



RECYCLE
ANN ARBOR

BRANDBOOK

COMMUNITY & ENVIRONMENT





Logo

Arrows

Arrows signal continuation, and point to a better future for both Recycle Ann Arbor and for the environment

Circles

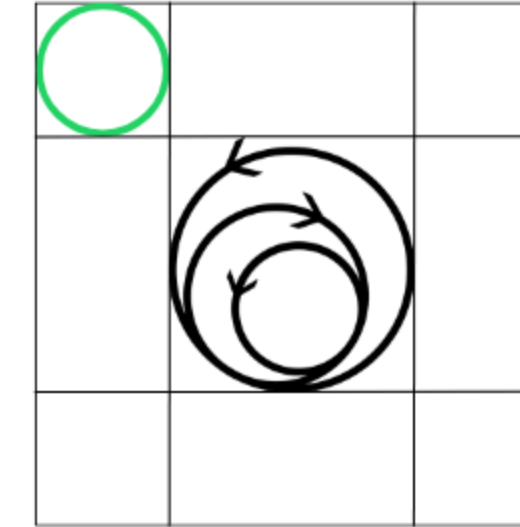
Circles represent a closed and continuous system, where recyclables are maintained in a system of reuse

Connections

Connections between the circles represent the relations between the three aspects of the recycling process, and between the city, environment, and people



RECYCLE
ANN ARBOR



LET THE LOGO BREATHE

Exclusion Zones The Recycle Ann Arbor logo is important, and should be given space to be seen. The above guidelines are based on elements within the logo itself, and are a simple, scalable way to ensure the logo always has enough room to breath

Alternate Logo Logo without text can be used when other elements on the page give context, or for merch

DO NOT
rotate logo in
any way



DO NOT move
type or logo
positions



DO NOT
change size of
logo or text
separately



Colors

#005BA6

Dawn Blue

#50BA63

Maple Green

#FFE4B5

Golden Cream

#36CID2

Summer Sky

#A5D8C4

Lambs Ear

#F1A453

Daylily

KEEP IT SIMPLE



OUR PALETTE + LOGO Our logo should only appear in the primary colors, and can appear on a background of any color. If logo appears in black or white, the background must be a primary color to ensure the main three colors are always present for branding. The two tricolor logos presented are also acceptable for merch and media



Type

ITC Bauhaus
ITC Bauhaus

A simultaneously modern and retro font, this display type reflects Recycle Ann Arbor's long-standing origins, while reflecting a new image

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

Eastman Grotesque
Eastman Grotesque

This font can be used for body text or as a display font, especially when bolded, and reflects a modern, but classic feel

