

REDYSIGN
Identity Guidelines

redysign

November 2023

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01. The logotype

The logotype The masterbrand logo

The word 'Redysign' functions by itself as a representation of the project since it is an acronym of its objective: 'Recyclable by Design'.

The shape of the letter 'e' has been modified to recall the recycling idea behind the project.

The use of a geometric typography also helps to convey other ideas associated with the project: technology, modernity, and future.

The image shows the word "redysign" in a lowercase, sans-serif typeface. The letter "r" is dark green, while the "e", "d", "y", "s", and "i" are a lighter, lime green. The "n" is dark green. The letters are closely spaced, and the overall style is clean and modern.

The logotype
Scaled sizes

Scaled version

redysign

x/2

redysign

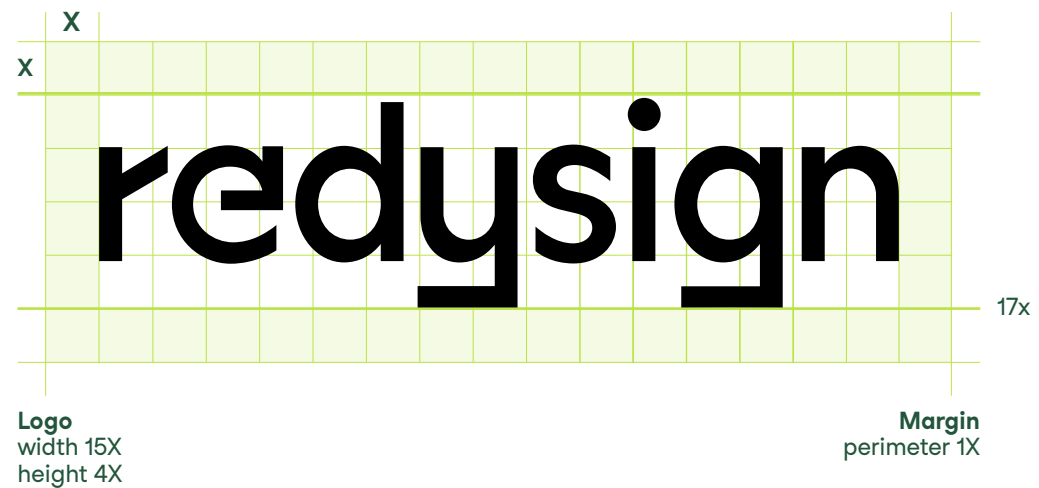
x/4

redysign

The logotype Clearspace

The logo should maintain its proportions at all times.

It should always keep a clearspace around. This area is equivalent to an X width&height (as shown in the image).



The logotype **Logo in motion**

The logo has a version in motion where the 'e' rotates creating a dynamic visual identity that highlights the recycling idea behind the project.



redysign

See the gif file

Elements
Color.
Main palette

The two main brand colors are two different shades of green plus an off white.



DARK GREEN



CMYK
85C 40M 77Y 40K

RGB
35R 85G 60B

Web
#23553c



LIGHT GREEN



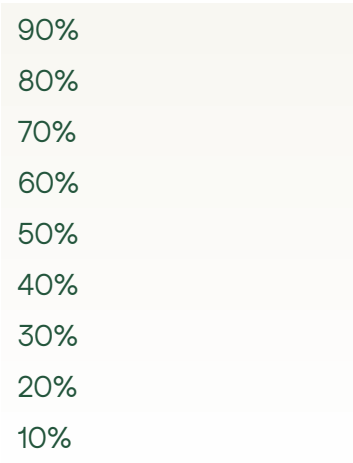
CMYK
35C 0M 80Y 0B

RGB
187R 227G 73B

Web
#bbe349



OFF WHITE



CMYK
4C 3M 7Y 0B

RGB
247R 245G 239B

Web
#f7f5ef

Elements Typography

Used on the web.
Studio Feixen Sans
is a geometric serif
typeface designed
by Studio Feixen. The
use of a geometric
typography also helps
to convey the ideas
associated with the
project: technology,
modernity, and future.

Used on the documents
and social media.
Arial is an accesible
font that works nicely
both on big sizes, as
well as on print.

Typography for the web Studio Feixen Sans

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789&?!%,,:;*)+-/

Typography for documents and social media Arial

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789&?!%,,:;*)+-/

Logo versions
Negative version

The image shows the Redysign logo in its negative version. The word "redysign" is centered on a dark green rectangular background with rounded corners. The letters are white, except for the "e", which is a bright lime green. The font is a clean, sans-serif typeface.

