



**Gilead
Dynamics**

Brand Guidelines

Designed by Carly Simendinger

V1 / Updated 10.03.2025

Contents

Mission, Vision, & Values	03
Brand Personality & Tone of Voice	04
Gilead Dynamics Logo Suite	05
CBX Logo Suite	11
Color Palette	17
Typography	19
Iconography & Patterns	22
Photography	25
Brand In-Use	28
Contact	30

Mission

Our mission is to provide innovative, mobile, and environmentally responsible recycling solutions using advanced microwave technology, aiming to reduce waste and recover valuable materials. Making the process profitable will ensure a cleaner, more sustainable future that is quickly adopted worldwide.

Vision

To be the global leader in mobile, sustainable recycling solutions (tires, plastics, agricultural waste, etc) setting new standards for environmental stewardship, profitability and resource recovery through advanced microwave technology.

Core Values

INNOVATION

Commitment to utilizing advanced microwave technology to revolutionize tire recycling.

RESOURCE EFFICIENCY

Dedication to maximizing the recovery of valuable materials from tires and other waste products.

INTEGRITY

Operating with transparency, accountability, and a focus on safe, compliant practices.

PROFITABILITY

In order to create sustainable solutions that are adopted worldwide, they must be profitable which will eliminate the need for government funding and regulation.

Personality

Our brand personality balances authority with inspiration. It is innovative and intelligent, grounded in science yet unafraid to challenge convention. We are trustworthy and purpose-driven, committed to solving problems while demonstrating profitability and global scalability.

TRUSTWORTHY

AWE-INSPIRING

INNOVATIVE

IDEALISTIC

UNORTHODOX

PURPOSE-DRIVEN

Tone of Voice

Our tone is clear and informed. We speak with confidence and precision, reflecting the depth of our expertise, while remaining approachable and transparent to diverse audiences. Every message reinforces credibility and impact, demonstrating how innovation can be both practical and transformative.

