

**Recyclekaro**

# Brand Guidelines

OFFICIAL BRAND IDENTITY MANUAL

Version 2.0 – 2026

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# LOGO SYSTEM

## STRATEGIC VISUAL IDENTITY OVERVIEW

FORMAL / PRINT



### PRIMARY USAGE

Specifically designed for high-resolution printing. Used for official documents, certificates, and corporate stationery.

DIGITAL / MEDIA



### PRIMARY USAGE

Optimized for digital screens and small-scale rendering. Ideal for social media, websites, and video content.

# PRINT LOGO



**Recyclekaro.com Badge Logo**  
*Master Artwork for High-Resolution Printing*

## Primary Applications

-  Certificates & Awards
-  Official Invitations
-  Letterheads & Stationery
-  Print Advertisements

### USAGE REQUIREMENT

The Badge Logo is the only approved version for formal documents. It must never be altered, disassembled, or used in digital-first social media assets.

# DIGITAL LOGO

## THE ICON WORDMARK

Consists of the **Recycle Icon** followed by the **Recyclekaro Wordmark**. This version is specifically designed for maximum impact in digital environments where space is often dynamic.

- Optimized for RGB screen displays and social media avatars.
- Balanced proportions for mobile and desktop viewing.
- Highly legible at small pixel dimensions (Min: 140px).

COLOR PROFILE  
**RGB / HEX**

MIN WIDTH  
**140 Pixels**

FILE FORMATS  
**SVG, PNG, WEBP**



SOCIAL MEDIA



WEBSITE



VIDEO CONTENT



DIGITAL ADS

# CLEAR SPACE

## THE "1R" MEASUREMENT

To ensure maximum visibility and impact, the RecycleKaro logo must always be surrounded by a minimum amount of clear space.



### Unit of Measure

The clear space around the logo is measured using **1R** as the unit of measurement.



### Minimum Requirement

A minimum clear space of **1R** must be maintained on all sides of the logo in every application.



CONCEPTUAL DIAGRAM: 1R SAFE ZONE

*\* No other graphic elements, text, or page edges should enter this protected zone.*

# MINIMUM SIZE

Ensuring legibility across all platforms and mediums.



## PRINT APPLICATIONS



80 mm

*Specifically for Logo (Badge) used in certificates, letterheads, and formal print.*



