



**ECO ReLoop**

Return. Reuse. Recycle.

# BRAND GUIDELINES.

Eco ReLoop

2025

A brand system is a structured framework that defines how a brand is visually, verbally, and strategically represented across all touchpoints. It encompasses a cohesive set of elements, including the logo, color palette, typography, imagery, messaging, and tone of voice, all guided by clear and detailed standards. These elements work together to create a consistent and recognizable identity, ensuring that the brand communicates its values, personality, and purpose effectively.

A well-crafted brand system acts as a roadmap for maintaining brand integrity, helping organizations deliver a unified experience across digital platforms, print materials, packaging, and more. By providing consistency and flexibility, a brand system builds trust, strengthens recognition, and enables long-term growth.

**CLIENT**

---

ECO ReLoop

**PROJECT**

---

Brand Guidelines

**DELIVERY DATE**

---

08/09/25.

ECO ReLoop

Return. Reuse. Recycle.



**SYMBOL**

## BRAND PERSONA

A brand persona is the human-like character or personality of a brand, crafted to help audiences connect with it on an emotional and relatable level.

It embodies the traits, tone, and behaviors that the brand would exhibit if it were a person, making the brand more approachable, memorable, and engaging.

**01** MODERN  
—

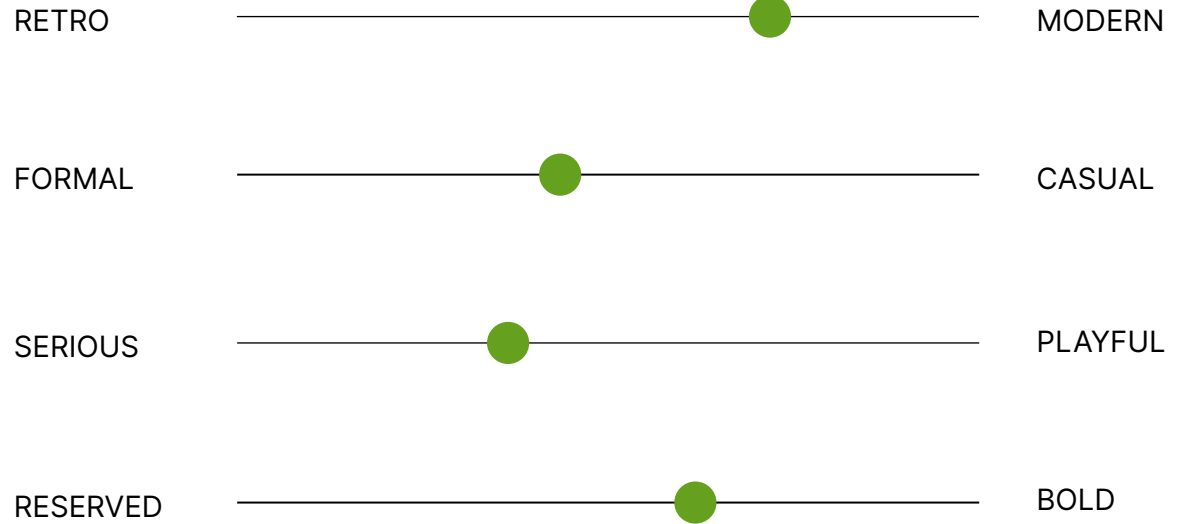
**02** MINIMAL  
—

**03** SUSTAINABLE  
—

**04** ECO-FRIENDLY  
—

## ATTRIBUTES

A brand's tone is the specific way a brand communicates with its audience, reflecting its personality, values, and emotional intent. It goes beyond the words themselves, capturing the style, attitude, and mood of the communication. Tone helps ensure that the brand's message resonates consistently with its target audience across all touchpoints.



## LOGO

A logo is a visual symbol or design that represents a brand, organization, product, or service.

# 01

**A logo is important because it is the visual cornerstone of a brand's identity. It acts as a symbol that communicates the brand's values, personality, and purpose at a glance.**

Logos are used across various mediums, including websites, packaging, advertisements, and physical locations, to create a consistent and cohesive visual representation.

There are several types of logos, each serving different design purposes.

A **wordmark (or logotype)** is a logo that uses the full brand name in a custom font, creating a distinctive and recognizable text-based mark, such as Coca-Cola or Google.

A **lettermark (or monogram)** focuses on the initials or abbreviations of the brand name, often used when the brand name is too long or complex, like IBM or HBO.

A **pictorial mark** uses an image or icon to represent the brand, such as Apple's apple or Twitter's bird, creating a simple yet powerful visual symbol.

An **abstract mark** is a geometric shape or symbol that doesn't directly represent anything recognizable but still conveys the brand's essence, like the Pepsi logo.

