



Amcor Brand Guidelines



Brand Additions

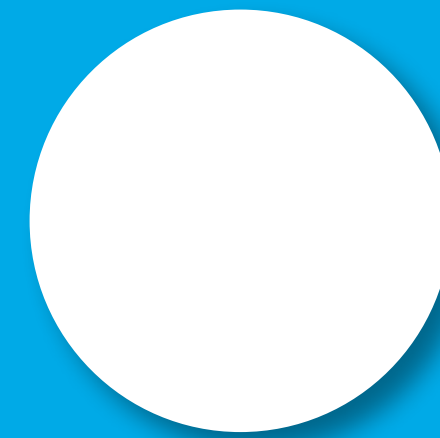
v2.0

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



Brand Additions

Use this page to navigate between chapters





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 Special applications

Amcor backgrounds

A proprietary pattern is available in all Amcor brand colors to use in backgrounds.

Amcor backgrounds can be applied to all communications.

- ✓ The difference between each tint step should be at least 10% and be the same for each step.
- ✗ Never alter, recreate or redraw the Amcor backgrounds.
- ✗ The Amcor logo must only sit on a solid background with enough space around the logo. It must never sit on any lines.

AMCOR BACKGROUNDS

PRIMARY - PMS 299



Three step tints

Four step tints

Five step tints

Six step tints

VERSIONS



Top to bottom

Bottom to top

Left to right

Right to left

SECONDARY



Safety
PMS 144 (Orange) Amcor background is reserved for use in association with Safety messages or themes.

Special applications

Rounded corners

Round cornered boxes are a part of the Amcor identity and can be used to crop imagery, or as a graphic shape to highlight typography.

- ✓ Maintain a consistent corner radius throughout a single document or layout when possible.
- ✓ A tighter radius or corner is desirable and recommended.



IMAGES

The rounded corners can act as a frame around brand images.

Lorem ipsum dolor sit amet Consectetur adipiscing elit. Vivamus pretium, arcu nec vehicula convallis, urna mi sodales nisi

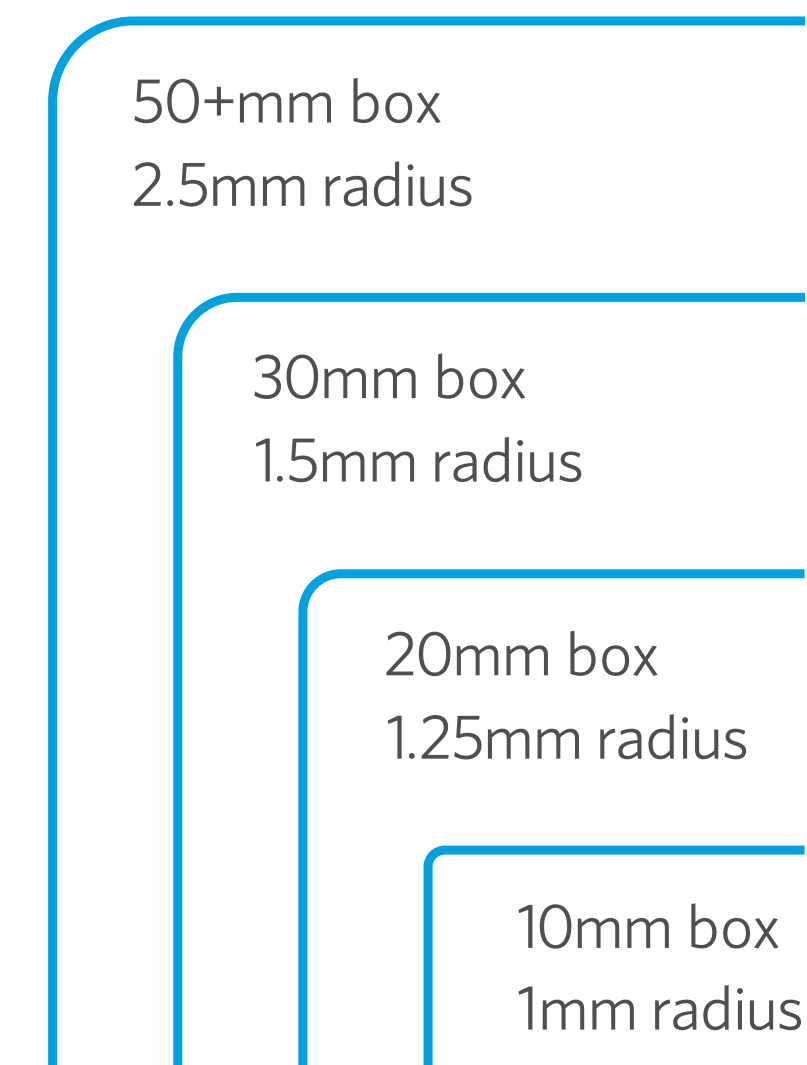
- Sollicitudin dictum dolor orci vel
- Quisque nec odio mollis laoreet
- Sodales, interdum nibh.
- Proin rhoncus sit amet est at porta.
- Curabitur tincidunt risus sed justo

Fusce pulvinar, ante eu condimentum ultricies mo justo dictum urna.

