



Brand Guidelines



Everything You'll Need

04 **Our Brand**

07 **Our Logo**

16 **Color Palette**

20 **Typography**

22 **Brand Visuals**





Our Brand





Positioning Statement

**We create reusable products,
interactive technologies and
global giving initiatives that
inspire the world to reuse.**



Brand Mission

**We believe choosing to reuse
is a simple act of generosity
that shows love for our planet
and the people on it.**



Our Personality

- **We are genuine.**
- **We are optimistic.**
- **We are intentional.**
- **We are empowering.**
- **We are positive.**
- **We are approachable.**
- **We are friendly.**



Our Values

- **Creating Connection**
- **Building Community**
- **Inspiring Generosity**
- **Fostering Sustainability**



Our Voice

- **Inspiring**
- **Insightful**
- **Authentic**
- **Passionate**
- **Friendly**
- **Creative**



Our Tone

Content Type	Goal	Tone
Quotes	Share messages that align with company values	Positive, Inspiring, Thoughtful
Product Photography	To differentiate and persuade	Genuine, Optimistic, Innovative
Celebrate Impact	To show results, value and highlight transparency	Collaborative, Genuine, Informative
Start a Conversation	To engage, educate, establish expertise and knowledge	Thoughtful, Informative, Energizing
Celebrate Partnerships	To differentiate, demonstrate value and build trust	Collaborative, Attractive, Genuine
Insert Ourselves into Conversation	To educate, acknowledge and inform	Informative, Clear, Positive
Key Events	To educate, empower and express alignment	Collaborative, Thoughtful, Personal



Our Language

- **Appreciative**
- **Clear**
- **Collaborative**
- **Inclusive**
- **Informative**
- **Optimistic**
- **Personable**
- **Respectful**



Our Goals & Principles

- **Educate, inspire, and engage**
- **Support and build relationships**
- **Provide solutions and solve problems**
- **Be a leading voice in our industry**
- **Connect users to our brands**
- **Build a community of champions**
- **Increase awareness around our charitable partners**



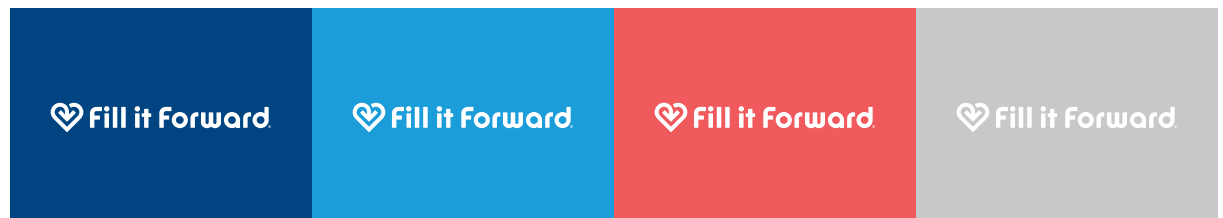
Our Logo





Main Logo

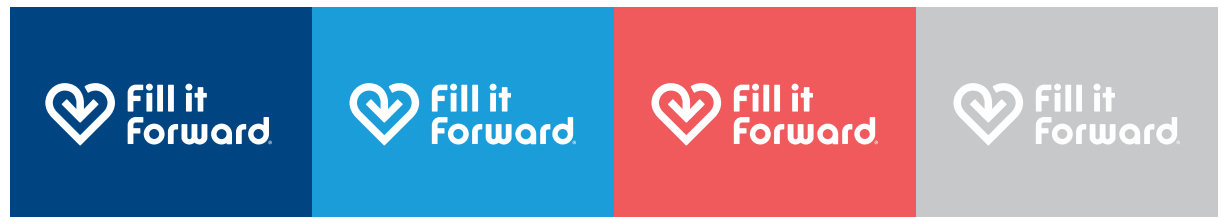
Also referred to as the “primary” or “horizontal” logo, the main logo should always be considered first for use in branded materials.





Alternate Logo

Also referred to as the “secondary” or “stacked” logo, use of this logo should be limited to spaces that do not allow for the main logo and the appropriate clear space to fit.

