

Brand Guildlines

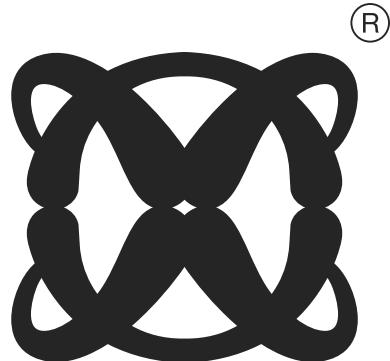


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Beliefs & Messaging



Cities generate large amounts of items that cannot be properly recycled or reused. After a short period of use, they are often stored away or treated as waste, gradually disappearing from the city’s circulation.

XcoPack uses recycling as an entry point. Through collection points, community activities, and material reuse, these discarded items can re-enter circulation and become part of how people participate in city life.

Our Brand

- Before creating any communication or design for XcoPack, please take time to understand the ideas behind the brand.
- This guide explains our mission, our actions, and the visual principles that shape XcoPack.

Our mission is to turn overlooked urban waste into shared participation.

We do it through three simple actions:

Collect.
Connect.
Continue.

Recover overlooked items from everyday city life.

Create opportunities for people to take part and interact around these actions.

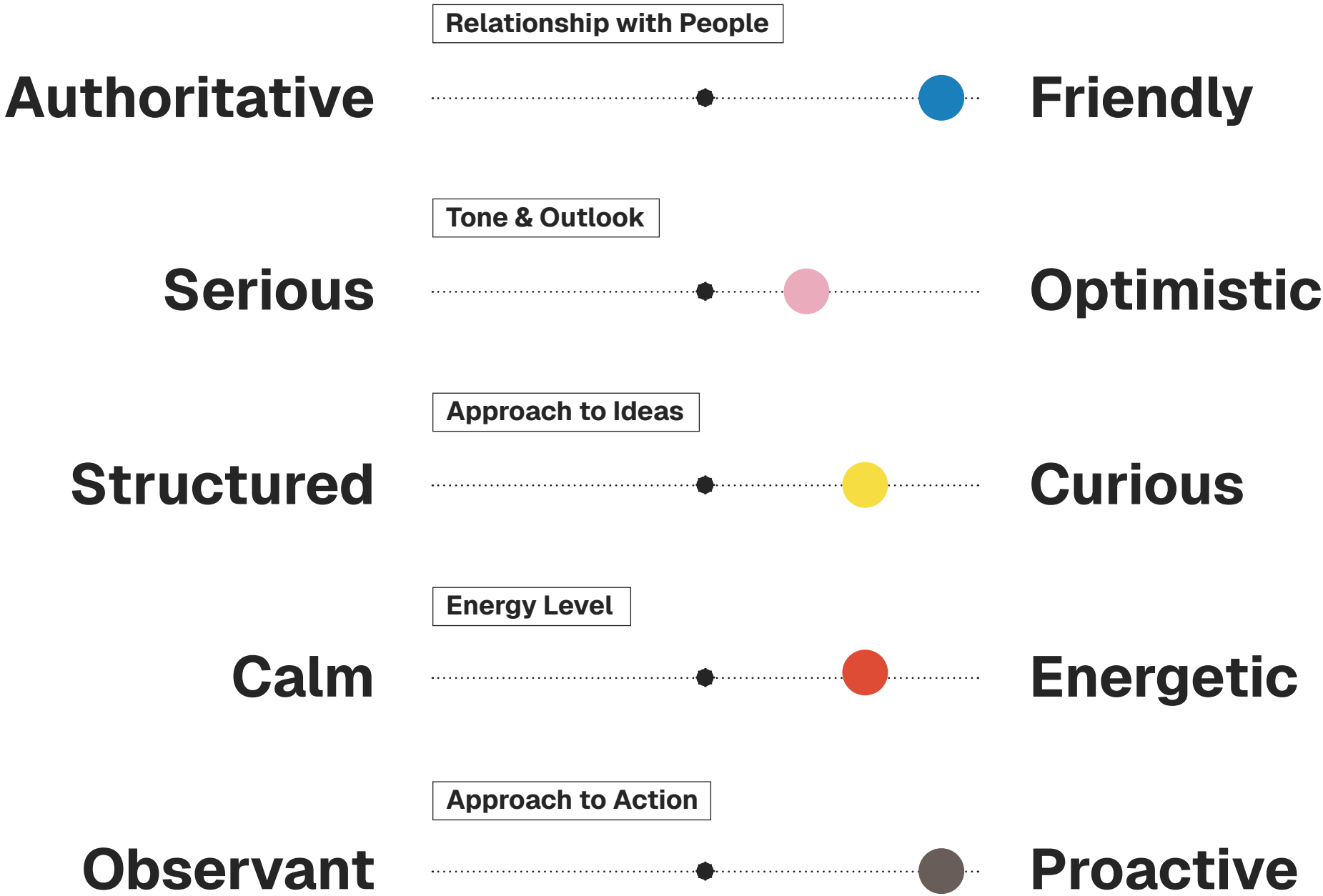
Transform these materials into new forms that keep the cycle going.

Participation Loop

A proposed circular system connecting collection, material transformation, and redistribution within urban contexts.



The recycling unit serves as the primary entry point of the system, with extended stages under continuous development.



Brand Personality

- To communicate XcoPack clearly and consistently, we describe the brand as if it were a person.
- These personality traits help guide how the brand speaks, behaves, and interacts with people across different situations.

Playful

- + Keep the tone light and approachable
- + Use simple phrases that feel natural in everyday conversation
- + Allow a little humour when appropriate
- Sound overly serious or dramatic
- Use heavy environmental rhetoric
- Turn every message into a moral lesson

Inviting

- + Open a door for people to take part
- + Use language that feels welcoming
- + Make participation feel easy and natural
- Give commands or instructions in a strict tone
- Sound like an authority telling people what to do
- Treat participation like a requirement

Encouraging

- + Focus on possibility and participation
- + Make people feel that small actions matter
- + Celebrate small contributions
- Pressure people with guilt
- Frame participation as an obligation
- Use language that feels judgmental

Practical

- + Talk about real actions and real things
- + Keep language clear and concrete
- + Focus on what people can actually do
- Use vague environmental slogans
- Speak in abstract concepts
- Overcomplicate simple actions

How We Speak

- These principles guide how the brand communicates in writing and conversation.
- They help keep the tone consistent across campaigns, community activities, and everyday interactions.

1

Easy to Join

Participation should feel **simple and intuitive**. People should understand how to take part without instructions.

2

A Bit of Fun

Participation shouldn't feel like a task. Small moments of **humour** or **surprise** can make the experience more enjoyable.

