



Re:Fuel

- Brand Identity Guide -

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Welcome Note

Re:Fuel is an innovative and sustainable food brand that not only combats food waste, but also promotes eco-friendly practices. Our delicious smoothies and snacks are made from rescued fruits and vegetables sourced from supermarkets and restaurants, preventing produce with some imperfections from going to waste.

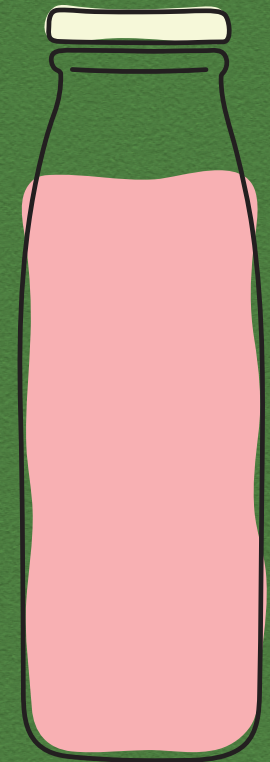
What sets us apart from our competitors is that we have pop-up stores where you can get hands-on and make your custom smoothie by riding on a bike connected to a blender. We also organize zero-waste workshops once a month, helping you make the most out of your fresh produce and reduce your impact on the environment.

In your hand you have the Brand Identity Guidelines for the Re:Fuel brand. Here you will discover the essence of our brand and get the tools needed to maintain a good consistent communication.

The Re:Fuel Team

Brand Core

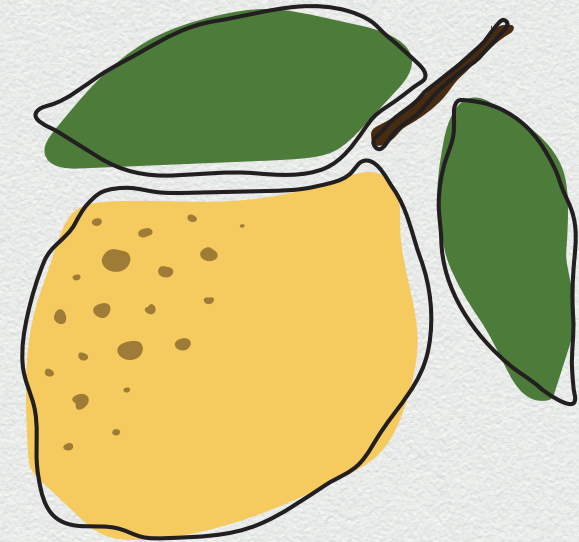
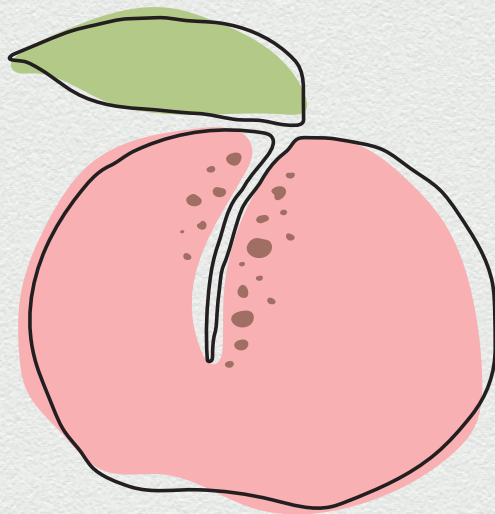
This section provides a small glimpse into the heart and soul of Re:Fuel. It conveys the essence of the brand, our reason for being and what we aspire to become.



Vision & Mission

Vision

Re:Fuel envisions a world free from food waste, where every resource is taken care of, and all individuals have equal opportunities to live a healthy lifestyle.



Mission

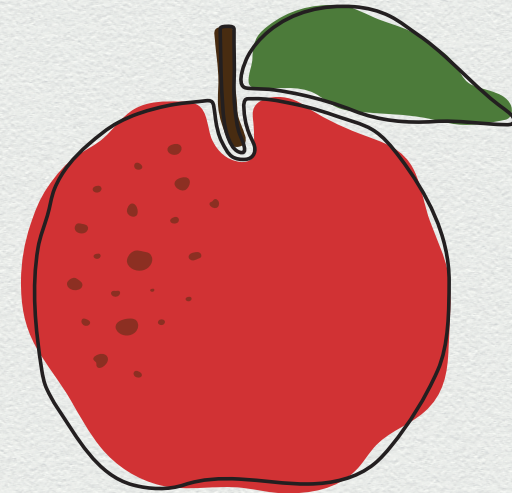
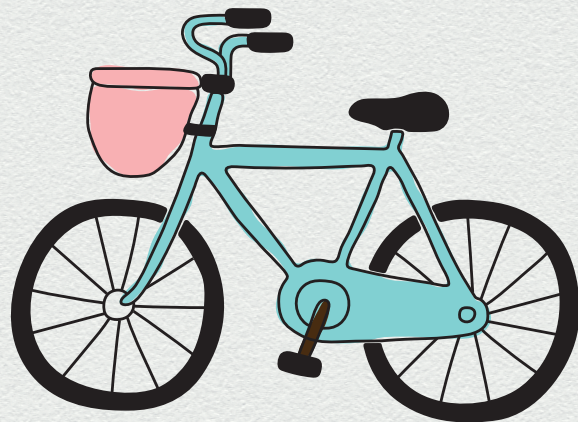
Re:Fuel is dedicated to rescuing imperfect fruits and vegetables that would otherwise go to waste. Our mission is to transform these overlooked treasures into delicious and nutritious smoothies and snacks that benefit both individuals and the environment. Any surplus we generate is donated to food banks, ensuring that no edible resource is wasted and that everyone has the opportunity to live a healthy lifestyle.

Essence & Values

Essence

The essence of Re:Fuel is: **Sustainable and healthy nutrition.**

It's a very short essence, but it perfectly sums up everything the brand stands for in just four words. Sustainable stands for Re:Fuel's constant efforts to keep our ecological footprint to a minimum, while healthy nutrition stands for what we offer our customers, smoothies and snacks made only from ingredients that are good for your body.

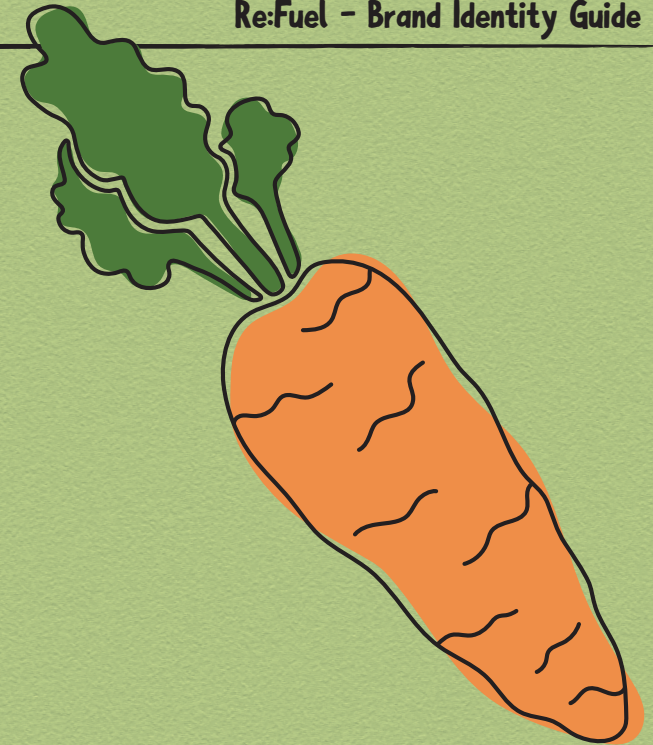


Values

Healthy: Re:Fuel is dedicated to producing nutritious products and promoting a healthy lifestyle.

