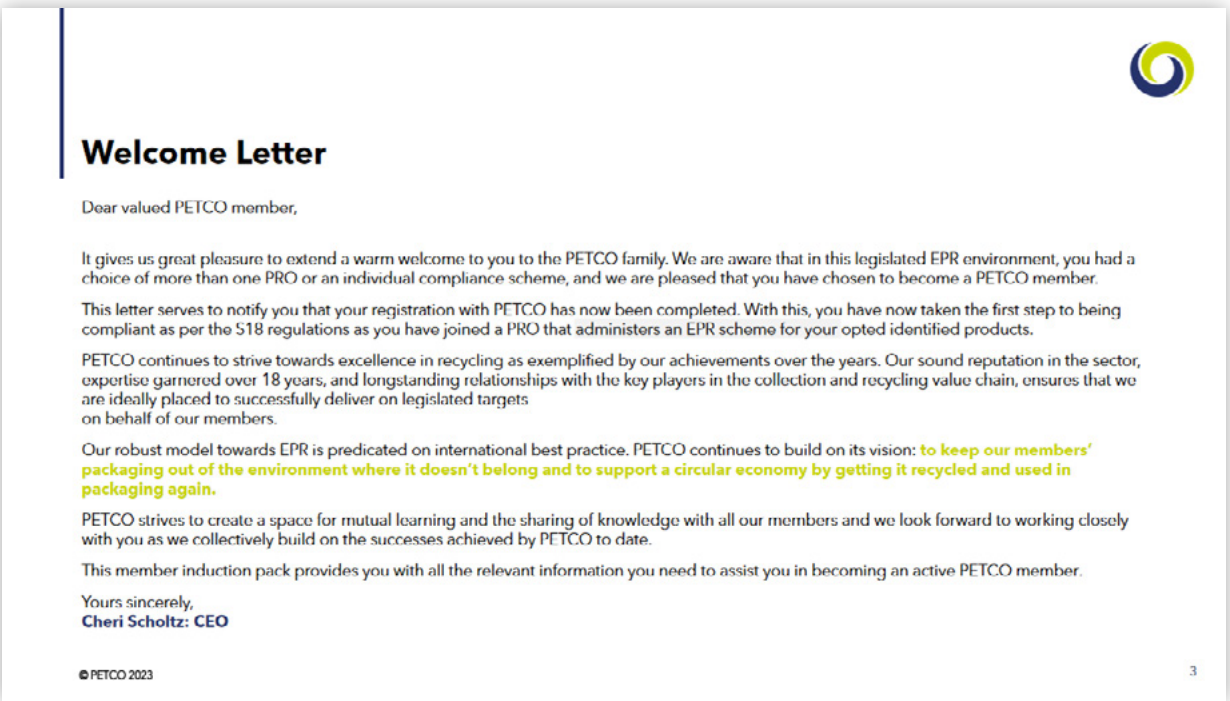
BILLBOARDS





PRESENTATION TEMPLATE

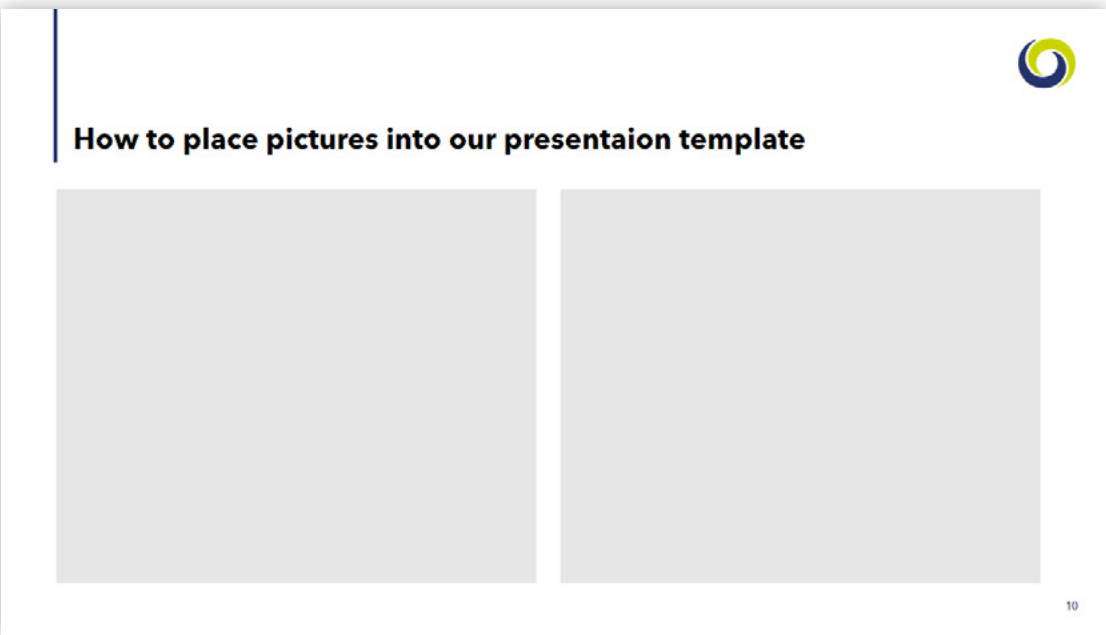
Our official presentation template should be used when building PowerPoint presentations. The template should be followed closely to ensure unity accross our communications. Only our official colours are to be used in infographics.