3

Show the Action

Design should focus on the action people are taking. Participation should be **easy to recognise** at a glance.

4

Part of Everyday Life

The brand should feel like a **natural** part of **daily city life**. Avoid visuals that feel like a temporary campaign or announcement.

Keep in Mind

- These principles guide how XcoPack appears in design and communication.
- They help designers create work that feels consistent with the brand.

Urban Touchpoints

Context

- Recycling Units
- Street Installations
- Guidance Elements

Keywords

- Clear
- Accessible
- Immediate

* Make participation easy to understand and easy to start.

Community Moments

Context

- Community markets
- Neighbourhood Gatherings
- Workshops

Keywords

- Open
- Social
- Lively

* Create moments where people can meet, interact, and participate together.

Recycled Materials

Context

- Material Development
- Recycled Boards
- Material Displays

Keywords

- Tactile
- Honest
- Raw

* Reveal the physical transformation of materials and their textures.

Brand Objects

Context

- Original Products
- Board Games
- Everyday Objects

Keywords

- Friendly
- Playful
- Light

* Bring the brand into everyday life through small, approachable objects.

Remember

- XcoPack appears in different contexts across the city, from public touchpoints to community activities and brand objects.
- Each context has its own atmosphere, while the brand personality remains consistent.

Visual Identity



Our logo is a core element of our visual identity. It carries our brand's character through its form, typography, and colour, helping create a recognizable and consistent presence across every touchpoint.

When applied consistently, the logo strengthens brand recognition and ensures that every expression of our brand feels connected and coherent.

These guidelines are designed to protect the integrity of the logo and ensure it is used clearly, confidently, and consistently in every context.

Important

Our logo should never be altered, distorted, or modified. Always use the approved logo files and follow the guidelines to maintain clarity and consistency.

Preferred Logotype

When we can, we use the logotype in black.

Alternative logotype

If it doesn't work with a black logotype, for example on imagery or a dark background, use white.

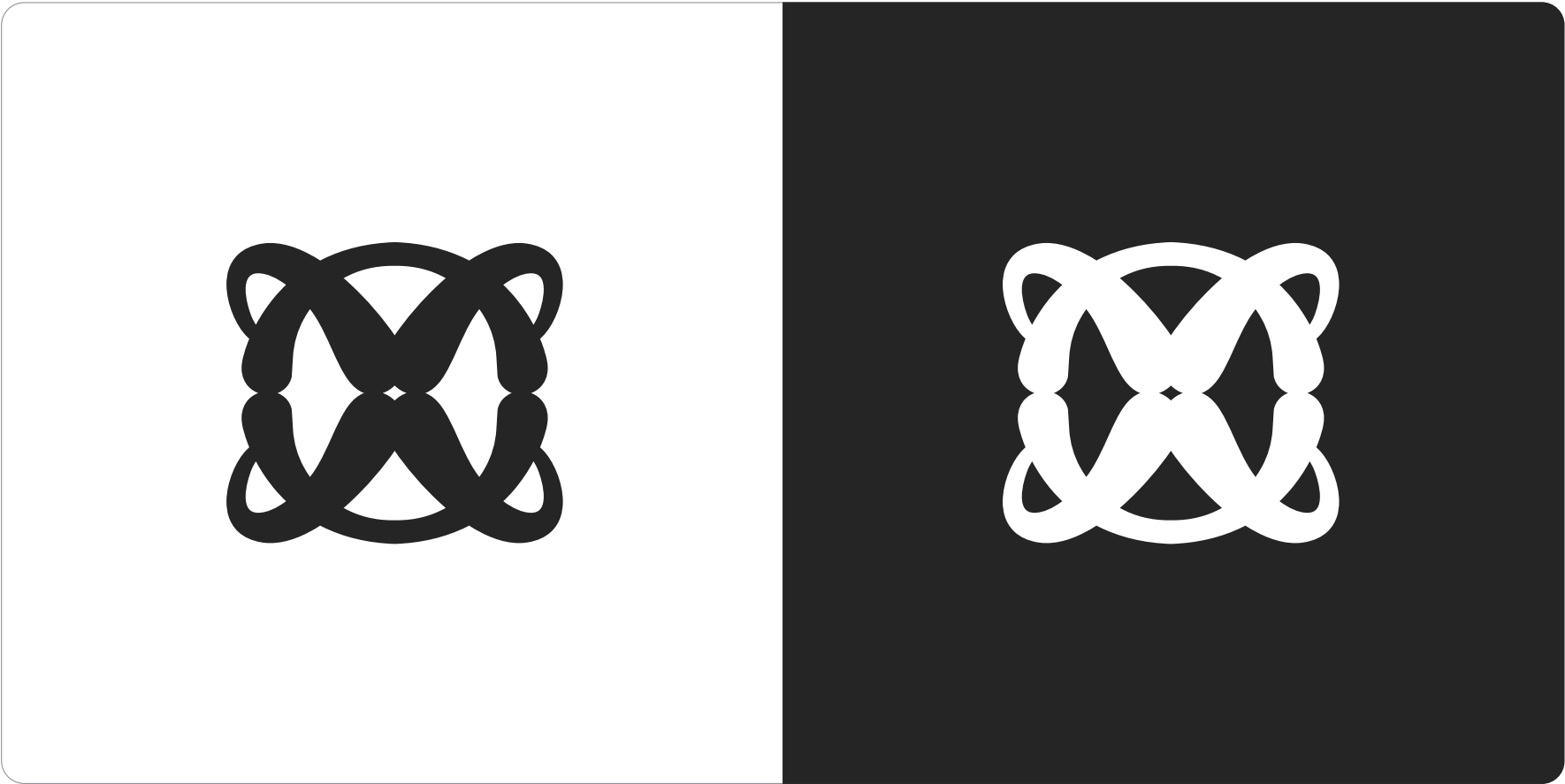


Remember

- To maintain a clear and recognizable identity for XcoPack across all public touchpoints, the official logotype must always be used as provided.
- It should never be recreated using other fonts, or altered through recoloring, stretching, distortion, or modification.
- Consistent use of the original logotype ensures that the system remains visually unified and easily recognizable across the city.

Symbol

- The symbol can be used as a supporting branding element where the full XcoPack logotype feels too repetitive, such as in small layouts, footers, or interface elements.
- It is derived from the XcoPack logotype and keeps the visual character of the brand.
- Because it does not contain the full name, it should not replace the logotype in primary brand communication.



Lockup

The XcoPack wordmark should always appear together with the Chinese name. Together they form the primary brand signature and should not be separated in use.

XcoPack
星碳计划

XcoPack
星碳计划

Lockup

The XcoPack logo system includes several lockups designed for different spatial conditions. Use the primary lockup whenever space allows.

