



STYLE GUIDE

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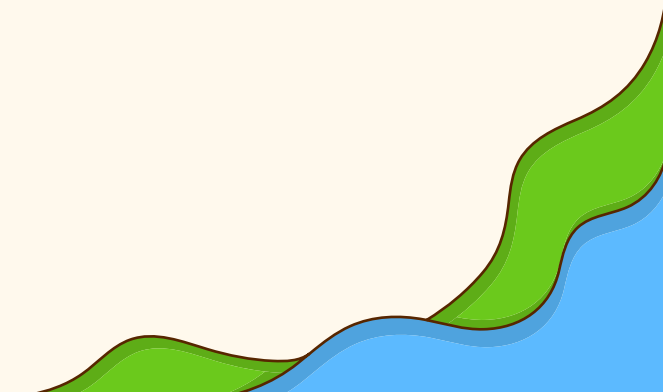
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The Mission

CarbonCycle Compost is a business that, on the surface, sells compost boxes. However this is simply a means to an end. The end — the mission, is to help humanity understand that nature has already created a perfect system to keep the planet cool, and life thriving.

Billions of years ago, the earth was a barren wasteland, unable to store the most important ingredient for life. Water. Slowly but surely, life from the ocean (lichens, microbes, and eventually root systems) terraformed the barren rock, into soil. A substrate which could store water, and support life.

That process is the same one that occurs inside a compost box.

The life that eventually flourished runs on photosynthesis, which most people do not understand is a cooling process. It transforms hot energy from the sun, into cool, solid, carbohydrate.

That's it. The mission of the CarbonCycle Company is to help people understand that this is the only process necessary to reverse global warming.

More, diverse green leaf coverage means more heat absorbed from the sun. Healthy, thriving soil is necessary to maximize this effect.

Enter our compost box.

We don't need nitrate fertilizer, which destroys soil structure, and we don't need to suck carbon dioxide out of the air with big machines.

Plants do that already.

We simply need to utilize the system that put us here in the first place.

That is the mission of CarbonCycle Compost, and should be in the front of your mind when designing anything for this business.

The Principle

The CarbonCycle Compost brand should feel like an overflowing food forest, as opposed to a perfectly trimmed hedge.

Lean into the idea that nature is imperfect. It should be rough around the edges, but overflowing with abundance.

Foundations

The foundation of the brand is the off-white creme colour. The idea was to make each piece of material from the brand feel like it is printed on a sun-bleached piece of card that has been forgotten out in the garden.

To really sell this idea, when working in print, we will omit the light creme background, and instead choose an uncoated, warm off-white paper stock, which will act as our light creme background.

This should be your north star when designing material for CarbonCycle.

We will cover this in more detail later in the guide.

Feel

CarbonCycle Compost should feel like a premium, yet approachable brand.

We are not luxury or exclusive.

Content should be clear and plain — not over designed, but unmistakably pleasing to look at.



Questions?
Email nick@carboncycle.com

Manuka

The behaviour of the Manuka flower closely resembles the mission of the CarbonCycle Company.

It grows on barren land where nothing else will, it spreads its roots, and builds soil structure, transforming the land in order to make way for other species, which eventually grow into a forest.

We want to mimick this behaviour throughout the CarbonCycle brand as a nod to our mission of rebuilding soil structure, the forest, and the ecosystem.

Just like the Manuka flower

Illustration

Included in the asset pack are various vector line drawings of the manuka flower.

The idea is to treat them like decals that sit behind content, not commanding attention, but subtly filling in negative space.



Size

Ideally the illustration should be 25 - 50% the width of the page.

Do not scale beyond 75% page width.

Line weight is fixed at 0.5pt

Placement

- Illustrations should always bleed off the edge of the page. Anchor them to a corner or an edge and let them run past the trim — never place one floating fully within the page.
- The only exception is where an illustration emerges from behind a block of Compost Brown, which acts as an edge in its own right.

- Always ensure that any illustrations that appear on a page are the same size.
- Always ensure that the illustrations appear behind every other piece of content, never above.

Printing Manuka

The Manuka illustrations are meant to be barely visible against the background of the page.

This works digitally because the light creme colour is always consistent.