TEXT

Text can sit within the rounded corner boxes as shown here. The margins the text sits in from the edge of the box must be similar to the example shown to the left. As a general rule the text must be inset 5-10% of the overall width of the box. 5% if the box is very wide and 10% if it is narrower. The correct amount of space will ensure the text can always be read easily. The example to the left is inset to 10%.

Not to scale



CORNER RADIUS GUIDE

Use the guide above to select the corner radius most suitable for the size of the image or text box in your design.



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 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



PRODUCT PACKAGING



GLOBAL PROGRAMS



THE 'A' MARK



INTERNAL USE AMCOR POWERPOINT TEMPLATE - WHITE



 Symbols

Internal branding overview

This table outlines the approved internal branding system which includes the use of symbols, program identifiers and program styles.

- ✓ When communicating with colleagues, branding must adopt core elements of our brand (such as our **colors and typography in Brand Foundations**).
- ✓ The internal branding should clearly demonstrate a visual 'look and feel' that is consistent with the overall Amcor brand.
- ✓ **The Being Amcor symbols are for internal use only and are not cleared for external use**

BEING AMCOR

Aligned with Amcor's core values and operating principles. It is a corporate program that applies to all Amcor people and Business Groups.



SUB-PROGRAM

Direct sub-programs of Amcor's values or The Amcor Way. They apply to Amcor employees and Business Groups. Sub-Programs must adopt the relevant Pod they are associated with from Being Amcor.



Symbols

Being Amcor

This is a visual identity system designed to consistently communicate the principles of Being Amcor across the business globally.

The **Being Amcor** identity system is made up of four core elements:

- The Amcor logo
- Winning Aspiration
- The Amcor Way Pods
- Values Pods

- ✓ Each visual element can be used individually or combined together.
- ✓ Ideally, these Pods should be positioned centered, above, or to the left of written content, and should have a clear space around them (**see placement example**).

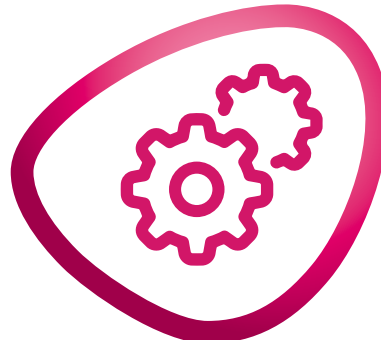
THE AMCOR WAY



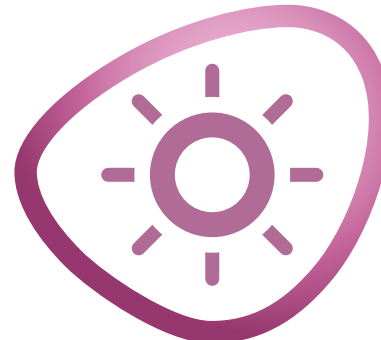
Talent



Commercial Excellence



Operational Leadership



Innovation



Cash and Capital Discipline

VALUES



Safety



Integrity



Collaboration



Accountability



Results and Outperformance

PLACEMENT EXAMPLE

“Being Amcor” Values: Collaboration



Collaboration

“Being Amcor” defines who we are as a company, what is most important, and what success looks like for our stakeholders. It describes our Winning Aspiration, the essential capabilities of the Amcor Way, and our shared Values. We are continuing our look at each Value more closely to explore how they guide our practices at Amcor.

Collaboration means we work with people at Amcor and beyond to find the better way: we pursue common goals, we share ideas, and we leverage everyone’s skills, talent and expertise to constantly do things better. We involve others in projects and anticipate their needs, with an open mind for new ideas that help solve challenges.

Some of our best examples of collaboration are those that enable us to win with and for customers. Amcor recently signed a three-year contract with Nestle, making us the company’s global preferred packaging supplier. It’s a significant win with an annualized growth opportunity of more than \$140 million. It also means Nestle is relying on us to deliver several significant new projects, including aggressive sustainability commitments that align with our own.

 Symbols

Being Amcor Basic rules

To maintain the visual integrity and readability of all Being Amcor symbols, the rules shown opposite must be followed at all times.

- ✓ The versions shown opposite are available to download from Brand Central for all Being Amcor symbols.
- ✓ The rules and standards shown opposite apply to all Being Amcor symbols.

