Amcor Brand Guidelines

Brand Foundations

v2.0

Welcome to the master guide to the Amcor brand.

Every time we communicate with our customers, suppliers, employees, investors, our communities, and media is an opportunity to **build and reinforce a consistent positive perception** of Amcor.

Our Brand Guidelines set out the rules to follow, assets to use, and support you can call on so that you represent Amcor consistently, in everything you do.

Consistency is important to make our brand recognizable and reliable, and ultimately communicates that Amcor takes pride in the details.

This interactive document contains information and guidance about the Amcor brand. It is maintained by the Corporate Communications team and we welcome suggestions on how to improve it.

Being Amcor

Amcor colleagues,

Becoming THE leading global packaging company and winning for our stakeholders requires us to share common goals and values. We also must continue to improve in ways that set us apart from competitors.

Together those qualities represent "Being Amcor" — who we are as a company, what is most important, and what success looks like in the eyes of our stakeholders.

The three parts of Being Amcor are: our Winning Aspiration, The Amcor Way and our values. It is essential that we all know what they are and what they mean, and that we live them every day.

The potential for Amcor to grow and win is unlimited. We will fulfil that promise and become the leader by being engaged, aligned and inspired — by Being Amcor.

Best Regards,

Ron Delia

Ron Delia
Chief Executive Officer

Being Amcor

amcor

Winning Aspiration

To be THE leading global packaging company

We Are Winning When:
- Our **PEOPLE** are safe, engaged and developing as part of a high-performing Amcor team
- Our **CUSTOMERS** grow and prosper from Amcor's quality, service and innovation
- Our **INVESTORS** benefit from Amcor's consistent growth and superior returns
- The **ENVIRONMENT** is better off because of Amcor's leadership and products

The Amcor Way

Capabilities deployed consistently across Amcor that enable our businesses to win.

| Talent | Commercial Excellence | Operational Leadership | Innovation | Cash and Capital Discipline |

Values

What guides our behavior.

| Safety | Integrity | Collaboration | Accountability | Results and Outperformance |

AMCOR BRAND

Our brand style is built on the principles of Being Amcor. We use the language, icons and messages of Being Amcor in our communications. Our brand helps us express The Amcor Way and Values in how we speak, write and present our ideas and information.

Every communication from us should look, feel and sound like Amcor. By using our brand guidelines correctly and expressing Being Amcor through our brand, we reflect a consistent personality and voice across the business.

How to use this document

Here is a breakdown of the navigation buttons you will see throughout the document.

✔ All available brand assets can be found in **Amcor Brand Central in Sharepoint**.

Clickable titles. You can keep track of where you are in the document or refer back to the relevant page.

Navigation arrows. You can use these to move one page backwards or forwards.

Amcor Brand Guidelines / Brand Foundations / Logo / Variations

LOGO Logo

Variations

Approved variations of the primary logo are available to ensure the Amcor visual branding is applied in a consistent way across both print and digital media.

✔ Whenever possible the full color primary logo must be used.

✔ If the printing process, production method, media format, or other variables do not allow it, select the most appropriate logo version.

✔ However, avoid these versions as much as possible. Consider contacting the Corporate Communications team when in doubt.

FLAT COLOR VERSION
This should only be used when gradients in colors (as used in the Amcor primary logo) cannot be achieved.

GRAYSCALE VERSION
It should be used when color is not available.

SOLID VERSION
To be used exclusively on packaging or embroidery on clothing when color is not available.

ANIMATED LOGO
It can be used as an introduction or sign-off on video materials or presentations.

⬇ Brand Assets   Questions?

10

Download button. Present on the page wherever needed, it links to the relevant asset folder on Brand Central.

Click-through button. It takes you to the contact page.

Current page number.

The Amcor Brand Guidelines are broken up into the following 3 parts, each of which exists as a separate document in Brand Central.

Brand Foundations

Use this page to navigate between chapters

Logo

Logo

About

The Amcor logo is the most valuable part of the brand identity. It is a visual symbol for all that Amcor stands for, and the hero of the brand.

The logo consists of the company name and the graphic symbol known as the Pod.

✔ These two logo elements must always be used together in a fixed lockup.

COLORS
Blue and green reflect our commitment to sustainable practice and responsible packaging.

LOWER CASE FONT
This bold and forward facing font style portrays Amcor's constant progress and adaptability.

THE AMCOR POD

The Pod is made up of five sections, encapsulating the five core values and capabilities of The Amcor Way.

They come together to represent the way we deliver value to our stakeholders, our people and our customers, and our place as a global leader in responsible packaging.

The Pod symbolizes the main function of our packaging, which is to enclose and protect the products of our customers.

No elements of the pod are allowed to be used separately. The pod must always appear in the logo lockup with the Amcor word mark.

Logo

Primary logo

The primary logo elements (company name and the Pod) can be arranged either horizontally or vertically in the lockups shown here.

The reversed logo consists of the company name in white and the Pod with a halo around it and a white core.

✔ Always use the primary logo artwork.

✔ Always use the Amcor logo in a lockup with the pod to protect Amcor's IP (intellectual property):

Amcor legal IP advisory:
The pod logo has not reached the acquired distinctiveness necessary to provide significant brand strength without the connection to the Amcor name. While the pod logo without the Amcor name has been registered in all key locations as a logo design, it is not registered in every location in which we operate.

✖ Never alter, recreate or redraw the logo.

FULL COLOR HORIZONTAL

FULL COLOR VERTICAL

REVERSED LOGO (WITH HALO)

To be used on darker backgrounds to make sure the logo remains prominent and visible.

Logo
Variations

Approved variations of the primary logo are available to ensure the Amcor visual branding is applied in a consistent way across both print and digital media.

✔ Whenever possible the full color primary logo must be used.

✔ If the printing process, production method, media format, or other variables do not allow it, select the most appropriate logo version.

✔ However, avoid these versions as much as possible. Consider contacting the Corporate Communications team when in doubt.

FLAT COLOR VERSION
This should only be used when gradients in colors (as used in the Amcor primary logo) cannot be achieved.

GRAYSCALE VERSION
It should be used when color is not available.

SOLID VERSION
To be used exclusively on packaging or embroidery on clothing when color is not available.

EXCEPTIONS. THE 'A' MARK
The main usage for the A mark is on packaging whenever the limited space does not allow the usage of the primary logo. A highly restricted secondary usage on the OneAmcor intranet pages is allowed only with the approval of the Corporate Communications team.

10

Logo

Clear space, minimum size

To maintain the visual integrity and readability of the Amcor logo, the clear space and minimum size guides must be followed at all times.

✔ Clear space is the area around the logo that must always be free of any other elements.

✖ The clear space rule should not be broken unless there are exceptional circumstances and only with specific approval from corporate communications.

✖ The logo should not be reproduced smaller than the specified minimum size.

VERTICAL

HORIZONTAL

CLEAR SPACE

It is equal to the height of the letter 'A' in the word Amcor.

10mm
(Not to scale)

10mm
(Not to scale)

60px
(Not to scale)

60px
(Not to scale)

PRINT

WEB AND DIGITAL

MINIMUM SIZE

It is measured by the width of the 'amcor' text.