In print, however, we're letting the paper stock act as the off white colouring, this means we must make sure the manuka illustrations have the correct amount of contrast against the chosen stock.

When printing anything with manuka illustrations included, first print this Manuka proof sheet (see assets folder) and choose the CMYK values that provide the right amount of contrast for the chosen stock.

The reference stock is Envirocare, which works well with C M Y K values. K = 0 across the board.

Manuka Test Sheet

The behaviour of the Manuka leaf closely resembles the mission of the CarbonCycle Company.

C2 M4 Y9

The behaviour of the Manuka leaf closely resembles the mission of the CarbonCycle Company.

C4 M4 Y9

The behaviour of the Manuka leaf closely resembles the mission of the CarbonCycle Company.

C6 M4 Y9

The behaviour of the Manuka leaf closely resembles the mission of the CarbonCycle Company.

C2 M5 Y12

The behaviour of the Manuka leaf closely resembles the mission of the CarbonCycle Company.

C5 M5 Y12

The behaviour of the Manuka leaf closely resembles the mission of the CarbonCycle Company.

C8 M5 Y12

The behaviour of the Manuka leaf closely resembles the mission of the CarbonCycle Company.

C3 M7 Y16

The behaviour of the Manuka leaf closely resembles the mission of the CarbonCycle Company.

C7 M7 Y16

The behaviour of the Manuka leaf closely resembles the mission of the CarbonCycle Company.

C11 M7 Y16

CarbonCycle Currents

Various blue and green illustrations, found in the assets folder. Each one tailored to fit into a specific space. Corners, edges, and flats.

Directions for use

Last, not first

The currents should be used after the main brunt of the design work has been done.

When the important content on the page has been set, the currents should help fill in any space that might need a bit more weight, interest, or colour.

Leave them be

The currents should stay roughly the same size as they come out of the asset pack.

Resize minimally to fit them into the desired space. Ensure no stretching or squashing takes place. Line weight is fixed at 1pt.

A light touch

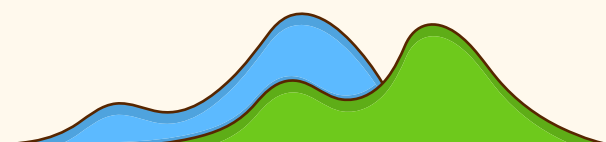
Currents should be used sparingly. One or two per page. Sprout Green and Sky Blue should only account for ~10% of the colour palette.

Always behind

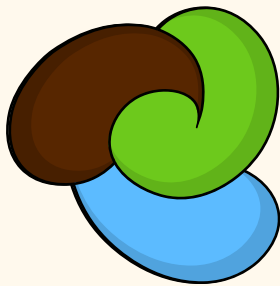
The currents should always emerge from behind content. Never set text over top of them.

Grow from the edges

Currents anchor to edges or corners and grow inward, like Manuka, they don't float in the middle of a layout.



The CarbonCycle Swirl



The Swirl encapsulates the main brand colours:

- Compost Brown
- Sprout Green
- Sky Blue

It also features shadow colours, which are darker versions of the main colours.

These shadow colours should be used as accents to add depth and spice throughout brand material.

The swirl may appear on its own, or alongside the word mark. The wordmark, however, should never appear without the swirl alongside it.

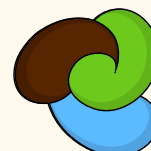
**CarbonCycle
Compost**



The full lockup should be the default. Especially the first page of any document, when the logo is introducing the brand.



The swirl may appear alone when the brand has already been established, or space is tight. For example: Social avatars, favicons, stamps.



