

Bemis Visual Identity Standards

Key Guidelines for External Users



Symbol

The Bemis Symbol embodies who we are as a company — dynamic and modern, an expression of the integration of our values and capabilities.

Our symbol represents the material sciences — the interlocking, interconnected forms that are organic and geometric at the same time. It has a sense of growth and prosperity, flexibility and yet stability.

The Bemis Symbol may be used on its own, without the logotype for large-scale formats and special promotional items and events. See the “Application Examples” section of these guidelines for some uses of the symbol on its own.

The relationship of the forms are carefully considered; do not attempt to redraw the symbol or change the relationship of the elements. Use the correct artwork files provided.



Primary Lockup: Horizontal

There are two versions for the primary Bemis logo lockup: horizontal and vertical. When one or the other is used depends on the format and application, i.e., whichever works best in the area given.

The primary horizontal logo lockup for Bemis is the horizontal combination of the Bemis Symbol and the logotype for the name "Bemis". Always use the original and approved art; never alter any aspect of it. Do not attempt to redraw or recreate the lettering using computer fonts.



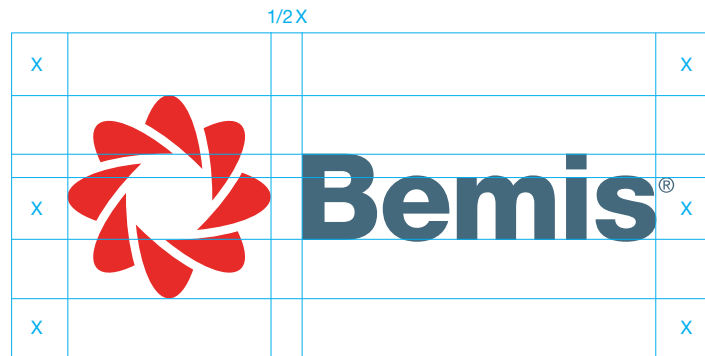
Minimum Clear Space

To ensure its integrity and visibility, the lockup should be kept clear of competing text, images, and graphics. It must be surrounded on all sides by an adequate clear space, equal in size to the height of the "i" (without the dot) in the Bemis logotype, as indicated in the lower left diagram.

Minimum Size

The height of the lockup should never appear smaller than 0.25" or 6.5mm when used in print materials or 30 pixels when used in digital or on-screen formats.

Clear Space & Construction



Minimum Size



Primary Lockup: Vertical

The vertical primary logo lockup for Bemis is the vertical combination of the Bemis symbol and the logotype for the name “Bemis.” Always use the original and approved art; never alter any aspect of it. Do not attempt to redraw or recreate the lettering using computer fonts.

Minimum Clear Space

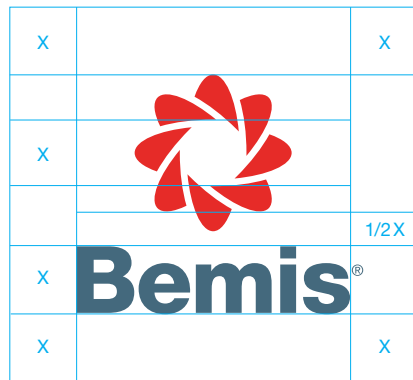
To ensure its integrity and visibility, the lockup should be kept clear of competing text, images, and graphics. It must be surrounded on all sides by an adequate clear space, equal in size to the height of the “B” in the Bemis logotype, as indicated in the lower left diagram.

Minimum Size

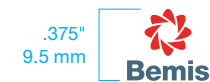
The symbol height should never appear smaller than 0.375" or 9.5mm when used in print materials or 45 pixels when used in digital or on-screen formats.



Clear Space & Construction



Minimum Size



Marking Requirements: TM and ®

Proper marking is required to preserve our rights for our new identity. When the Bemis Symbol is used on its own, a “TM” in Bemis Red is used. The TM marking is sized and positioned as shown to the right. Within a lockup, the TM is not used.

For all Bemis Lockups — Primary, Secondary and Business Units — a “®” in Bemis Blue Gray is used, sized and positioned as shown to the right.

Minimum Clear Space

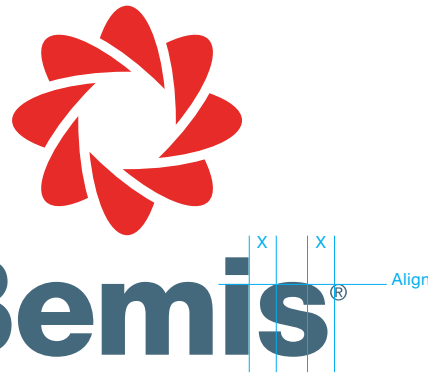
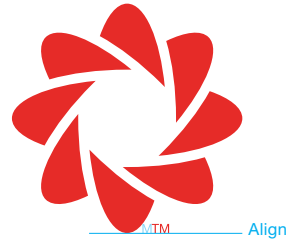
The TM and ® markings do not affect clear space requirements, as also shown to the right.

Small and Large Sizes

Because of illegibility, when a lockup smaller than .625" in height, the ® is not used. At larger sizes over 6" high, the TM and ® are also not used, for either would become significantly awkward.