Logo versions
**Black and white
versions**

The logo 'redysign' is centered on a dark green rectangular background with rounded corners. The text is white and uses a sans-serif font where the letters 'y' and 'n' have a small horizontal bar extending from the bottom.

redysign

The logo 'redysign' is centered on a light beige rectangular background with rounded corners. The text is black and uses a sans-serif font where the letters 'y' and 'n' have a small horizontal bar extending from the bottom.

redysign

Logo versions
Negative version
on a background
or image



Logo versions
Incorrect uses

~~redysign~~

Don't modify the original
logo (elements, type)



Avoid low-contrast options

~~r@dysign~~

Don't change
the proportions

~~redysign~~

Don't stretch the logo



Don't place the colored
version on cluttered
background images

~~redy
sign~~

Don't modify the position
of the logo

02. Application samples

Application
samples
Lockup
relationships

When coexisting with other brands, the vertical logo is used in large sizes, and the horizontal logo is used in smaller sizes. When the other logos are used in one ink, one ink is also used for the redysign logo.



Application
samples
**Background
images**

A set of background images are provided to be used on presentations, roll-ups and any other documents/materials.



Application
samples
**Background
images**

A set of background images are provided to be used on presentations, roll-ups and any other documents/materials.



Application
samples
Booklet

redysign

Resource-efficient processes for
the production and circularization
of innovative RECYclable-by-DeSIGN
fresh food smart packaging from wood

Application
samples
**Conference
badges**

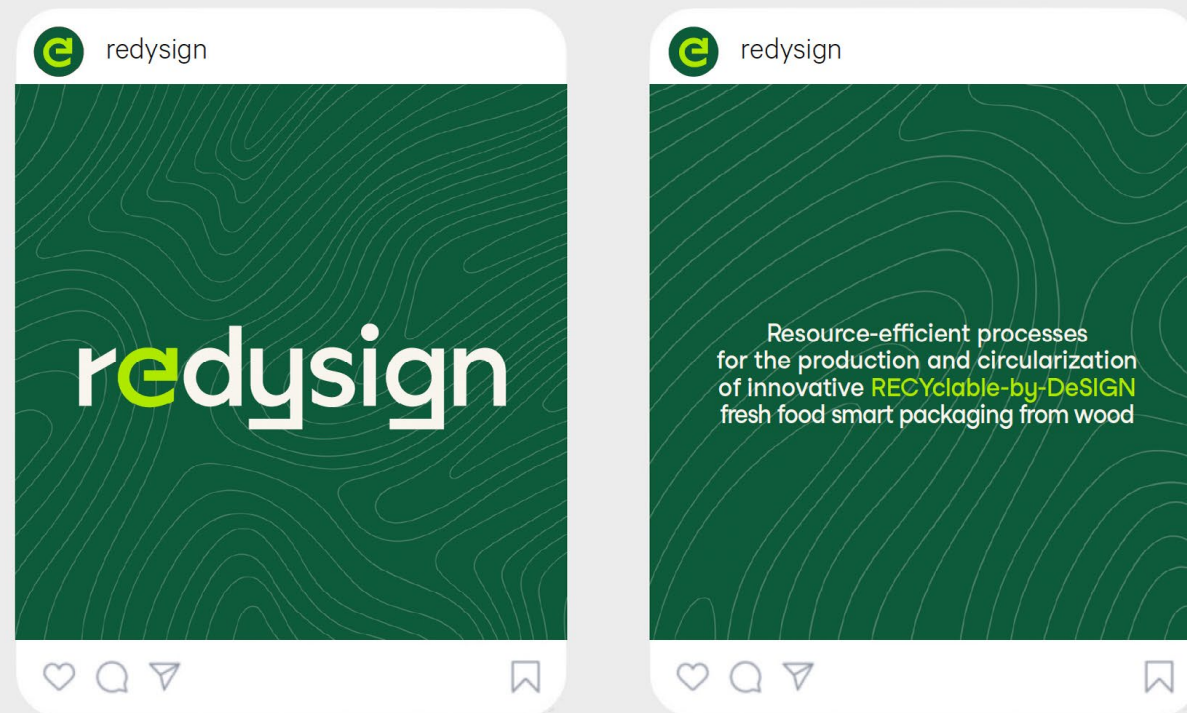


Application
samples
Rollup



Application samples **Social identity 1**

The letter 'e' from the logo will be use by itself only in cases where the logo needs to be really small. For example as the profile picture on social media, in every other case like instagram or twitter cards always use the full logo.



Application
samples
Social identity 2



