

VERSION 1.5 | 2023



BRAND GUIDELINES

INSIDE THE BRAND



This guidebook outlines the written, visual and graphic elements that comprise the Busch Systems® brand. Following these guidelines will ensure aesthetic standards are upheld - keeping the brand looking professional and consistent.

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**GREAT
PEOPLE**
WORKING
TOGETHER
to create
**POSITIVE
CHANGE**
IN THE WORLD ♥



MOODBOARD

The inspiration for Busch Systems® is clean and modern with a playful energy. Pops of color and graphic elements amongst the refreshing whitespace keep the brand feeling lively, friendly and approachable.

All of the elements that tie the brand together are designed to communicate Busch Systems'® vision, mission and core values.



To support everyone who cares about waste diversion with leading edge products and services that maximize the quantity and quality of their recycling program.

VOICE & TONE

The voice of Busch Systems® is consistently friendly, casual, aims to inspire familiarity and is occasionally quirky! We aim to be informative and direct about our products and environmental goals without being stuffy or ‘corporate’ and use industry recognized terminology without being overbearing. We focus on optimistic, helpful and confident language across all mediums and avoid excessive formality, preferring more relaxed phrasing. Often, we like to use a bit of humor to display our personality but not in a way that impedes the intention or delivery of the message.



EMPOWERING

ECO-RESPONSIBLE
EDUCATIONAL
KNOWLEDGEABLE
IMPACTFUL

CREATIVE

PROGRESSIVE
FORWARD-THINKING
TECH-SAVY

APPROACHABLE

ALTRUISTIC
AUTHENTIC
FRIENDLY
RELIABLE
TRUSTWORTHY
SUPPORTIVE

LIVELY

ENERGETIC
ENGAGING
UPLIFTING
PLAYFUL
PEPPY
TASTEFUL



ARROGANT

AGGRESSIVE
FLASHY
GREEDY
BORING
STIFF

CHEESY

TACKY
OLD SCHOOL
CLUNKY
DULL
SLOPPY



ABOUT US

Who are we? We’re an innovative, passionate, knowledgeable group of individuals who treat our clients and each other with respect and enthusiasm. We’re a company who thinks about the environment every day and designs, recommends and customizes waste and recycling solutions for collection programs across all industries. We’re dedicated to our philanthropic efforts and activities on and off the company clock. Every day we try our best to say ‘thank you’ to our colleagues and customers, while sharing a laugh too, that’s just who WE are! ■■



CREATIVITY IS THINKING UP NEW THINGS. INNOVATION IS DOING NEW THINGS.

We believe that the fun of innovating should not be left just to the tech giants of the world. Innovation is the by-product of creativity and regardless of industry, is essential for evolution. Thirty years ago, we began with one (good lookin’!) blue bin and an innovative spirit. That attitude has served us well as we have evolved alongside the recycling industry to design collection solutions that are ahead of the stream. Our Research & Design team is comprised of big personalities with bigger ambitions to create the best products for our clients. They eat innovation for breakfast and we’re sure glad they do! ■■



LIFE AT BUSCH SYSTEMS®

It’s pretty awful to work here. Awesome people, beautiful office space and having our head office in Barrie, Ontario only 10 minutes from Kempenfelt Bay is pretty tough. Along with the fact we make amazing recycling bins that help organizations all over the world be sustainable... yup... pretty awful. Wait...what?! Of course it’s not awful! Working at Busch Systems® is pretty GREAT and we have the team to prove it! Thirty years of employee satisfaction and engagement are testament to our company culture and we’re just getting better. Think you might have what it takes to join our team? ■■

PORTRAIT



LANDSCAPE



PRIMARY LOGO

Re-designed in 2015, the Busch Systems® logo is rooted in company heritage, taking inspiration from the original mark.

This is the main logo to be used across all primary brand applications.

The mark helps the audience to easily identify the Busch Systems® presence. It is essential to the success of the brand that the logo always be applied with care, respect, and in accordance with these guidelines for every application.

A - Landscape Variation



B - Landscape Variation



SYMBOL



SECONDARY LOGOS

Busch Systems® secondary marks can be used instead of the primary logo (but should never be used directly next to the primary logo). Always choose the best logo orientation to fit the available space.

