

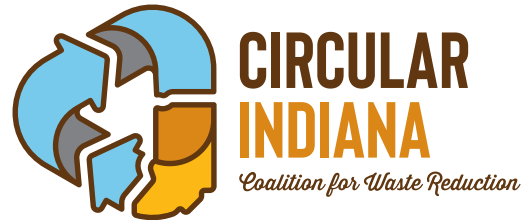
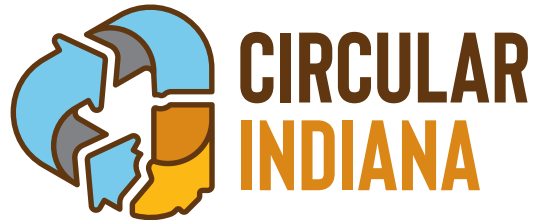
**CIRCULAR
INDIANA**

A BRAND IS NOT SIMPLY A LOGO or a name, it is what makes a company special and unique. It expresses the company's values and culture. It is reflected in everything about the business, from the quality of the products and/or services it provides to the marketing strategies and communication media it puts forth. Even the institution's work environment represents an extension of the brand. It also enables the company to build recognition and loyalty among all constituents, to communicate its values in a memorable way, to establish a standard for setting goals, and to give staff and administration a sense of pride in belonging to a team.

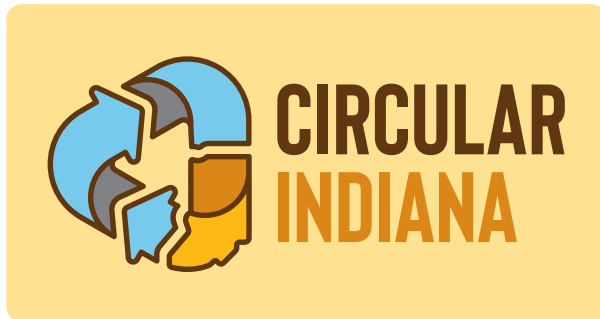
Corporate identity, as part of a brand, defines a business both to itself and to the outside world. Such an identity is an investment in the company's future and gives credibility and professionalism to the enterprise. When that identity lacks consistency across all executions, the company's brand can fragment and lose impact.

A strong business identity begins with the company's mark. The consistent application of a mark over a period of time has been proven to far outweigh the value of the design itself.

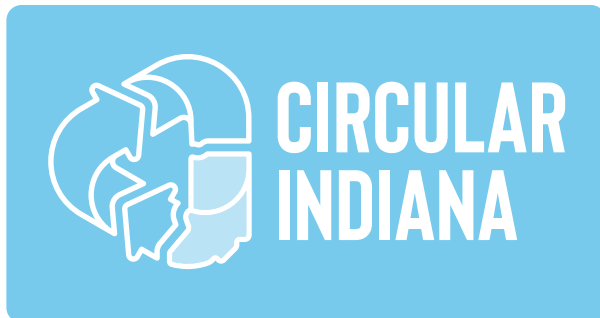
Given the importance of a consistent corporate identity, it is crucial that policies and procedures regarding the identity are put in place and enforced. There must also be a commitment to maintaining the identity and brand as the business matures. To that end, we've developed the following corporate identity guidelines for Circular Indiana. If you have any questions about this style guide or any of the policies included, please contact **Timber Design Company at 317.213.8509.**



