



“Conserving energy and thus saving money, reducing consumption of unnecessary products and packaging and shifting to a clean-energy economy would likely hurt the bottom line of polluting industries, but would undoubtedly have positive effects for most of us.”

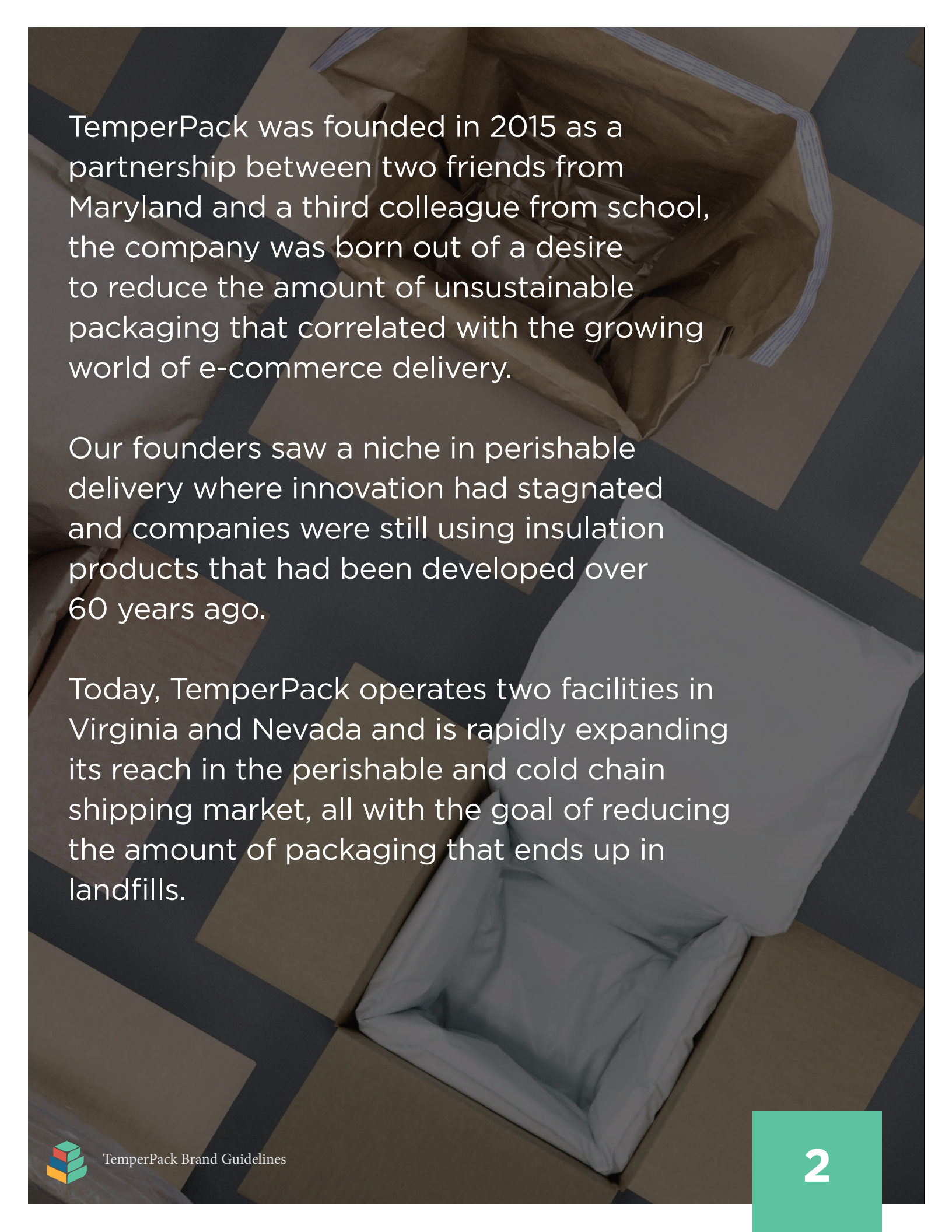
- David Suzuki



TemperPack

Brand & Style Guidelines

ver 1.1



TemperPack was founded in 2015 as a partnership between two friends from Maryland and a third colleague from school, the company was born out of a desire to reduce the amount of unsustainable packaging that correlated with the growing world of e-commerce delivery.

Our founders saw a niche in perishable delivery where innovation had stagnated and companies were still using insulation products that had been developed over 60 years ago.

Today, TemperPack operates two facilities in Virginia and Nevada and is rapidly expanding its reach in the perishable and cold chain shipping market, all with the goal of reducing the amount of packaging that ends up in landfills.



What's in here?

Our Purpose

Manifesto

Our values

The Basics

Our tone of voice

Engineer/Human

Tips for writing

Our logo

Our wordmark

Our name

Our colors

Our typeface

Industries we serve

Product form factors

Material branding

Iconography

Imagery

Product

Subjects

Portraits

Our style

Brand Examples

Business cards

Letterhead

Envelopes

Presentations

Content slides

Technical slides

Image backgrounds

Product slides

Product sheets

Sample boxes

Samples



Our raison d'être (Our purpose).

We seek
to solve
the world's
packaging
problems
through
sustainable
design.



What is cool?

Is it a state of being or a certain je ne sais quoi that few people have? Is it the popular kid in high school? (We certainly weren't.)

Or maybe it's that dreaded feeling when the temperature outside starts to drop after Labor Day.

At TemperPack we see cool a little different. We make products that serve cool on all fronts.

Whether that's keeping a box of strawberries cool for 60 hours during the middle of July, or designing packaging from rapidly renewable resources to help keep the planet cool, we let cool drive everything we do. And we don't mind when people compliment how cool our products look.

When faced with a challenge, we keep our cool and focus on designing, testing, and improving our products to meet any requirements.

And we always develop our products with a sustainable eye, because everyone sleeps better at night with a cool conscience.

That's why, at TemperPack, cool comes naturally.



Our values

TemperPack was started to make a difference in the way we package things. It's a company deeply rooted in research and development, and values sustainable design that doesn't sacrifice quality and performance. The people at TemperPack hold this to be true, and we're always looking for clients and coworkers of a similar mindset.

What we like,

great ideas, from anywhere, punctuality, speaking up, taking pride, enthusiasm, a determination to always improve, delivering what we promised, impossible asks, clarity, a little dust, relentless focus on quality, and gratifying results.

and dislike.

average, egos, spelling mistakes, waffling, disorganization, jargon, under-delivering, timidity, leaving it to others, poor performance, pointy fingers, bad design, and anything that ends up in a landfill.



The Basics

For our brand to be truly successful it requires every piece of communication, from a simple letterhead to our website, to adhere to a style. The correct logo, typeface and colors should always be used in the right way. After all, a brand is always judged on its last communication. So what are the correct elements and how do you go about using them? Well, it's actually a lot easier than it sounds. We'll take you through them over the next few pages.



Our voice

In a world of eco-friendly buzzwords and business babble, our voice leaves our clients feeling calm, not confused. Straightforward but never arrogant. Direct but never confrontational. Honest, upfront and matter of fact. So, when we speak, it's because we've got something worthwhile to say.

Concise

not wordy

Smart

not aloof

Informal

not uptight

Confident

not self-important

Surprising

not formulaic

Straightforward

not circuitous

Human

no jargon

Factual

not hyperbolic



Part engineer. Part human.