Primary Lockup

The preferred logo combining the symbol with the XcoPack wordmark and the Chinese name.

Symbol

The symbol may be used on its own in compact placements such as icons, tags, or small corners of a layout.

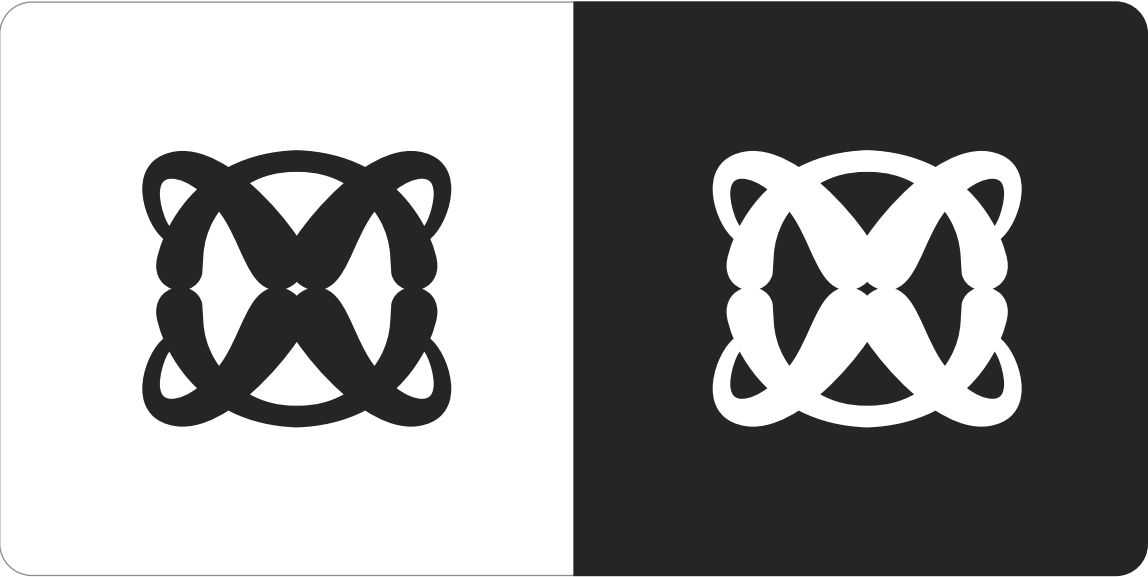
Horizontal Lockup

A horizontal version designed for narrow layouts or when aligning the logo to the edge of a composition.

Primary lockup



Symbol only



Horizontal lockup



Clear Space

- The clear space of the XcoPack logo is defined by the height of the “X” in the wordmark (x).
- A minimum clear space of 2x must always be maintained around the logo.
- This space should never be reduced, but it may be increased when necessary.

1x = **X**



Placement

The XcoPack logo should appear in a clear and visible position within the layout. Use the primary logo whenever possible.

Centered placement

Use the primary logo when the brand is the main focus of the composition.

Corner placement

In corner placements, the horizontal lockup may be used to align with the layout.

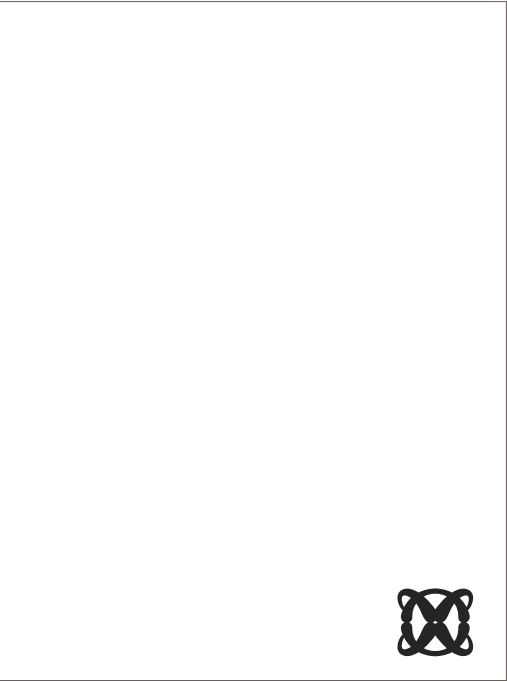
Centered Placement



Corner Placement



Symbol placement



The symbol may be used as a secondary brand marker in compact placements such as the corner of layouts or brand materials.

Use the symbol on its own only when the full XcoPack logo has already been clearly presented within the same context.

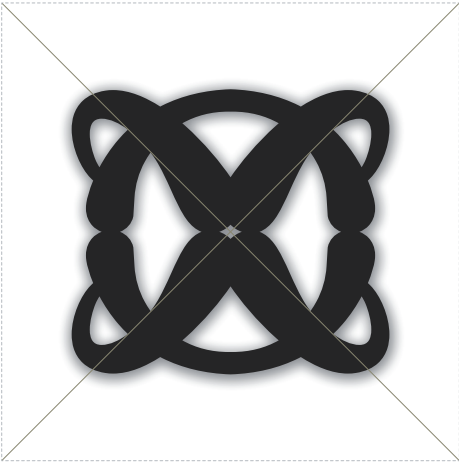
Partner logos

When appearing with partner logos, use the primary logo whenever possible. If the partner logos are horizontal, the horizontal lockup should be used for visual balance.



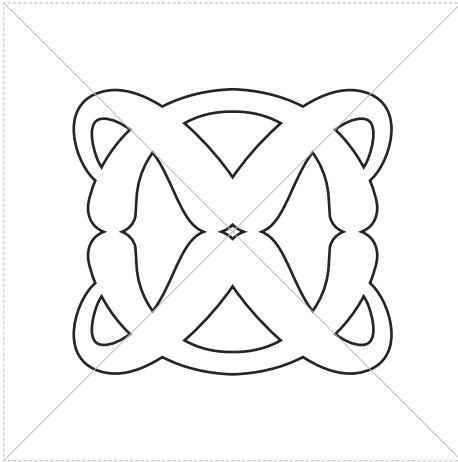
Placement

The XcoPack logo should appear in a clear and visible position within the layout. Use the primary logo whenever possible.



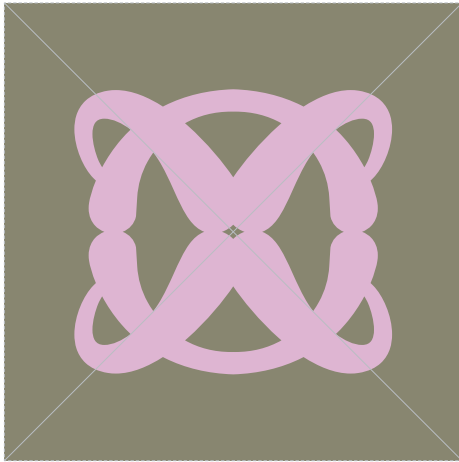
1. Do not apply shadows or visual effects

Avoid adding shadows, glows, or any decorative effects to the symbol.



