

COMPOSITE

## **WHAT**

**Compossible is a compost pick-up service for businesses and residential areas. We aim to give people a way to compost their food waste.**

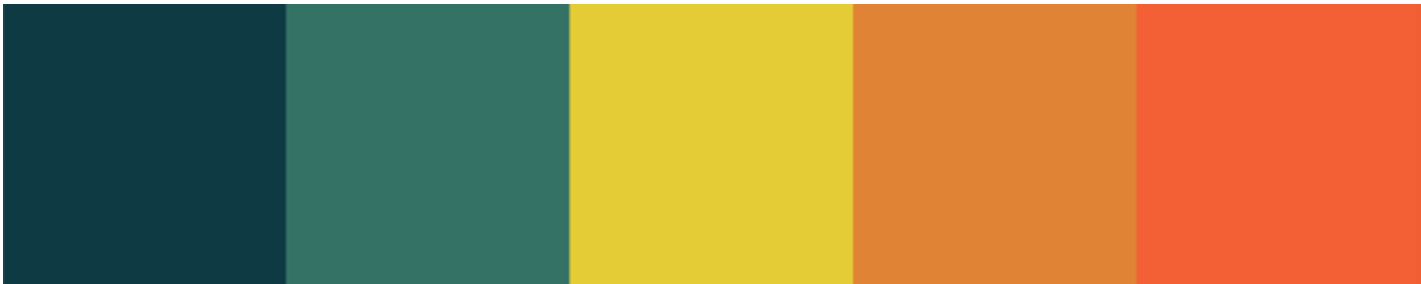
## **HOW**

**We pick up bins of compost on a weekly or biweekly basis and transport your food waste to a compost facility**

## **WHO**

**Our demographic is young adults to senior citizens who care about the environment and want to be sustainable and eco-friendly.**

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# COM POSS IBLE





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# COMPOSSIBLE

Brand Manual

## Alternate Logo



## Color Palette



## Voice and Tone

With a focus on being sustainable and eco-friendly, Compossible has a natural and organic design. The voice of Compossible is fun, yet progressive and forward-thinking.

The logo is intended to be visually appealing and representative of the process of composting. The colors chosen are bright, but earthy. The fonts complement the logo and work to show hierarchy between heading and body text.

## Fonts

**Gotham**

A B C D E F  
a b c d e f

**THE BOLD FONT**

A B C D E F

## Images

