

ReAssigned



Brand guide

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Our story

Every year, teachers struggle to provide school supplies for their students, while supplies harm our planet sitting in a landfill, and students shop for brand-new supplies.

ReAssigned is a company that seeks to solve all these problems. Teachers can ship old, broken, or unusable school supplies to Reassigned, which then recycles the supplies and sends them back to teachers.

Our identity



Our visual identity is all about the contrast between old and new, trash and recycling.

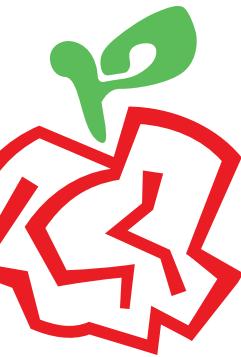
We express this through our fonts, colors, illustration styles, and especially our logo.

An apple is an iconic symbol of teachers. Our apple is made of crumpled paper and a stem, whose linework contrasts with each other and mimics the fonts.

Our logo variations

Full logo

Full color

ReAssigned 

Shortened
logo



Single color

ReAssigned 



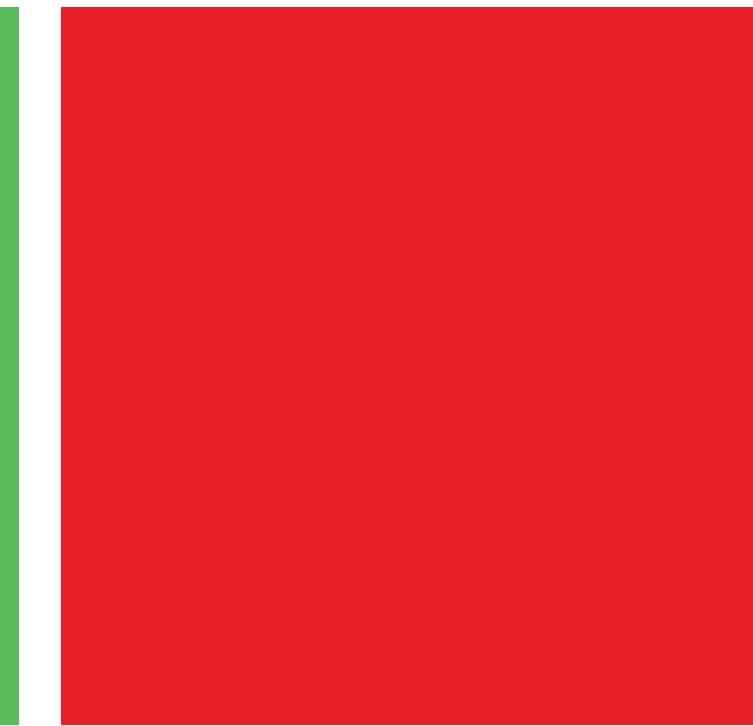
The apple icon can be used on its own, but the wordmark must be used together with the icon.