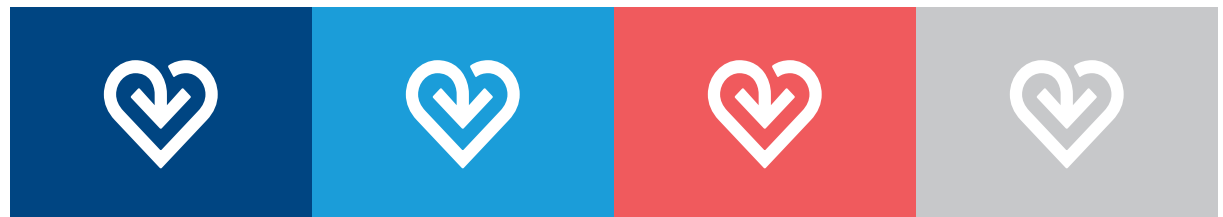




Logomark

Some people refer to this as an icon or symbol. Whatever you call it, you should highly consider what it is being used for.. Consider the context which it is being used in and whether or not there is content to support it standing on its own.

It will primarily be used in small, digital spaces, such as an app button or social media.

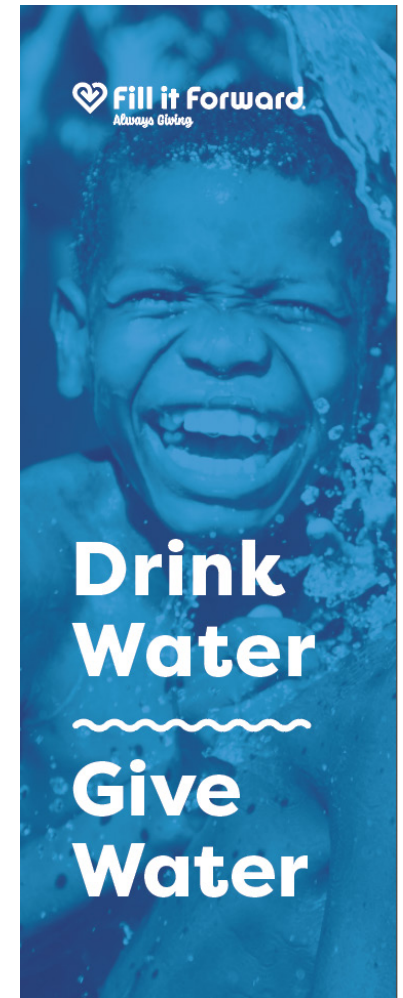




Logos + Tagline

The tagline 'Always Giving' is an important part of the Fill it Forward brand. The logo with tagline should be considered first on all marketing materials.

Do not reduce the logo with tagline to a size smaller than 3/4".

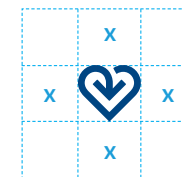




Clear Space - Main Logo

It is important to maintain a minimum amount of space between the logo and other text and graphics. It keeps the logo from being crowded and ensures visibility and impact.

As a unit of measurement, “x” equals the height of the heart mark. There should always be clear space around the logo equal to the distance of “x”.





Improper Logo Use

- Do not stretch the logo
- Do not use clashing or similar colors when placing a colored logo on a colored background.
- Do not re-create the logo using different fonts.
- Do not change colors of the logo.
- Do not move the elements out of proportion to each other.
- Do not place the dark blue logo on distracting patterns or Photographs lacking contrast.
- Do not use colors outside of the approved brand color palette.
- Do not apply a drop shadow to the logo in any instance.

Although we are only showing the improper usage for the main logo, these rules apply to all versions.





Color Palette





Primary Color Palette

Deep blue, bright blue, coral and white are the primary brand logo colors.

Legibility and contrast should always be considered when applying color. If additional color or contrast is needed, you may use tints of the colors provided.

PMS or Pantone colors should be used for print whenever possible, CMYK is the backup for print when budget or quantities don't allow for spot-colors. Always use the PMS (Pantone) colors as reference to insure the CMYK color print correctly.

RGB and HEX colors are used for anything with a screen.

