

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

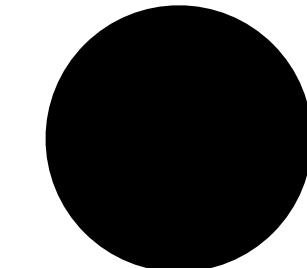
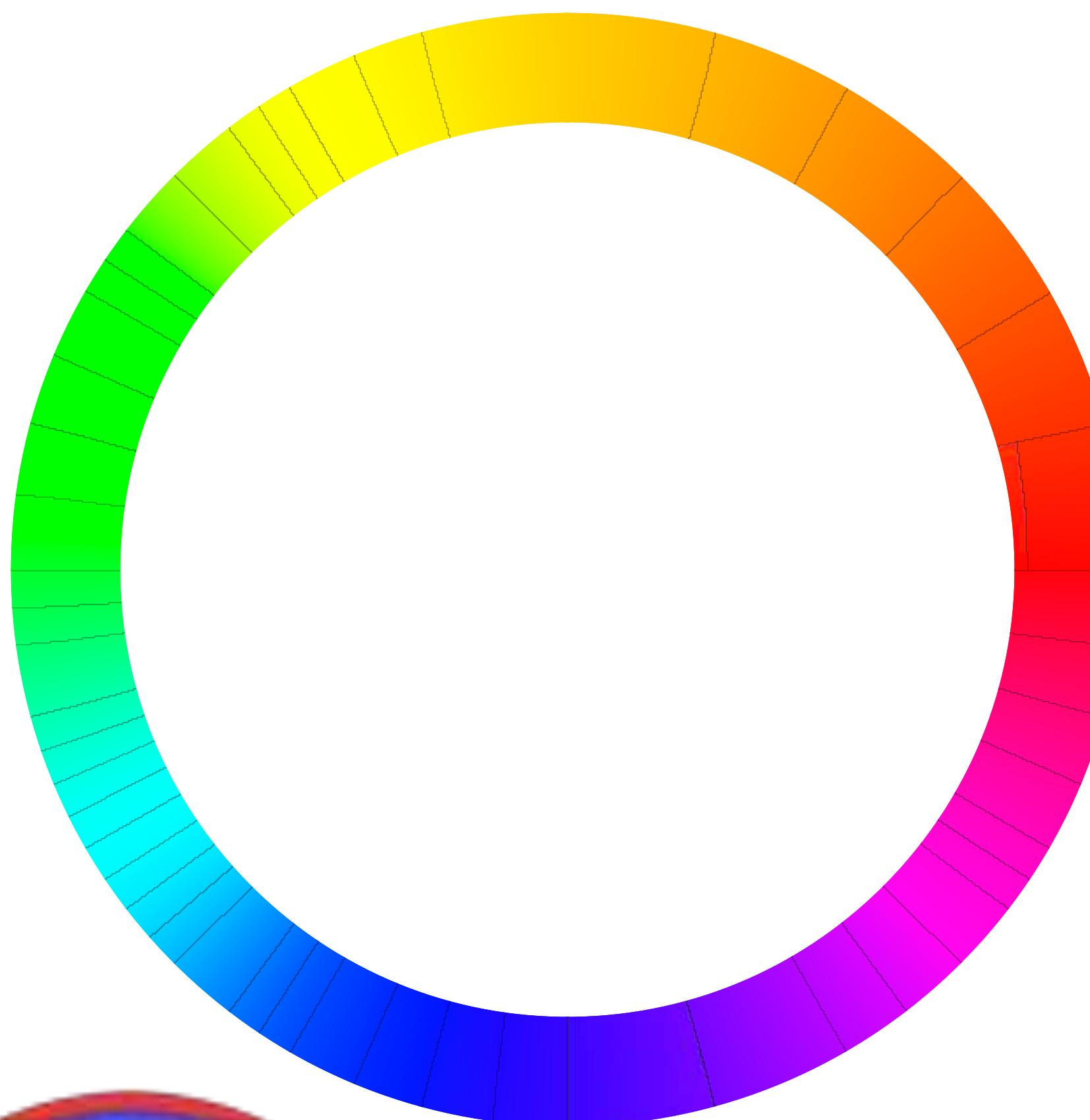
Concept and Space

ENTREPRENEURSHIP



Modern • Sustainability • Quality

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.