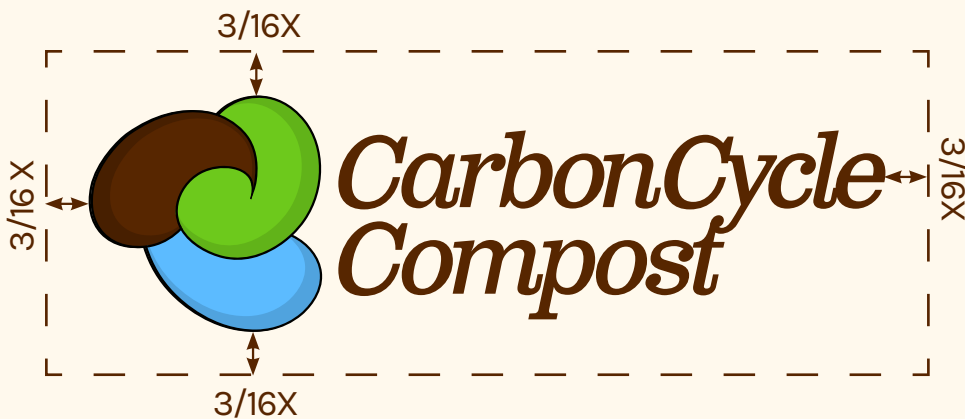
Clear Space

There should always be at least $\frac{3}{16}X$ units of space on all sides of the logo, where X equals the height of the swirl.

This means no other element, be it text, imagery, other logos, or the edge of the page may enter this area.

To be clear - this is a minimum, not a target. More space is always fine. Less is not.

The same rule applies when the swirl appears on its own.



Minimum Size

Variant	Print (Min Width)	Digital (Min Width)
Full Lockup	30mm	150px
Swirl Alone	12mm	32px

Colour Variation

* If the reproduction method or final size isn't confirmed, use the solid mark.

Creme versions must be used against dark backgrounds, brown versions must be used against light backgrounds.

Outline



Preferred one-colour mark. Use wherever full colour isn't available, and the reproduction will hold fine detail.



Digital, offset and quality digital print. Do not print below 45 mm / 220 px. Always use solid mark below this size.

Solid



For use at sizes below 45mm / 220px, or for any coarse process.



Embroidery, engraving, screen printing, stamps.

Minimum Size

Variant	Print (Min Width)	Digital (Min Width)
Full Lockup – Coloured	30mm	150px
Full lockup – One-colour solid	30mm	150px
Full lockup – One-colour outline	45mm	220px
Swirl Alone – Coloured	12mm	32px
Swirl Alone – One-colour solid	12mm	32px
Swirl Alone – One-colour outline	18mm	45px

Avoid...



