

START

Welding To Recycle, Inc.

Re - Brand Identity Proposal

SHIPPING CONTAINER CONSTRUCTION

A Brand is a person's gut feeling about a product, service or company.
It's a gut feeling because we're all emotional, intuitive beings, despite
our best efforts to be rational.

Marty Neumeier

Concept and Space

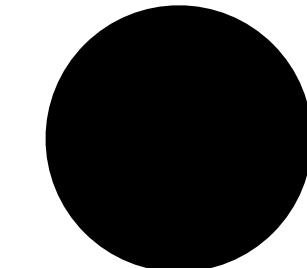
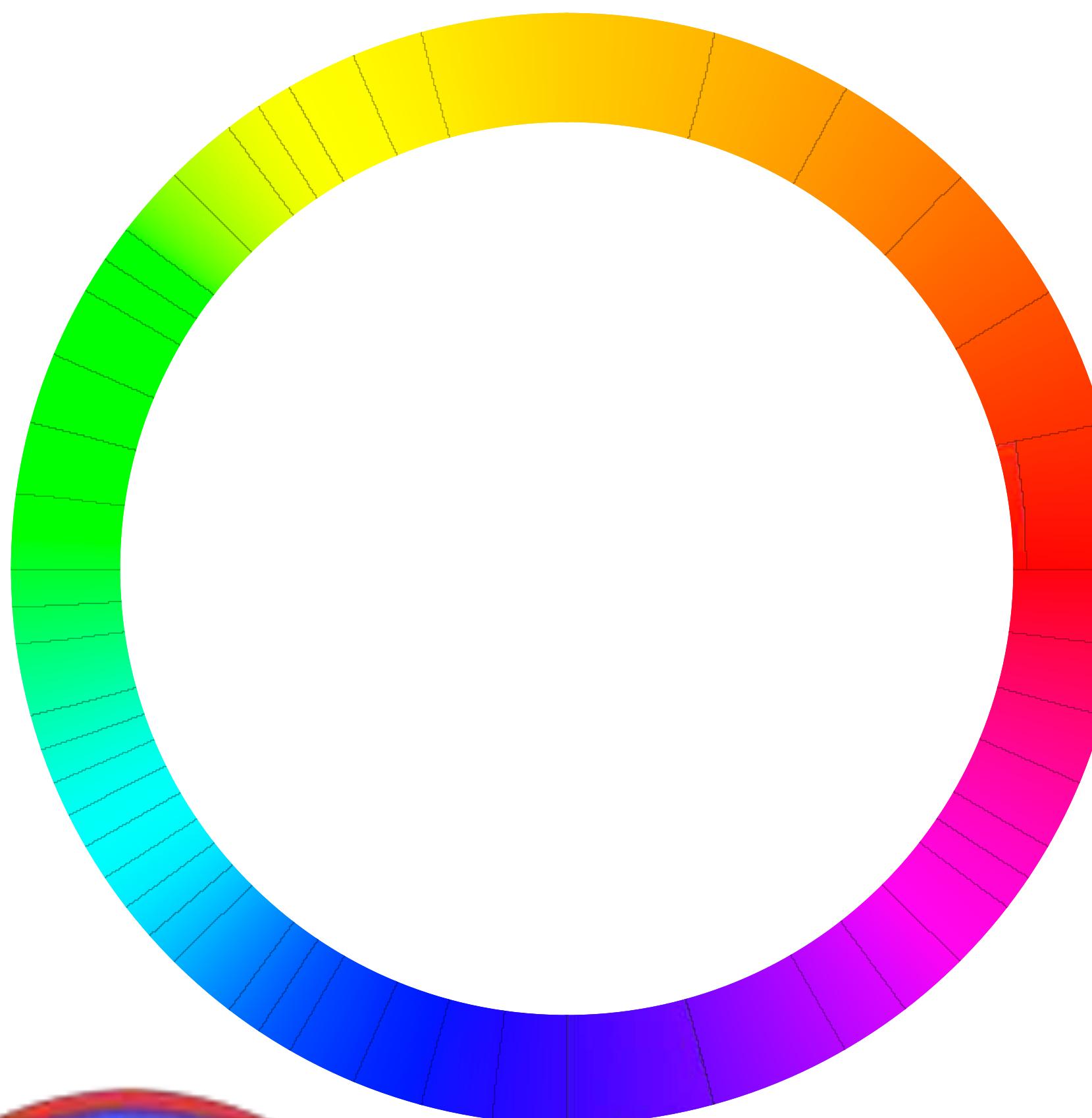
ENTREPRENEURSHIP



Modern • Sustainability • Quality

TRITON

Competition Color Scheme



1st. Proposal

Colors

We need a color which
symbolizes trust and
excellence

BLUE

BUT NOT JUST ANY BLUE

Pantone 2727 C

**But we also need a color
which stands for happiness,
imagination and energy.**

Yellow

BUT NOT JUST ANY YELLOW

Tonal contrast

Contrasting colors make the logo really stand out and create an impact.

