

BRAND STANDARDS MANUAL



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Refill Bar. Cafe. Lifestyle.



BRAND STORY



iterate is bright, warm, open, cheery, fun, friendly, and honest.

We have faith in humans.

iterate people are good vibe curators. We are not scientists nor experts and we do not judge but we have feel-good stories to share and new things for you to try. We already admire you in the moment you step in and treat you like a hero.

We comfort you with coffee, tea, soup, and snacks served in our zero waste containers, bundled with green tech and ideas from all over the world.

Our Refill Bar comes with a wide array of daily products on taps and natural containers that decompose quickly and naturally in a year or two. Some are even edible!

Best of all. Living a green life doesn't have to entail big sacrifices and dollars.

BRAND HISTORY

iterate was born in 2018 when the overloading recycling plants in the major cities in the U.S. started refusing unsorted waste from us, so did the overseas plants.

A group of tech workers created the first green sanctuaries conveniently located wherever the green-mined people worked or lived and invited all to commit to at least 50% waste reduction while working towards zero landfill.

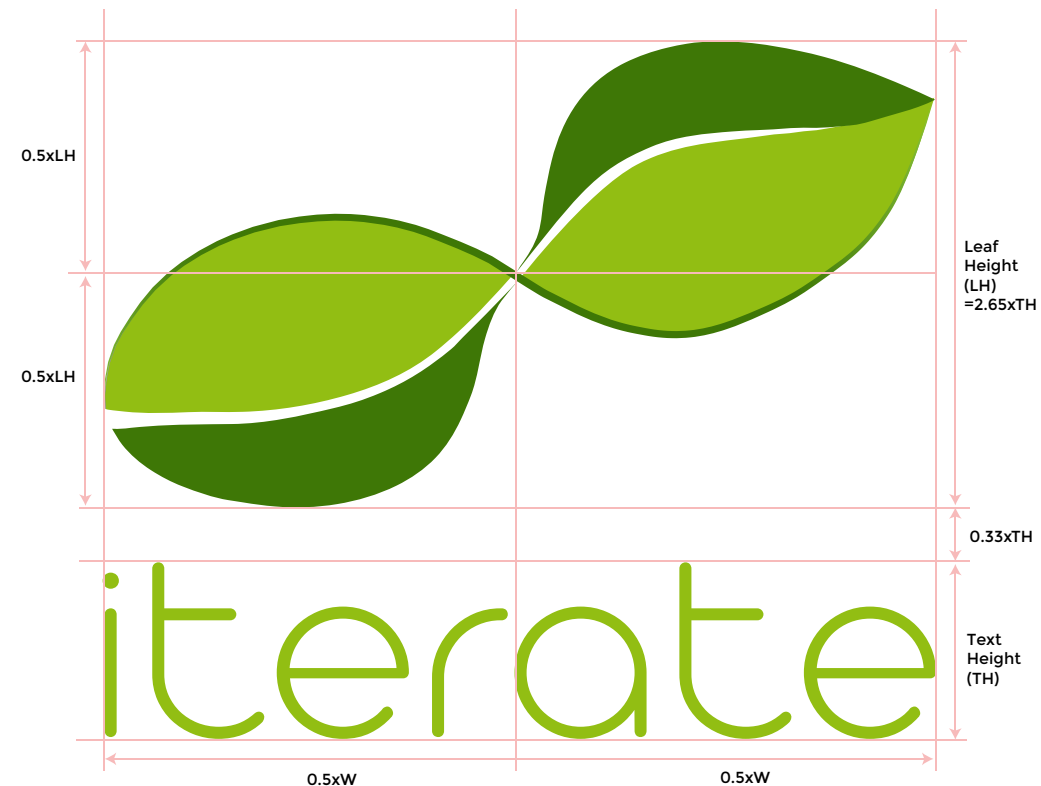
Our ask? Instead of tossing out a shiny new plastic bottle every time you need to quench your thirst, choose the right products and refill.

The LOGO

The Twisted Leaf consists of 5 green elements combined with the brand name underneath.

The logo requires clear space all around
The space is equivalent to the width and height of the letter e in 'iterate'.

The letter e must be taken from the logo
and in the same font face, type, and width.



Using the

LOGO

The logo can be placed directly on plain white, plain black, clear or colored transparent surfaces, or natural-looking substrates.

Maintain readability. If the logo is applied directly on a more busy background such as a brick wall, a wooden board, or a jute sack, make sure that the contrast between text and background is high enough.



COLOR SCHEME



PRIMARY



#3e7706

CMYK
78,31,100,18

RGB
62,119,6



#92be13

CMYK
49,5,100,0

RGB
146,190,19



#FFFFFF

CMYK
0,0,0,0

RGB
255,255,255



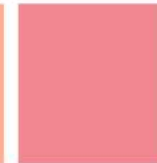
SECONDARY



#ffb092

CMYK
0,37,39,0

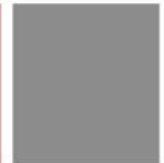
RGB
255,176,146



#f18790

CMYK
1,59,29,0

RGB
241,135,144



#8c8c8c

CMYK
47,39,40,3

RGB
140,140,140

TYPOGRAPHY

League Gothic Regular

abcdefghijklmnopqrstuvwxyz



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Aristotelica Extra Light

abcdefghijklmnopqrstuvwxyz

Montserrat Regular

abcdefghijklmnopqrstuvwxyz

Wrong usage of the

LOGO

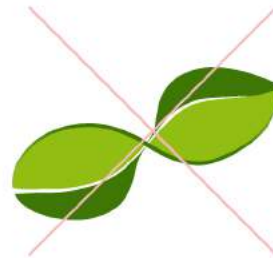
Do not stretch or condense the logo

Do not rearrange the logo and the name

Do not use the logo without the text or vice versa

Do not tilt the logo

Do not apply the logo on a green or bright-colored backgrounds



EXAMPLES



Refill Bar. Cafe. Lifestyle.