Logo

Co-branding

This is the configuration of the Amcor logo when used alongside a third party logo.

This treatment is available to use when producing co-branded materials for campaigns or other promotional activities, such as print, online, banners, trade shows and exhibitions.

- ✔ When positioned along side another logo, each logo should be of an equal size or visually balanced in order for them not to dominate each other.

- ✔ Clear space and minimum size rules must always be followed for both logos.

- ✔ Both logos must be aligned off the baseline as shown.

- ✔ The appropriate vertical or horizontal Amcor logo lockup must be selected depending on the format of the other logo.
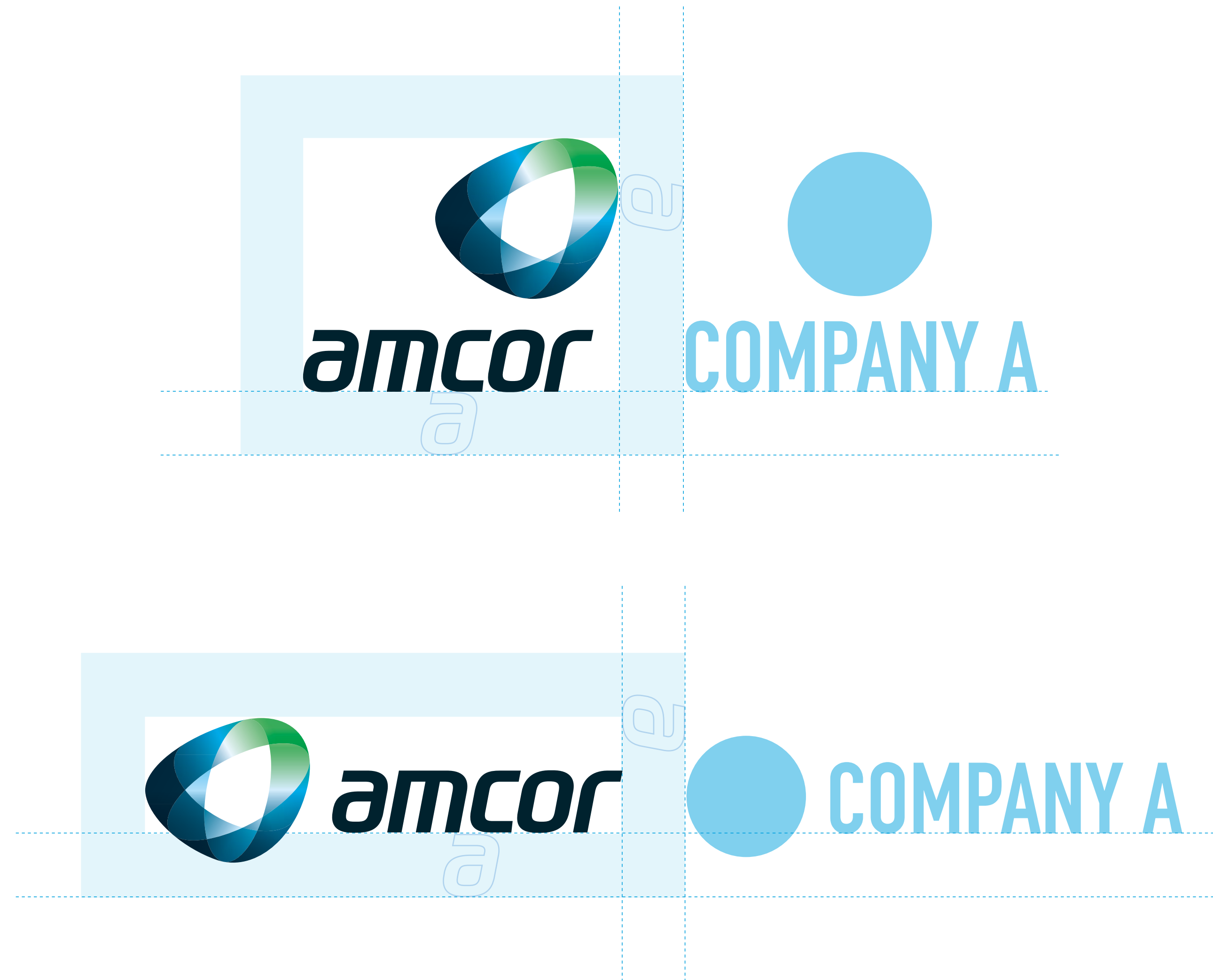
Logo

Logo usage on colored backgrounds

The Amcor logo must only ever sit on white or one of the brand colors.

- ✔ The reversed logo version can be placed directly onto any of the primary or secondary brand colors and tints.
- ✔ **Clear space** rules apply when positioning the logo on all backgrounds.
- ✕ **the logo must always be on a solid color, it cannot be placed on an image or over intersecting lines, to keep it clearly visible.**

AMCOR LOGO USAGE

The Amcor logo must only ever sit on white or one of the primary or secondary brand colors and tints.
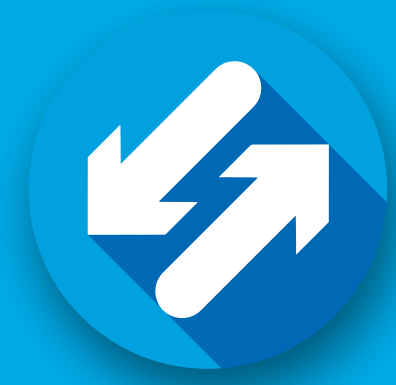
PRIMARY

SECONDARY

SECONDARY (DEDICATED)

Safety
The orange Amcor background is reserved for use in association with Safety messages and themes.

Placement

Placement

Logo placement

The area on the page, screen, or media where the logo must be positioned depends on which version of the logo is used.

✓ These rules must be followed except for when the Amcor logo is used on clothing, vehicles, and promotional items such as pens. Examples can be seen in the **Brand Execution** guidelines.

✓ Mandatory **clear space and minimum size** rules must always be applied when positioning any logo.

VERTICAL VERSION
The logo must always be positioned on the top right or bottom right.

HORIZONTAL VERSION
The logo can be positioned in any corner depending on the media and design layout.

Placement

Incorrect usage

These examples of the incorrect usage of the Amcor logo are outside of the rules and standards.

✔ The logo must always be used according to the rules and standards outlined in the **logo** section.
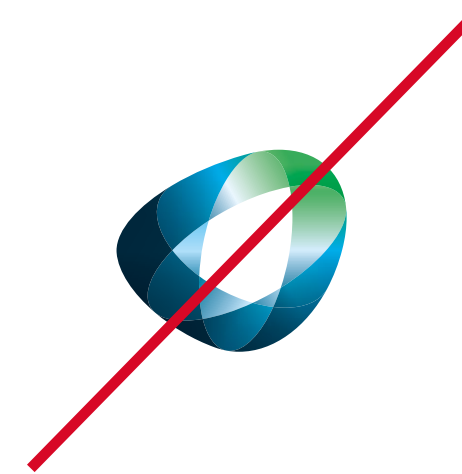
Do not rotate.

Do not distort.

Do not add effects.

Do not rearrange or resize individual elements.

Do not separate logo wording.

Do not separate the Pod.

