

# BIZRECYCLING BRAND AT A GLANCE

## LOGO



This is the primary logo. This should be used in most instances or when the tagline is legible.

## LOGO VARIATIONS



This logo should be utilized at sizes where the tagline is not legible.



The logo can also be used in all black or reversed in all white.



## COLORS



### Blue

**CMYK**  
(full color printing)  
C:70 M:16 Y:4 K:0

**PMS**  
(spot color printing)  
Pantone 298 C

**RGB**  
(digital/on screen)  
R:52 G:168 B:216

**Hex**  
(web)  
#34a8d8



### Green

**CMYK**  
(full color printing)  
C:53 M:0 Y:100 K:0

**PMS**  
(spot color printing)  
Pantone 7488 C

**RGB**  
(digital/on screen)  
R:128 G:205 B:46

**Hex**  
(web)  
#80cd2e



### Orange

**CMYK**  
(full color printing)  
C:3 M:57 Y:100 K:0

**PMS**  
(spot color printing)  
Pantone 1495 C

**RGB**  
(digital/on screen)  
R:238 G:134 B:30

**Hex**  
(web)  
#ee861e



### Charcoal

**CMYK**  
(full color printing)  
C:70 M:67 Y:64 K:74

**PMS**  
(spot color printing)  
Pantone Black C

**RGB**  
(digital/on screen)  
R:35 G:31 B:32

**Hex**  
(web)  
#80cd2e

## TYPOGRAPHY

The main font—used in all of the text on the website/social and other materials—is Filson Pro.

The black weight should be used for headlines.

The medium weight can be used when more variety is necessary.

The book weight should be used for body copy.

### **Filson Pro Black**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890**

### **Filson Pro Medium**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890**

### **Filson Pro Book**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890**