Typography

Modern and Quality

We need a typeface that highlights the concept we want to send.

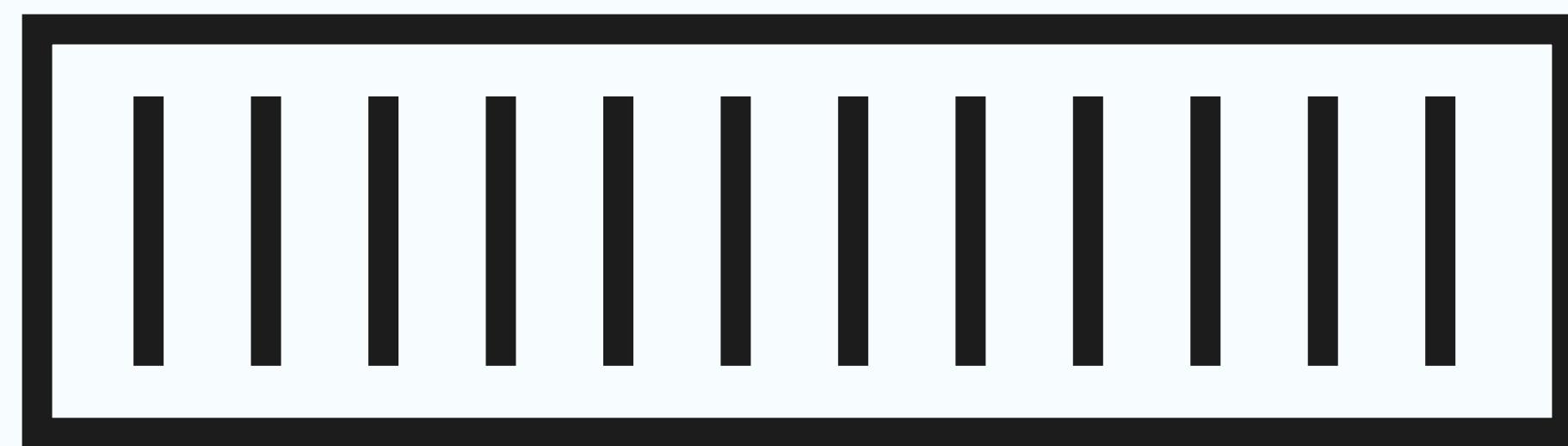
Anton

Anton is a sans-serif typeface designed by **Vernon Adams** in 2011

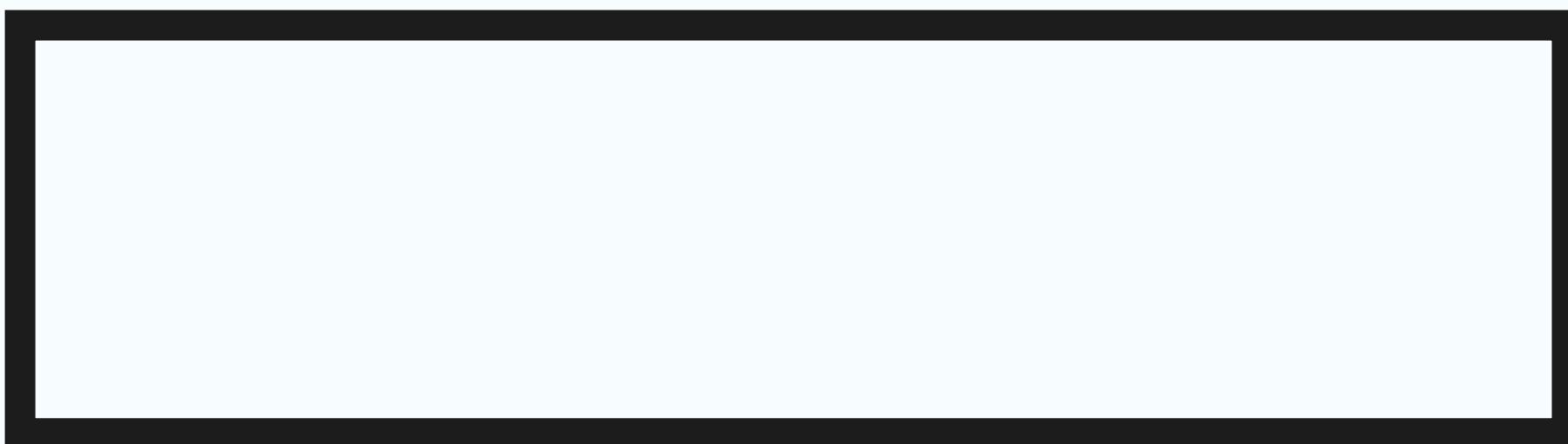
Minimalist contrast. Modern, legible and contemporary.