VERSIONS



Horizontal – Positive



Horizontal – Reversed



Vertical – Positive



Vertical – Reversed

CLEAR SPACE



MINIMUM SIZE



COLOUR PLACEMENT



When a Being Amcor symbol sits on a coloured background there are two approved colours:

1. PMS 547 Amcor dark blue
2. The colour from the Amcor colour palette the pod is based on (shown here PMS 144 orange for Safety)



Being Amcor Incorrect usage

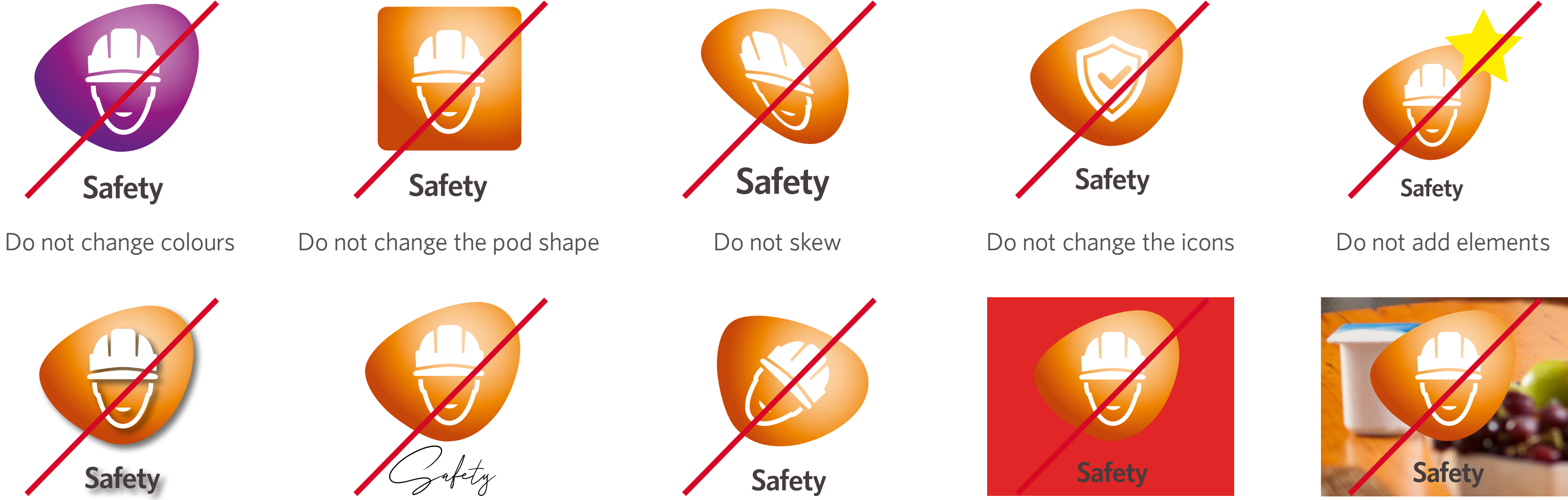
These examples of the incorrect usage of the Being Amcor symbols are outside of the rules and standards.

✓ The rules shown here apply to all the Being Amcor symbols.



Do not change the order when using the full set

Do not adjust the spacing when using the full set



Do not change colours

Do not change the pod shape

Do not skew

Do not change the icons

Do not add elements

Do not add special effects

Do not modify the text

Do not skew

Do not place on unapproved colours

Do not place on images

 Symbols

Global programs

Amcor communicates its core values, beliefs, and ethics through global programs. These must be represented by the relevant associated Pod from Being Amcor.

- ✓ All global programs must be approved by the Corporate Communications team.
- ✓ All global programs must comply with the internal branding rules, and must not conflict with the Brand Guidelines.
- ✗ Under no circumstances can a global program, symbol, or initiative be created without corporate approval.

GLOBAL PROGRAM VISUAL IDENTITY EXAMPLE



SPECIFICATIONS

When proposing a global program identity, use this format as an example.

When deciding which logo version to use, the same rules as in the [primary logo variations in Brand Foundations](#) apply. Examples of the possible variations of a global program are shown here.

Reversed full color logo on Amcor light blue



Reversed logo on Black



Reversed full color logo on Amcor dark blue



All Black





Symbols

External branding overview

This table outlines the approved system of external symbols, Business Group identifiers, and product symbol styles.

AMCOR BUSINESS

The primary logo and logo variations represent the Amcor Global Business.



For more about the Amcor primary logo and its variations refer to [Brand Foundations](#).

BUSINESS GROUPS

The text only business descriptors are used to represent the six Business Groups within Amcor.

They can either be represented by their full name or as an acronym.

Amcor Flexibles Asia Pacific (AFAP)

Amcor Flexibles Europe, Middle East and Africa (AFEMEA)

Amcor Flexibles Latin America (AFLA)

Amcor Flexibles North America (AFNA)

Amcor Rigid Packaging (ARP)

Amcor Specialty Cartons (ASC)

PRODUCTS AND SERVICES

Typographic symbols may be used to represent selected Amcor products and services.

Option 1



Option 2



Option 3



PACKAGING BRANDING

Please see separate product packaging brand guidelines. Contact your BG marketing and communications leads for packaging guidelines or reach out to corporate communications with any questions.



