

revnicp

Contents

1 Design & Layout Guidelines	3	4 Identity	11	5 Illustrations	23
1.1 Exclusion Area	4	4.1 Business Cards	12	6 Logo & illustrations use	28
1.2 Restrictions	5	4.2 Letterhead	15	5.1 Illustrations as a device	29
1.3 Logo Colour Formats	6	4.3 With Compliments	16	5.2 Campaigns	31
2 Colour Palette	7	4.4 Envelopes	17	5.3 Brochure	34
3 Typography	9	4.5 Folder	18	5.4 Social media	35
		4.6 Email Signature	19		
		4.7 Wrapping Paper	20		
		4.8 Tapes	21		
		4.9 Clothes Box	22		

Design & Layout Guidelines

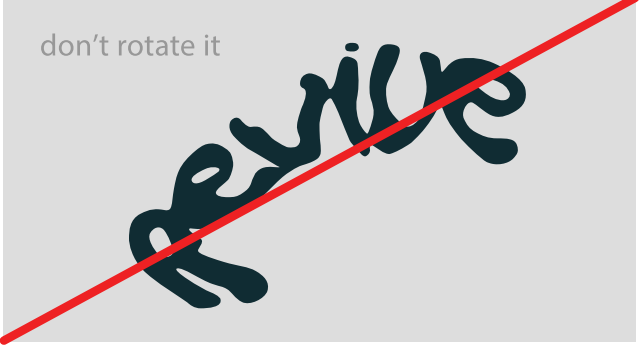
Exclusive_Area



minimum width 8mm



Restrictions



Logo Colours



Colour Palette

Colours_Palette

Primary color palette



HEX: c2c618
RGB: 194 - 198 - 24
PANTONE: 7744 C
CMYK: 29 -10 - 100 - 0



HEX: 142c33
RGB: 20 - 44 - 51
PANTONE: 546 C
CMYK: 87 - 66 - 58 -61

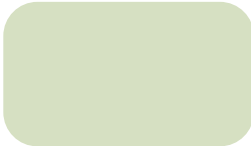


HEX: d95b36
RGB: 217 - 91 - 54
PANTONE: 7579 C
CMYK: 10 - 78 - 89 - 1

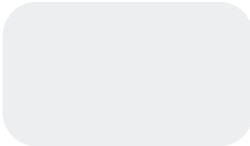


HEX: 433f2b
RGB: 67 - 63 - 43
PANTONE: 448 C
CMYK: 60 - 56 - 78 - 53

Supportive color palette



HEX: d7e0c3



HEX: ededed



HEX: ffffff



HEX: a497cd



HEX: afd366



HEX: 8ba8e0

Typography

Typography

Inter light - 25 pt

The solution is redesign of the products and the change of the system that becomes the providing and maintaining them.

Inter semibold - 15 pt

designed for sustainability

Inter regular - 15 pt

The circular economy is a system where materials never become waste and nature regenerates.