Written content should be factual in nature but done in such a way that anyone can understand.

Our rough guide is:

75%
Scientist

25%
Layman

Tips for writing

Test what you've written before sending it out.
Always use the following as a checklist.

Remember who you're talking to.

Try to keep in mind the people who will read what you're writing. Talk to them. Are you using the language and kinds of phrases they'll relate to?

Keep it short and simple.

Don't use five words when one will do. Don't say the same thing twice. Keep sentences short. Avoid complicated words. We prove our intelligence through clarity, not by sounding pompous or "intellectual."

Write in the first person.

We're an ambitious group of people, not a faceless corporation. When referring to our company, we use the first person ("we") not the third person ("it").

Does it sound like TemperPack?

Is it written as if you're in conversation? Does it sound friendly enough? Use "you're" instead of "you are," it reads better and sounds less stilted.

Finally, read it out loud.

Does it sound natural? Will they pay attention? Is there anything that makes you cringe? Does it flow? Do you trip yourself up? Anything that doesn't feel quite right needs to be changed. Trust your instinct.



Our logo

The new TemperPack abstract mark is an evolution of the original TemperPack mark. We've added complexity to the mark while still retaining the brand's focus on packaging and sustainability. We feel this new mark more accurately represents TemperPack's brand position of seeking to solve the world's packaging problems through sustainable design.



DESIGN

THE MARK ITSELF IS A COMBINATION OF PARALLELOGRAMS OF VARYING LENGTHS AND WIDTHS POSITIONED AT 25 AND 155-DEGREE ANGLES AND SPACED EQUALLY APART FROM ONE ANOTHER. THE PARALLELOGRAMS ON THE RIGHT ARE ROUNDED IN THE TOP LEFT AND BOTTOM RIGHT CORNERS TO CREATE THE APPEARANCE OF LEAVES. THE TOP OF THE MARK IS A RHOMBUS WITH THE BOTTOM CORNER ROUNDED.

THE COMBINED STACK OF SHAPES CREATES A MARK THAT REPRESENTS THREE BOXES STACKED ATOP ONE ANOTHER FROM A PERSPECTIVE VIEW, AND ALSO CONNOTES A BRANCH-LIKE FIGURE.



Our wordmark

Rarely will you see our wordmark unaccompanied by the logomark. That said, its main purpose is familiarizing any outsider of our name if they don't know it already.

It's a designed wordmark which sets it apart from other companies that use standard fonts for their wordmark, making it ever so slightly unique and distinguishable. And just like the logomark, its design implies a level of exactitude, a reference to the precise calculations TemperPack uses when crafting our products.

TemperPack



Lock ups

The following are the approved variations of the TemperPack logo and mark.

MAIN LOCK UP



STACKED LOCK UP



WORDMARK

TemperPack

TemperPack

MARK

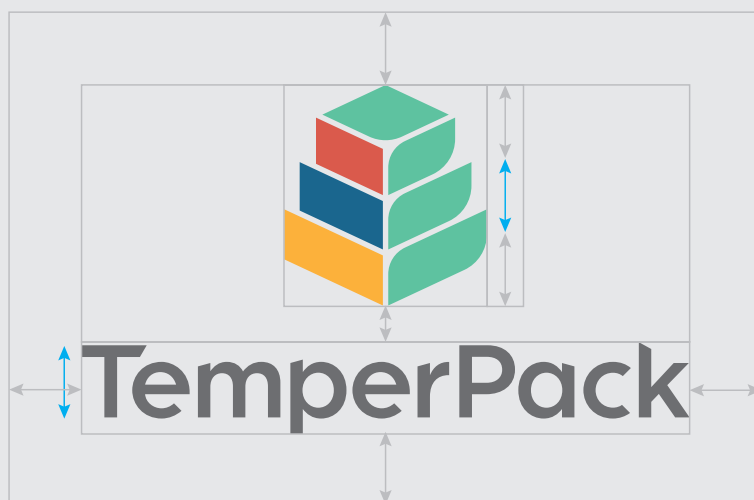
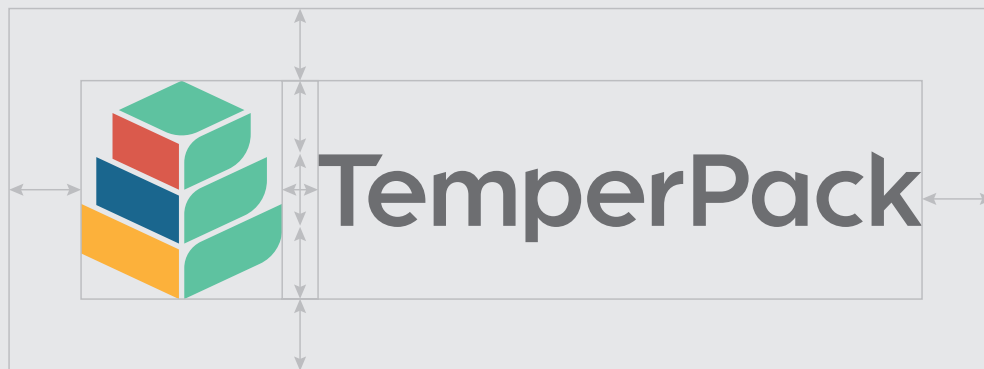


Logo proportions & spacing

Our brand logo is composed of a mark and a wordmark. The proportions of both elements are as important as the colors or the typeface itself. Here's a simple reference for size and spacing.

SPACING

THE LOGOMARK ITSELF IS DIVIDED INTO THIRDS, THEN SPACING IS DISTRIBUTED ACCORDINGLY. WORDMARK IS 1/3 HEIGHT OF LOGOMARK. SPACING BETWEEN LOGOMARK AND WORDMARK IS HALF OF 1/3, AND THERE IS 1/3 SPACING AROUND THE ENTIRE MARK.



Our name

How to type TemperPack.
Yes, there is a wrong way to do it.

This is how to type the name **TemperPack** in a sentence.

Do not type it **TEMPERPACK** or **Temperpack**.

When mentioning the URL, type it **temperpack.com**

This is how to type **TemperPack Life Sciences** and **TemperPack Perishables**.

Do not refer to **Life Sciences and Perishables** without the TemperPack prefix.



Our colors

We're a collaborative company that partners with clients, not a vendor. As such, our color palette reflects both a sense of optimism and sophistication.

Our primary color is TemperPack Green, an obvious homage to the sustainable products we seek to design. Secondary colors give us the ability to speak specifically in different industries, like Strong Cerulean in Life Sciences and Light Brilliant Orange in Perishables.

TemperPack Green

PANTONE® 338C

HEX: #5FC19F

RGB: 95 193 159

CMYK: 61 0 48 0

Brilliant Scarlet

PANTONE® 7416C

HEX: #D9594C

RGB: 217 89 76

CMYK: 10 79 72 1

Strong Cerulean

PANTONE® 7700C

HEX: #04658D

RGB: 4 101 141

CMYK: 93 56 27 6

Light Brilliant Orange

PANTONE® 143C

HEX: #FCB13B

RGB: 252 177 59

CMYK: 0 34 87 0



Our typefaces

We use a combination of two typefaces — one serif and one sans serif — that complement one another. The serif font is Chronicle Display, and is used primarily for headlines and callouts. The sans serif font is Gotham, and is used for body copy and captions.