INFORMATIVE

INSPIRING

INTELLIGENT

APPROACHABLE

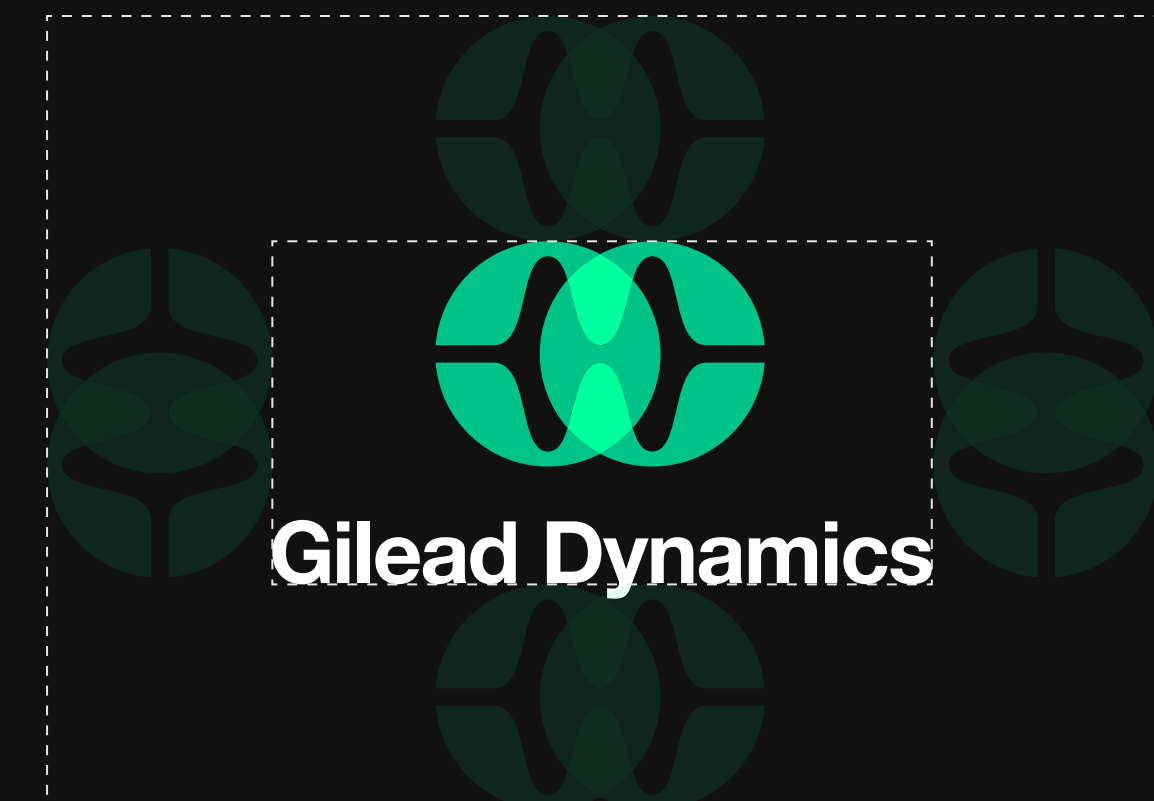
Gilead Dynamics Logo Suite

Our logo suite includes a primary logo, two secondary logos, and a logo mark. There are a variety of logo layouts to provide flexibility in different layouts, applications, and media.

Primary Logo

Usage: The primary logo is our signature logo. This should be used most frequently when space & composition allows for it.

Clear Space: This shows the minimum distance between the logo and other graphic elements.



Secondary Logos

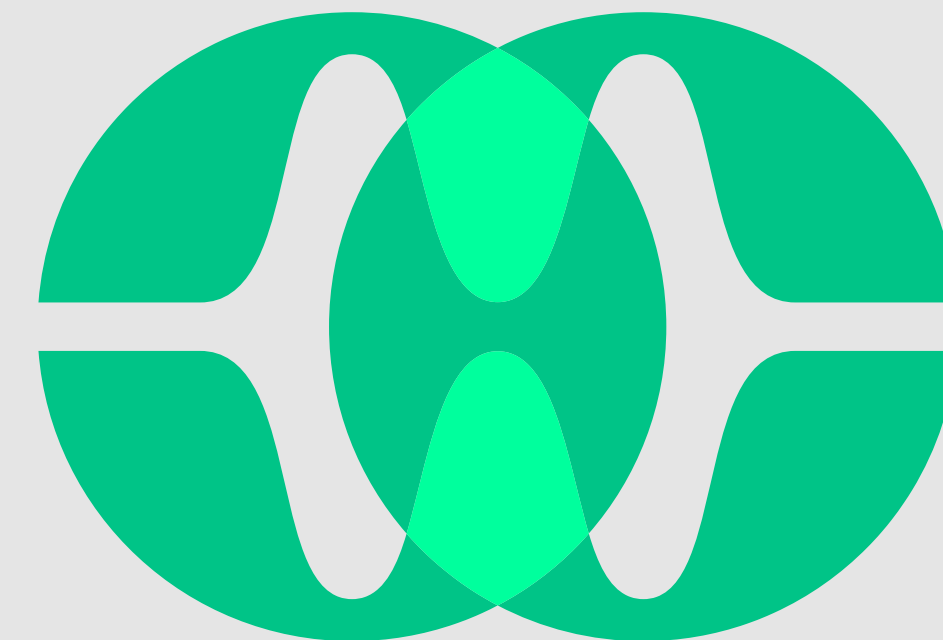
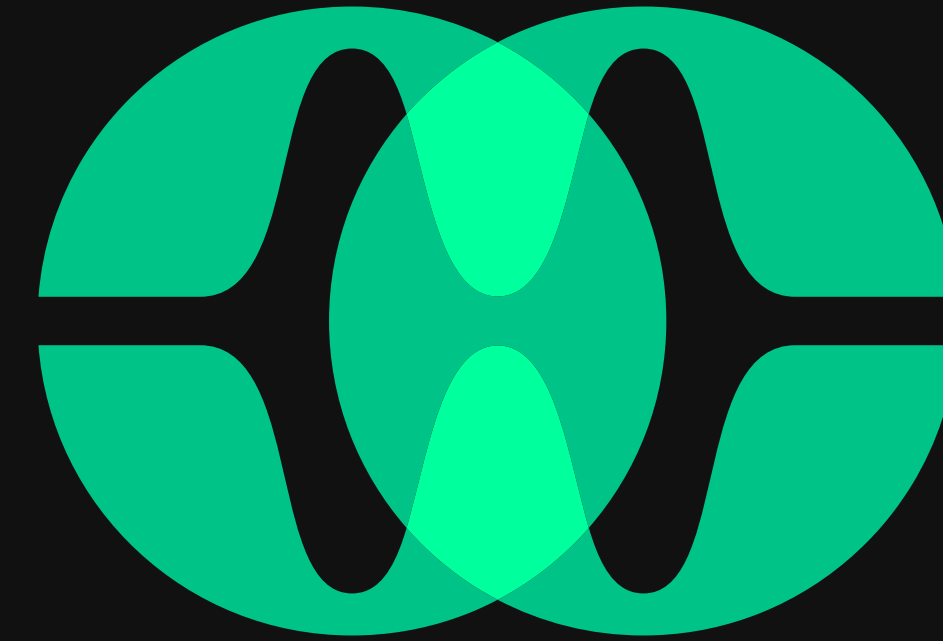
Usage: The secondary logo/alternative logo uses components from our main logo but with alternate layouts for flexibility. This can be used in cases where the primary logo doesn't fit in the required space or when working with left-justified layouts.