- Non-uniform scaling



- Rotation



- Colour re-arranging



- Colour Shifting



- Drop shadow



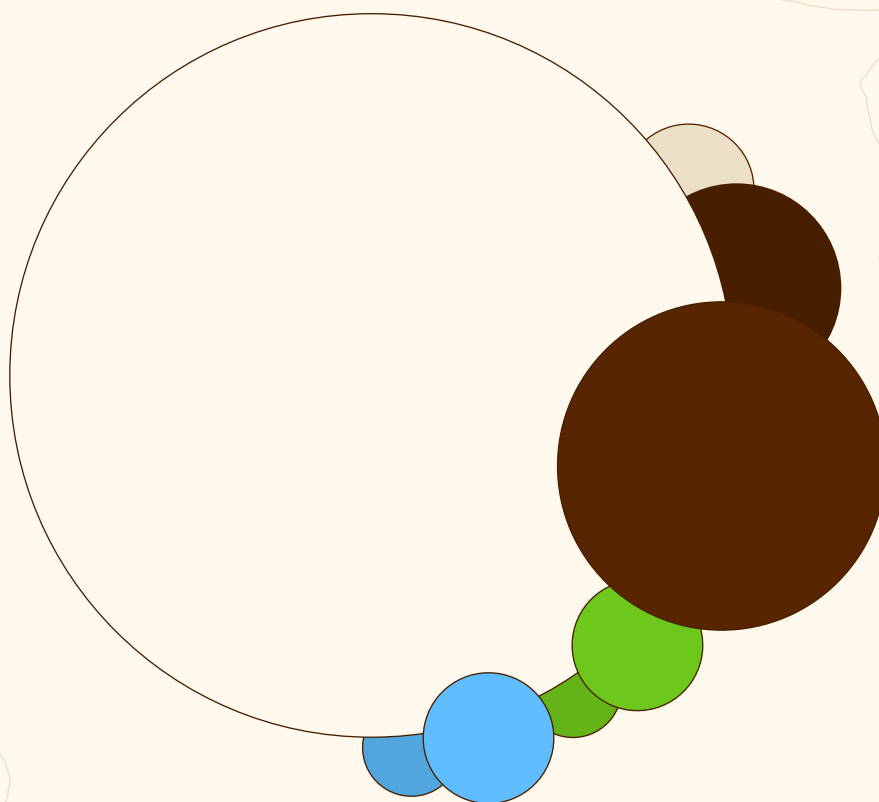
- Glow



- Spacing Adjustments



- Low contrast background



Colour	Hex	Coated (FOGRA39)	Uncoated (FOGRA29)
Light Creme	#fff8eb	C0 M4 Y10 K0	C1 M3 Y8 K0
Decal	#ebdfc7	C5 M6 Y15 K0	C5 M5 Y12 K0
Sky Blue	#5cbbff	C58 M16 Y3 K0	C57 M13 Y0 K0
Sky Blue Shadow	#50a3de	C66 M25 Y4 K0	C67 M21 Y0 K0
Sprout Green	#6dc91c	C61 M7 Y98 K0	C57 M0 Y100 K0
Sprout Green Shadow	#61b319	C69 M17 Y100 K2	C64 M0 Y100 K10
Compost Brown	#572600	C42 M73 Y89 K64	C44 M82 Y90 K52
Compost Brown Shadow	#471f00	C48 M75 Y79 K75	C54 M86 Y76 K64

Light Creme should be the dominant colour.

Anywhere that would usually be white, empty space, should be Light Creme.

Do not use white.

Sprout Green and Sky Blue should appear as accent colours only.

Compost brown should appear as solid areas, round or square, on the page to add weight and variation

Tints

The palette does not include tints. Use the shadow colours where a darker variant is needed.

Printing Creme

Light Creme is a paper colour first, an ink second.

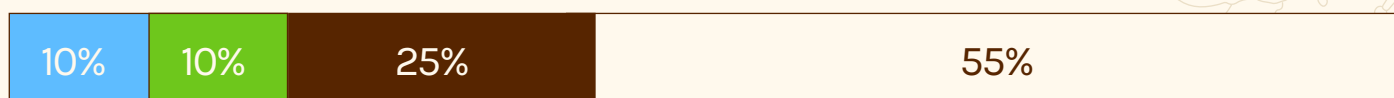
Where stock choice allows, specify an off-white or natural uncoated paper and leave the creme unprinted. **Only print light creme if the stock is white and cannot be changed.**

Let the paper tell the story.

Stock should be warm-toned and close to Light Creme — avoid cool or blue-toned whites. Envirocare is the reference stock.

Note that any creme element sitting inside a printed area — reversed logos, creme text on brown, creme detail within a brown block — must be knocked out rather than printed, so the paper shows through.

Colours should appear in roughly these ratios:



Colour Pairings

In most cases, text should appear Compost Brown, over a Light Creme background.

Ensuring high contrast, and readability.

Ocassionally, text should appear light creme over compost brown.

Sky Blue and Sprout Green should never be used as panels behind text.

CarbonCycle
Compost



CarbonCycle
Compost



CarbonCycle
Compost



CarbonCycle
Compost



The only exception to this rule are occasional badges or callouts, where the text is coloured light creme only:

Bestseller!



Hot Deal!



CarbonCycle
Compost



CarbonCycle
Compost



* With a contrast ratio of 1.98/1.99:1 this pairing technically fails the WCAG contrast guidelines.

Despite this, the combination reads more clearly than the numbers suggest, as the guidelines only take into account luminance, not hue.

Regardless, these pairings are only permitted for short, decorative copy – badges, callouts, labels.

Never for body copy or anything a reader needs to work through.

Header

Clarendon Text Pro Regular

Regular should be used to promote easy navigation and structural clarity.

Section headings, subheadings, anything in a hierarchy that the reader scans.

Clarendon Text Pro Italic

Italic should be used to communicate CarbonCycle's identity and voice.

Page labels, taglines, pull quotes, CTAs.