Chronicle Display

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()<>?

Gotham

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()<>?



CHRONICLE DISPLAY ROMAN / LARGE SIZE TITLES & LABELS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()<>?

CHRONICLE DISPLAY LIGHT / MEDIUM SIZE HEADLINES

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()<>?

GOTHAM BOOK / MEDIUM SIZE HEADLINES & BODY COPY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()<>?

GOTHAM BOLD / SMALL COPY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()<>?



Our typographic style

Chronicle Display is great for large, impactful statements. Gotham is legible at all sizes and works well for both text and sub-headline usage. Here's an example text layout, with some recommended type sizes and line spacing.

1. Keep weights and sizes to a minimum.

This will make your layouts feel less cluttered.

2. Use 90% grey, never black.

Black type conveys a stark, unfriendly tone.

3. Use TemperPack Green sparingly.

This will help messages stand out.

4. Reduce the amount of information on each page.

This will stop layouts from being overwhelming.

TYPOGRAPHIC TREATMENT SAMPLE

This is an example
of a large title.

Followed by a Medium Size Subtitle.

And this is an example of body copy. Id modit et, niment est, solor maiores tianihi llores est, num sa volor re, omnit odion eos untur rem omnitamen.



Industries we serve

Our company's focus is on how best to ship temperature-sensitive materials, regardless of the industry in need. We bring a wealth of knowledge to the category and are willing to work with any company that needs a temperature-sensitive shipping solution. That said, there are two industries that we're focused on the most, and we've developed branding specifically for talking in these very unique fields.

TemperPack Life Sciences

TEMPERPACK LIFE SCIENCES

THE LIFE SCIENCES MARK DENOTES ANY AND ALL THINKING AND PRODUCTS THAT DEAL SPECIFICALLY WITH THE SHIPPING OF MEDICAL-RELATED OBJECTS. OUR FOCUS WHEN TALKING IN THIS VERTICAL IS SAFETY, PRECISION, RELIABILITY, AND PERFORMANCE.

TemperPack Perishables

TEMPERPACK PERISHABLES

THE PERISHABLES MARK IS SPECIFICALLY DESIGNED FOR THE DEVELOPMENT OF MATERIALS USED TO SHIP FOOD PRODUCTS, WHETHER THAT'S MEALKIT DELIVERY, SPECIALTY FOODS, SEAFOOD, OR PREPARED FOODS. OUR FOCUS WHEN TALKING IN THIS VERTICAL IS SUSTAINABILITY, PERFORMANCE, SAFETY, AND OVERALL QUALITY.



Product form factors

Our clients tend to come to us with an idea of what they need, probably because they've seen something similar before. That's why we shy away from branding our form factors and stick with terms people easily comprehend.

1PC

THE ONE PIECE

A FAVORITE AMONG MANY OF OUR CLIENTS, THE ONE PIECE FORM FACTOR MAKES IT EASIER FOR LINE WORKERS TO PACK BOXES.

2PC

THE TWO PIECE

OUR MOST POPULAR FORM FACTOR, THE TWO PIECE SHIPS FLAT WITH AN A AND B PIECE THEN ASSEMBLES IN A BOX IN AN INTERLOCKING FASHION.

BAG

BAG

ANY LINERS THAT ARE DESIGNED TO FIT INSIDE OF A BAG OR ARE A BAG THEMSELVES, THE BAG FORM FACTOR IS IDEAL FOR COURIER-BASED SHIPMENTS.

PAK

PAK

THE PAK FORM FACTOR INCLUDES INSULATED SHIPPING SLEEVES AND BARRIER PRODUCTS DESIGNED TO WORK WITHIN EXISTING PACKOUT FLOWS.

POPBOX

POPBOX

THE POPBOX IS OUR ONE-PIECE DESIGN UTILIZING PAPERLITE, WHICH POPS UP FROM ITS EFFICIENT FOLD FLAT SHIPPING FORM TO SLIDE INTO A BOX FOR PACKING.



Material branding

The unique combination of materials that make up our products allows us to brand them within our product hierarchy. This branding scheme hints at the materials without explicitly stating their individual properties.

Fiber

FIBER

FIBER IS TEMPERPACK'S ORIGINAL ANSWER TO EPS FOAM. IT'S MADE FROM RECYCLED AND RAPIDLY RENEWABLE MATERIALS LIKE JUTE AND COTTON, AND CAN BE COMPOSTABLE IN CERTAIN FORMATS.

paperlite

PAPERLITE

PAPERLITE IS TEMPERPACK'S FIRST FULLY CURBSIDE-RECYCLABLE LINER. IT'S MADE FROM 100% PAPER AND IS DESIGNED FOR SHORTER DURATION AND LIGHTER WEIGHT THERMAL PERFORMANCE.

°ClimaCell

CLIMACELL

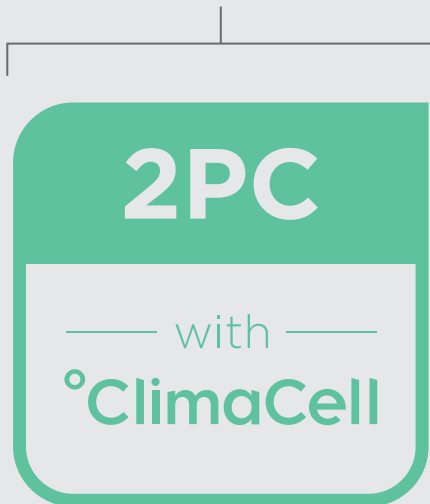
CLIMACELL IS TEMPERPACK'S NEWEST, PATENT-PENDING INSULATION TECHNOLOGY. ITS FULLY CURBSIDE RECYCLABLE, MADE FROM RAPIDLY RENEWABLE MATERIALS AND IT'S POWERFUL THERMAL DESIGN OUTPERFORMS DENIM INSULATION.



How it all works together

Each of our products can be marked with a form factor as well as an insulating material. We've designed a rounded rectangular mark for each product that succinctly encapsulates all of this nomenclature.

THE TOP OF THE MARK INCLUDES THE PRODUCT FORM FACTOR SHORTCODE IN KNOCKOUT TEXT. THE TOP CORNERS ARE ROUNDED (LEFT) AND SHARP (RIGHT), A NOD TO OUR LOGOMARK.

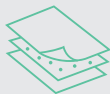


THE BOTTOM PORTION OF THE MARK SLIDES OUT FROM THE FORM FACTOR DESIGN TO INCLUDE THE MAIN INSULATING MATERIAL USED IN THE PRODUCT'S CONSTRUCTION.



Iconography

We've developed a robust Iconography set that works in conjunction with our branding designed to quickly describe certain product attributes. These icons are thin in nature, a reference to our clean aesthetic.



Imagery

We hold ourselves to a higher quality in our products and that's reflected in the imagery we use alongside our product shots. Unlike a vendor who is disinterested in the businesses of their clients, we want our partners to feel good about their consumers looking into their suppliers, and imagery goes a long way to help tell that story.



