



PerformancePlastics.org

Brand Guidelines

Performance Plastics aims to educate the public, engineers, students and industry professionals about the superior performance, durability and sustainability of engineered plastics.

We aim to clearly separate high-value performance plastics from single-use plastics, showcase their significant environmental benefits through lightweighting, longevity and resource efficiency and inspire the next generation to pursue rewarding careers in the performance plastics industry.

#0069AA

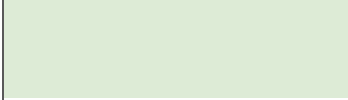
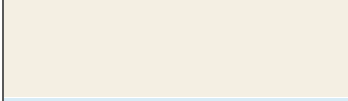
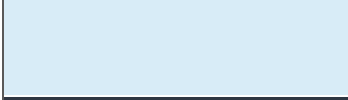
#61A344

#245C3B

VISUAL IDENTITY

Color Palette

Use Primary Blue and Performance Green as the most recognizable brand anchors.

Swatch	Color	Hex / RGB
	Primary Blue	#0069AA RGB 0, 105, 170
	Performance Green	#61A344 RGB 97, 163, 68
	Deep Forest Green	#245C3B RGB 36, 92, 59
	Soft Sage	#DDEBD6 RGB 221, 235, 214
	Warm Sand	#F4EFE3 RGB 244, 239, 227
	Clean Sky Blue	#D8ECF7 RGB 216, 236, 247
	Charcoal	#2F3743 RGB 47, 55, 67
	White	#FFFFFF RGB 255, 255, 255

TYPOGRAPHY

Montserrat Font Family

Use	Weight
Titles	Montserrat ExtraBold / Bold
Sub Titles	Bold
Section Titles	SemiBold
Body Copy	Regular