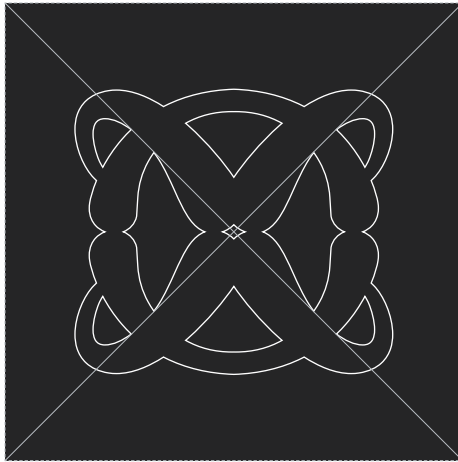
2. Do not outline the symbol

The symbol should never be used as an outline or stroke-only version.



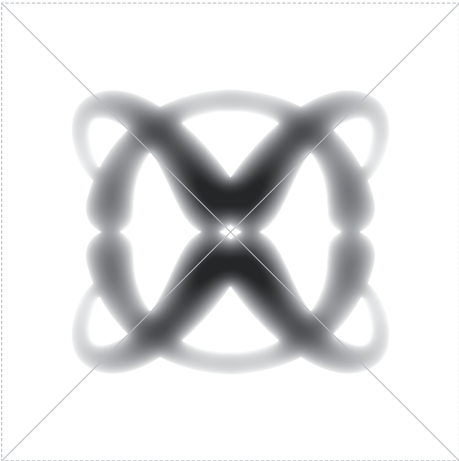
3. Do not change the brand color

Do not recolor the symbol outside of the approved black or white versions.



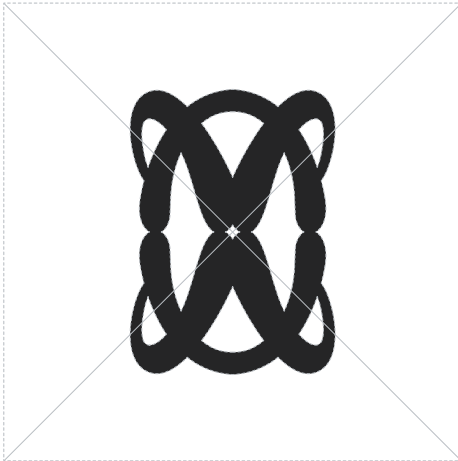
4. Do not place the symbol on low-contrast backgrounds

Always ensure sufficient contrast between the symbol and the background.



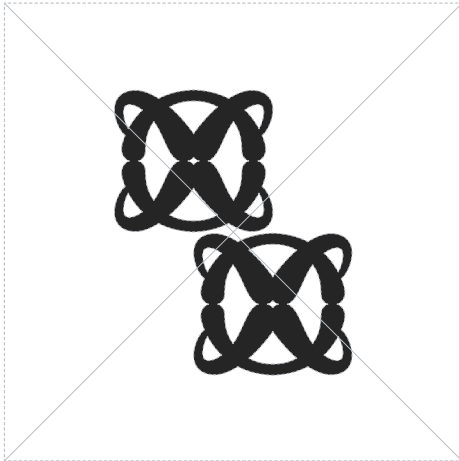
5. Do not blur the symbol

Avoid applying blur, glow, or soft-focus effects.



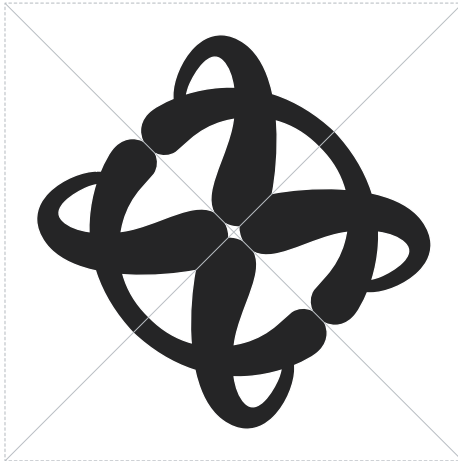
6. Do not stretch or distort the symbol

The symbol must always retain its original proportions.



7. Do not repeat or duplicate the symbol

Avoid using multiple symbols together as a pattern or decorative element.



8. Do not modify the structure of the symbol

Never redraw, reshape, or alter the internal geometry of the symbol.

Sub-brand System



XcoPack is a participatory circular system that extends beyond a single initiative.

As the project grows, different programs and outputs are organized under the ecosystem to support recycling, material innovation, community engagement, and product development.

Each sub-brand represents a specific direction within the system while remaining connected to the XcoPack identity.

Important

XcoPack is the master brand of the ecosystem. XcoPack Recycling is currently the primary operational initiative and may be used as the main public-facing name in many applications.

XcoPack →
Public Participation

XcoPack Recycling

The primary public-facing initiative of the XcoPack system.

XcoPack →
Community Engagement

XcoPack Playground

Used for community activities, collaborative projects, workshops, and public events that extend participation beyond recycling.

XcoPack →
Products

XcoPack Goods

Used for physical products and lifestyle objects created within the XcoPack ecosystem.

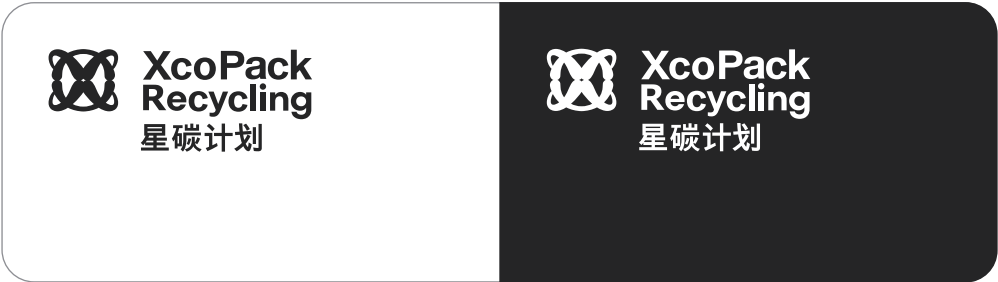
Note

Sub-brands follow the XcoPack + Descriptor naming structure. The descriptor identifies the specific initiative while remaining connected to the XcoPack master brand.