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**



Photos

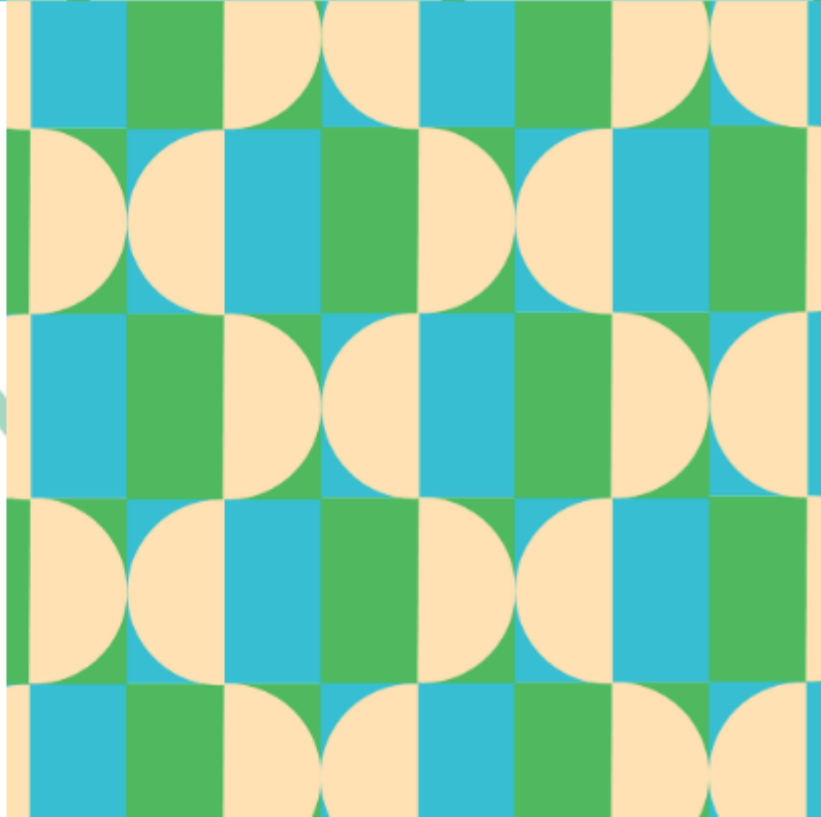
