



BRAND STANDARDS GUIDE 2021

INTRODUCTION

The following guide lays the groundwork and clearly outlines the components of a cohesive Re.Source brand. The brand is to be integrated across the entire Re.Source product experience to communicate a collection of fun, approachable, and modern offerings rooted in sustainability and environmentalist practices.

This brand guide contains complete instructions on the proper use of the voice, positioning, logo, brand typography, and photography style, as well as provides visual reference for brand application. Use of this guide and general adherence to the principles within will ensure that Re.Source presents a unified look and an elevated feel.

VOICE

VOICE

The Re.Source brand speaks with a bold, clear, and informative voice. Guided by our values of sustainability, simplicity, and transparency—our voice speaks for the planet and the people in it. It's a clear, concise guide for those who wish to do better for our world.

Positioning Statement

We exist to make your journey through sustainable packaging as simple as it is impactful with a comprehensive collection of Earth-kind food service items. Whether you're focusing on waste reduction, recycling, composting, or another environmental goal, we work hard to help you bring your vision to life. We are continually educating ourselves, shifting with new information, and sharing our latest knowledge with you so we can do better for the planet together.



LOGO

LOGO

The Re.Source logo is in IBM Plex Sans Regular type with slight modifications to the R, u, and second r. The Re.Source name and the mark (accompanying it to the left) can be separated. Use the lockup that fits best in the space of the application.

Logo Variants for Markets

The logo exists in four main variants. Depending on placement, the variants should be used in order of priority as shown. The logotype may be separated from the logomark, but the logomark should be the default choice in stand-alone applications.



Both black and white versions of the logo work on all of the primary colors.

US Markets



Simplify Sustainable™

French Markets



Ressources durables™

Universal



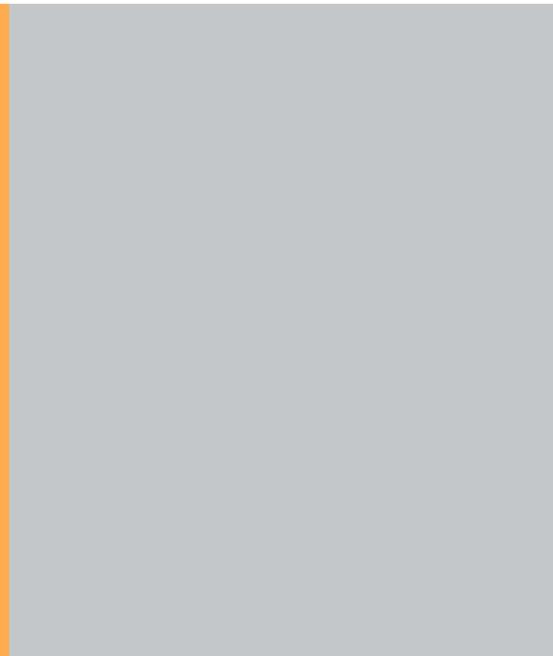
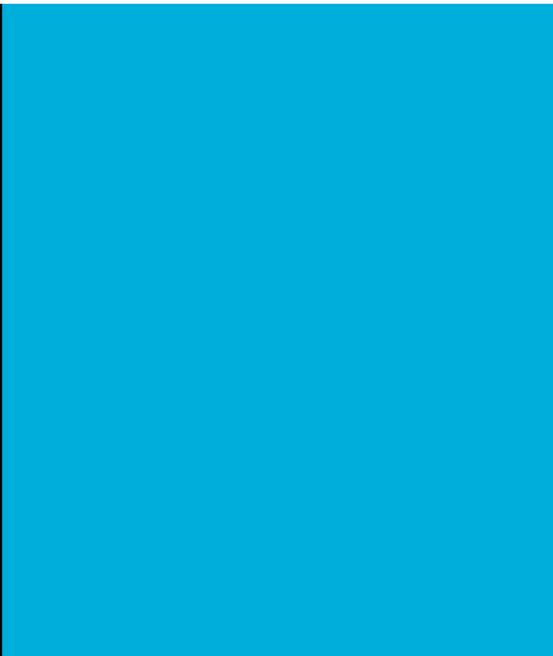
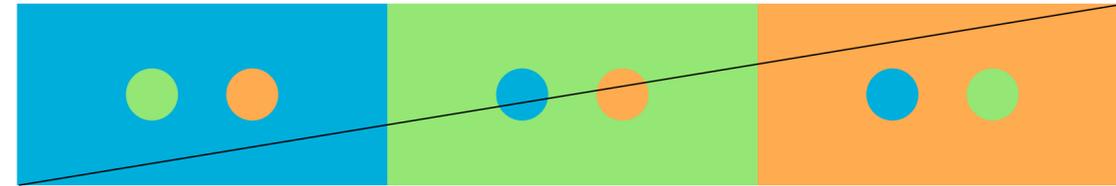
Clear space should be equal to the height of the “o.”