Welcome

Do not place anything within the clear space.

Do not modify color or text.

Do not place over segments.

Do not place on unapproved colors.

Do not use the reversed logo without the halo or white core.
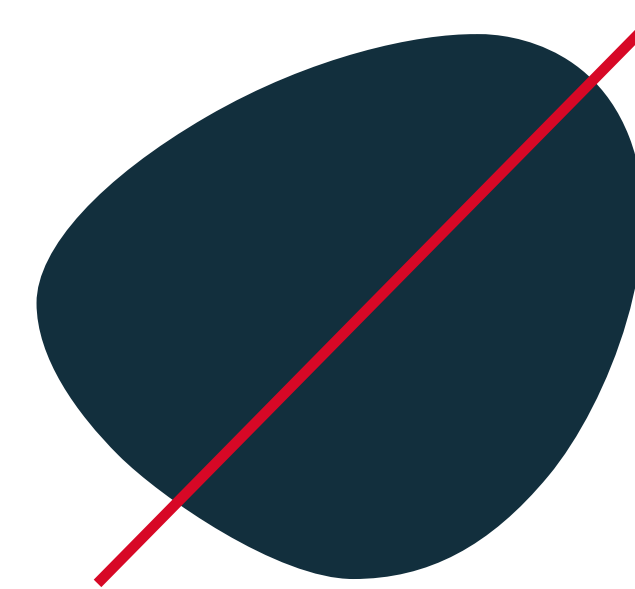
Do not place on images.

Placement

Pod incorrect usage

These examples of the incorrect usage of the Amcor logo pod and pod shape are outside of the rules and standards.

✖ The logo pod must be never be used on its own and separated from the word 'Amcor'. The full logo must always be used.

✖ The pod shape must never be used in any way other than the exceptions shown on the exceptions page.
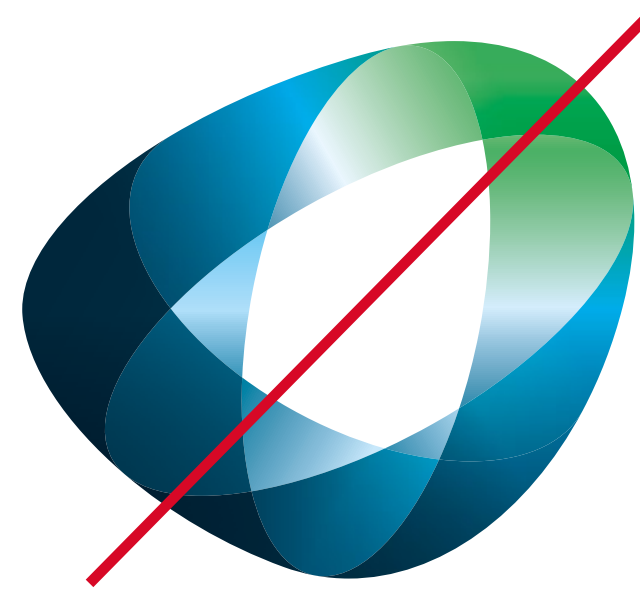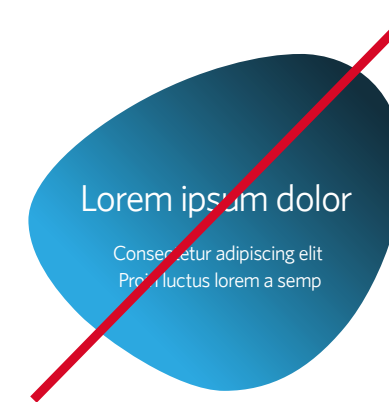
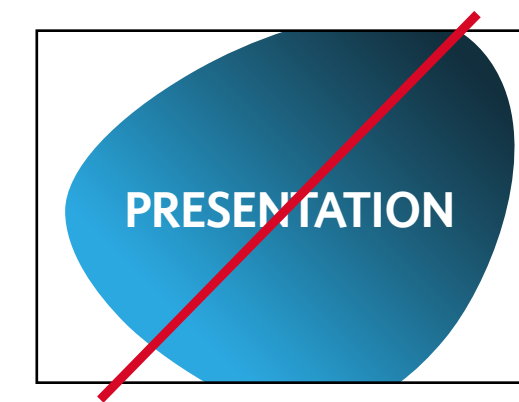The pod symbol must never be used by itself

The pod shape, sections of the pod shape or curves of the pod shape must never be used in any way on any piece of Amcor collateral
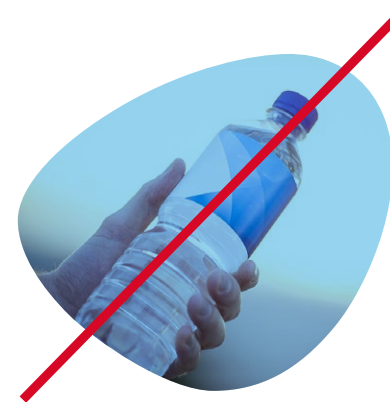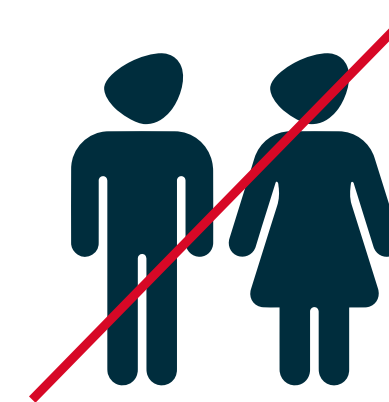
Do not use as an image placeholder

Do not place text inside
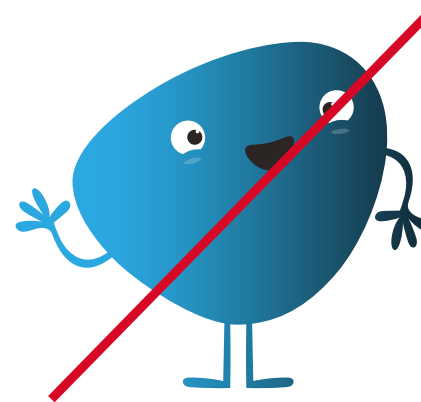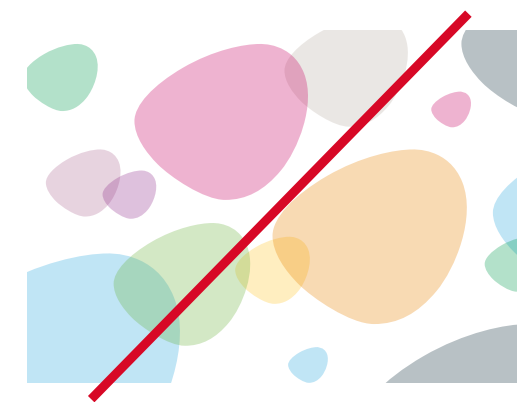
Do not use as a presentation background pattern