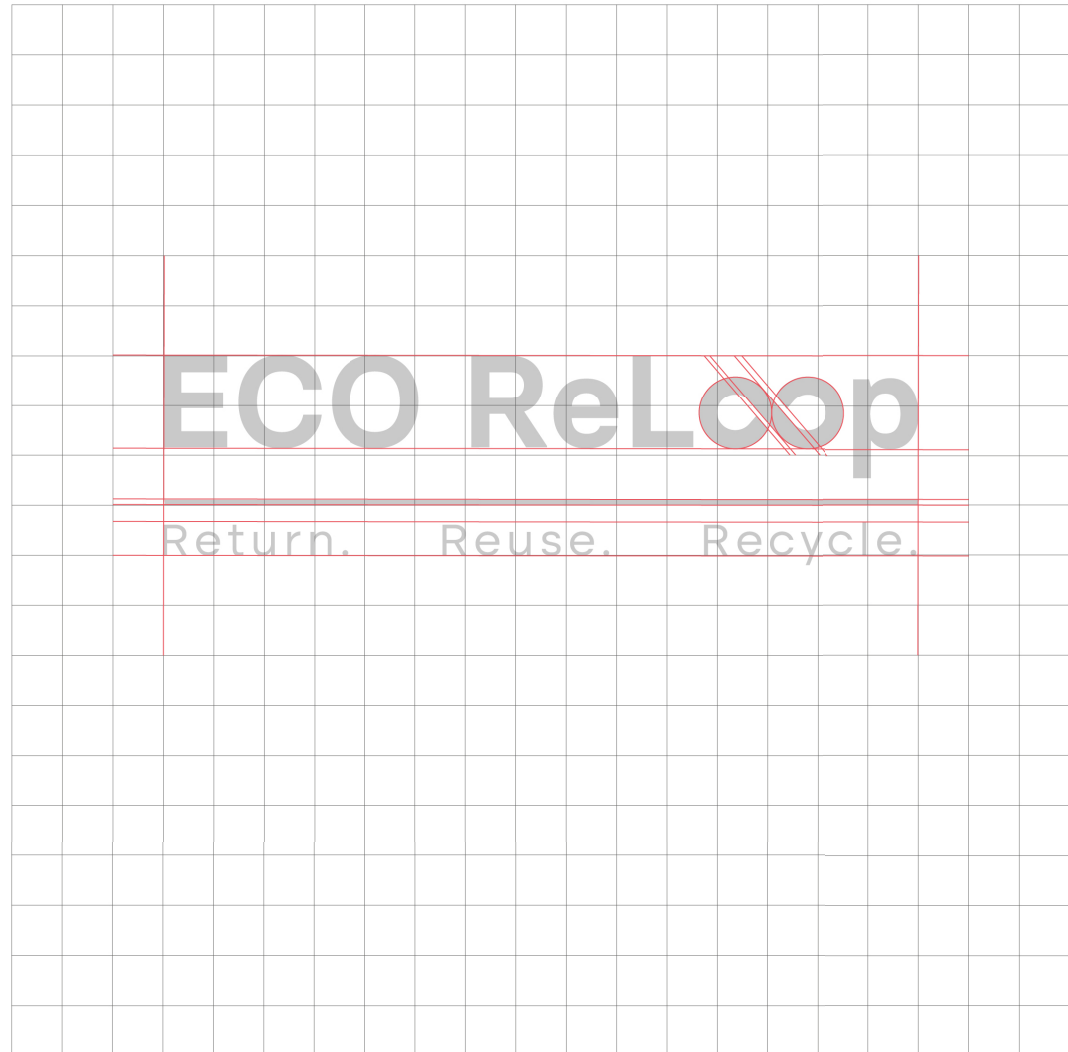
A **combination mark** integrates both text and a symbol or icon to create a more versatile logo, seen in brands like Adidas or Burger King.

An **emblem consists** of text enclosed within a shape or icon, often used for a more traditional or established feel, as seen in the Harley-Davidson logo.

## LOGO TYPE

### WORDMARK

A wordmark logo is a type of logo that's built entirely from text—usually the brand's name—stylized with a distinct typeface, spacing, weight, or custom lettering.



## FAVICON

Favicons typically appear as a 16×16 or 32×32 pixel image, often a simplified version of a brand's logo or a relevant icon. While small in size, favicons are essential for enhancing user experience by improving site recognition and helping users quickly locate their desired websites among multiple open tabs.



## VARIATIONS

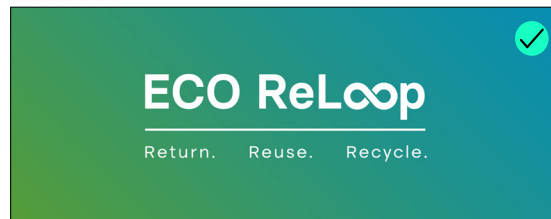
Variations of a logo are different versions of a brand's primary logo, designed to work across a variety of contexts and formats while maintaining brand consistency. These variations ensure that the logo looks good and functions well no matter where it's used — on websites, social media, packaging, business cards, or merchandise.