Sustainability: Re:Fuel is committed to minimizing environmental impact through rescued produce, recyclable packaging, and renewable energy sources.

Innovation: Re:Fuel values innovation in sustainable food production and driving positive change in the industry.



Tone Of Voice

The tone of voice of the brand Re:Fuel is human and humble. We want to communicate with our customers as if they were our friends. Try to stay away from a very formal language and add a bit of personality to the sentences instead. See the examples below for inspiration.

Hey there! Yes, we are looking at you. Don't forget to re:cycle the packaging!

Did you bring your re:usable bottles to fill with healthy and delicious smoothies today?

Re:search shows that fruits and vegetables contain a lot of vitamins, but you already knew that right?



Target Audience

Vegans and vegetarians

There are no animal products in our smoothies or fruity snacks, so everyone can enjoy them.

Environmentally conscious people

Everyone who wants to reduce their ecological footprint and do something good for the planet while taking care of their health.

Zero Waste enthusiasts

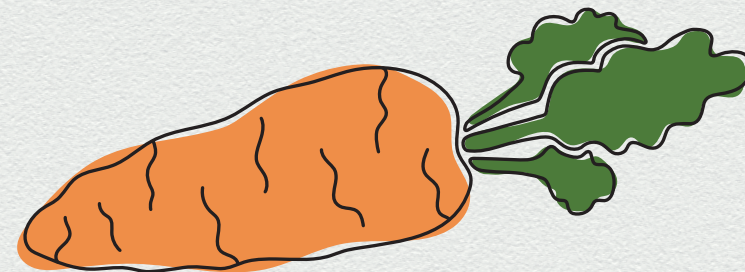
We encourage people to bring their own bottles and provide zero waste workshops.

Sustainability driven people

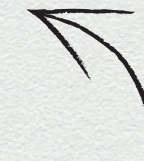
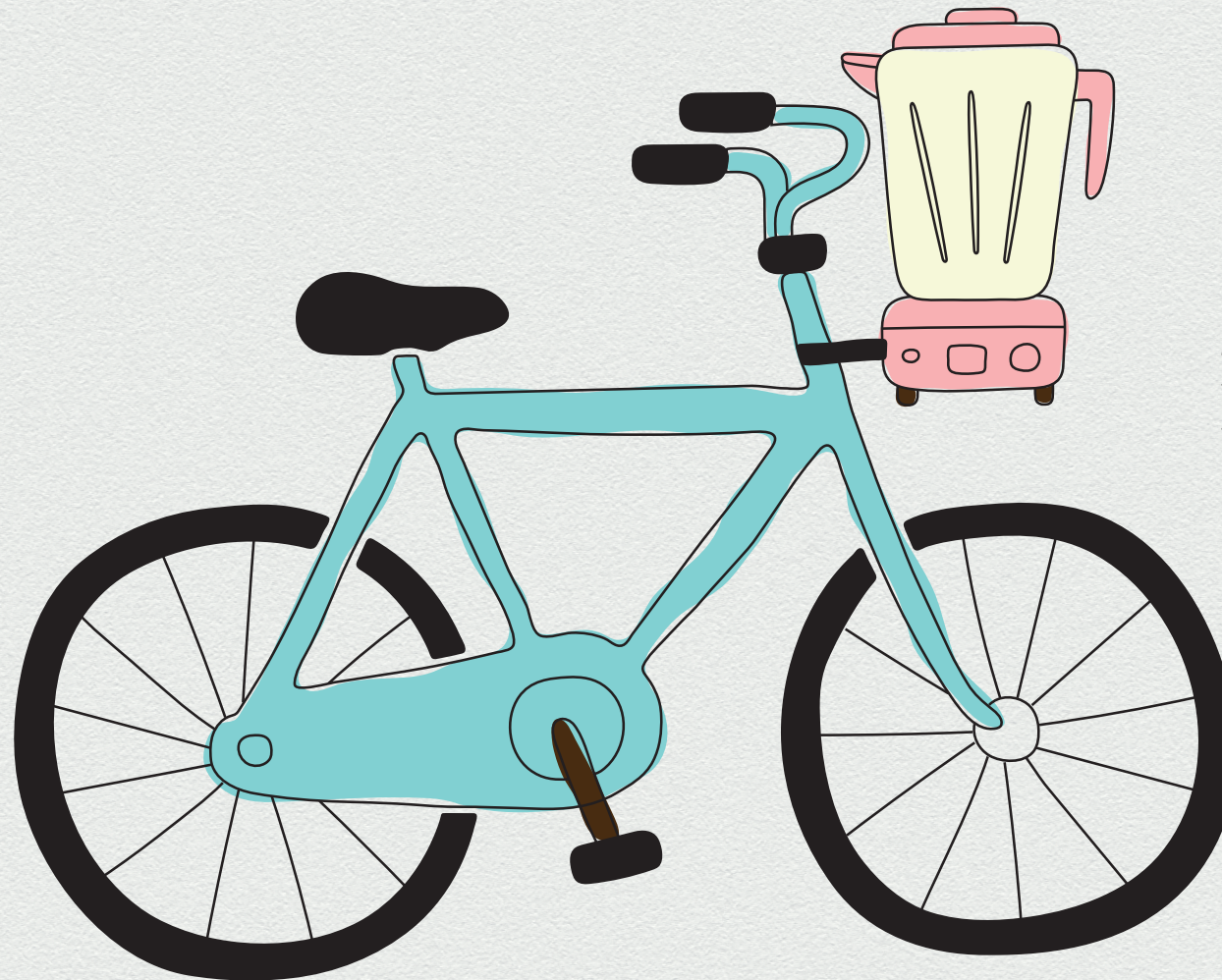
People who want to reduce all the plastic they buy in stores and switch to Tetra Pak or paper packaging.

Families with children

We want to inspire families with children to eat healthy. By inviting them to our pop-up stores where they can ride a bike to blend their own smoothies, we show them that eating nutritious food full of vitamins can be fun and exciting.

