

Cereplast Identity Program Guidelines

STYLEGUIDE

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Introduction

The Cereplast graphic identity system is designed to unify the company's publications and products, emphasize the company's message and strengthen the company's growing national and international reputation. Cereplast publications and products should reflect that reputation. Through use of specific graphic elements, crisp fonts and fresh colors, this system establishes a contemporary 'look and feel' for Cereplast.

The thoughtful, consistent use of these elements will facilitate greater recognition of the Cereplast brand. These elements are introduced and explained in this document. Please contact Nicole Cardi, vice president of marketing & communications, at (310) 615-1900 x154 or ncardi@cereplast.com with any questions.

Using the Cereplast name

The correct name of the company is Cereplast, Inc. The trademark name of the company is Cereplast. In all written references to the company use Cereplast, Inc. or Cereplast. Pay special attention to capitalization, punctuation and the inclusion of the registered trademark symbol where applicable.

USE

Cereplast, Inc.
Cereplast

DO NOT USE

Cereplast INC
Cereplast Inc
Cereplast, Inc
Cereplast, INC

Using the Cereplast trading symbol

Cereplast, Inc. is a public company trading on the NASDAQ Capital Market under the trading symbol CERP.

USE

CERP

DO NOT USE

Cerp
Cerp.
CERP.
cerp

Talking about bioplastics

Written material should refer to the company's products as bioplastic, bioplastics, bioplastic resins or bioplastic material.

USE

bioplastic
bioplastics
bioplastic resins
bioplastic material

DO NOT USE

bioplastics resins
bioplastics material

Talking about Cereplast products

Cereplast bioplastic resins fall into two categories: Cereplast Compostables® resins and Cereplast Sustainables® resins. Pay special attention to capitalization and the inclusion of the registered trademark or trademark symbols where applicable. Always use Cereplast trademarks as adjectives followed with generic term. A trademark is a proper adjective and should not be used as a noun or verb. Every Cereplast trademark, or third party trademark, should be followed by the common descriptive name (noun) of the product. As a minimum requirement, use the generic term after the trademark at least the first time the trademark appears in a piece of written communication.

USE

Cereplast Compostables® resins
Cereplast Sustainables® resins

DO NOT USE

Cereplast Compostables
Cereplast Compostables™
Cereplast® Compostables®
Cereplast compostables
cereplast compostables
Cereplast Sustainables
Cereplast Sustainables®
Cereplast® Sustainables®
Cereplast sustainables
cereplast sustainables

Graphic Identity Components

The Cereplast identity system consists of specific logos, colors and fonts. Never recreate any of these elements. The graphic elements used in this system should be requested from Nicole Cardi, Cereplast, Inc.'s vice president of marketing & communications.

THE LOGO

The logo consists of the word "Cereplast" in a bold, sans-serif font. The letters are filled with a vertical gradient of green, transitioning from a lighter shade at the top to a darker shade at the bottom.

The primary identifying component of the Cereplast identity system is the Cereplast logo. This logo is a mandatory element of all communications.

TYPOGRAPHY

The company's identity system includes one official typeface: Arial. Arial is the recommended typeface for all Cereplast publications and products. Arial is a sans-serif typeface that comes bundled with both PC and Mac operating systems.

Arial

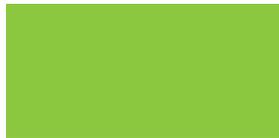
Arial Italic

Arial Bold

Arial Bold Italic

COLOR

The company's identity system includes one official color gradient and three official colors.



Gradient Green 1
USE ONLY IN GRADIENT
 PANTONE 376C
 50C 0M 100Y 0K
 141R 198G 63B
 #8DC63F



Gradient Green 2
USE ONLY IN GRADIENT
 Pantone 356C
 95C 0M 100Y 27K
 0R 133G 63B
 #00853F



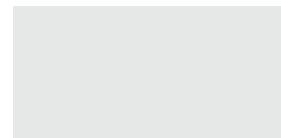
Gradient
 Color 1: Gradient Green 1
 Color 2: Gradient Green 2
 Angle: 90°
 Location: 60%



Solid Green
 PANTONE 362C
 70C 0M 100Y 9K
 73R 169G 66B
 #49A942



Solid Light Black
 PANTONE BLACK 7
 0C 0M 0Y 88K
 70R 69G 71B
 #464547



Solid Light Gray
 PANTONE COOL GRAY 2C
 0C 0M 0Y 10K
 230R 231G 232B
 #E6E7E8

Guidelines for Use

The Cereplast identity system will help unify our publications and products. When creating any publication or product please follow the guidelines on the following pages to ensure consistent leverage of the Cereplast identity system components across all media.

CONTACT US

For help or guidance on any project, please contact Nicole Cardi, vice president of marketing & communications, at (310) 615-1900 x154 or ncardi@cereplast.com.

SIZING REQUIREMENTS

The minimum size guideline has been established to protect the Cereplast logo's detail and legibility. For print, never reduce the logo smaller than .1875" high as shown below.

For on-screen usage, such as Web sites and PowerPoint, care must be taken to ensure that the logo does not become bitmapped and/or blurry and never reduce the logo to less than .1875".

NOTE: We are no longer using the registered trademark symbol with our wordmark as shown below. Only use the updated version of the logo without the ® mark.

**Minimum print and
on-screen size required**

.1875" [Cereplast®

Negative space required

The minimum amount of negative space (area devoid of graphic elements) is determined by the x-height of the letter 'C' in 'Cereplast'. Adding more negative space is optional.



