

Brand Guidelines

Last updated
Sep 16, 2025

Logo

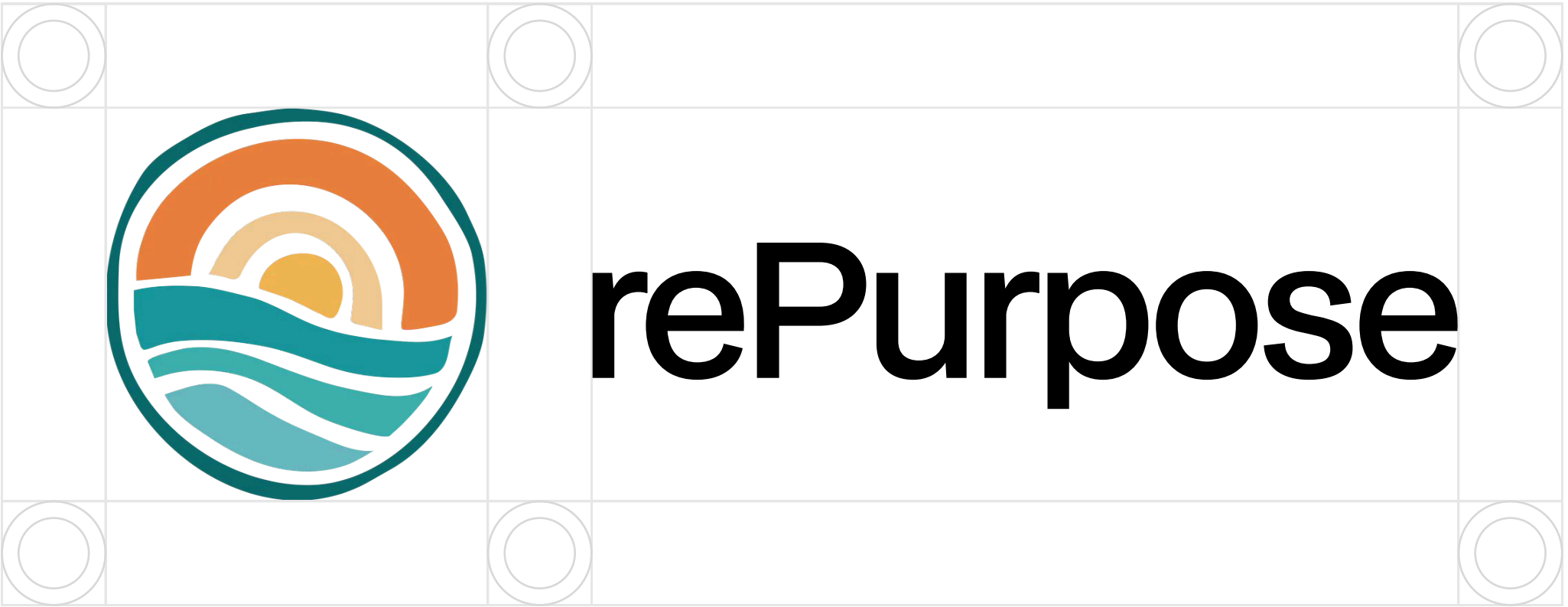
01

Logo

Please remember to keep things on point with our brand logo by following the brand guidelines, including the specified size, proportion and clear space.

Logo Clear Space

To keep our logo looking sharp, always maintain a minimum clear space around it. This space helps our logo stand out and stay clear of any visual clutter.

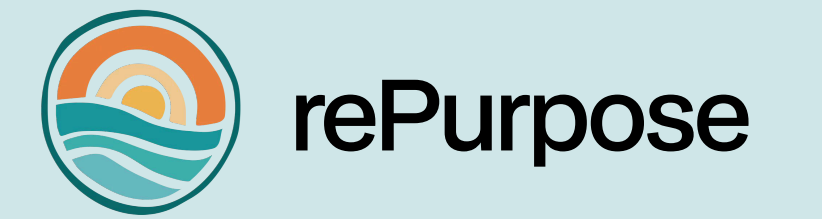
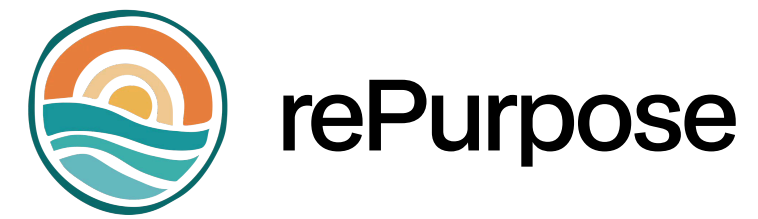


Logo Mark

Logo Type

Logo on backgrounds

Whenever possible, choose the full-color logo. When using it on colored backgrounds, make sure the logo's color contrasts well with the background to ensure it's easily visible.



Logo mark on backgrounds

The logo mark may be used on its own in contexts where the brand is already clearly established (e.g. favicons, social icons, or internal touchpoints). In these cases, apply the colored logo mark on light backgrounds, and the white version on dark or colored backgrounds. Avoid using the colored logo mark on mid-tones or similar hues that reduce clarity.