COLOR PALETTE

COLOR PALETTE

The Re.Source color palette is comprised of black, blue, green, orange, gray, and white. Never mix the primary colors. Always use the white or black version of the logo when placing it over a color. Each category or word is represented by a color. The color for Compost is Leafy Green, the color for Recycle is Deep Blue, the color for Reuse is Yellow Orange, and the color for Waste is Cool Gray. When displaying these categories in type, the font they all use is Politica Bold CD.

Do not stack primary colors on top of each other.



Black
 HEX: 000000
 RGB: 0, 0, 0
 CMYK: 60%, 40%, 40%, 100%
 Pantone: 19-0303 TCX

Deep Blue
 HEX: 00ADDC
 RGB: 0, 173, 220
 CMYK: 86%, 5%, 7%, 0%
 Pantone: 2995 C

Leafy Green
 HEX: 87E772
 RGB: 135, 231, 114
 CMYK: 46%, 0%, 75%, 0%
 Pantone: 7487 C

Yellow Orange
 HEX: FFAC4E
 RGB: 255, 172, 78
 CMYK: 0%, 43%, 70%, 0%
 Pantone: 714 C

Cool Gray
 HEX: C3C7C9
 RGB: 195, 199, 201
 CMYK: 23%, 16%, 16%, 0%
 Pantone: 2 C

White
 HEX: FFFFFFFF
 RGB: 255, 255, 255
 CMYK: 0%, 0%, 0%, 0%
 Pantone: 11-0601 TPX

Recycle

Compost

Reuse

Waste

TYPOGRAPHY

TYPOGRAPHY

In addition to creating a recognizable look and feel for the brand, text hierarchy aids communication by organizing information in order of importance and creating both focus and emphasis.

While digital and print sizing and measurements will differ based on use case, the values shown can be used as a general guide for creating a cohesive text hierarchy throughout brand applications.

Aa

POLITICA BLACK CD
abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNopqrstuvwxyz
0123456789

Aa

IBM Plex Sans Bold
abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNopqrstuvwxyz
0123456789

Aa

IBM Plex Sans Regular
abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNopqrstuvwxyz
0123456789

**HEADLINE/
REPEATED TEXT**

HEADING 1
Subheading 1

Heading 2
Subheading 2

Heading 3
Subheading 3

This is Body Copy 1 and is in the typeface of IBM Plex Sans Regular. The type size is 20 points with a leading of 24 points and a tracking of 0.

This is Body Copy 2 and is in the typeface of IBM Plex Sans Regular. The type size is 30 points with a leading of 35 points and a tracking of 0. This is used for more distinguished bodies of text.