Clear Space: This shows the minimum distance between the logo and other graphic elements.



Logo Mark

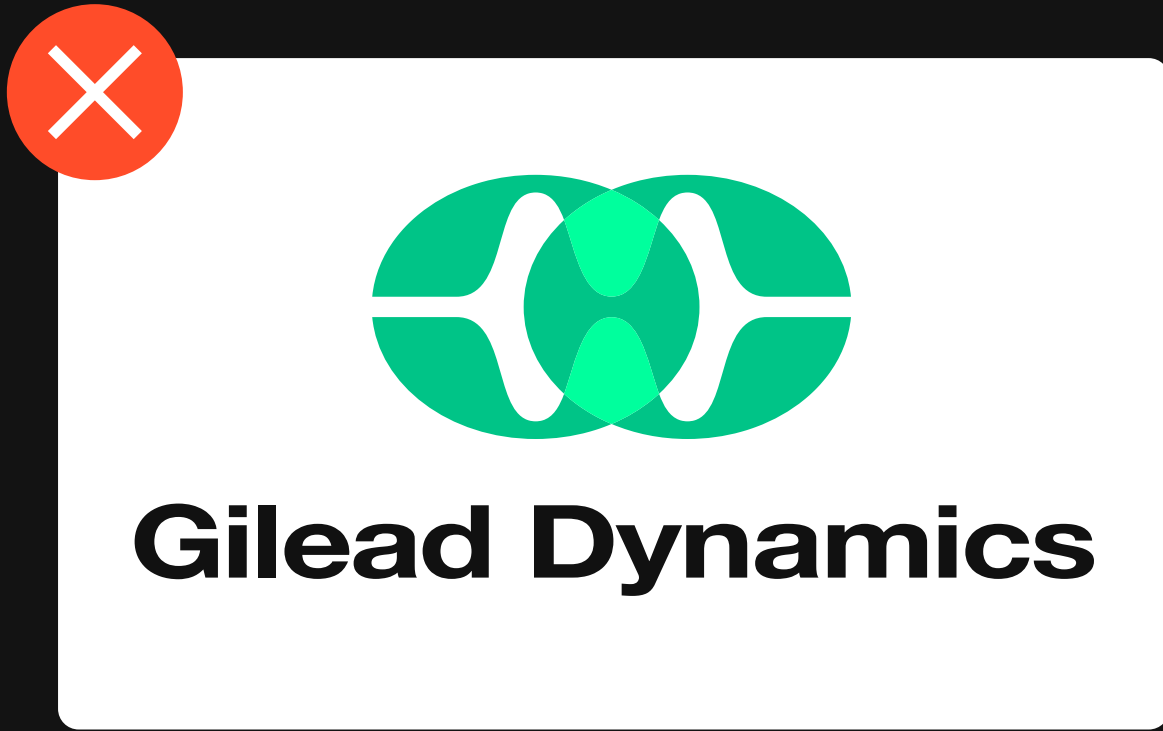
Usage: The symbol on its own can be used in confined spaces like social media profile pictures, stamps, favicon etc. This can be used in situations where the full logo won't fit but can also be used as a graphic element in things like marketing materials, product wraps, etc.



