



Plastic Injection Molders Trusted Worldwide™

PLASTIC INJECTION MOLDERS TRUSTED WORLDWIDE

BRANDING FOR ALL

Injection Works provides superior quality plastic injection molding. For over 25 years, our expertise helps clients all over the world, as we continue to grow our relationships and expand the range of quality services and products we provide. Our brand serves to uniquely represent our company's commitment to excellence, and as such, must be used correctly, and consistently, to reinforce the attributes of our products and services themselves.

Primary Elements

These are the basic building blocks of our identity. Whether applied to marketing materials or expressed through our online branding, they help tell our story - one powerful impression at a time. Follow these basic guidelines to get the most out of them.

LOCK-UP LOGO



LOCK-UP LOGO WITH TAGLINE



Plastic Injection Molders Trusted Worldwide™

ICON



COLORS



Pantone® 2925 U
CMYK 85 24 0 0
RGB 0 150 215
HTML 4e85c5



Pantone® Pro Black U
CMYK 0 0 0 100
RGB 0 0 0
HTML 000000

TYPOGRAPHY

Gotham Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Gotham Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Gotham Condensed Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Available Logos

Consistency is key. The logos seen below are available and ready to be applied in a wide range of applications. Use the files provided located in the assets folder provided.

LOCK-UP LOGO



LOCK-UP LOGO WITH TAGLINE



ICON



LOCK-UP LOGO



LOCK-UP LOGO WITH TAGLINE



ICON



Proper Logo Usage: Size & Clear Space

Follow some simple fundamentals to help our identity deliver with impact. Above all else keep it clear and legible. Always give it the space and respect it deserves.

SMALLEST LOGO SIZES

These samples feature our logo elements at their smallest approved sizes for use online and in print. These minimum sizes are designed to maintain maximum legibility and consistency in print.

Smallest width is 2" for Print and 220 pixels wide for on-screen use.



Smallest width is 2.2" for Print and 230 pixels wide for on-screen use.



Plastic Injection Molders Trusted Worldwide™

PRINT: .35 x .3225 inches
WEB: 30 x 26 pixels at 72 dpi



CLEAR SPACE AROUND LOGO



Maintain a clear area around the logo equal to the height of one "W" in the word works



Plastic Injection Molders Trusted Worldwide™

A specified clear space ensures the integrity and impact of the Injection Works logo. There may be cases where it is difficult to allow the full recommended clear space (e.g., a very small display ad), and best judgment should prevail.

Maintain a clear area around the logo equal to the height of one "W" in the word works

Improper Logo Usage

The following rules are intended to help keep the brand looking sharp. Keep our identity crisp and consistent by avoiding these type of unnecessary variations.

DON'T EVER DO THIS TO THE LOGO

distort – squeeze or expand



skew or twist



change colors



place logo over busy background or photo



change typography or layout



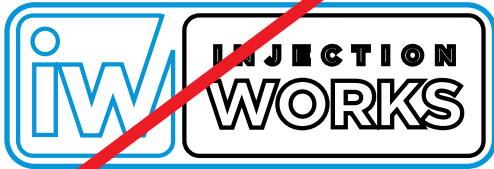
shrink beyond minimal size (1.5" wide)



place two color logo on another color background



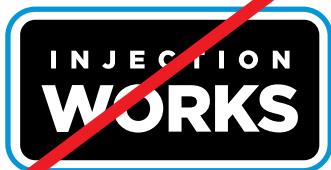
change to outlines



switch colors



remove elements



create drop shadows



Typography Styles & Usage

Typography allows us to express our brand voice in print and screen. The correct type styles will help deliver our message with clarity. The appropriate heirarchy and organization paired with our type system will keep things simple and highly adaptable to maintain a timeless vibe.

GOTHAM BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

GOTHAM BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

GOTHAM CONDENSED BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

```
h1, h2, h3, h4, h5, h6 {  
  font-family: 'Open Sans', Helvetica, Arial, Lucida, sans-serif;  
}  
  
body {  
  color: #666;  
  background-color: #fff;  
  font-family: "Open Sans", Arial, sans-serif;  
  font-size: 14px;  
  font-weight: 500;  
  line-height: 1.7em;  
}
```

PRIMARY TEXT

Gotham Book Regular is our primary body copy. It should always be set at sentence case unless deemed unnecessary. There should be no weight substitutions for the Regular type weight. Use it to tell our story with clarity and class.

HEADLINES & SUB-HEADS

Always use Gotham Bold in ALL CAPS for headlines. Its always used for our primary message on a page, poster or an ad, in print or online. Use it to stress your point while making an impact simply and effectively.

TERTIARY USAGES

Use Gotham Bold Condensed, Gotham Lights, and Gotham Italics for any tertiary usages including captions, callouts, various sub-headers, etc..

WEBSITE TYPOGRAPHY

Use Open Sans, cascading to Helvetica, Arial Lucida, San-serif for all headings. Use Open Sans for body size type.

