

Project ReCycle

Style Guide



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Logo Mark

This is the primary and preferred logo. Project ReCycle is a program that allows people to donate bikes for those in need. Initially branded under the founding organization's brand of 3t Ministry, it was determined that to ensure the success of the

organization, the organization needed a name and a brand that clearly identified this program. Volunteers make this organization what it is. All the bicycle donations "come from the heart", and that is the concept this logo illustrates.



Logo Mark

Usage of secondary logos is acceptable but the primary logo should be used as often as possible.

Secondary Logos 1



Logo Mark

When used on a black background the primary logo can be used.

Secondary Logo 2



Logo Mark

Avoid black and white and reversed logos when possible. The emphasis of color on “CYCLE” is key to the program’s identity.

Secondary Logos 3



Logo Mark

Use only when photographs have high contrast and avoid putting logo on busy backgrounds.

Photographic Backgrounds

Acceptable



Unacceptable



Logo Mark

In order to maintain legibility the logo mark should always have an area of free space surrounding it.

Exclusion Zone

x = width of "E" in "RECYCLE"



Logo Mark

The logo mark and logo type have been precisely aligned according to the position of the other. Do not alter alignment or spacing.

Alignment



Color

The brand colors for Project ReCycle are:



Pantone 311C



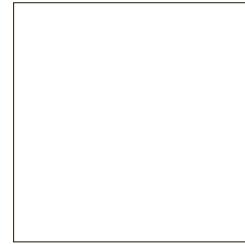
Pantone 382C



Pantone 166C



Pantone Black C



White

63% C
12% Y

29% C
100% Y

64% M
100% Y

13% M
49% Y
98% K

0%

66 R
196 G
221 B

193 R
216 G
47 B

244 R
123 G
32 B

38 R
28 G
2 B

255 R
255 G
255 B

79c2da

c6d644

da7a2d

000000

ffffff

Supporting Typography

Body copy shown with or in addition to the logo
is Myriad Pro.

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
12345678910!@#\$%^&*()

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
12345678910!@#\$%^&*()

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
12345678910!@#\$%^&()*

Supporting Typography

All headlines should be centered and utilize a font called CabinSketch.

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
12345678910!@#\$%^&*()

headline

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Donec odio. Quisque velut pat mattis eros. Nullam malesuada est rat ut t urpis. Suspendisse urna nibh, viverra non, semper suscipit, posuere a, pede.

Donec nec justo eget felis facilisis fermentum. Aliquam porttitor mauris sit amet orci. Aenean dignissim pellentesque felis.

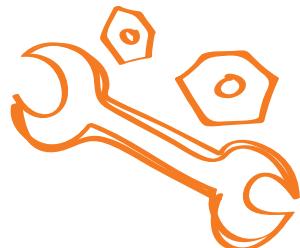
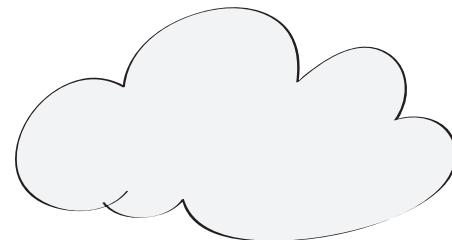
Morbi in sem quis dui placerat ornare. Pellentesque odio nisi, euismod in, pharetra a, ultricies in, diam. Sed arcu. Cras consequat.

Imagery

The personality of the brand is extremely important. The children who receive bikes are asked to submit essays about their dream bikes. In many cases simple drawings accompany these essays. To reflect the importance of the children,

the supporting graphic elements will be simple and loose as if a child drew them.

Supporting graphic elements



hand drawn font for headlines

Imagery

Loosely sketched and simple graphics should support the brand but not overwhelm it. If overused this style can take away credibility. A proper application of this style is shown below. This collateral piece displays the proper use of

typographic and graphic elements together. Any photographic elements are acceptable as long as the photos are relevant to the organization.



Do's and Don'ts

When applying the logo use common sense. The brand colors should be utilized, and the logo should be displayed in best quality and highest contrast possible.



Do not alter or distort the logo



Do not add strokes or outlines to logo



Do not use colors undefined by this guide



Do not reverse logo out of a weak color