The Playground and Goods lockups shown here are temporary placeholders used to illustrate the sub-brand structure.

Final names and visual identities are currently under development and should not be used in external applications.





Color & Typography



Color and typography shape the visual tone of the XcoPack system.

Used together, they create a clear and recognizable language across public touchpoints, products, and communications.

The color palette is structured to balance consistency and flexibility, while typography establishes hierarchy and readability across all brand applications.

Guidelines

- Use the defined color and typography system consistently across all applications.
- Do not introduce additional colors or typefaces outside the approved palette.
- Maintain clear hierarchy and legibility in all brand communications.
- Ensure color and typography are applied consistently across digital, physical, and environmental touchpoints.

Color Combination

Colors are designed to appear together as a system, rather than being used in isolation. Use neutral tones to build structure, and accent colors to introduce energy.

Balance

Avoid using large areas of multiple accent colors at the same time.
Use one accent color as the focus and keep the others secondary.

Contrast

Maintain clear contrast between text and background. Neutral tones should support readability and visual clarity.

Energy

Accent colors such as Signal and Pulse should mark moments of action, interaction, or feedback.

Default Rule

Start with black and white
Introduce color only when needed

Field

Signal

RGB: 250, 221, 68
CMYK: 3, 9, 85, 0
HEX: #fadd44
PMS: 4-7C

Surface

RGB: 246, 244, 230
CMYK: 2, 2, 9, 0
HEX: #fbf4e6
PMS: 1-2C

Entry

Ground

RGB: 44, 42, 41
CMYK: 69, 65, 64, 56
HEX: #2c2a29
PMS: 179-16C

Matter

RGB: 104, 92, 90
CMYK: 55, 57, 55, 26
HEX: #685c5a
PMS: 171-13C

Flow

RGB: 16, 128, 185
CMYK: 84, 42, 7, 0
HEX: #1080b9
PMS: 109-14C

Pulse

RGB: 222, 76, 54
CMYK: 7, 86, 88, 1
HEX: #de4c36
PMS: 45-7C

Note

The palette works as a system of roles rather than a traditional hierarchy of primary and secondary colors. Each color group contributes to the visual language in a different way.

Structural Colors

Structural colors form the foundation of the visual system.

They create spatial depth, provide neutral backgrounds, and maintain visual stability.

Ground

RGB: 52, 52, 52
CMYK: 69, 63, 62, 57
HEX: #343434
PMS: 179-15C

Matter

RGB: 104, 92, 90
CMYK: 55, 57, 55, 26
HEX: #685c5a
PMS: 171-13C

Field

RGB: 186, 177, 164
CMYK: 27, 26, 34, 0
HEX: #bab1a4
PMS: 170-1 C

Surface

RGB: 246, 244, 230
CMYK: 2, 2, 9, 0
HEX: #fbf4e6
PMS: 1-2C

Energy Colors

Energy colors bring movement and identity to the system.

They appear frequently across layouts and help create a recognizable visual rhythm.

Flow

RGB: 16, 128, 185
CMYK: 84, 42, 7, 0
HEX: #1080b9
PMS: 109-14C

Entry

RGB: 233, 172, 190
CMYK: 5, 38, 10, 0
HEX: #e9acbe
PMS: 71-3 C

Interaction Colors

Interaction colors highlight moments of participation, action, or response.

They should be used sparingly to create emphasis.

Pulse

RGB: 222, 76, 54
CMYK: 7, 86, 88, 1
HEX: #de4c36
PMS: 45-7C

Signal

RGB: 250, 221, 68
CMYK: 3, 9, 85, 0
HEX: #fadd44
PMS: 4-7C

Note

- The color palette is designed to work through layered compositions rather than isolated color blocks.
- Layouts typically feature one dominant field supported by narrow accent bands that introduce additional colors and visual rhythm.

Dominant Field

Use one color as the primary background of a layout.

Accent Bands

Introduce additional colors through narrow bands or smaller blocks.

Controlled Energy

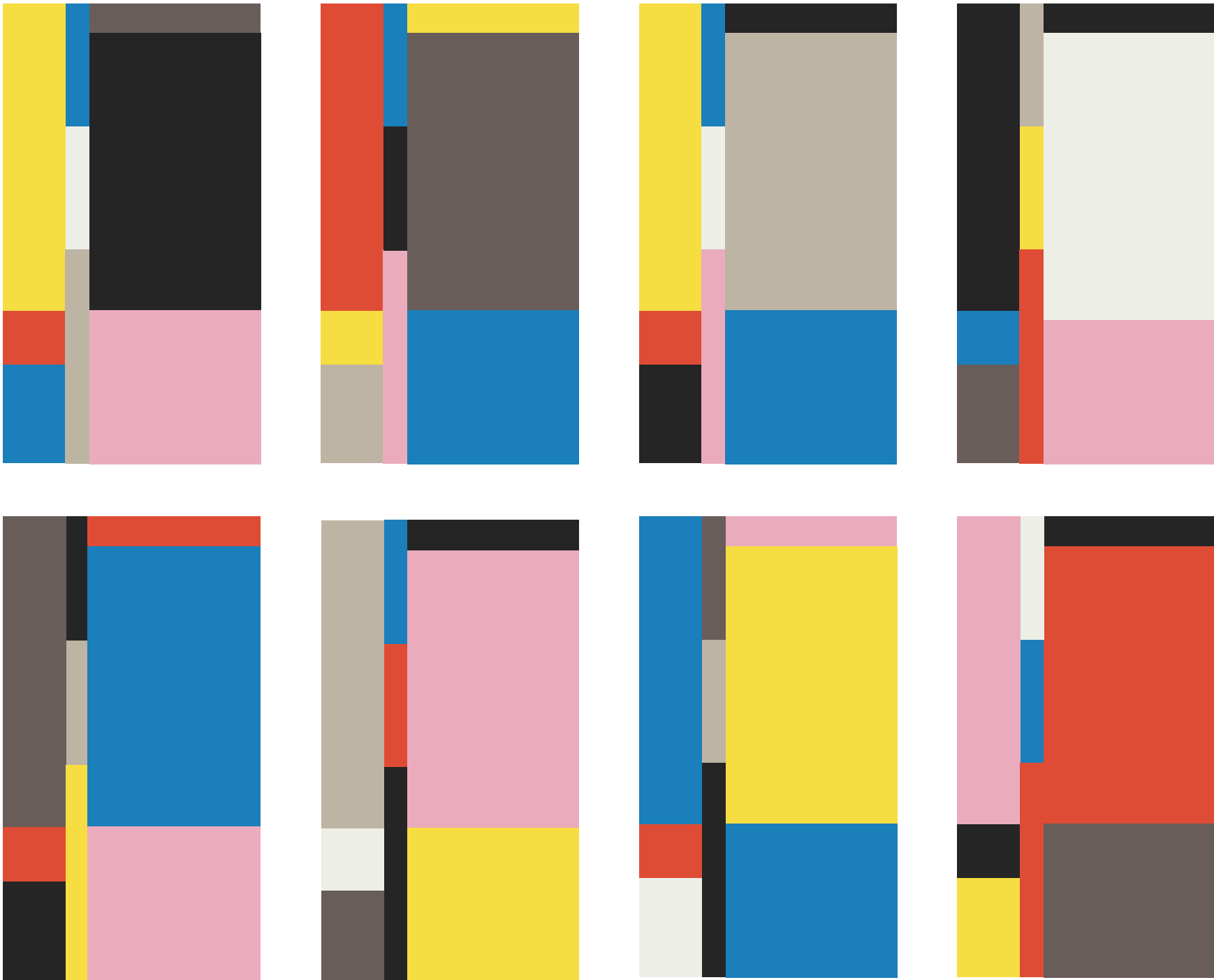
Avoid using multiple accent colors in large areas simultaneously.

