

Rejoose

Design and brand guidelines



Contact

Adress

Finsensvej 78
2000 Frederiksberg
Denmark

Phone

Direct +45 72 18 31 30

Online

sales@rejoose.com

Website www.rejoose.com

Company introduction

What we do

Rejooose makes carbon reporting easy and empowers you to make informed decisions to reduce your carbon footprint.

It's a transparent and reliable solution for businesses to calculate their carbon data for IT products and services.

Our methodology is designed to seamlessly integrate with your data, making carbon reporting and compliance much easier and automated.

Brand Visual Core

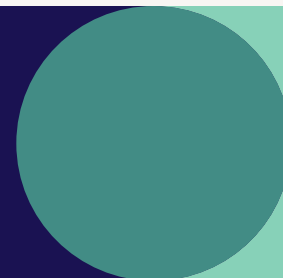
These guidelines describe the visual and verbally elements that represents Rejooose's corporate identity. This includes our name, logo and other elements such as color, type and graphic elements.

Our visual identity is a tapestry of movement, innovation and dedication.

The graphic elements symbolize the transparent and reliable solution Rejooose provides and embody the core of the brand. The distinctive combination of colors reflects the seriousness and uplifting message behind Rejooose and resonates with our values.

Obligated by law,
demand & the future.

Table of content



Logo



Logo icon



Typography



Color



e.environments



Elements



Tagline & slogan



Imagery



Figurs & diagrams



Logo

Rejoose

Rejoose

Primary logo color

The logo must not be used in other colors



Secondary logo color

Only to be used for Circularity documents



Logo versions

How to use logo on background colors



Rejoose

Rejoose



Rejoose

Logo sizes

The minimum size of the logo should be 20pixels in height.

To ensure visibility and legibility of the logo, do not present the logo below 20pixels.

