



BRAND BOOK

March 2022

MISSION STATEMENT

*We're on a mission to
Reimagine Waste*

01 MISSION

02 ETHOS

03 STORY

OUR ETHOS



Mother Earth provides the ingredients needed to sustain life. She urges us to explore the open frontiers of our imagination and adventure far beyond our wildest dreams. She offers us pristine waters to swim in, vibrant and exotic jungles to explore, rustic forests that provide clean air, peaks and valleys to traverse, and protection from a chaotic, yet magnificent universe, filled with speeds, temperatures, and distances that seem almost impossible to comprehend. How do we respectfully use these amazing gifts she has provided, in the most beneficial way, not only for ourselves but for all who call this unique and wonderful place home? Brightmark exists because of our love for the planet and the need to make her a safer, cleaner environment for all who call her home. We are here to preserve her and help her thrive.

We are all in this together.

OUR STORY

Brightmark began with the pursuit to do good for the planet. We created waste solutions that contribute to lowering greenhouse emissions and contribute to solving the proliferation of plastics that are strewn across every corner of the globe.

From the moment of Brightmark's inception five years ago, our team has worked tirelessly to evolve and fine-tune our approach to these pressing issues.

This is a crucial moment for our planet. We as a company are here to create positive change and be a catalyst for good. We aim to be a beacon of hope and inspire companies and individuals alike to take action.

VALUES



Positivity

An environment that thrives on a positive approach to work while executing with a sense of urgency.

VALUES

Safety

World class systems to ensure uncompromised safety, quality and operational excellence.

VALUES



Value

A fully engaged team that is driven by discipline and accountability.

VALUES



Diversity & Inclusion

A nurturing culture that values diverse ideas, traditions, heritages, and experiences.

VALUES



Resourceful

A resourceful mindset that leverages relationships and means to maximize value and output.



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LOGO



LOGO GUIDE



About Our Logo

- A brand is more than just a logo.
- A logo is more than just a mark or symbol.
- A logo must work with other design elements to seamlessly adapt across colors, dimensions, and uses.
- This is called a logo identity system.
- Brightmark has created a logo system that is flexible enough to be broken apart or used in totality, depending on the design need.
- The Brightmark logo consists of a wordmark accompanied by a brandmark (The Leaves). Any and all collateral (digital + print) must contain both and need to be treated with care in accordance with these guidelines.

BRANDMARK



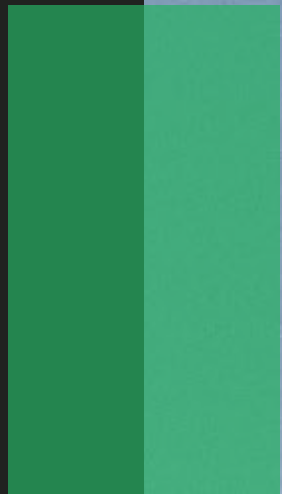
About Our Brandmark

Our most important brand asset is our brandmark – The Leaves.

A brand is more than just a logo. A logo is more than just a mark or symbol. A logo must work with other design elements to seamlessly adapt across colors, dimensions, and uses. This is called a logo identity system. Brightmark has created a logo system that is flexible enough to be broken apart or used in totality, depending on the design need.

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VARIANTS



BRIGHTMARK



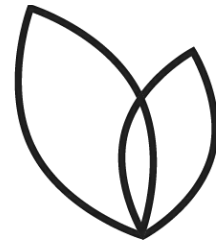
BRIGHTMARK
REIMAGINE WASTE



BRIGHTMARK



BRIGHTMARK
REIMAGINE WASTE



BRIGHTMARK



BRIGHTMARK
REIMAGINE WASTE

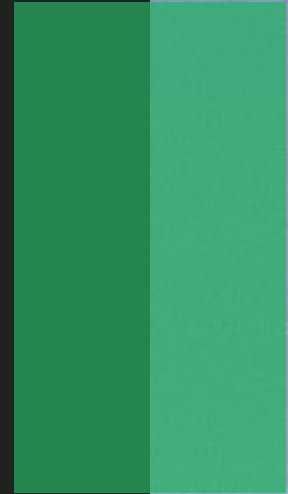


BRIGHTMARK



BRIGHTMARK
REIMAGINE WASTE

VARIANTS



LOGO USAGE AND SAFE ZONE



About Our Logo

A safety area around the logo ensures visibility and impact. Use of the safe zone between the logo and other graphic elements (images, type, other logos, etc.) will help Brightmark retain a strong presence wherever the logo appears. This is a minimum safety area; where possible, more space can be allowed around the logo .

x = 25% of brandmark (leaves) height





TYPOGRAPHY



MAIN FONT

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

NEUE HAAS GROTESK DISPLAY PRO – MEDIUM

BODY FONT

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

FREIGHT DISPLAY PRO - MEDIUM

FONT PAIRING

FREIGHT DISPLAY PRO - MEDIUM

68px

Header

lorem ipsum dolor sit amet,
consectetur adipiscing elit. sed
feugiat maecenas odio turpis.
massa integer sagittis, nam est.