Visual Balance

Neutral tones should anchor the composition while accent colors add energy.

important

Compositions should feel lively yet structured, reflecting the dynamic but organized nature of the system.



Typography

- Our typographic system uses a single typeface to maintain consistency and clarity across all applications.
- Different weights and sizes create hierarchy between headlines and body text.

Headlines / Body

- Headlines use **Geist Bold / Black** to create strong and expressive titles.
- Body copy uses **Geist Regular / Medium** for readability across longer text.

Imphasis

Important words or short highlights may use SemiBold or Bold.

important

Compositions should feel lively yet structured, reflecting the dynamic but organized nature of the system.

Geist

AaBbCc
abcdefghijklmnopqrstuvwxyz
opqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
OPQRSTUVWXYZ

1234567890
<>.,:;+-()# / @ & * ' " % ! ?

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

文源黑体SC

星碳计划
城市参与循环系统
天地玄黄宇宙洪荒
资源回收城市行动
参与成为日常习惯

星碳计划是由星碳发起并运营的城市公众参与体系。针对城市高频消费产生的闲置物料无纺布外卖袋，本项目通过系统化的参与动线设计，将单纯的回收行为重塑为一种可感知、可互动、可共创的公共行动。

Dominant Field

English words, numerals, and punctuation within Chinese text should use the Latin typeface.

Size Alignment

Chinese and English type should be visually aligned.

Chinese text is typically set 1–2 pt smaller than Latin type.

Type Hierarchy

- The typographic hierarchy follows a 1.333 scale ratio to maintain clear visual structure across different layouts.
- Exact point sizes may vary depending on format, but the proportional relationships should remain consistent.

Headline

≈ 1.777 × body text

Subheadline

≈ 1.333 × body text

Body Text

Base size (1×)

Caption

≈ 0.75× body text

Line Spacing

Use line spacing between
120–150% of font size

important

Compositions should feel lively yet structured, reflecting the dynamic but organized nature of the system.

Color and typography

Color and typography shape the visual tone of the XcoPack system.

Used together, they create a clear and recognizable language across public touchpoints, products, and communications.

The color palette is structured to balance consistency and flexibility, while typography establishes hierarchy and readability across all brand

颜色与字体

颜色与字体共同塑造了 XcoPack 系统的视觉基调。它们结合使用，在所有公开触点、产品以及传播材料中形成清晰且易于识别的视觉语言。

色彩体系的设计旨在在一致性与灵活性之间取得平衡，而字体则在所有品牌应用中建立信息层级与可读性。

Keep in mind

- Prioritise readability and clear hierarchy in all text layouts.
- Avoid unnecessary styling or formatting changes.
- When in doubt, choose the simplest and most readable option.

Sentence Case

Sentence case keeps the tone natural and easy to read across different

- + **A small bag begins another trip.**
- **A Small Bag Begins Another Trip.**
- **A SMALL BAG BEGINS ANOTHER TRIP.**

Oxford Comma

Use consistent punctuation when listing items to avoid ambiguity.

- + **Bags, materials, and small objects.**
- + **Bags, materials & small objects.**
- **Bags, materials and small objects**
- **Bags, materials, & small objects**

Punctuation Tone

Punctuation should remain calm and minimal, supporting a natural reading rhythm.

- + **A bag returns to the city.**
- + **Another small step — keep going.**
- **A bag returns to the city!!!**
- **Another small step... keep going?!**

Headline Length

Headlines should remain short and direct so the message can be understood at a glance.

- + **A longer trip
or a small bag.**
- **A longer trip for a small bag that
continues moving through the city.**

Widows and Orphans

Avoid leaving single words isolated on a new line, as this disrupts the reading flow.

- + **Small actions keep the
circle moving.**
- **Small actions keep the circle
moving.**

Avoid Over-Styling

Typography should remain simple. Use emphasis sparingly and avoid combining

- + **Small actions keep the circle moving.**
- + Small actions keep the **circle moving.**
- **Small actions keep the *circle moving.***

Rags

Paragraph edges should feel balanced and natural rather than uneven or abrupt.

- + **I am a paragraph with clean rags.
Small actions travel quietly
through the city. A bag moves
from one hand to another and
continues its journey.**
- **I am a paragraph with awkward rags.
Small actions travel quietly through
the city and a bag moves from**

Terminology Consistency

Use consistent terms to maintain clarity across communication and public

- + **Recycling point**
- + **Recycling machine**
- **Recycle point**
- **Recycling station**
- **Recycle machine**

Line Length

Paragraph lines should remain comfortable to read across different formats.

- + **A bag moves through many hands.**
- + **From a takeaway counter to a
recycling point.**
- **A bag moves through many hands and
places before it quietly disappears
from the everyday flow of the city.**

Brand Voice



The brand voice reflects a relaxed and observant urban attitude. Communication should feel natural, calm and grounded in everyday city life.

Rather than promoting environmental messages directly, the brand speaks through small observations, familiar moments and simple reflections on objects, people and the city.

Important

- Keep sentences short and direct.
- Rather than explaining or encouraging behaviour, the language should gently suggest movement, continuation and everyday moments.
- Let the idea remain slightly open instead of fully explaining the message.
- Avoid moralising, instructive or overly inspirational language.
- Think of each line as a small observation or passing thought.

The brand voice is light, natural and conversational. It reflects a relaxed perspective on everyday actions rather than promoting ideas directly.