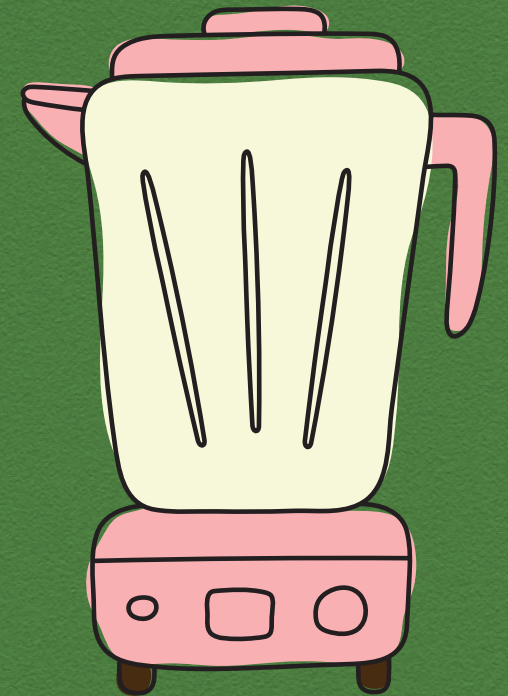


Concept Visualisation



An illustrated visualisation of the blender bikes available in the pop-up stores.

Logotypes



The logotype is the face of a brand, and this section provides guidance on how to present it flawlessly. It outlines where to place the logo, the optimal size for various occasions and the space it needs to breath.

Primary Logo



Re:Fuel



Re:Fuel



Re:Fuel

The primary logo exudes a personal and playful vibe thanks to the handwritten typeface that adds a touch of personality. The typeface has rough and organic edges to represent that food from nature comes in all forms and sizes. The two dots in the colon have been transformed to resemble an apple and a pear to enhance the association with the concept even more.

Logo With Tagline

Re:Fuel

Re:scue, Re:fuel, Re:peat.

Re:Fuel

Re:scue, Re:fuel, Re:peat.

Re:Fuel

Re:scue, Re:fuel, Re:peat.

The primary logo can be paired with the tagline "Re:scue, Re:fuel, Re:peat".

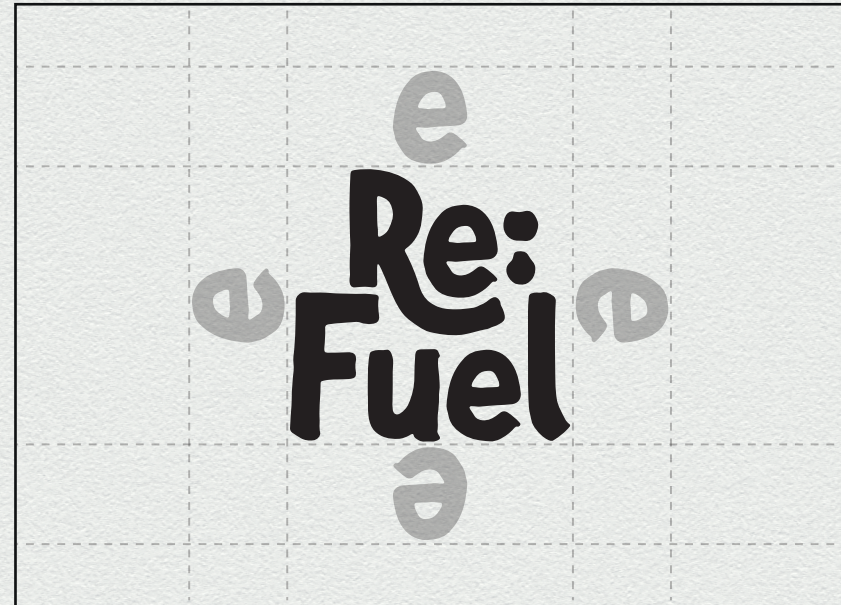
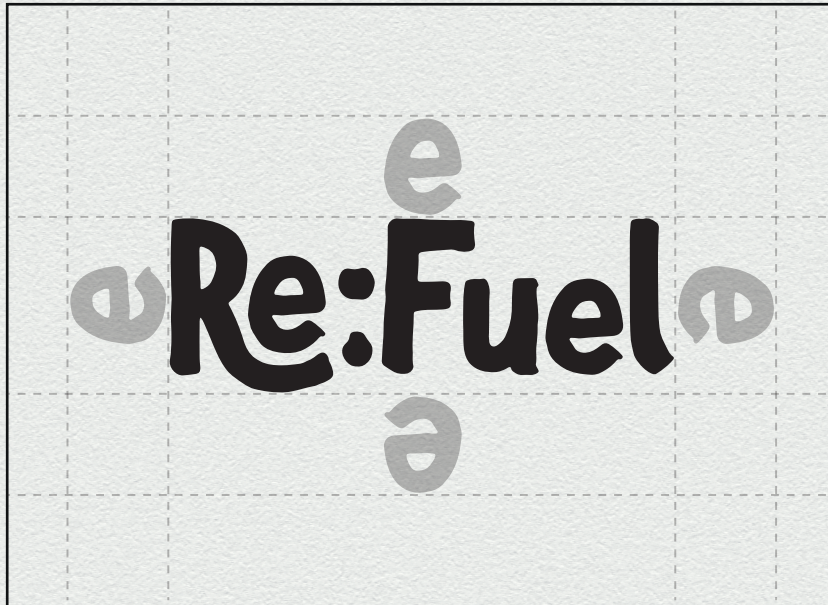
Secondary Logo

The secondary logo is rendered in a large, bold, green font. The word "Re:" is positioned above "Fuel". The colon consists of two stacked, light green circles. The letters are thick and rounded, with a slightly irregular, hand-drawn feel.



The secondary logo captures the essence of the primary logotype but in a more condensed format, perfect for situations where space is tight. This version should not be paired with the tagline because of the narrower width.

Safe Zone



The safe zone of the logo should be in the size of the letter "e" to give it enough space to breath, and to keep it from drowning among other visual elements. This applies to the primary and secondary logo.

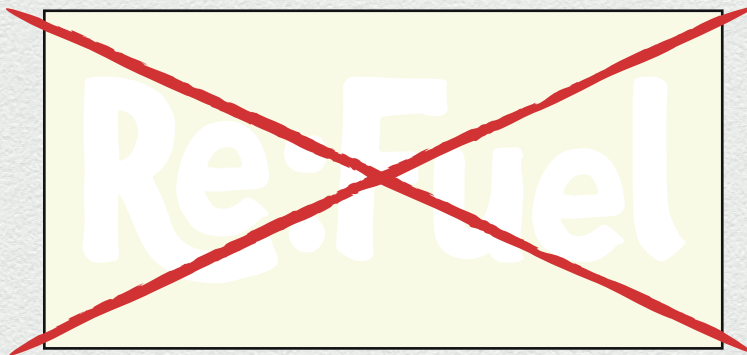
Incorrect Usage



Do not rotate the logotype in any direction.



Do not stretch or manipulate the logotype.



Do not put the white logotype on a light background.



Do not put the black logotype on a dark background.

