

Redefining Recycling
For A Greener Tomorrow



THE ULTIMATE BRAND MANUAL.

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What is a brand manual? Brand guideline manuals are documents that explain how a brand should be presented in public and how people should come into contact with it. They are used not only by those working within the company, but also, most importantly, by those using the brand externally.

Logo Application



APPLICATION ON BACKGROUND

A logo is a symbol made up of text and images that identifies a business. A good logo shows what a company does and what the brand values.

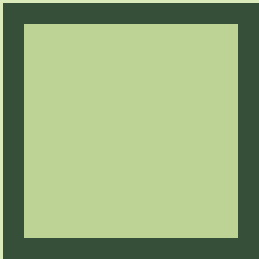
Tone And Manner

The primary colors of muted and deep forest green, along with white and black, reflect environmental harmony, clarity, and professionalism, embodying the brand's commitment to sustainable practices and credibility.

The light color variations, ranging from pale yellow to muted greens, convey a sense of freshness and environmental consciousness.

The dark color variations, including shades like dark olive green and deep forest green, evoke depth, reliability, and a touch of sophistication, reinforcing the brand's dedication to environmental conservation with elegance.

Light Color Variations	Pale Yellow	RGB value: (253, 243, 208)	Hex value: #FDF3D0
	Light Green	RGB value: (220, 236, 187)	Hex value: #DCECB B
	Muted Green	RGB value: (189, 213, 151)	Hex value: #BDD597
	Muted Olive Green	RGB value: (141, 168, 99)	Hex value: #8DA863
Light Color Variations	Dark Olive Green	RGB value: (102, 142, 69)	Hex value: #668E45
	Dark Teal	RGB value: (70, 100, 90)	Hex value: #46645A
	Deep Forest Green	RGB value: (54, 79, 57)	Hex code: #364F39
	Dark Green	RGB value: (24, 44, 23)	Hex code: #182C17



Primary Colors

Typography Style

Pairing

Playfair Display ExtraBold
Playfair Display Medium Italic

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Headline Font

Source Serif Variable Bold

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Sub Headline Font

Poppins Medium

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Paragraph Font

Times New Roman Regular

TYPOGRAPHY WEIGHT & STYLE

Introducing a harmonious fusion of timeless tradition and modern sophistication: Times New Roman, Source Serif Variable, and Poppins, paired with Playfair Display, collectively enhance readability, refine aesthetics, and reinforce credibility for our website.

Times New Roman brings classic readability, while Source Serif Variable adds unique refinement to subheadlines, and Poppins offers contemporary flair to headlines. Paired with Playfair Display, the fonts strike a balance between tradition and modernity, reinforcing the website's credibility and aesthetic appeal.

Embrace these brand guidelines as the cornerstone of our commitment to environmental stewardship and sustainability. Let them guide every interaction, every design choice, and every communication, ensuring that our mission to redefine recycling for a greener tomorrow resonates with clarity, consistency, and impact.

**THANK
YOU**