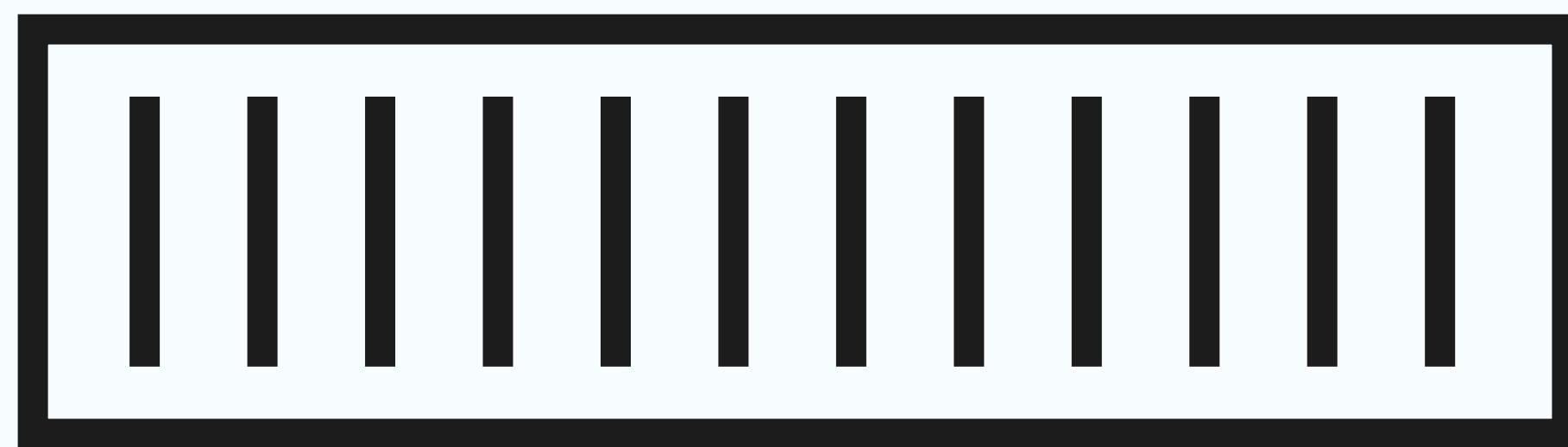
Anton

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

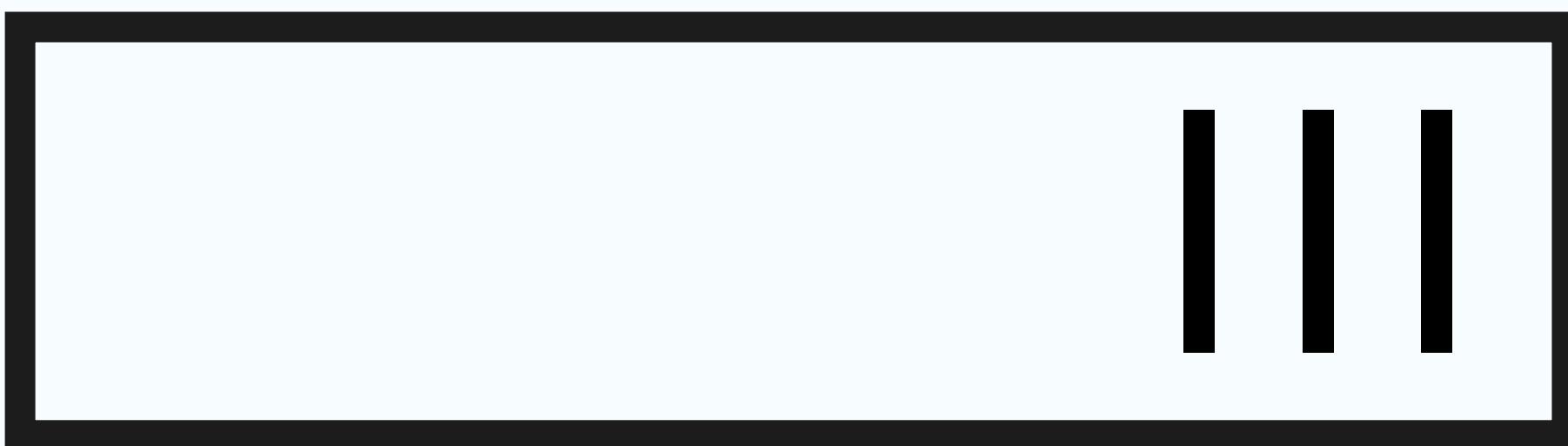
Minimalist contrast. Modern, legible and contemporary.

