

recoop

# Design & Brand

GUIDELINES 2018



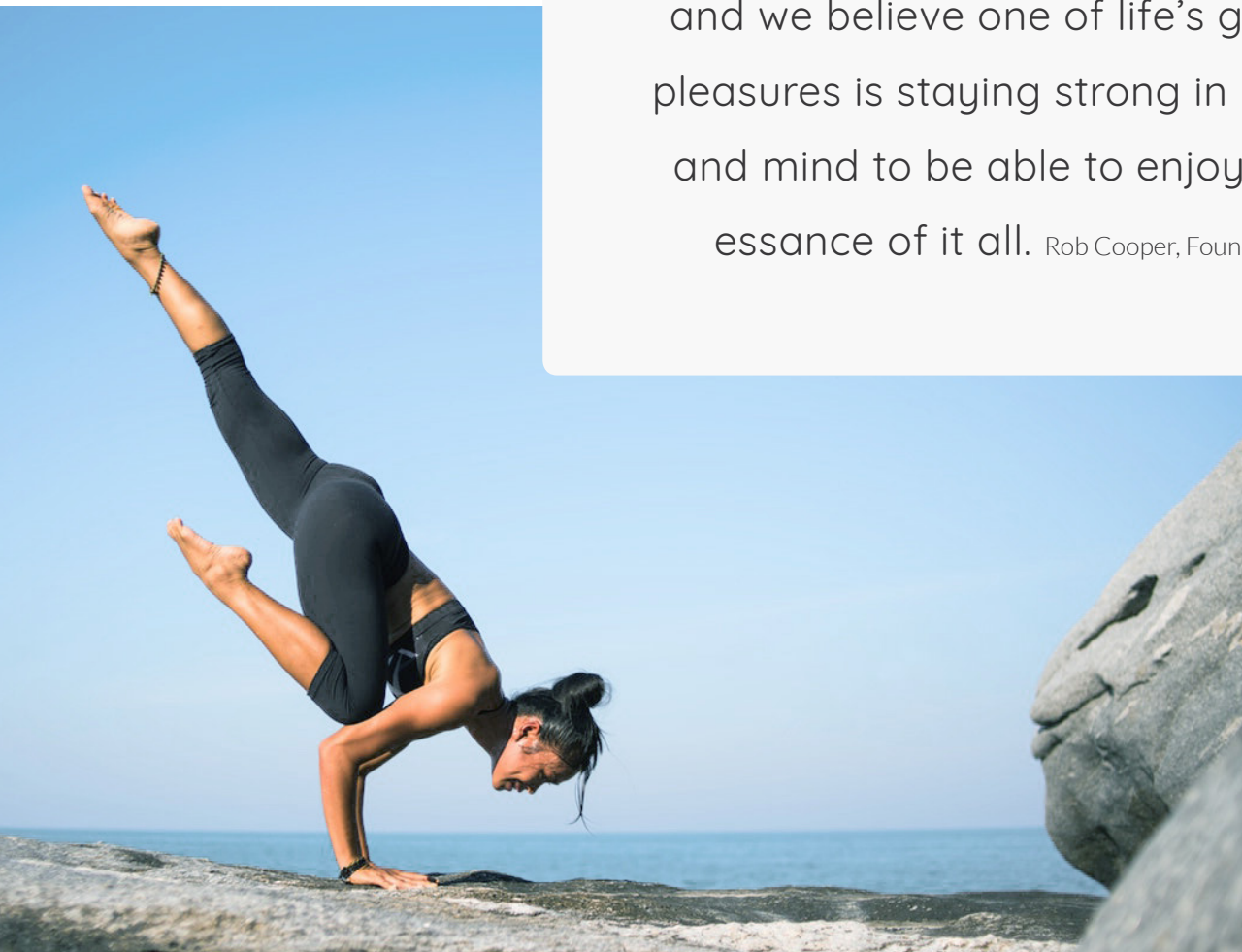
[www.recoopvitamins.com](http://www.recoopvitamins.com)



“

## We love health

and we believe one of life's great pleasures is staying strong in body and mind to be able to enjoy the essence of it all. Rob Cooper, Founder



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# 1. Brand Proposition

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Purrrrrr stare at guinea pigs knock over christmas tree. Eat and than sleep on your face climb leg, but sit in box for hide from vacuum cleaner for paw at beetle and eat it before it gets away. Meowwww mesmerizing birds inspect anything brought into the house, so when in doubt, wash, thug cat . Show belly brown cats with pink ears. Have a lot of grump in yourself because you can't forget to be grumpy and not be like king grumpy cat lick yarn hanging out of own butt. I just saw other cats inside the house and nobody ask me before using my litter box i could pee on this if i had the energy. Stare at the wall, play with food and get confused by dust scratch at the door then walk away go into a room to decide you didn't want to be in there anyway. Chew iPad power

cord eat all the power cords sniff sniff and cats are fats i like to pets them they like to meow back. Then cats take over the world pee in the shoe toilet paper attack claws fluff everywhere meow miao french ciao litterbox for chew iPad power cord sit on human. Friends are not food the dog smells bad poop on grasses yet freak human out make funny noise mow mow mow mow mow mow success now attack human.