Identity

Business_Card

8.5×5.5cm



8.5×5.5cm



Business_Card

8.5×5.5cm



8.5×5.5cm



Business_Card

8.5×5.5cm



8.5×5.5cm



A4 Letterhead



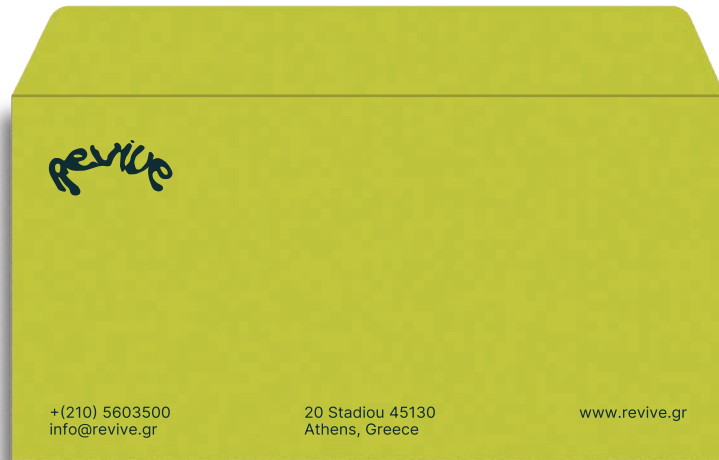
Compliments_card

Compliments 21x9.9cm



Envelopes

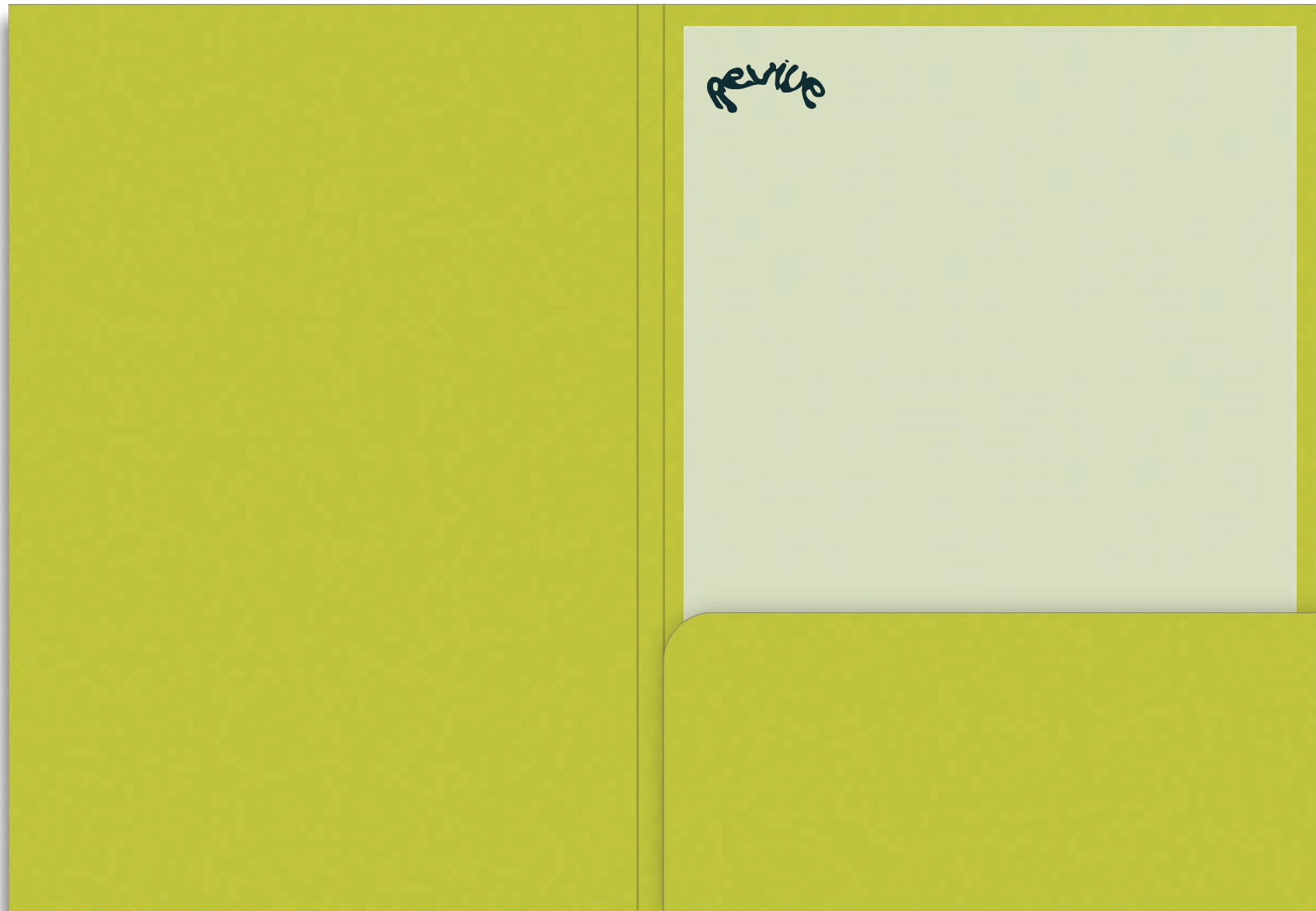