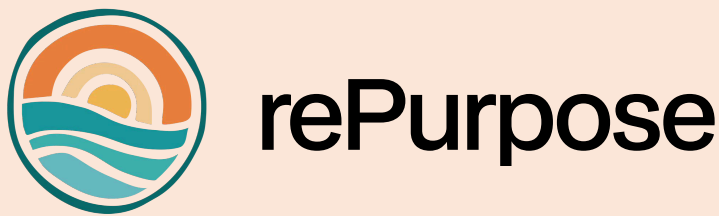
Always maintain proper clear space, and never place the logo or logo mark over busy or low-contrast imagery.



Logo fields

The rePurpose logo can appear on a variety of color backgrounds, these are the currently approved background variations for our primary and neutral palette pairings.

On light or neutral backgrounds (such as white, soft orange, or soft turquoise), use the full-color version of the rePurpose logo with the colored icon mark intact. This ensures the brand's signature color and energy remain visible in clean, minimal environments.



Logo misuse

Please use the Logo in it's approved and provided forms.
Do not change, alter or effect the logo in any way.

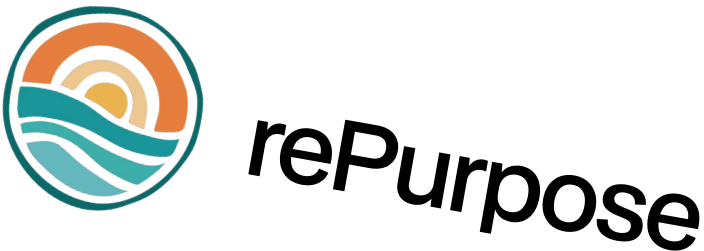
DO NOT USE THE LOGO WITHOUT MARK

rePurpose

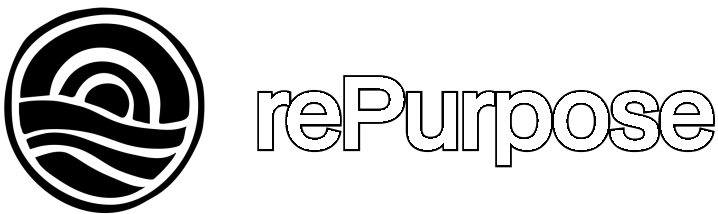
DO NOT DISTORT THE LOGO



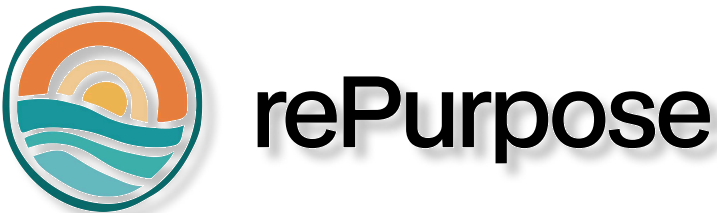
DO NOT ROTATE THE LOGO



DO NOT OUTLINE THE LOGO



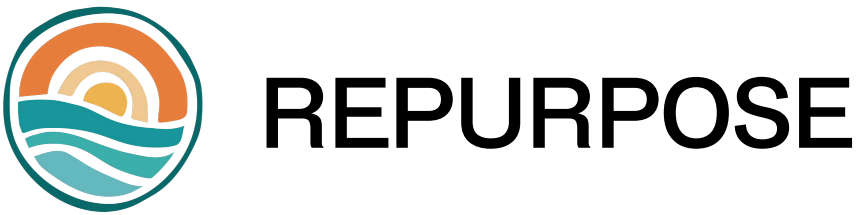
DO NOT ADD SHADOWS TO THE LOGO



DO NOT REARRANGE ELEMENTS OF THE LOGO



DO NOT RECREATE THE LOGO



DO NOT CROP THE LOGO



Colors

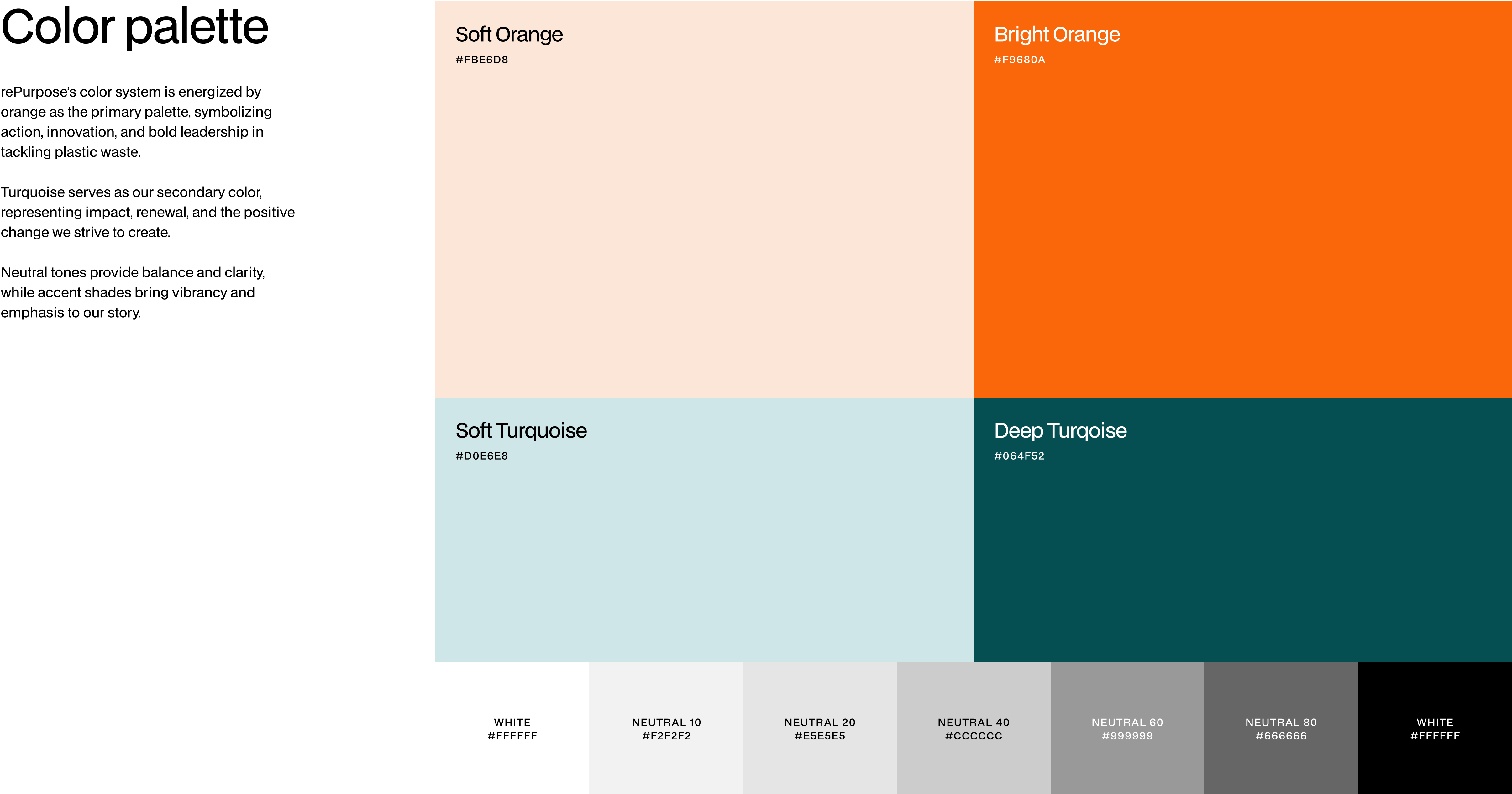
02

Color palette

rePurpose’s color system is energized by orange as the primary palette, symbolizing action, innovation, and bold leadership in tackling plastic waste.

Turquoise serves as our secondary color, representing impact, renewal, and the positive change we strive to create.

Neutral tones provide balance and clarity, while accent shades bring vibrancy and emphasis to our story.



Color usage

Oranges

Orange is our primary color. We use this color in majority of our brand. There are two different shades, Soft Orange and Bright Orange.

Here are some guidance on how to use and apply them.

Soft Orange

- Use for:
- Backgrounds
- ~~Do not use for:~~