## DIGITAL PLATFORMS



140 px

*Optimized for Logo (Wordmark) in social media, web banners, and digital ads.*

**THE LOGO MUST ALWAYS REMAIN CLEAR AND LEGIBLE. DO NOT REDUCE SIZE BELOW THESE SPECIFICATIONS.**

# LOGO PLACEMENT

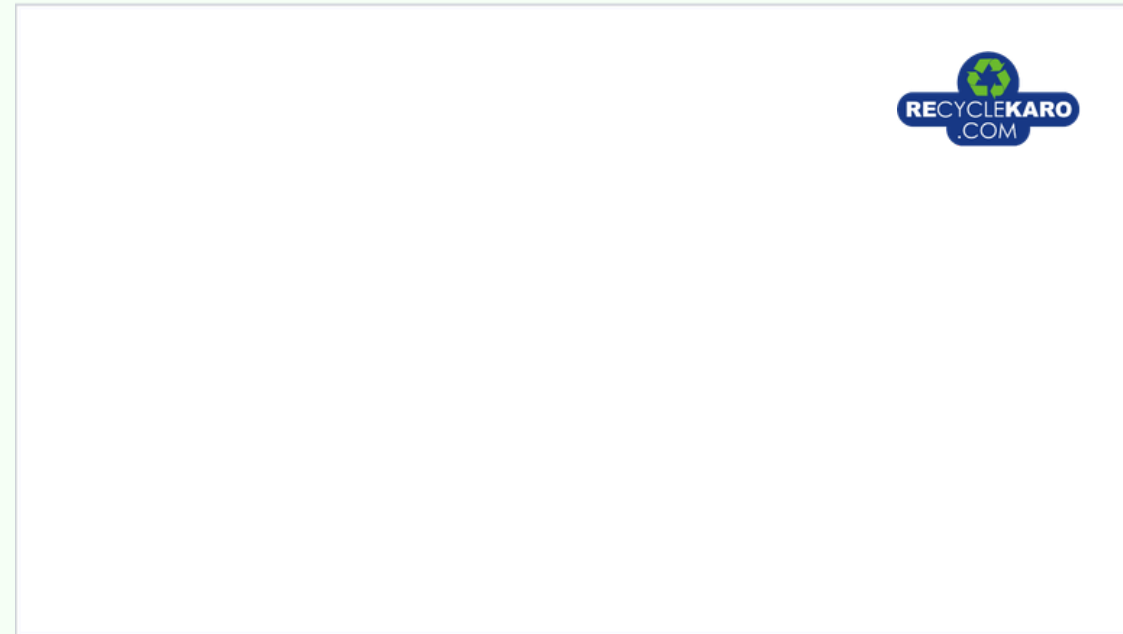
## VISUAL POSITIONING GUIDELINES

### Preferred Positions

- ✓ Top RIGHT (Primary)
- ✓ Top Center
- ✓ Center (Cover Pages)
- ✓ Bottom Right

#### CORE RULES

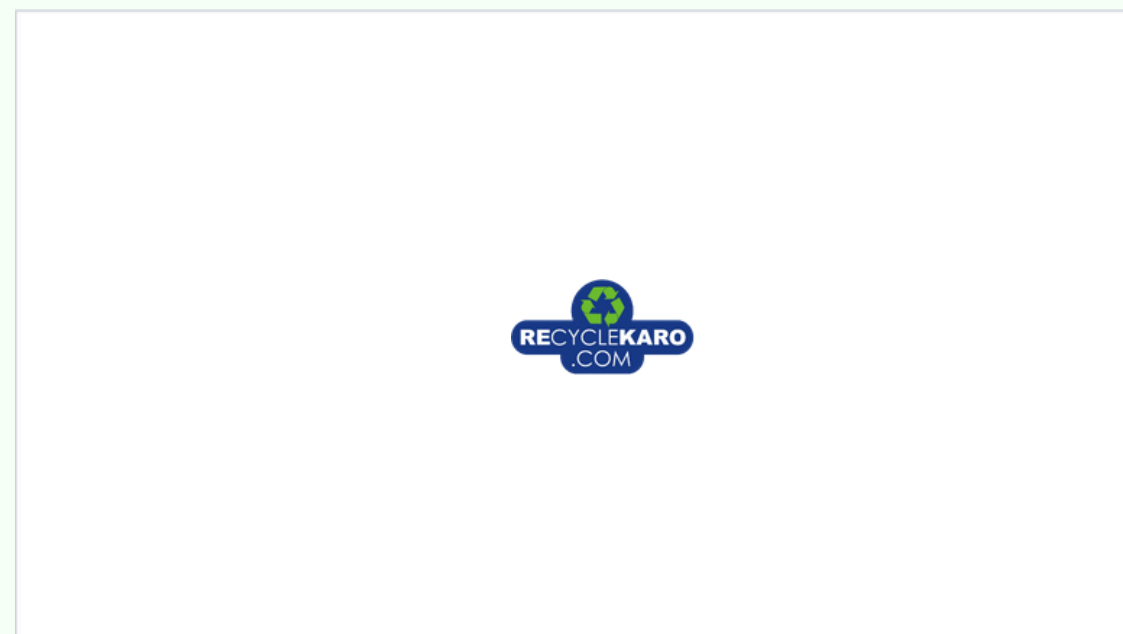
Avoid placing the logo near edges or overlapping other visual elements. Maintain the defined clear space (1R) at all times to ensure maximum legibility and brand authority.