Our colors

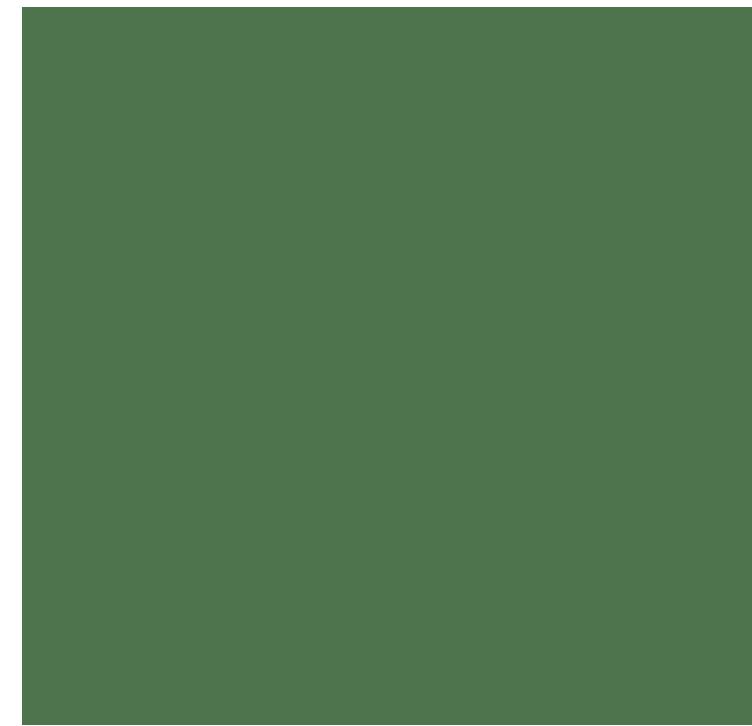
Primary colors



Science green



Math red



Moss green



Apple red

Secondary colors

	Science green	Math red	Moss green	Apple red
Hex	#5bbc59	#e91d26	#4c744a	#a02f34
RGB	91 188 89	233 29 38	77 116 74	160 47 52
CMYK	66 0 88 0	2 99 96 0	71 34 81 20	25 92 81 19
Pantone	360 C	185 C	7743 C	704 C

Our colors are complementary, also emphasizing contrast.

Our fonts

For headers
and subheaders

Decoy Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! . ?

For subheaders

Karol Sans Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! . ?

For body

Decoy Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! . ?

Decoy is high contrast and curvy, representing nature and a clean future, while Karol sans is angular and low contrast, representing man-made trash.

The two together represent our mission to make old into new.

Our imagery



The two line qualities extend into our illustration.

Trash is drawn in the blocky style, with mostly straight edges and sharp corners. Recycled supplies and natural things are drawn in the curvy style, with curved edges and “serifs” that mimic Decoy.

Our pet peeves

Do not change
the fonts.



Do not use
unapproved
colors.



Do not change
the layout.



Do not misuse the ReAssigned branding.

Do not use the
wordmark without
the icon.