Incorrect Usage

Our logo should not be altered in any way.

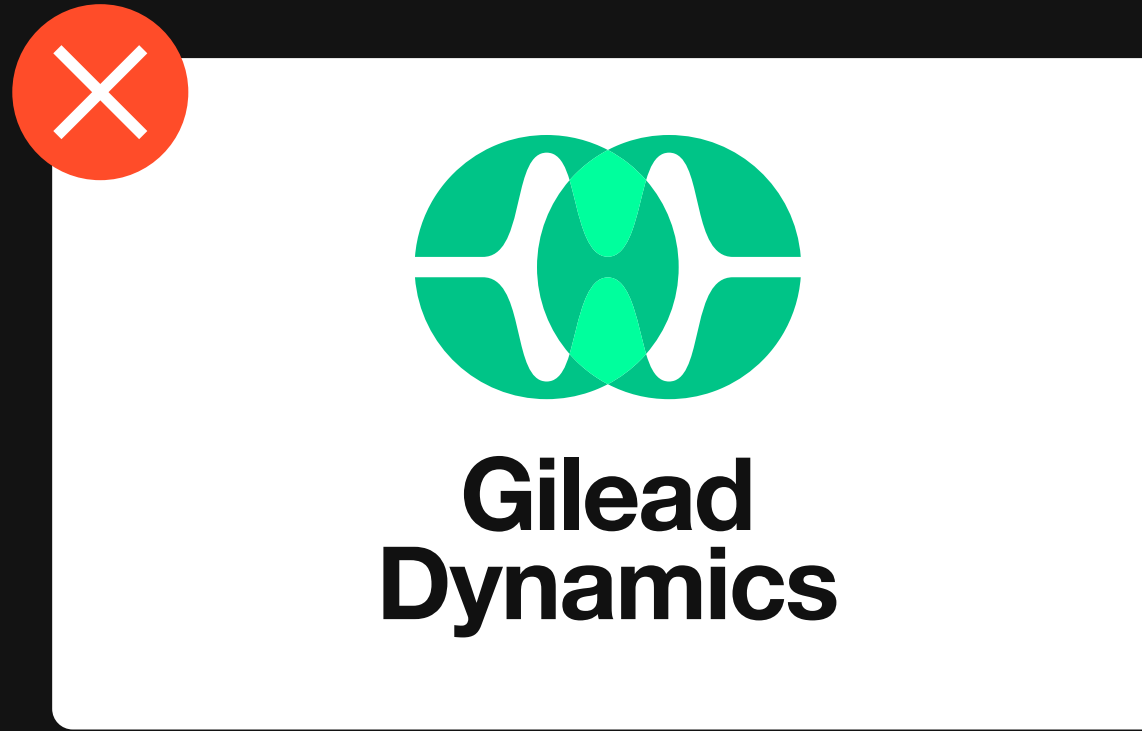
The following examples lay out incorrect usage and alterations of logotypes.



