

# style. guide

rethink. reset.   
**recycle.**  
FloridaRecycles.org



# contents

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# logo

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# logo (do's and don'ts)

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Do make sure to use adequate padding around the logo. The distance of two "e's" on the left, right and bottom of the logo and one "e" on the top dictates the minimum space necessary.



Do make sure to use the logo at a minimum of 1.25" wide and .61" tall.

# logo (do's and don'ts)

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Do make sure to use only the full color, black, and white versions of the logo. Different instances will call for one logo over the other, such as when grayscale printing is only available or a flood of color is needed on a page. The choice should be made based on highest contrast and legibility.

# logo (do's and don'ts)

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Don't use a drop shadow.



Don't change colors.



Don't tilt the logo.



Don't re-format logo.



Don't apply a warp effect.



Don't use an outline.



Don't use without icon.



Don't use solid color other than black or white.



Don't stretch the logo.

# typography

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Aa

Font Family: Gibson

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abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNPOQRSTUVWXYZ

1234567890(!@#\$%&?..:;'")

Font Weights

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Light

Regular

**SemiBold**

**Bold**

# typography

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Aa

**Headline 1** (Gibson Bold)

**Subheadline 2** (Gibson SemiBold)

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Body Copy 1 (Gibson Regular)

Body Copy 2 (Gibson Light)

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## Lorem Ipsum

### Lorem Ipsum

Duis molestie, lorem sit amet sagittis eleifend, libero dolor malesuada metus, vitae dapibus neque diam a nunc. Suspendisse suscipit nec quam vel suscipit. Morbi tempus nisl sed purus ultrices, eget scelerisque velit mollis. Proin at elit magna. Proin ullamcorper, augue quis posuere dictum, arcu diam faucibus nulla, a posuere leo risus ac dolor. Etiam varius tellus augue, id pulvinar sapien dapibus ac. Cras congue nulla eget elit lobortis auctor.



# colors

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Primary Color Blue



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Pantone 7691C

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RGB - 0, 98, 152

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CMYK - 95, 64, 16, 2

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Hex - 006298

Primary Color Lime



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Pantone 360C

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RGB - 108, 194, 74

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CMYK - 61, 0, 96, 0

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Hex - 6cc24a

Primary Color Dark Green



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Pantone 356C

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RGB - 0, 124, 59

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CMYK - 95, 4, 100, 30

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Hex - 007c3b