Do not create a unique icon using the pod

Do not use as dot points

Do not create a special character

Do not create a pattern
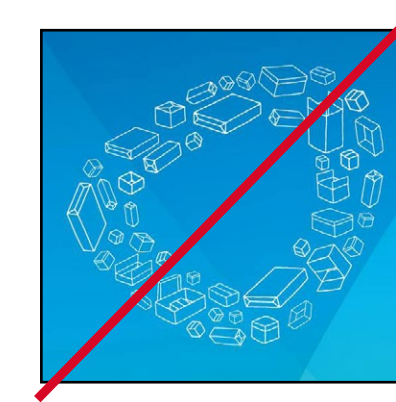
Do not create a packaging montage
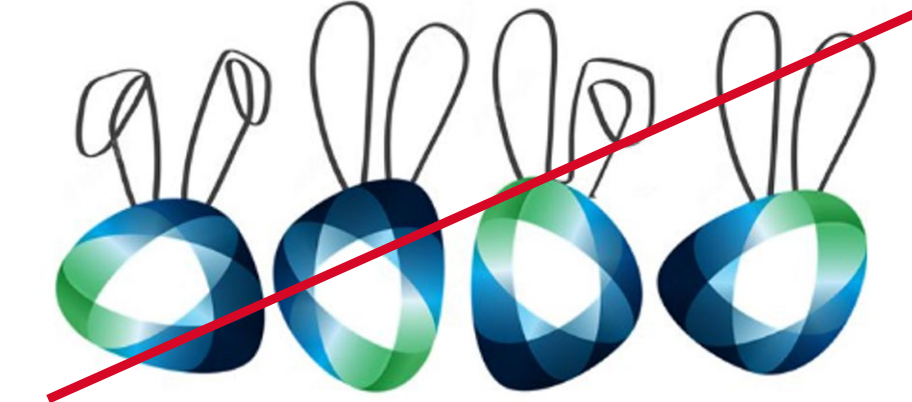
Do not characterize the pod

17

Placement

Exceptions to using the pod shape

Avoid using the pod logo by itself or pod shape in all materials. The only exceptions when the pod shape can be used are:

- ✔ Being Amcor: The Amcor Way and Values symbols

- ✔ When creating a global program (and the program adopts the relevant symbol from Being Amcor)

- ✔ On product packaging and branding

BEING AMCOR

Talent	Commercial Excellence	Operational Leadership	Innovation	Cash and Capital Discipline
Safety	Integrity	Collaboration	Accountability	Results and Outperformance

PRODUCT PACKAGING

GLOBAL PROGRAMS

ValuePlus

THE 'A' MARK

INTERNAL USE
AMCOR POWERPOINT TEMPLATE - WHITE

Amcor Corporate Template
Subtitle

30 April 2015

Packaging

Product packaging exception

Building on the strength of the Amcor brand, we've created a family of brands for our diverse portfolio. The design structure builds on the strength of the Amcor brand and the pod and is an exception to be used on products themselves and does not apply to any communication or marketing materials, unless otherwise stated.

This work has helped us:

• Further position Amcor as **an innovator and sustainability leader**
• Develop a **clear, compelling value proposition** for our customers
• Build **recognition for our differentiating expertise**, and help us stand out from the competition
• **Accelerate our growth agenda**
• **Engage and inspire our family of employees** all across the world

This branding, the pods, the waves emanating from the pods in this design, or any element of this design are not to be used for any internal or external materials.

EXAMPLES APPLIED TO DIFFERENT PACK SHAPES

For the pod shape, only **exceptions** listed in these guidelines are currently allowed. In all other circumstances the Amcor pod nor any of its separate elements are allowed to be used. Please continue to follow all the rules in the Amcor master brand guidelines.

This branding ONLY applies to product packaging. Not to be used anywhere else but on products.

19

Typography

Aa Typography

Primary typeface

Amcor has its own unique brand typeface — AmcorPro. It has been specifically designed to complement the primary logo and other brand elements.

✔ The primary typeface should be used at all times. **See the only exceptions and special usage of the secondary typefaces on the next slide.**

✔ AmcorPro is available in a number of different weights, allowing for a full range of typographic styles.

This is AmcorPro

Our brand typeface

This is AmcorPro light/light italic
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

This is AmcorPro book/book italic
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

This is AmcorPro medium/medium italic
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

This is AmcorPro SemiBold/SemiBold italic
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

This is AmcorPro Bold/Bold italic
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

21

Aa Typography

Secondary typefaces

A range of secondary typefaces are available for when AmcorPro is not suitable or available.

DIN CONDENSED

✔ To be used as an alternative to AmcorPro as the main title or large scale font in magazines and newsletters, such as on lead paragraphs or large pull out quotes.

✖ It must never replace AmcorPro as the main typeface.

ARIAL

✔ To be used on all PowerPoint presentations and email signatures. Arial has been specifically chosen for its universal compatibility and legibility.

HELVETICA NEUE

✔ To be used on websites whenever AmcorPro is not available. It has been selected for its universal compatibility and flexibility for online applications.

SUOMI HAND SCRIPT

✔ To be used sparingly to add interest and for our campaigns. This is our personality typeface.

This is Din Condensed

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

This is Helvetica Neue

This is Helvetica Neue Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

This is Helvetica Neue Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

This is Arial

This is Arial Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

This is Arial Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

This is Suomi Hand Script

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Note: for the body text in emails the default Microsoft font can be used.

Aa Typography

Incorrect usage

These examples demonstrate what not to do when applying the Amcor approved typefaces.

Do not do this

Do not use typefaces other than those specified.

Do not do this

Do not alter the spacing between letters.

Do not do this

Do not compress the corporate typefaces.

Do not do this

Do not stretch the corporate typefaces.

# *Do not do this*

Do not slant the corporate typefaces.
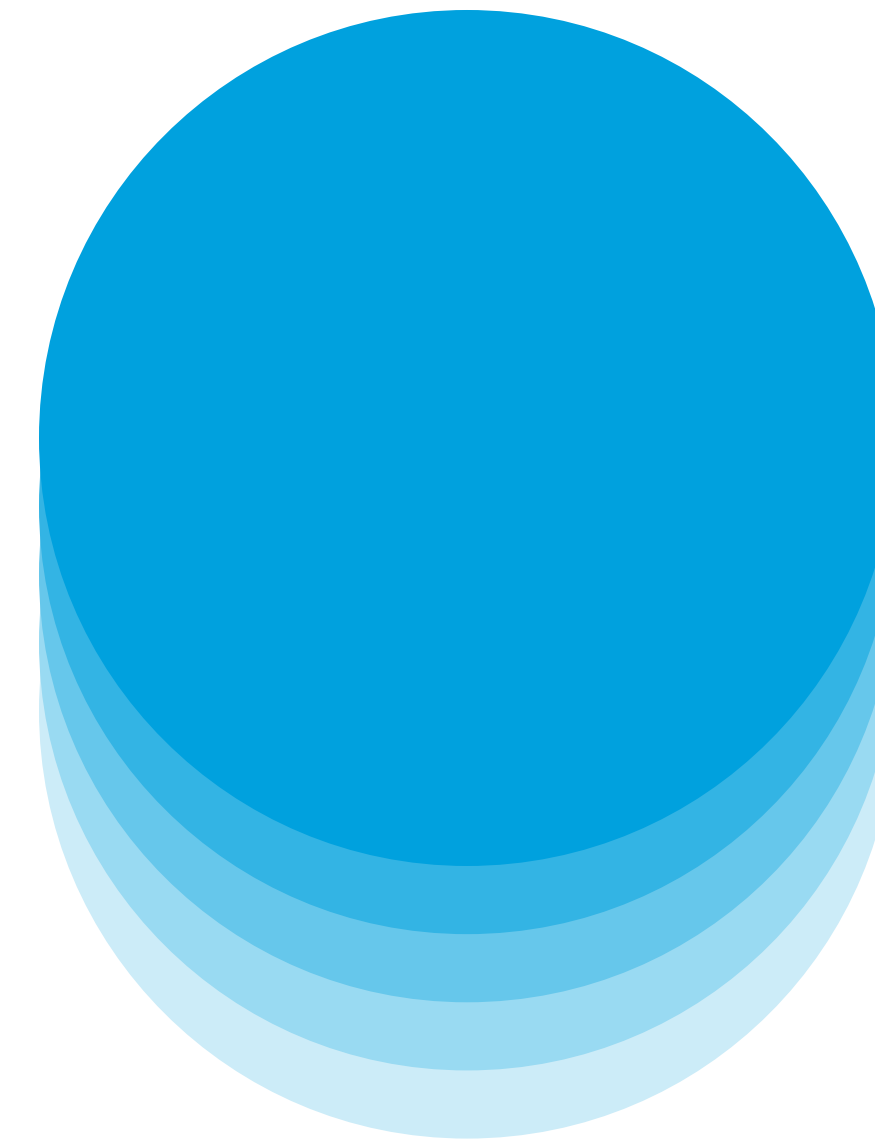
Color