<p>PMS: 2154 CMYK: 100/81/23/7 RGB: 0/70/130 HEX: 004682</p>	<p>PMS: 299 CMYK: 74/22/0/0 RGB: 0/160/255 HEX: 00a0e1</p>
<p>PMS: 178 CMYK: 0/80/59/0 RGB: 255/90/90 HEX: ff5a5a</p>	<p>PMS: WHITE CMYK: 0/0/0/0 RGB: 255/255/255 HEX: ffffff</p>




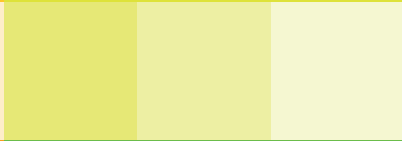




Secondary Color Palette

The secondary color palette can be used for small accents, for call outs and illustrations.

Legibility and contrast should always be considered when applying color. If additional color or contrast is needed, you may use tints of the colors provided.

PMS or Pantone colors should be used for print whenever possible, CMYK is the backup for print when budget or quantities don't allow for spot-colors. Always use the PMS (Pantone) colors as reference to insure the CMYK color print correctly.

RGB and HEX colors are used for anything with a screen.

<p>PMS: 1123 CMYK: 0/21/92/0 RGB: 225/200/40 HEX: ffc828</p> 	<p>PMS: 387 CMYK: 16/0/91/0 RGB: 225/230/50 HEX: e1e632</p> 	<p>PMS: 515 CMYK: 7/43/2/0 RGB: 228/162/196 HEX: e3a2c3</p> 
<p>PMS: 1375 CMYK: 0/44/98/0 RGB: 255/160/25 HEX: ffa019</p> 	<p>PMS: 360 CMYK: 62/0/96/0 RGB: 105/190/75 HEX: 69be4b</p> 	<p>PMS: 238 CMYK: 11/74/0/0 RGB: 235/95/190 HEX: eb5fbe</p> 





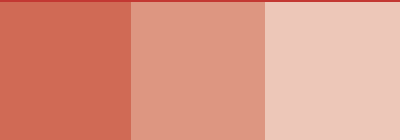
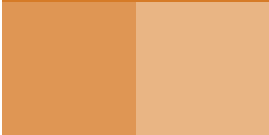


Tertiary Color Palette

The tertiary color palette can be used for small accents, for call outs and illustrations.

Legibility and contrast should always be considered when applying color. If additional color or contrast is needed, you may use tints of the colors provided.

PMS or Pantone colors should be used for print whenever possible, CMYK is the backup for print when budget or quantities don't allow for spot-colors. Always use the PMS (Pantone) colors as reference to insure the CMYK color print correctly.

RGB and HEX colors are used for anything with a screen.

<p>PMS: 124 CMYK: 7/35/100/0 RGB: 235/170/0 HEX: ebaa00</p> 	<p>PMS: 391 CMYK: 35/12/100/0 RGB: 180/190/0 HEX: b4be00</p> 	<p>PMS: 180 CMYK: 17/90/90/6 RGB: 195/60/50 HEX: c33c32</p> 
<p>PMS: 1385 CMYK: 13/61/100/2 RGB: 215/120/0 HEX: d77800</p> 	<p>PMS: 364 CMYK: 75/31/100/18 RGB: 70/120/40 HEX: 467828</p> 	<p>PMS: 242 CMYK: 48/98/35/17 RGB: 130/35/95 HEX: 82235f</p> 



Brand Visuals





Photography

When at all possible use photos with natural light, whether it's of a project or a lifestyle shot of the product. If using a charity's image, you must give them photo credit and get approval. Product shots should be shot on a plain background or in an actual lifestyle context.

Photos can be executed in a duo-tone style with in the Fill it Forward blues or a clients branded colors for co-branded marketing materials, as seen to the right.