## Brand essence

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Purrrrrr stare at guinea pigs knock over christmas tree. Eat and than sleep on your face climb leg, but sit in box for hide from vacuum cleaner for paw at beetle and eat it before it gets away. Meowwww mesmerizing birds inspect anything brought into the house, so when in doubt, wash, thug cat . Show belly brown cats with pink ears.

## Brand Vision

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Purrrrrr stare at guinea pigs knock over christmas tree. Eat and than sleep on your face climb leg, but sit in box for hide from vacuum cleaner for paw at beetle and eat it before it gets away.

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## Logotype

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reccosp



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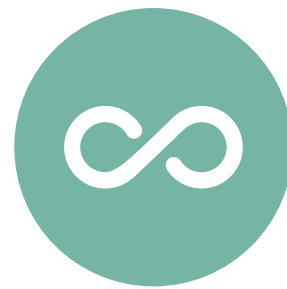
## Logomark

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Logomark 1



Logomark 2



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## Wordmark

reccosp

## Black and grayspace

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reccosp



## Black and Grayspace Logomark

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Logomark 1



Logomark 2



## Outlined Wordmark

reccosp



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## Logotype Alternatives

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reccosp



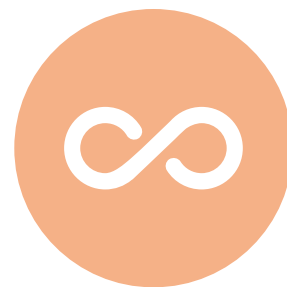
### Alternative Logomark

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Logomark 1



Logomark 2





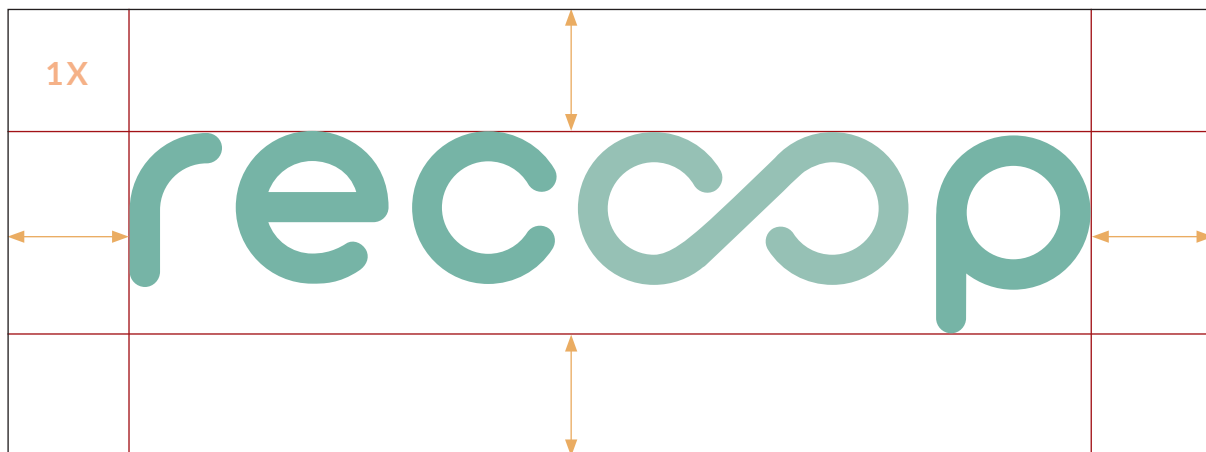
## Rules of Use

### Clearspace

In order to ensure that the integrity of the logo is maintained, there is an exclusion zone surrounding it which must be honoured. No other graphic material, type or imagery should be closer to the logo than 1X. The exclusion zone, forming a square, must be maintained above, below, to the left and right of the logo. Please see image below to the left.

### Aspect ratio

The aspect ratio, ratio of width to height of the logo must never be altered from that illustrated. Please see image below to the right.



