

Brand Guidelines

A comprehensive framework for consistent brand presentation across all touchpoints

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About Brand

Brand is not just a logo, a trademark, or a product. A brand is the sum total of how a business is perceived by the people who interact with it—its customers, investors, and even its own employees.

About Us



Plastic Engineering Solution (PES) is a leading manufacturer of precision-engineered plastic components, specializing in CNC machining and custom plastic fabrication for diverse industrial applications. As a venture of Perfect Packing Associates, PES combines decades of industry expertise with advanced manufacturing technologies to deliver high-quality, reliable, and cost-effective engineering solutions tailored to customer requirements.

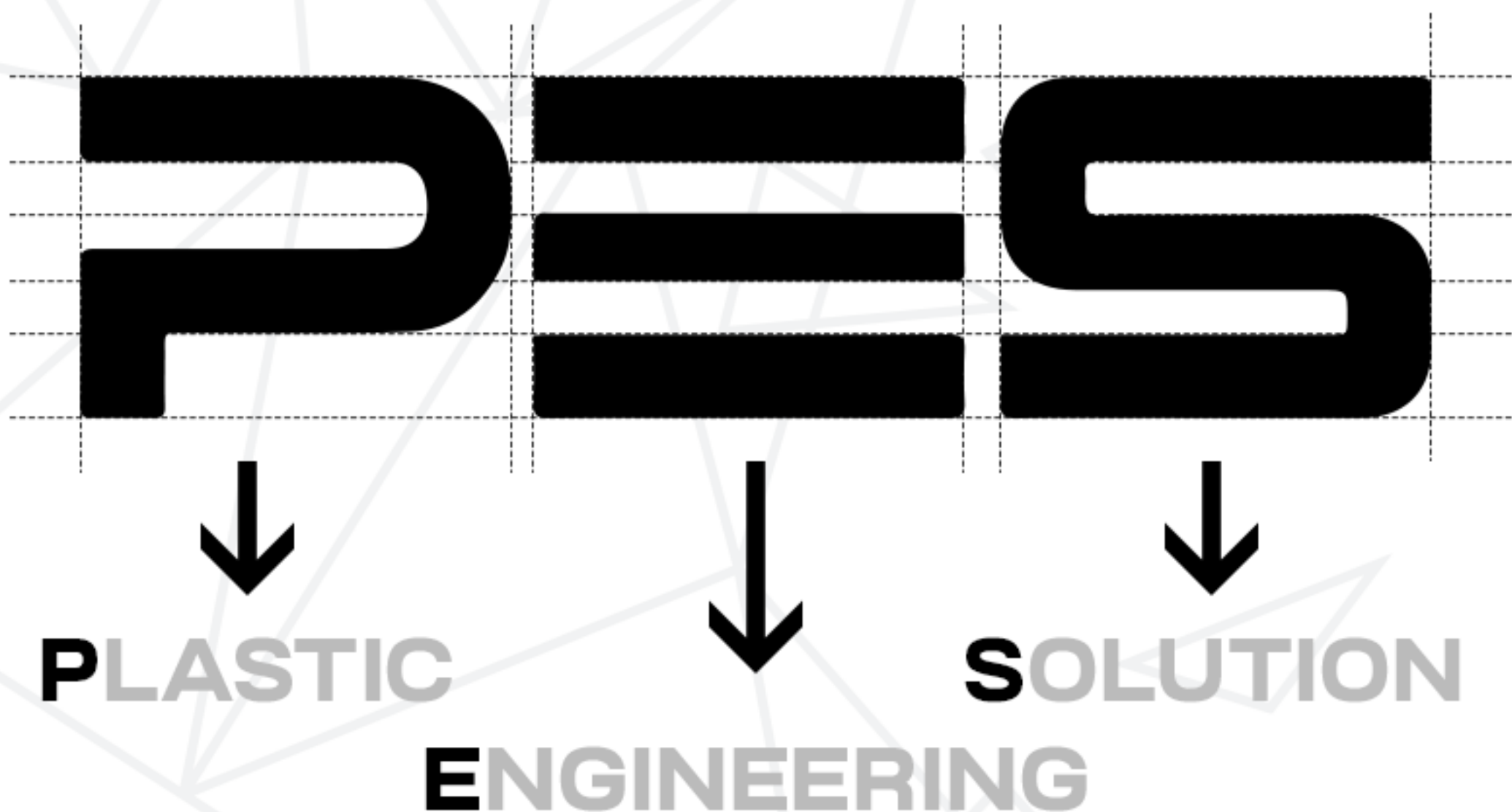
Driven by precision, innovation, and a commitment to quality, PES serves industries with components manufactured to exact specifications, ensuring consistent performance, durability, and operational excellence. Every solution reflects our dedication to engineering excellence, customer satisfaction, and continuous improvement.