## WITH TAGLINE



## LOGO USAGE

A logo should always be displayed clearly, without distortion, and should retain its original proportions. For example, using the logo on business cards, websites, packaging, or advertising materials ensures it is positioned in a way that maximizes visibility and recognition, typically adhering to any clear space requirements to prevent visual clutter.



PRIMARY



SECONDARY



AVOID



AVOID BUSY BACKGROUND



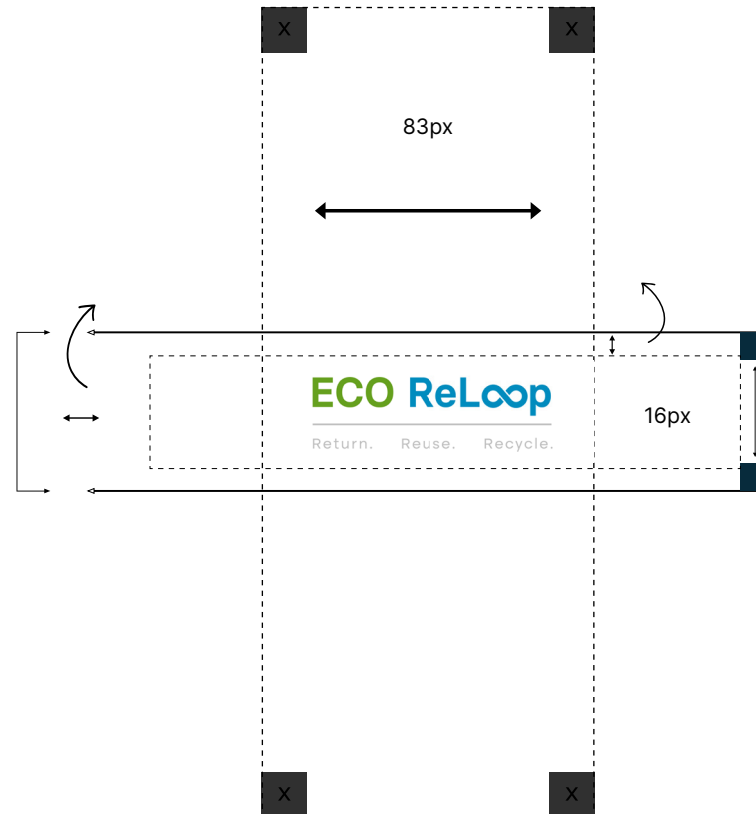
AVOID



ALTERNATIVE USE

## MINIMUM SIZE

Compressed mark used for small and where applicable.



## COLOR

A brand color palette is a carefully selected range of colors that represent a brand's identity and evoke the desired emotional response from its audience.

# 02

**Colors are powerful tools in branding, as they can influence perceptions, reinforce messaging, and establish a strong visual identity.**

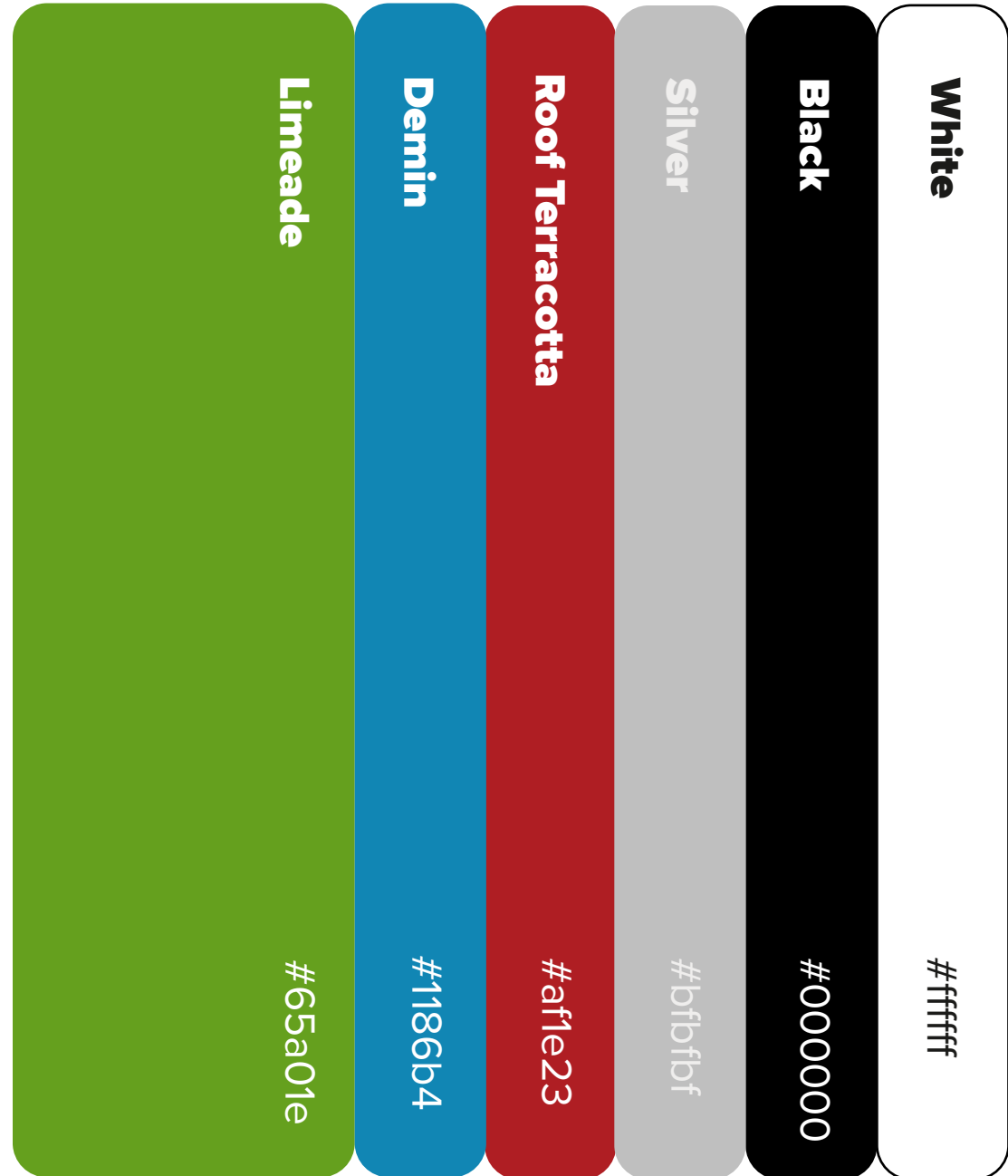
A well-defined brand color palette typically includes primary colors, which are the core shades that represent the brand, and secondary colors, which complement and support the primary colors to provide flexibility in design applications. The palette might also include accent colors for specific uses, such as highlighting key elements or creating contrast.