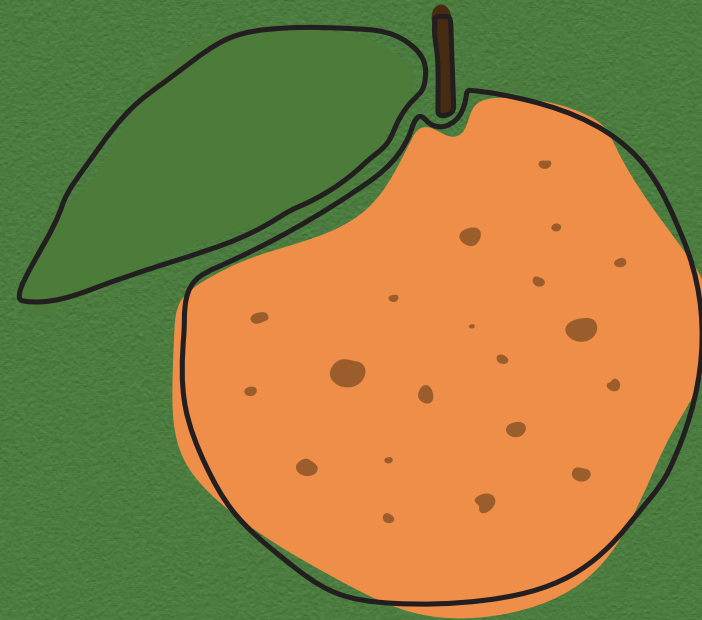
Logomark



The Re:Fuel logomark cleverly combines the initial letter of our brand with the iconic colon sign. The letter 'R' features a subtle curvature, creating a friendly smiley alongside the fruity dots. This thoughtful design detail adds an extra layer of friendliness to our brand, demonstrating our commitment to a warm and inviting experience. The logomark can be used as a profile picture on Social Media platforms and on stickers.



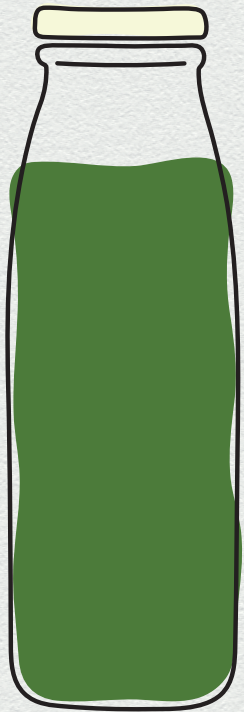
Colours



Welcome to the vibrant world of Re:Fuel's colour identity. This section shows the palette that defines our personality and will guide you on a harmonious use of the chosen colours.

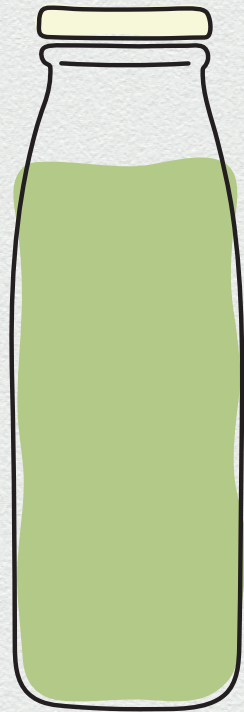
Primary Colours

The primary colours are used in the logotype and other brand elements such as packaging and social media posts.



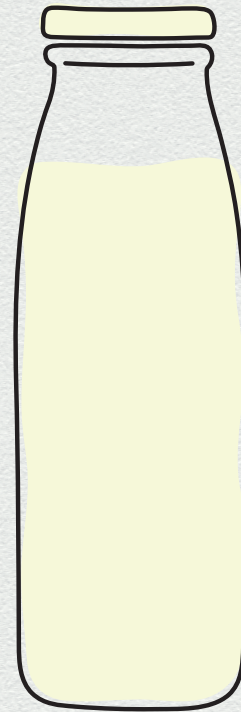
Broccoli:

HEX: 4e7a30
 RGB: 78 122 48
 CMYK: 73 31 99 17



Pear:

HEX: bfcc85
 RGB: 191 204 133
 CMYK: 32 8 58 0



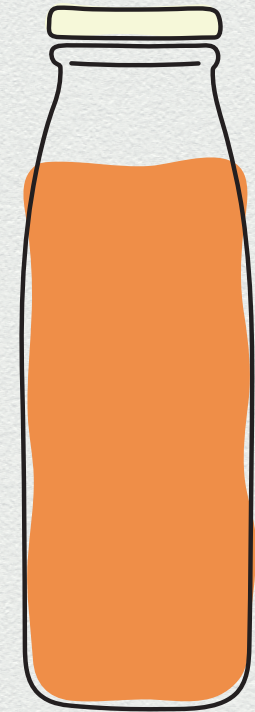
Cream:

HEX: fbfbca
 RGB: 252 251 234
 CMYK: 2 0 12 0



Banana:

HEX: f7cd57
 RGB: 247 205 87
 CMYK: 4 20 74 0

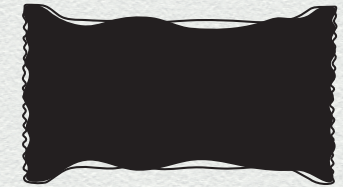
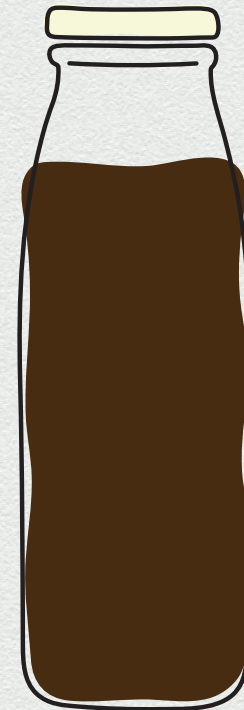
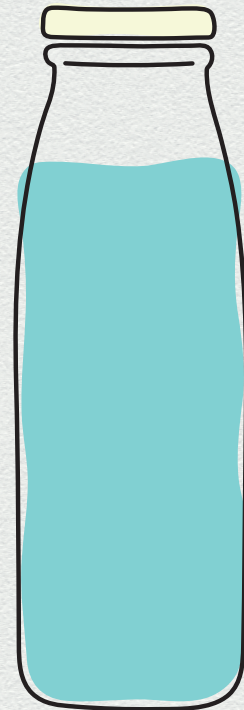
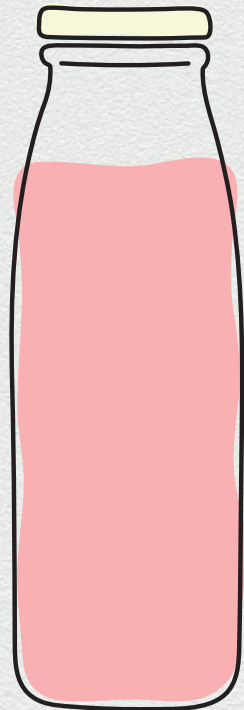
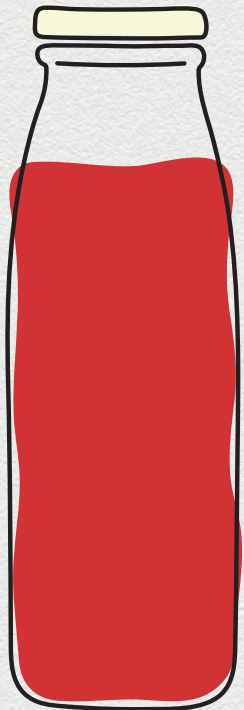


Orange:

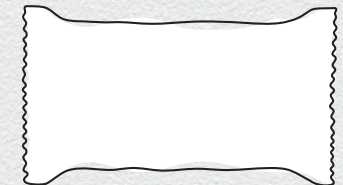
HEX: ed8e3f
 RGB: 237 142 63
 CMYK: 3 53 80 0

Secondary Colours

The secondary colours are mainly used for illustrations, campaign posters and packaging design.