USAGE EXAMPLES

PLASTICS SPECTACULAR OPPORTUNITIES FOR GROWTH PUT YOUR PROJECT IN VIEW

Injection Works partners with top companies and world-class suppliers to improve products and technology through research, and investment.

Sed lorem lorem, semper varius lorem sit amet, elementum varius sem. Donec suscipit accumsan eros ut vulputate. Duis tristique in diam sit amet port titor. Nulla facilisi. Sed imperdiet, odio vitae molestie porta, erat ante pharetra augue, ut ultrices augue lectus eget nisi. Donec volutpat neque non ipsum ipsum. Nulla ut erat enim. Sed lorem lorem, semper varius lorem sit amet, elementum varius sem. Donec suscipit accumsan eros ut vulputate. Duis tristique in diam sit amet porttitor. Nulla ut erat enim. Sed lorem lorem, semper varius lorem sit amet

Donec volutpat neque non ipsum ipsum. Nulla ut erat enim. Sed lorem lorem, semper varius lorem sit amet, elementum varius sem. Donec suscipit accumsan eros ut vulputate. Duis tristique in diam sit amet porttitor. Nulla ut erat enim. Sed lorem lorem, semper varius lorem sit amet



SED LOREM LOREM, SEMPER VARIUS LOREM SIT AMET, ELEMENTUM VARIUS SEM. DONEC SUSCIPIT ACCUMSAN EROS UT VULPUTATE. DUIS TRISTIQUE IN DIAM SIT AMET PORTTITOR. NULLA FACILISI. SED IMPERDIET, ODIO VITAE MOLESTIE PORTA, ERAT ANTE PHARETRA AUGUE, UT ULTRICES AUGUE LECTUS EGET NISI. DONEC VOLUTPAT NEQUE NON IPSUM IPSUM. NULLA UT ERAT ENIM.

Color Palette

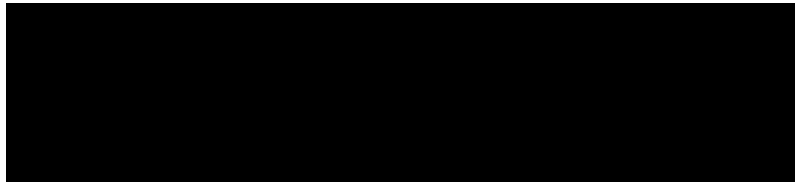
A modern and efficient color palette that shines bright and catches the eye. The optimistic and friendly electric blue is anchored by a confident and refreshing cast of colors. Cool grays and whites, along with a serious blue modernize the palette.

USAGE EXAMPLES



Electric Blue
Pantone® 2925U
CMYK 85 24 0 0
RGB 0 150 215
HTML 4e85c5

Electric Blue is our signature color for the Injection Works Brand and is energetic and convivial. It also reflects conservation.



Business Black
Pantone® Pro Black U
CMYK 0 0 0 100
RGB 0 0 0
HTML 000000

Business Black is our second signature color for the Injection Works Brand and is all business and professional



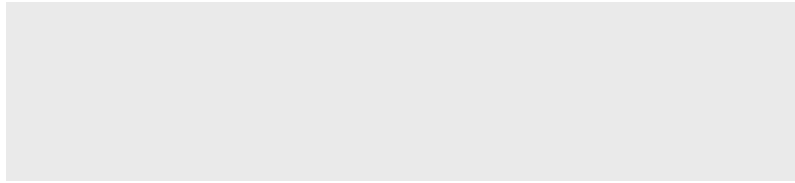
Serious Blue
Pantone® 2945U
CMYK 98 79 28 12
RGB 27 71 120
HTML 1a4578

Serious Blue is a secondary blue, that can be used for alternate color blocks, for callouts, and for solid large print pages.



Steel Grey
Pantone® 416U
CMYK 60 51 51 20
RGB 103 103 103
HTML 676767

Steel Grey is a secondary color, and can be used in elements that are not too large, but still require some visual distinction, like navigation or small bars.



Ultimate Grey
Pantone® Cool Gray 1U
CMYK 7 5 5 0
RGB 234 234 234
HTML eaeaea

Ultimate Grey is a secondary color, and can be used in areas where a non-white light color is called for. It can be used to make reading text less straining.



Sunshine Yellow
Pantone® 109U
CMYK 0 26 100 0
RGB 254 192 15
HTML ff0000

Sunshine Yellow is an accent color that can be used for smaller, but important callouts, and can break up the coolness of a page of materials containing the other cool colors. Use it in only small, well-placed amounts

PROPORTIONS



Use our colors in these general proportions.
Note - white is a color above, and is used to show proportions too.

Digital Components

The examples and assets below will help maintain our brand voice and image throughout existing social media platforms and future digital application.