Color

Primary colors

The primary brand colors are used to represent the Amcor brand consistently across all media formats and all communication categories.

- ✔ **Amcor dark blue** and **Amcor light blue** should be the dominant colors on any design.

- ✔ **Amcor green** should be used where an additional color is required with limited usage.

- ✔ **White** should be used to create a visual balance on a design, see **color ratios and usage** for more information.

- ✔ The exact color specifications as shown on this page must be used at all times.

- ✔ Color tints of the primary brand colors may be used in increments of 10%. Excessive usage of varying tints in one document is not recommended.
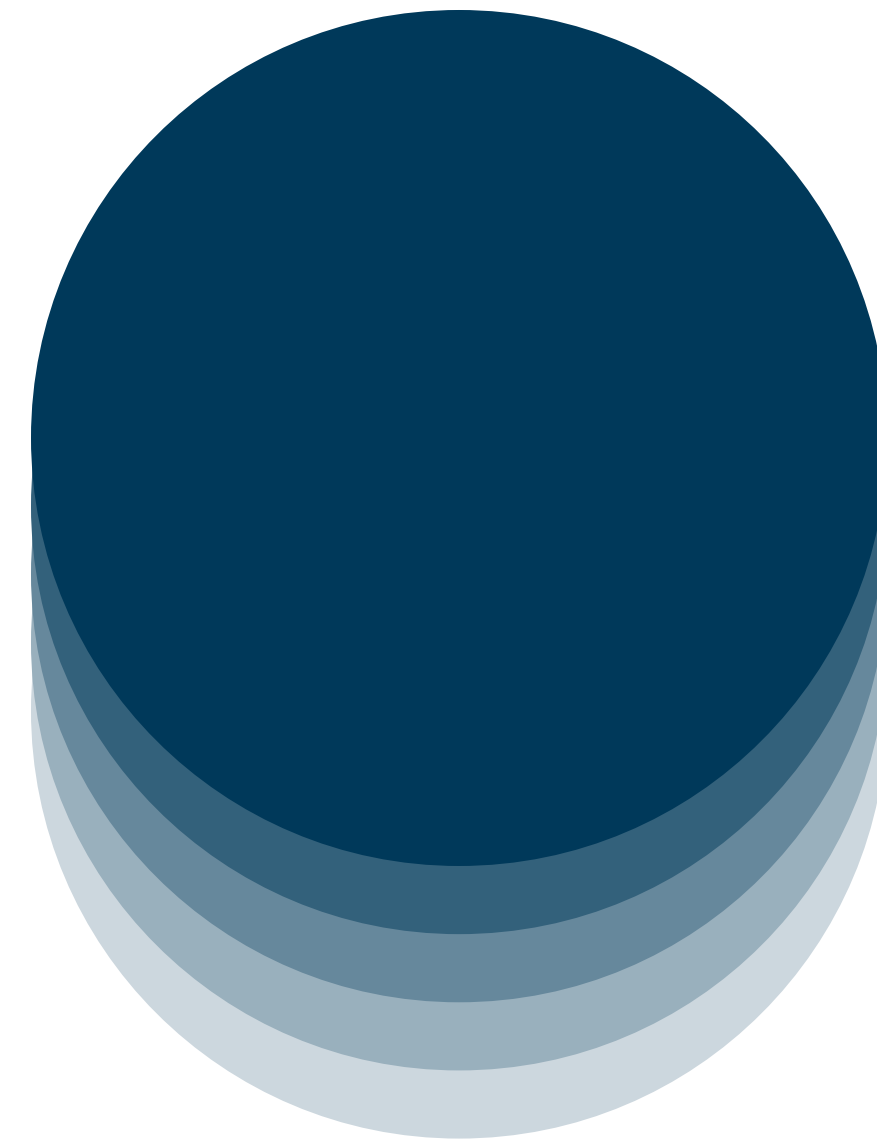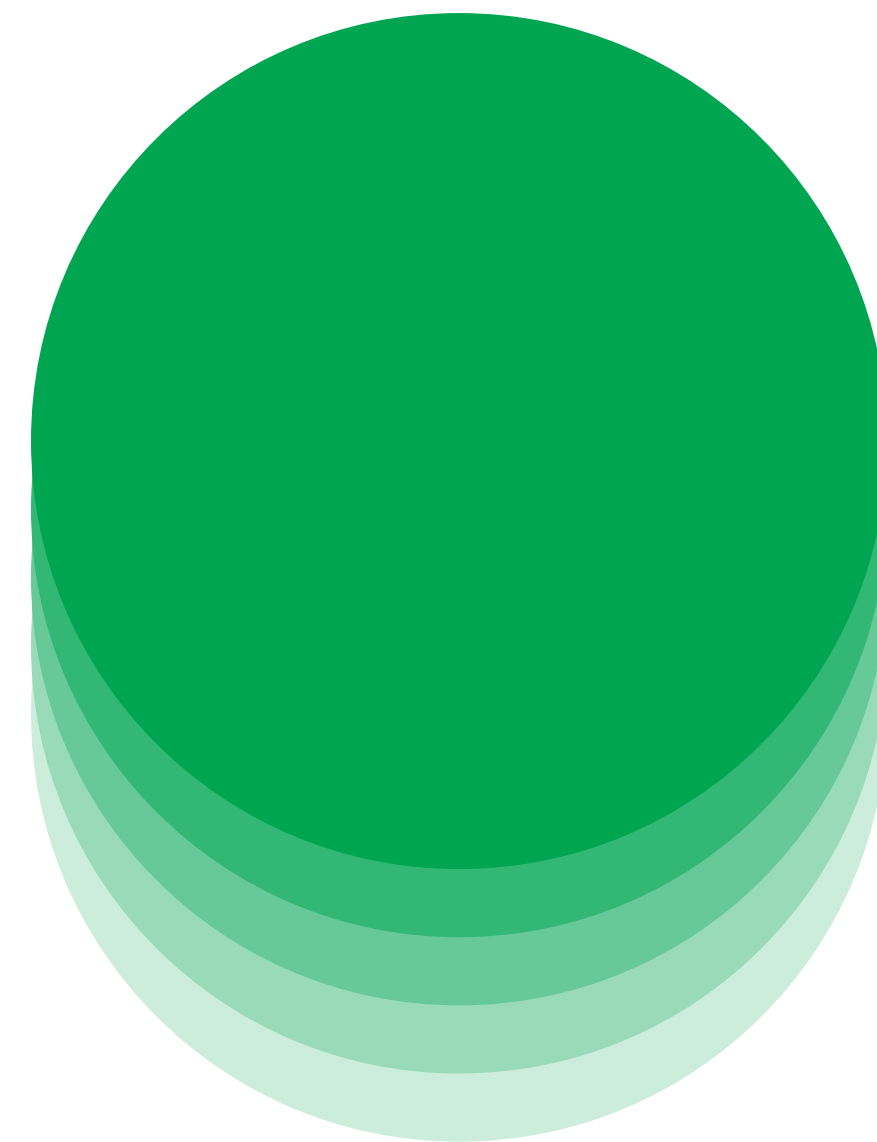
AMCOR DARK BLUE

