



Smart
Engineering.
Innovation Beyond
Automation.

Brand Guidelines 2025

BRAND GUIDELINES

01

3P innovation Ltd.



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03

Smart
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“ Smart Engineering.
Innovation Beyond Automation.”

Corporate slogan



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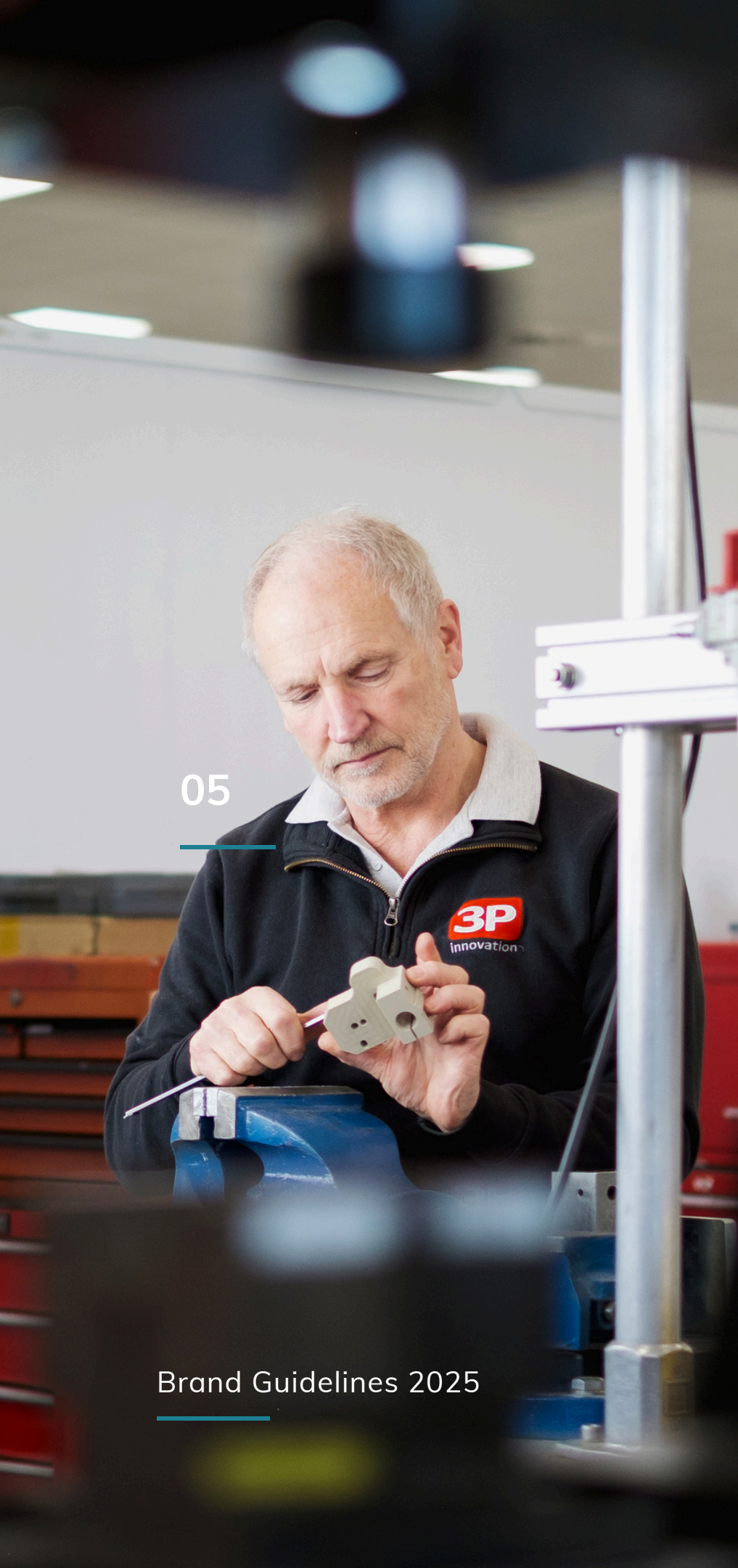
COMPANY HISTORY

HOW WE STARTED

3P innovation was founded in 2006 by a team of engineers driven by a shared passion for high-performance machinery and innovation

Since then, we have experienced rapid growth, expanding our team to include a diverse group of professional engineers with a combined engineering experience of over 1,000 years.

