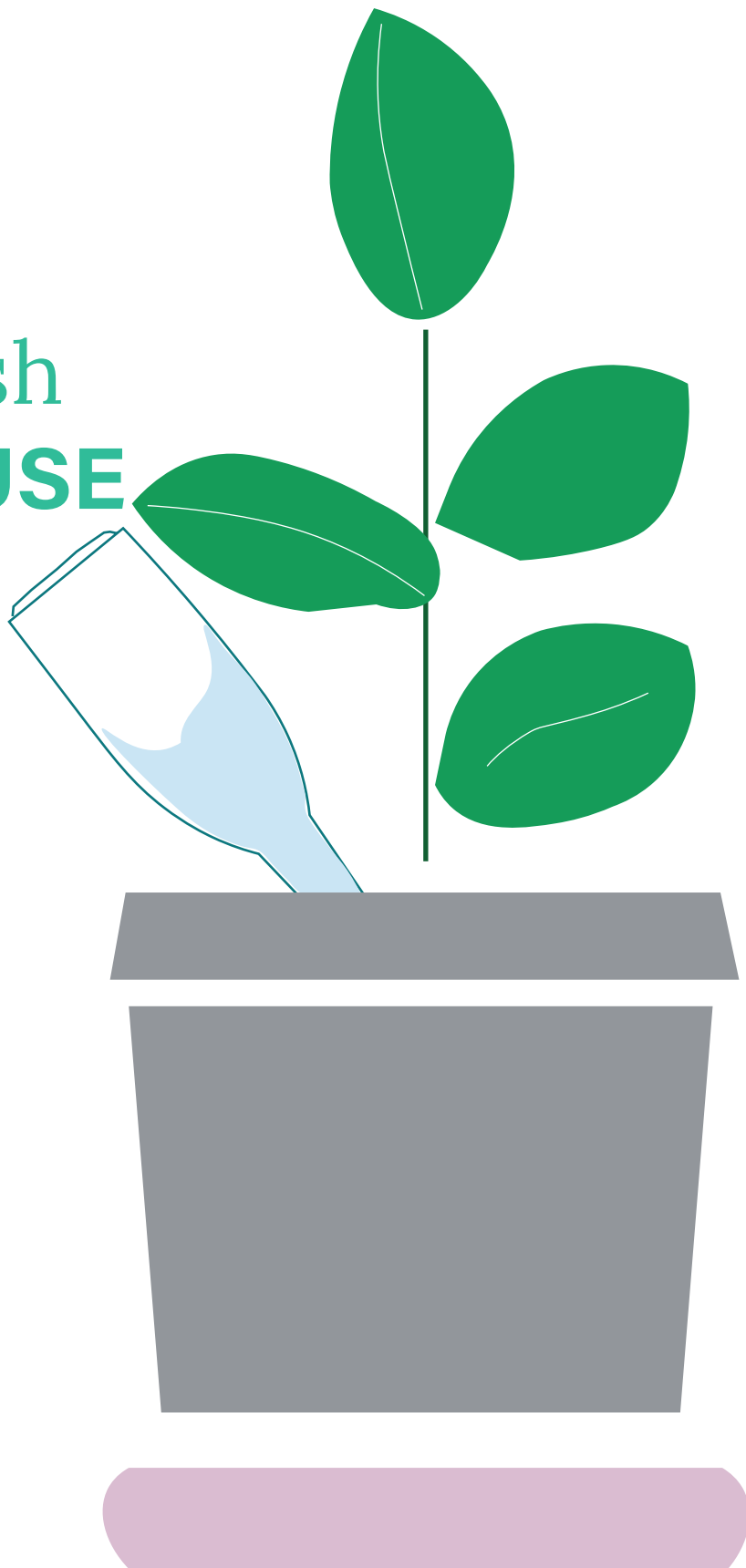# Refresh
# & REUSE
BRAND GUIDE

# Mission Statement

"To encourge the repurposing of items that might normally be thrown away, to help keep the world around us **beautiful and thriving.**"

**Who We Are:**

A group of old college room-mates who Facetimes regularly to watch the Bachelor and try out a new bottle of wine.

