



RECASE

BRANDING GUIDE

LOGOS



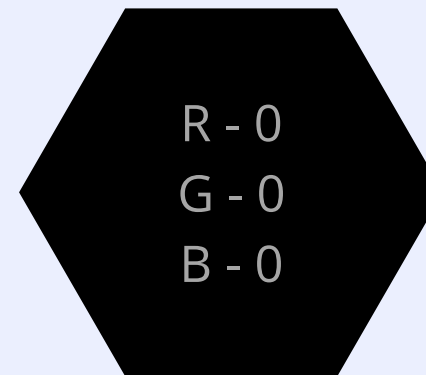
Aileron Heavy

Aileron Heavy makes a statement while being professional. This font will be used for subheadings.

ARCHIVE

ARCHIVE IS FEARLESS AND BOLD AND WILL BE USED FOR TITLES.

COLOR PALETTE



Our company is modern, sleek, and cutting edge. From our logo to our company colors, everything was chosen with the purpose to convey this ideal. Blue symbolizes stability and intelligence, which are two qualities within our company values. Recycling is what our company is founded on, and recycling bins are blue. Grey is a neutral and balanced color that is bold but not overpowering. Our company wants to make an empowering statement in the world and these colors support that.

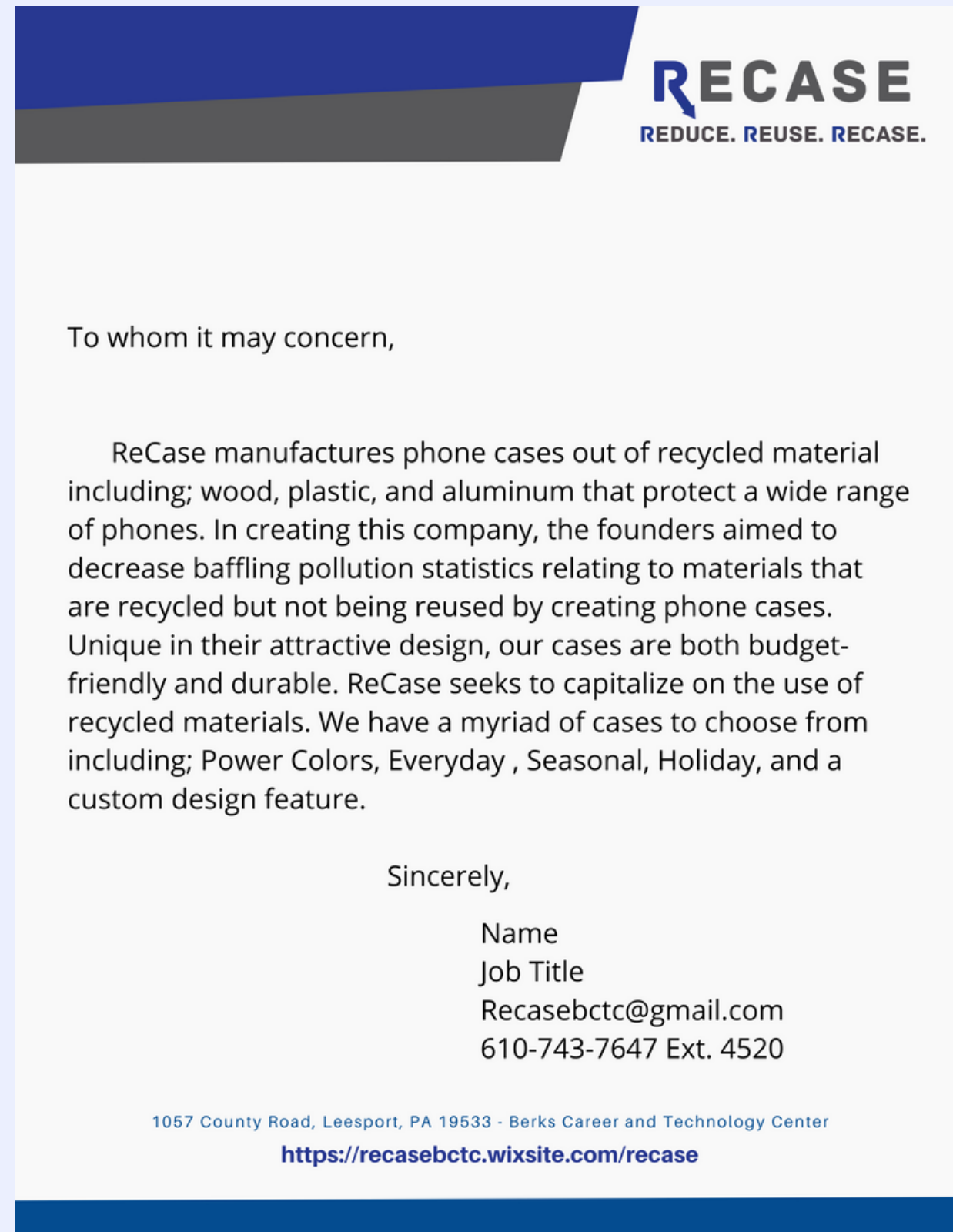
Open Sans

Open Sans will be used as body text since it is easily accessible.

FONTS



COMPANY DESCRIPTION



ReCase manufactures phone cases out of recycled material including; wood, plastic, and aluminum that protect a wide range of phones. In creating this company, the founders aimed to decrease baffling pollution statistics relating to materials that are recycled but not being reused by creating phone cases. Unique in their attractive design, our cases are both budget-friendly and durable. ReCase seeks to capitalize on the use of recycled materials. We have a myriad of cases to choose from including; Power Colors, Everyday , Seasonal, Holiday, and a custom design feature.

LETTER HEAD



BUSINESS CARD

RECASE
REDUCE. REUSE. RECASE.

FRONT

BERKS CAREER AND TECHNOLOGY CENTER - WEST CAMPUS

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ENVELOPE

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BCTC - WEST CAMPUS
1057 COUNTY ROAD
LEESPORT, PA 19533



DIRECT MAIL POSTCARD



FRONT

**REDUCE.
REUSE.
RECASE.**

Our mission is to provide unique yet reliable phone cases that keep both your individuality and planet alive. Be the change today by purchasing a ReCase phone case.

Mail: recasebtc@gmail.com
Website: recasebtc.wixsite.com
Tel: 610-743-7647



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