The monogram can be used in cases where the brand name is already displayed in plain text. For example, the monogram could be used as a profile picture on social media since the username will be adjacent to it in plain text.

A.



D.



B.



C.



IMPROPER LOGO USAGE

Rules are necessary for maintaining the integrity of the Busch Systems® brand. The following examples outline unacceptable ways of using the logo.

- A. Don't Rotate the Logo.
- B. Don't Stretch, Alter, Distort or Resize All of or Part of the Logo.
- C. Don't Rearrange Parts of the Logo or Create Compositions That are Not Already Provided.
- D. Don't Add Filters, Effects or Strokes to the Logo.



LOGO COLOR USAGE & CLEAR SPACE

There are 3 color forms for the Busch Systems® logo: Full color, White, or Dark Gray. The logo should pop against the contrasting background. Full color is the preferred choice when used on a white or light background. White is the preferred choice when used on a color or dark background. Dark gray is an alternative to the color logo on a light background.

To ensure legibility, always keep a minimum clear space around the logo. This space isolates the mark from any competing graphic elements that might conflict with, overcrowd, and lessen the impact of the mark.

Use the 'H' from the logo to determine the minimum breathing room required.



LOGO & TYPE ON PHOTOGRAPHY

When the logo or typography are used on any photo, pattern or color background it is important to make sure that there is ample clear space for it to reside.

Be mindful when selecting an image - ensure the photo is not busy or overcrowded. Color contrast is important as well. Make sure the logo is against a background that does not distract or blend in with the logo. Apply the same principles from the "Logo Color Usage & Clear Space" section of this guidebook (Page 8). If necessary, scale or manipulate the image to provide the proper clear space and required level of contrast.



COLOR USAGE

The subtle vibrancy of the color palette evokes the playful vibe that is essential to the Busch Systems® brand. The primary colors are variations of blue, green and turquoise. These tones serve a psychological purpose by provoking a particular feeling to the audience. Blue tones are linked to **creativity** and inspire **safety** and **calmness**, while green and turquoise tones are **lively** and symbolize **renewal**, **growth** and **harmony**.

Shades of gray serve as a background palette. Avoid the use of black.

PRIMARY PALETTE

 PMS 286 C CMYK 100.75.0.0 RGB 0.51.160 HEX #0033A0	 PMS 355 C CMYK 99.12.100.2 RGB 0.150.76 HEX #00964C	 CMYK 82.26.35.2 RGB 12.144.157 HEX #0C909D	 CMYK 70.0.20.0 RGB 22.190.207 HEX #16BECF
 CMYK 38.0.100.0 RGB 171.208.55 HEX #ABD037	 CMYK 69.6.55.0 RGB 74.178.145 HEX #4AB291	 CMYK 77.14.29.0 RGB 14.165.179 HEX #0EA5B3	 CMYK 46.2.11.0 RGB 131.204.221 HEX #83CCDD
 CMYK 52.10.100.0 RGB 138.181.63 HEX #8AB53F	 CMYK 76.21.53.3 RGB 57.150.135 HEX #399687	 CMYK 73.33.2.0 RGB 62.144.201 HEX #3E90C9	 CMYK 20.0.4.0 RGB 200.233.241 HEX #C8E9F1

GRAY PALETTE

 CMYK 66.59.55.36 RGB 77.77.79 HEX #4D4D4F	 CMYK 0.0.0.50 RGB 147.149.152 HEX #939598	 CMYK 0.0.0.30 RGB 178.178.178 HEX #B2B2B2	 CMYK 17.12.12.0 RGB 209.211.212 HEX #D1D3D4
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TYPOGRAPHY

Consistent use of this set of typefaces across all print and web applications reinforces brand identity.

PRIMARY TYPEFACE

FUTURA BT

Use *Light* or *Book* for Body Copy and Any Weight for Headlines.

SECONDARY TYPEFACE

THE BOLD FONT

Alternate Option for Short Headlines. Always in All Caps.

Mark My Words

Alternate Option for Short Headlines. Always in Title Case.

TYPEFACES FOR WEB

DROID SANS

Use *Regular* for Body Copy and *Bold* for Headlines on all web applications.

ARIAL

Substitute font for when Droid Sans is unavailable. *Regular* for Body Copy and *Bold* for Headlines.