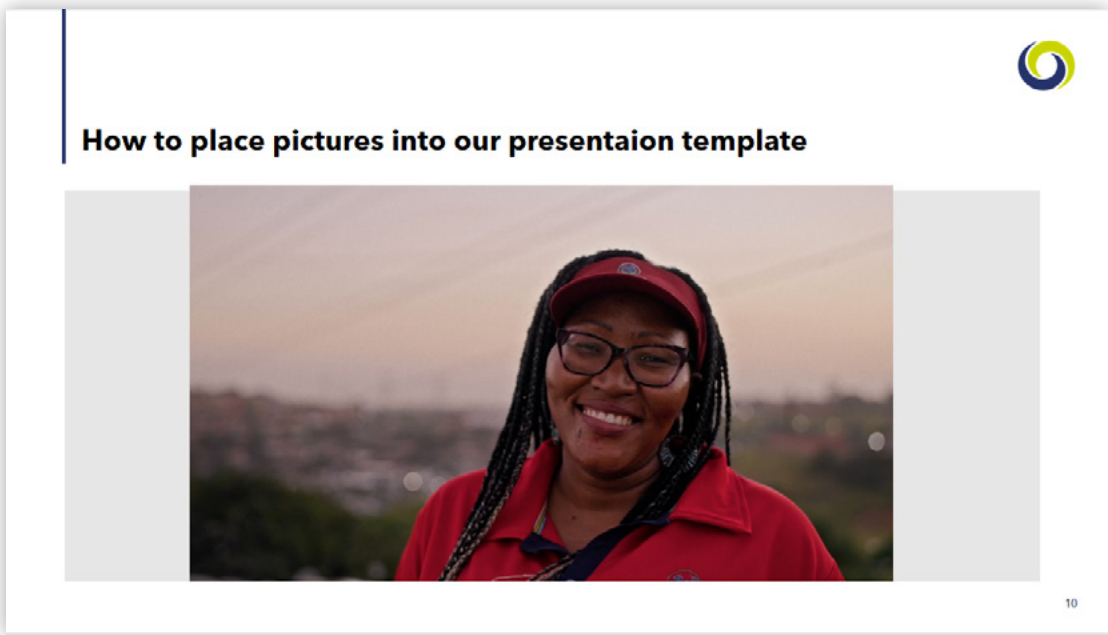


PRESENTATION PHOTO PLACEMENT RULES

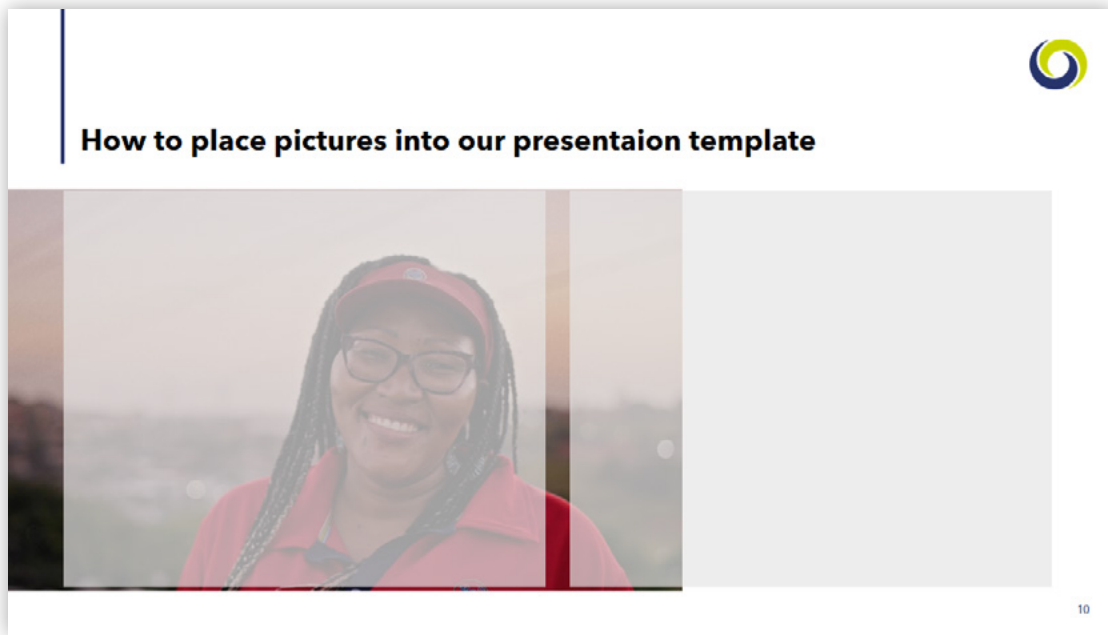
These instructions must be followed when inserting images into our presentation template. This is to ensure our presentations stay neat and