



THIS DOCUMENT SERVES TO PROVIDE
CLEAR GUIDANCE TO THE CORRECT USAGE
OF THE VARIOUS IDENTITY ELEMENTS FOR
THE SK RECYCLES BRAND.

Brand Playbook



LOGO USAGE

The visual elements of the brand identity should be used consistently and accurately applied to ensure a professional appearance for the organization.

Those making use of the visual elements of the brand identity must adhere to the standards with regard to colour, typography and juxtaposition of visual elements in all applications.

These elements should be used consistently and without modification to avoid diluting the brand identity.

PRIMARY LOGO



ICON



The stand-alone icon can be used on applications like website favicon and social media profile images. (To be used at SK Recycle's discretion).

Sometimes in production, only black ink is available and the logo must be reproduced in black and white.

BLACK LOGO



REVERSE LOGO





LOGO SPACING

It is important to ensure the logo has clear space around it. Clear space ensures that other graphics, text or images do not interfere with the readability and reproduction of the logo. The minimum clear space surrounding the logo should never be less than 0.25" in length and width.



DISTORTION

The logo may not be distorted, angled or altered, nor may it be presented on colours that do not allow enough contrast for quick recognition of the logo.



LOGO SIZE

Sizing is also important. The minimum size is determined by the width of the logo. Reducing it too far will make it too small to read when printed or used on digital applications.

The logo should not be smaller than 0.5" in diameter. Anything smaller than this becomes difficult to register and print. This is also the case when used digitally, as shrinking the logo further will make it unreadable, and in some cases, pixelated.





COLOUR PALLETE

Colour speaks volumes about a brand – it is an expression of the brand identity. Colour influences a brands’ audience. As colour attracts consumers, they evoke emotions – feelings of warmth, security, excitement, curiosity etc. When a brand repeatedly markets with consistency, it strengthens brand awareness.

PRIMARY COLOURS



C: 100 R: 0 H: 201
M: 45 G: 113 S: 100
Y: 0 B: 182 B: 71
K: 6

HEX 0070B5



C: 52 R: 133 H: 94
M: 0 G: 197 S: 54
Y: 86 B: 89 B: 77
K: 0

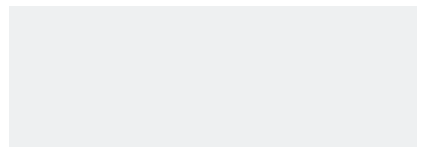
HEX 85C559

SECONDARY COLOURS



C: 4 R: 235 H: 26
M: 63 G: 122 S: 89
Y: 100 B: 24 B: 92
K: 0

HEX EB7A18



C: 7 R: 235 H: 240
M: 5 G: 235 S: 0
Y: 4 B: 236 B: 92
K: 0

HEX EBEDEC



C: 99 R: 50 H: 204
M: 74 G: 13 S: 89
Y: 25 B: 128 B: 50
K: 9

HEX 0D4E80



C: 79 R: 51 H: 160
M: 25 G: 138 S: 62
Y: 66 B: 111 B: 54
K: 7

HEX 338A6F



TERTIARY COLOURS / MATERIAL COLOURS



C: 5 R: 231 H: 337
M: 63 G: 126 S: 45
Y: 11 B: 164 B: 90
K: 0
HEX E77FA4



C: 47 R: 150 H: 302
M: 81 G: 80 S: 46
Y: 10 B: 146 B: 58
K: 0
HEX 965092



C: 8 R: 242 H: 56
M: 0 G: 234 S: 88
Y: 97 B: 27 B: 94
K: 0
HEX F2EA1B



C: 26 R: 188 H: 218
M: 20 G: 189 S: 1
Y: 20 B: 191 B: 74
K: 0
HEX BCBDBF



C: 100 G: 113 B: 71
M: 45 B: 182
Y: 0
K: 6 H: 201
R: 0 S: 100
HEX 0070B5



C: 52 G: 197 B: 77
M: 0 B: 89
Y: 86
K: 0 H: 94
R: 133 S: 54
HEX 85C559



Filson Pro Bold

FILSON PRO BOLD

Can be used as a headline font on marketing materials (both digital and print).

Filson Pro Medium

FILSON PRO MEDIUM

Can be used as a sub-head font on marketing materials (both digital and print).

Filson Pro Light

FILSON PRO LIGHT

Can be used as body copy font on marketing materials (both digital and print).

Calibri Bold

Calibri Regular

INTERNAL TEAM USE

Calibri Bold and Calibri Regular are the default corporate fonts and should be used on applications such as correspondence and presentations.

TYPOGRAPHY USAGE

While there may be some extremely formal instances where body text should be set justified, it is generally better to set the text as flush left, ragged right in order to keep hyphenation to a minimum. Care should be given to kerning and tracking and to the relationship between text size and column width so that easy readability is maintained. Smaller text should be set in smaller column widths and larger text should be set in wider columns.

Kerning is the process of adjusting the spacing between individual characters in a font.

Tracking adjusts the spacing between letters evenly across the whole word.

Leading is the vertical spacing between lines of type.