Product

Looking at pictures of boxes can be mundane. That's why our product shots are always shot and cleaned up to add a cleaner aesthetic, including coloring and shadows for a more realistic looking product.



Subjects

When it comes to lifestyle photography, we source high-quality images. The subject material for these images can range in-home end consumers, to manufacturing facilities and general nature shots.



Portraits

Profile pictures of staff members should be shot in black-and-white, against a facility background. Without compromising individuality, this helps give a sense of unity regardless of department or location.



Our style

Everything in moderation. When in doubt, less is more. We strive for a clean aesthetic because it's representative of the green and clean products we develop for our clients.

We're about bottom-line performance, sustainability, and providing the best service possible for our clients.



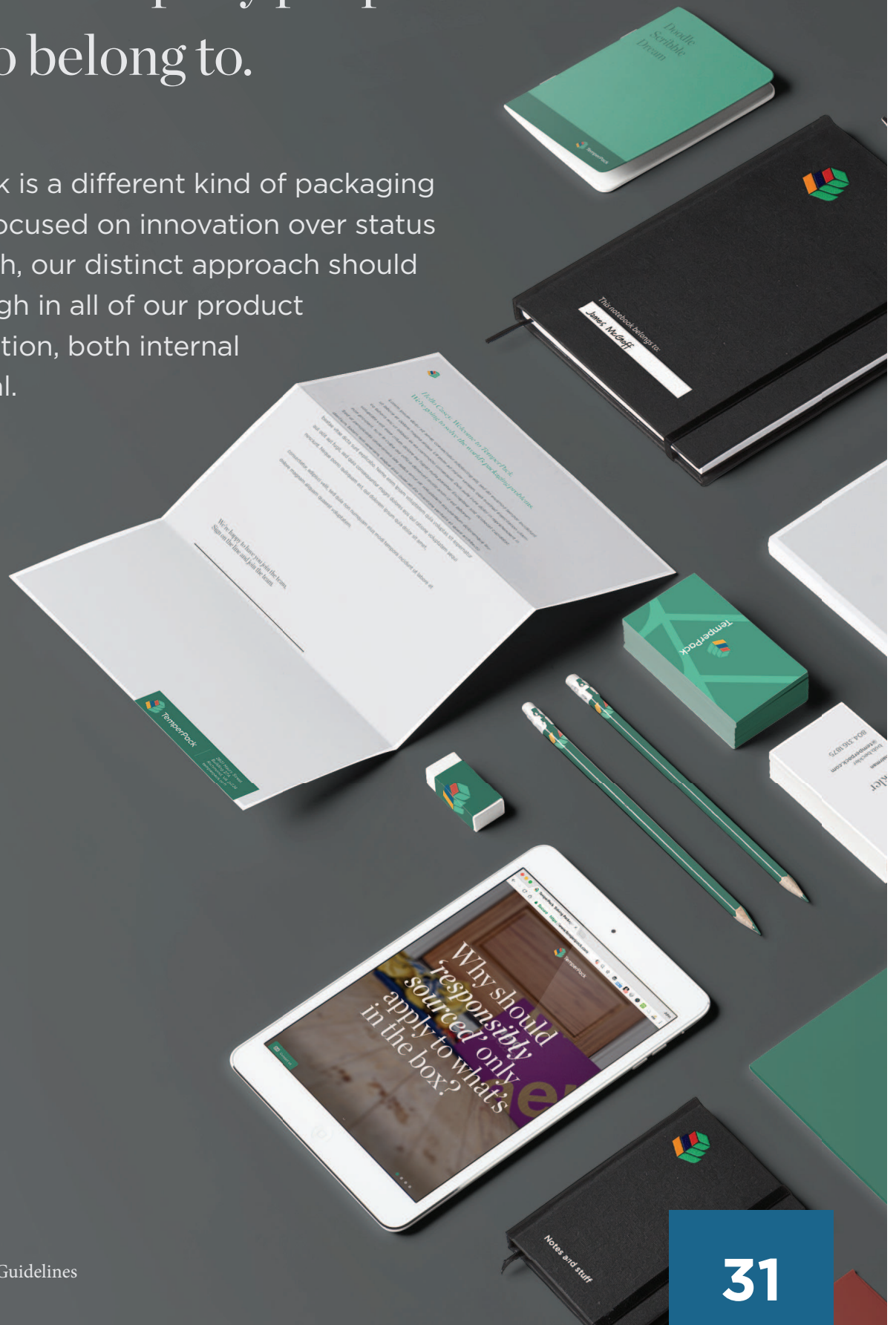
Brand Examples

Using some key examples, this section shows how the personality of our brand can shine through – helping turn traditional formats, like business cards, into something fun and conversational.



Create a company people want to belong to.

TemperPack is a different kind of packaging company, focused on innovation over status quo. As such, our distinct approach should shine through in all of our product communication, both internal and external.



What our business cards say.

Business cards are the first tangible object we give to potential customers and should reflect our design-based thinking. Our cards stand vertical to differentiate from other companies, we display just the information that people need to get in touch, and we reward loyalty by giving employees different color cards based on how long they've been with the company.

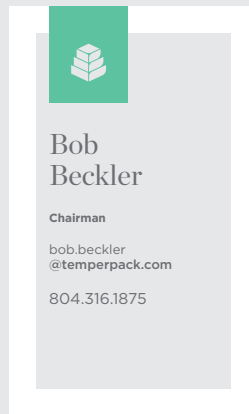


PRINT SPECIFICATIONS
THE BUSINESS CARD IS 3.375" X 2.125"
(85 MM X 55 MM)



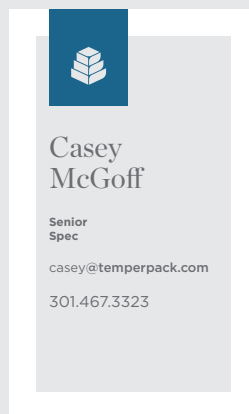
Year 0-1

Any new employee receives TemperPack Green cards until their one-year anniversary.



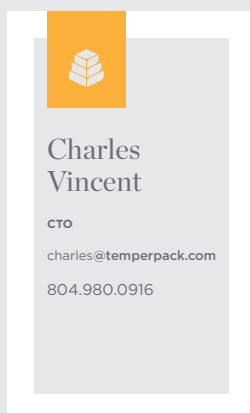
Year 1-2

Upon being at TemperPack for 1 year, we give employees Brilliant Scarlet cards, signifying their experience.



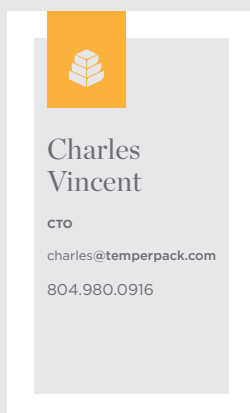
Year 2-3

Working your way down the logomark, at the 2 year mark, cards become Strong Cerulean in color.



