Brand Guidelines

Ridge Meadows
Recycling Society

01.2026

Brand Introduction

To operate the Maple Ridge Recycling Depot, advocate for zero waste, provide responsible waste reduction services, deliver environmental education, and champion community inclusion through programs like our Employment Skills initiative.

Overview

This document outlines the visual brand identity of Ridge Meadows Recycling Society. Following these guidelines is necessary for building a visually cohesive, trustworthy brand throughout various digital media.

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Main Logo

This primary version of the logo should be used across digital media with respect to defined color and scale adjustment in this section.

Logo Variation

For added flexibility in narrow / limited height situations, the horizontal version of the logo can be used.

Usage on backgrounds

Sizing & Spacing

The added margins around the logo are to protect legibility and white spaces that support the visual integrity of the logo.

28px

28px

28px

28px

RIDGE MEADOWS
RECYCLING SOCIETY

Common Errors

- Stretcingh or compressing the logo in any way

- Altering colors or shapes / Blending background colors

- Rotating or flip in any direction

- Altering proportions, positioning, or placement

- Replacing the logotype with a different typeface

- Using the logo on a poorly contrasting background

- Using the logo on an off-brand background

Colour Palette

The chosen colors create a visual identity that is engaging, exciting, and memorable, leaving a lasting impression on the audience. The color palette plays a crucial role in conveying the brand personality and establishing a strong brand presence.

With reference to the website homepage design, the colour pairing and appropriate use of each color can be verified.

#003dfa

R: 0
G: 61
B: 250

#0080ff

R: 0
G: 128
B: 255

#45ba47

R: 69
G: 186
B: 71

#f7f7f0

R: 247
G: 247
B: 240

#ff6f13

R: 255
G: 111
B: 19

Web Hover Elements

Navigation & Links:

Default State: About Us ▼   Community ▼   Contact Us

Hover State: About Us ▼   Community ▼   Contact Us

Default State: Recycling & Pickup ▼   Learn ▼   Programs ▼   News

Hover State: Recycling & Pickup ▼   Learn ▼   Programs ▼   News

Botton Styles:

Default State: Recycle ▶   Browse our Complete A-Z Guide   LEARN MORE

Hover State: Recycle ▶   Browse our Complete A-Z Guide   LEARN MORE

Reverse Link:

Default State: Recycling & Pickup
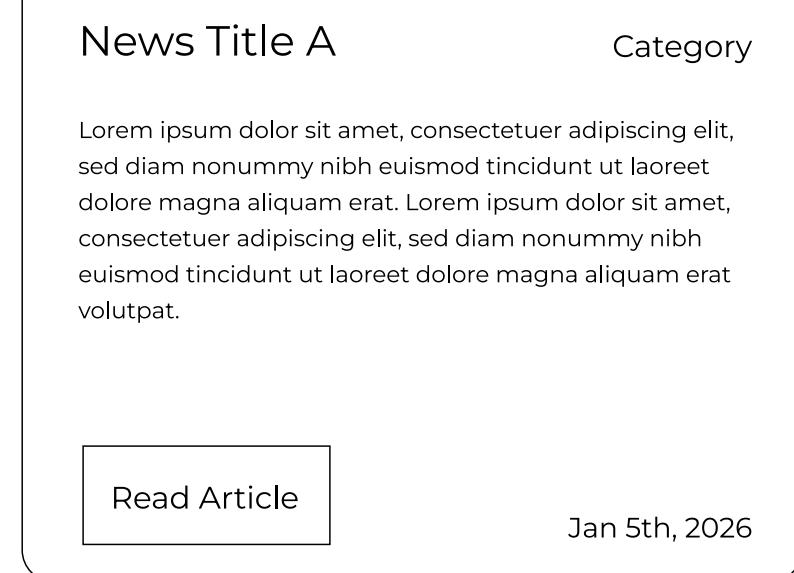
Hover State: Recycling & Pickup

Body Text Hyperlink: Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Default State:

Hover State:

News Title A   Category

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Read Article   Jan 5th, 2026

News Title A   Category

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Read Article   Jan 5th, 2026

Recycling & Pickup

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Highlight Text Box: Blue

Recycling & Pickup

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Highlight Text Box: Beige

Primary Font

Montserrat is an ideal font for the brand, making a bold, modern statement that enhances visual hierarchy and adds creativity and flexibility through various weights. Montserrat can be downloaded from Google Fonts website and applied on web and desktop systems for consistent styling on brand communications.

MONTSERRAT

ABCDEFGHIJKLMOPQRSTUVWXYZ
!@$&0123456789%

Google Font Link

Typography

Font Weight: Medium

H1	3_{rem}	48px
H2	2.5_{rem}	40px
H3	1.9375_{rem}	31px
H4	1.5625_{rem}	25px
H5	1.25_{rem}	20px
H6	1rem	16px

Font Weight: Light

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

Font Weight: Regular

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

Font Weight: Medium

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

Text Highlight: 18px | Line Height: 22px

Fusce cursus orci at nisl vulputate, at blandit lacus vulputate. Phasellus eget eleifend erat. Nullam posuere purus in sapien vehicula rhoncus. Praesent a felis mi. Vivamus ultricies ornare ipsum et congue. Donec lobortis orci sit amet libero ullamcorper, eget efficitur urna ultricies. Donec elementum, velit in egestas vulputate, purus sem facilisis massa, vitae semper felis leo porttitor lectus.

Body Text: 16px | Line Height: 19px

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