**Our Brands Personality:**
- Quirky
- Personable
- Carefree

# Color Scheme

**Main Color**
Hex Number: #0b9b59
RGB: [11, 155, 89]
CMYK: [84, 13, 87, 2]

**Secondary Color**
Hex Number: #92969b
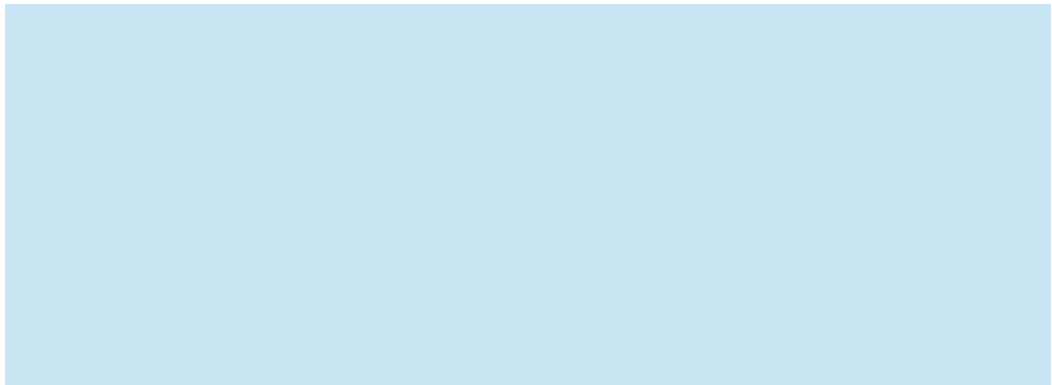RGB: [146, 150, 155]
CMYK: [46, 36, 33, 1]

**Accent Color**
Hex Number: #c9e4f3
RGB: [201, 228, 243]
CMYK: [19, 2, 1, 0]

# Typography & Sizes

**Main Brand Font**
Lora

Refresh
& **REUSE**

**Body/Small Text Font**
Acumin Pro

"To encourge the repurposing of items that might normally be thrown away, to help keep the world around us **beautiful and thriving.**"

**Typescale**

60px

Refresh
& **REUSE**

36px

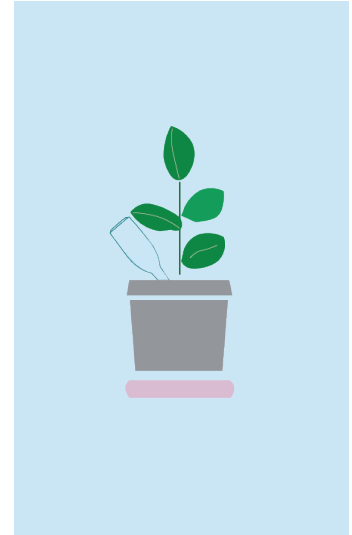## Large blocks of text

18px

NAVIGATION MENU

16px

Paragraph body text - some extra text here so that we can get a sense for the sizing!

# Logo & Variations

## LOGO DO'S

- Use our color logo against a white background

- Use our logo variation on top of our main orange color, but only once in a while for a pop of color and to make a splash



## LOGO DONT'S

- Don't use either our logo or variation on any other   background color other than our main blue brand color

- Don't transform or cut off our logo

# Iconography

## Standards for Icons

- Icons should be in the same design style
- Should be outlined and in our secondary brand color
- Should mimick the happy, simple feeling of our logo and brand personality

## Icons can be used for:

- Web Navigation
- Promotional fliers
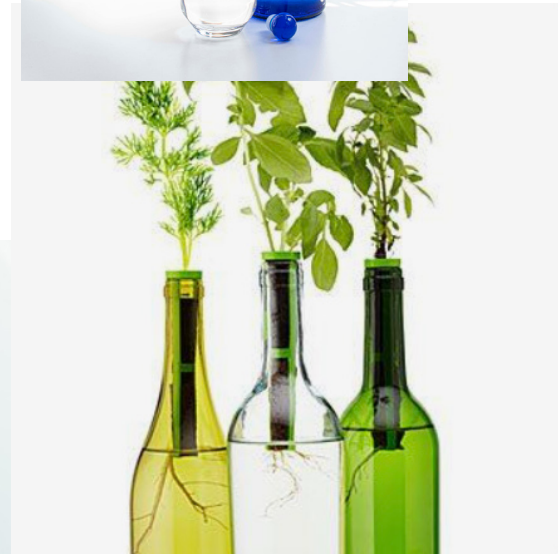- Business cards & Posters

**Example:**

# Imagery



**Image Guidelines**
Images should reflect our brands personality. Focusing on imagery that is -

- Cozy
- Minimalistic
- Natural Light
- Fresh

# Social Media Headers

## Cover Image Guidelines

- Simple, less is more
- Compliments logo
- Matches brand personality
- Keep text minimal and fun
- Matches brand colors

# the end.



Have a glass for us, and plant your bottle.