Envelope 22×11



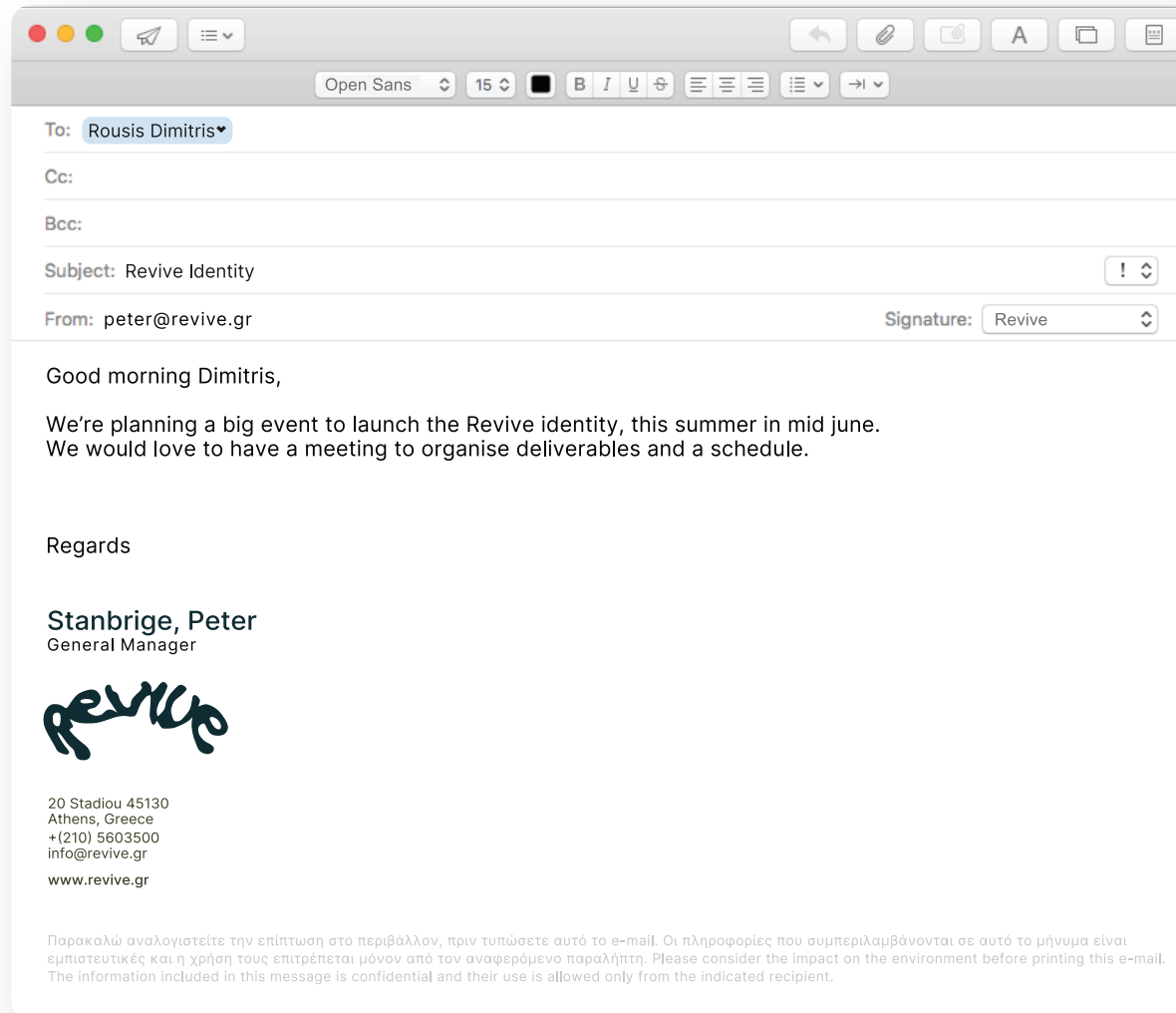
Envelope 23×32.3



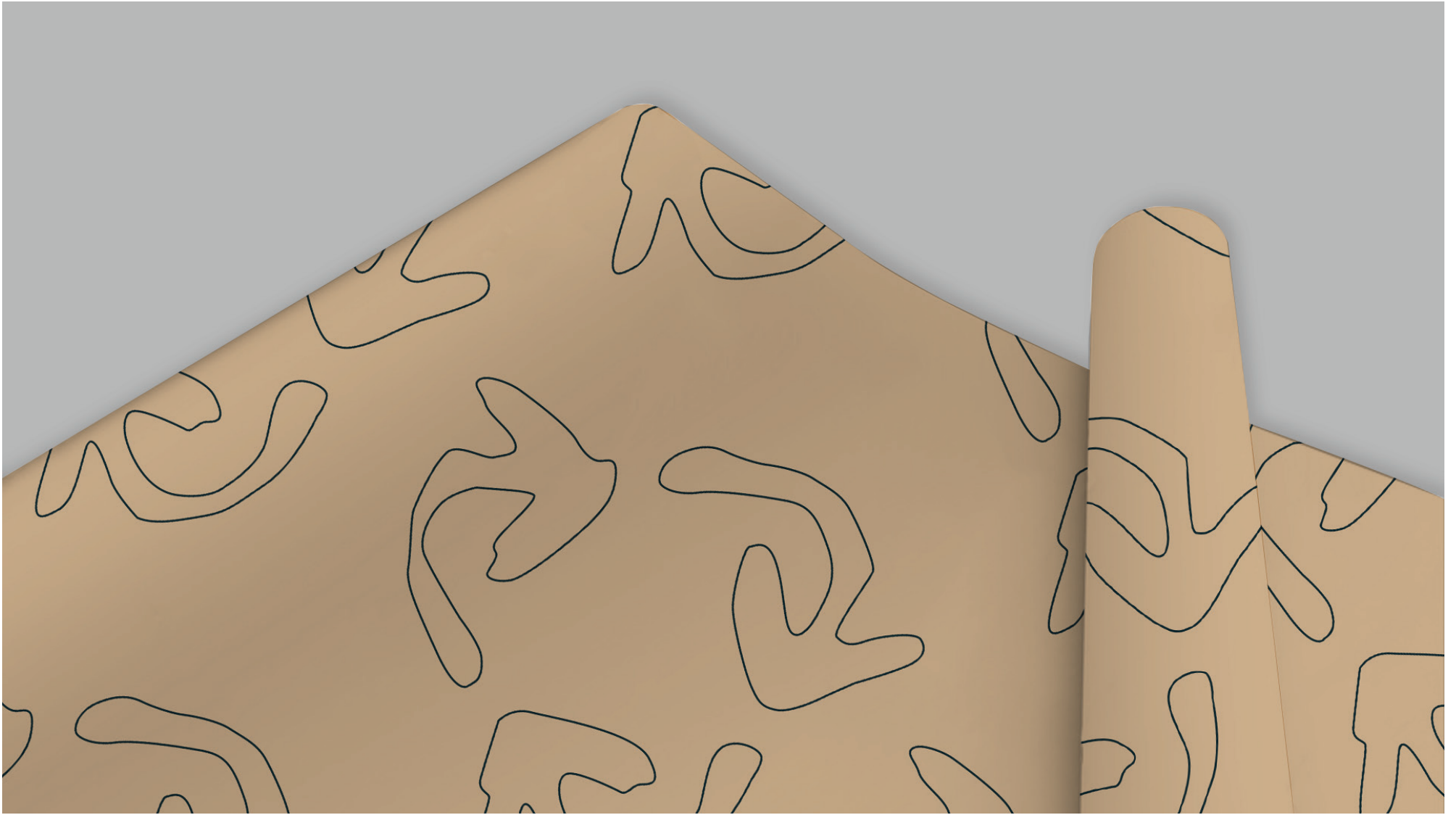
Folder