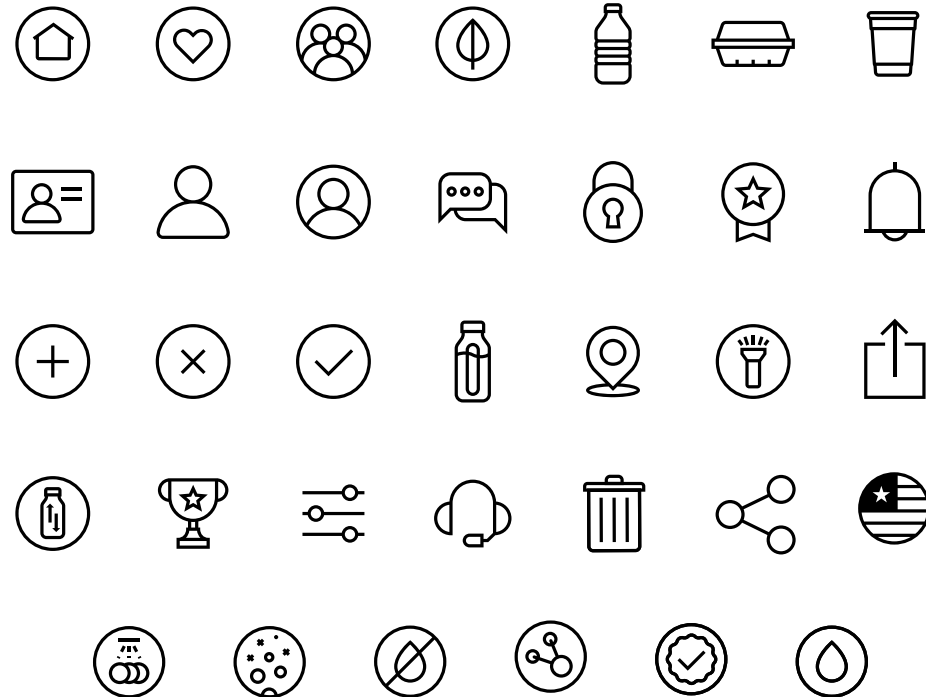




Icons

These proprietary icons are simple, mono-weight (like the heart logomark) and straight-forward to make it easy to navigate the Fill it Forward app. They should not be flashy or call attention to themselves, but should be used to add to the user experience.

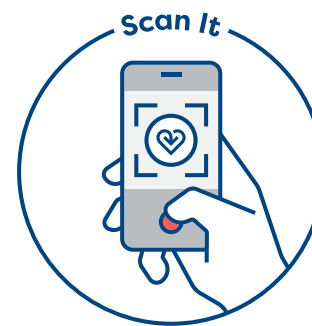
They can also be used on marketing materials, but must be accompanied by a description.





Illustrative Icons

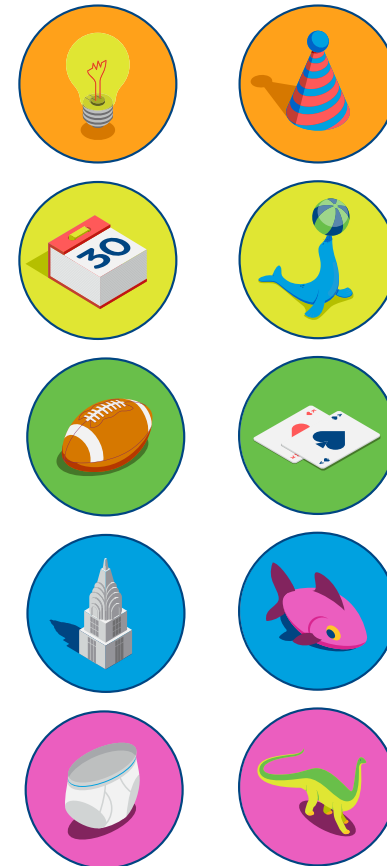
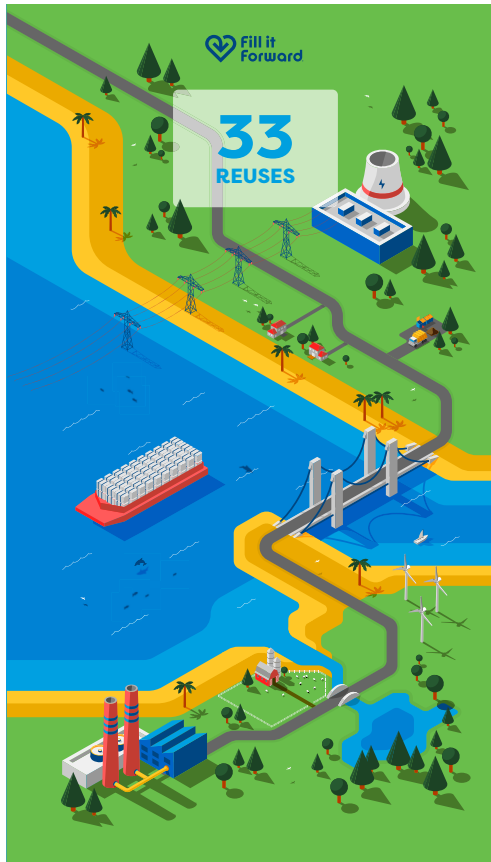
These proprietary more illustrative icons still keep with the mono-weight style of the smaller icons, but these have more detail as they were designed to be used at a larger size. The hands and products are simplified to only the details that are needed.