Body

Karla

Medium 19pt

For Body
Headings

Medium 16pt

For important
phrases

Regular 16pt

For standard
body copy



Role	Font	Size	Leading	Tracking
Page Label	Karla Medium, Caps	16pt	18pt	-40
Page Title	Clarendon Italic	36pt	43pt	-30
Section Heading	Clarendon Regular	27pt	32pt	-30
Subsection Heading	Clarendon Regular	20pt	24pt	-30
Pull Quote / Tagline / CTA	Clarendon Italic	20pt	24pt	-30
Body Heading	Karla Medium	19pt	20pt	-60
Body	Karla Regular	16pt	18pt	-50
Body Emphasis	Karla Medium	16pt	18pt	-45
Caption	Karla Regular	14pt	16pt	-50
Fine Print	Karla Regular	12pt	14pt	-50

Role	Look
Page Label	CARBONCYCLE
Page Title	<i>CarbonCycle</i>
Section Heading	CarbonCycle
Subsection Heading	CarbonCycle
Pull Quote / Tagline / CTA	<i>CarbonCycle</i>
Body Heading	CarbonCycle
Body Emphasis	CarbonCycle
Body	CarbonCycle
Caption	CarbonCycle
Fine Print	CarbonCycle

Licensing

Karla

Jonny Pinhorn.

Free under the SIL Open
Font License, including
commercial use.

Available at fonts.google.com

Clarendon Text Pro

Available via Adobe Fonts.

Requires an active Adobe Creative Cloud
subscription;

Also available as a perpetual desktop
licence from Monotype (MyFonts /
Linotype).

Not redistributable. Font files are not
included in the asset pack and may not
be shared.

A4 Document Layout

The following applies to A4 portrait documents — style guides, product sheets, one-pagers. Other formats will require their own structure.

Every page carries three fixed zones: a header, a content area, and a footer bar.

Header



A horizontal 1pt rule in Compost Brown closes header.

The logo sits top left.

Page label sits on top of page title's border

Content

Everything between the header rule and footer. Use a 12 Column grid with 18pt / 6.35mm gutter.

Most often divided across 6 / 6, but the grid permits any division where the content calls for it.

Footer

Compost brown block with 8pt shaded stroke.

Spans height of bottom margin and full width of page.

Page Specs

- 12.7mm margins on all sides.
- 12 Column grid
- 18pt / 6.35mm gutters.

Universal features

Those are the specifications for an A4 layout. When working across different mediums, these may change, however the following should remain consistent across all brand content:

- Logo appears once per page.
 - Horizontal 1pt compost brown rules separate content.
 - Light creme background, with compost brown blocks used sparingly for weight.
 - Illustrations bleed past the trim, anchored to corners and edges.
 - Hyphenation should be avoided if possible, unless a text block absolutely will not behave.
 - The gutter value should always be equal to the leading value of the body text. When body text scales up, the gutter value should too.
 - Text should span no more than 65 characters in width.
 - Logo should always sit top left, or centre page. It should never hug the right side.
 - Compost brown blocks should always have a stroke, coloured Compost brown shadow ranging from 4pt - 9pt depending on size.
 - Text is left aligned, never justified.
 - Centre alignment is permitted, sparingly
 - Images should always have a 1pt or larger compost brown stroke.
-

Voice

CarbonCycle should sound like a knowledgeable mate talking to you over the fence. Not a sustainability brochure.

Plain, confident, warm, and a bit cheeky, but never righteous.

• Plain

“Every other element of the box sits freely within the frame, meaning nothing else is attached via bolts, nuts, screws, or glue.”

Make a statement and explain it in clear english.

• Warm

“It’s modular, mate”

Talk to the customer, use contractions. Say it like you’d say it out loud.

Reading the room

Our voice should be consistent, always plain, confident, warm, and cheeky, but how much of each changes depending on the situation.

Phrasing

Avoid phrasing that is more complex than it needs to be (corporate speak).

“We provide comprehensive end-to-end organic materials cycling services” — Makes you feel like you’re in an office cubicle.

• Confident

“This is where the real magic of our system lies”

Be confident in the value of our product, but don’t overstate it.

• Cheeky

“Rats-be-gone”

A pun in a heading earns a smile. Don’t overuse, and don’t use in important copy, for example instructions.

Same mate, but we write our warranties and safety documents with much less cheekiness than our brochure headings.