Consistent use of the color palette across all brand materials—such as websites, logos, packaging, and advertising—ensures a cohesive and recognizable brand presence, helping to build trust and recognition with customers.

## BRAND COLORS

The colors selected for a brand's color palette form its color scheme and are a crucial part of its identity.

Once these colors are chosen, they must be used consistently across all brand materials and platforms to maintain uniformity and visual recognition.



# HUES

Here are acceptable hues of the color palette.

CMYK	(37,0,81,37)
RGB	(101,160,30)
HEX	65a01e



CMYK	(91,26,0,29)
RGB	(17,134,180)
HEX	1186b4



CMYK	(0,83,80,31)
RGB	(175,30,35)
HEX	af1e23

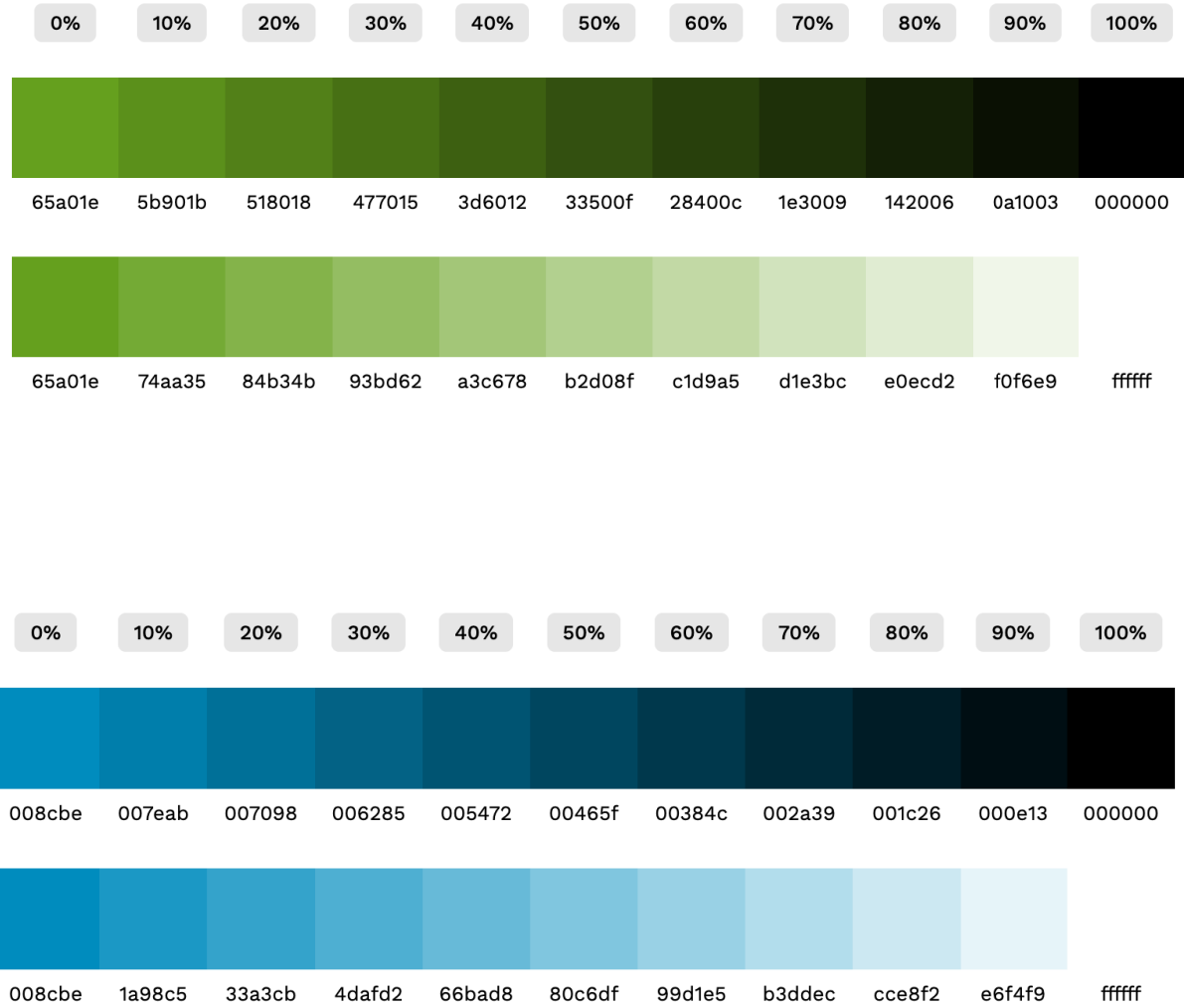


CMYK	(0,0,0,25)
RGB	(191,191,191)
HEX	bfbfbf



# BRAND COLOR

The color palette is internationally small in variety so as to not dilute the brand visual, which adds confusion.



## TYPOGRAPHY

Brand typography refers to the specific fonts and typefaces that a brand uses consistently across all of its communications and materials.

# 03

**Typography plays a vital role in expressing the brand's personality, tone, and overall visual identity. The right typography can enhance readability, create a sense of professionalism, and help differentiate the brand in a crowded marketplace.**

The goal is to create a cohesive visual identity where the typography supports the overall brand message, enhances user experience, and fosters recognition across all brand touchpoints, from websites and social media to print materials and packaging.

## TYPOGRAPHY

In addition to font choices, typography guidelines will also specify font sizes, line spacing, letter spacing, and the appropriate use of bold or italic styles to maintain consistency.

# H1

50px

# H2

36px

# H3

24px

Paragraph