Black:
 HEX: 1d1d1b
 RGB: 29 29 27
 CMYK: 0 0 0 100



Strawberry:

HEX: ce2a28
 RGB: 206 42 40
 CMYK: 12 94 87 3

Peach:

HEX: f6b8bc
 RGB: 246 184 188
 CMYK: 0 37 18 0

Water:

HEX: 92d0d5
 RGB: 146 208 213
 CMYK: 47 0 19 0

Coffee:

HEX: 513316
 RGB: 81 51 22
 CMYK: 43 66 87 65

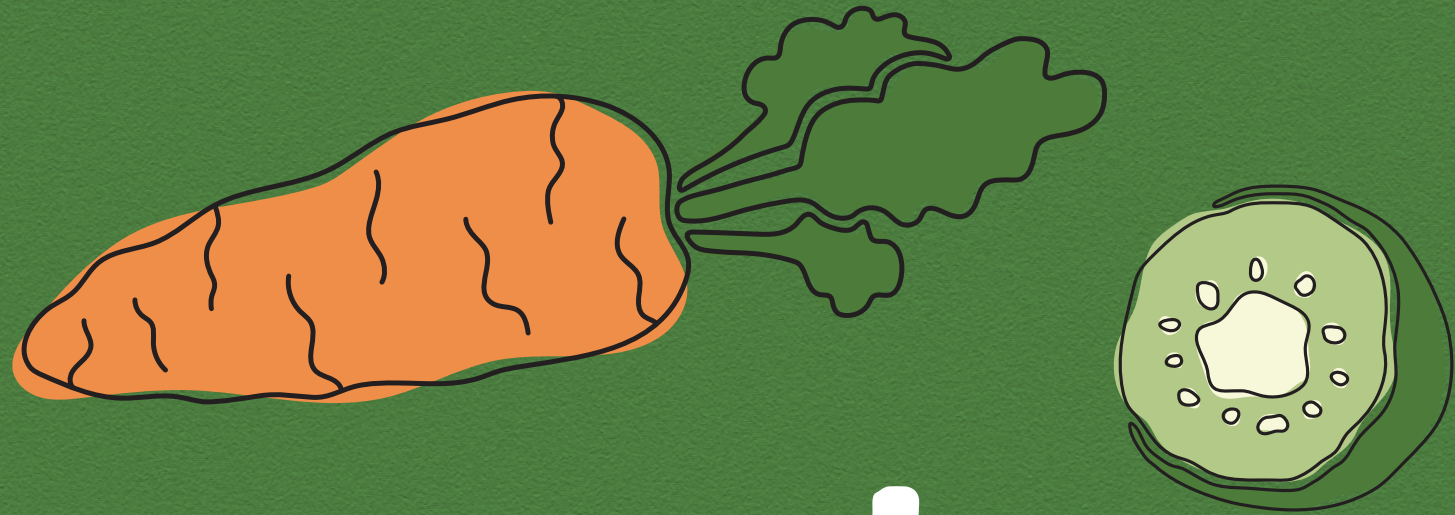
White:

HEX: ffffff
 RGB: 255 255 255
 CMYK: 0 0 0 0

Colour Pairings



There are no strict rules when it comes to colour combinations, but it is important to think about the contrast between the colours. On this page you can find good examples of colour combinations, and what they all have in common is that they consist of a lighter and a darker colour. Use these examples as an inspiration. Only use these colours on top of each other, do not blend them or add any extra colours.

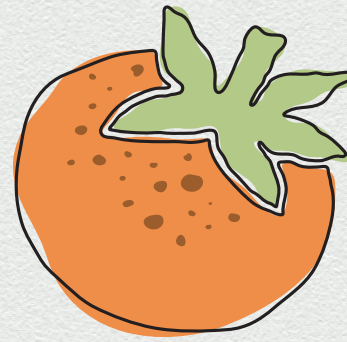


Typography

This section unveils the distinct typefaces, styles and font pairings that articulate our brand identity, offering insights on their purposeful application to ensure a cohesive and impactful brand representation.

Primary Typeface

Aa



Boldoa Mat

ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖ

abcdefghijklmnopqrstuvwxyzäö

0123456789

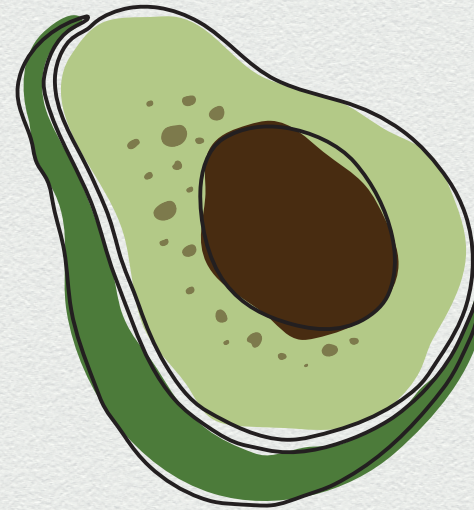
The primary typeface of Re:Fuel is Boldoa Mat. This is a sans-serif handwritten typeface that adds a bit of personality to the brand with the rough organic edges. The typeface represents the essence of the brand very well and captures the idea of using fruits and vegetables from nature with a few marks and scratches here and there. This typeface works best as a headline or a sub-headline, and not as body copy.

Secondary Typeface

Thin
Extra light
Light
Regular
Medium
Demi Bold
Bold
Extra Bold
Heavy

Aa
Greycliff CF

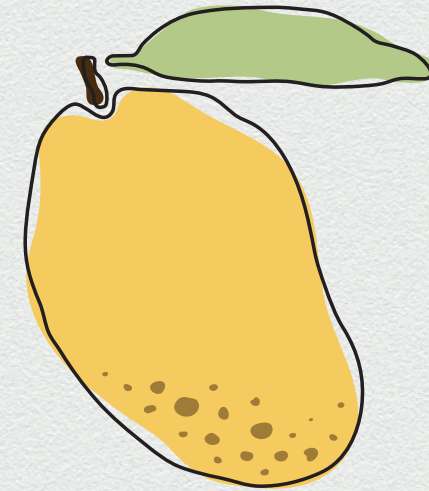
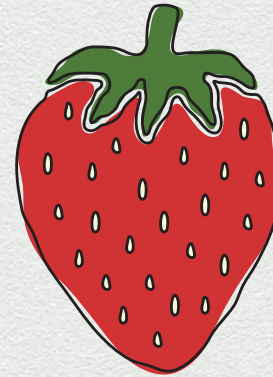
ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzääö
0123456789



The secondary typeface of Re:Fuel is called Greycliff CF. It is a sans-serif typeface with quite round edges, which exudes a calm and friendly feeling. This typeface comes in 9 fonts which makes it a perfect font to use for everything between headlines to body copy.