Business groups, products and services

All descriptors and symbols must adopt core elements of our brand (such as our **colors and typography in Brand Foundations**) and comply with the specifications provided here.

- ✓ Use the specifications provided to create new product symbols.
- ✗ They must not conflict with the Amcor Brand Guidelines.

BUSINESS GROUPS

- Amcor Flexibles Asia Pacific (AFAP)*
- Amcor Flexibles Europe, Middle East and Africa (AFEMEA)*
- Amcor Flexibles Latin America (AFLA)*
- Amcor Flexibles North America (AFNA)*
- Amcor Rigid Packaging (ARP)*
- Amcor Specialty Cartons (ASC)*

SPECIFICATIONS

Each Business Group must be represented by its business descriptor (Name).

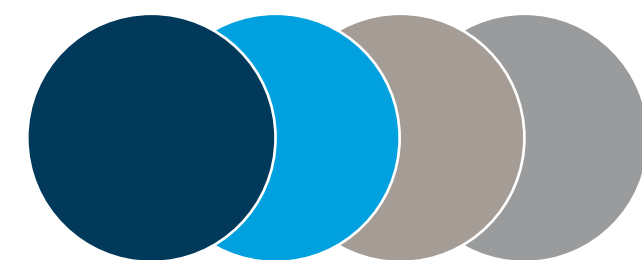
Business Group Name Title Case
BGN All Caps

Preferred typefaces and colors below:

TYPEFACES

- AmcorPro Medium Italic*
- AmcorPro Medium*
- AmcorPro Book Italic*
- AmcorPro Book*

COLORS



PRODUCTS AND SERVICES

Option 1: Gradient panel



Option 2: Logo (Two words)



Option 3: Logo (One word)



SPECIFICATIONS

Choose the best design from the options above to suit the product name. The additional descriptor is optional.



Left aligned



Right aligned



Right aligned

GRADIENTS



TYPEFACES

- AmcorPro SemiBold Italic (Product)**
- AmcorPro Book Italic (Product Name)*
- AmcorPro Medium Italic (Additional Descriptor)*

COLORS



Only the Amcor primary and secondary color palette can be used for product and services.



By permission only

There are eight product variations that represent packaging relevant innovations for the market. The symbols are divided into two categories: Sustainability and Ecommerce.

- ✓ The symbols are for B2B communication only, including but not limited to:
 - Product pages on the amcor.com product section
 - Product samples and images
 - The annual Sustainability Review
 - Customer and product presentations
 - The Product Menu Book (MeBo)

Contact your Marketing Communications team for further guidance on use.

- ✗ **Use in B2C settings is strictly forbidden.** None of these symbols can be printed on products provided to consumers or used by our customers in any form of B2C communication. **Violating these rules can result in legal consequences for us and our customers.**
- ✗ You must not create your own sustainability or ecommerce symbols.

SUSTAINABILITY

Logo options



Symbol options



ECOMMERCE

Logo



Symbol



VARIATIONS

Grey logo



Brown logo



Dark blue logo



Green logo





Icons

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Icons

Overview

The Amcor icons are designed for use in print and on screen to signpost information.

A small selection of icons is shown here to demonstrate the approved style and execution of all Amcor icons.

- ✓ For more information on usage and to request the full set of icons please contact the Marketing Communications team in your Business Group.
- ✓ Additional icons are available solely for use on the website. See [Digital Style Guide](#) for more information.
- ✗ **Icons must follow this style and must not be modified or recreated in any way.**



Bread



Beverages



Pet food

PRODUCT APPLICATION

Product application icons are the most commonly used.



Cost saving



Faster run speed



Engage customers

CUSTOMER BENEFITS



Water consumption



Footprint fossil



Energy Non Natural

SUSTAINABILITY



Easy opening



Fun for kids



Microwavable

CONSUMER BENEFITS



Automotive



Tools, machines



Printer

GENERAL



Usage

Shown here is an example of icons in use. The icons serve as a visual shorthand, giving the reader a quick idea of the content, as well as helping draw the eye to key information.

- ✓ For more information on usage please contact the Marketing Communications team in your Business Group.
- ✗ **These icons must not be modified or recreated in any way.**

PRODUCTS

Committed to



Developing
all our packaging to be
recyclable or reusable by 2025



Increasing
use of **post-consumer**
recycled content



Driving up
recycling rates
worldwide

- Completed 829 life cycle assessments using Amcor's ASSET™ tool
- Incorporated 48,147 tonnes of post-consumer recycled raw materials
- Introduced the first polyethylene pouch made with post-consumer recycled content
- Commercialised our groundbreaking LiquiForm™ technology