- Text Color
 - Accents
 - CTA (Call to action)

Bright Orange

- Use for:
- Accents
 - Icons
 - CTA (Call to action)
- ~~Do not use for:~~
- Text Color
 - Backgrounds (especially with a lot of text on top of it)

Soft Orange

#FBE6D8

Bright Orange

#F9680A

Color usage

Turquoises

Turquoise is our secondary color. We use this color to add depth and levels to our brand. For specific case representing about impact, we can mainly use this as our primary color.

There are two different shades, Soft Turquoise and Deep Turquoise. Here are some guidance on how to use and apply them.



Soft Turquoise

Use for:

- Backgrounds
- Accents

Do not use for:

- Text Colors
- CTA (Call to action)



Deep Turquoise

Use for:

- Backgrounds
- Accents
- Icons
- CTA (Call to action)

Do not use for:

- Text Colors

Soft Turquoise

#D0E6E8

Deep Turquoise

#064F52

Color usage

Neutrals

Our neutral palette moves from White through Neutral 10, 20, 40, 60, 80, to Black. These colors are mainly used for text and simple elements.

- Light tones (White to Neutral 20) work best for backgrounds, but use sparingly
- Mid tones (Neutral 40 and 60) help create contrast
- Dark tones (Neutral 80 and Black) are used for body text, headings, and emphasis

White may also be used as a text color when placed on dark backgrounds.

White
#FFFFFF

Neutral 10
#F2F2F2

Neutral 20
#E5E5E5

Neutral 40
#CCCCCC

Neutral 60
#999999

Neutral 80
#666666

Black
#000000

Color combinations

These combinations help you create beautiful color schemes for your content on various backgrounds. Just remember to stick with the colors we've already set in our brand guidelines.

Avoid adding extra colors that don't match our brand's chosen palette. Keeping things consistent with these pre-approved combinations ensures our brand looks great everywhere and keeps telling its unique story.