Accepted color variations / reverses

Gradient Logo (PMS 376C / PMS 356C)

- 1. 'Cereplast' and '®' in 100% gradient created from PMS 376C and PMS 356C
**only used on white background*

Green (PMS 362C) Logo

- 2. Logo on white
- 3. Logo on 100% PMS Cool Gray 2C

Light Black

(PMS BLACK 7) Logo

- 4. Logo on white
- 5. Logo on 100% PMS Cool Gray 2C

Reverse Logo

- 6. Logo on 100% gradient created from PMS 376C and PMS 356C
- 7. Logo on 100% PMS 362C
- 8. Logo on 100% PMS Black 7C

ACCEPTED COLOR VARIATIONS FOR GRADIENT (PMS 376C / PMS 356C) LOGO

1*



ACCEPTED COLOR VARIATIONS FOR GREEN (PMS 362C) LOGO

2



3



ACCEPTED COLOR VARIATIONS FOR LIGHT BLACK (PMS BLACK 7) LOGO

4



5



ACCEPTED COLOR VARIATIONS FOR LOGO IN REVERSE

6



7



8



DO NOT USE

Unacceptable color variations

Gradient Logo

(PMS 376C / PMS 356C)

1. Logo on 100% PMS Cool Gray 2C
2. Logo on 100% PMS Black 7C
3. Logo on 100% PMS 362C
**only used on white background*

Green (PMS 362C) Logo

4. Logo on 100% PMS Black 7C

Light Black

(PMS BLACK 7) Logo

5. Logo on 100% gradient created from PMS 376C and PMS 356C
6. Logo on 100% PMS 362C

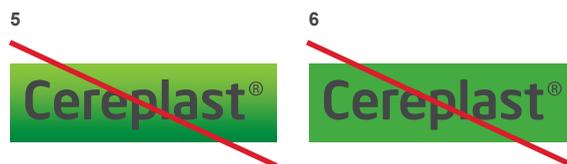
DO NOT USE UNACCEPTABLE COLOR VARIATIONS FOR GRADIENT (PMS 376C / PMS 356C) LOGO



DO NOT USE UNACCEPTABLE COLOR VARIATIONS FOR GREEN (PMS 362C) LOGO



DO NOT USE UNACCEPTABLE COLOR VARIATIONS FOR LIGHT BLACK (PMS BLACK 7) LOGO



The Cereplast Seal

With the proper licensing agreement, the Cereplast seal may be used to identify products that are made from Cereplast bioplastic resins.



SIZING REQUIREMENTS

The minimum size guideline has been established to protect the Cereplast seal's detail and legibility. For print, never reduce the logo smaller than .4152" high as shown below.

For on-screen usage, such as Web sites and PowerPoint, care must be taken to ensure that the seal does not become bitmapped and/or blurry and never reduce the logo to less than .4152".

Minimum print and on-screen size required**Negative space required**

The minimum amount of negative space (area devoid of graphic elements) is determined by the x-height of the letter 'C' in 'Cereplast'. Adding more negative space is optional.



Accepted color variations / reverses

Green (PMS 362C) Seal

- 1. Logo on white
- 2. Logo on 100% PMS Cool Gray 2C

Light Black (PMS BLACK 7) Logo

- 3. Logo on white
- 4. Logo on 100% PMS Cool Gray 2C

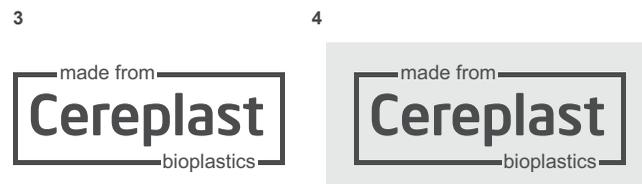
Reverse Logo

- 5. Logo on 100% PMS 362C
- 8. Logo on 100% PMS Black 7C

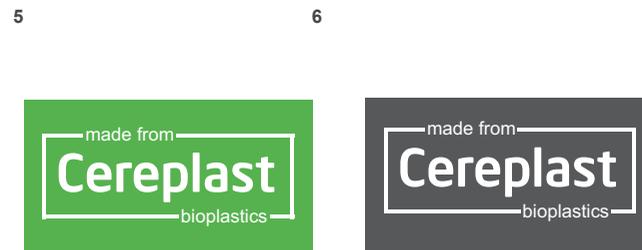
ACCEPTED COLOR VARIATIONS FOR GREEN (PMS 362C) SEAL



ACCEPTED COLOR VARIATIONS FOR LIGHT BLACK (PMS BLACK 7) LOGO



ACCEPTED COLOR VARIATIONS FOR LOGO IN REVERSE



DO NOT USE

Unacceptable color variations

Gradient Logo (PMS 376C / PMS 356C)

- 1. Logo on 100% PMS Cool Gray 2C
- 2. Logo on 100% PMS Black 7C
- 3. Logo on 100% PMS 362C
- *only used on white background**

Green (PMS 362C) Logo

- 4. Logo on 100% PMS Black 7C

Light Black

(PMS BLACK 7) Logo

- 5. Logo on 100% gradient created from PMS 376C and PMS 356C
- 6. Logo on 100% PMS 362C

DO NOT USE UNACCEPTABLE COLOR VARIATIONS - SEE PAGE 9 FOR EXAMPLES

Resources

At the outset of your project, please contact the Cereplast Department of Marketing & Communications for approvals before utilizing Cereplast assets.

The Department of Marketing & Communications also maintains a photo library of current and historical Cereplast photos and may have text from other publications, news stories or reports available for your use.

Cereplast Department of Marketing & Communications

Nicole Cardi, Vice President

(310) 615-1900 x154

ncardi@cereplast.com