OPERATIONS



Received 'A-' grade
in **Climate Disclosure Leadership Index**
for Australia



Named to Top 1%
of **plastic-products manufacturers**
according to EcoVadis



Decreased by 7.2%
absolute GHG emissions
from 2016

- Recycled 76% of production waste
- Achieved nearly 15% reduction in waste-to-disposal from 2016, surpassing 10% goal
- Recognised 82 Amcor sites in 'Zero Waste-to-Disposal' program
- Achieved 6.4% decrease in absolute water use from 2016

PARTNERSHIPS



Achieved 162% growth
in **sustainability customer interactions**
in AFA, AFEMEA, Capsules



Collected 11,000 kg
of **rubbish with more than 1,500 volunteers**
in International Coastal Cleanup



Analysed 7000
pieces of waste with participants
in Earthwatch 2018 expedition

- One of 50 global companies included in *Fortune* Magazine's 2017 'Change the World' list for our partnership with the World Food Programme
- Between FY16 and FY18, helped the World Food Programme to save more than US\$5 million and feed an additional 99,200 children thanks to improved packaging

Amcor Sustainability Review 2018 | Sustainability at Amcor 5

ICON CHOICE

Icons should only be used to support content. Choose icons that clearly relate to the content, and ensure the function of the icon remains consistent. Download the guide for information on what each icon represents.

POSITIONING

Ideally, icons should be positioned centered, above, or to the left of written content.



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Photography

Style

Photography is an important creative tool in bringing the Amcor brand to life. It helps us to consistently communicate or illustrate our messages with more meaning and appeal.

- ✓ All photography must be taken by a professional photographer whenever possible.
- ✓ Stock photography is allowed but can only be used if the correct usage license has been obtained.
- ✗ Image content must not conflict or detract from Amcor's values and operating principles.

We create packaging that is used by consumers worldwide every day, so our **imagery** should reflect the real-world uses of our products and the diversity of the end consumers who use them.

Lifestyle images should reflect the diversity of our market and if used in a specific market, the consumers within that market. They should look natural and reflect real life with a non-posed easiness.

Where **stock images** are used they should be aspirational and premium in feel, carefully considering ones which will sit well in our brand style.

We are proud of our teams across the world and our **internal photography** should reflect this. They should represent the diversity of our workforce and share the same natural look and feel as our other photography.





Photography

Standards

It is essential that both the quality and composition are considered, with Amcor's unique style clearly expressed.

- ✓ The resolution must be appropriate to the media used.
- ✓ All photography must be on brand and represent Amcor and its products in the best way possible.



Resolution for print
300DPI



Resolution for screen
120-150DPI



Resolution for web
72DPI

IMAGE RESOLUTION

Image resolution is measured in DPI (dots per inch) or PPI (Pixels per inch). The lower the DPI the less data the image contains, and the lower the image quality. This is not to be confused with the size of the image.

These are the minimum resolutions for print, screen and web.

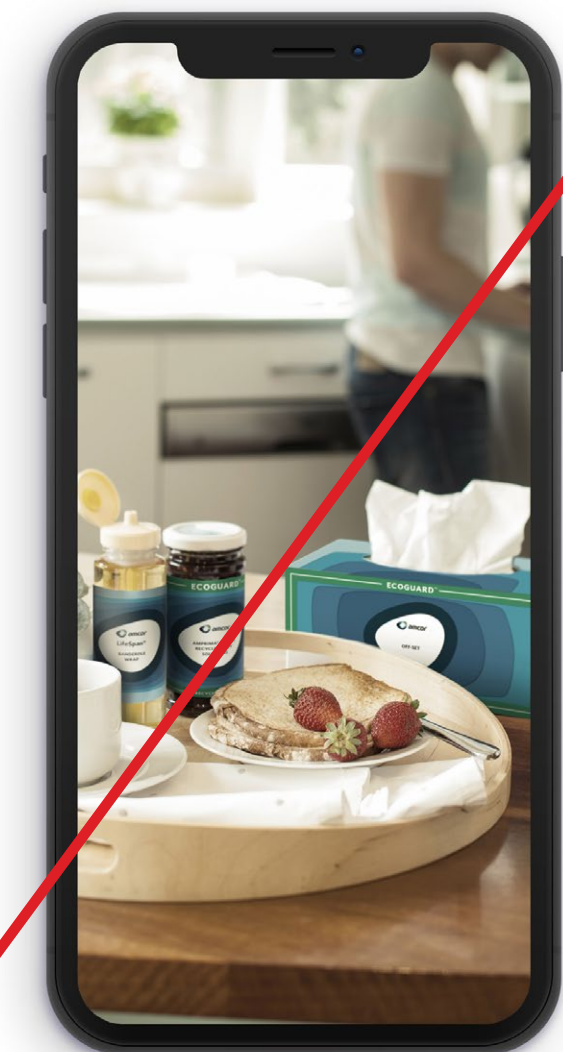


IMAGE SCALING

The DPI of an image is reduced by scaling an image up and increased by scaling an image down.