that images are not distorted when placed. View a video explainer of this process here: <https://www.youtube.com/watch?v=L2VFN5DUgNI>



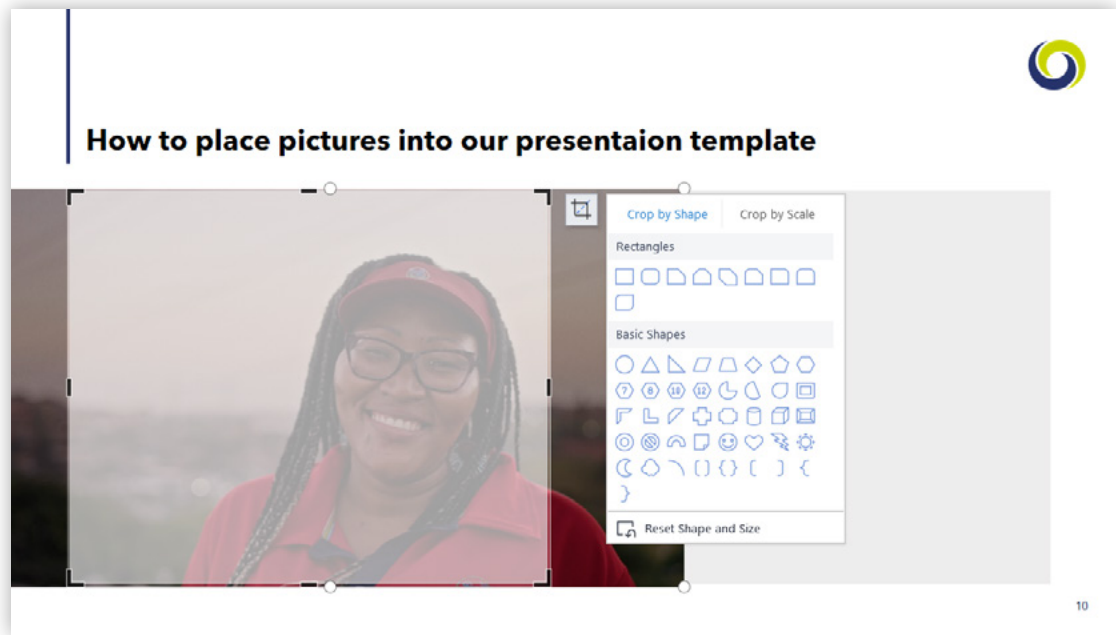
1. Our template contains imagery slides with placement placeholders (grey blocks).