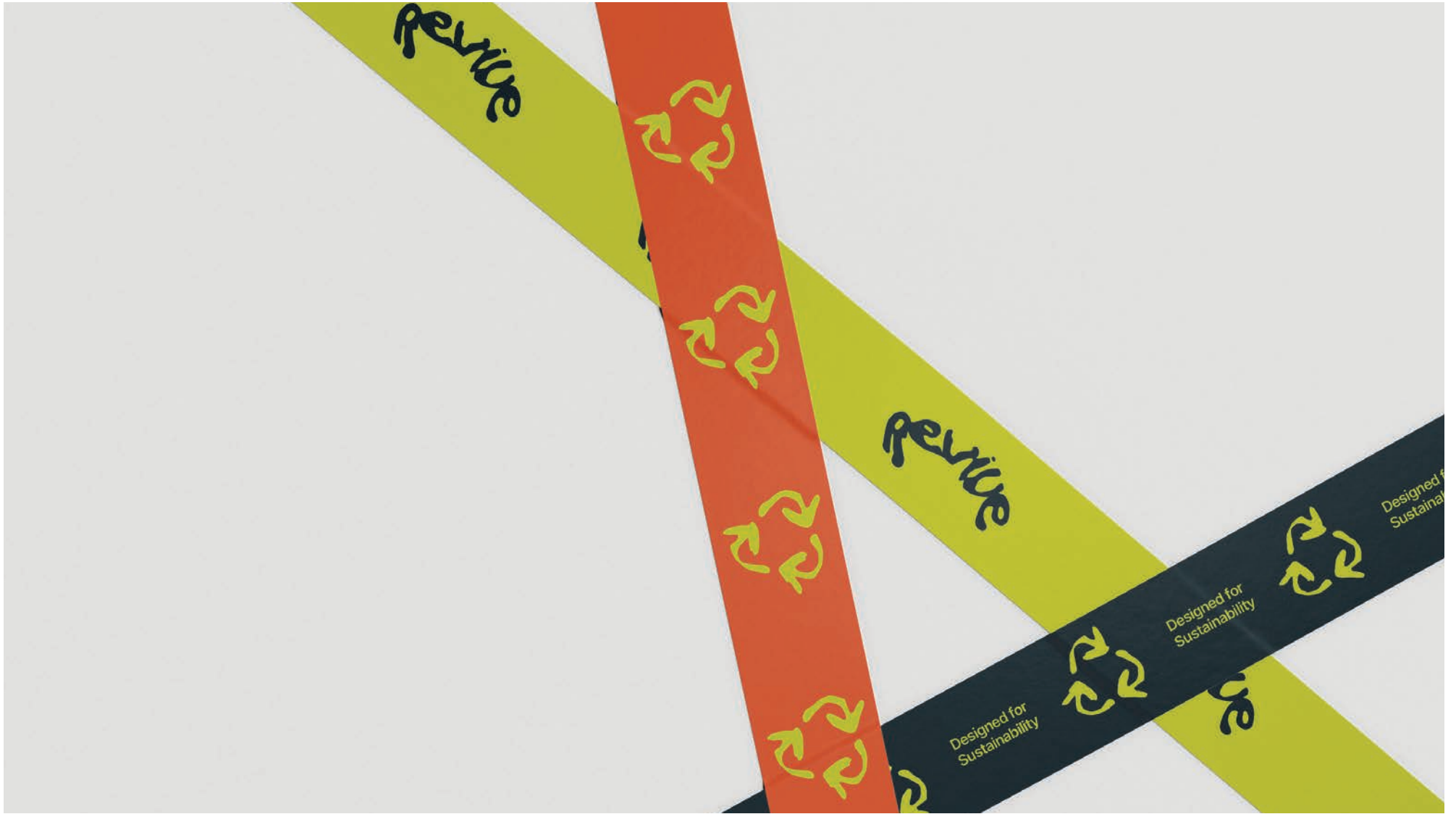
Email_Signature



Wrapping_Paper



Tapes

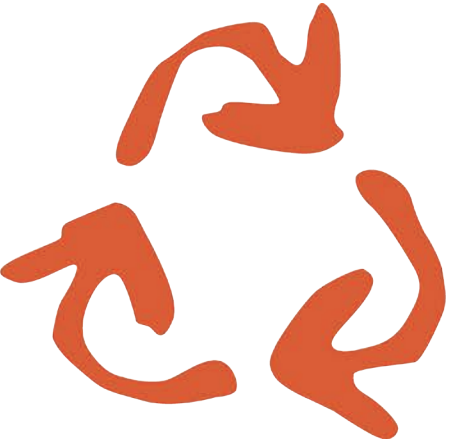


Clothes_Box