Communication should feel simple, calm and slightly playful, like a small observation or a passing thought:

“A BIT FURTHER. ”

“SMALL BAG, LONGER TRIP. ”

“A LONGER JOURNEY. ”

“KEEP GOING. ”

Social & Community



Social channels are where the project becomes visible in everyday life. They show how recycling moves beyond a single action and becomes part of daily participation in the city.

This section outlines how XcoPack communicates across these spaces, including the role of each platform, the structure of social content, and how the brand voice and visual style appear in community environments.

Note

These guidelines establish a consistent communication framework while allowing flexibility across different platforms and community contexts.

Note

Each platform plays a different role in communicating the project.

Together they explain the idea behind the project, show everyday participation, and provide practical guidance.

WeChat Official Account → Brand Narrative

Focuses on brand narrative and project background.

Content includes the ideas behind the project, observations about the city, and reflections on recycling and participation.

Rednote Account 1 → Participation

Focuses on everyday participation.

It documents real-life recycling moments and user perspectives, showing how small actions naturally happen in daily life.

Rednote Account 2 → Guidance & Information

Focuses on practical guidance and information.

It introduces how to use the recycling machines, explains recycling tips, and presents items related to the recycling system.

Note

- Social content should follow the same principles as the brand system while adapting to everyday digital environments
- The visual style should feel natural, immediate and connected to daily city life.
- Content should focus on real actions, real materials and real moments of participation.

6.3 Visual Style for Social

Everyday Context

- Images should reflect familiar urban situations such as streets, neighbourhood spaces, daily routines and casual moments.
- Participation should appear as a natural part of city life rather than a staged campaign.

Show the Action

Visuals should clearly show the action people are taking.

Examples include:

- depositing bags
- interacting with recycling machines
- carrying or using everyday objects
- small gestures related to recycling

Participation should be recognisable at a glance.

Simple and Accessible

- Layouts should remain clear and direct.
- Avoid overly designed compositions.
- Content should feel immediate and easy to understand while scrolling.
- The focus should remain on the action, object or moment.

Material and Object Focus

- When showing recycled materials or brand objects, emphasise their physical qualities and textures.
- Visuals should feel tactile, honest and grounded in real materials.

Light and Approachable

- Images should feel open, relaxed and human.
- Avoid visuals that feel overly promotional, dramatic or campaign-driven.
- The goal is to make the project appear as a natural part of everyday participation.

Note

- Each channel communicates the project in a slightly different way.
- These personas help define the tone, perspective and type of content each platform should focus on.

6.4 Channel Personas

Tone

Reflective, thoughtful and slightly slower than other platforms.

WeChat Official Account → The Thinker

This channel reflects on the ideas behind the project.

Content often explores why recycling matters in the city, how participation can happen in everyday life, and how overlooked items can return to circulation.

Tone

Casual, friendly and close to everyday life.

Rednote Account 1 → The Companion

This channel focuses on everyday participation.

It shows real moments of people taking part in recycling, sharing small actions and daily observations.

Tone

Clear, helpful and straightforward.

Rednote Account 2 → The Guide

This channel provides practical information.

It explains how to use the recycling machines, offers tips, and introduces items connected to the recycling system.

Content Templates



Content templates define a set of visual structures for recurring types of content. They help the brand communicate ideas, actions and participation in a consistent way, while allowing the specific content to change.

Each template corresponds to a common communication situation, expressing a perspective, explaining a step, showing everyday participation, presenting objects, or inviting interaction.

Using a small number of templates keeps the visual language clear, recognisable and easy to apply across platforms.

important

- Use templates according to the type of information.
- Keep layouts simple and avoid unnecessary decoration.
- Maintain the core structure of each template.
- Allow images and actions to remain the main focus.

Statement Template



Interaction Template



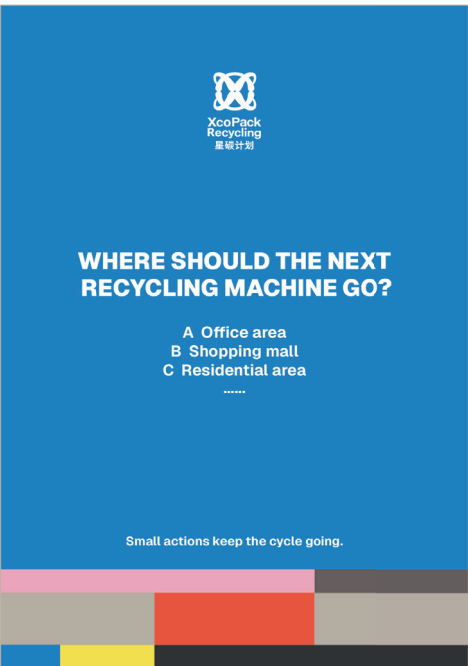
Object Template



Guide Template



Participation Template



Small Effort → A Bit Further

Design Principles

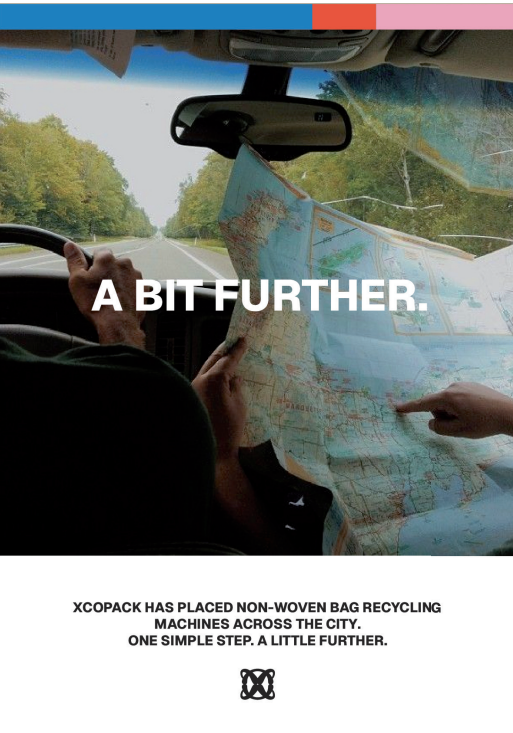
- Use a strong headline that communicates the key message clearly.
- Pair the message with a single, simple image.
- Keep the layout minimal so the statement remains the focus.
- Supporting text introduces the project in a short and direct way.



The Statement template is used to express a simple idea or perspective behind the project.

It communicates the brand's outlook on participation, everyday action and small efforts that move things forward.