Rejoose

Rejoose

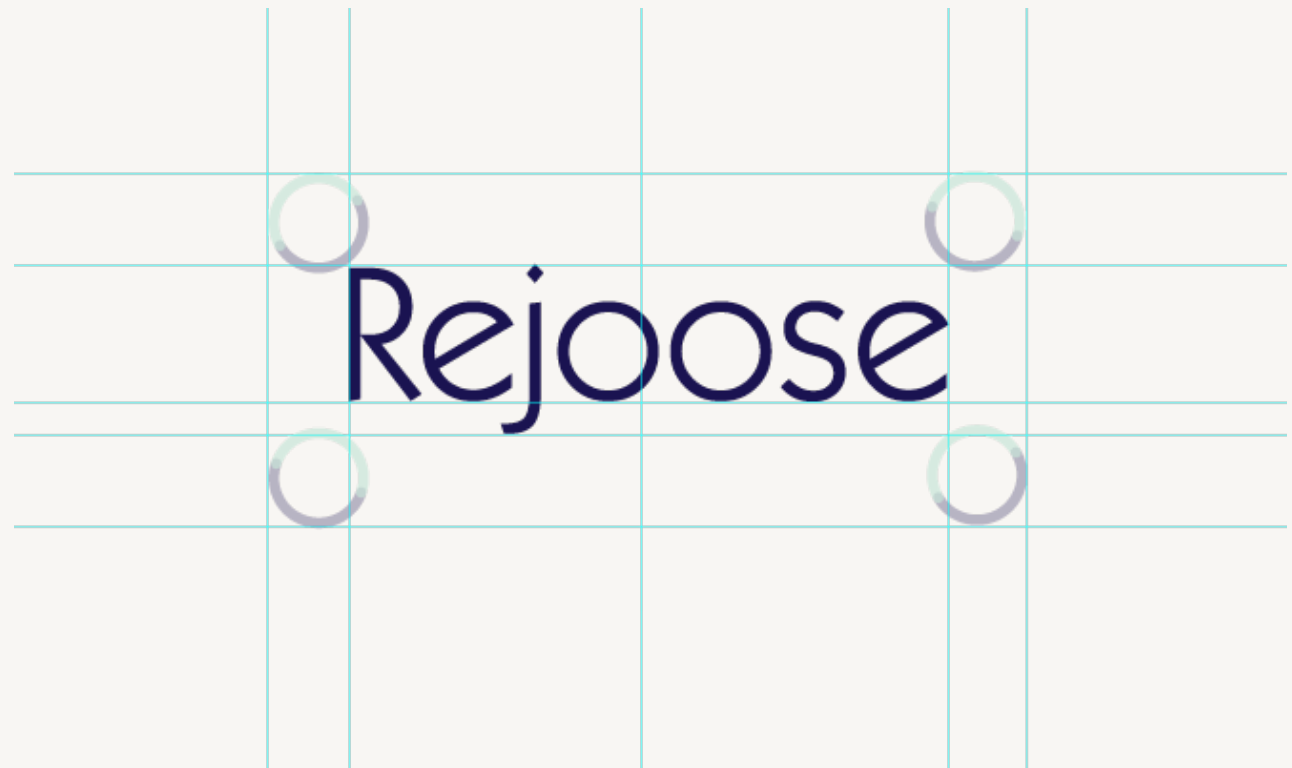
20px | Rejoose



Logo clear space

The logo must always have a clearly defined area of space surrounding it to ensure that it is not crowded by other graphic elements or text.

Hence always maintain 1x space around the logo. Avoid positioning any elements closer than the defined exclusion zone.





How not to use logo

It is not acceptable using the logo as shown here. To ensure that our logo is always recognisable it must be used consistently with discipline and with precision.

No gradient, texture or pattern addet to the logo

Rejoose Rejoose Rejoose

Do not place logo on multicolored background and picture



Do not tilte the logo

Rejoose

No shadow addet to the logo

Rejoose

Do not contract the logo

Rejoose

Do not stretch the logo

Rejoose

Do not change color of logo

Rejoose
Rejoose
Rejoose

Do not place logo on these colors or other colors then shown on previous page.



Logo placements

Business card



Logo icon

Logo icon - The Rejooose wheel

Symbolizing data coming together, in progress and loading.

The line from the 'e' is used to design the angle in the circle and is repeated in the Rejooose design elements.

Our logo icon is a simplified symbol that represents our brand and is the shorthand version of our logo. It is to be used when the primary logo is too detailed or in need of a more compact identifier.



Logo icon versions

How to use logo on background colors.





Logo icon sizes

The minimum size of the logo should be 60pixels in height.

To ensure visibility and legibility of the logo icon, do not present the logo below 60pixels.



How not to use the logo icon

It is not acceptable using the icon as shown.

Do not resize or change the position, or color of the logo icon.





Logo icon placements

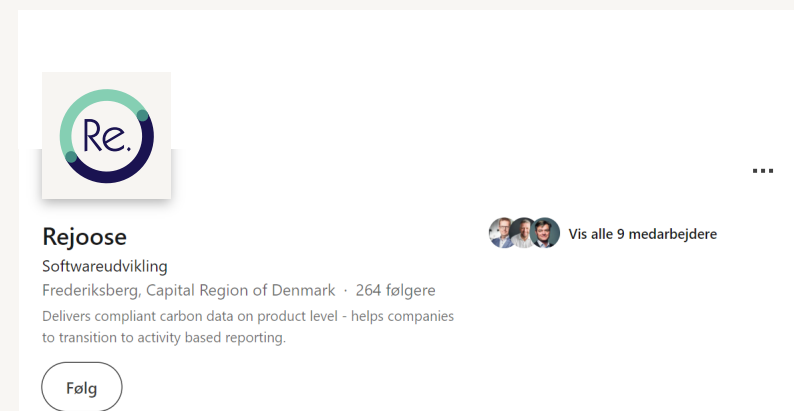
The logo icon is to be used places where the logo can not be used.

Used as favicon on all Rejooose webpages:

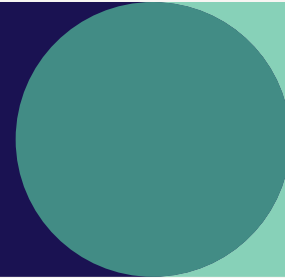
- ◇ www.rejooose.com
- ◇ e.hub
- ◇ e.tool
- ◇ e.insights

Use as icon in Rejooose chats.