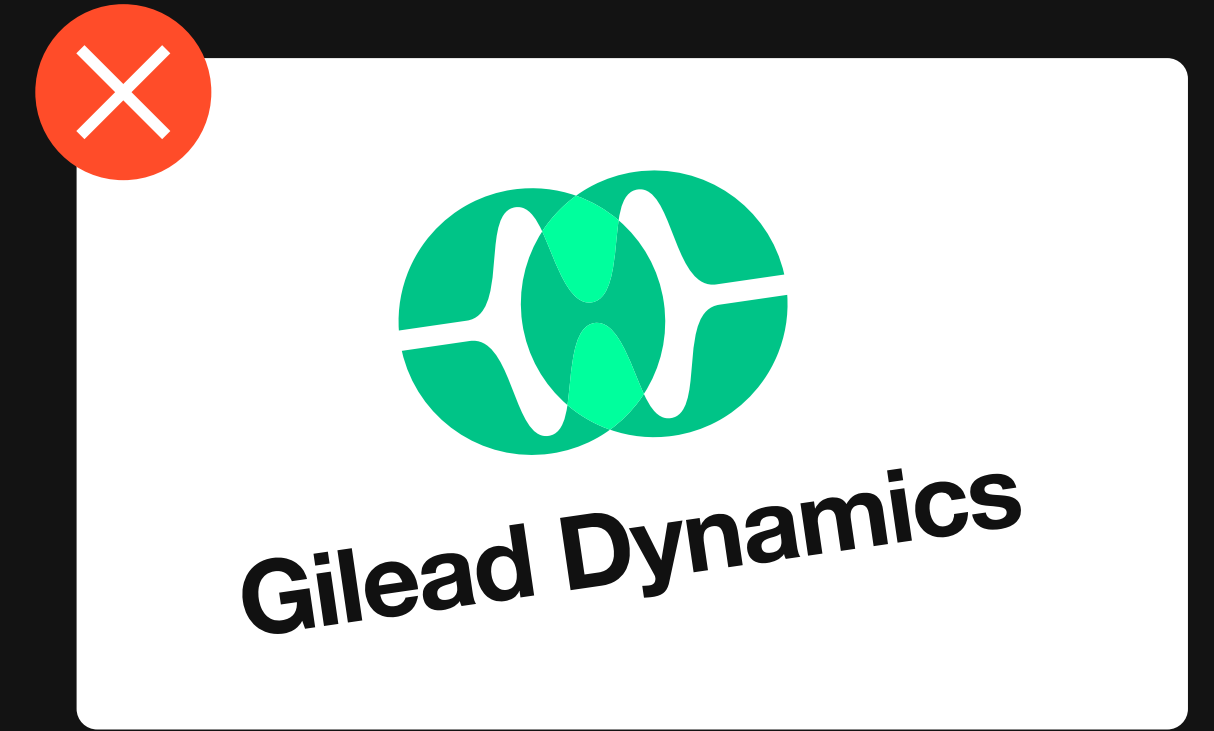
Do not stretch or skew the logo.



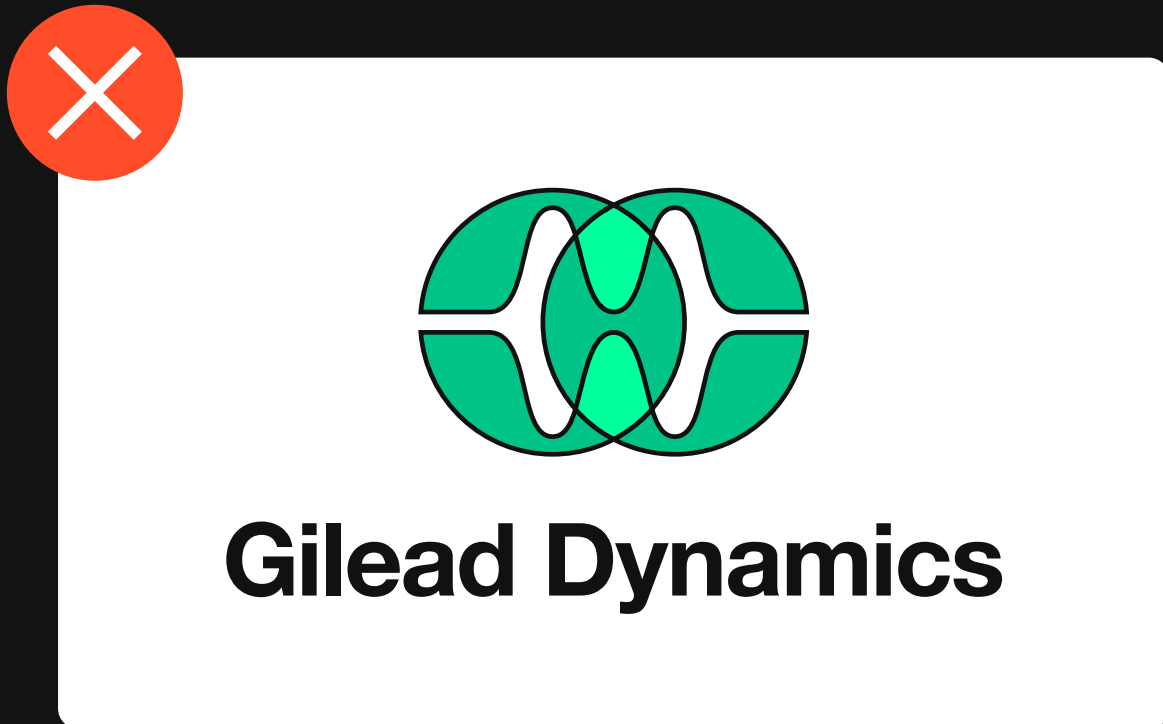
Do not change the color of the logo.