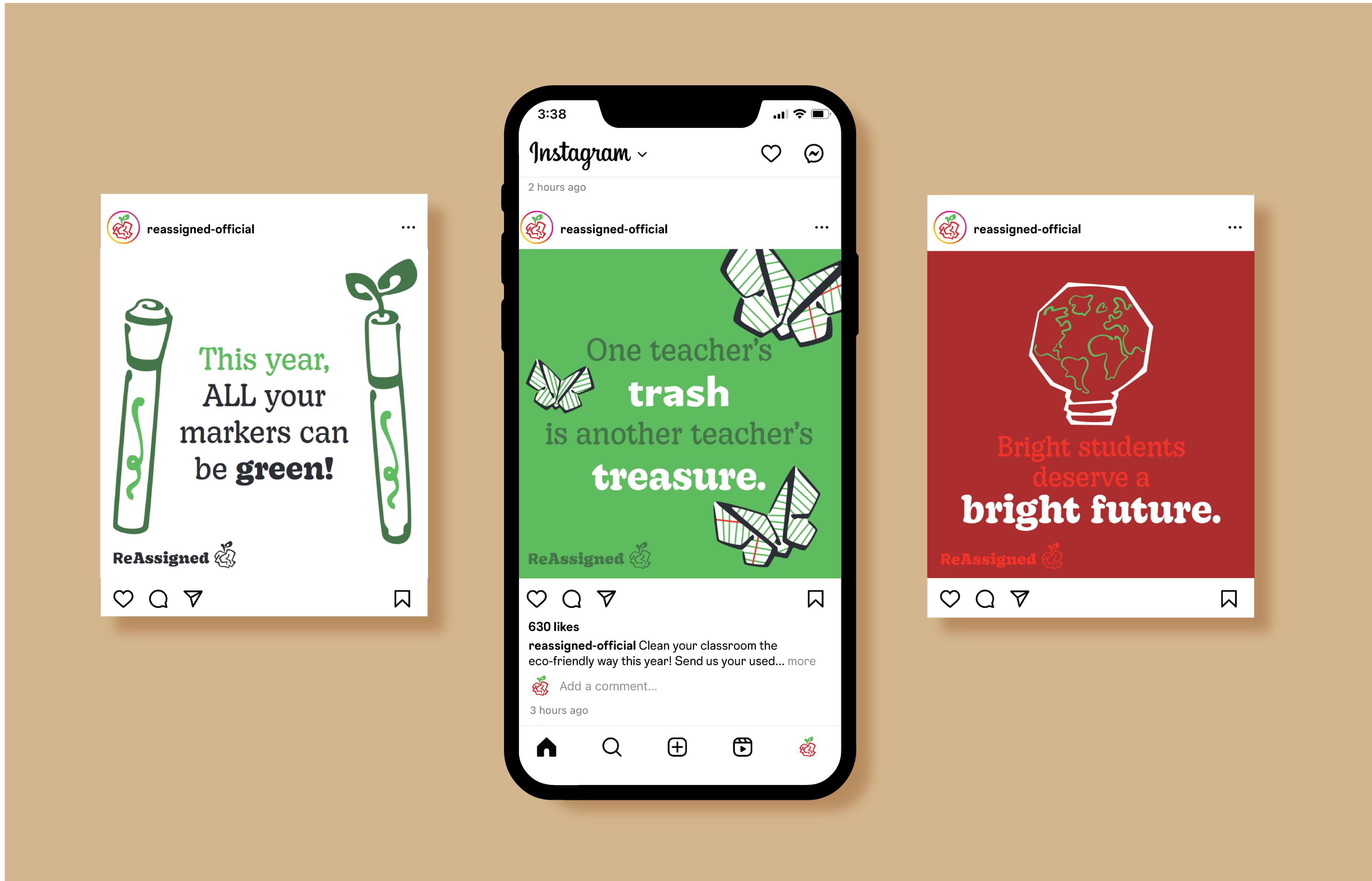
Do not squash or
stretch the logo.



Do not add a drop
shadow, glow, or
any special effects.