NEUE HAAS GROTESK DISPLAY PRO - ROMAN

26px

NEUE HAAS GROTESK DISPLAY PRO - MEDIUM

68px

Header

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consectetur adipiscing elit. sed
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massa integer sagittis, nam est.

FREIGHT DISPLAY PRO - MEDIUM

26px

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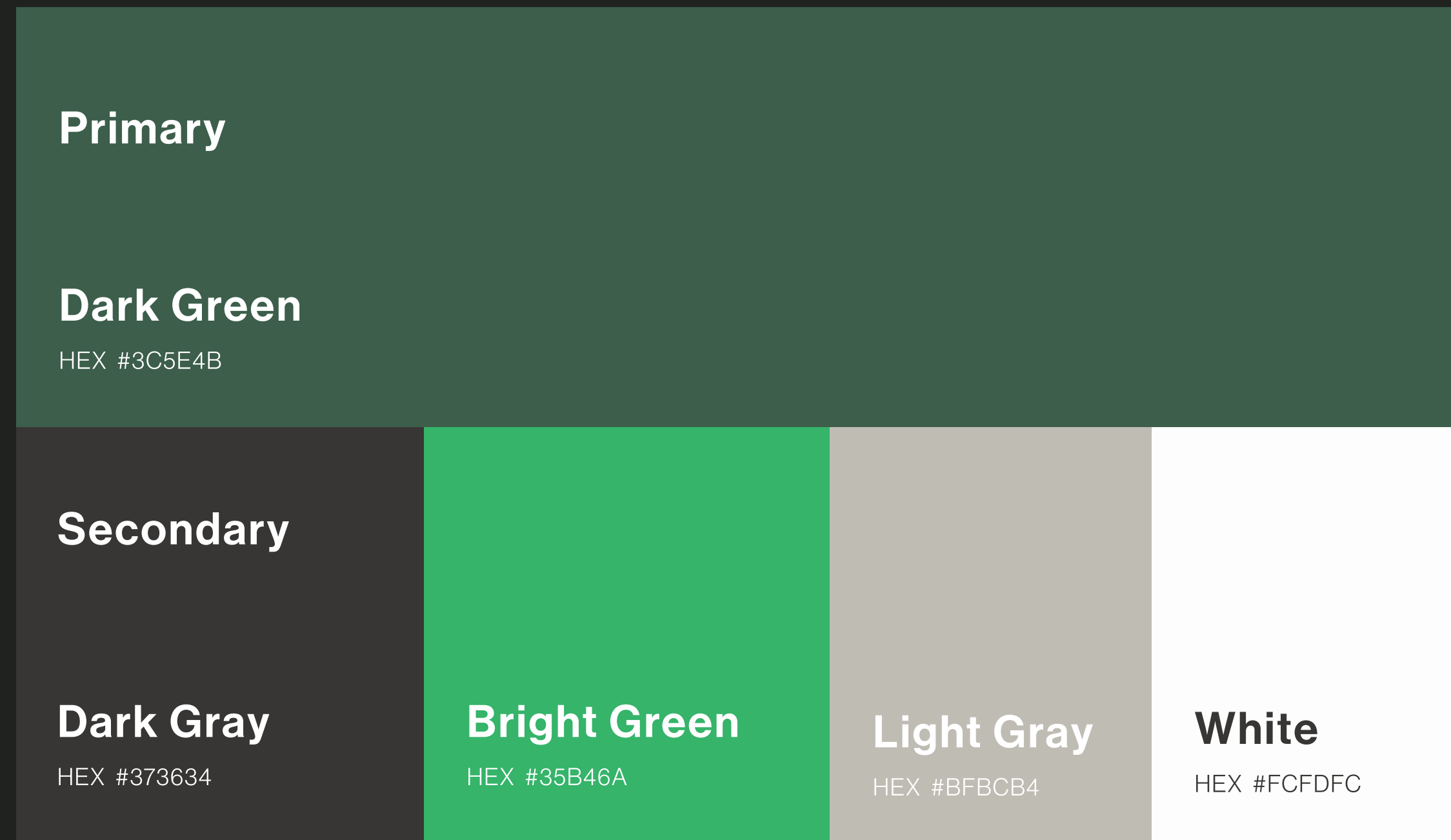
NEUE HAAS GROTESK DISPLAY PRO - ROMAN