14px

Subtitle

12px

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						

0	1	2	3	4	5	6	7
8	9						

•	,	-	:	;	?	"	!
---	---	---	---	---	---	---	---

## TYPOGRAPHY

Typographic hierarchy system is based on human interface guidelines. Aesthetic while keeping text legibility, prioritize content and emphasize important information.

### Logo Font

**BASIER**  
**CIRCLE**  
**SEMIBOLD**

## TYPOGRAPHY

A brand's typography typically includes a combination of primary and secondary typefaces. The primary typeface is usually used for headings, logos, and key messaging, and is chosen for its uniqueness and ability to represent the brand's character.

The secondary typeface is often used for body text or smaller print, prioritizing readability and versatility across different platforms and mediums. Together, these fonts should complement each other and reflect the brand's style, whether it's modern, traditional, playful, or elegant.

**Nn**

**Primary**

**Hh**

**Secondary**

## Basier Circle Semibold

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNPOQRSTUVWXYZ  
0123456789  
?!+(.,)@\$()~!

## Altone

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNPOQRSTUVWXYZ

## BRAND ELEMENTS

Brand elements are the distinct components that work together to create a brand's identity and differentiate it from competitors.

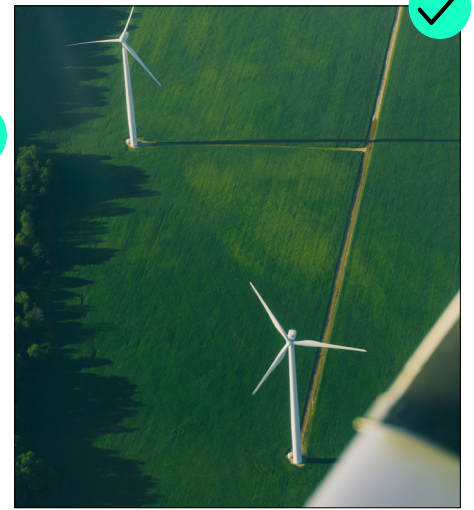
**These elements help convey the brand's values personality, and mission to its audience in a cohesive and recognizable way.**

# 04

## IMAGE-GRAPHY

Acceptable imagery that is consistent with a brand refers to the types of images, photos, illustrations, and visual elements that align with the brand's identity, values, and messaging.

The right imagery can enhance the brand's story and create an emotional connection with the audience.