Isometric Illustrations

This proprietary more detailed isometric illustration style was developed to add more depth to visual brand. This style works perfectly in more complex illustrations and allows the use of the extended color palettes.



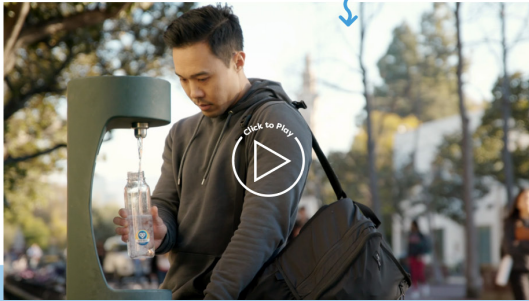


Line Design Detail

A straight line and wavy line are an important part of the visual design of Fill it Forward. These are used as an underline or arrow to draw attention to important content.

You should never use more than 3 in any given design at a time. When using multiples, they should always have the same line-weight and same length for consistency. Also, the scale of the wavy line should not change in a design.

We believe choosing to reuse is a simple act of generosity that shows love for our planet and the people on it.



5 2020 Fill it Forward Patent Pending, Proprietary, and Confidential



38 2020 Fill it Forward Patent Pending, Proprietary, and Confidential

[CLICK FOR THE FULL STORY](#)

"Cupanion's integration into our event provided feedback about the necessity to create an environment that encourages giving back, raising awareness, and supports conscious efforts towards sustainability."



Social Media Examples

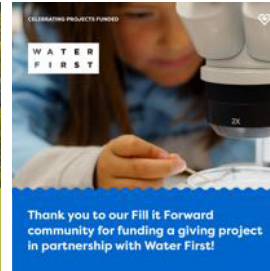
This collection of social media posts should be used to guide the visual direction based on the content you are sharing. While it is okay to change the branded color to reflect the photography, it is not okay to stray from these examples.

By adhering to this visual direction, it will help build continuity and consistency over time. This will only help to strengthen and solidify the brand.

Inspiring Quote



Celebrating Our Impact



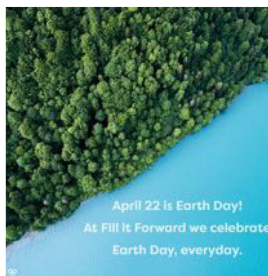
Company Updates



Product Photography



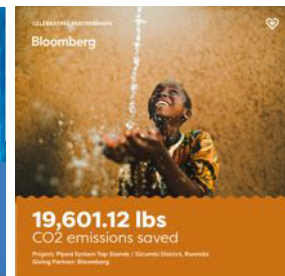
Connect to Key Events



Insert Into Conversation



Celebrate Partnerships



Start a Conversation





Brand Language





Brand Language

The written word is an integral component of Fill it Forward's marketing and communication efforts and how the written word is processed is often a function of design and typography. The right typography can make messages more readable and understood, as well as strengthen Fill it Forward's brand identity.

Fill it Scan it Give it.

Every time you reuse, we give.

Inspiring the world to reuse.

Together, we are making an impact for the planet and people on it.

We are always giving, with Fill it Forward.

Every scan unlocks project elements.




Thank You