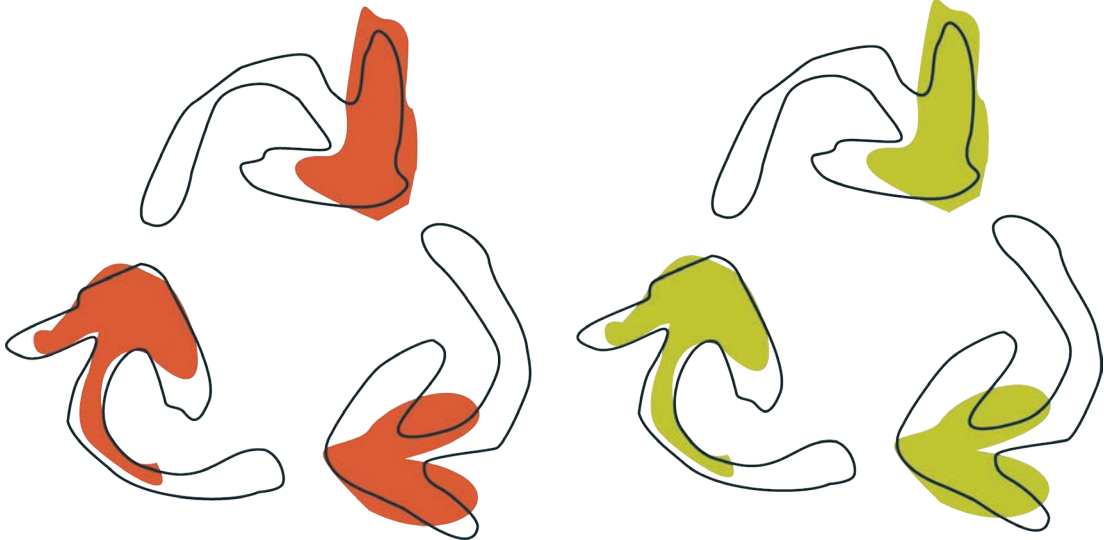


illustrations

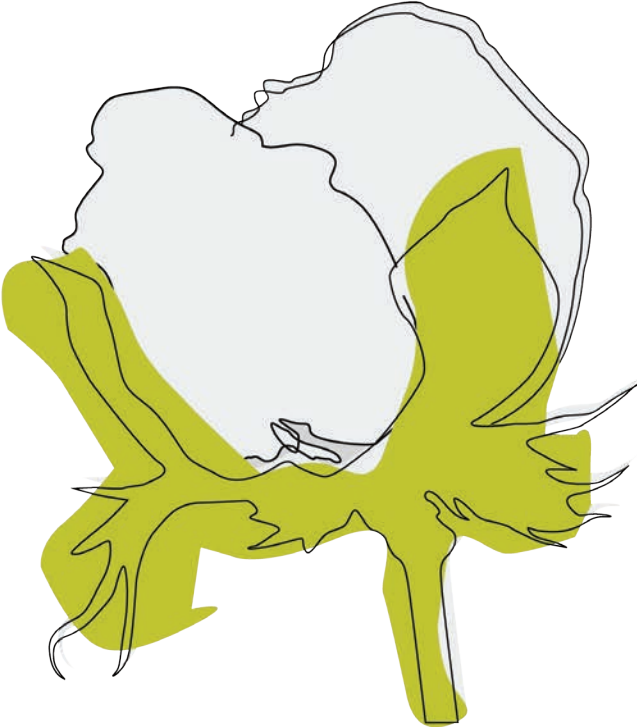
recycle_symbol_variations