PMS	547
CMYK	C100 M19 Y0 K75
RGB	R0 G57 B90
HEX	00395A

AMCOR LIGHT BLUE

PMS	299
CMYK	C86 M8 Y0 K0
RGB	R0 G161 B222
HEX	00A1DE

AMCOR GREEN

PMS	7482
CMYK	C95 M0 Y90 K0
RGB	R0 G165 B81
HEX	00A551
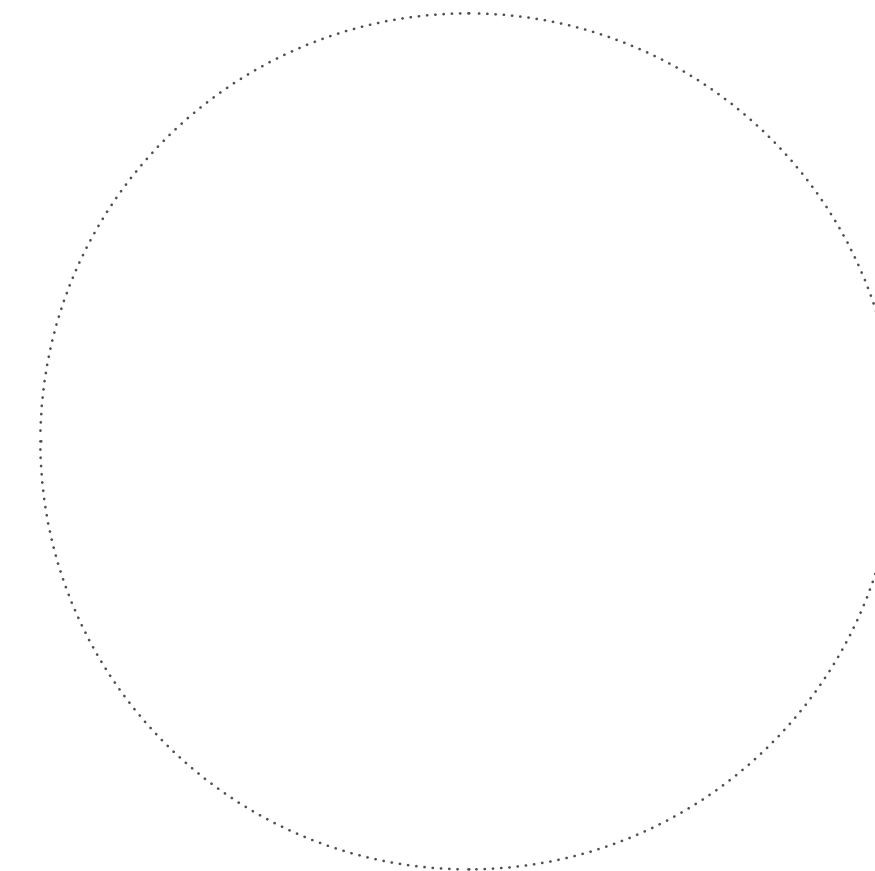
**WHITE**

|	
CMYK	C0 M0 Y0 K0
RGB	R255 G255 B255
HEX	FFFFFF

Color

Secondary colors

They work alongside the primary brand colors to complement and support them.

- ✔ To be used as accents for graphs and charts and for specific symbols for **Being Amcor**.

- ✔ The exact color specifications as shown on this page must be used at all times.

- ✔ Color tints of the secondary brand colors may be used in increments of 10%. Excessive usage of varying tints in one document is not recommended.

- ✔ Additional colors are available solely for use on the website. See **Digital Style Guide** for more information.

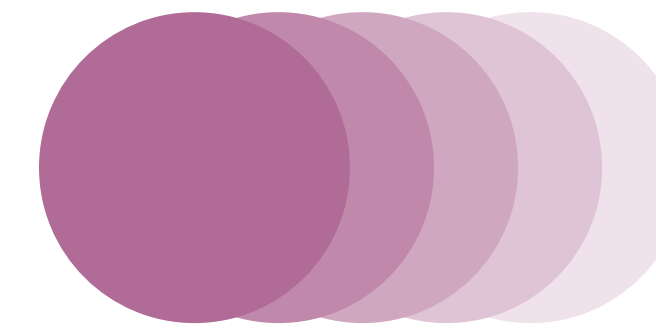- ✖ They must not dominate the primary brand colors.
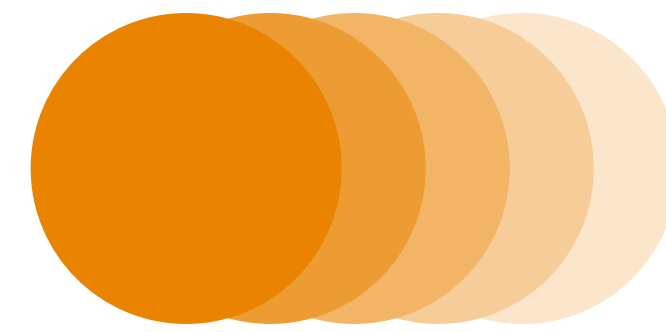
PMS	144
CMYK	C0 M52 Y100 K0
RGB	R233 G131 B0
HEX	E98300