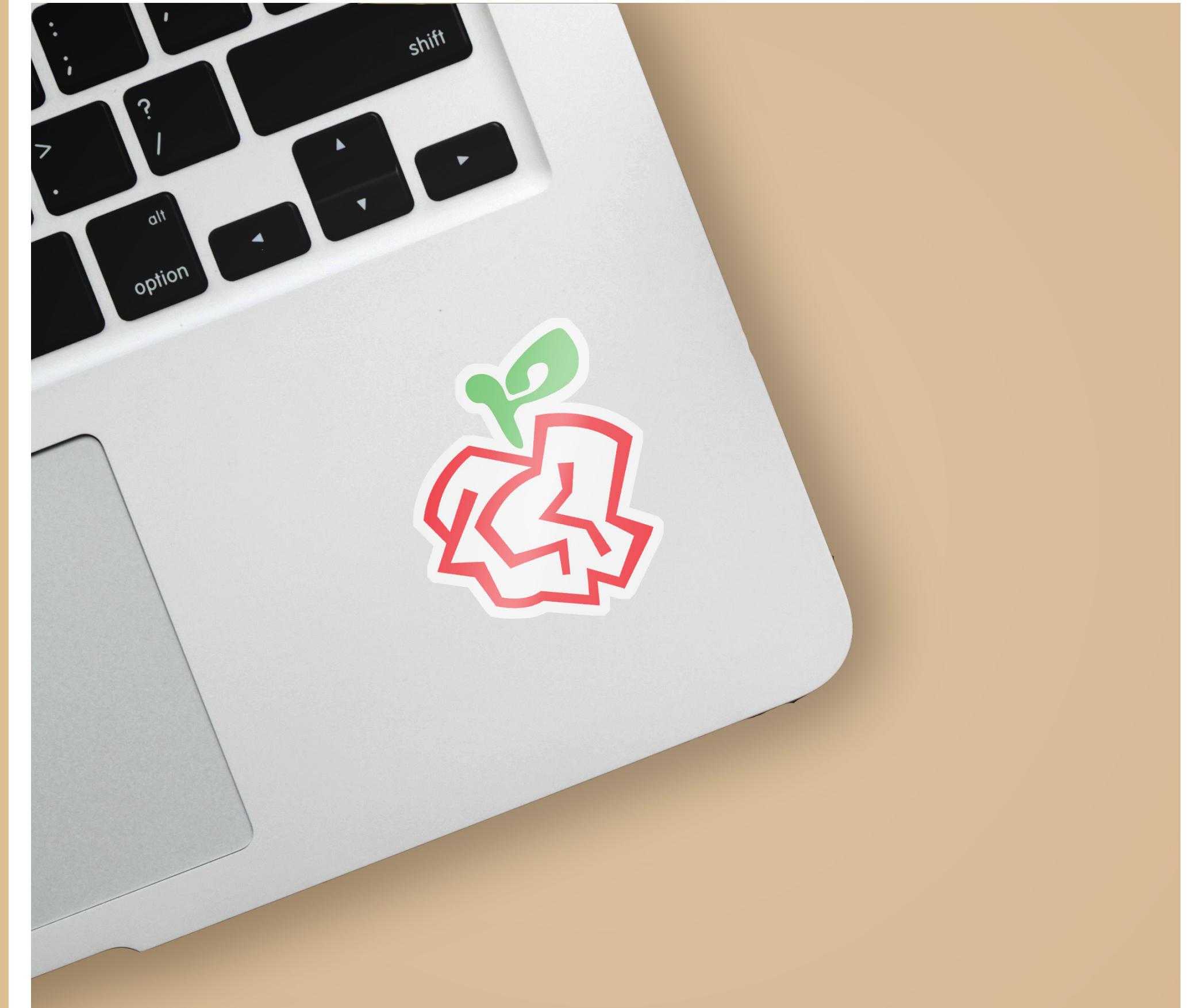


Our brand applications • Instragram ad series

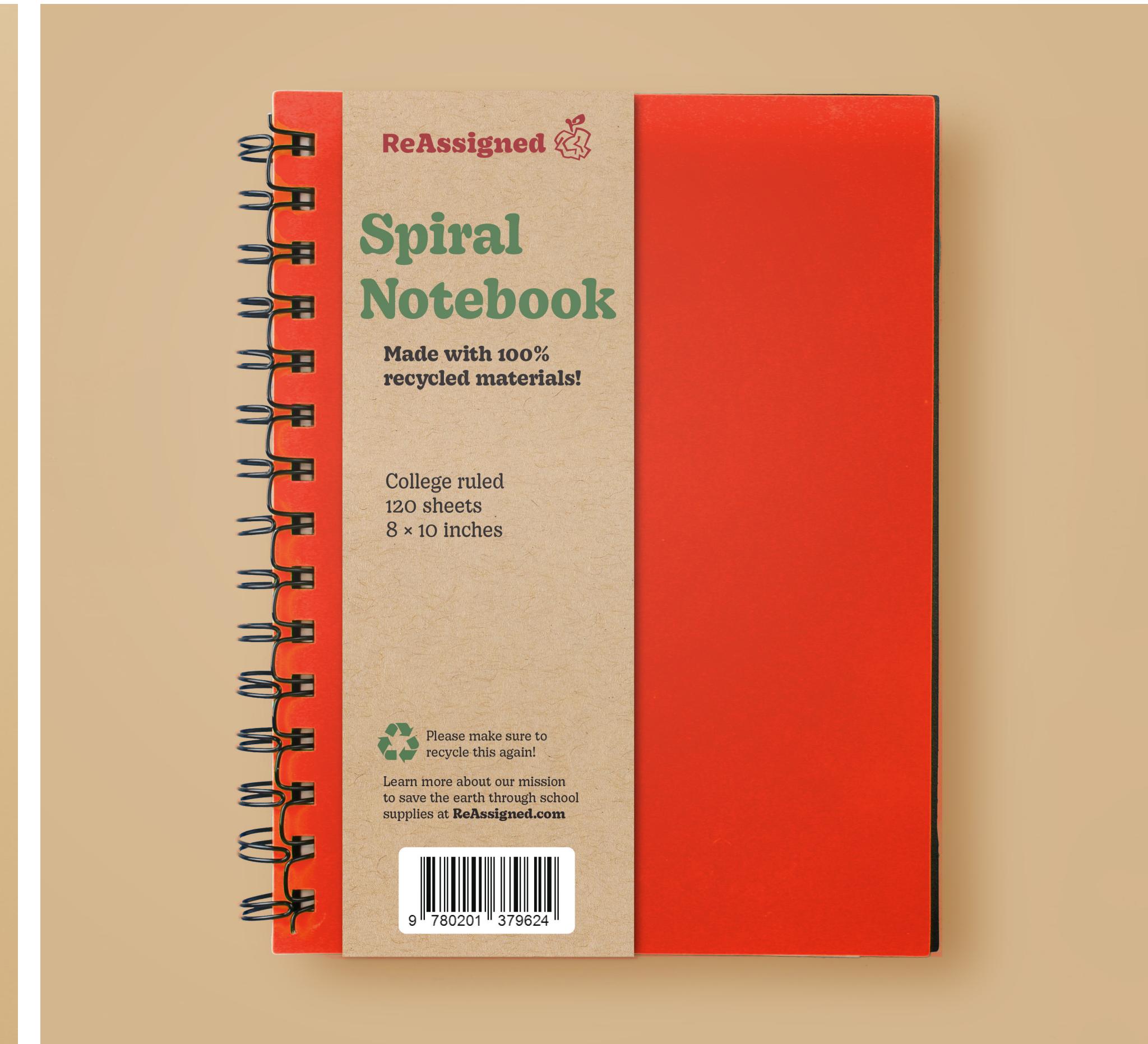


Our brand applications

• Promotional items



Our brand applications • Packaging



Our brand applications • Website

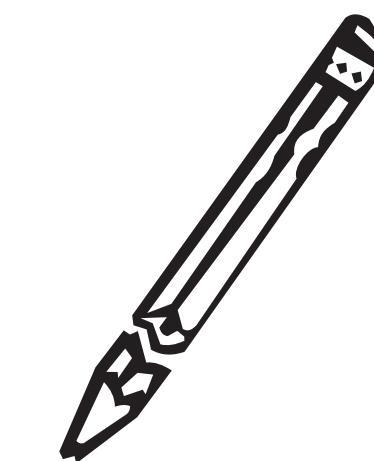
[Order](#)[About us](#)[Your account](#)

Thanks for working with us!

Ready to start?

Collection boxes

First choose a package to start your journey. Boxes are organized by supply for easy sorting and recycling, and each box's value is based on volume.



Wooden Pencils less ^

Wooden only, no mechanical pencils.

Provides wood, graphite, and metal. Rubber erasers are unrecyclable.

One box holds about 6.8lbs / 195g / 130 pencils.

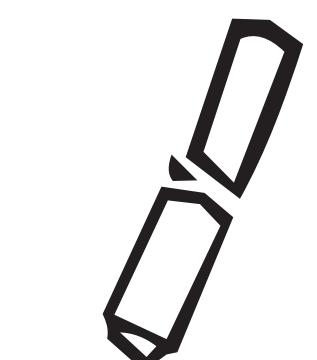
6.8lbs • \$6.80 [Add to cart](#)



Markers more v

Dry erase, washable, and permanent.

4.2lbs • \$4.20 [Add to cart](#)



Crayons more v

Wax crayons.

5lbs • \$5.00 [Add to cart](#)



Tape more v

Paper tape only, no plastic.



Ballpoint pens more v

[Continue >](#)