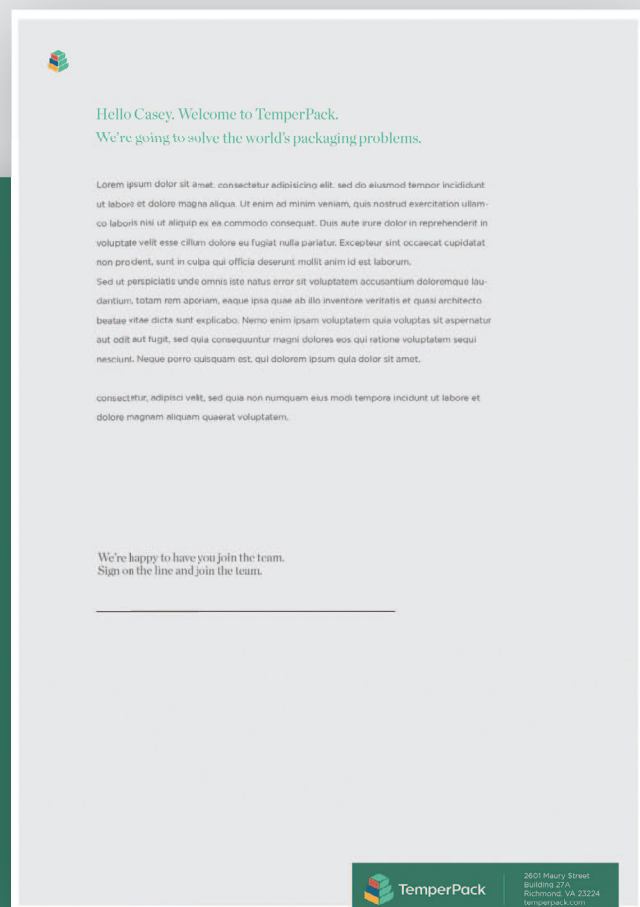
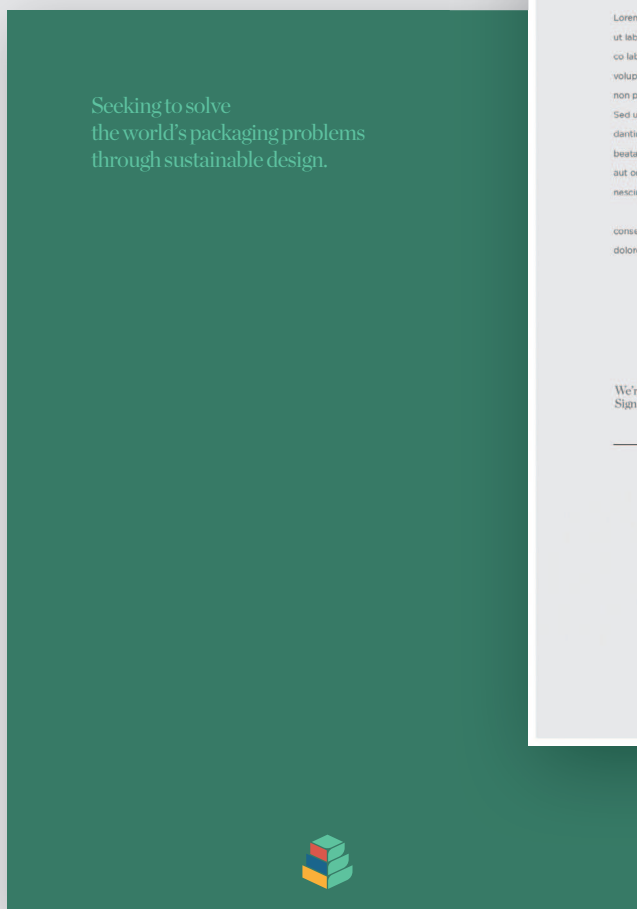
Year 3+

The pinnacle color is Light Brilliant Orange, reserved for those who've worked at TemperPack for 3+ years.



Letterheads

Following suit with everything else we produce, our letterhead is minimal but distinct. It incorporates the white border, broken only by contact information at the bottom.



PRINT SPECIFICATIONS
U.S. LETTERHEAD SIZE: 8.5" X 11"
PRINTED ON 90LB. TEXT WEIGHT / 7.1PT
MOHAWK SUPERFINE STOCK



Envelopes

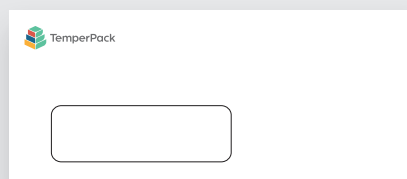
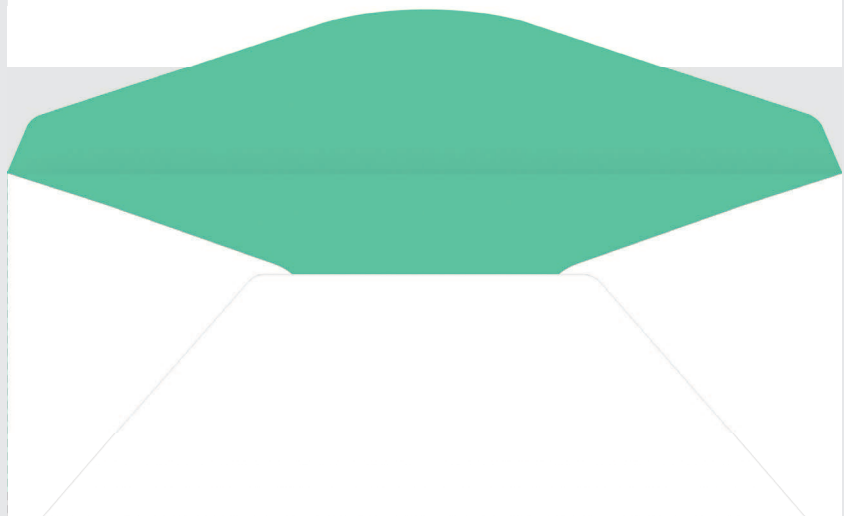
PRINT SPECIFICATIONS
#10 ENVELOPES ARE 9.5 X 4.125 INCHES.
HIGH-QUALITY, 70-LB. MATTE PAPER
STOCK

Envelopes are simple, just displaying our logomark and return address information for ease of use.

REGULAR ENVELOPE #10
FRONT



BACK



WINDOW ENVELOPE



GREEN



BLUE



Presentations


Most of our clients aren't expecting to see a well crafted presentation, since a majority of our competitors have no sense of design. But that doesn't mean we fall in line like everyone else. Our presentations look as great as our products.



Content slides

Our basic slide layout is as follows. Clean white border, 10% grey background, headline in Chronicle Display, copy in Gotham, logomark in the corner.

ALL OF OUR PRESENTATION SLIDES FEATURE A WHITE BORDER BROKEN BY A GREEN BOX FOR PAGE NUMBER.



4


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All Rights Reserved.


Helping Companies Ship Responsibly.

At TemperPack, we've found a niche in developing thermal packaging solutions for clients shipping perishable goods. We focus on understanding the logistical headaches and consumer pain points of delivering and receiving perishable goods.

We combine our expertise in Packaging Design, Material Science, and Custom Manufacturing to build products that perform as well as or better than conventional shipping insulation but are more environmentally friendly.

We seek to solve the world's packaging problems through sustainable design.