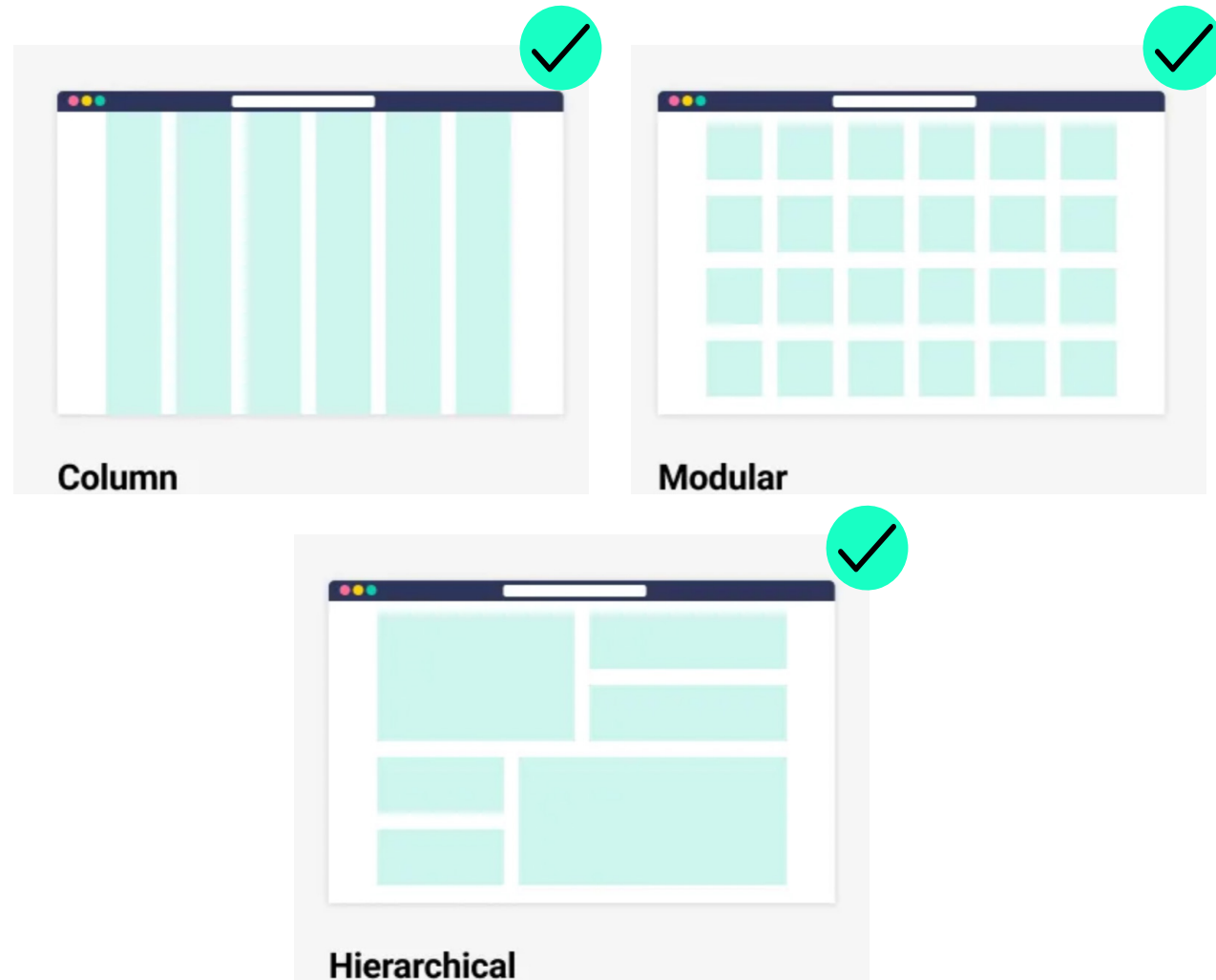


## GRIDS

Grids are layout systems used to structure content and visuals in a way that maintains consistency, balance, and alignment across all brand materials.

They help create a cohesive and organized design that guides how text, images, logos, and other elements are placed within a defined space.

Grids are particularly important for maintaining a uniform brand appearance across various platforms, such as websites, print materials, packaging, and digital ads.



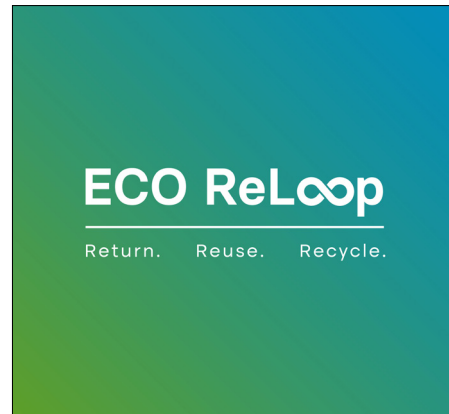
## INSTAGRAM POST

Brand guidelines for Instagram posts help ensure consistency in how a brand presents itself on the platform, maintaining a cohesive visual identity and messaging that aligns with its overall brand.

These guidelines ensure that every post, whether it's an image, video, or story, is on-brand and resonates with the target audience.