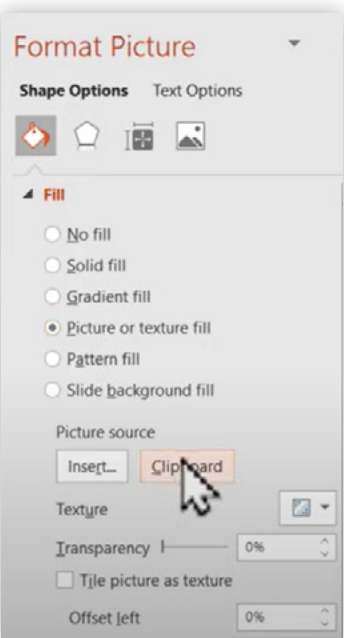
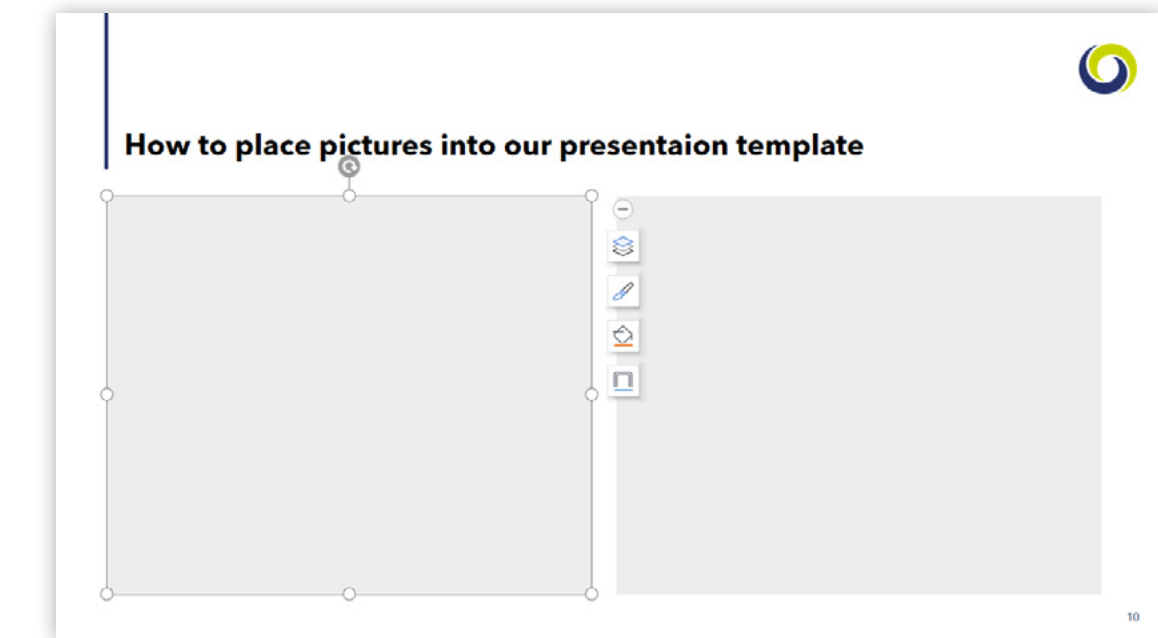
2. Drag and drop the desired image onto the necessary imagery slide.