The Do's & The Dont's

Plain	Say	"Posts and rails, bolted together"	Not	"A modular framework of interconnected components"
Warm	Say	"Drop us a line"	Not	"Arrange a consultation"
Confident	Say	"Built to last decades outdoors"	Not	"Designed with longevity in mind"
Cheeky	Say	"Waste not, want not"	Not	"An effective waste diversion solution"

Overview

Image content should be reflective of CarbonCycle's mission.

Kids learning about compost, people planting food, thriving gardens, and engaged communities.

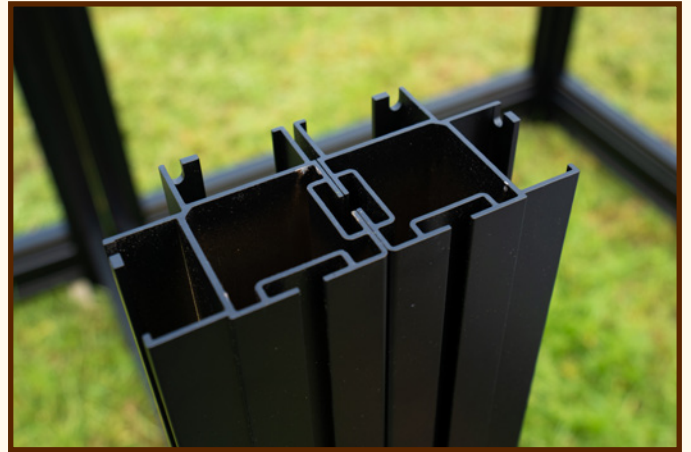
Images should be warm (Sitting around 4800 - 5200K) and earthy.

Greens, browns, blues, and the colours of our compost box.

Images should belong to one of five general categories...



Product



Buttery smooth product shots

Work



People getting their hands
dirty – doing the work.

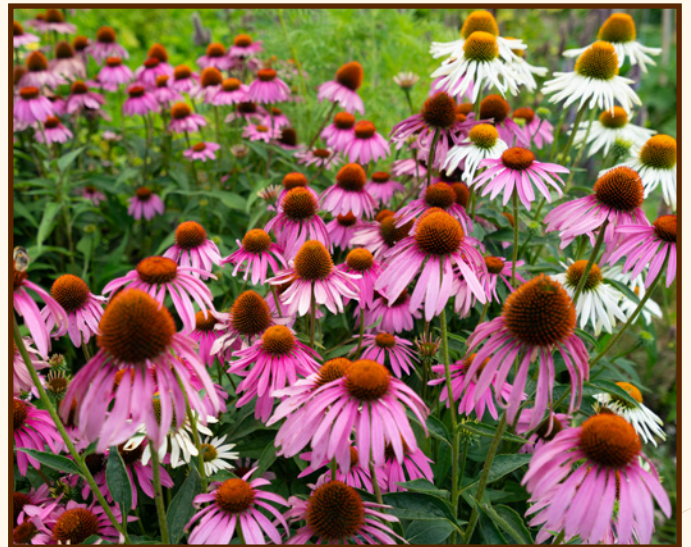
Education



Planting seeds for the next
generation

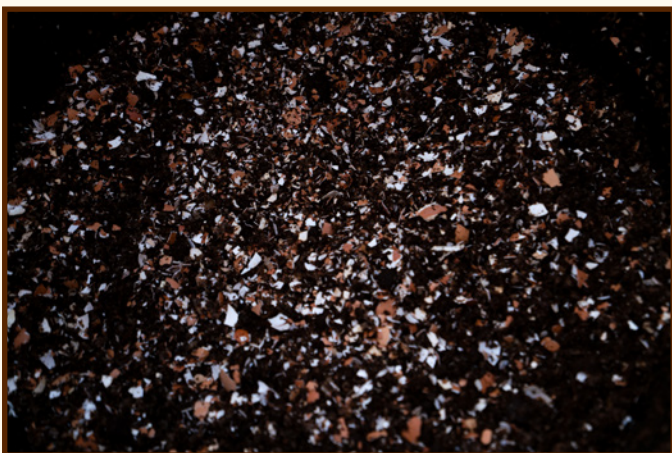
* Model consent forms are important when
photographing children

Nature



The fruits of our labour

Texture



Textures we see in our day-to-day
work at CarbonCycle.