Use as profile picture on Social Media.



Typography



Kabel Bk BT

abcdefghijklmnopqrstuvwxyzæøå
ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
0123456789
?!"#\$%&'()*=^*_.,@£\$+

Indivisible SemiBold

abcdefghijklmnopqrstuvwxyzæøå
ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
0123456789
?!"#\$%&'()*=^*_.,@£\$+

Indivisible Light

abcdefghijklmnopqrstuvwxyzæøå
ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
0123456789
?!"#\$%&'()*=^*_.,@£\$+



Typography - How to use

Headline (Kabel Bk BT)

Subheading & Middel Paragraph (Indivisible SemiBold)

Paragraph (Indivisible Light)

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

When writing bullets please use this symbol '◊'

- ◊ Lorem ipsum dolor sit amet
- ◊ Lorem ipsum dolor sit amet

How to use the '◊' symbol in Word: [Click here](#)

Color

Color

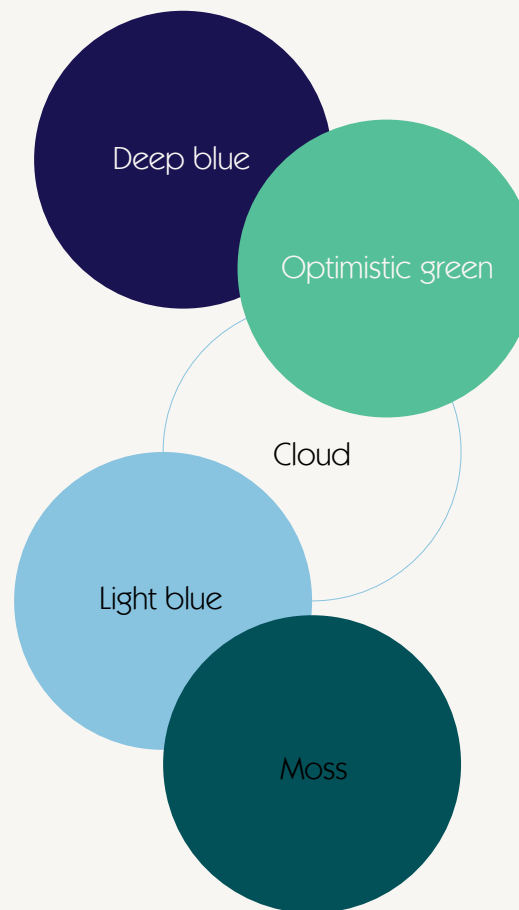
The swatches shown are to be used in achieving visual match for Rejoose.

These colors reflect the seriousness and uplifting message behind Rejoose and it's important to stick to the colors as shown so the retailer/partner quickly can identify the brand.

For background use color:
#f8f6f3

For text use color:
#1a1351

For text on dark background use color:
#f8f6f3



Primary colors

#1a1351 R 26 G 19 B 81

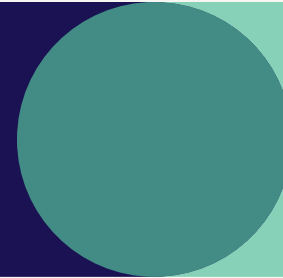
#55bf99 R 85 G 191 B 153

Secondary colors

#f8f6f3 R 248 G 246 B 243

#88c3df R 136 G 195 B 223

#025159 R 2 G 81 B 89



e.environment logos

When referring to the following products as headlines always use the logos to the right:

e.tool
e.suite
e.insights
e.connect
e.voice
e.product
e.hub

When writing in text, the full stop '.' must be placed as shown.

The name of the product is always written with a small letter 'e'.

e.tool

e.suite

e.insights

e.connect

e.voice

e.product

e.hub

Ex.

e.voice

Headline = Logo

e.voice via e.connect

An e.voice is the same as an invoice, except that the financial data is replaced with compliant Carbon data for each product.

Text = written with the full stop '.'

Elements

Rejoose data lines

They may be used as a design element on the front or back page of a document.

Images must be inserted into the forms. See the section 'Imagery' for images that can be used.

How not to use this design element

Do not resize or change the position and color of the lines.