Our traditional area of business - seeks to work collaboratively with customers in developing unique processes across pharmaceuticals, medical device, FMCG and confectionery industries.



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COMPANY VALUES

Our **purpose** is to transform lives through innovative automation.

Our **vision** is to be a world leading innovator of automation equipment which brings life changing products to market.

Our **mission** is to provide high quality innovative automation equipment, built through collaboration and delivered with integrity.

Our **values** are innovation, collaboration and integrity.

INNOVATION

Experimentation
Adaptability
Problem solving

COLLABORATION

Learning and sharing
Support and teamwork
Clear and open communication

INTEGRITY

Trust and accountability
Respect for others
Dependability and openness



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BRAND COLOURS

3P red

C:7 M:100 Y:100 K:1
#eb0000
Red: 235
Green: 0
Blue: 0

pharma equip. teal

C: M:, K: Y:

Red:
Green:
Blue:

dark teal

C:90 M:54 Y:51 K:31
#125156
Red: 18
Green: 81
Blue: 86

custom auto. blue

C:82 M:49 Y:0 K:52
#163e7a
Red: 22
Green: 62
Blue: 122

light grey

C:0 M:0 Y:0 K:6
#efefef
Red: 239
Green: 239
Blue: 239

mute teal

C:21 M:6 Y:0 K:35
#819ba4
Red: 129
Green: 155
Blue: 164

mid grey

C:0 M:0 Y:0 K:50
#808080
Red: 128
Green: 128
Blue: 128

customer care grey

C:0 M:0 Y:0 K:64
#5b5b5b
Red: 91
Green: 91
Blue: 91

PRIMARY LOGO



Primary Logo

Use for all internal and external documents as well as marketing collateral.



Engraving Logo

Use for engraving on machines.



Secondary Logo

To be used if multi-colour printing is unavailable or if the logo is set on a dark back ground/image.



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LOGO ELEMENTS



3P Red

C:7 M:100 Y:100 K:1

Grey 'innovation' text

Font = Calibri Bold

Colour = Black 50%





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PROPER LOGO USAGE

Do

- Apply only one logo per visual surface (e.g. page of brochure, PPT slide etc.).
- Present the logo in a white exclusion zone - equal to the height of the inside of the 'P'. See the diagram.



Don't

- Stretch the shape, detach the text or change the colours.



SUB-BRAND LOGOS



#1d7f90



#303B6B



#585757



All-white versions

To be used if multi-colour printing is unavailable or if the logo is set on a dark back ground/image.

Pharma equipment Our equipment portfolio - 'Discover Range', the 'Explore Range' or the 'Evolve Range'.

Custom automation is our traditional area of business, in which we work to deliver custom product and process developments.

Customer care is a post-sale service we provide.



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PHARMA EQUIPMENT



SLOGAN

Leading technologies to accelerate your route to market.

COLOUR

C:79 M:12, K:0, Y:43

#1d7f90

DIVISIONS

DISCOVER | EXPLORE | EVOLVE

Discover Range: Isolator-ready, benchtop fill-finish units, designed to support your early-stage drug development.

Explore Range: Pilot-scale equipment designed to support the development of new drug products, from clinical stages through to market approval.

Evolve Range: Production equipment, designed to accelerate drug commercialisation.



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CUSTOM AUTOMATION



SLOGAN

Custom Automation – From Concept to Creation, Together.

COLOUR

C: 93 M:83 Y:31 K:18

#303B6B

DIVISIONS

PRODUCT | PROCCESS | PRODUCTION

Product: Our vast product range covers numerous industries from pharmaceutical to household goods

Proccess: Our guiding principle is “Process is King.” This philosophy drives everything we do, setting us apart in the industry.