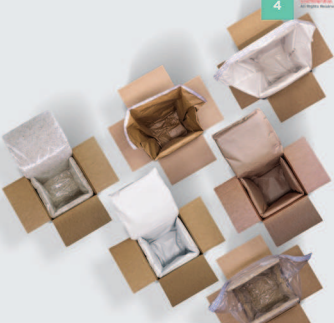



4

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Our Products

We've developed a handful of products in a variety of form factors, all of which fold flat during transit to increase shipping efficiency. We design, thermally validate, and manufacture our products in-house for most of the top 50 largest direct-to-consumer perishable shipping companies in the US.






18

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Algorithmic Recommendations

As we optimize our product offering, the future of environmental responsibility at TemperPack will be in developing tools that help clients use only the insulation they need for a given delivery, no more and no less.

We can bring our thermal performance testing experience to the table the build tools that take into account distribution facility locations, seasonal temperature trends, and insulation performance to provide our clients with the perfect product to suit their particular shipping need. We call this Heat Mapping and we think it'll help divert millions of unnecessary tons from landfills every year.



CHOOSE YOUR WORDS PRECISELY. THE FEWER THE WORDS ON THAT PAGE THE EASIER TO COMPREHEND.

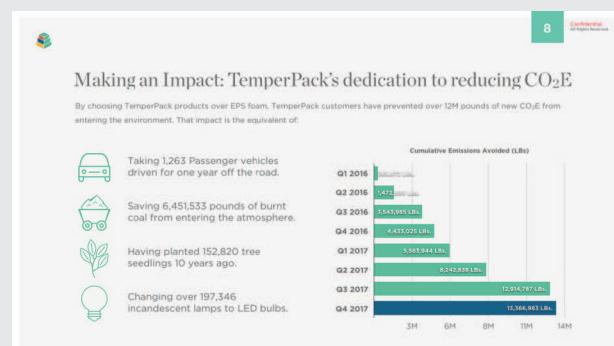
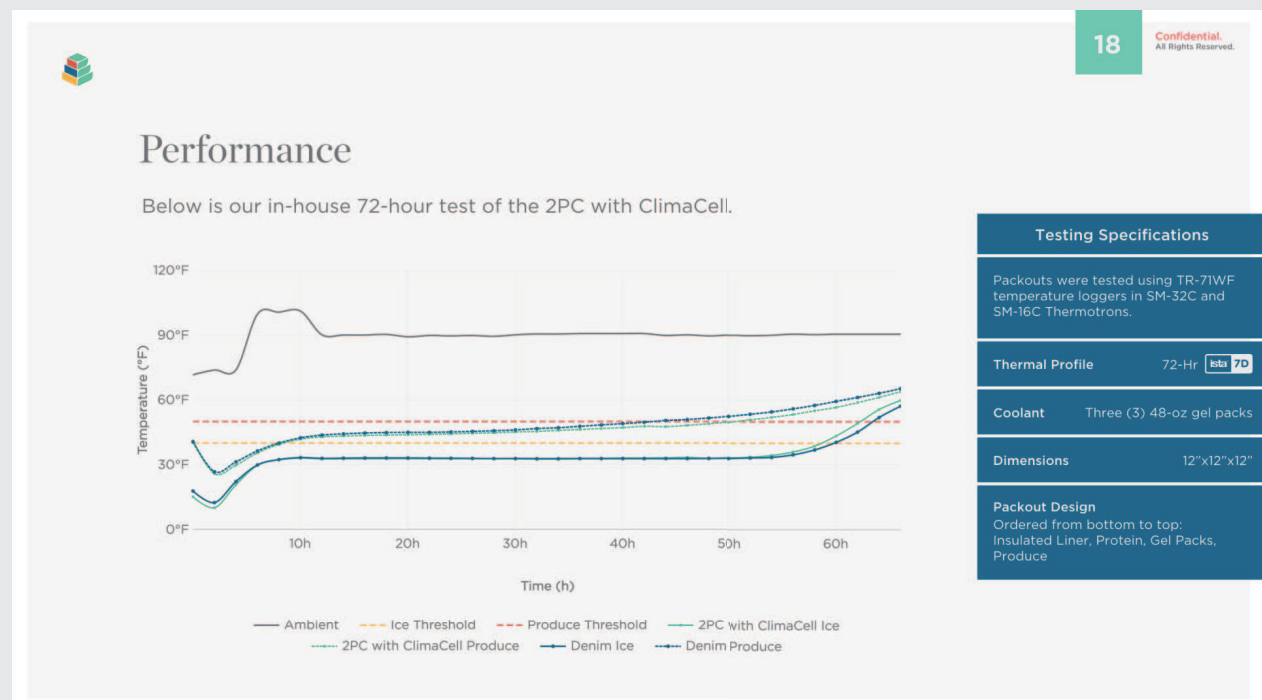
IMAGERY CAN BE INCORPORATED BUT SHOULD NEVER BREAK THE OUTER BORDER.



Technical slides

Slides that incorporate data sets should be easy to understand upon immediate glance. Don't crowd a slide. If you can't get all of the information on one, use two.

GRAPHS SHOULD ALWAYS USE BRAND COLORS, AND THE PRIMARY PRODUCT LINE SHOULD BE TEMPERPACK GREEN.



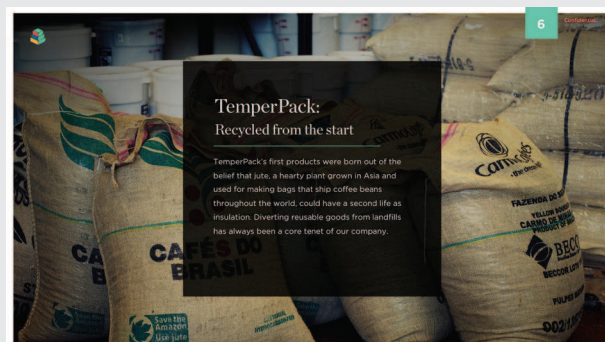
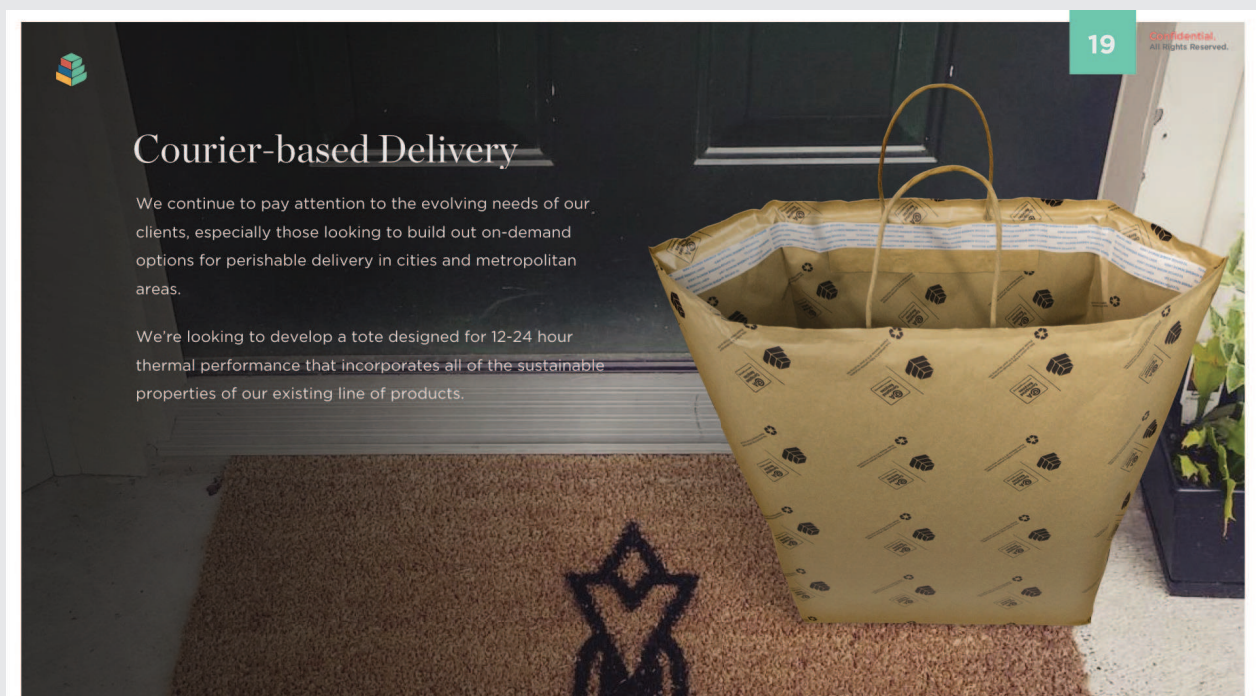
FEEL FREE TO USE ICONGRAPHY TO CALLOUT IMPORTANT FIGURES.



