TWO BRANDS. ONE FAMILY.

Visual identity toolkit | 25 October 2026



PM BIOMATERIALS



PLASTIC MOVE

Source: supplied PNG artworks. Core marks preserved; derivative assets supplied.

01 / Renk sistemi

Birbirini tamamlayan iki ana zemin, tek ortak vurgu rengi.

NAVY #03294D

GREEN #003B24

CREAM #FFF2DC

ORANGE #FF951C

WHITE #FFFFFF

BLACK #000000

Not: HEX renkler mevcut görsellerden yaklasik olarak standardize edilmistir.

02 / Dogru logo secimi

Dark backgrounds: cream + orange. Light backgrounds: navy + orange.



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PLASTIC MOVE

IMPORTANT

Keep proportions; do not retype or recolor the wordmark arbitrarily.

Avoid stretching, effects, glow, busy photographs, or low contrast.

Use one-color logos only when full-color reproduction is not possible.

03 / Dosya formatlari

PNG / transparent	Social media, decks, web, video overlays
PNG / background	Quick-use posts, cover art, dark and light backgrounds
SVG / vector trace	Responsive web, Illustrator, Figma and high-resolution graphics
PDF / vector trace	Printers, signmaking and document layout
ICO / PNG 64	Favicons and app/site icons
Original PNG	Unmodified reference artwork

Vector deliverables are auto-traced from PNG, not original editable design files.

04 / Kullanim kurallari

01 Clear space: leave at least 10% of the mark width around the logo.

02 Choose native aspect ratio. Never squish or stretch.

03 Contrast matters: use cream on navy/green and navy on white/cream.

04 Orange bread is a shared visual family signifier.

05 Use PM Biomaterials for core materials/technology communications.

06 Use Plastic Move for product applications and consumer-facing material.

07 Small use: choose the square social assets or favicon symbol.

08 Final offset print: proof colors and request original vector artwork if possible.

Brand kit contains SVG, PDF, transparent PNG, icon and social media variations.