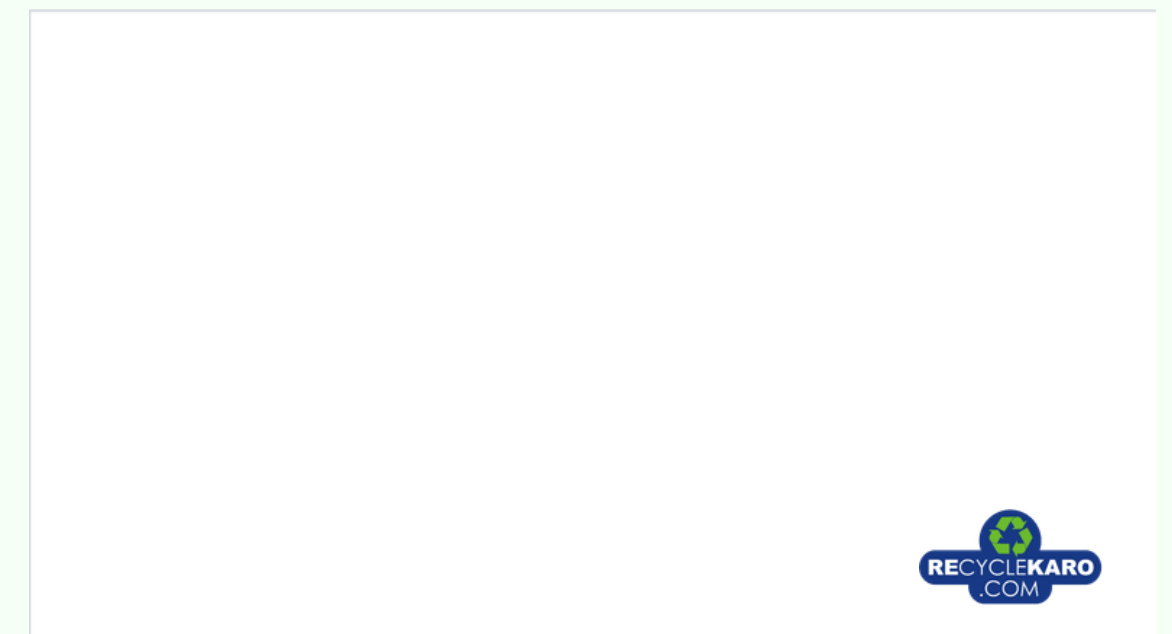
TOP RIGHT



TOP CENTER



CENTER



BOTTOM RIGHT

**⚠ Placement Alert:** Do not crowd the logo. It must remain the most prominent element in its assigned quadrant.

# LOGO ON BACKGROUNDS

To maintain brand integrity and legibility, the RecycleKaro logo must be placed on approved backgrounds. Ensure high contrast and avoid visual clutter.



**WHITE BACKGROUND** #FFFFFF

Primary choice for all official documentation and print materials.



**LIGHT NEUTRAL** #D1EEE3

Approved for marketing collateral and environmental reports.



**BRAND BLUE** #263C82

Use the badge logo with a subtle border or clear space on dark backgrounds.



**AVOID BUSY IMAGES**

Do not place the logo on complex textures or low-contrast photography.

# INCORRECT USAGE

STRICT PROHIBITIONS

To maintain brand integrity, do not alter or distort the official logos.



**Do not stretch or distort**



**Do not rotate or tilt**



**Do not change brand colors**



**Avoid busy backgrounds**



**Do not add effects or shadows**




**Do not use unauthorized colors**

**⚠** Any variation not explicitly mentioned in this manual is considered an incorrect usage. When in doubt, always use the original master artwork files.

