



CutOff Recycle

Human Hair Waste Recycling

Brand Guidelines

STYLE GUIDE

INTRODUCTION

About CutOff Recycle

The CutOff Recycle logo communicates the brand's nature of business while also symbolizing the brand's story around connectivity.

The rules about how to use the logo are meant to make sure that it is used the same way every time. This can help the logo gain value and recognition over time.



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COLOR PALETTE

About CutOff Recycle

The brand colors for the mark consist of carefully selected colors, designed to stand out across the competitive set. The mark and logotype should never appear in colors other than shown here.

Note:

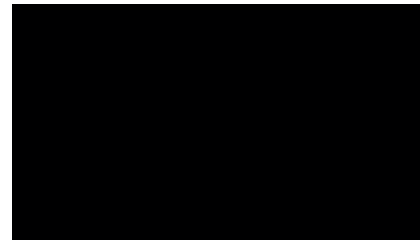
Use Pantone values for offset printing or for a vendor to reference for optimal color output. Use RGB values for digital outputs. Use HEX values for web outputs. Use CMYK values for printed outputs.

CutOff Recycle

Primary Colors



#50ad32



#000000

Secondary Colors



#1f4074

TYPOGRAPHY/ FONTS

The typeface fits perfectly with almost any font which is particularly useful in today's diverse content sphere. A wide structure makes the font easy to read in small sizes - this is very important for the mobile first generation z.

FONT FAMILY

Mulish Black

CutOff Recycle

**Mulish -
Black**

— | **Headline Goes
Here**

Mulish Bold

— | Subheadings are slightly
smaller but bold weight

Mulish
Regular

— | Perfect for standard body
of paragraph

Aa Bb Cc Dd Ee Ff Gg 123556789

Aa Bb Cc Dd Ee Ff Gg 123556789

Aa Bb Cc Dd Ee Ff Gg 123556789

Identity Guidelines

LOGO LOCKUP

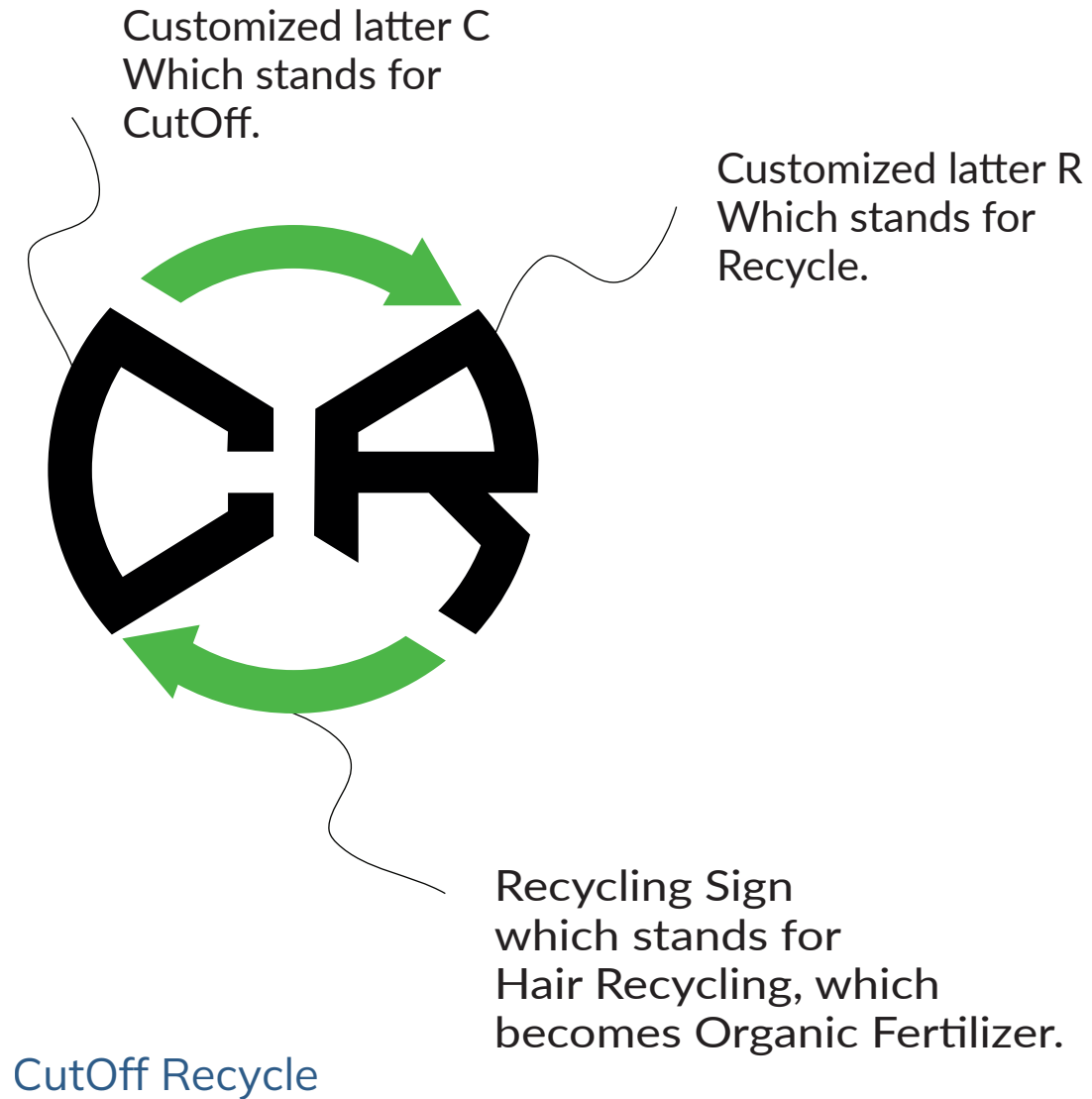
A lock-up is the final form of a logo with all of its elements locked in their relative positions. For the sake of maintaining consistency in all mediums, the lock-up should not be taken apart or altered in any way.