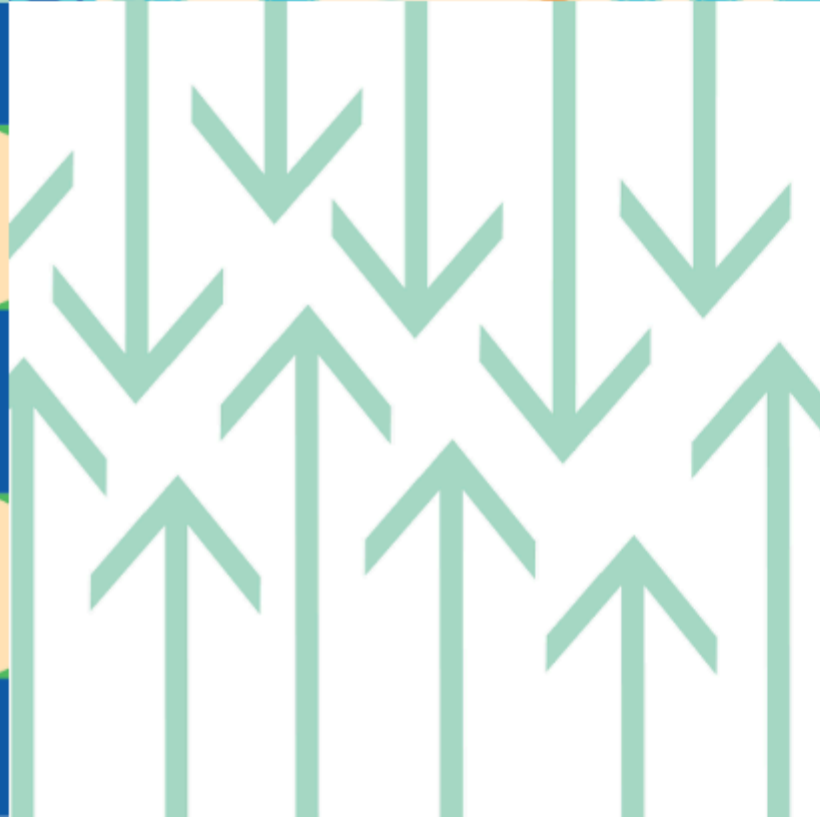
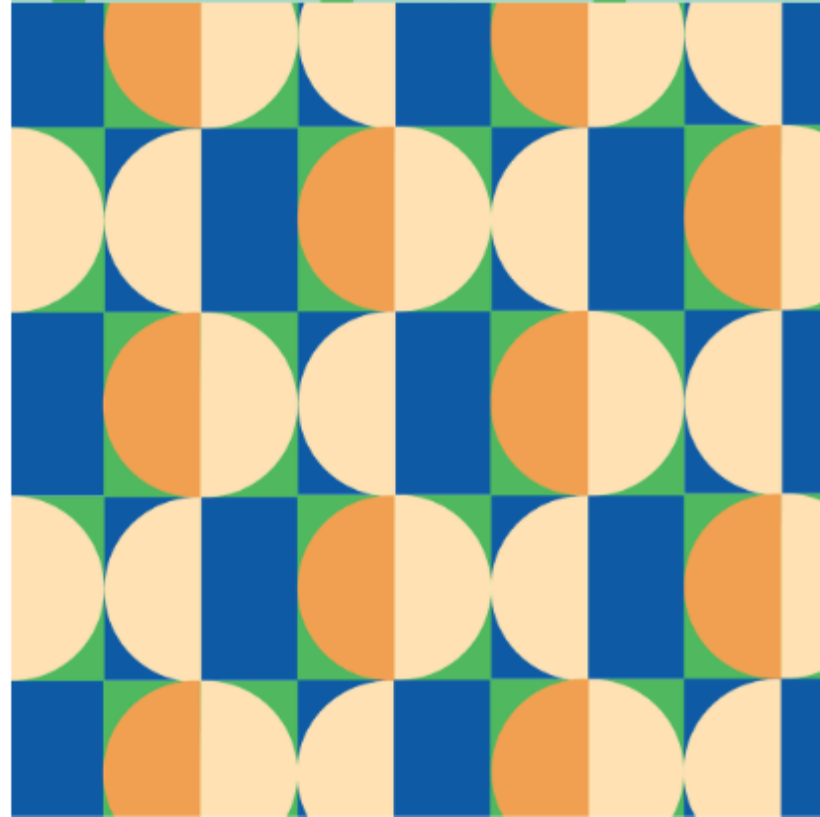
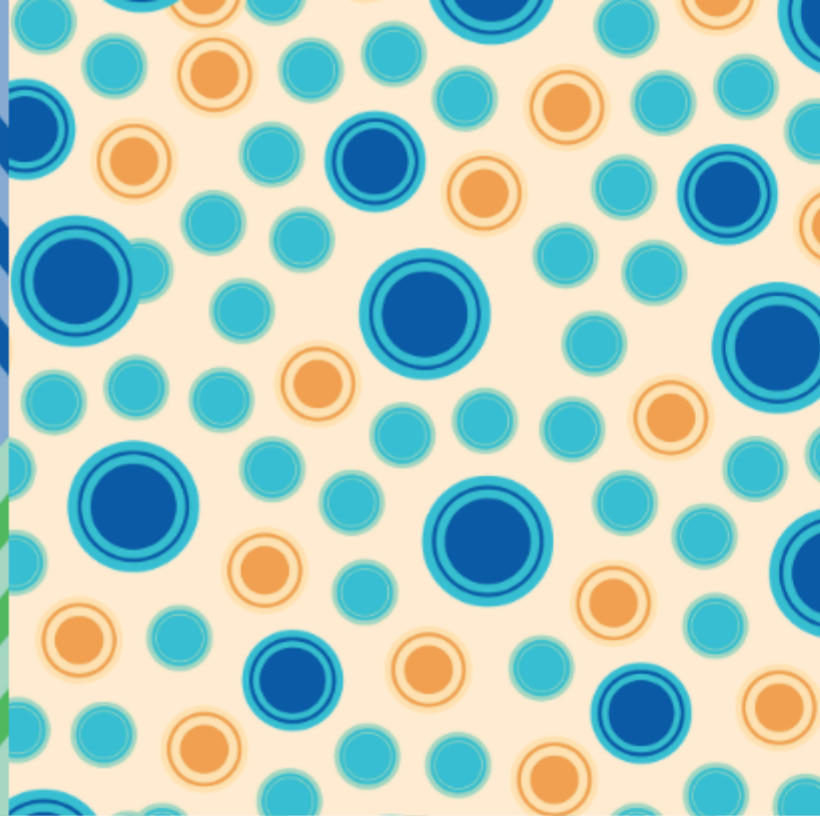