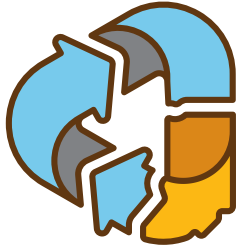
Full Color
over White Background



Full Color
over Light Colors Only



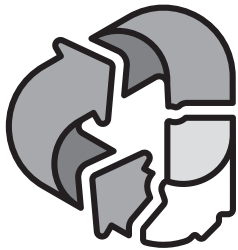
Reverse White
over Medium & Dark Colors



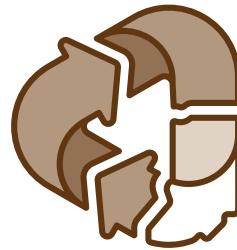
Full Color over White



Full Color / Ghosted 40%



Black & White with Grayscale



Dark Brown, One Color



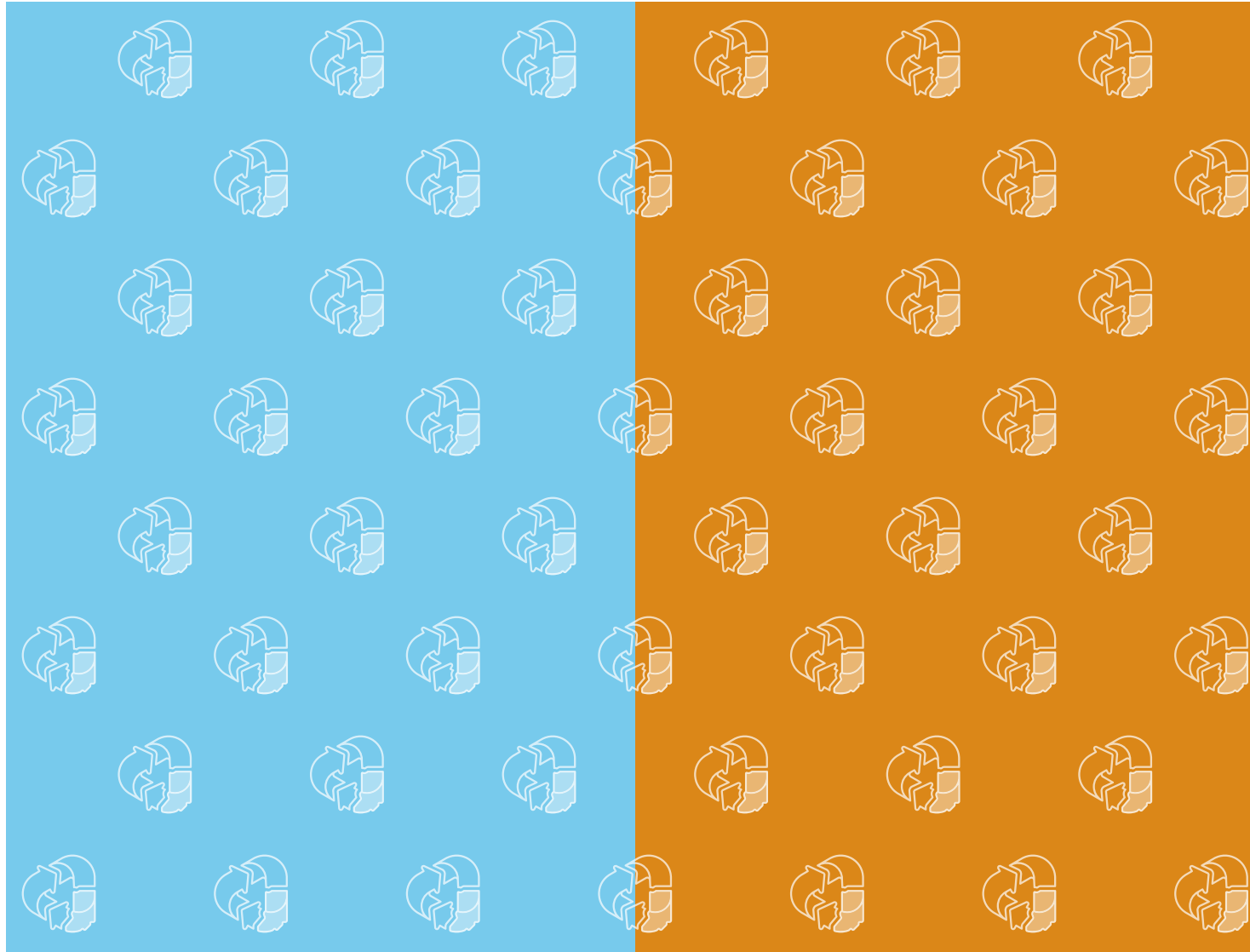
Reverse White / 100%

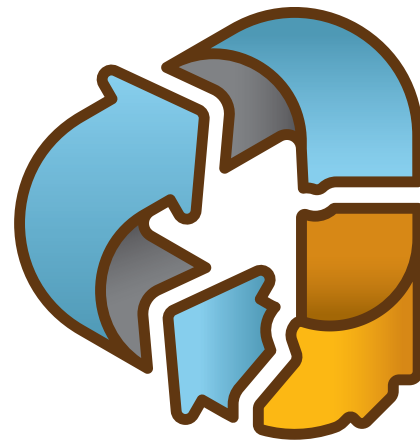


Full Color over Light Backgrounds



Reverse White / Ghosted





**CIRCULAR
INDIANA**



Paper

Glass

Plastic

Metal

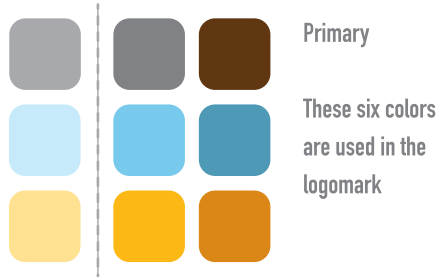
Organic



Educate

Convene

Advocate



CMYK: 40k
RGB: 167 169 172
HEX: a7a9ac



CMYK: 60k
RGB: 129 130 133
HEX: 818285

CMYK: 45c 5k
RGB: 120 202 236
HEX: 78caec



CMYK: 50c 32k
RGB: 81 153 182
HEX: 5199b6

CMYK: 50c 100y
RGB: 141 198 63
HEX: 8dc63f



CMYK: 40c 100y 40k
RGB: 106 138 34
HEX: 6a8a22

CMYK: 30m 100y
RGB: 253 184 19
HEX: fdb813



CMYK: 48m 100y 12k
RGB: 220 136 25
HEX: dc8819

CMYK: 55m 60y 15k
RGB: 213 123 91
HEX: d57b5b



CMYK: 70m 100y 25k
RGB: 191 87 23
HEX: bf5717

CMYK: 25c 40m 65y
RGB: 196 154 108
HEX: c49a6c



CMYK: 35c 60m 80y 25k
RGB: 139 94 59
HEX: 8b5e3b

CMYK: 10m 50y
RGB: 255 226 147
HEX: ffe293



CMYK: 40c 70m 100y 50k
RGB: 96 56 19
HEX: 603813

CMYK: 20c
RGB: 199 234 252
HEX: c7eafc



Bison Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Bison Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Thirsty Soft Medium
(never adjust tracking on script font)

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

DIN 1451 Std Engschrift

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

D-DIN Condensed Regular (by Datto)

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Body: DIN 1451 Std Engschrift

Leader: DIN 1451 Std Engschrift / All Caps / 20% larger