PHOTOGRAPHY STYLE

GENRE:

- Product Lifestyle / Contextual

COMPOSITION:

- Minimalistic, Product-Focused
- Good Use of Negative Space
- Complementary to Brand Color Palette
- Left, Right and Center Frame Positioning
- Mixture of Angles and Close-ups of Product Features

ENVIRONMENT:

- Intended Environment per Product

MODELS:

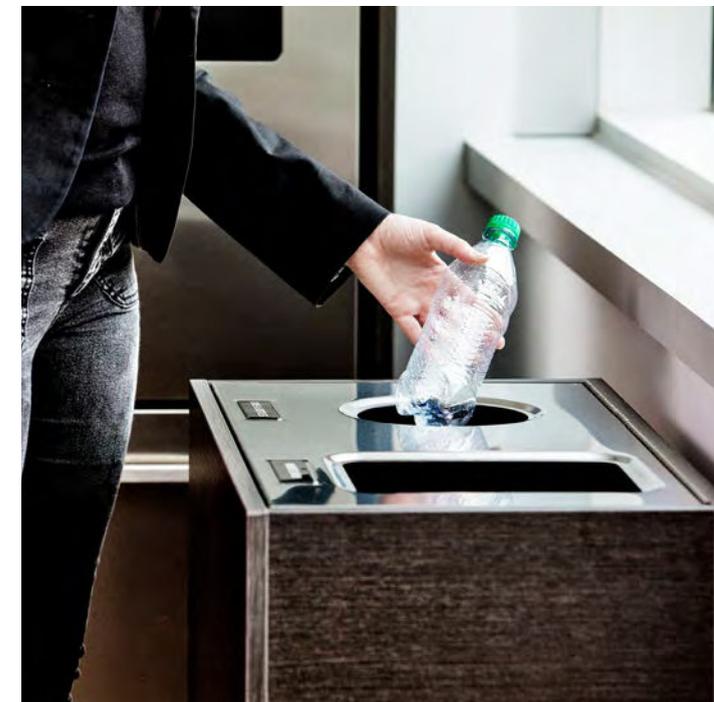
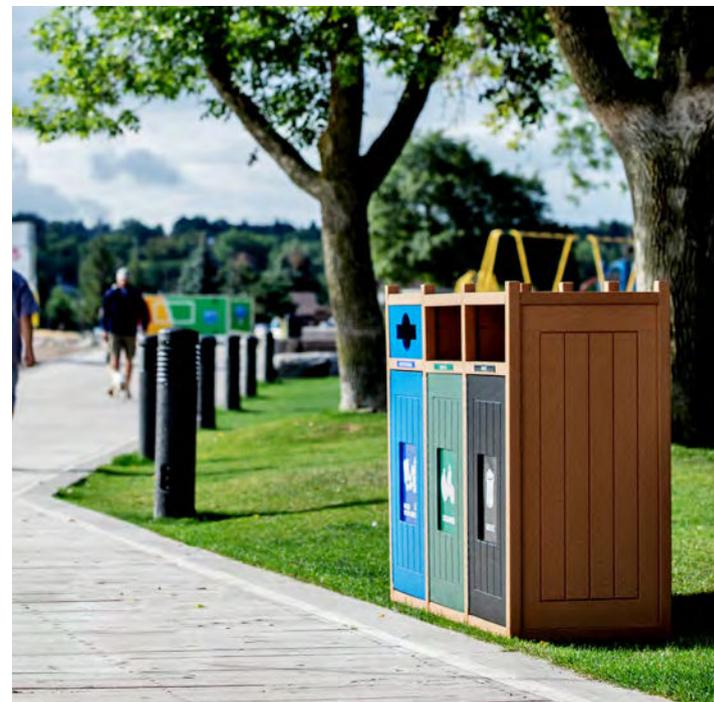
- Contextually Appropriate per Location and Target Audience

FOCAL LENGTH & LIGHTING:

- Medium to Large Aperture
- Shallow Depth of Field for Close-ups
- Broad Lighting
- Natural Light Preferred

SATURATION:

- Medium to High Contrast and Saturation
- Lower Saturation on Stainless Steel and Neutral Colored Products



ICONOGRAPHY

Iconography is the collection of graphic elements that contribute to brand identification. These graphic elements help to visually communicate the Busch Systems® brand and can be used in many ways, across all applications.