The Brand

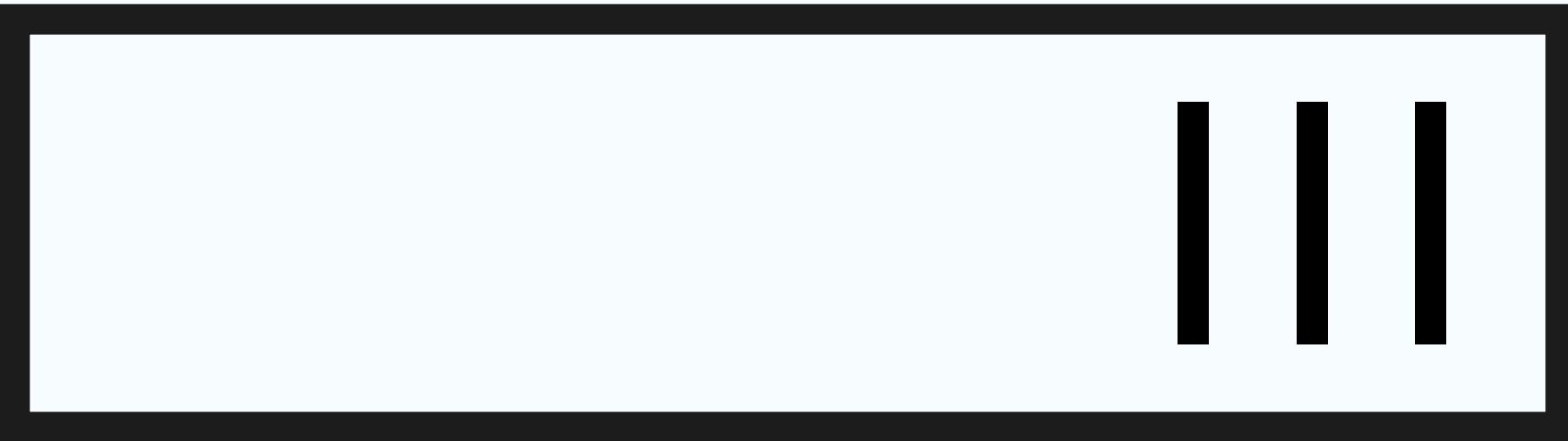
Shape of a container



Shape of a container



Shape of a container



+

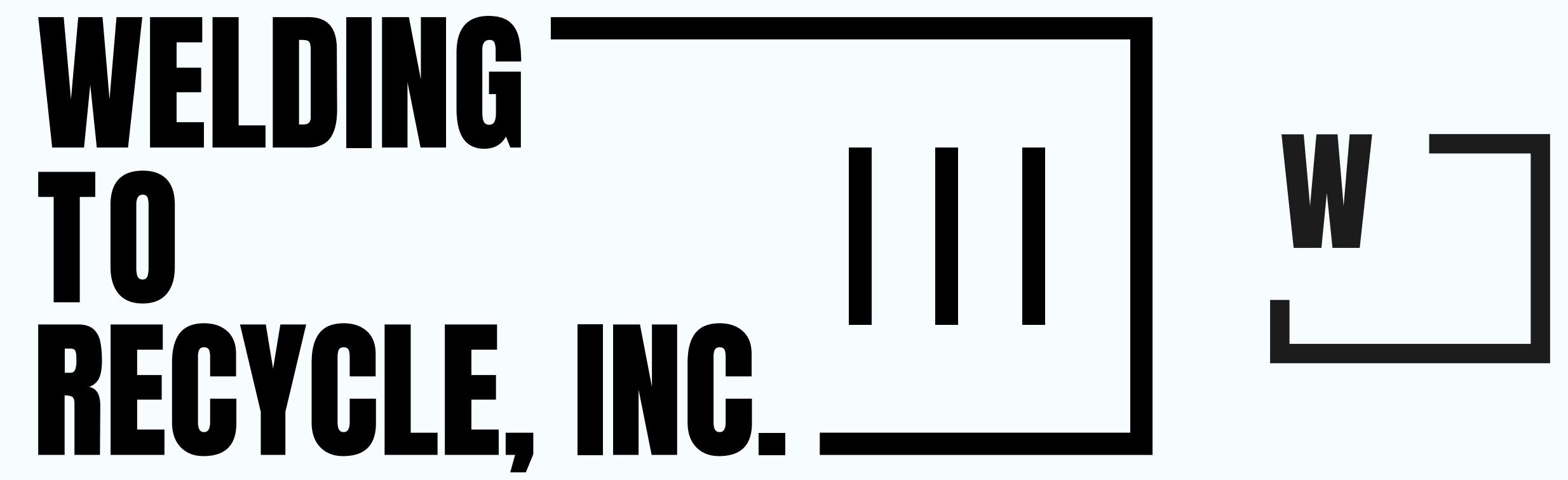
**WELDING
TO RECYCLE, INC.**

Typography

WELDING —
TO | | |
RECYCLE, INC. —

Responsive Brand

An adaptable brand to any space.

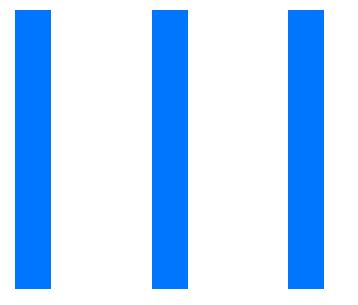


Color Integration

**WELDING
TO
RECYCLE, INC.**



**WELDING
TO
RECYCLE, INC.**



Applications

**WELDING
TO
RECYCLE, INC.**

**Floor
1**



WELDING
TO
RECYCLE, INC.

WELDING

TO

RECYCLE, INC.

WELDING
TO
RECYCLE, INC. III



WELDING
TO
RECYCLE, INC. III



WELDING
TO
RECYCLE, INC. III

WELDING
TO
RECYCLE, INC. III



Office Blueprint



WOMAN



MAN





WELDING
TO
RECYCLE, INC.

The revised logo consists of the same text as the original, but with a blue rectangular border around the entire text area. The "WELDING" and "RECYCLE, INC." words are in blue, bold, uppercase letters, while "TO" is in a smaller blue, bold, uppercase font.