26px

An aerial photograph of a dense forest. A narrow, winding path of bright, vibrant green trees runs vertically through the center of the image, contrasting sharply with the surrounding darker green forest. On the left side, there is a solid, bright green square. The text 'COLOR GUIDE' is overlaid in the center-right area in a large, white, sans-serif font.

COLOR GUIDE

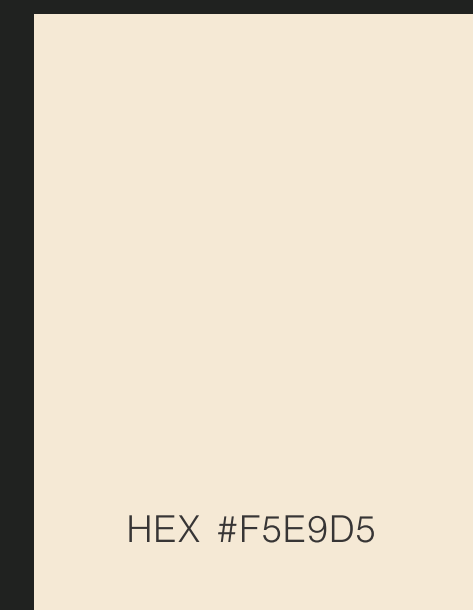
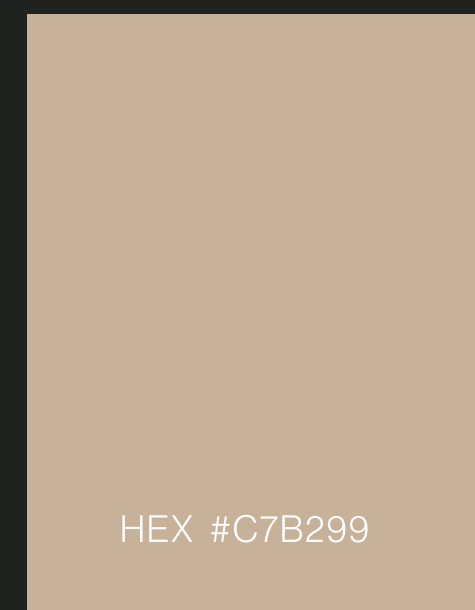
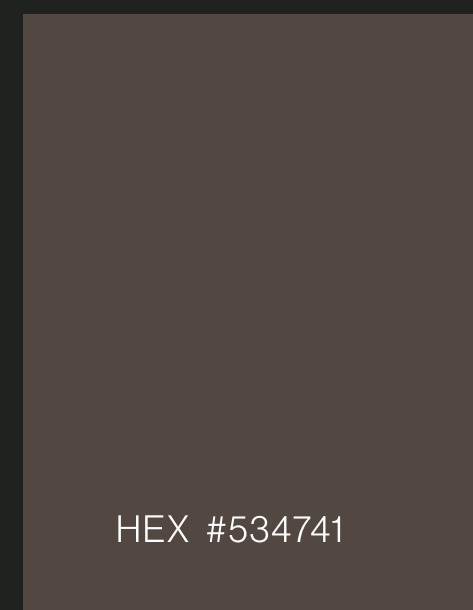
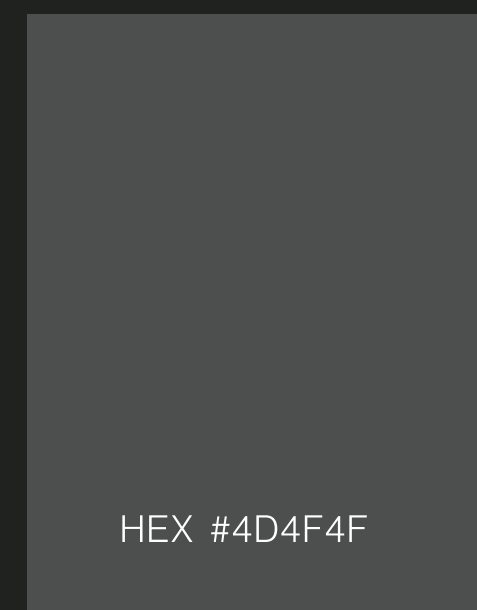
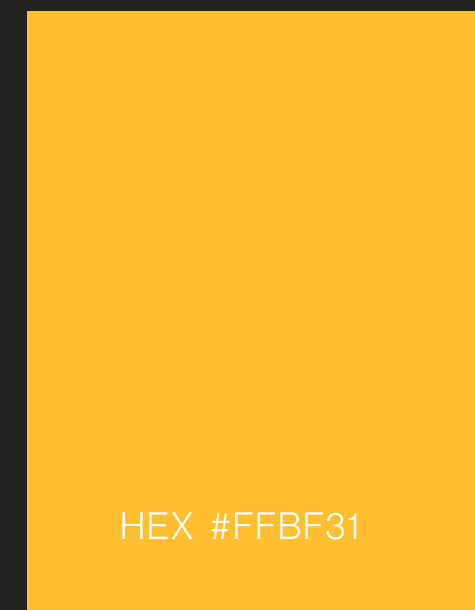
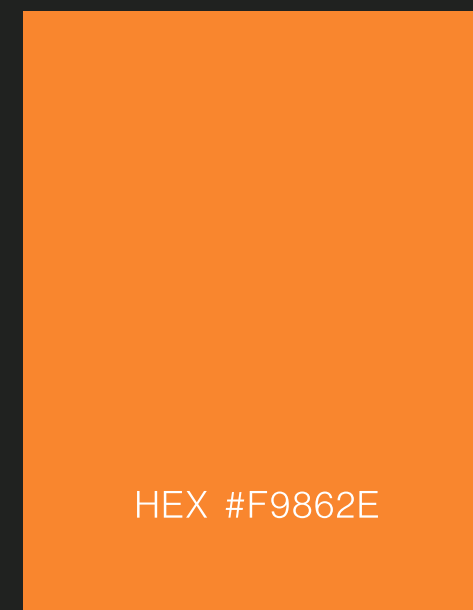
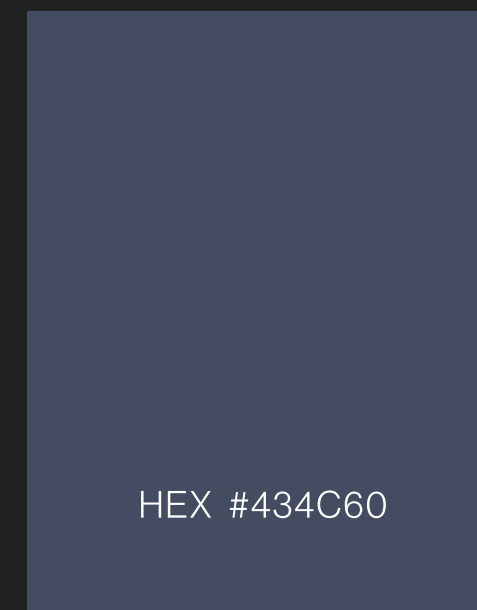
PRIMARY COLORS