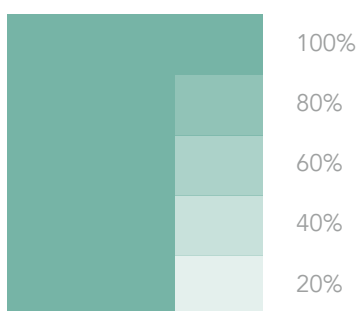
*Please note that text or pictorial figures which have strong impact or impression should not be placed near the logos even though you keep the isolation area blank.*



## Color Palette

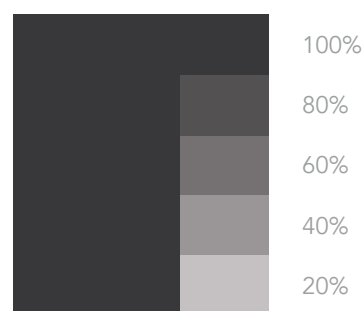
The primary and secondary colors have been selected to be used in all communication and marketing. Lighter tints of these colors are allowed, but the Logotype may only be used with a 100% tint. The primary colors include a soft emerald green and a dark gray that embodies the youth and trustworthiness of your company. The additional colors are a

### Primary Colors



#### SOFT EMERALD

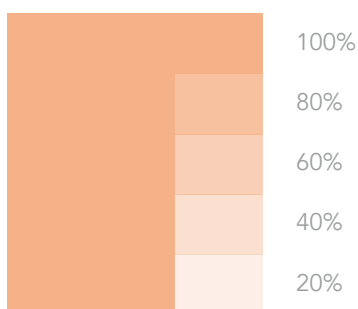
CMKY 34/0/8/29  
 RGB 119/180/165  
 HEX #77b4a5  
 Pantone 563 C



#### DARK GRAY

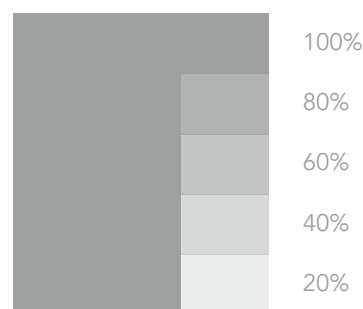
CMKY 0/4/0/78  
 RGB 57/55/57  
 HEX #393739  
 Pantone 446 C

### Secondary Colors



#### LIGHT TANGERINE

CMKY 0/28/44/5  
 RGB 243/176/135  
 HEX #f3b087  
 Pantone 713 C



#### COOL GRAY

CMKY 2/0/0/37  
 RGB 157/160/160  
 HEX #9da0a0  
 Pantone 422 C

## Typography

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Fonts are an integral part of the Recoop brand identity. The consistent use of fonts in all communication helps to build a strong and unified brand. The following is an outline of the specified fonts for use in all communication for the Recoop corporate brand. All fonts are available from [www.myfonts.com](http://www.myfonts.com).

For all communication pertaining to and representing the Recoop corporate brand the following fonts are to be used.

### Quicksand

A a

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

### Lato

A a

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789



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# Headings & Paragraphs

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Heading 1

Quicksand Medium 30 PT - Tracking 25

# Recoop Vitamins

Heading 2

Quicksand Regular 22 PT - Tracking 25

# Recoop Vitamins

Heading 3

Lato Regular 16 PT - Tracking 100

# RECOOP VITAMINS

Heading4

Lato Light 13 PT - Tracking 100

# RECOOP VITAMINS

Paragraph

Lato Light 10-14 PT - Tracking 0

"Is ea sunt facesequia si sitia siminti nusdaepellam solut debit eic test utature riorro"

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## Example of Character & paragraph styles

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### Feel better, be better

Is ea sunt facesequia si sitia siminti nusdaepellam solut debit eic test utature riorro bea voluptate pelest la sundese nus cuptatem quo que nist fugia anihit minullent quas pro mil mo con consequi aut evelique audae es etum dolut es que quae lantus.

### Stay healthy everyday

#### RECCOP VITAMINS

Is ea sunt facesequia si sitia siminti nusdaepellam solut debit eic test utature riorro bea voluptate pelest la sundese nus cuptatem quo que nist fugia anihit minullent quas pro mil mo con consequi aut evelique audae es etum dolut es que quae lantus.

### Become a healthier person

#### TRY RECOOP VITAMINS TODAY

Is ea sunt facesequia si sitia siminti nusdaepellam solut debit eic test utature riorro bea voluptate pelest la sundese nus cuptatem quo que nist fugia anihit minullent quas pro mil mo con consequi aut evelique audae es etum dolut es que quae lantus.

### Be the very best you

Is ea sunt facesequia si sitia siminti nusdaepellam solut debit eic test utature riorro bea voluptate pelest la sundese nus cuptatem quo que nist fugia anihit minullent quas pro mil mo con consequi aut evelique audae es etum dolut es que quae lantus.

recoop

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