



INCORRECT USE

Correct and consistent usage of the logo is essential to maintain the integrity of Interplast's carefully crafted identity. Inconsistent or careless use of the logo diminishes its value and weakens its impact.

Some examples of incorrect treatments are:

1. Do not stretch/compress the logo
2. Do not place logo on background of unspecific colours
3. Do not use other fonts
4. Do not add effects to the logo
5. Do not remove the registered symbol
6. Do not place logo on busy photographic imagery
7. Do not contain logos in boxes
8. Do not use the logo on an angle
9. Do not put keylines around logo

4



a



b

