



Restyle Corporation  
Company Branding Overview

# Logo:

The logo consists of arrows that represent a generic recycling symbol, with the words “Reduce, Reuse, and Restyle”. Inside of the arrows is a globe with our brand name “ReStyle” slanted in the center of the globe.



# Color Palette:

Our main colors consist of Emerald Green, Mint Green, Light Blue, Black and White. These colors were used in order to match the colors of both the earth and the ocean. Other variations are used depending on different seasons and special events.



# Fonts:

*Franklin Gothic Demi Cond, Times New Roman and Brush Script MT* are our main typefaces for titles, subtitles, and main texts. Other variations are used to accommodate themes and specific works. Our company uses a mix of both serif and sanserif fonts to draw attention to important words.

## **Franklin Gothic Demi Cond**

Times New Roman

*Brush Script MT*

# Letter Head:

Our letterhead features a simplistic design, which includes our logo, address, phone number and email. Our simple yet effective design was perfectly formulated to create a wonderful letterhead that represents our business.



60 Everit Ave  
Hewlett, NY 11557  
(516) 792-4060  
[restyleve.wixsite.com/home](http://restyleve.wixsite.com/home)

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# Company Description:

ReStyle is a company that specializes in creating footwear and accessories from recycled materials. Our company will offer footwear, and accessories such as sneakers water bottles, backpacks, phone cases, and wallets. The issue of water pollution has been a danger to the well-being of society for centuries. Our products will not only be beneficial to the environment but will also encourage individuals to participate in the cause.

# Business Card:

Front:



**Back:** We created a generic card for our business in order to lower cost of our business cards; however, we included a back to our business card in order to have a place to write a person's specific name and position in the company.



# Envelope:



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# Sales Material:

The following represents a quick preview of our advertisements. We hope to attract all types of consumers and expand beyond our target reach.

