

# Voice

## Plastribution

Branding, Website &  
Printed Collateral

## Background & Brief

We have developed a brand proposition and evolved the identity and all marketing communications for Plastribution. With this, we have been on a journey discovering the essence of the business and defining their true brand values – expertise, innovation and process.

Everything is founded upon these values or 'pillars of support' – it defines how they work together, with their business partners and how they look and sound. The new identity uses a modification of the typeface 'Avant Garde' and uses a three colour marque of interlinking circles which represent the three core values.

The branding systems follow a swiss style approach advocating precision, process and cleanliness. We are proud to be the guardians of this astonishing brand.

## Solution

The gradient used in the identity are a blend of the 3 core value colours in the Plastribution palette. It reflects a seamless movement of Expertise, Innovation and Process.



# Voice

## Plastribution know-how Sub-brand Collateral

## Background & Brief

Plastribution know-how has been created to deliver information, insights and opinion to suppliers, customers and the industry as a whole. This includes a monthly publication called price know-how looking at the key factors affecting UK polymer markets. Know-how the magazine, a quarterly publication focussing on market intelligence and innovation, pricing and purchasing and industry know-how, a series of articles that provide essential background to the industry, terminology and practices.

## Solution

The gradient used in the identity are a blend of the 3 core value colours in the Plastribution palette. It reflects a seamless movement of Expertise, Innovation and Process. The publications utilise the same swiss inspired grid systems used throughout all brand collateral.



# Voice

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Plastribution Art Direction

Photography

## Background & Brief

Following the discover phase of the rebrand it emerged that Plastribution are very much a consultative business. The expertise within the business are the people that clients and partners engage with on a daily basis.

## Solution

We wanted to portray each member of the team in their natural working environment. The lighting was incredible due to the environment and the end results are just as we wanted.

## Services Provided

Art direction	Image retouching
Artwork	Interactive design
Advertising	Project management
Brand strategy	Photography
Brand identity design	Print management
Copy writing	Web design and build
Editorial design	