Brand Logo

Brand logo is a graphic mark, emblem, symbol, or stylized name used to identify a company, organization, product, or individual. Think of it as the "face" of a brand—it is often the very first thing people notice, and the main visual anchor that helps customers remember who you are.

Brand Logo

LETTERMARK LOGO



PLASTIC ENGINEERING SOLUTION

Plastic Engineering Solution (PES) uses a modern **lettermark logo** that combines bold typography with a clean geometric structure. The logo reflects the company's expertise in precision engineering, industrial manufacturing, and high-performance plastic component solutions. The strong, minimal design communicates reliability, technical excellence, and innovation while maintaining a professional appearance across both digital and print applications.

Logo Variations

The primary logo features a large, bold, orange monogram 'PES'. The 'P' is stylized with a thick vertical stroke and a curved top. The 'E' consists of three horizontal bars. The 'S' is a thick, blocky letter.

**PLASTIC ENGINEERING
SOLUTION**

PRIMARY LOGO



LOGO ICONS

Brand Type

Brand typography is the distinct visual style of text that a business uses across all its communications. It's not just about picking a font because it looks cool; it's a strategic choice of typefaces, sizes, spacing, and layouts that reflects a brand's personality and values.

Typography

Heading

Aa

Montserrat

Sub-Headline

Aa

Halyard Display

Body

Aa

Poppins

Heading

Montserrat
Bold

220 pt

Sub

Halyard
Display

180 pt

Body

Poppins
Regular

105 pt

Captions

Poppins
Light

50 pt

Brand Palette

A brand color palette is a curated framework of colors that a company uses consistently across all of its visual materials—from its logo and website to its marketing campaigns and packaging.

Brand Colours



#d44b15



#36454F



#171D32



#ebeefa

Primary Orange represents the driving force behind Plastic Engineering Solution. It reflects innovation, confidence, precision, and forward-thinking engineering. The color symbolizes energy, manufacturing excellence, and the company's commitment to delivering reliable industrial solutions. It is the primary visual identifier of the brand and should be used strategically to create emphasis, highlight important information, and strengthen brand recognition.

Colour Palette

The PES color palette is carefully crafted to reflect the brand's identity as a modern, reliable, and precision-driven engineering company. Each color has a distinct purpose, working together to create a cohesive visual system that communicates innovation, technical expertise, and professionalism. Consistent use of the approved palette strengthens brand recognition across print, digital, and industrial applications.