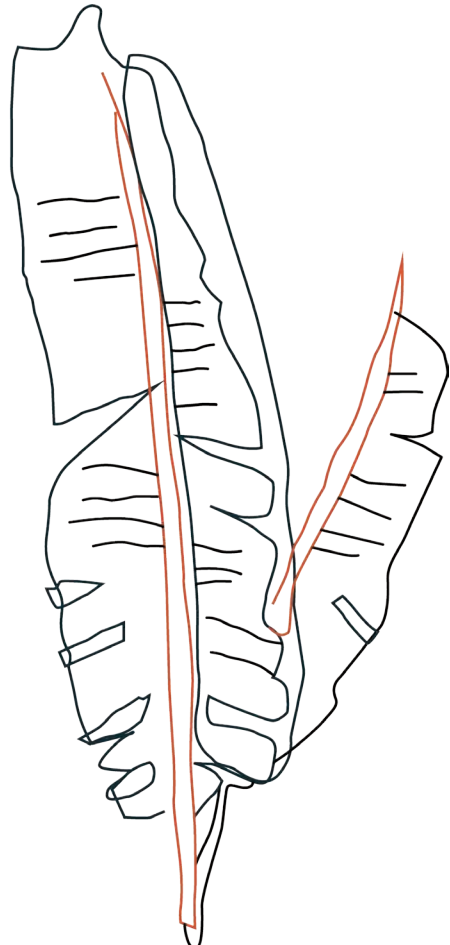
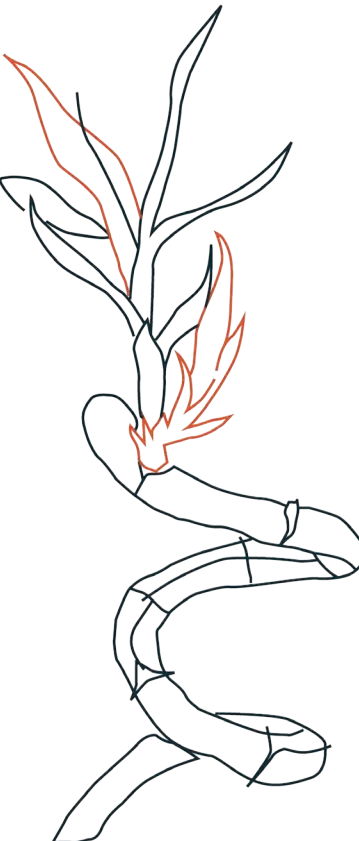
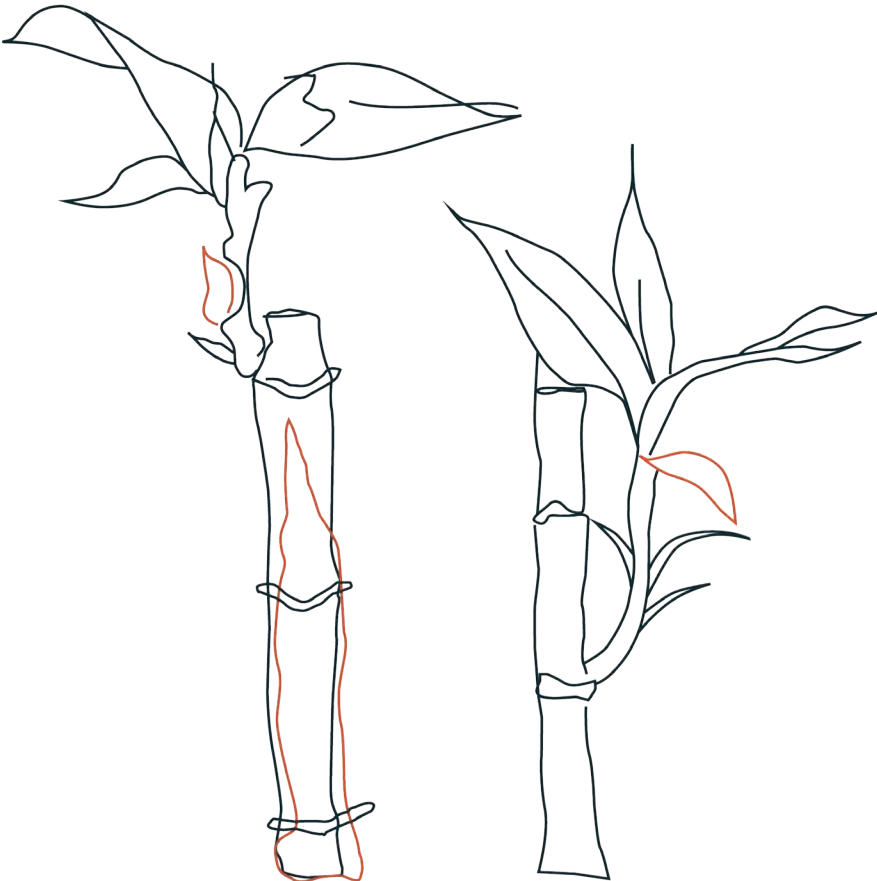
recycle_symbol_variations