Additional Typeface

Aa

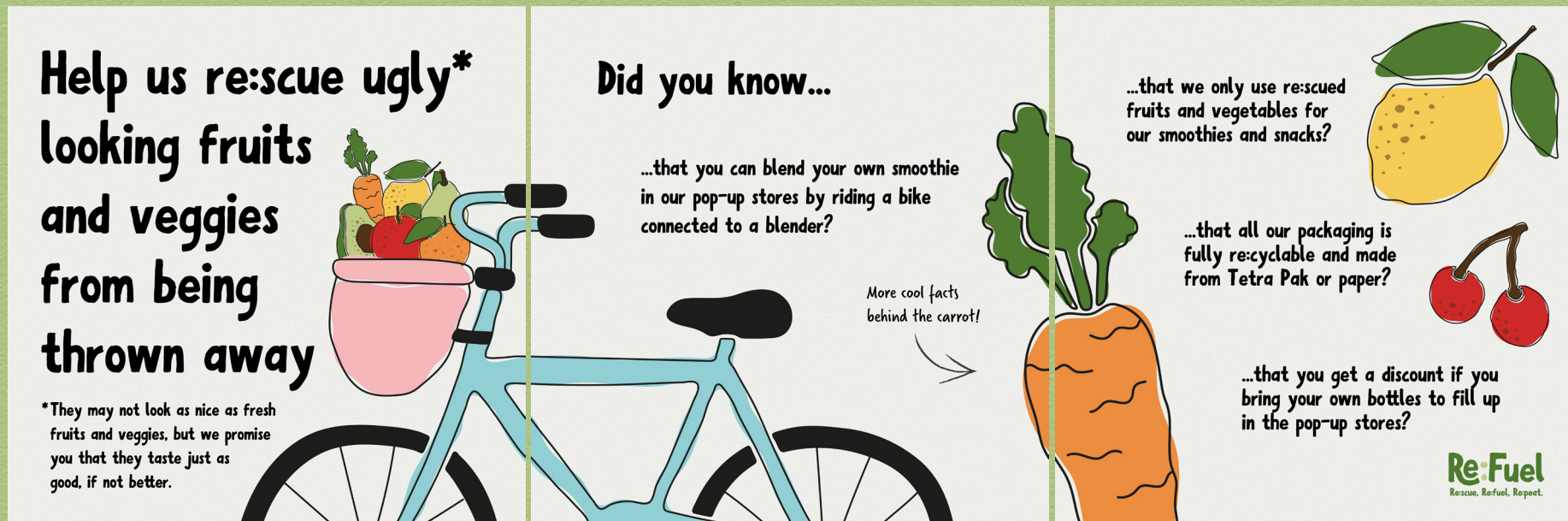


Verveine

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö
0123456789

The third typeface of the brand is Verveine, a handwritten typeface only used for decorative purposes and shorter paragraphs. For example, this font can be used as handwritten notes in social media posts or as a small message on the packaging of our products.

Typography Usage



Boldoa Mat

In social media posts with illustrations, the typeface Boldoa Mat is used for the text, while the typeface Verveine can be used for smaller notes paired with arrows. This gives an organic and playful feel.

Also used for:

- Text on the front of packaging.
- Headings on website.
- Shorter paragraphs in both digital and printed products.

Typography Usage



Greycliff CF

In printed materials requiring a smaller font size, such as at the bottom of a loyalty card, the typeface Greycliff CF is used. This choice ensures that the text remains readable, regardless of the font size.

Also used for:

- Ingredient lists on packaging.
- Body text on website.
- Longer paragraphs in both digital and printed products.

Font Examples

Boldoa Mat
100 pt Bold

Hello.

Boldoa Mat
50 pt Bold

This is Re:Fuel.

Greycliff CF
20 pt Bold

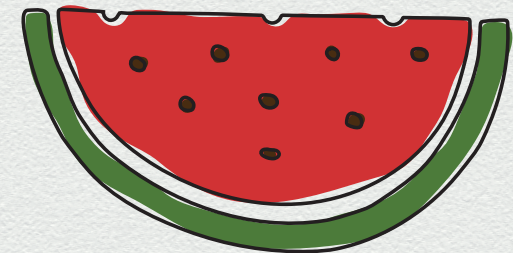
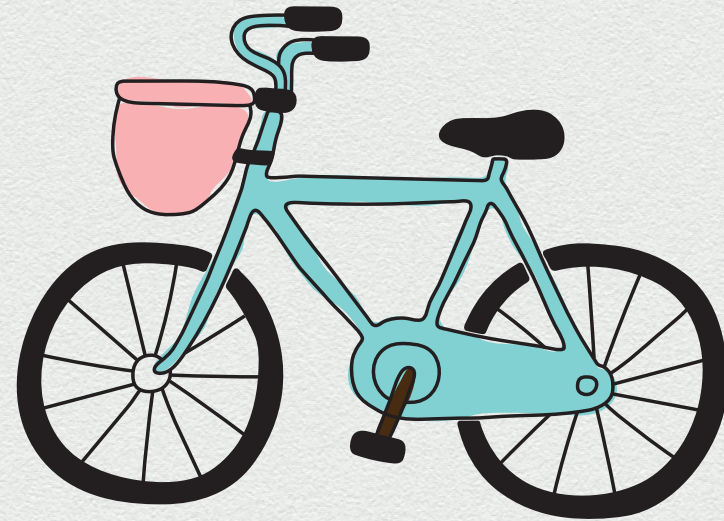
Discover the essence of our brand.