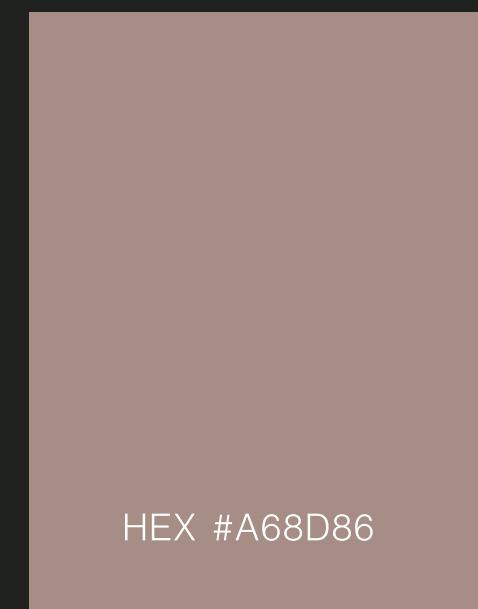
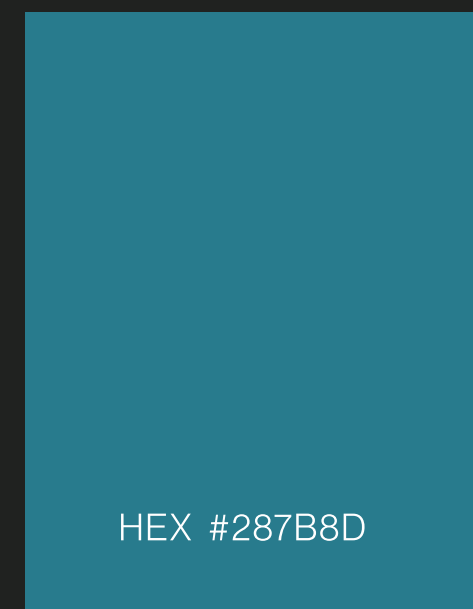
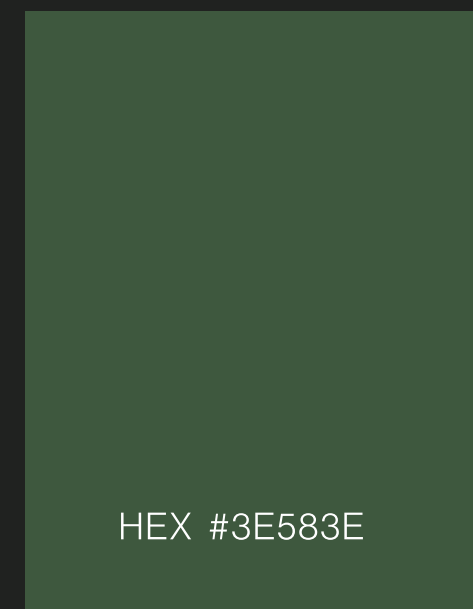
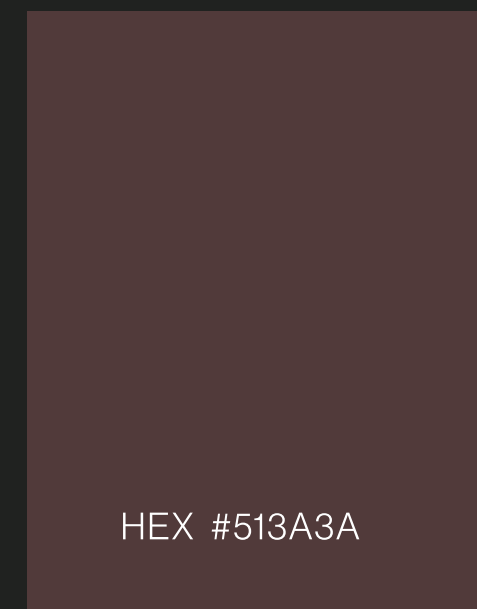
The primary palette for Brightmark is made up of a dark green, high contrast green, dark grey, and white, creating high contrast and minimalistic palette that is intended to convey the brand and messaging with clarity and power. The additional gray tones in the spectrum offer secondary options to aid in the execution of design solutions.