ENVIRONMENT





Patterns & Motifs



Media & Merch





 GIVE BACK TO
YOUR COMMUNITY

SCAN ME

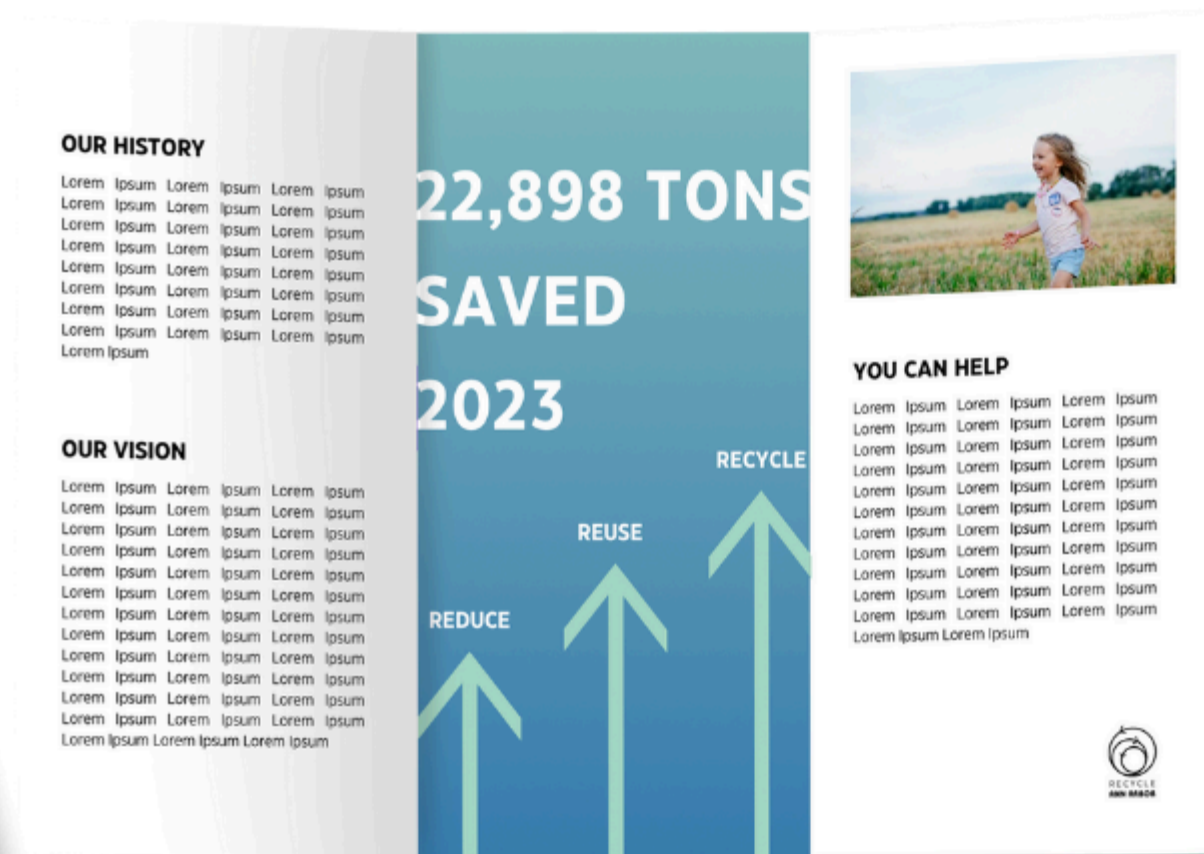
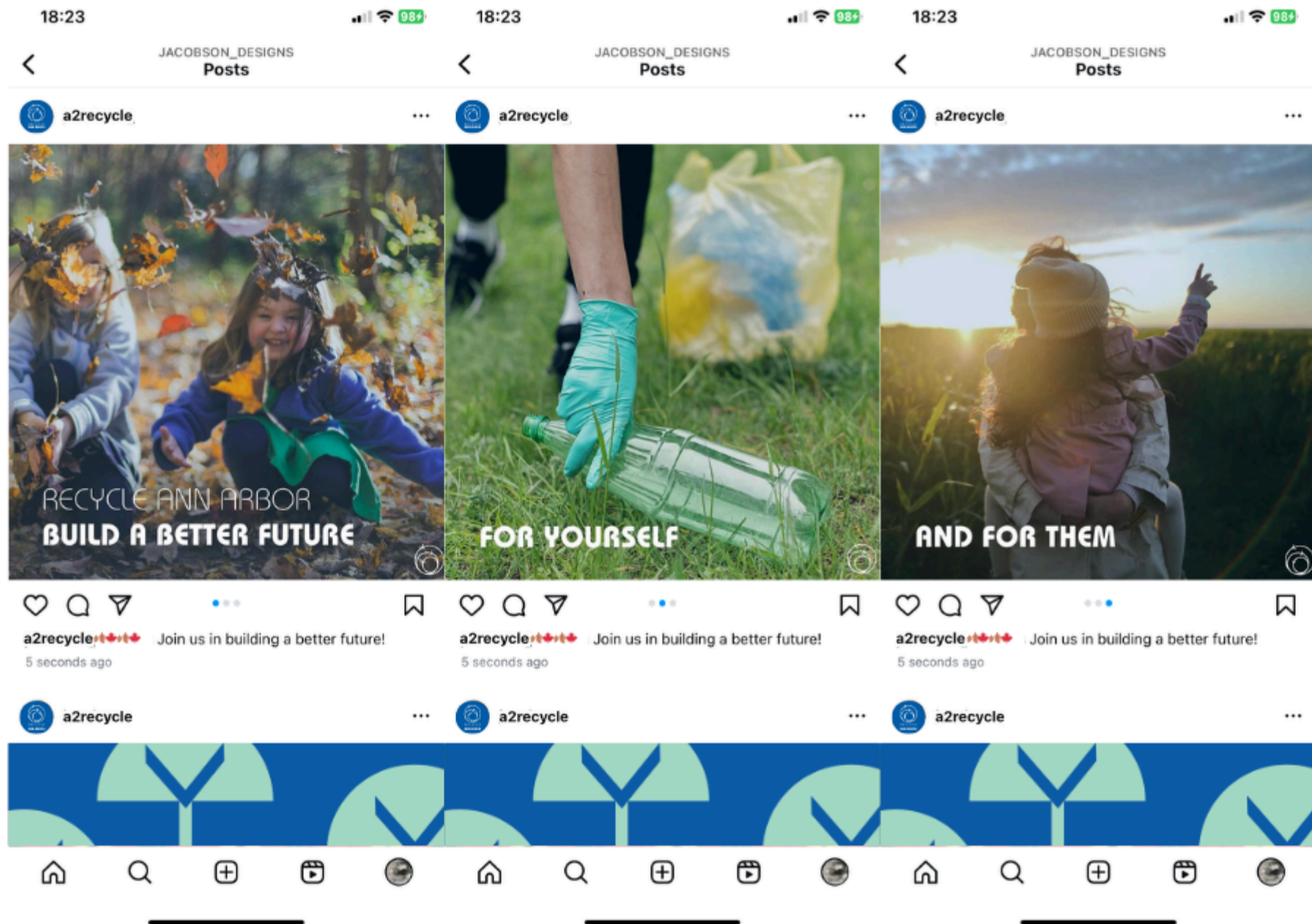



 GIVE BACK TO
YOUR COMMUNITY

SCAN ME




 GIVE BACK
YOUR COM







RECYCLE
ANN ARBOR