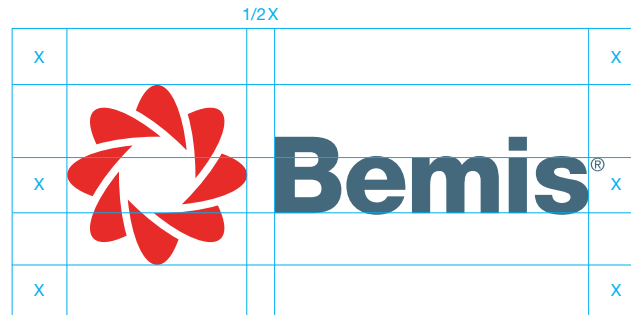
Special Exceptions

Pay special attention to the final use of the identity—as with size as above and within certain applications, a marking is not required. Instances of those are: signage, internal use and/or unique applications that would interfere with legibility (such as polo shirts). If there are any questions as to whether to use marking, please contact the Office of Investor Relations.



Clear Space

Smallest Size for Marking



Incorrect Use: Basic Elements

In order to protect the Bemis identity rights and for maximum impact and overall consistency, it is important to protect the value and integrity of the Bemis identity by using it correctly.

While just the horizontal lockup is shown here, these examples also apply to any Bemis lockup.

Always reproduce the logo from artwork files provided and avoid improper logo usage illustrated here. These examples apply to all lockup versions as well as using the symbol alone.



Do not distort or stretch



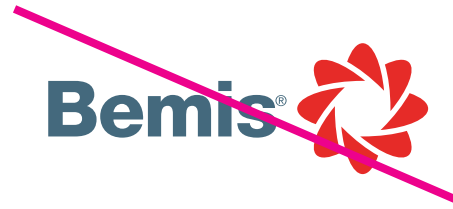
Do not put in perspective



Do not skew



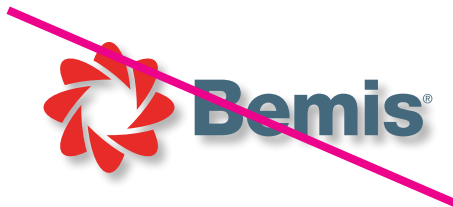
Do not change the size relationship



Do not reposition the elements



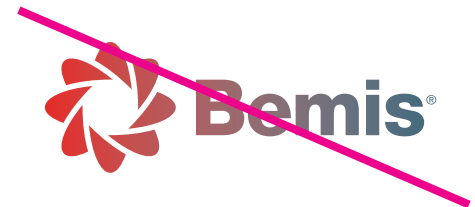
Do not reverse the lockup colors



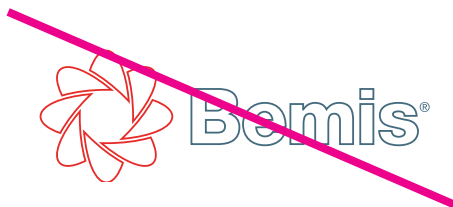
Do not add shadows



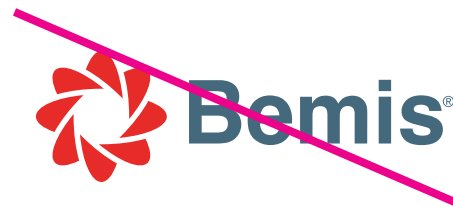
Do not use just the logotype by itself



Do not fill with any gradient



Do not outline



Do not use an alternative typeface



Do not add any special effects

Logo Use on Color Backgrounds

The full color version of the logo should be used whenever possible. The full color logo can only be used on colors (and metallics) that provide significant contrast.

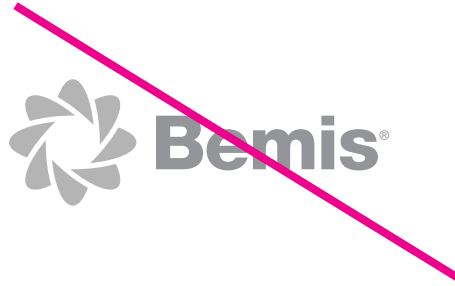
When it is not possible to use a full color version of the logo because of material or limited production, use one of the black or white lockups.

Always use the proper artwork file provided for any use of the lockup.



**Incorrect Use:
Color and Photography**

For maximum impact and overall consistency, it is important to protect the integrity of the logo by using it correctly. Always reproduce the logo from original artwork provided and avoid improper usage as illustrated here. These examples apply to all lockup varieties.



Do not reproduce logo in grayscale



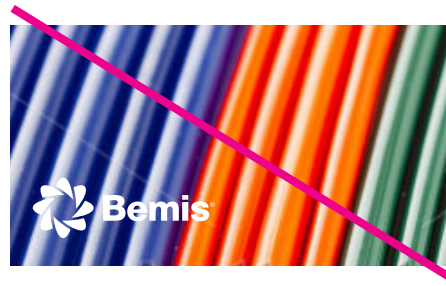
Do not place on backgrounds with insufficient contrast



Do not use tone-on-tone techniques or place on backgrounds with insufficient contrast



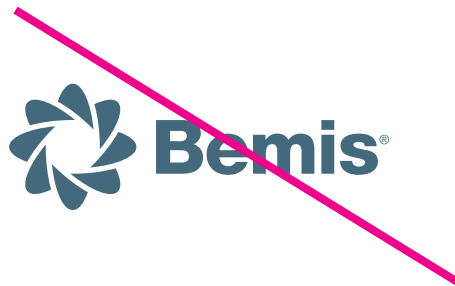
Do not use unapproved colors for the logo, even secondary colors



Do not place over busy areas of photos or busy patterns or textures



Do not place on photos or backgrounds with insufficient contrast



Do not make the logo a solid color other than all white or all black



Do not add a box around the logo



Do not bleed logo off edge(s)