# BRAND COLORS

THE VISUAL DNA OF RECYCLEKARO

## PRIMARY PALETTE



BRAND GREEN  
**#6BBA45**  
C:55 M:0 Y:90 K:0



BRAND BLUE  
**#263C82**  
C:100 M:85 Y:20 K:10

## SECONDARY PALETTE



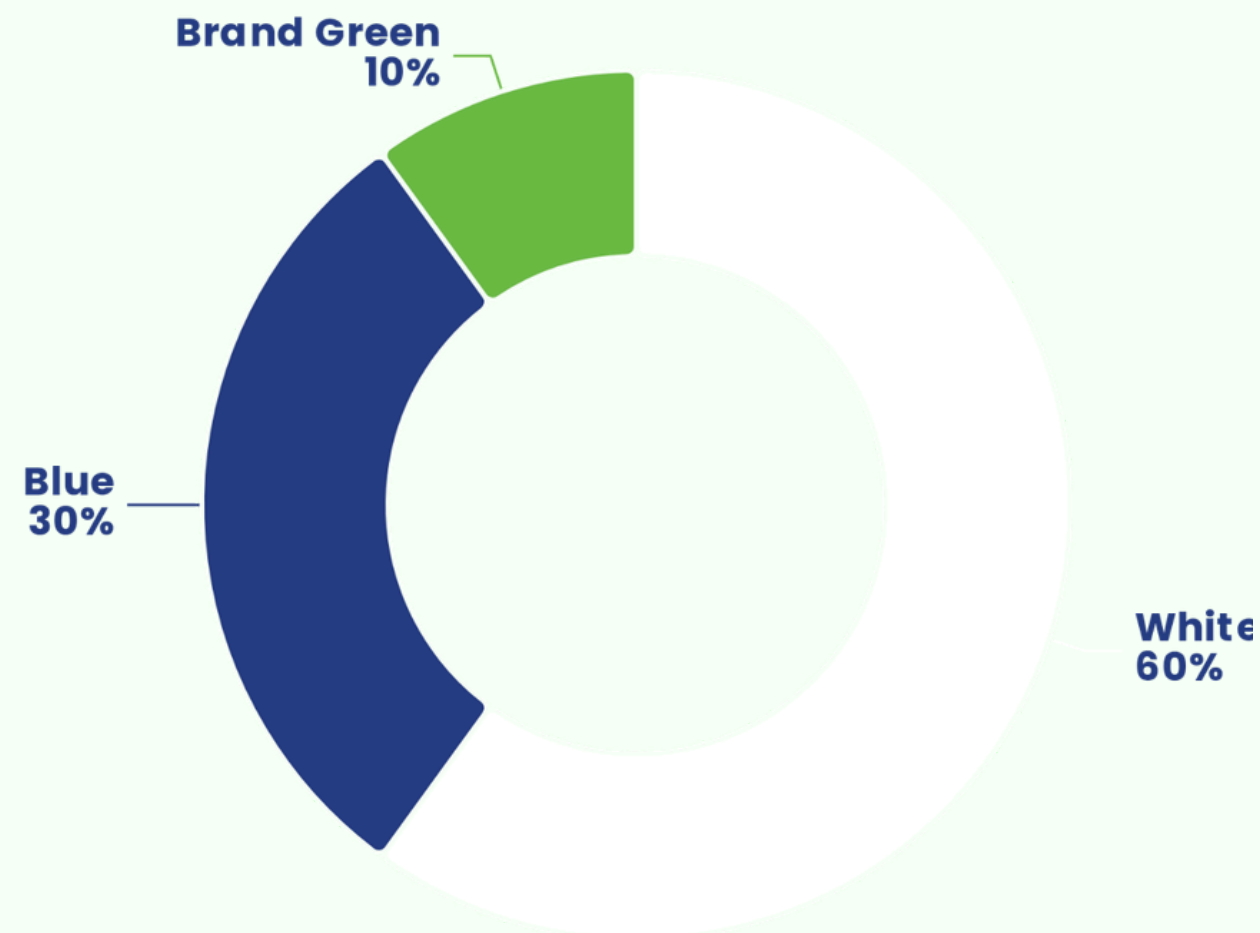
#2a6bc6   #1d6168   #EC5F29   #e4f7ba   #d4f185   #e5f4fa   #513C2C

ALWAYS USE THE HEX CODES PROVIDED TO ENSURE GLOBAL BRAND CONSISTENCY ACROSS ALL PLATFORMS.

BRAND MANUAL 2026



# COLOR USAGE

Strategic Distribution Ratio



## The 60-30-10 Rule

To maintain a clean, high-tech, and corporate aesthetic, we follow a strict color distribution. This ensures the brand remains breathable yet authoritative.

-  60% White / Off-White  
Backgrounds, large open spaces, and negative areas.
-  30% Brand Blue  
Headlines, structural elements, and primary text.
-  10% Brand Green  
Action buttons, highlights, and secondary accents.



*"Primary colors should dominate the visual identity. Secondary accent colors from the extended palette should be used sparingly for specific data visualization or warning contexts only."*

# Typography System

VISUAL LANGUAGE & HIERARCHY

PRIMARY TYPEFACE

## Poppins

USAGE: HEADINGS & TITLES

**Aa Bb Cc Dd**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@#\$%^&\*()

✔ Bold weight for impact & authority.

SECONDARY TYPEFACE

## Inter

USAGE: BODY TEXT & PARAGRAPHS

Aa Bb Cc Dd

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@#\$%^&\*()

✔ Clean sans-serif for high legibility.

LINE SPACING

**1.2 – 1.5 Opt**

KERNING

**Optical / Metric**

ANTI-ALIASING

**Grayscale / Subpixel**

# TYPE HIERARCHY

## STRUCTURAL TYPOGRAPHY RULES

CATEGORY	FONT & WEIGHT	VISUAL EXAMPLE
<b>H</b> Heading	Poppins Bold	<h1>The Future of Energy</h1>
<b>≡</b> Subheading	Poppins Medium	<h2>CIRCULAR ECONOMY SYSTEMS</h2>
<b>¶</b> Body Text	Inter	<p>RecycleKaro is a sustainability driven organization focused on responsible recycling of lithium batteries and electronic waste.</p>
<b>i</b> Captions	Inter Light	<p><i>Fig 1.1: Schematic representation of the battery recycling loop.</i></p>



Ensure consistent line-spacing (1.4 - 1.6) for body text to maintain optimal legibility and professional aesthetic.

