

A large, thick yellow circular graphic that is open on the left side, framing the central text.

Making Waste Matter

Style Guide

Jun 23'



Introducing the HomeBiogas brand book:

Unveiling the essential tools that shape our brand language. From guiding principles to practical usage, it serves as a wellspring of inspiration for both us and you. Together, let's construct Direct Insurance into a robust and favored brand. By harnessing these definitions with precision and continuity, we'll nurture a flourishing, authoritative brand presence.

01

Strategy



01 Strategy

- Vision & Mission
- Circular economy

Vision

The world we want to see

To transform the world of waste.
We see waste as a resource that
can better our lives today, and our
planet tomorrow.

Mission

What we do to achieve our vision

Making waste-to-resource
solutions accessible to all through
the technology of nature.

01 Strategy

- Vision & Mission
- **Values**
- Tone & style

Values



Leadership

To transform the world of waste.
We see waste as a resource that
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01 Strategy

- Vision & Mission
- Values
- **Tone & style**

Circular economy

To transform the world of waste.

We see waste as a resource that can better our lives today,
and our planet tomorrow.



01

Logo



02

Logo

- Main logo
- Symbol
- Wrong usage



02 Logo

- Main logo
- Symbol
- Wrong usage



To be used in:

application
Facebook
Instagram
Twitter
T-shirts
Stickers

02

Logo

- Main logo
- Symbol
- Wrong usage

Wrong usage:

~~HomeBiogas ~~

~~ HomeBiogas~~

~~ HomeBiogas~~

~~ HomeBiogas~~

03

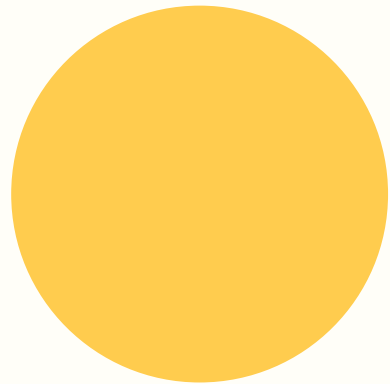
Graphic language



03

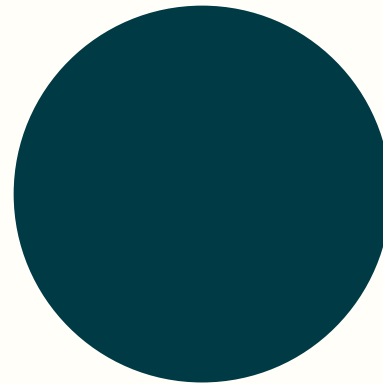
Graphic language

- **Cloros**
- Typography - English
- Typography - Hebrew
- Typographic Language
- Icons
- Illustration
- Graphic elements



Yellow

HEX #ffcc4e
RGB 0, 59, 69
CMYK 97, 21, 33, 73



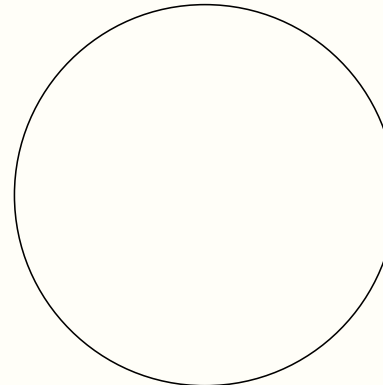
Green

HEX #003b45
RGB 0, 59, 69
CMYK 97, 21, 33, 73



Cream

HEX #f8f4ea
RGB 248, 244, 237
CMYK 2, 2, 7, 0



White

HEX #FFFEF8
RGB 255, 254, 248
CMYK 0, 0, 2, 0

03

Graphic language

- Cloros
- **Typography - English**
- Typography - Hebrew
- Typographic Language
- Icons
- Illustration
- Graphic elements

Headlines
Mazzard
Semi Bold

Making Waste Matter

handwriting
Calder
script

*Sometimes you
have to use
handwriting style*

SubHeadlines
Mazzard
Regular

We see waste as a resource
that can better our lives today
and our planet tomorrow

Body
RAG SANS
Light

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc sit amet est non dolor dictum cursus sit amet non dui. In in scelerisque quam. Maecenas eu interdum diam. Nam egestas feugiat libero vel eleifend. Aenean eu nulla id lorem mattis lobortis ac sit amet sapien. Sed in consequat sapien, elementum molestie justo.

03

Graphic language

- Cloros
- Typography - English
- Typography - Hebrew
- **Typographic Language**
- Icons
- Illustration
- **Pattern**
- Graphic elements

Transforming waste into resource through the **technology** of nature

We see waste as a resource that can better our lives today and our planet tomorrow

Emphasize the subtitle with a thin line

To emphasize a word in the title, we can use a half yellow line

To emphasize a word in the Body, we can use a **bold** text and yellow line

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc sit amet est non dolor dictum cursus sit amet non dui. In in scelerisq ue quam. Maecenas eu **interdum** diam. Nam egestas feugiat libero vel eleifend. Aenean eu nulla id lorem mattis lobortis ac sit amet sapien. Sed in consequat sapien, elementum molestie justo.

