

**r e P A C K A G E**

Brand Book

# T A B L E O F C O N T E N T S

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A B O U T  
U S

We make sustainability  
**easy & accessible**

We are an **easy online shop**  
service for big and small businesses  
to find and apply reusable, recyclable  
and biodegradable packaging.

the **LOGO**

L O G O

This is our logo.  
We have two variations of our logo.

### **arrowVariant**

Main logo and is used in all  
or most cases.

### **reVariant**

This version is used for when the logo  
needs to be placed in a small area.

### **arrowVariant**



### **reVariant**

**r e P A C K A G E**

W H I T E  
S P A C E S



rePACKAGE





# U S A G E

## Right Use

Colors



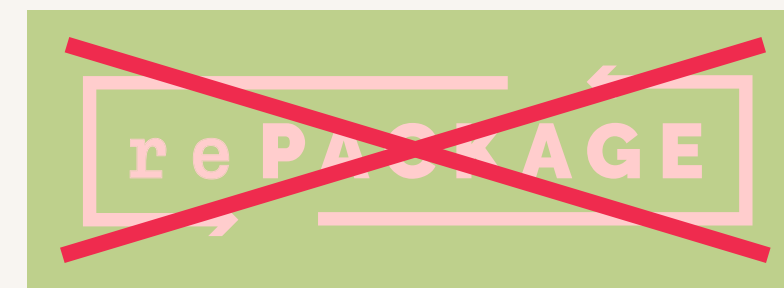
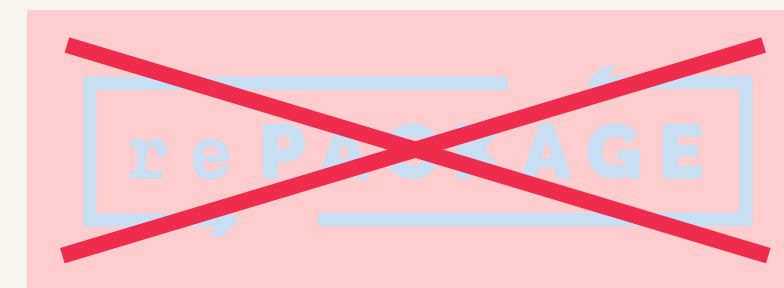
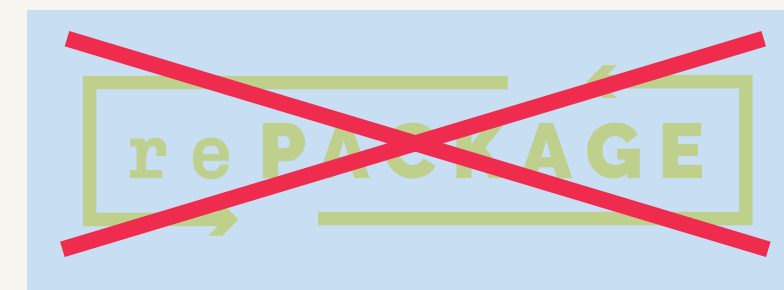
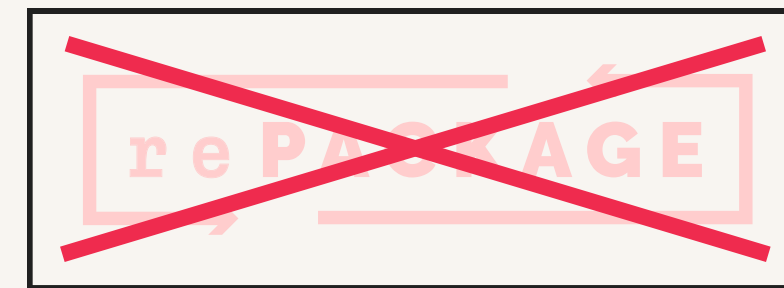
Black-ish



Off-White



## Wrong Use



EXTRA  
LOGOS

reusable **PACKAGE**

recyclable **PACKAGE**

bio **PACKAGE**

C O L O R  
U S A G E

This are our colors.  
We have four main colors.



Matcha

CMYK: BED08C  
RGB: 190, 208, 140  
Pantone: 7492 C



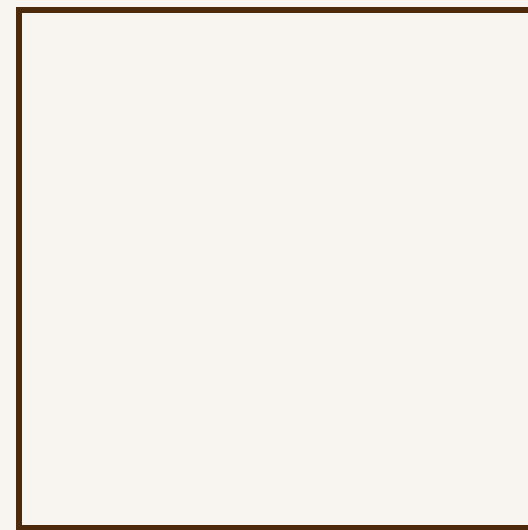
Rich Terra

CMYK: 4D2A0C  
RGB: 77, 42, 12  
Pantone: 4625 C



Terra

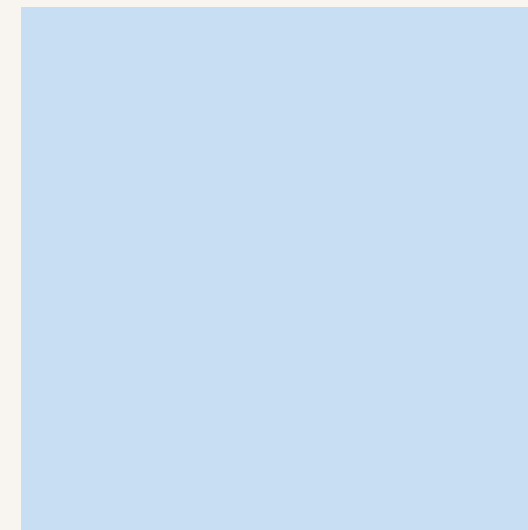
CMYK: A68263  
RGB: 166, 130, 99  
Pantone: 479 C



Off-White

CMYK: F8F5F1  
RGB: 248, 245, 241  
Pantone: 427 C

We also have three other colors.



Ocean-ish

CMYK: C7DEF3  
RGB: 199, 222, 243  
Pantone: 657 C



Pastel Pink

CMYK: FFCDCD  
RGB: 255, 205, 205  
Pantone: 705 C



Black-ish

CMYK: 202020  
RGB: 32, 32, 32  
Pantone: Black C

the **T Y P E P O G R A P H Y**

## RALEWAY BLACK

This is our logos font.  
Used in its **BLACK** weight with 100%  
or 25% Leading for **Titles**.

While only "PACKAGE" is using this  
font, it is **also used for:**

- Important Titles
- Product Names
- Highlight Important Words

*\* Very specific use*

## JetBrains Mono

This is our text font.  
Used in its **Light** weight with 5%  
Leading for **any text**.

It can also be used with **different  
weights** and **styles** to highlight  
parts of texts, create lists or  
titles.

*\* Mainly used*

## Source Serif Pro

This is our secondary title font.  
Used in its **Black** and **Semibold**  
weight for **some titles**.

It mostly used for online purposes  
for a more premium, organic and  
lifestyle feel to the brand.

*\* Mainly used*