#d44b15

#171D32

#36454F

#ffa07a

#83aae0

#6F7B83

#ffc2a8

#adc6eb

#A5AEB4

#ffe3d6

#d7e3f5

#DCE1E5

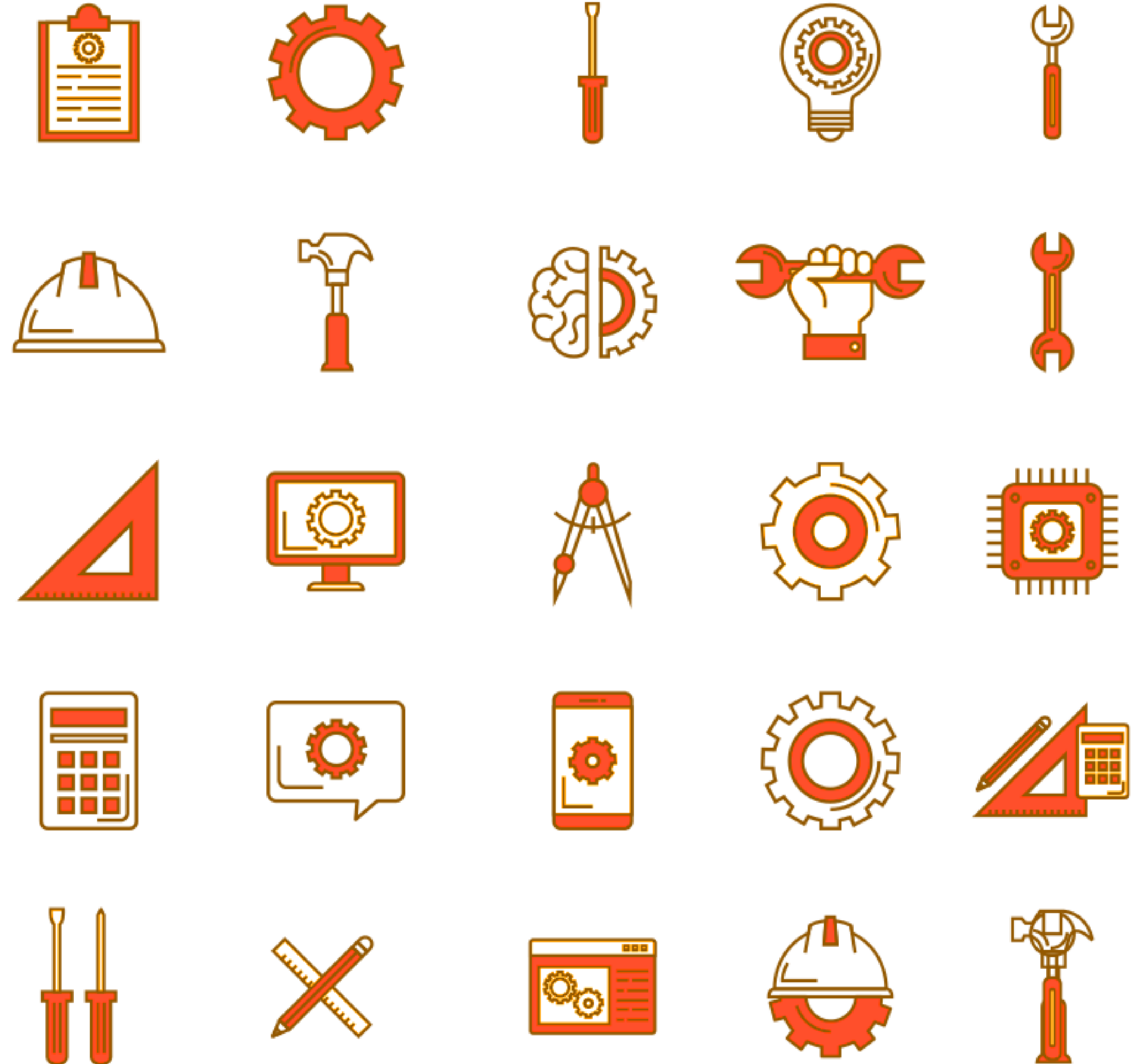
Iconography & Rules

Brand Iconography is a custom system of simplified symbols and graphics used to communicate information instantly without relying on heavy text.

The Rules dictate strict guidelines for stroke weight, grid sizing, color usage, and style to ensure every symbol looks cohesive and intentional.

Iconography

The PES iconography system is designed to reflect the brand's commitment to precision, clarity, and engineering excellence. Every icon should communicate information quickly while maintaining a clean, consistent, and professional appearance. Inspired by industrial design and technical documentation, the icon style reinforces the brand's modern and trustworthy identity across both digital and print applications.



Do's		Don't	
01	Always maintain minimum clear space equal to the height of the 'P' letterform on all four sides of the PES logo.	01	Never place the PES logo too close to other logos, images, or graphic elements that violate the minimum clear space zone.
02	Use the three-bar graphic unit as the standard measurement reference for clear space in all applications.	02	Do not crowd the logo with body text, icons, or decorative elements within the defined exclusion area.
03	Ensure clear space is preserved on both digital and print materials.	03	Never reduce clear space to fit layout constraints – resize the logo instead.

Brand Usage

Brand usage refers to the strict rules and guidelines governing how a company's visual assets—like logos, colors, fonts, and images—can legally and creatively be applied.

Brand Guidelines

Visiting Card

The PES business card is a professional extension of the brand identity, designed to create a strong first impression while reflecting the company's commitment to precision, quality, and reliability. Its clean layout, balanced spacing, and minimal design ensure clear communication and reinforce the premium industrial image of Plastic Engineering Solution.

—— 3.5 In ——

Front Side



Back Side



2 In



Brand Guidelines

Visiting Card Mockups



Envelope

The PES business card is a professional extension of the brand identity, designed to create a strong first impression while reflecting the company's commitment to precision, quality, and reliability. Its clean layout, balanced spacing, and minimal design ensure clear communication and reinforce the premium industrial image of Plastic Engineering Solution.



Letterhead

The PES letterhead is a key element of the company's corporate identity, designed to present official communication with professionalism, consistency, and credibility. Its clean, minimal layout reflects the precision and engineering excellence that define Plastic Engineering Solution. Every document should reinforce the brand through consistent typography, color usage, and structured spacing.



Brand Guidelines



Thank You!

Thank you for taking the time to explore the Plastic Engineering Solution (PES) Brand Guidelines. This guide has been created to ensure that every representation of the PES brand is consistent, professional, and aligned with our values of precision, innovation, reliability, and engineering excellence. By following these standards, we strengthen our visual identity and build lasting trust with customers, partners, and stakeholders.