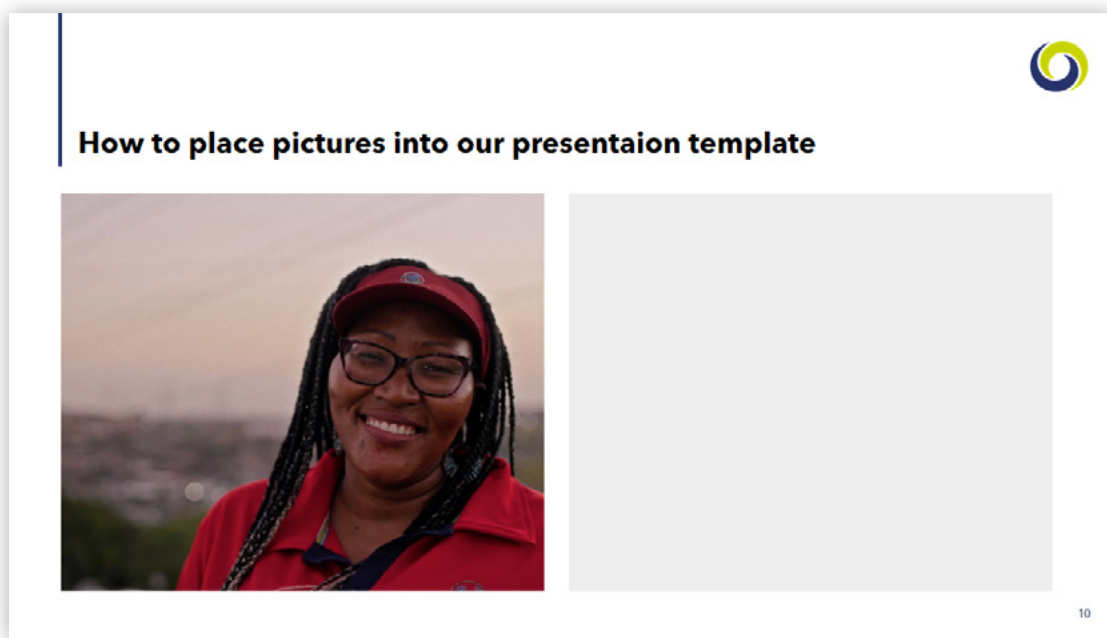
3. Send the image to the back and position it behind the desired placeholder.



4. Using the crop tool, crop the image to the area size of the placeholder, press enter then control + x to cut the image to clipboard.



5. Now with the desired placeholder selected, go to the format picture tab. Select the object fill as "picture or texture fill" and select the picture source as clipboard.



6. This will result in the image being placed into the placeholder shape neatly and ensure that all our presentations share the same layout standards.



COMPLEMENTARY GIFT TAG

This tag is to go along with a gift (e.g. a pouch made from recycled plastic bottles). The copy will change according to brief but should always include a write-up of who Petco is and what we do as well as how the receiver can find out more about Petco (website and social media channels).





Co-branding & Signage





CO-BRANDING PRINCIPLES

These principles need to be followed when using our logo in co-branding settings:

EVENTS

Hosted by / Endorsed by / Sponsored by

When Petco is associated with an event, the event logo should be accompanied by the respective descriptive wording ie: “HOSTED BY”

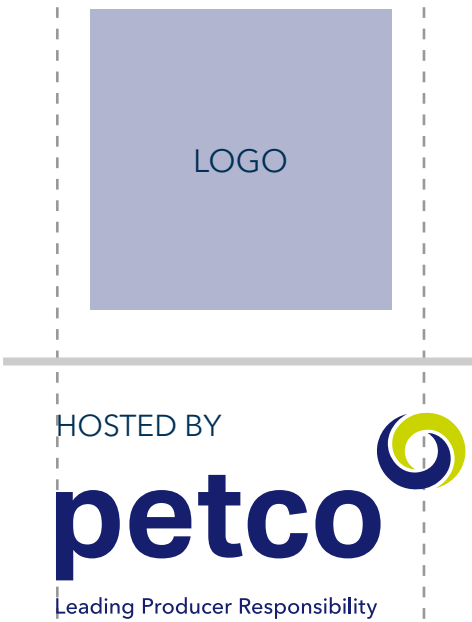
PARTNERS AND DEVELOPERS

When Petco is working with someone on a specific project, their logo appears with text that clarifies the relationship.