The high contrast, **bright green color** should mostly be used in corporate centered designs. In other contexts, only used sparingly as an accent color and not relied on too heavily.

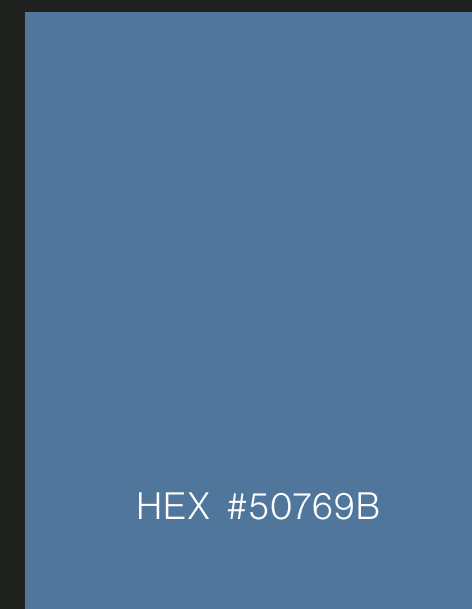
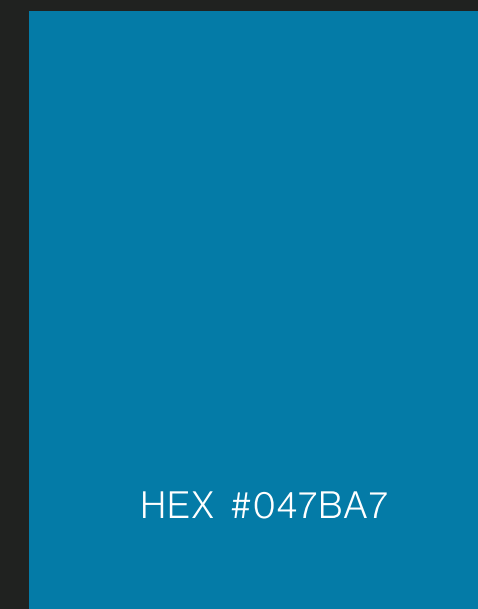
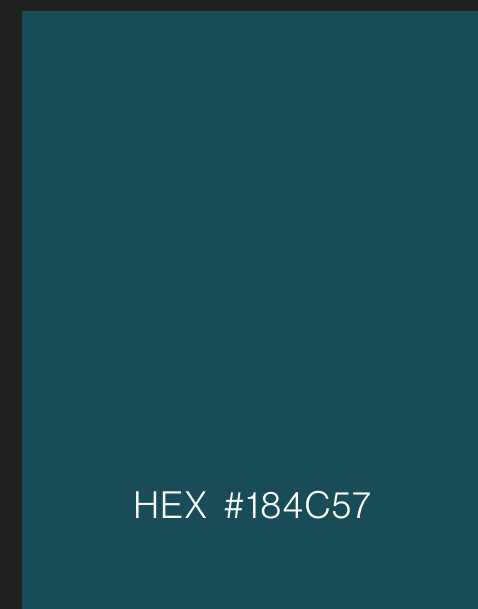
SECONDARY COLORS