The Brand

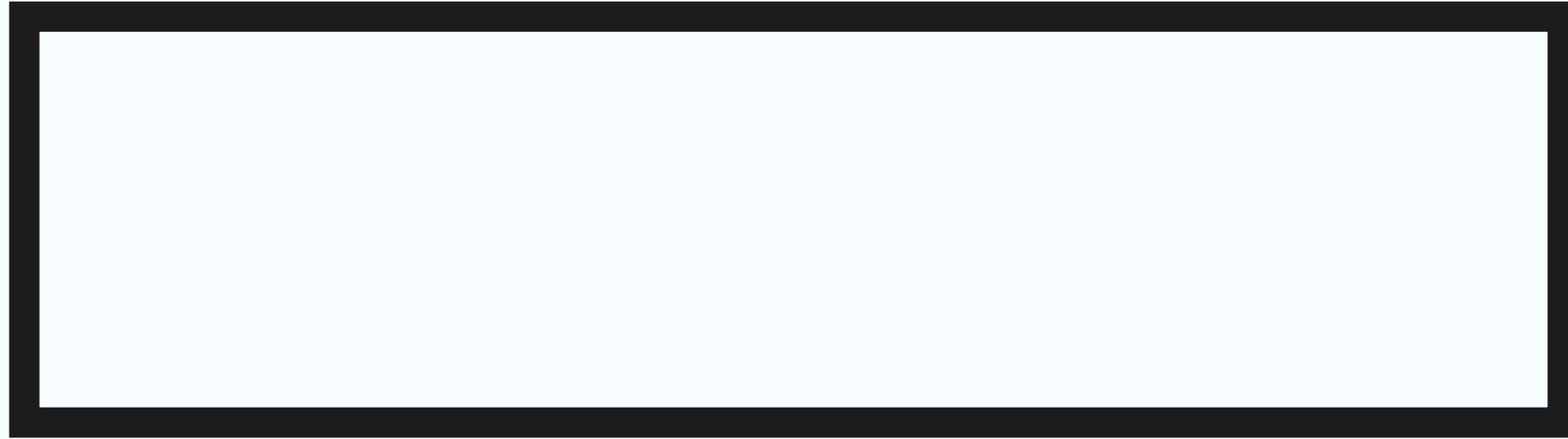
Shape of a container



Shape of a container



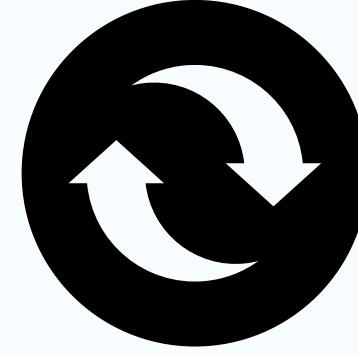
Shape of a container



+

**WELDING
TO RECYCLE, INC.**

+



Typography

Recycle

WELDING —————
~~T&C~~
RECYCLE, INC. —————

Responsive Brand

An adaptable brand to any space.

WELDING 
T& 
RECYCLE, INC. 

Color Integration

WELDING 
T&
RECYCLE, INC. 

WELDING 
T&
RECYCLE, INC. 

Applications

**WELDING
T&C
RECYCLE, INC.**

**Floor
1**



WELDING

T3

RECYCLE, INC.

WELDING
T3
RECYCLE, INC.



WELDING
T3
RECYCLE, INC.

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WELDING
TO
RECYCLE, INC.



Office Blueprint



WOMAN



MAN





WELDING —
T&
RECYCLE, INC. —