### Instagram post dimensions

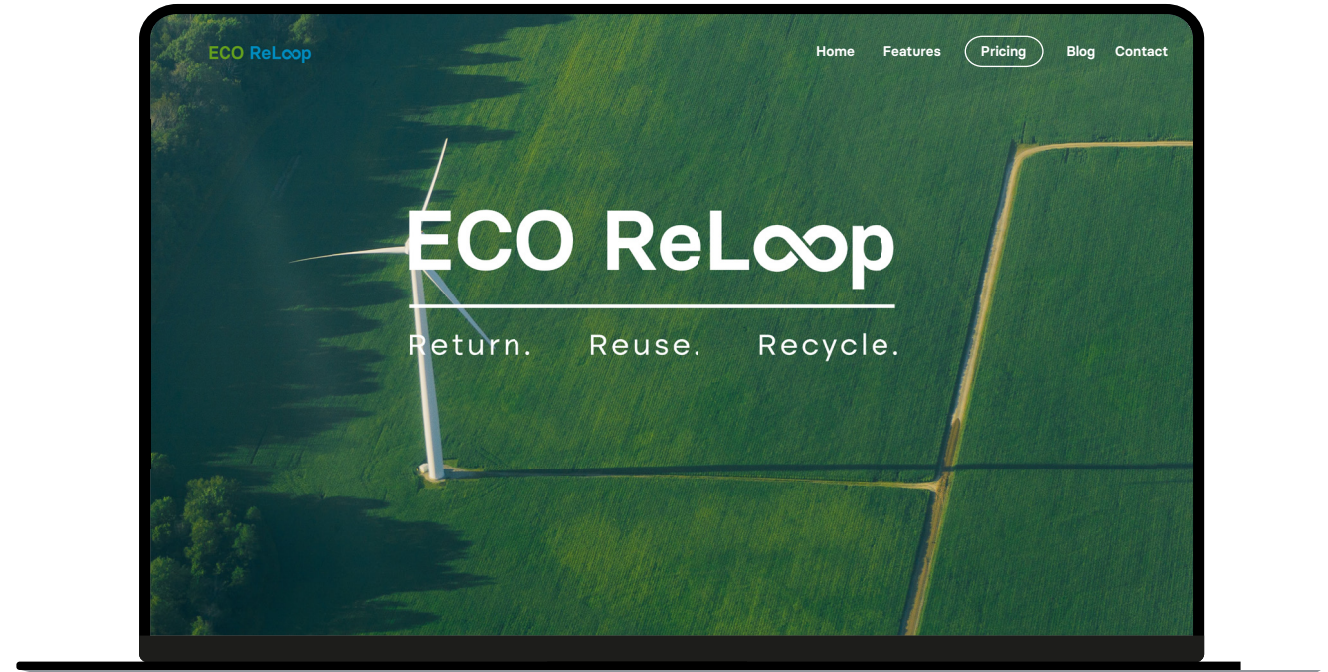
1080 × 1080



## WEBSITE

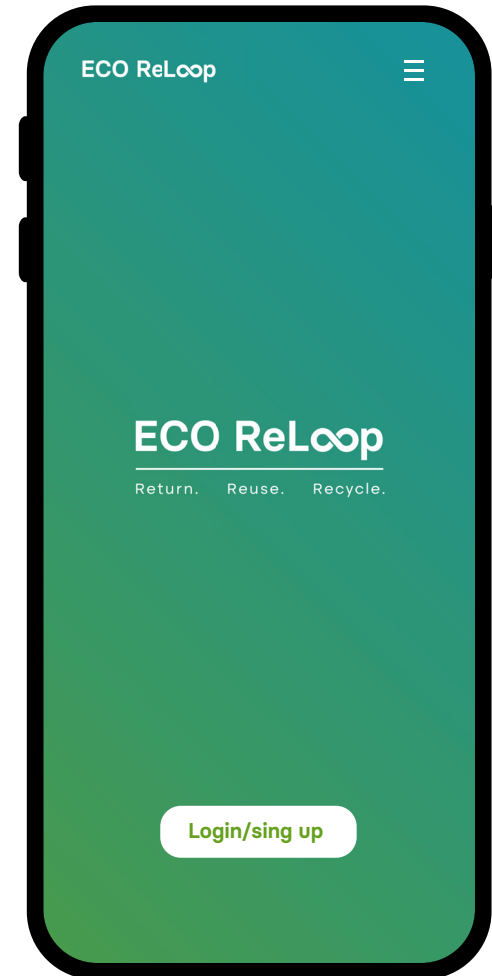
Brand guidelines for a website ensure that the brand's visual identity, tone, and messaging are consistent across all digital platforms, creating a cohesive and recognizable experience for visitors.

These guidelines help maintain a professional, user-friendly, and brand-aligned presence online.



## MOBILE APPS

These guidelines cover design, user interface (UI), and content elements to ensure the app feels and functions as an extension of the brand, making it recognizable and user-friendly.