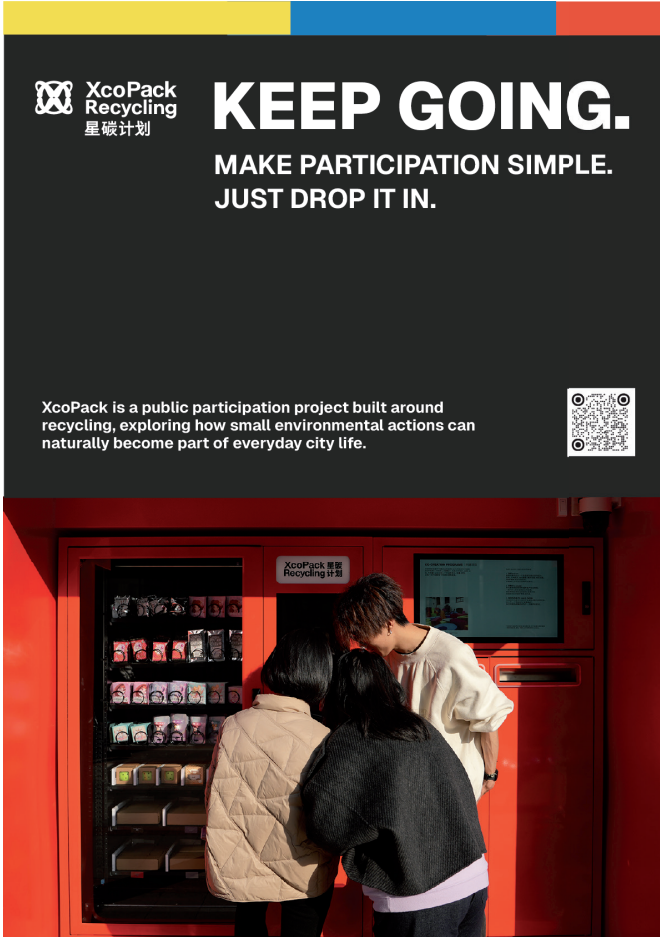
The message should feel open and reflective rather than promotional.



Design Principles

- Focus on real interactions with recycling machines or everyday actions.
- Show people clearly engaged in the activity.
- Use short encouraging headlines that invite participation.
- Keep layouts simple so the action remains the focus.

Keep Going → Just Drop it in



The Participation template shows real moments of people taking part in recycling. It highlights everyday actions and encourages others to participate. The goal is to make participation feel natural and approachable.

Design Principles

- Organise information into clear step-by-step sections.
- Use images or icons to illustrate each step.
- Keep instructions short and practical.
- Ensure the sequence is easy to scan at a glance.

How to ...

1



STEP 1

WASH THE BAG CLEAN

Keeping the bag clean helps the recycled material be reused more easily.

2



STEP 2

PRESS THE BAG FLAT

Flattening the bag reduces volume and helps prevent it from getting stuck in the machine.

3



STEP 3

INSERT THE BAG

Insert the pointed bottom corner of the bag first so it can enter the machine smoothly.

4



STEP 4

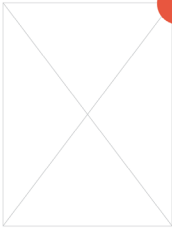
REDEEM POINTS FOR ITEMS

After depositing the bag, points can be collected and exchanged for everyday items.

XcoPack Recycling

星碳计划

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STEP 5

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星碳计划

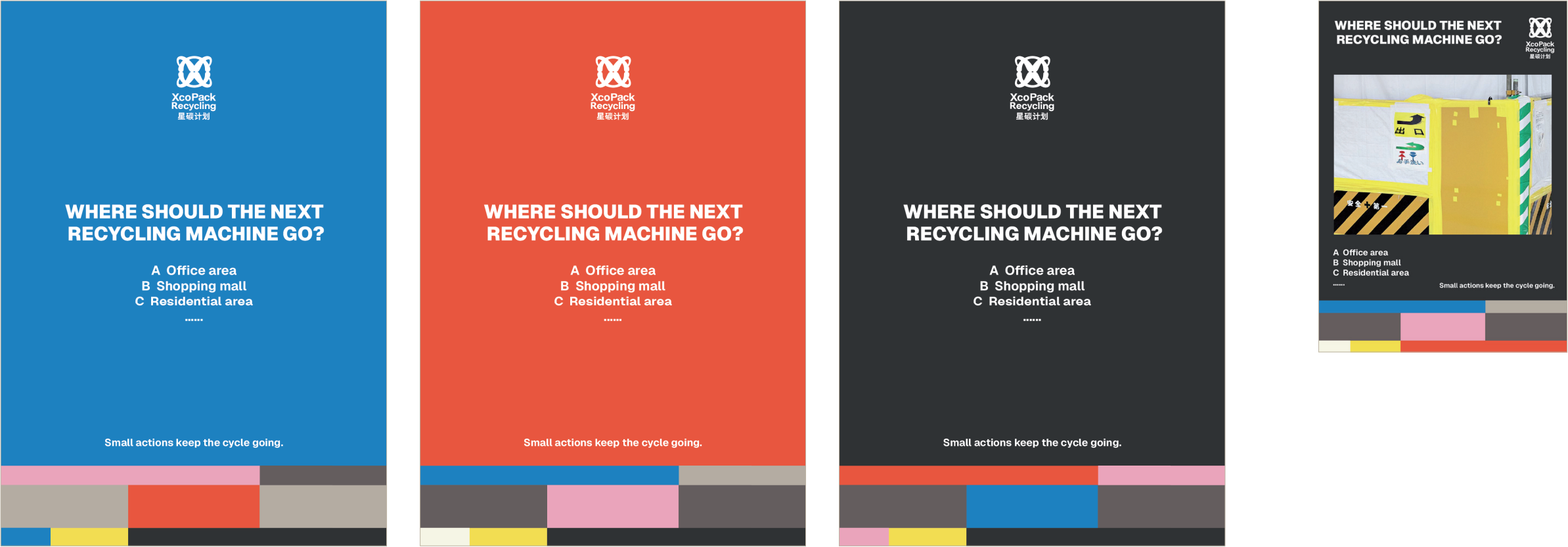
The Guide template explains how to take part in recycling. It presents actions as clear steps that people can quickly understand and follow. The aim is to make participation easy to start.

XcoPack Brand Guildlines

Design Principles

- Use a clear question or prompt as the central element.
- Keep layouts bold and easy to read while scrolling.
- Limit the amount of information on the page.
- Use colour blocks and typography to highlight options.
- The template can be used with or without a supporting image.

What’s on?



The Interaction template invites people to share opinions or take part in discussions. It creates moments of participation through questions, polls or prompts.

Keep Going → Just Drop it in

Design Principles

- Present the object clearly as the main visual focus.
- Use simple backgrounds to highlight form and material.
- Emphasise texture, structure and material qualities.
- Keep graphic elements minimal.



The Object template introduces materials or objects created through recycling. It shows how recovered materials can transform into new forms and return to everyday life.