A good lock-up will create a sense of cohesion between its elements.

CutOff Recycle



LOGO DESCRIPTION

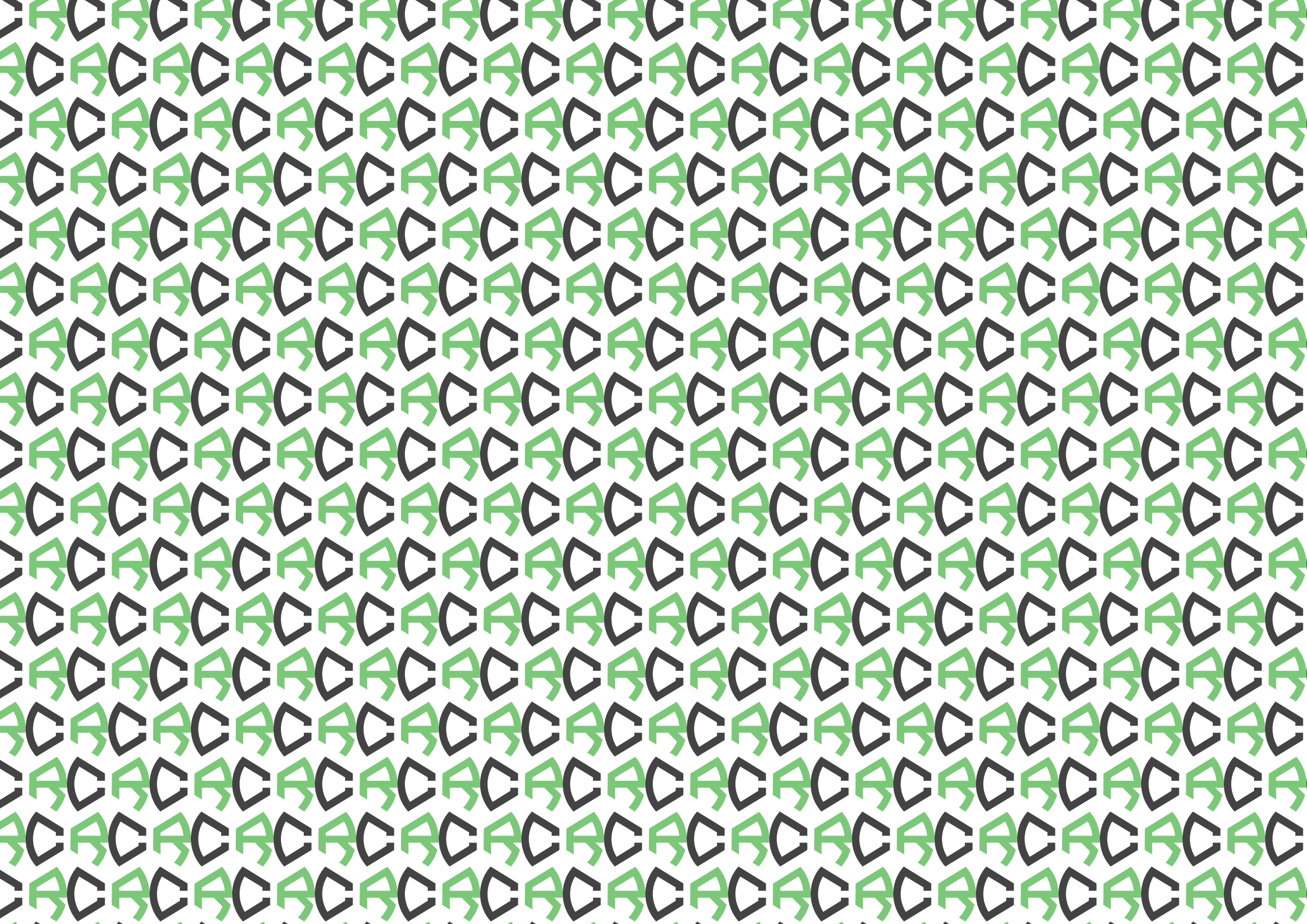


LOGO USAGE

The logo is available in all basic formats for print and digital use. The primary full color logo should be used whenever possible

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**THANK YOU FOR CHOOSING
TO WORK WITH US.**

Branded by:
BEE YOU MEDIA

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