Do not insert text in the lines or use it as a text box.





Rejoose dots

They may be used as page numbers or animated to show a loading page.

Do not change the position or color of the dots.

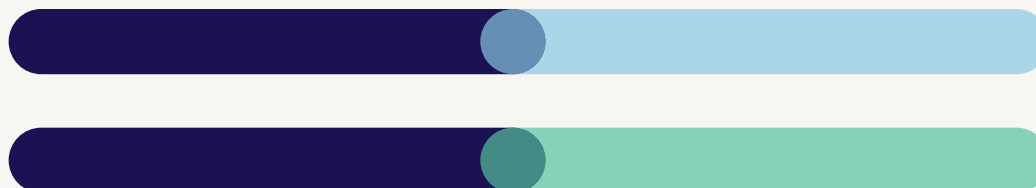
Do not use as shown unless it is for a page number (ex. page 11)



Rejoose single lines

This design element may be used to write headlines in or to underline text that indicates a section or heading.

Do not change the position or color of the lines.





Tagline as a design element

Tagline is to be used in marketing campaigns to create a lasting impression on consumers.

It can be used as an eye catching design element and it may be used as an animation circulating.

How not to use

- ◇ If using the tagline as a design element do not use together with logo.
- ◇ Do not resize the font or change the color of the element.

the future . Obligated by law, demand &

Tagline & slogan



Tagline

Our tagline is our brief phrase used to relay our brand value. It tells the consumers about our overall company without mentioning the product or service.

We use it to reinforce our brand's core values and give our company an identity.

How to use

The tagline goes at the bottom, near the logo. Tagline is to be used in marketing campaigns to create a lasting impression on consumers.

Obligated by law, demand and the future.

Slogan

Our slogan is used to advertise and promote our products and services. It describes why we are existing and our overall mission to the public.

It is our mission, it is what we stand for and what we offer.

Providing activity based and compliant carbon data.

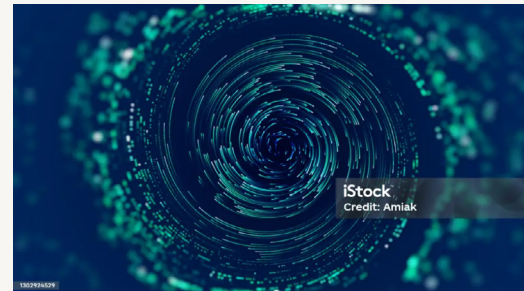
Imagery

Images

It is important **not to** use images that symbolizes values that makes our brand seem more 'greener' or 'sustainable' then what is in accordance with the company and our values. Do not use misleading images for ex: windmills, nature, lighthouse, solar cells.

Keep the images to what symbolizes the company and our services:
Data/technology, our office, people/team of Rejoose.

Examples:





Blending modes for images

If blending modes for images use color codes:

#55bf99 (Optimistic green)

#1a1351 (Deep blue)

Always with opacity 20% if adding a color box to picture.

Examples:



Figurs & diagrams

Figurs and diagrams

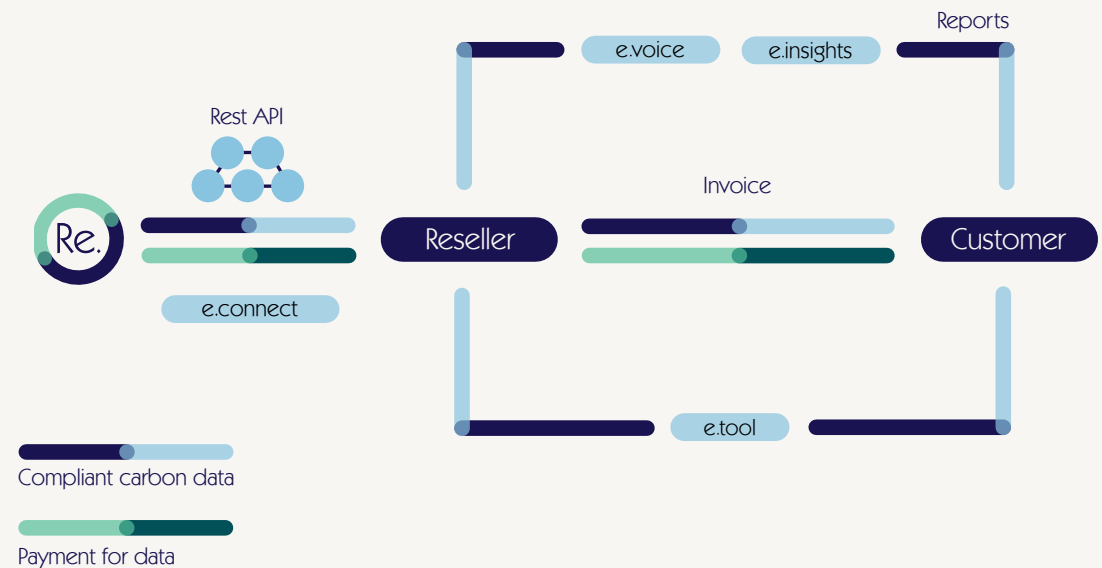
When explaining our systems and products please use the figurs and diagrams.