ORANGE

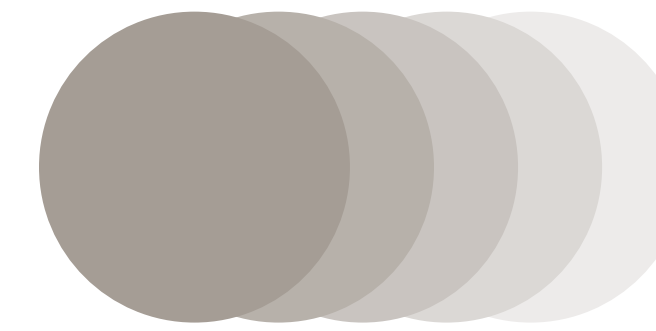This may only be used as a dominant color when associated with Safety messages or themes.
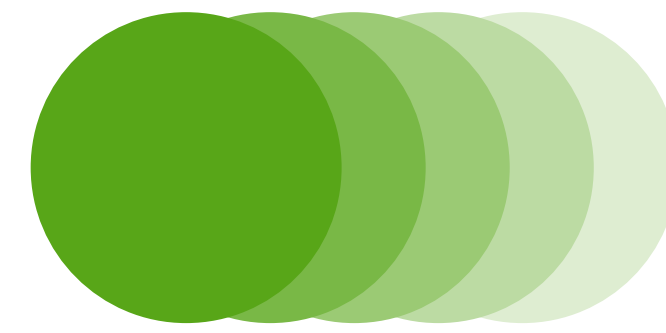
PMS	369
CMYK	C67 M0 Y98 K5
RGB	R88 G166 B24
HEX	58A618

PMS	681
CMYK	C32 M67 Y18 K0
RGB	R176 G108 B150
HEX	B06C96
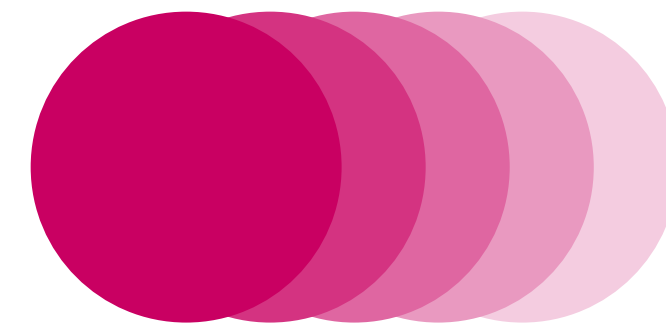
PMS	214
CMYK	C0 M100 Y24 K4
RGB	R201 G0 B98
HEX	C90062

PMS	WARM GRAY 6
CMYK	C11 M16 Y18 K32
RGB	R165 G157 B149
HEX	A59D95
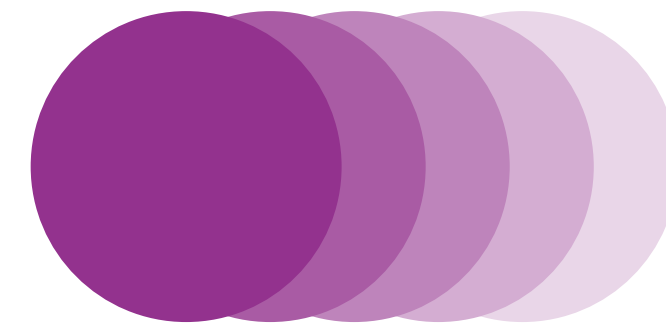
PMS	513
CMYK	C48 M95 Y3 K0
RGB	R147 G50 B142
HEX	93328E
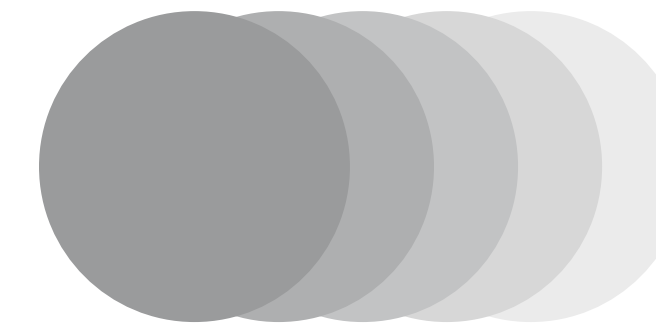
PMS	COOL GRAY 7
CMYK	C0 M0 Y0 K55
RGB	R154 G155 B156
HEX	9A9B9C
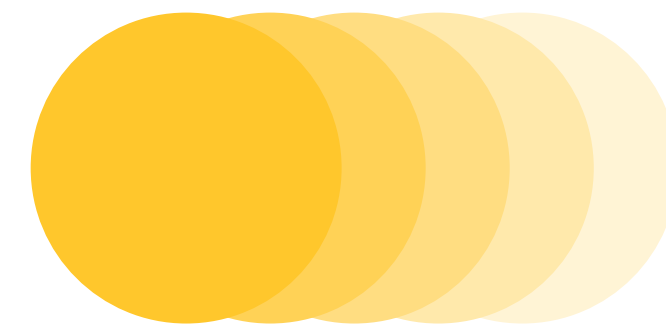
PMS	123
CMYK	C0 M22 Y91 K0
RGB	R255 G199 B44
HEX	FFC72C
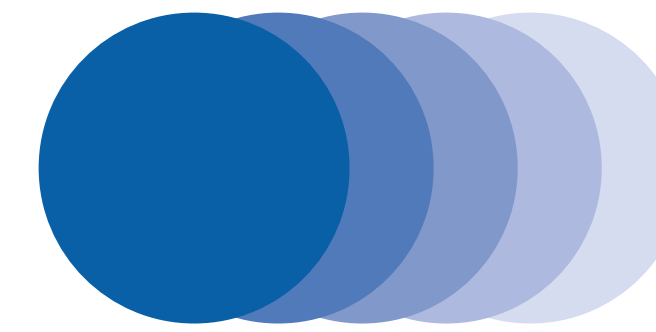
PMS	2384
CMYK	C92 M60 Y4 K0
RGB	R0 G93 B163
HEX	005da3
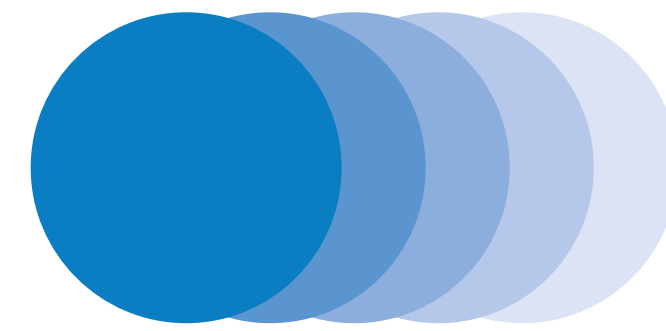
PMS	7461
CMYK	C83 M41 Y0 K0
RGB	R0 G123 B189
HEX	007bbd

26

Color

Ratios and usage

Together, the primary and secondary color palettes provide an extensive scope to be creative while providing a consistent brand style.

- ✔ Usage of color whilst producing any layout should always follow our recommended ratios.

- ✔ Amcor Light Blue and Amcor Dark Blue should always be dominant in any color ratio.

- ✔ Secondary colors should only be used as a maximum ratio of 12%, and should not be the dominant color in any design.

- ✔ The only time the secondary colors can dominate the primary colors is when they are used for a specifically assigned purpose such as safety or for Being Amcor.