Cotton_Variations



Bamboo_and_Banana_variations



Logo & illustrations use

Use_form_as_a_device



Example



Campaign

The billboard is divided into four vertical panels. The first and third panels have a dark background and feature a cotton plant and a bamboo plant, respectively. The second and fourth panels have a light green background and feature a white and a black t-shirt, respectively. Text and logos are placed in each panel to highlight the brand's commitment to sustainable materials.

Panel 1 (Left): The top left corner features the 'revive' logo in a yellow, handwritten-style font. Below it, the text 'one material a thousand stories' is written in white. The central image is a cotton plant with white bolls on a brown stem. At the bottom, there is a silhouette of a mountain range against a light sky.

Panel 2: The top center text reads '100% recycled materials' in white. The central image is a white t-shirt with a faint, light-colored graphic of a chair or stool. At the bottom center, the 'revive' logo is written in a dark, handwritten-style font.

Panel 3: The top center text reads '100% recycled materials' in white. The central image is a bamboo plant with green stalks. At the bottom center, the 'revive' logo is written in a dark, handwritten-style font.

Panel 4 (Right): The top center text reads '100% recycled materials' in white. The central image is a black t-shirt with the 'revive' logo printed in yellow. At the bottom center, the 'revive' logo is written in a dark, handwritten-style font.

Campaign



Designed for sustainability

100% recycled materials

Campaign






revive

Designed for sustainability

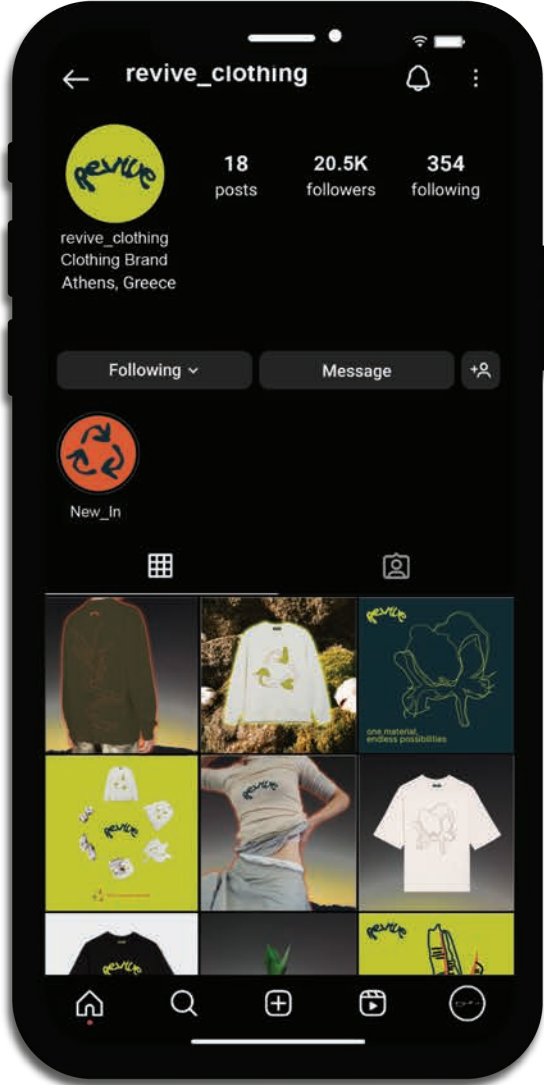
Each year millions of tonnes of clothes are produced, worn, and thrown away. Every second, the equivalent of a rubbish truck load of clothes is burnt or buried in landfill. The fashion industry is one of the major contributors of plastic microfibres entering our oceans. To solve the problem, we must ask the question... How can we redesign the future of fashion?

Together, brands, mills and manufacturers from high street to luxury retailers have proven that circular design for fashion can become the norm through the The Jeans Redesign. Now, we must not only redesign the products of the future, but also transform the systems that deliver them and keep them in use.

 100% recycled materials



Social_media



revnicp