It is not allowed to use or design your own figurs or diagrams.

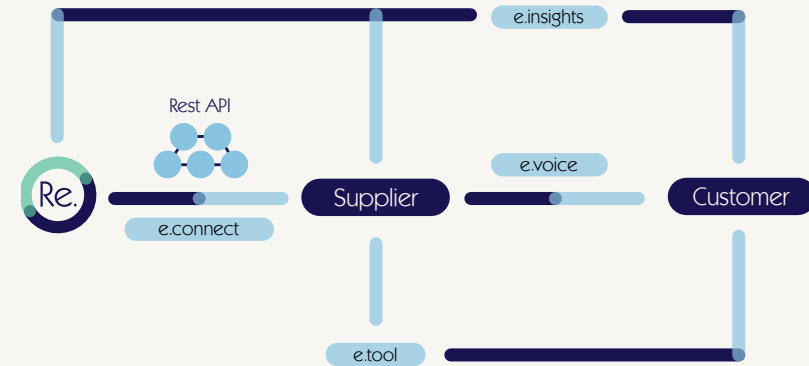
The figurs and diagrams shall always be aligned with the design and brand manual.

e.voice

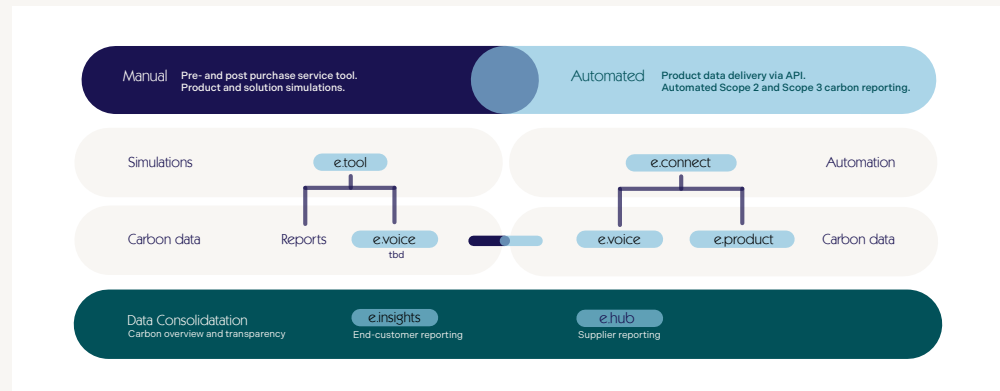