~~HERE IS A SENTENCE IN CAPITAL LETTERS~~

Avoid using **capital letters** for complete sentences

03 Graphic language

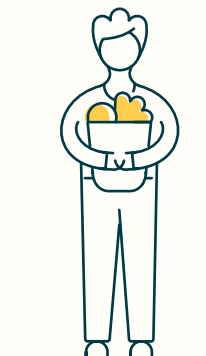
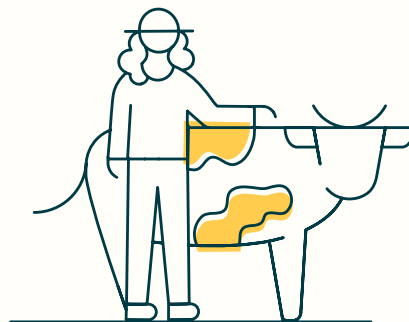
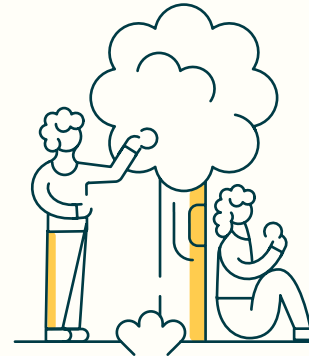
- Cloros
- Typography - English
- Typography - Hebrew
- Typographic Language
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- Illustration
- Pattern
- Graphic elements



03

Graphic language

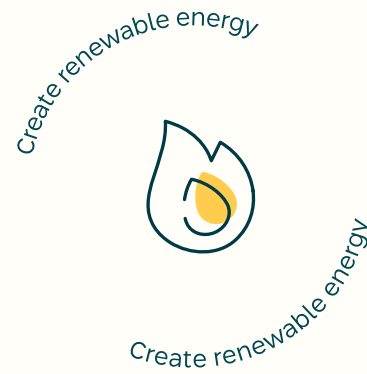
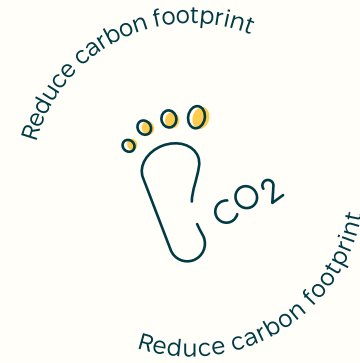
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03

Graphic language

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03

Graphic language

- Cloros
- Typography - English
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04

Photographic language



05

Graphic language

- Icons
- Building an icon
- Illustrations
- Icon & illustration



03

Applications



Poster



Our mission
Making waste-to-resource solutions accessible to all through the technology of nature.



Our vision
To transform the world of waste. We see waste as a resource that can better our lives today, and our planet tomorrow.

Bilboard

HomeBiogas

**Making
Waste Matter.**

www.homebiogas.com

Social media

The image displays two social media posts for HomeBiogas, presented as polaroid-style prints. Both posts feature a circular profile picture icon in the top left corner containing a stylized flame logo.

The left post shows a family of four (a woman, a man, and two children) gathered around a large cardboard box. The box is printed with the text "MAKING WASTE MATTER" and "HomeBiogas" along with various icons representing waste items. The main text "Making Waste Matter" is overlaid in large white font, and a dark blue button with "SHOP NOW >" is at the bottom. The post includes a heart icon, a comment icon, a share icon, and a bookmark icon at the bottom.

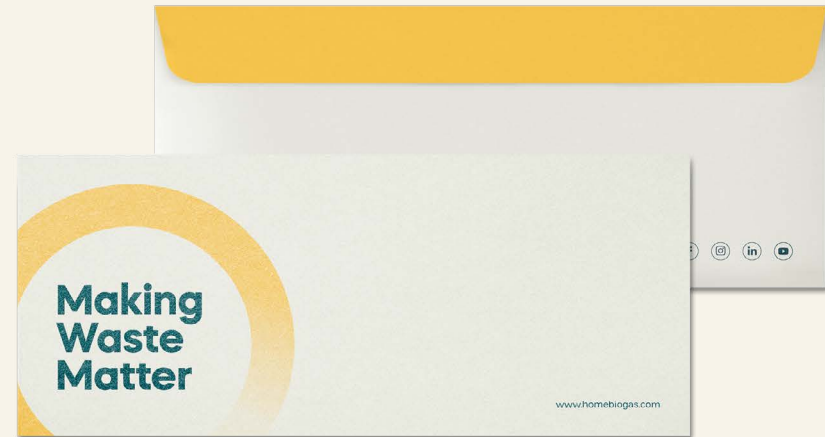
The right post shows a woman in a white tank top smiling while cooking with a red pot on a stove. The text "Turn your waste into energy" is overlaid in white, with a dark blue button below it that says "SHOP NOW >". The post also features a heart icon, a comment icon, a share icon, and a bookmark icon at the bottom.

05 Applications

- Poster
- Social media
- Illustrations
- Icon & illustration



Paperwork



T-shirt



Mug



Bag