200%
150 DPI

100%
300 DPI



PHONE CAMERAS

Images taken on a mobile phone are not acceptable for commercial or advertising purposes. If taken for other purposes, make sure the general criteria for photography as per this guide are met.

Photography Copyright

Prior to commissioning or sourcing photography, you must obtain written confirmation that all intellectual property and copyright in the photography will be solely for Amcor's use and reproduction without limitation, unless otherwise agreed and clearly stated.

- ✓ You must comply with any limitations e.g. size, format, reproduction, modifications, distribution or publication restrictions.

Image Checklist	Confirmation and conditions
<p>This checklist is a record that all appropriate permissions and records have been obtained for the image to be submitted to Brand Central and details on any limitations or restrictions. Please ensure records of all agreements are kept in line with Amcor's Records Management Best Practices.</p>	
<p>1. If the image is Amcor's exclusive property confirm by checking the box.</p>	
<p>2. If Amcor has a license or agreement to use the image provide details on all conditions including:</p> <ul style="list-style-type: none"> • who is names in the agreement • the date of the agreement; and • any key terms. 	
<p>3. If there are any limitations on use of the image provide details on all conditions including:</p> <ul style="list-style-type: none"> • time limits; • size; • format; • reproduction; • modifications; and • distribution or publication restrictions. 	
<p>4. If the image shows any identifiable products, items or brands of our customers, former customers of any other third party provide details of the permission granted including:</p> <ul style="list-style-type: none"> • who agreed; • the date of agreement; and • any terms. 	
<p>5. If the image contains Amcor colleagues or children confirm the colleague or child's parent or guardian has signed an Amcor Talent Release form' and this form has been cited by checking the box.</p>	

IMAGE CHECKLIST FORM

The form should be completed to ensure that Amcor's photography standards are met.




Image Release Form (external and third parties)

I acknowledge that I appear in an image taken on behalf of, or for the purpose of Amcor Limited or a subsidiary of Amcor ("Amcor") and as such I do hereby consent to Amcor the right to use my name, picture, portrait, or photograph in all forms and in all media, without any restriction as to changes or alterations (including but not limited to composite or derivative works made in any medium) for advertising, trade, promotion, exhibition, or any other lawful purposes, and I waive any right to inspect or approve the photograph(s) or finished versions(s) incorporating the photograph(s), including written copy that may be created and appear in connection therewith.

I hereby release and agree to hold harmless Amcor from any liability by virtue of any blurring, distortion, alteration, optical illusion, or use in composite form whether intentional or otherwise, that may occur or be produced in the taking of the photographs, or in any processing, tending toward the completion of the finished product, unless it can be shown that they and the publication thereof were maliciously caused, produced, and published solely for the purpose of subjecting me to conspicuous ridicule, scandal, reproach, scorn, and indignity. I agree that Amcor owns the copyright in these photographs and I hereby waive any claims I may have based on any usage of the photographs or works derived there from, including but not limited to claims for either invasion of privacy or libel. I am of full age and competent to sign this release. I agree that this release shall be binding on me, my legal representatives, heirs, and assigns.

I have read this release and am fully familiar with its contents or attach limitations restricting the use of this image as specified or initialled change above.

Name: _____ Signed: _____
Address: _____ Date: _____

Consent (if applicable)

I am the parent or guardian of the minor named above and have the legal authority to execute the above release. I approve the foregoing and waive any rights in the premises.


Witness: _____ Signed: _____

Parent or Guardian

Name: _____ Signed: _____
Address: _____ Date: _____

EXTERNAL AND THIRD PARTY IMAGE RELEASE FORM

If an image depicts a person, you must ensure that you obtain a copy of a Talent Release Form completed by that person. If the person is under the age of 18, a parent or guardian must complete the form.



Amcor Employee Talent Release Form

I acknowledge that I am an employee of Amcor Limited or a subsidiary of Amcor ("Amcor") and as such I do hereby consent to Amcor the right to use my name, picture, portrait, or photograph in all forms and in all media, without any restriction as to changes or alterations (including but not limited to composite or derivative works made in any medium) for advertising, trade, promotion, exhibition, or any other lawful purposes, and I waive any right to inspect or approve the photograph(s) or finished versions(s) incorporating the photograph(s), including written copy that may be created and appear in connection therewith.

I hereby release and agree to hold harmless Amcor from any liability by virtue of any blurring, distortion, alteration, optical illusion, or use in composite form whether intentional or otherwise, that may occur or be produced in the taking of the photographs, or in any processing, tending toward the completion of the finished product, unless it can be shown that they and the publication thereof were maliciously caused, produced, and published solely for the purpose of subjecting me to conspicuous ridicule, scandal, reproach, scorn, and indignity. I agree that Amcor owns the copyright in these photographs and I hereby waive any claims I may have based on any usage of the photographs or works derived there from, including but not limited to claims for either invasion of privacy or libel. I am of full age and competent to sign this release. I agree that this release shall be binding on me, my legal representatives, heirs, and assigns.