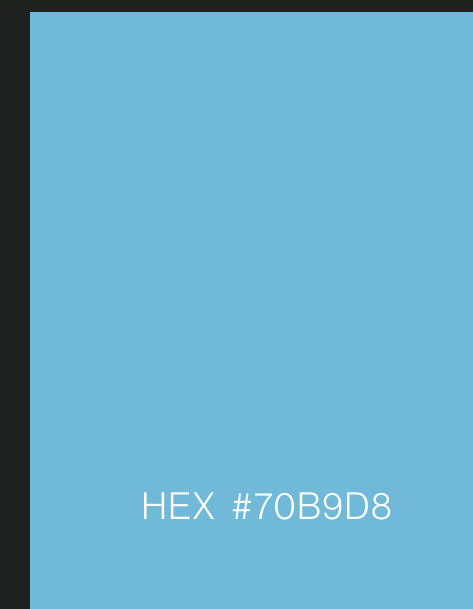
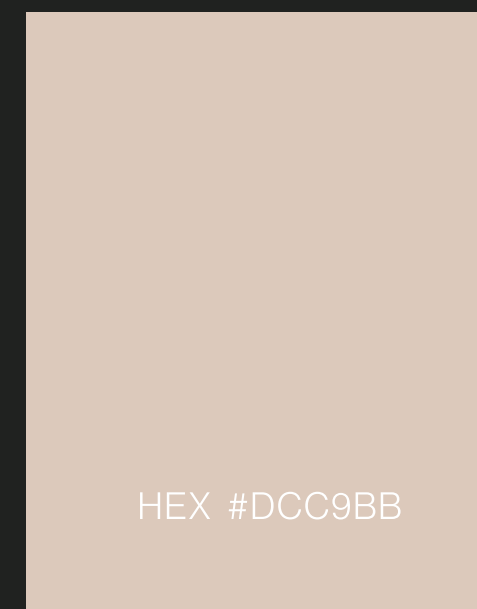
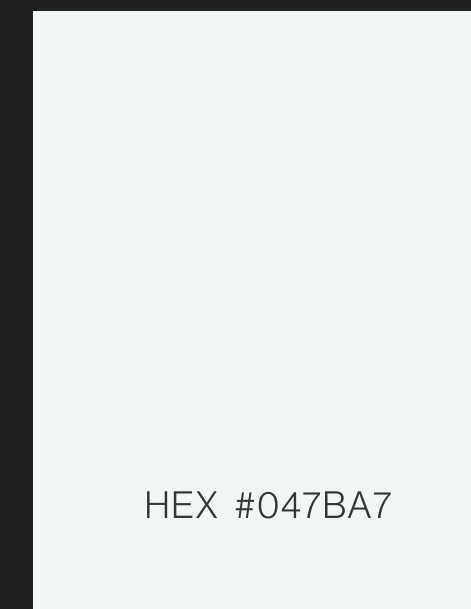
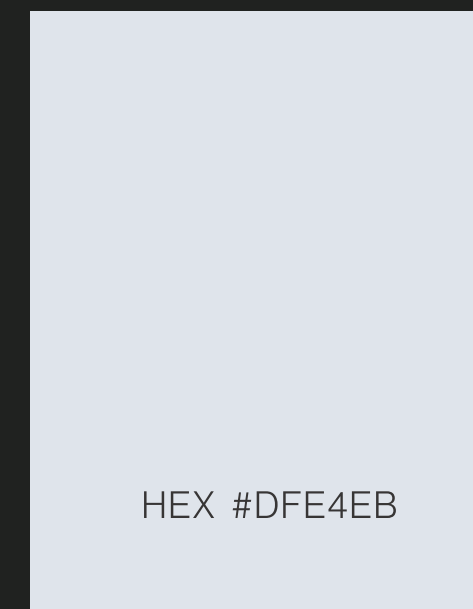
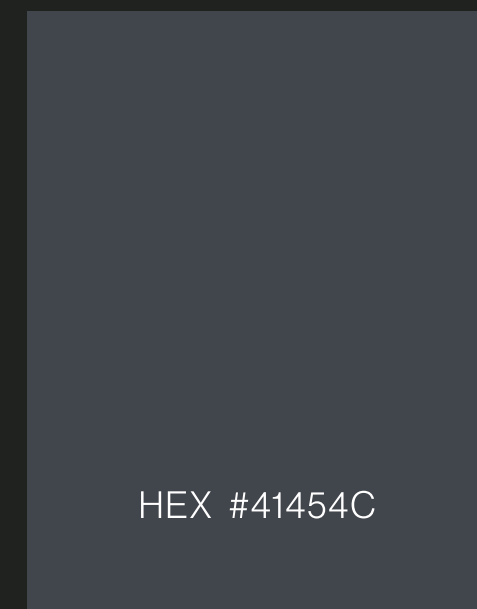
LAND COLORS