Production: As a specialist engineering and product development company, we develop and commercialise new products through the design and manufacture of scalable production equipment.



CUSTOMER CARE



SLOGAN

Your Lifelong Equipment Support Team

COLOUR

C: 63 M:56 Y:55 K:30

#585757

Our dedicated Customer Care team offers a comprehensive range of support services.

Installation is just the start of your journey. Long-term reliability and robust machine performance are essential in maintaining the required output and quality of your product.

ICON USAGE

Application icons



Social media icons



Awards icons





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BRAND TYPOGRAPHY

Muli

www.fontsquirrel.com/fonts/muli
www.fonts.adobe.com/fonts/muli

Ad

Muli ExtraLight

Muli Regular

Muli Bold

Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0



BRAND TYPOGRAPHY

Primary heading

PRODUCT USP (ASEPTIC / COMPACT)

Body text, used in longer paragraphs

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Upgrade your Aseptic Liquid Filling

Our technology is ideally sized to be used in e fill weight verification together with full 21CFR

Part of our **Discover range**, our liquid filling te compact system available on the market, with

Light teal text is used for H1 headers



VERSATILE

Adjustable process parameters to suit vials, cartridges, and custom containers.

ASEPTIC

Adhering to first air principles, with GMP compliance and 21 CFR Part 11 compatibility.

Grey, regular CAPS text is used for H2 headers, extra light text is used in the body.



Filling and stoppering of vials, cartridges, syringes and custom containers

Fill up to **360** containers/hour

White text overlays images or dark backdrops.