# SOCIAL MEDIA DESIGN

## DIGITAL PLATFORM APPLICATION RULES

### ✓ CORE PRINCIPLES

#### 01 Use Logo B Only

The icon + wordmark configuration is optimized for digital legibility.

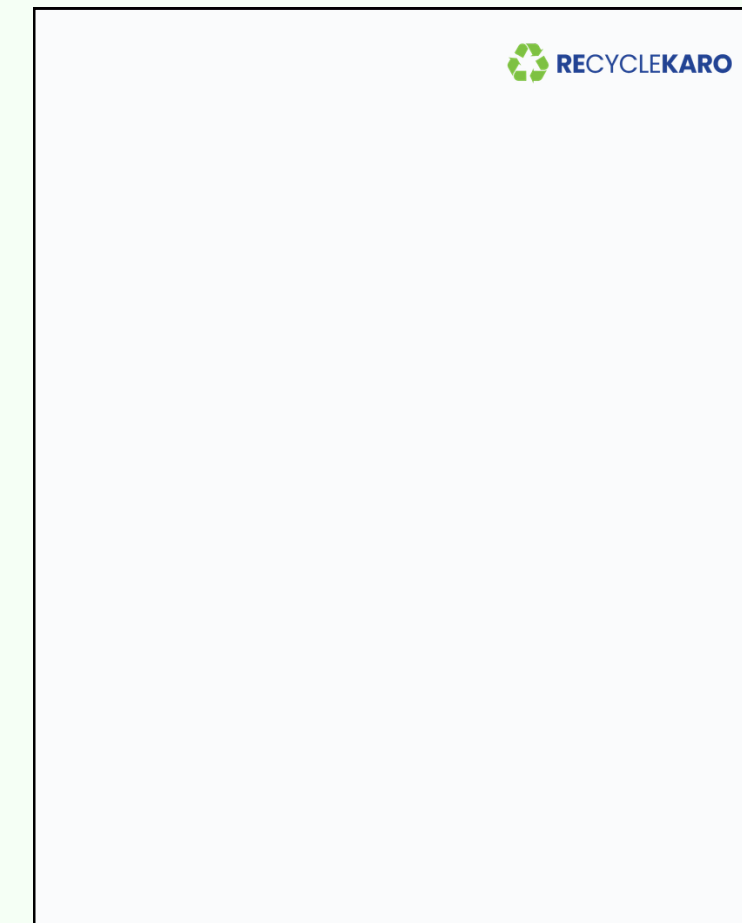
#### 02 Preferred Placement

Place the logo in the Top (Left, center or Right) for consistent branding.

#### 03 Safe Margins

Maintain a minimum 5% margin from the edges of the post frame.

### LAYOUT GUIDE DIAGRAM



**1080 x 1350**

Vertical POST

*"Ensure high contrast between the logo and background visuals.  
Use the negative (white) version of Logo on dark or busy imagery."*

# ICON STYLE

## VISUAL COMMUNICATION GUIDELINES

### Design Principles

- ✓ Minimal & Functional
- ✓ Consistent Line Weights
- ✓ Geometric Precision
- ✓ Technical & Industrial Feel

#### USAGE

Used primarily for educational infographics, technical system diagrams, and UI navigation.



ENERGY STORAGE



CIRCULAR LOOP



PROCESSING



TECHNOLOGY



SUSTAINABLE



CHEMICAL LAB



SAFETY COMPLIANCE



ENVIRONMENTAL

STROKE WEIGHT  
2pt / 2px Uniform

CORNER RADIUS  
0px (Sharp/Technical)

PRIMARY COLOR  
Brand Blue (#263C82)

# PHOTOGRAPHY DIRECTION

## VISUAL ATMOSPHERE & TONE



### Industrial Innovation

Focus on the battery recycling process. Show macro details of materials, precision machinery, and high-tech facility environments.

### Clean Technology

Images should feel sterile, bright, and modern. Use cool tones and clinical lighting to emphasize high-end engineering and purity.

### Sustainability

Incorporate natural elements subtly. Show the connection between industrial recovery and environmental preservation.

#### CORE REQUIREMENTS

- ✓ High White Space
- ✓ Authentic Subjects
- ✓ Sharp Focus
- ✓ Natural Lighting
- ✓ Minimalist Backgrounds
- ✓ Wide Angle Vistas

#### AVOID

- ✗ Cluttered or messy industrial environments
- ✗ Overly saturated or "neon" color grading
- ✗ Low-resolution or amateur smartphone photography



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Together we build a **cleaner circular future.**

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RECYCLEKARO.COM