[body point size x 1.2 = leader point size]Emphasis: Thirsty Soft Medium / 80% of body text
[body point size x 0,8 = script point size]

A CIRCULAR ECONOMY is an economic system aimed at eliminating waste and the continual use of resources. Circular systems employ reuse, sharing, repair, refurbishment, remanufacturing and recycling to create a closed-loop system, minimising the use of resource inputs and the creation of waste, pollution and carbon emissions. The circular economy aims to keep products, equipment and infrastructure in use for longer, thus *improving the productivity of these resources*. Waste materials and energy should become input for other processes: either a component or recovered resource for another industrial process or as regenerative resources for nature (e.g., compost). This regenerative approach is in contrast to the traditional linear economy, which has a "take, make, dispose" model of production.

Body: D-DIN Condensed Regular (by Datto)

Leader: DIN 1451 Std Engschrift / All Caps / 20% larger
Emphasis: DIN 1451 Std Engschrift / 10% larger

A CIRCULAR ECONOMY is an economic system aimed at eliminating waste and the continual use of resources. Circular systems employ reuse, sharing, repair, refurbishment, remanufacturing and recycling to create a **closed-loop system**, minimising the use of resource inputs and the creation of waste, pollution and carbon emissions. The circular economy aims to keep products, equipment and infrastructure in use for longer, thus **improving the productivity of these resources**. Waste materials and energy should become input for other processes: either a component or recovered resource for another industrial process or as regenerative resources for nature (e.g., compost). This regenerative approach is in contrast to the traditional linear economy, which has a "take, make, dispose" model of production.