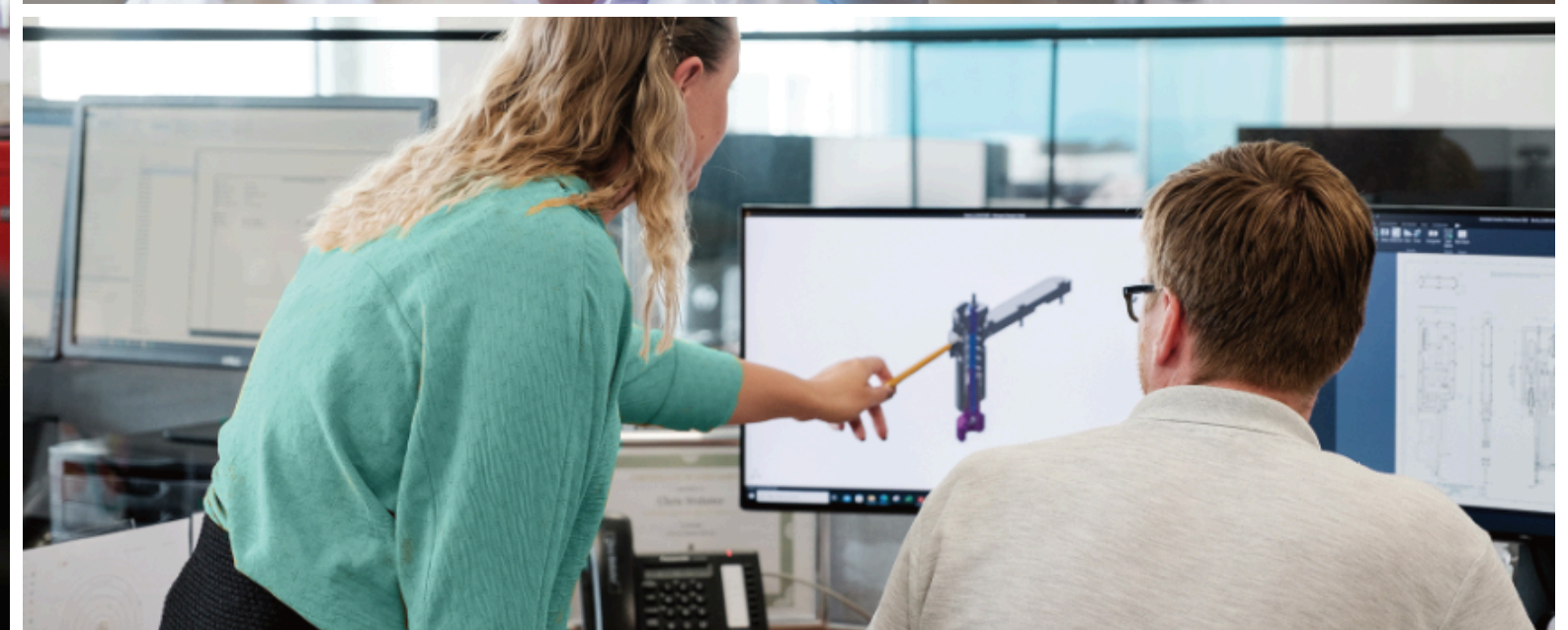
IMAGERY

Clean - minimal - aseptic - artistic.