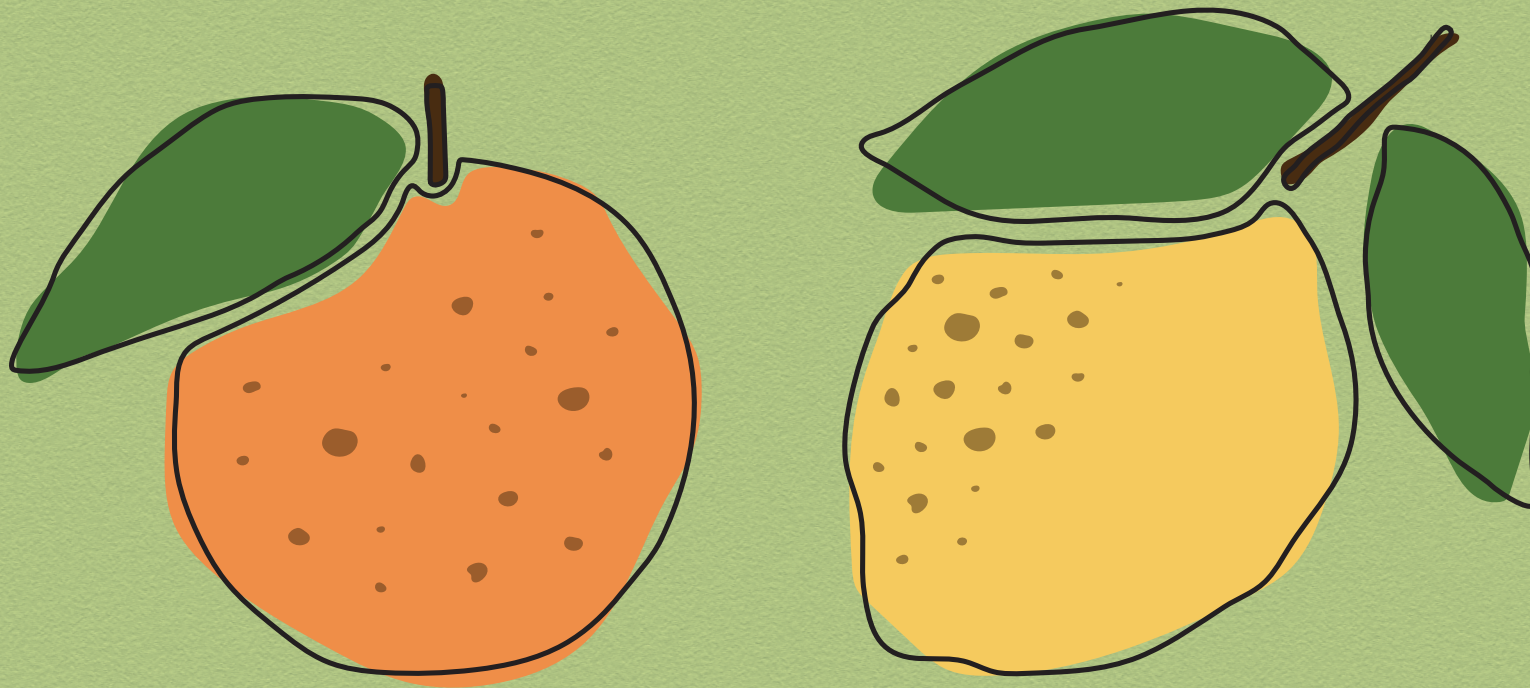
Greycliff CF
15 pt Medium

Healthy and sustainable nutrition through innovation.

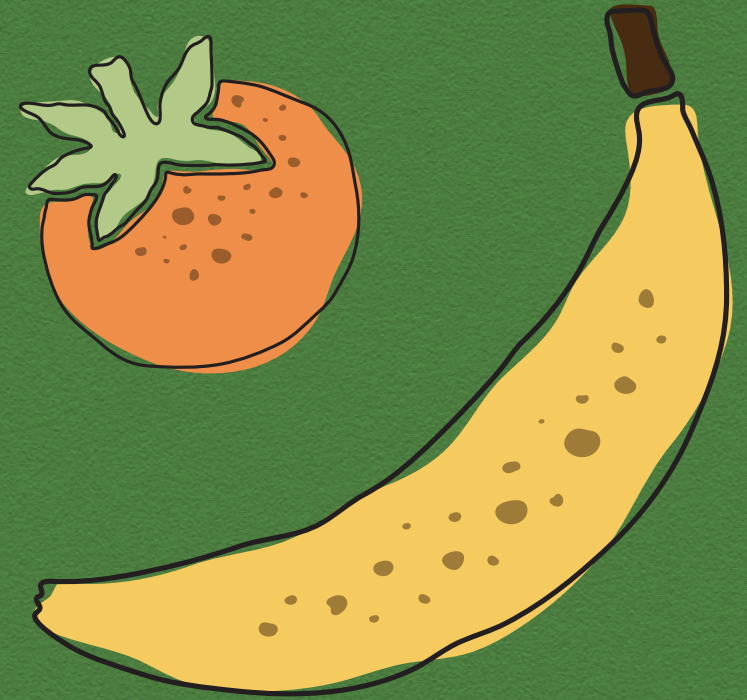
Verveine
15 pt Regular

Re:Fuel helps you re:duce your ecological footprint, while you help us fight food waste.





Imagery



This section unravels the visual narrative of Re:Fuel, which often features colourful fruits and vegetables, happy people refuelling their bodies and some behind the scenes from our pop-up stores.