Headline:
Politica Black CD
- Size 100pt, Leading 90pt

Heading 1:
Politica Black CD
- Size 50pt, Leading 60pt

Subheading 1:
IBM Plex Sans Bold
- Size 30pt, Leading 30pt

Heading 2:
IBM Plex Sans Bold
- Size 30pt, Leading 36pt

Subheading 2:
IBM Plex Sans Regular
- Size 25pt, Leading 30pt

Heading 3:
IBM Plex Sans Bold
- Size 20pt, Leading 24pt

Subheading 3:
IBM Plex Sans Regular
- Size 20pt, Leading 24pt

Body Copy 1:
IBM Plex Sans Regular
- Size 20pt, Leading 24pt

Body Copy 2:
IBM Plex Sans Regular
- Size 30pt, Leading 35pt

TEXT AND IMAGE TREATMENT

TEXT AND IMAGE TREATMENT

Re.Source's goal is to educate consumers on how to discard their products properly through the use of three words—Recycle, Compost, or Reuse. When displaying these words, the English versions can stand alone, or, if you decide to add in a translation, always accompany the English words with both the French and Spanish equivalents.

When selecting or shooting photography, ensure that the packaging is center stage and remains the focal point of the piece. To ensure this, select a white or neutral background that does not compete with the packaging. If you do choose to use a colored background, make sure it is solid in color and matches the category of product you are featuring, e.g. blue backgrounds for Recycle or green for Compost.

The examples on this page demonstrate the Recycle category but remain the same with the other categories Compost, Reuse, and Waste.



ICONS AND STICKERS

ICONS

Category Names and Icons

The Re.Source brand is split into four main categories: Compost, Recycle, Reuse, and Waste. These categories are used to educate consumers on the proper end-of-life use of the container, and thus must be consistent across every communication.

Compost



Recycle



Reuse



Waste



COMPOST

RECYCLE

REUSE

WASTE

STICKERS



Category Stickers

Similar to the category icons, the category stickers are used to represent the four main pillars of the Re.Source brand. These stickers should always include the French and Spanish translations of the words. These stickers are meant to be placed on the Re.Source-marked bins to guide users to utilize the right disposal method.



BRAND LOOK AND FEEL

BRAND LOOK AND FEEL

RECYCLE RECYCLE
 RECYCLAR RECYCLE
 RECYCLER RECYCLER
 RECYCLE RECYCLE



RECYCLE
 RECYCLER
 RECICLAR

COMPOST COMPOST
 COMPOSTER COMPOSTER
 COMPOST COMPOST



COMPOST
 COMPOSTER
 COMPOST

COMPOST COMPOST
 COMPOSTER COMPOSTER
 COMPOST COMPOST



COMPOST COMPOST
 COMPOSTER COMPOSTER
 COMPOST COMPOST

REUTILIZAR REUTILIZAR
 REUSE RÉUTILISER
 REUTILIZAR REUSE RÉUTILISER
 REUSE RÉUTILISER



REUSE
 RÉUTILISER
 REUTILIZAR

Simplify Sustainable with Re.Source,
 a Gordon Food Service exclusive.

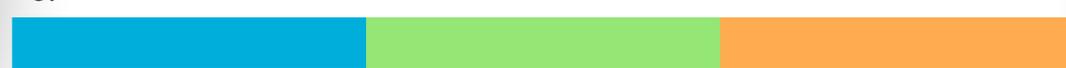
La durabilité simplifiée avec Re.Source,
 une exclusivité de Service alimentaire Gordon.




COMPOST
 RECYCLE
 REUSE

Simplify Sustainable.
 Re.Source

Back of 3 panels



- a. Re.Source Ad
- b. Product Photography
- c. Product Design
- d. Product Design
- e. Food Show Booth
- f. Re.Source One-Pager



RECYCLE
 RECYCLER
 RECICLAR

COMPOST
 COMPOSTER
 COMPOST

REUSE
 RÉUTILISER
 REUTILIZAR

Products for the conscious consumer.

A standout sustainable system complete with a bin sticker program that helps educate consumers about the life cycle of each product.

Launching fall 2021 in both the US and CA.



Scan for sizzle video.