SEA COLORS



AIR COLORS



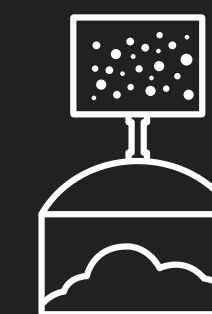
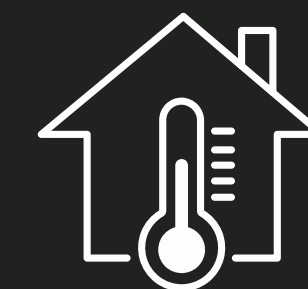
An aerial photograph of a vast mountain range. The mountains are layered, creating a sense of depth. The foreground mountains are dark blue, while the background mountains are lighter, almost white, due to mist and clouds. The sky is a pale, hazy blue. The overall mood is serene and majestic.

ICONOGRAPHY



ICONOGRAPHY

Simple. Sleek. Modern.



An aerial photograph of a rugged coastline. The top half of the image shows dark, jagged rock formations with white foam from waves crashing against them. The bottom half shows a vast expanse of deep blue-green water with visible ripples and small waves. The text 'ART DIRECTION' is centered in the middle of the image in a bold, white, sans-serif font. A solid green square is positioned on the left side of the image, partially overlapping the water.

ART DIRECTION

PHOTOGRAPHY



Brightmark photography should represent the full range of our environmental perspective This includes: landscapes, macro nature-based images, human photography, and on-site photography. Through a global/zoomed out perspective as well as macro landscapes of the natural world. We're involved in large-scale environmental change, but we don't lose sight of how important small details are when it comes to sustainability.

Tone & Color:

The brand can support all kinds of photography, but we should lean toward crisp, clean photography that primarily feature green and blue tones. When using photos that include orange/yellow/red tones, strive to ensure those tones come primarily from natural light sources rather than color treatments. The brand is all about nature, and so, we should avoid any unnatural digital editing to any photography.

LANDSCAPE PHOTOGRAPHY



Landscape photography should be atmospheric, grounded, natureforward not overly saturated or edited. Landscape photography should not include singular objects that are in hyper- focus, disrupt the visual plane, or distract from the full frame image. The landscape should remain the primary figure.

MACRO PHOTOGRAPHY



Macro nature photography should emulate the qualities of landscape photography. Macro shots should be sweeping, full- frame, textural, not overly saturated or edited. Macro shots should include only one or two elements rather than several elements or objects. Macro photography should not include a discernible background with preference for no background.

HUMAN PHOTOGRAPHY



Brightmark brand photography of humans (from portraiture to candid shots) should be bright, crisp, evenly exposed, and utilize a deep depth of field resulting in the background being very soft in focus and the subject sharp in focus.

HUMAN PHOTOGRAPHY



Photographs of human subjects should be bright, evenly exposed, and easily distinguishable from the subject's background. Portraits should be front lit as much as possible.

