

The background of the page features a stylized illustration of a forest with evergreen trees and rolling mountains. The left side of the image is a dark teal vertical band, and the right side is a light gray area. A large green circular shape, partially obscured by the teal band, is on the left. The text "2018 Brand Guidelines" is centered in the middle of the page.

2018 Brand Guidelines

Updated: Nov 29/18

EcoSafe Brand Voice + Key Messaging

Brand Voice

RESPECTFUL

We strongly believe in respecting the environment, our customers, and our partners. To us, this means getting to know our clients and creating solutions around their needs, without simply placing the focus on our bottom line. To our group it means creating products and programs that are first and foremost considerate of our clients and our environment.

HONEST

We believe in making a meaningful difference. EcoSafe puts the emphasis on creating real impacts rather than just selling a product, which is why our company offers advanced diversion and education programs in order to create long term sustainable changes. Whether we make a promise in relation to our products, values, or simply showing up to a meeting on time, you can rest assured that we will honor these principles.

DRIVEN

We don't just offer a "good" solution, we strive for the best solution. We're a hard working team and we don't want our customers wasting their time or resources. Our products and programs are continually evolving to become the best version of themselves. This is something that runs deep in our team, products, and internal systems.

KNOWLEDGEABLE

EcoSafe has years of experience in this industry - we know what works and what doesn't. We research and analyze the barriers, costs, and inefficiencies of current systems and around this, craft our products and programs. This knowledge isn't only found in the quality of our products, but also in our industry leading programs that sustain the mission of our business.



Target Audience

MALE / FEMALE

*Occupation:
Managers and/ or
Owners of:*

- Distribution partners - want a stable supplier of fairly priced product that has market demand
- Waste Haulers - want a fairly priced product that performs in their bins and for their clients
- Compost facilities - want a product they can trust to compost properly in their system and programs that increase their feedstock and minimize contamination
- Small to medium sized businesses - want help in establishing a diversion program and quality products to support it
- Property Managers - want easily implemented program that ensures they are compliant with diversion legislation
- Large event centers - want an easily implemented program that meets their diversion needs and the products to support it.

Challenge:

- Finding a quality solution to being more environmentally-friendly on a scale that works for their business.

Lifestyle:

- Their priority is doing good business. They strive to make more money while also maintaining their position as a brand of integrity. They value the morals they live by and those of their customers. They want to make sure that they are seen to be making an authentic effort to achieve sustainable operations.

Brand Vision

**Making a
meaningful difference...**

Through strong profitable partnerships that drive social change using our innovative zero waste solutions and industry leading products.

Brand Values

These are the drivers behind EcoSafe and why we do what we do:

- Do the right thing for the environment and global community
- Innovate to make diversion easier and more efficient
- Create value for our customers, end users, and stakeholders
- Belief that the end of life for one product can be the beginning of life for another product

Unique Selling Points

These points are what make EcoSafe stand out from similar products and/or competitors and are the messages that we focus on.

DIVERSE

- EcoSafe works with a diverse set of partners in Canada and the United States and diversity is an important part of what makes us who we are.

100% COMPOSTABLE

- EcoSafe is the performance leader for composters and end-users. Our products achieve best in class performance in both the bin and the compost facility. We won't put a product on the market that does not compost well in today's modern compost facilities.

CLIENT-FOCUSED

- We won't push a product on you that you don't want or that won't be the absolute best fit for your business. EcoSafe's zero waste programs are simple from start to finish so customers can easily achieve their diversion goals.

About the Logo

A.

Avatar

The avatar is to be used on social media outlets and as the fav icon in a web browser



Company Logo

Two Colour CMYK - The two color logo is preferred in all applications including embroidery

Spot Colour - Logo format for spot-color printing using PMS 354 U (green) and PMS 7715 U (gray)

One Colour version - Green is preferred for one-colour jobs. If the print job is black and white only than 100% black should be used.

One Colour w/ background version - white is preferred for one colour on backgrounds. Green can also be used as long as the logo is easily recognized

Headline

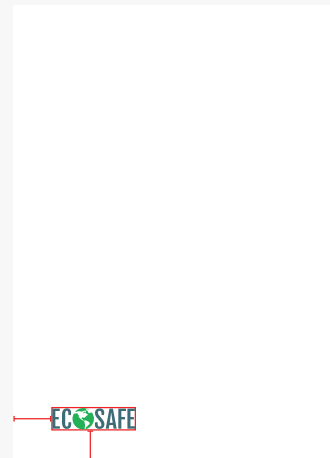
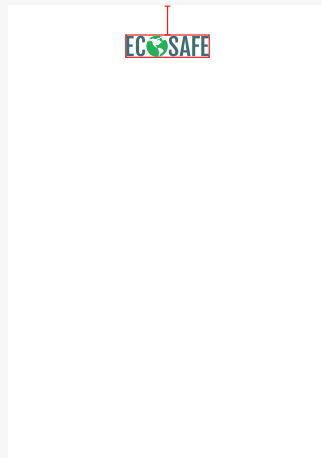
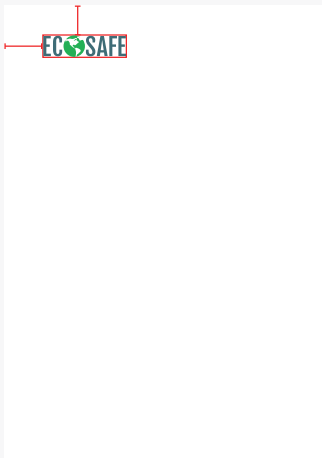
The headline can be used or removed from marketing material at the companies discretion. It should never be shown by itself, only with the logo