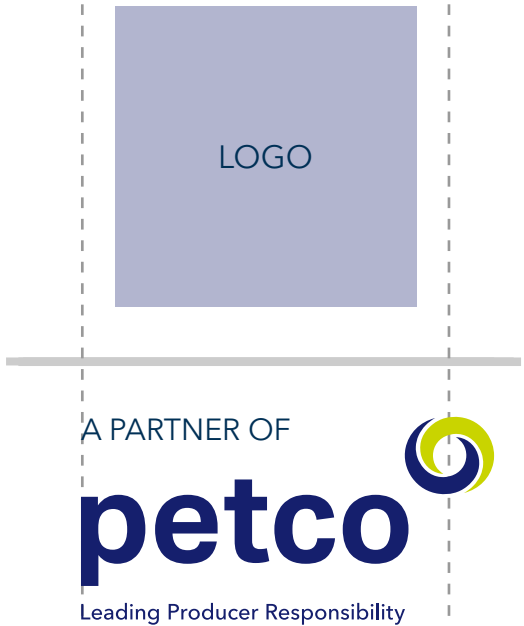
MULTIPLE LOGOS

When the Petco logo is presented with multiple logos, our logo must be a bit taller than the average height and the pay-off line can be left off. NOTE: exceptions may apply in certain layouts but this is the optimal presentation.

EVENTS



PARTNERS & DEVELOPMENTS



MULTIPLE LOGOS



CO-BRANDING SIGNAGE

This layout can be applied to different things that are co-sponsored by Petco. For example; banners, trailers, trolleys and containers. Placement on these items should strive for maximum visibility, i.e. on the sides / back of the trailer, and not on the front (facing the vehicle pulling the trailer.)

CAMPAIGN HEADLINES

These are specifically created for this application.

Headlines applicable to trailers and trolleys:

- You see trash, I see treasure.
- Your trash. My treasure.

Headlines applicable to trolleys only:

- I’m pushing for a better tomorrow.
- I’m a collector you can trust.

Final copy for the campaign headline is to be approved by the Petco Marketing Team.

FONT: Avenir Next LT Pro - Heavy Condensed

You see trash. I see treasure.

Business Name
(Description +/- 20 words)

Mon - Fri: 00am - 00pm
Sat: 00am - 00pm
Contact: xxx
Email: xxx
Website: xxx

SUPPORTED BUSINESS
LOGO PLACED HERE

SUPPORTED BY
petco
Leading Producer Responsibility

CONTACT DETAILS FONTS:

Business Name: Avenir Next LT Pro - Bold

Contact Details: Avenir Next LT Pro - Regular

ADDITIONAL SUPPORTER LOGO



NOTE: RE-BRANDING EXISTING SIGNAGE

If a container or sign has already been branded with the old Petco identity and there is no way to redo the branding, a sticker of the new Petco logo may be printed (with the correct space around it) and placed over the old logo.

CO-BRANDING SIGNAGE

This layout can be applied to different things that are co-sponsored by Petco. For example; banners, trailers, trolleys and containers. Placement on these items should strive for maximum visibility, i.e. on the sides / back of the trailer, and not on the front (facing the vehicle pulling the trailer.)

CAMPAIGN HEADLINES

These are specifically created for this application.

Headlines applicable to trailers and trolleys:

- You see trash, I see treasure.
- Your trash. My treasure.

Headlines applicable to trolleys only:

- I’m pushing for a better tomorrow.
- I’m a collector you can trust.

Final copy for the campaign headline is to be approved by the Petco Marketing Team.



SUPPORTED BUSINESS NAME AND CONTACT DETAILS
To be written in the same format and in Petco’s brand font.