FACEBOOK



FACEBOOK ASSETS

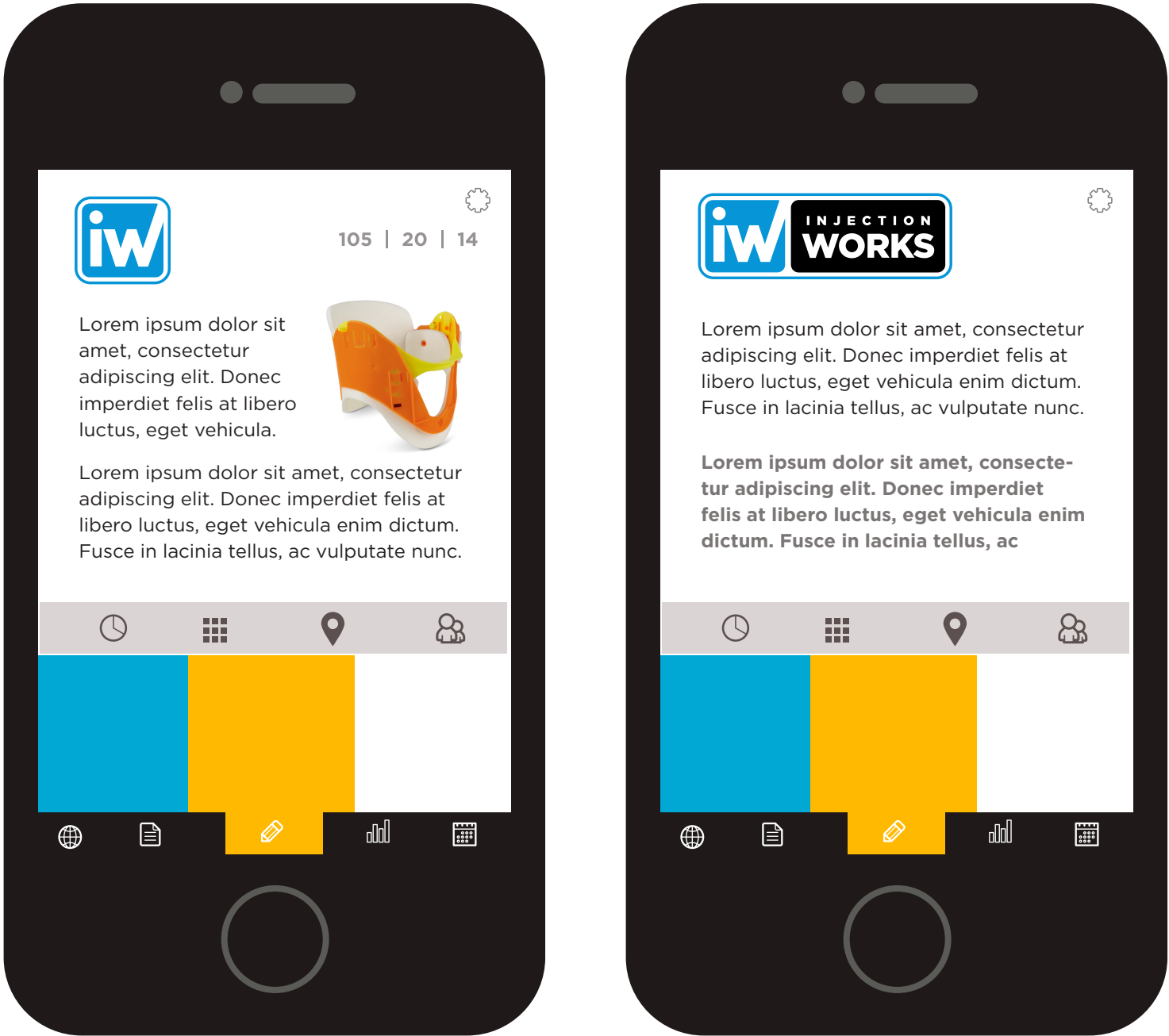
PROFILE IMAGE - 180 X 180 PIXELS
COVER IMAGE - 851 X 315 PIXELS



Digital Components

The examples and assets below will help maintain our brand voice and image throughout existing social media platforms and future digital application.

MOBILE APPLICATION



MOBILE APPLICATION ASSETS

SMALL PROFILE IMAGE / HEADER LOGO



PROFILE IMAGE / HEADER LOGO



Digital Components

The examples and assets below will help maintain our brand voice and image throughout existing social media platforms and future digital application.

TWITTER



TWITTER ASSETS



Uniform & Wearables

Examples of apparel design using the logo and color palette

T-Shirt

FRONT (image size 2.76” h x 3” wide)



BACK (image size 4.33” h x 9” w)



POLO Shirt

FRONT (image size 3.5” wide)



Files and Questions

The digital files are grouped in associated folders for all logos and graphics. Fonts can be purchased at [Typography.com](https://typography.com) or [Adobe.com](https://adobe.com)

Please direct all questions for Injection Works to: info@injectionworks.com

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Please direct all questions regarding this document and the Injection Works Brand to: hypno@hypnodesign.com

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