Photography Style

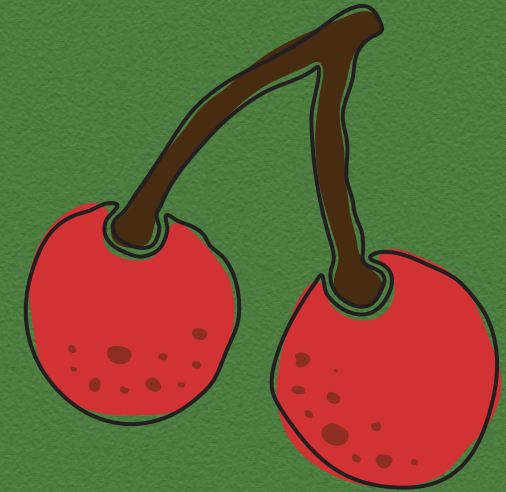


Examples



Examples

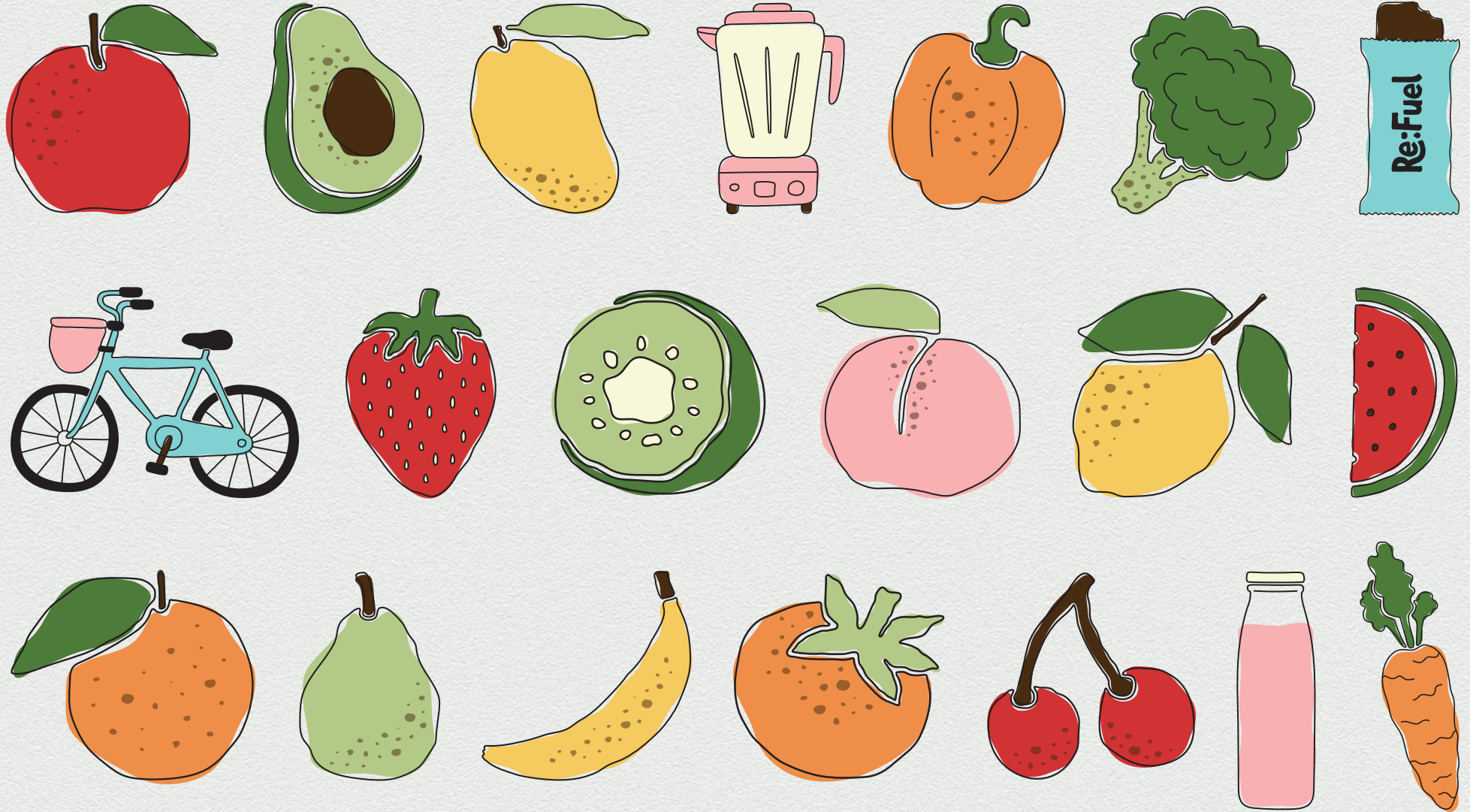




Illustrations

In this section of the guideline, vibrant fruits, healthy vegetables, sleek smoothie blenders and bikes come together to tell the visual story of our brand. This section shows all the 20 brand illustrations that reflect the essence of our brand, to rescue fruits and vegetables with marks and scratches.

Illustrations

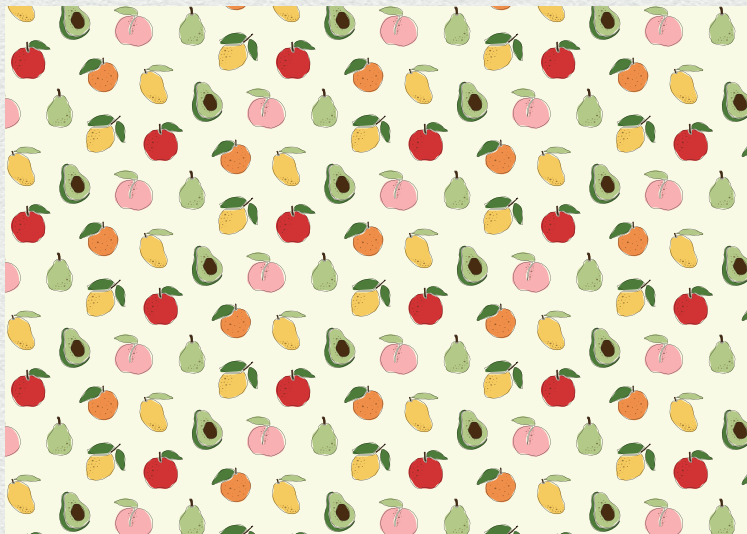
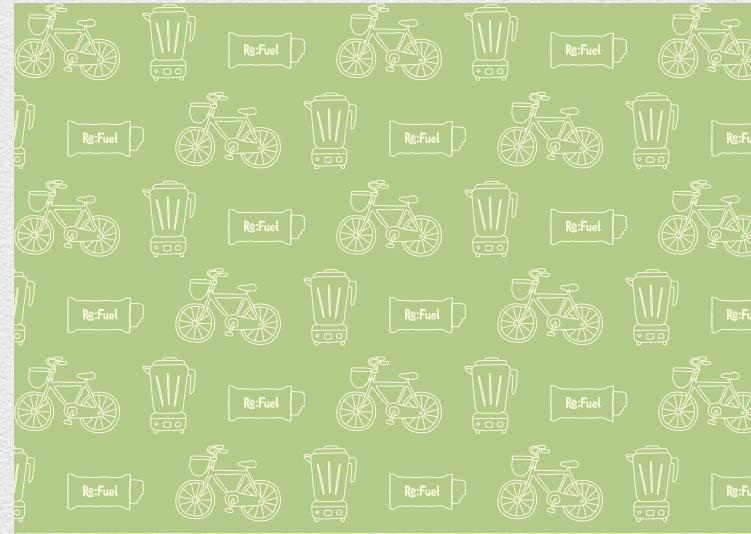
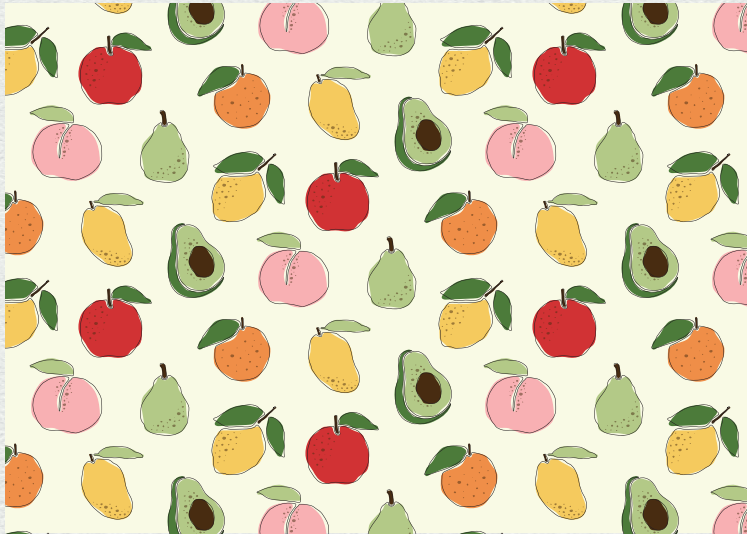


Patterns



Discover the essence of our brand through seamless and unique patterns.

Patterns

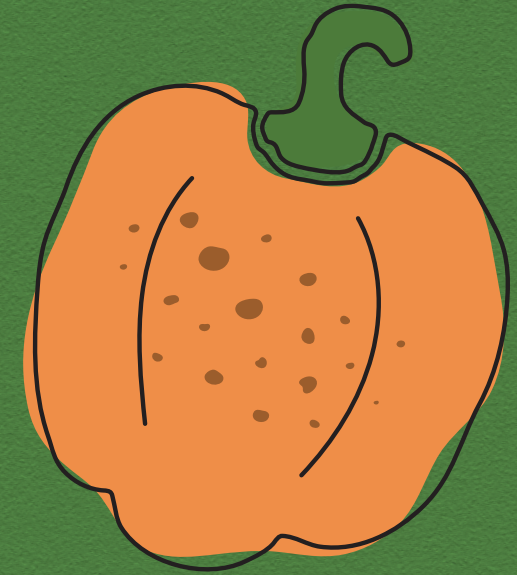


Full-page examples









Application

In this section, the brand finally comes alive. From packaging examples to pop-up store windows, these visuals provide a snapshot of Re:Fuel in the real world.

Store Window



Tetra Pak



Glass Bottle



Fruity Energy Bars



Dried Fruit Snacks



Re: Fuel