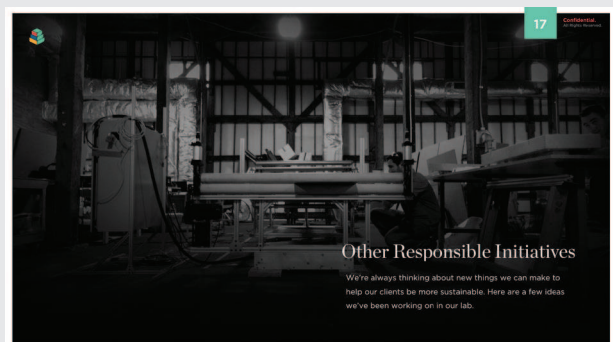
Image backgrounds

Images can tell a great story even moreso than copy, but only if executed properly. Image background slides should bleed to the border and allow for text on top.

IMAGES SHOULD HAVE ENOUGH NEGATIVE SPACE FOR DESCRIPTION TEXT ON THEM.



IF AN IMAGE IS TOO HARD TO WRITE OVER, ADD A TRANSPARENT BLACK BOX FOR THE TEXT.



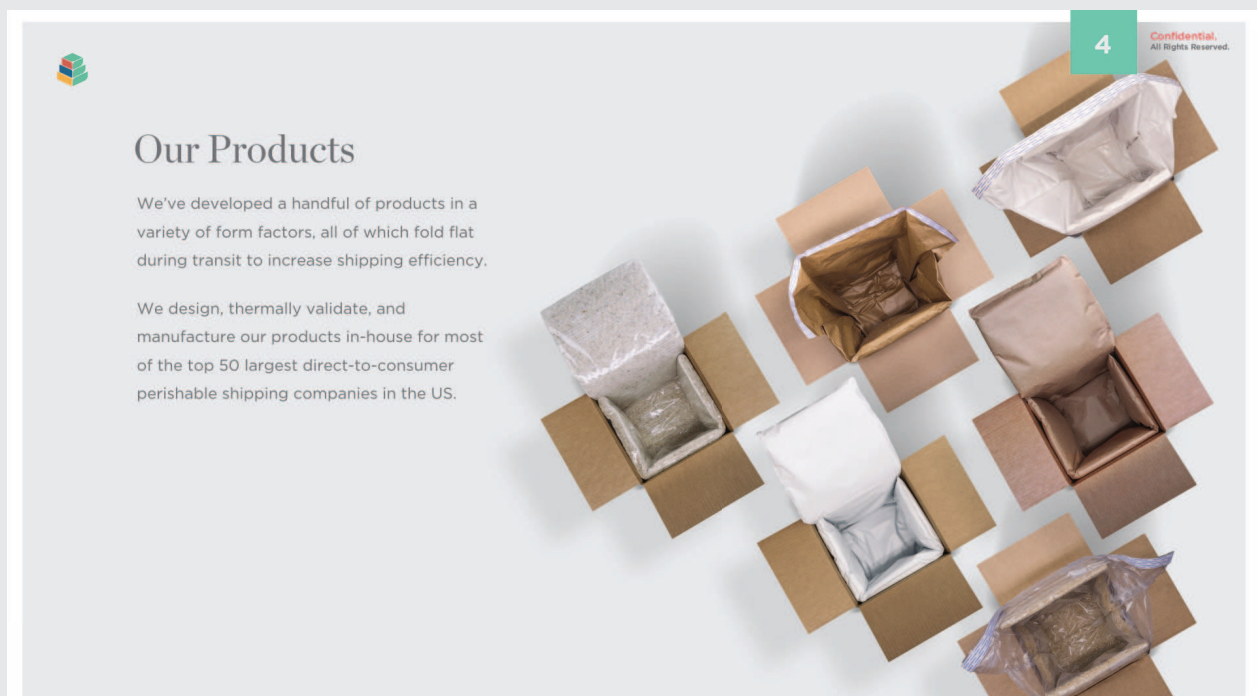
FEEL FREE TO MOVE THE COPY LOCATION TO SUIT THE IMAGE LAYOUT.



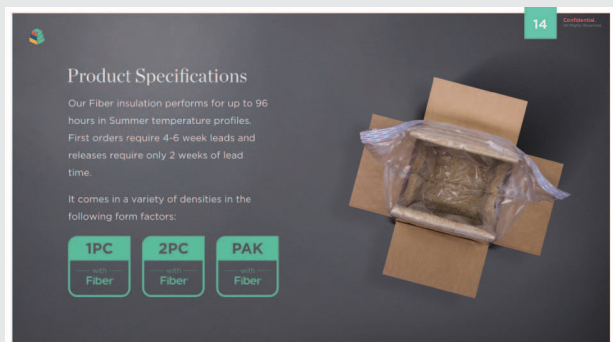
Product slides

Always use the retouched versions of our product shots for product slides. We want clients to see the quality in our products and iPhone pictures don't always convey that.

PRODUCT SHOTS CAN BE PNG FILES ON THE TEMPLATES
GREY BACKGROUND, BUT SHOULDN'T BREAK THE BORDER.



PRODUCT SHOTS CAN ALSO BE JPG FILES ON THE
CONCRETE BACKGROUND.



USE PRODUCT ICONOGRAPHY TO CREATE
VISUAL INTEREST BEYOND JUST TEXT.





Product sheets

Product sheets boil down everything you need to know about a product in a single page. They cover product lines, material technologies, and general TemperPack information.


Seeking to solve the world's packaging problems through sustainable design.









1PC
 with
Fiber



Ships Flat.
When shipping, storing, and disposing, this design will fold flat to minimize space and improve handling. This decreases shipping costs and lowers warehousing space.





Recycled Content.
We think materials can live a second life. That's why this product contains up to 100% recycled content, meaning you aren't adding any new material to the waste stream.