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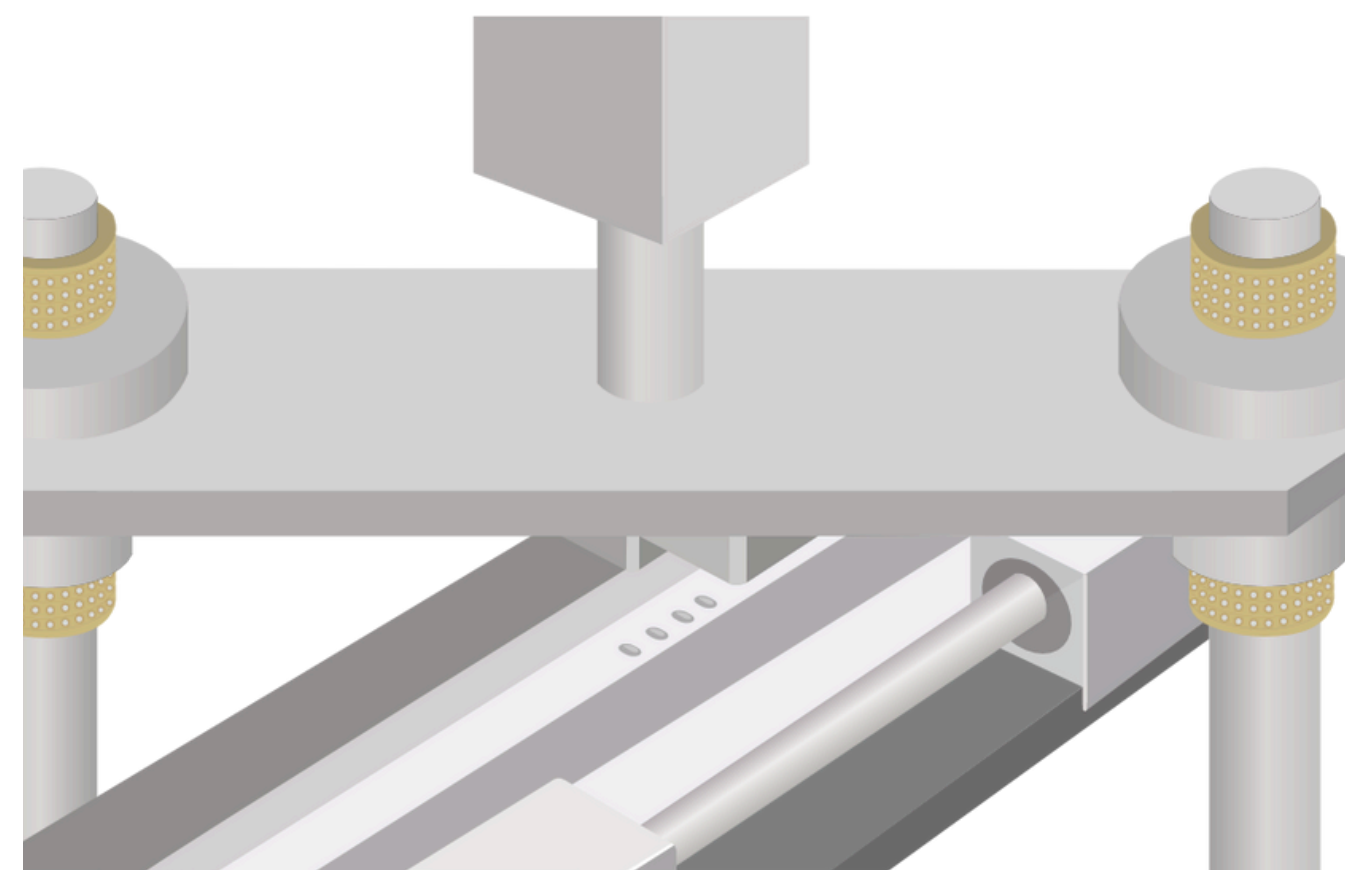
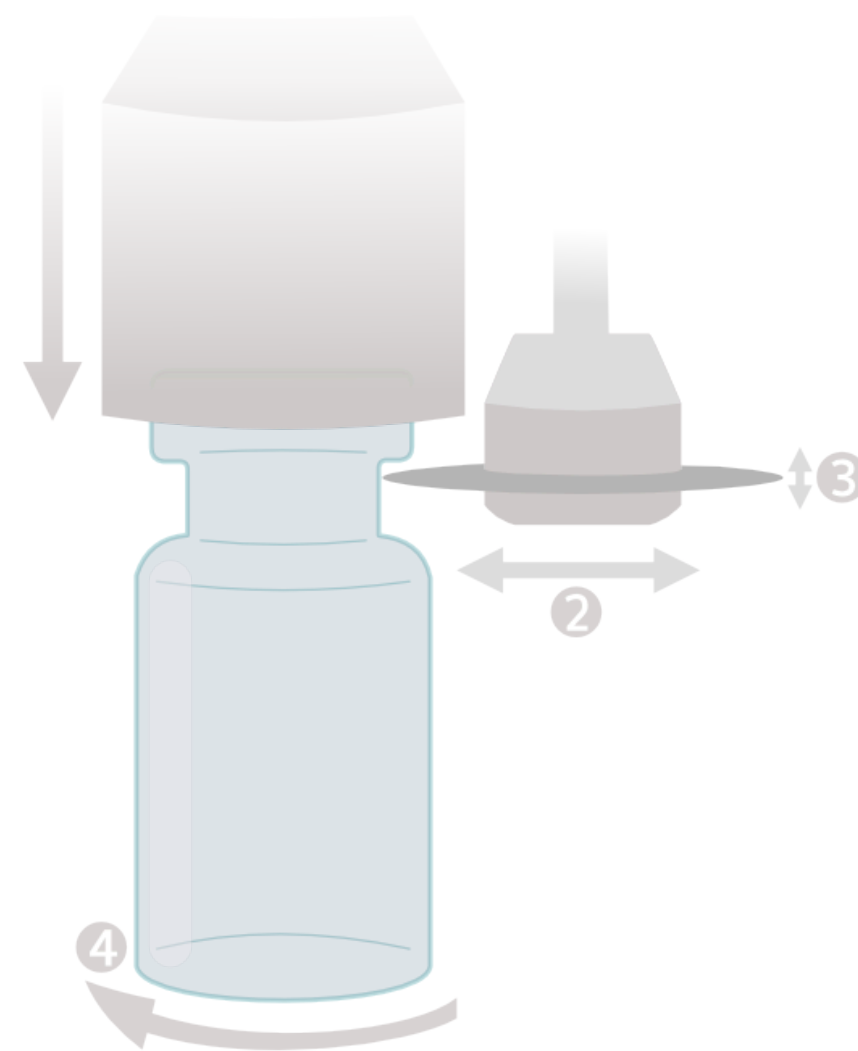
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INFOGRAPHICS

Clean - minimal - aseptic - artistic.



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