Photographs should not be underexposed with the subject in dark shadows or poorly lit environments. Portraits should not be back lit whenever possible. Subject should easily separate from their background.

HUMANS IN ACTION



When photographing humans in action (working, groundbreaking, etc.) maintain their image in sharp focus as much as possible. The surrounding environments (waste, facilities, outdoors, etc.) should remain soft in focus offering context, but not distracting from the humans in action.

LIVESTOCK & FARM WASTE



When photographing or selecting images of cows or cattle, reference the overarching photo style guidelines. Photos should be clear, crisp, with sweeping or beautiful environmental qualities. Farm imagery should embody pastoral, hopeful, and nature focused ideals.

Always avoid photographing cow waste directly. Avoid photographing cows inside of or in front of any of facilities. Livestock as the subject of imagery serves as a more intimate, living symbol of their place in renewable energy and as motivation to care.

NUMBERS & STATISTICS



We will only show numbers in big, bold type face. We'll preference displaying them within an image instead of on top of one.

DEFINITIONS



- Definitions will always utilize a two-slide carousel.
- The second slide will be the only slide with the definition.
- Copy for definition posts will always be located on the card.

WORDS OVER IMAGERY



- We will only show words in a bold type face within an image using a parallaxing effect.
- First slide in any carousel should only contain 1-2 words and words should only be 4-5 characters max.

A misty forest landscape with a green square on the left. The word "STRATEGY" is written in large white letters on the right side of the image.

STRATEGY

OUR STRATEGY

How do we launch a compelling Brightmark brand in today's ultra-competitive and often saturated markets, clearly differentiate our brand, and develop strong and lasting devotion to Brightmark?

Get in touch with our customers and the public's deepest emotions by developing trust and confidence.

We need to address the how's and why's of "How does our brand make our customers and the public feel?"

We must define a brand identity to create powerful and lasting emotional connections.

OUR MISSION

We want to empower individuals to change the status quo and join the Brightmark Movement.

OUR POSITION

We're reimagining organic and plastic waste by providing cutting-edge closed-loop solutions to combat earth's pollution and climate change crises.

BRAND PERSONALITY

We're aspirational, thoughtful, and inclusive. Brightmark is a progressive environmental movement that puts nature and our planet first with the circular products we produce. Join us on this journey. Let's change the world by doing good. We use resources carefully and without extravagance, so you'll never be in need.

BRAND VALUES

Our guiding principles shape every aspect of our business. They're at the very core of our brand and dictate our brand message, identity and personality.

- Innovative
- Thoughtful
- Transparent
- Holistic
- Ethical
- Solvers
- Amazing
- One With Nature
- Eco-Conscious
- Monumental
- Remarkable
- Not Corporate
- Trustworthy
- Natural
- Vibrant
- Peaceful
- Progressive
- Sustainable
- Unique

BRAND BEHAVIOR & IDEALS

Bold Inclusion

Our recipe is simple: one part bold, paired with one part inviting. Mix them together and we've got more than a brand, we've got a movement. We're transparent about the problems we are addressing, but we're focused on producing, delivering, and inspiring humanity about the solutions we are creating. We're working to provide solutions and we're building a coalition of like-minded individuals and partners along the way.

BRAND BEHAVIOR & IDEALS

Realistic but Uplifting...and Always Transparent

The facts around environmental challenges are shocking — and we shouldn't shy away from those facts. We should boldly educate everyone we meet about the issues we face. We have solutions to these pressing challenges and we are scaling them across the globe. So let's be realistic about the present and optimistic about the future. Let's remind people not only of the problem but of the solutions. And let's invite each person we meet to join us on our mission to Reimagine Waste.

BRAND BEHAVIOR & IDEALS

Strive for Simplicity

What we do is complex, but we need to aim for the simplest description possible. No need to talk over people. Let's keep it real.

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BRAND BEHAVIOR & IDEALS

Build a Conversation

We are leading a movement, we need to produce consistent, high-quality content that accomplishes five goals:

- Reinforces our leadership in sustainability
- Supports our services (RNG and/or Plastics)
- Offers hopefulness and solutions
- Builds trust through honesty and following through on promises
- Encourages open dialogue and candid feedback from our followers

We need to make it clear that our communications reflect not only the promise but the product. Let's celebrate, educate, and highlight our successes whenever possible!

BRAND BEHAVIOR & IDEALS

Balancing Act

No matter the specific technology, material, or output, the overarching work Brightmark does involves transforming waste into useful products.

We need to ensure each aspect of our work gets a chance to shine we can't lean too heavily on plastics or RNG at the expense of the other.