Automated Carbon data on invoice level



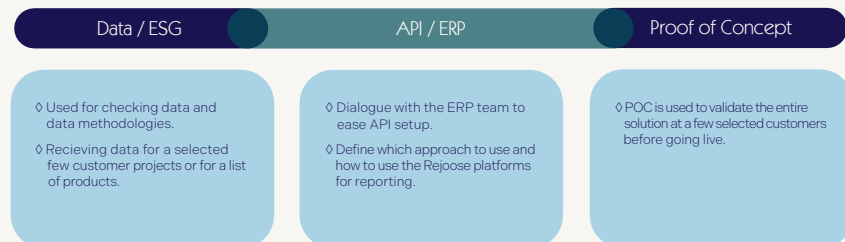
e.connect

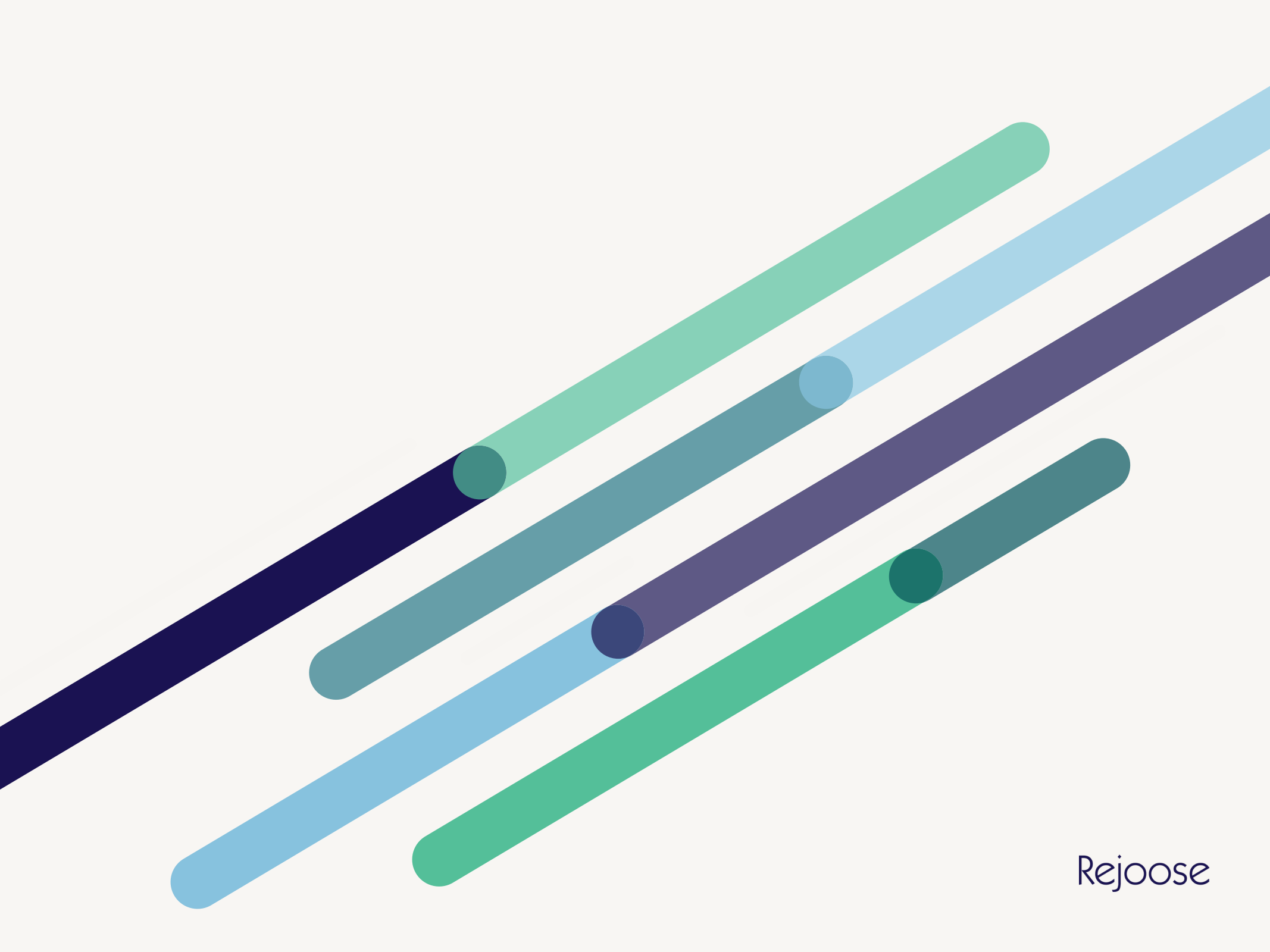


Manual vs. automated



Onboarding and POC process





Rejoose