I have read this release and am fully familiar with its contents.

Name: _____ Signed: _____
Address: _____ Date: _____

Consent (if applicable)

I am the parent or guardian of the minor named above and have the legal authority to execute the above release. I approve the foregoing and waive any rights in the premises.

Witness: _____ Signed: _____

Parent or Guardian

Name: _____ Signed: _____
Address: _____ Date: _____

AMCOR EMPLOYEE TALENT RELEASE FORM

If an image depicts an Amcor employee, you must ensure that you obtain a copy of an Employee Talent Release Form completed by that person. If the person is under the age of 18, a parent or guardian must complete the form.

Photography Lifestyle

Consumer lifestyle images showcase Amcor products in everyday consumer scenarios. This demonstrates how Amcor shares a vision with our customers to deliver the ultimate consumer experience.

- ✓ Always ensure that the Amcor brand is represented correctly.
- ✓ Always ensure that **Talent Release forms** have been obtained.
- ✗ Images containing incorrect or out-of-date logos and branding are not acceptable.





Photography

Consumer interaction

Using people to open or interact with our packaging is an effective way to demonstrate our product features in actions.

- ✓ Photography should avoid clutter by carefully considering the composition of the image. Aim to have one clear focal point, using depth of field to control the emphasis within the image.
- ✓ Always ensure that the Amcor brand is represented correctly.
- ✓ Always ensure that **Talent Release forms** have been obtained.



*Some images may have old Amcor branding, which is to be updated. In the meantime, for new imagery which follows the new product packaging branding, please contact your BG marketing and communications teams at the beginning of 2022 when the new product rebranding launches.

Photography

Amcor people

When photographing Amcor people you need to consider:

- ✓ Safety is both a core operating principle and value of Amcor. All images must demonstrate best practice for safety, and be taken safely.
- ✓ Always ensure that the Amcor brand is represented correctly.
- ✓ Always ensure that **Talent Release forms** have been obtained.
- ✗ Images containing incorrect or out-of-date logos and branding are not acceptable.



Photography Campaign

External and internal campaigns may require an image to reflect a campaign theme or message.

- ✓ Always ensure that the Amcor brand is represented correctly.
- ✓ Always ensure that **Talent Release forms** have been obtained.
- ✗ Image content must not conflict with or detract from Amcor's values and operating principles.



Photography

Product hero

The product hero images use creative techniques including selective focus, reflections, lighting and abstract composition to build an emotive connection with the product and position them as high quality and well designed.

- ✓ These are best shot against a white or slightly reflective surface or background to showcase our products and to communicate the cleanliness, safety and security of our products.
- ✓ Hero images must always show a product at its best.
- ✗ They should not have any defects or wear and tear.

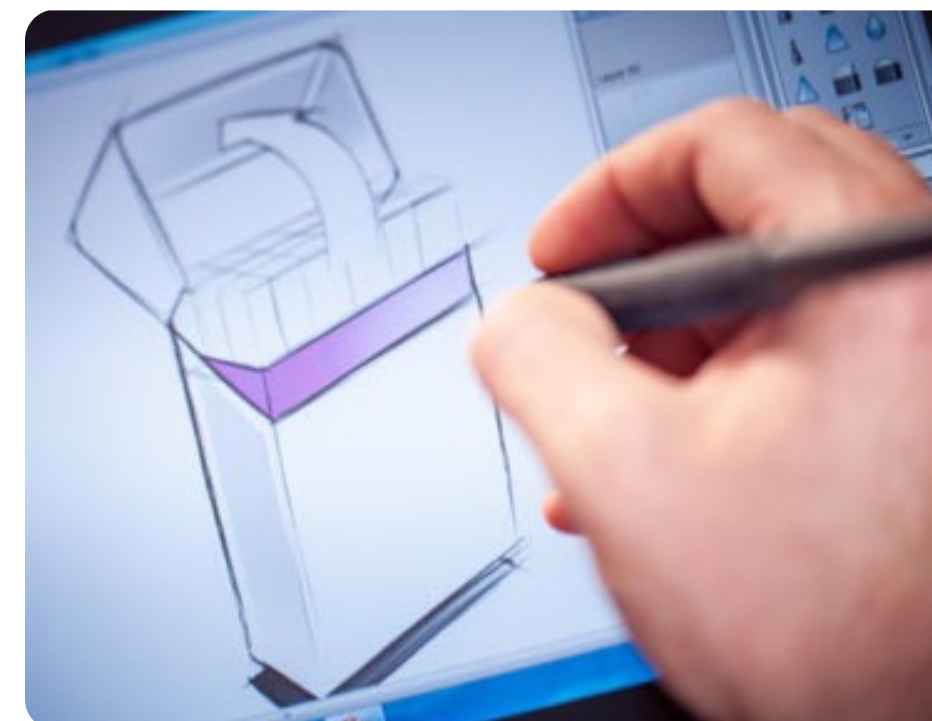


 Photography

Technical product

Where required, the use of imagery to communicate and highlight key technical details or functionality of a product can be used.

