



A Vision Realised for Americk Packaging

Vision Consulting Group (VCG) offers full-service marketing support to UK and global industry leaders. Stephen Lloyd has recently completed a branding transition exercise which included the formulation and implementation of a new brand strategy for Americk Packaging.

The Brief:

Americk Packaging is an international specialist provider of printed packaging solutions. Its operations are spread over six locations across the UK and Ireland, all with different specialisms. VCG was approached by the client to look at how to integrate existing fragmented brands under one strong, single identity.

The Challenge:

With 690 staff across its locations, a clear strategy had to be devised before transforming six unique identities into one blended organisation. VCG identified the need for a set of brand guidelines that capture the Vision, Mission and Values of the organisation. Formulating a brand strategy that all staff at all levels could buy into first before delivering an integrated brand awareness campaign to its customers, suppliers and stakeholders.

Scope of Work:

VCG managed the whole process from start to finish working with staff across all 6 sites to understand the strengths of the collective organisation and where and how it competes.

Every branded item from uniforms to stationery, from signage to IT systems, website to sales presentations were identified and built into a transition schedule. Working with designated suppliers VCG managed the costing and procurement exercise working to an agreed budget the visual transformation and design process had to be managed carefully as part of a sign-off process.

A vital part of the process included the intensive internal communications activities designed to inform and buy in staff through 23 briefing sessions across 6 sites. The aims of the briefing sessions were not only to communicate the new brand identity, but to also reinforce the company's vision and to inspire staff to ensure collaboration and cross-selling of the new brand further afield.

Americk Packaging

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Extensive labelling solutions

Complete portfolio includes reel-fed, ROSO, self-adhesive, in-mould, board, linerless, Cut & Stack, Peel & Reseal, EAS security labels and many more label types for a broad range of sectors.

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Specialist knowledge. Unique solutions.

Americk Packaging has six specialist sites across the UK & Ireland. Supplying a full range of printed packaging solutions including: cartons, produce packaging, punnets, trays, flexibles, reel-fed and self-adhesive labels.

We pride ourselves on innovation. Driven by understanding our customers' needs, resulting in a culture that follows a continual cycle of improvement of our manufacturing processes, quality management and new product development.

A partnership approach with our customers has encouraged transparency. Open access to specialist technical support from all our sites has proved invaluable. And is key to building longstanding relationships with manufacturers, brands and retailers.

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Labels

Reel-fed, self-adhesive, in-mould, board, linerless, Cut & Stack, Peel & Reseal and many more label types for a broad range of sectors including: food, chemical, household, daily, beverage, horticulture, cosmetics and healthcare.

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Flexibles

Market leaders in bespoke packaging solutions for all varieties of ambient, fresh and perishable goods as well as being one of the UK's premier suppliers to the confectionery and biscuit markets.

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Cartons

Our printed cartons offer a variety of finishes and formats including: window patches, foil blocking, special coatings, unique coding and sleeves.

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Environmental

Continually bringing new packaging ideas. Our potato bag, successfully transferred into the citrus market. Our recyclable punnets and trays can be sleeved, flow-wrapped, heat-sealed or shrink wrapped.

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BrauBeviale stand is resounding success as the show comes to an end <https://t.co/w2h0ivdMkL> <https://t.co/ImNtIIEFD>

Americk Packaging are barking up the right tree, as the UK Pet Food Market continues to grow. <https://t.co/GLUIGYyemoB>

Americk Packaging quenches thirst for innovation and are set to make an impact at BrauBeviale in Nuremberg <https://t.co/w2h0ivdMkL>

Results:

The result is a new, strong identity that encompasses all aspects of the packaging manufacturer. The clever use of familiar graphics re-designed into a new identity, coupled with strong and clear brand guidelines made it a seamless and controlled process for the client.

A link to the brand guideline document can be found on our case studies page. <http://visionconsultinggroup.co.uk/case-studies/>

The contents can be found below along with stationery examples. If your business requires a branding review, strategic planning or support to deliver tactical marketing campaigns contact us directly to organise a free informal consultation.

<http://visionconsultinggroup.co.uk/contact/>



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