Logo Placement

B.

Proper logo placement thereby reinforcing status and the perceived power of the brand

The EcoSafe logo must appear on the initial view of all communications, including print, digital, and video, so that it serves as an introduction to the brand. For communications and print the logo should never be positioned any closer than 6/8" to the left or right and 4/8" from the top or bottom.

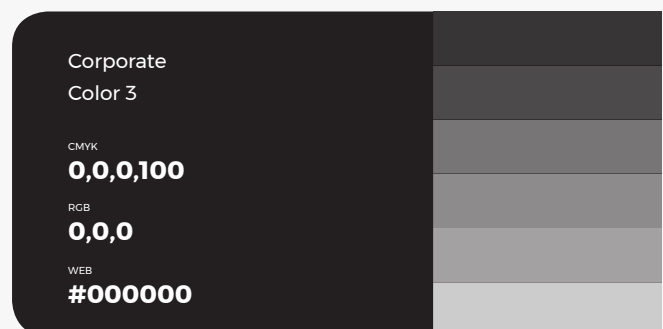
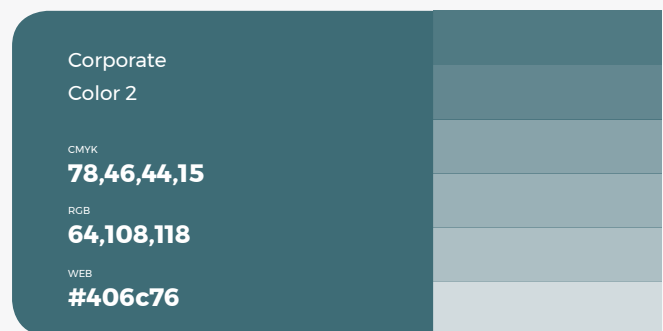
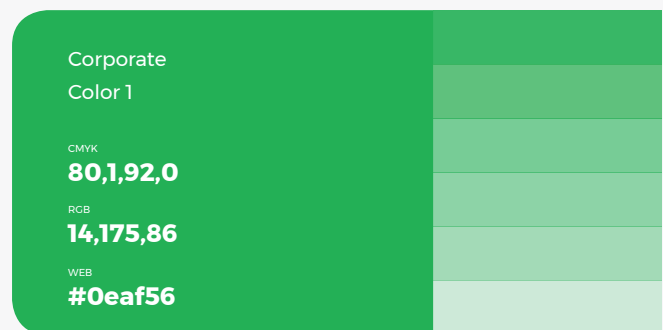


Color Palette

C.

The following are used on print, web and packaging, for the various EcoSafe products

The primary colours for EcoSafe are PMS 354 U (green) and PMS 7715 U (gray) with 100% Black used as a secondary and accent colour



Corporate Fonts

• Lato Sans

Aa

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|--------|---|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| Glyph | : | A | B | C | D | E | F | G | H | I | J | K | L | M |
| | : | N | O | P | Q | R | S | T | U | V | W | X | Y | Z |
| | : | a | b | c | d | e | f | g | h | i | j | k | l | m |
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Web Fonts

- Roboto

Aa

Glyph

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Symbol

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Paragraph

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Brand Voice Examples

Characteristic: **Respectful**

✓ Write like this....

We could not do what we do without our amazing partners.
We want to thank them for all the work they've put in to
make EcoSafe possible.

✗ Not this.

EcoSafe bags are the solution for everyone!

Characteristic: **Honest**

✓ Write like this....

We may not be the cheapest option out there but
that's because we aren't willing to sacrifice quality and
performance for cost.

✗ Not this.

Looking for compost bag solutions in bulk? EcoSafe offers
the best solution out there.

Characteristic: **Driven**

✓ Write like this....

We're not a 99% guarantee kind of company. We're a 100%
kind of company.

✗ Not this.

Check out EcoSafe online. We've got cool programs.

Characteristic: **Knowledgeable**

✓ Write like this....

Achieving Zero Waste does not have to be hard. Let us apply
decades of industry knowledge and experience to making
your Zero Waste goals easier to attain.

✗ Not this.

Taking care of the environment is a good thing! Let's do it
together.





Brand Guidelines

www.ecosafeszerowaste.com

Updated: Nov 29/18