- ✓ Ensure that the whole product is shot on a white background.
- ✓ Where products feature customer branding, permission must be sought from the customer prior to photographing the product. This is to ensure that there is no conflict of interest between customers.
- ✓ Where no customer branding is used, products can be featured as blank packs, with generic Amcor branding, or as a mock-up brand to show a more realistic product, or for a specific product category.
- ✗ They should not be cropped from a full bleed image.



Illustration

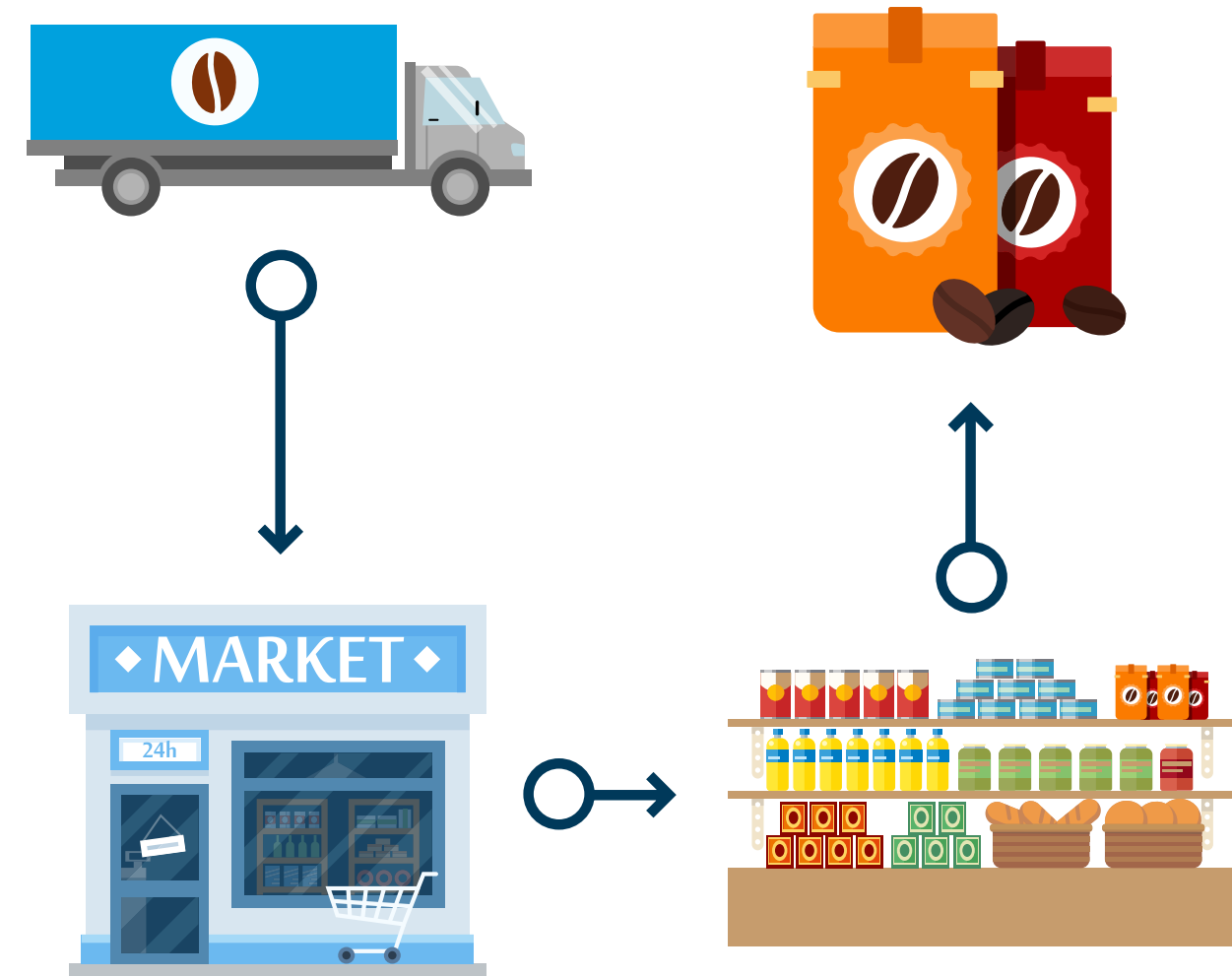
Style

Illustrations can be used as an alternative to, and in conjunction with, photography.

They can be used to represent concepts that cannot easily be shown with photography.

- ✓ The Amcor illustration style should be light, bright and have a semi-realistic form so that objects can be clearly identified with their real-world counterparts but not for all types of pictures.
- ✗ Illustrations that do not fit within this style should not be used.

DIAGRAM EXAMPLE



INDIVIDUAL ELEMENTS



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