NOTE: RE-BRANDING EXISTING SIGNAGE
If a container or sign has already been branded with the old Petco identity and there is no way to redo the branding, a sticker of the new Petco logo may be printed (with the correct space around it) and placed over the old logo.



BRANDING SIGNAGE

This layout can be applied to different things that are sponsored only by Petco. For example; banners, trailers, trolleys and containers. Placement on these items should strive for maximum visibility, i.e. on the sides / back of the trailer, and not on the front (facing the vehicle pulling the trailer.)

CAMPAIGN HEADLINES

These are specifically created for this application.

Headlines applicable to trailers and trolleys:

- You see trash, I see treasure.
- Your trash. My treasure.

Headlines applicable to trolleys only:

- I’m pushing for a better tomorrow.
- I’m a collector you can trust.

Final copy for the campaign headline is to be approved by the Petco Marketing Team.



SEPARATING THE LOGO AND PAY-OFF LINE

This is an instance where the brand’s visibility is reduced by keeping the logo and pay-off line in their locked-up position. Separating them out allows both elements to be more visible.



NOTE: RE-BRANDING EXISTING SIGNAGE

If a container or sign has already been branded with the old Petco identity and there is no way to redo the branding, a sticker of the new Petco logo may be printed (with the correct space around it) and placed over the old logo.



CO-BRANDING SIGNAGE

TROLLEY BANNERS - VERTICAL

When a vertical sign is required for a trolley sign the layout becomes stacked as shown here.



TRAILER BANNERS - DOUBLE VERTICAL

Double-sentence headlines may only be split when used on two boards positioned right next to one another. Splitting a headline is not a preferred layout and may only be used when necessary.



NOTE:
Sometimes, there is a locking mechanism in the centre between the two doors. If this is the case, move the Petco Logo to the far right of the panel.



CO-BRANDING SIGNAGE

BICYCLE TROLLEY BANNERS - HORISONTAL

When a horizontal layout is required for the side branding of a bicycle trolley, please follow the layout guide as shown here.

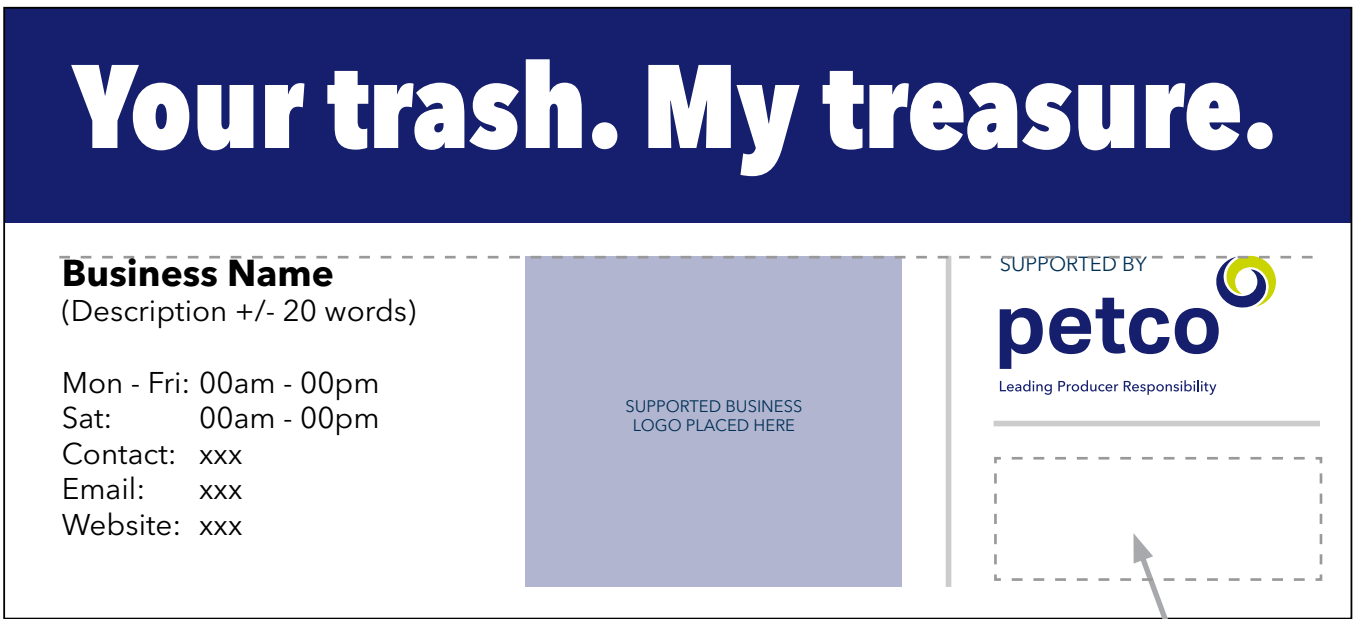
NOTE: To accomodate the wheel, the headline has been pushed up to the top third of the layout, allowing more space for the details below. The wheel is not completely opaque, so the layout can be adjusted to make the most of the visible area.