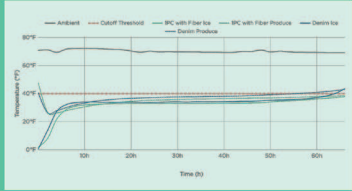


Waterproof.
This unique design includes a 100% waterproof chamber that ensures the box exterior remains perfectly dry when the job requires high condensation materials.

Our One-Piece with Fiber is our most popular line and design of products. It insulates great, and it's single piece design easily integrates into packing operations.

The One-Piece features a double-gusset design that simplifies box assembly. It is available in a number of encapsulations including kraft paper and plastic.



Testing Conditions: 72-hour duration test using 17"x13"x12" box dimensions with Denim and One-Piece with Fiber, each loaded with 12LBS of ice.

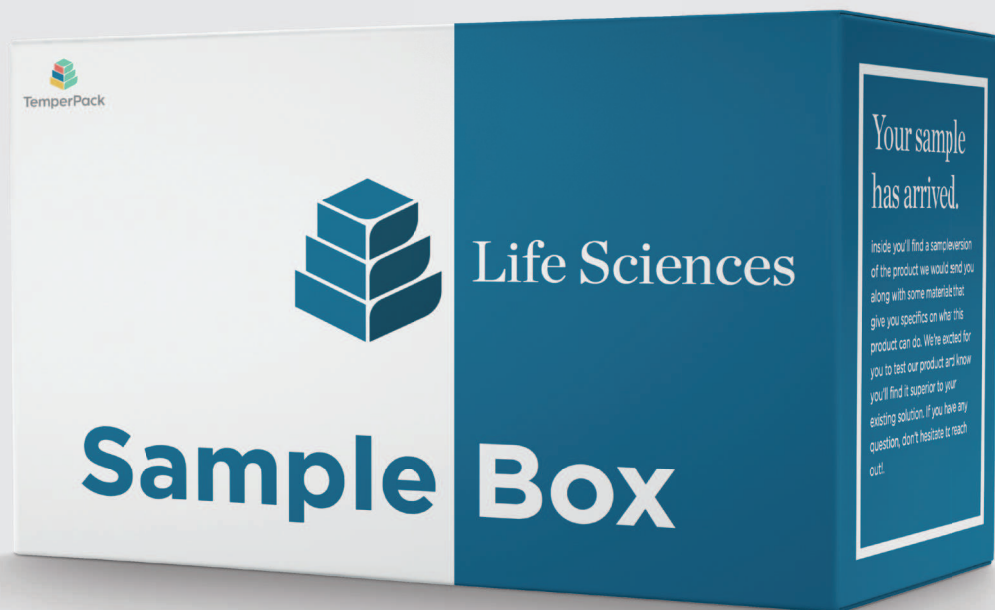
Get in Touch For more information email sales@temperpack.com and a representative from TemperPack will reach out. You can also learn more by visiting temperpack.com.

PRINT SPECIFICATIONS
U.S. LETTERHEAD SIZE: 8.5" X 11"
PRINTED ON 90LB. TEXT WEIGHT /
7.1PT MOHAWK SUPERFINE STOCK



Sample boxes

When you receive a mealkit in the mail you immediately want to open it. The sample boxes we send to potential clients should be no different. We ship samples of our products in branded outer boxes and include all the pertinent marketing materials that relate to the sample in the box.



Samples

Here are a few examples of how
all of this all looks in the wild.





TemperPack

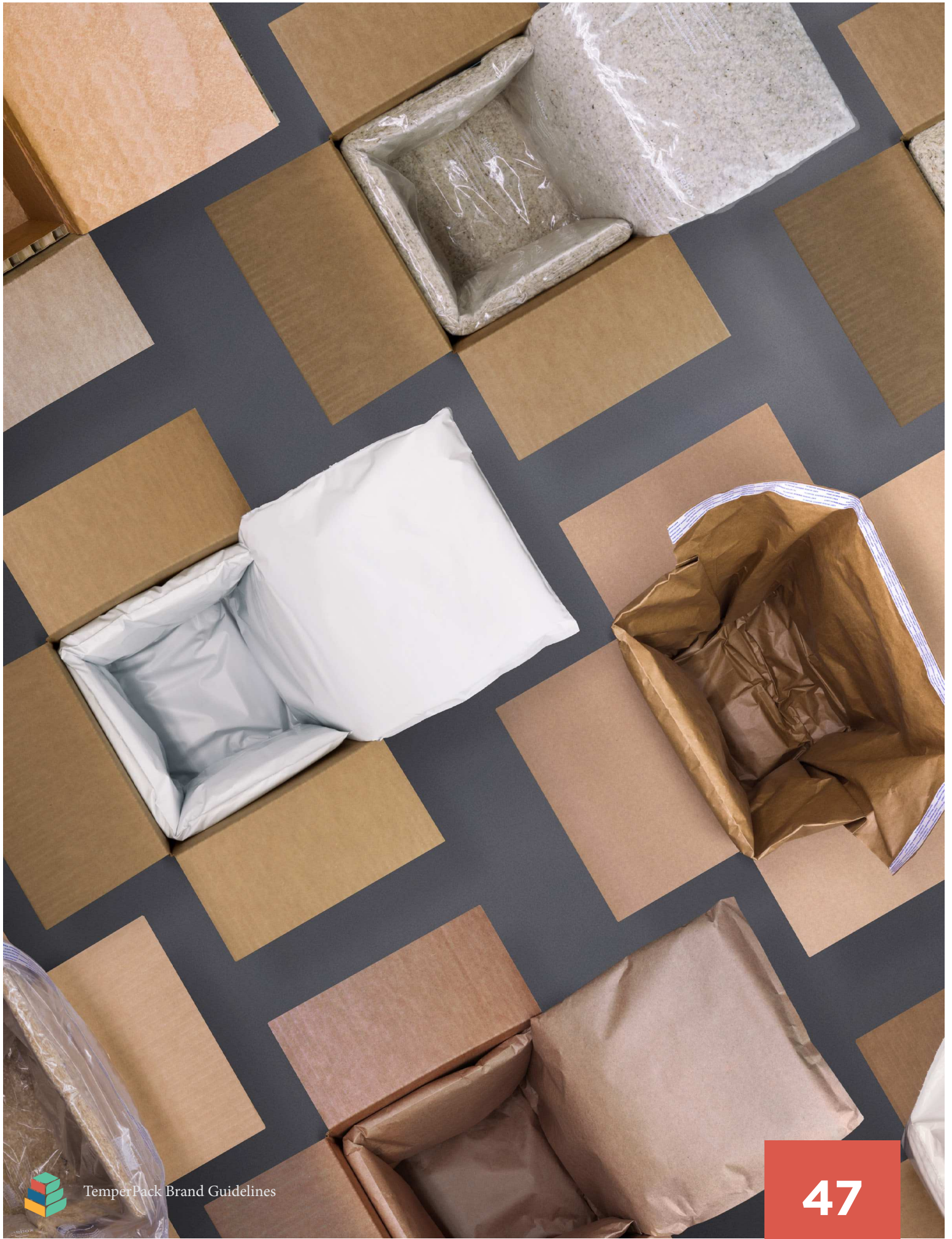




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Brand & Style Guidelines
version 1.1