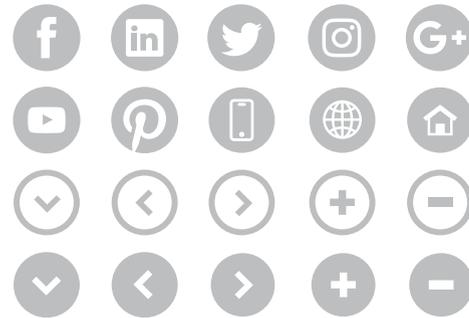
Rules for Use of Icons:

- A mixture of line icons and full color icons is ideal.
- Limit the number of icons in a composition so as not to overwhelm or create clutter.
- Icons should never be placed ontop of a photograph (except for the color bar or a banner).

Rules for Creation of New Icons:

- Only use flat color. No gradients or drop shadows.
- Line icons should be consistent in weight. Gray is ideal, although they can be in any color from the brand color palette.
- Use colors from the brand color palette and/or colors that compliment the brand color palette.

CONTACT & NAVIGATIONAL ICONS



BANNERS



The Busch Systems® color bar is made up of complimentary colors from the primary palette. It is used as a main graphic element on various mediums.



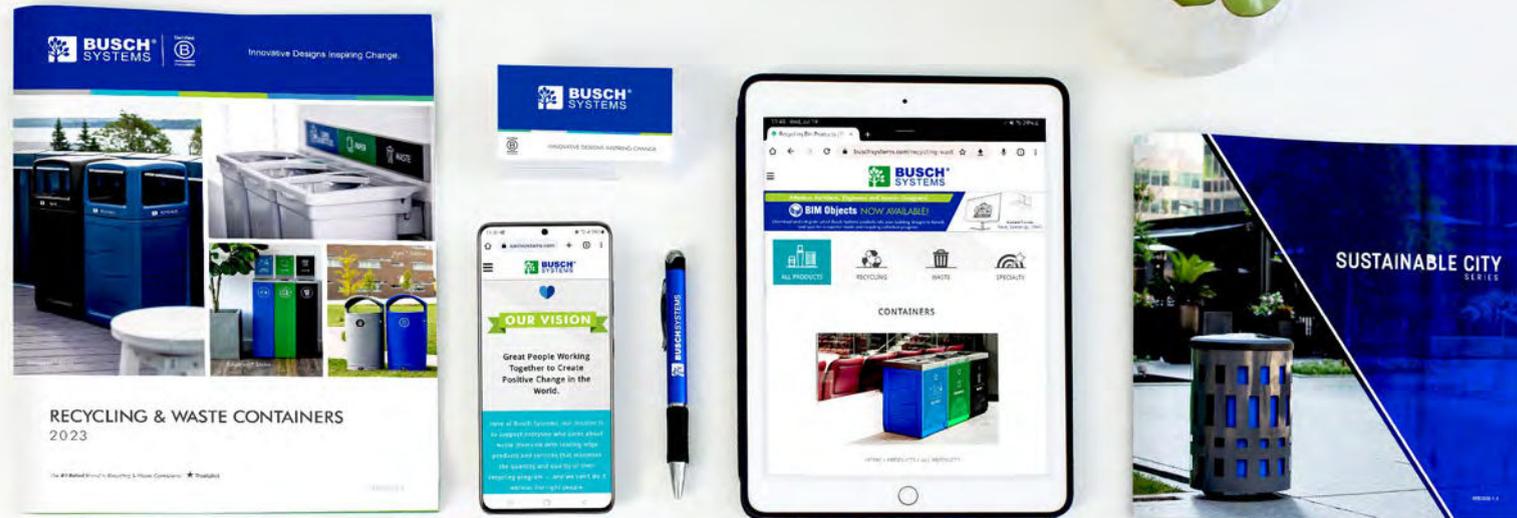
LINE ICONS



FULL COLOR ICONS



Establishing a strong and consistent brand is essential in making a first impression. Below are some examples of how the principles in this guideline are executed across various mediums to produce a uniform brand.



Be Creative and Have Fun!
If ever you are in doubt, just refer back to this guide.
Any questions? Feel free to reach out to us!



BUSCH[®]
SYSTEMS

Certified



Corporation



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