CONTACT DETAILS FONTS:

Business Name: Avenir Next LT Pro - Bold

Contact Details: Avenir Next LT Pro - Regular



ADDITIONAL SUPPORTER LOGO



CO-BRANDING SIGNAGE

STICKERS FOR COLLECTION BINS

A standard A4 print is all that is required to brand and denote a specific bin as a recycling point for schools, etc.

Types of recycling:

- Plastic
- Paper
- Metal Cans
- Glass

These can be branded with only Petco’s identity, or can incorporate additional sponsor identities.



ADDITIONAL SUPPORTER LOGO





CATEGORY B PROJECTS

COLLECTION CONTAINERS

When possible, containers must be sprayed Petco Green by the supplier. The artwork should be applied directly on to the substrate, preferably spray-painted. Artwork should include the logo with pay-off line and contact details, which must be placed in such a way that it is easily visible. The most permanent solution should be applied, in terms of wear and tear.



BALERS

In the case of branding objects that cannot be sprayed green or white (such as balers) the artwork may be applied as a white decal directly on to the existing substrate following the same principles as above. The most permanent solution should be applied, in terms of wear and tear.





CATEGORY B PROJECTS

SHIPPING CONTAINERS

Where possible, containers must be sprayed in the Petco Green by the supplier. The artwork should be applied directly onto the substrate, preferably as spray paint. Artwork should include the logo with pay-off line, and the contact details must be placed in such a way that it is easily visible. In terms of wear and tear, the most permanent solution should be applied.

NOTE: Shipping containers come in various configurations. Some are used as offices (see above) and others are collection bins for recyclable materials (see below). There are different lengths available too. Universally, we ask you to apply a consistent, visual treatment as far as possible.





PETCO MEMBERS & PARTNERS

This application can be used by our members and partners to proudly display their relationship with us. It can be applied to any marketing collateral, including websites, brochures and packaging.

A full-coloured application on a white background is the preferred option but in cases where the colours clash and/or the designer deems necessary, the single-colour application on white may be used.

NOTE: THIS LOGO TREATMENT IS UNIQUE TO ITS SITUATION AND MAY NOT BE REPEATED ANYWHERE ELSE.



PETCO COMMITTED MEMBERS

A Petco member is a Producer, who is a brand owner, retailer or importer. “Producer” means the entity, person or category of persons identified by the Regulations as being responsible for extended producer responsibility in terms of Section 18. Producers who place in excess of 10 tonnes of identified products onto the market on an annual basis, are responsible for extended producer responsibility.



PETCO COLLECTION PARTNERS

A Petco collection partner is a formal or informal individual or company that makes up a part of the collection value chain. This individual or company could be an individual waste picker, a collection co-operative, a buy-back centre or a small or large kerbside collection business.



PETCO RECYCLING PARTNERS

Petco recycling partners are volume-driven project partners are the investors in new plants and equipment that is required to deliver the tonnes of various recyclables recycled each year. They support collection through training, equipment and access. They invest in testing equipment, quality control, and the development of new end-use markets.



Leading Producer Responsibility

Thank you