## DOCUMENTS

Brand guidelines for documents ensure that all printed or digital materials (e.g., reports, presentations, proposals, letters, etc.) are visually consistent with the brand's identity.

**These guidelines provide a framework for creating professional, on-brand documents that reflect the company's values, tone, and visual identity.**

# 05

# WHITE PAPER

-Document Example


-Cover Example

**ECO ReLoop**

**Michael John**  
 Post title  
 Email: lorem@example.com  
 Phone: +1234 567890  
 Fax: +01234 567 89093  
 Twitter: #m\_john098

BRAND, International

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum



**ECO ReLoop**  
 Return. Reuse. Recycle.

# Title

Email: lorem@example.com Phone: +1234 567890  
 Fax: +01234 567 89093 Twitter: #m\_john098  
 Email: lorem@example.com Phone: +1234 567890

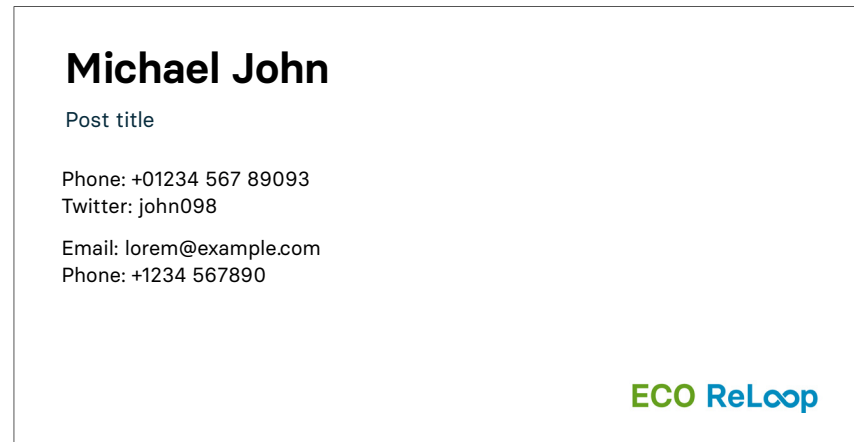
## BUSINESS CARD

Brand guidelines for business cards ensure that every card reflects the brand's identity, values, and professionalism.

**Front**



**Back**



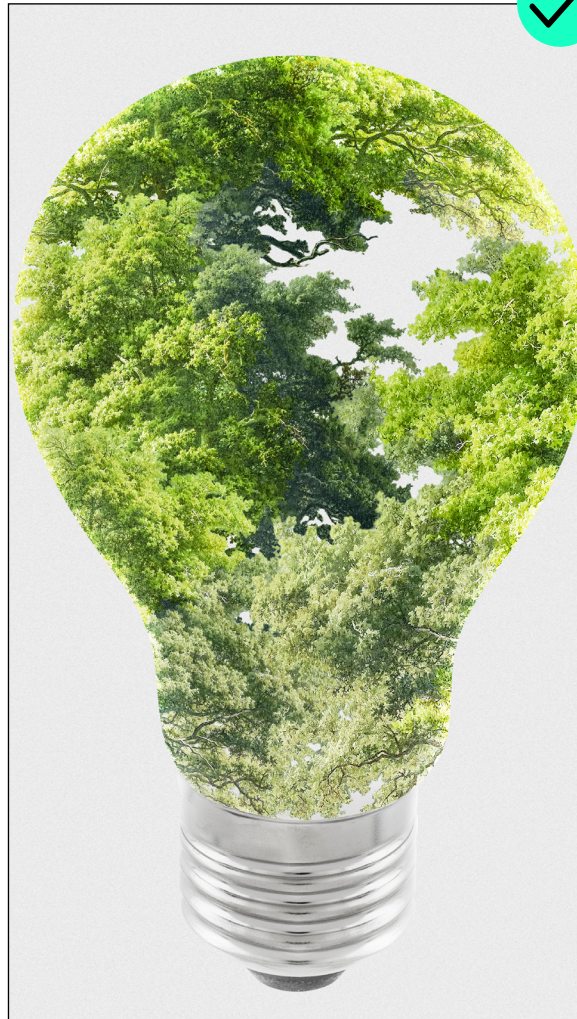
## MERCH

Brand guidelines for merchandise (merch) ensure that every branded item — whether apparel, accessories, promotional products or print — reflects the brand's visual identity, values, and messaging.



## ILLUSTRATIONS OR PATTERNS

Illustrations and patterns can add personality, charm, and visual interest to the brand, but they must align with the brand's tone, aesthetic, and values.



## FILE & INFO

Various miscellaneous materials and files, such as digital assets, promotional items, or any other branded content that is not mentioned in this document, should adhere to the brand guidelines to maintain consistency and coherence across all touchpoints.



**ECO ReLoop**  
Return. Reuse. Recycle.

Eco ReLoop

# ECO ReLoop

---

Return. Reuse. Recycle.