COLOR RATIO 1

PRIMARY	
PMS 547	25%
PMS 299	25%
SECONDARY	
COLORS	12%
WHITE	37%

COLOR RATIO 2

PRIMARY	
PMS 547	37%
PMS 299	12%
SECONDARY	
COLORS	12%
WHITE	37%

COLOR RATIO 3

PRIMARY	
PMS 547	12%
PMS 299	37%
SECONDARY	
COLORS	12%
WHITE	37%

SECONDARY COLORS

The secondary colors must always support the primary colors. They should be used as accents or on diagrams and charts.
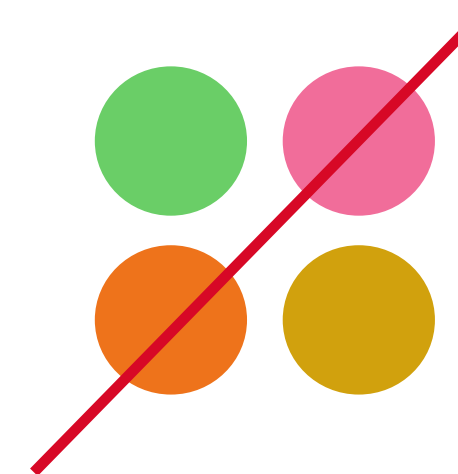
WHITE SPACE

Neutral white space is an important component in the color wheel. An appropriate ratio of white must be present.
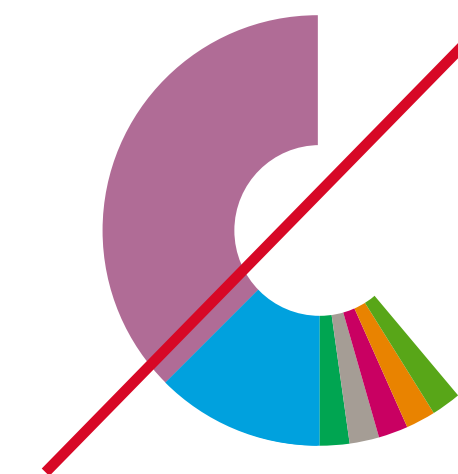
INCORRECT USAGE
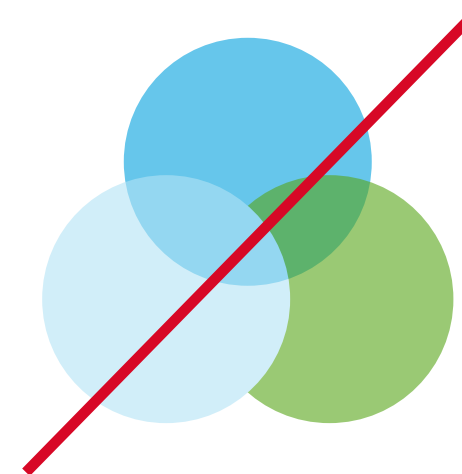
Do not mix colors.

Do not add colors.

Do not use secondary colors as the dominant color.

RGB   R0 G161 **B200**

Do not modify color breakdowns.

27

Language and tone

Language and tone

Tone of voice

The expression of the company's values and way of thinking translates into Amcor's tone of voice. Defining and consistently using it helps to create a distinct and recognizable voice for our organization, worldwide.

Our tone of voice is confident, conversational and human. We are:

- **Expert** – in responsible packaging, consumer trends, creating shareholder value , among other topics.
- **Collaborative** – with our customers, suppliers and each other.
- **Committed** – to responsible packaging that protects people and the planet.
- **Optimistic** – about Amcor's ability to innovate and solve problems.
- **Proud** – of our people, products and services, and history.

✔ For support with tone of voice, please speak with colleagues in the Corporate Communications team.

BEING AMCOR

Every time we communicate with our customers we have an opportunity to show that we understand their challenges and can offer expert solutions.

We add value in numerous ways, including through industry-leading R&D and operations, and by sharing insights to consumer trends, ecommerce, product safety, and other subjects.

Amcor's Marketing Communications teams are experts in this area. Work with them to reach and influence customers effectively.

ENGAGING CUSTOMERS

Our Tone of Voice reflects the principles of Being Amcor. We use the language of our Winning Aspiration, The Amcor Way and Our Values whenever we talk about our business. By doing this, we show the world what Amcor stands for, what matters to us and how we deliver for our stakeholders.

Language and tone

Language style

A clear and consistent way of writing makes it easier to reach and influence Amcor stakeholders.

The following guidance applies to formal written English. Whenever a piece is written by or for a named individual in the first person, native English should be used (or an alternative native language, as appropriate).

- Our core language is American English.
- We apply the Associated Press Stylebook on capitalization, abbreviation, punctuation, spelling, numerals and other questions of language.
- We encourage everyone to write in plain English (**See right**).
- When using acronyms, spell them out in full at first mention keeping the acronym in brackets; use only the acronym thereafter.
- A **glossary** is available on OneAmcor intranet.

PLAIN ENGLISH

- Keep your sentences short
- Prefer active verbs
- Use 'you' and 'we'
- Use words that are appropriate for the reader
- Avoid nominalizations
- Avoid clichés, jargon and hyperbole
- Use lists where appropriate

Language and tone

About Amcor

A boilerplate Amcor description is maintained and available on Brand Central. It describes:

- A global leader in developing and producing responsible packaging.
- Our work with leading companies to protect their products and the people who rely on them.
- A portfolio of flexible and rigid packaging, specialty cartons, closures, and services.
- Packaging that is increasingly light-weight, recyclable and reusable, and made using recycled content.
- Our scale, including people employed, sales generated, and number of locations.

BEING AMCOR

This describes who we are as a company, what is most important, and what success looks like for our stakeholders. It guides how we operate and describes our Winning Aspiration, Capabilities and Values.

BUSINESS GROUPS

If you need a description of your Business Group, please ask your Business Group Communications team for the latest approved copy.

PRODUCTS AND SERVICES

Amcor products use specific capitalizations, e.g. AmLite Standard Recyclable. Please contact our product or Marketing Communications teams for clarification.

Language and tone

Sustainability

Accurate, consistent communication about sustainability helps us to protect Amcor's credibility and influence stakeholders with greater effectiveness.

- ✔ Our global sustainability programme is described at **www.amcor.com/sustainability**

- ✔ We comply with ISO 14000, and particularly sections 14020 and ISO 14021 which provide guidance on environmental claims about products or services.

- ✔ Communications on sustainability must be reviewed and approved by members of Amcor's Sustainability and Communications teams.

- ✔ For specific sustainability language guidance, please refer to the **sustainability glossary**.

We consistently apply messages to describe, among other topics:

- The value of packaging,

- Benefits of plastic packaging,

- The urgent need to address the recycling gap.

These are adapted to changing circumstances, please contact sustainability and communications experts for the most recently approved version.

Any questions?

We hope this interactive master guide to the Amcor brand has answered your questions on **rules to follow, assets to use, and available support** so that you represent Amcor consistently.

For any further inquiries around how to build and reinforce consistent positive perception of Amcor, contact us at **corporate.communications@amcor.com**. Your feedback and suggestions to help us update and refresh this document are also welcome.

If you have more specific questions related to programs, products or other initiatives relevant to your Business Group or region, please consider contacting your Business Group Communications or Marketing Communications.

Your Corporate Communications Leads team