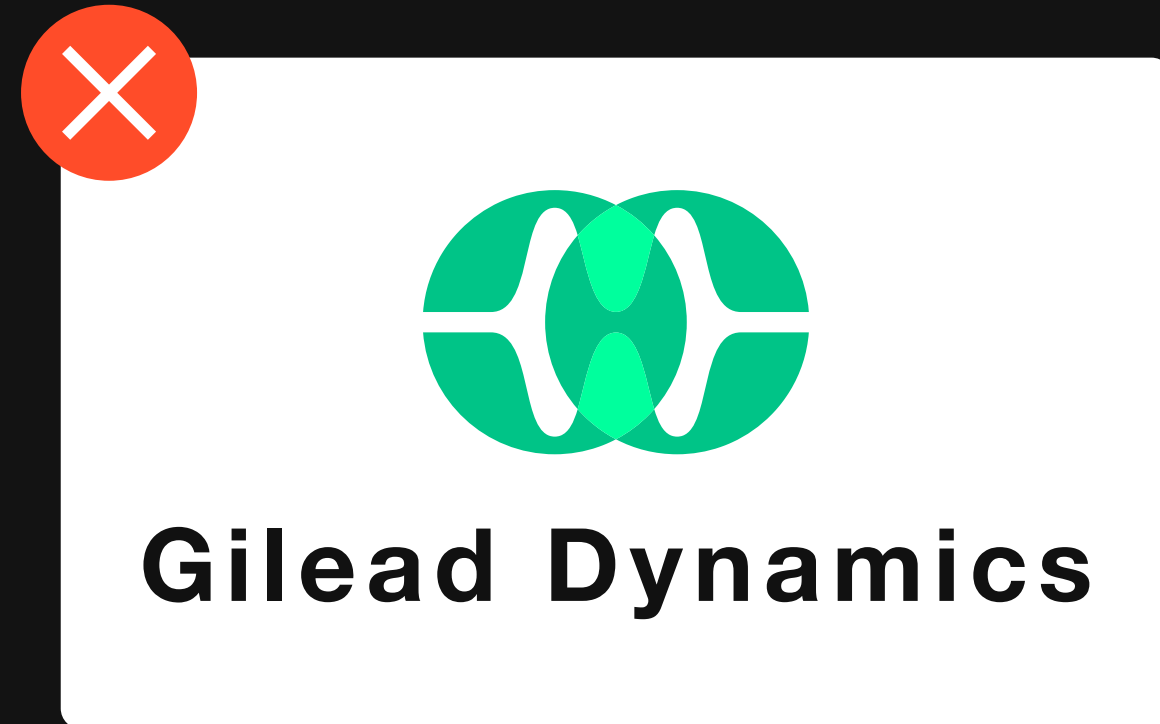
Do not change the layout of the logo.



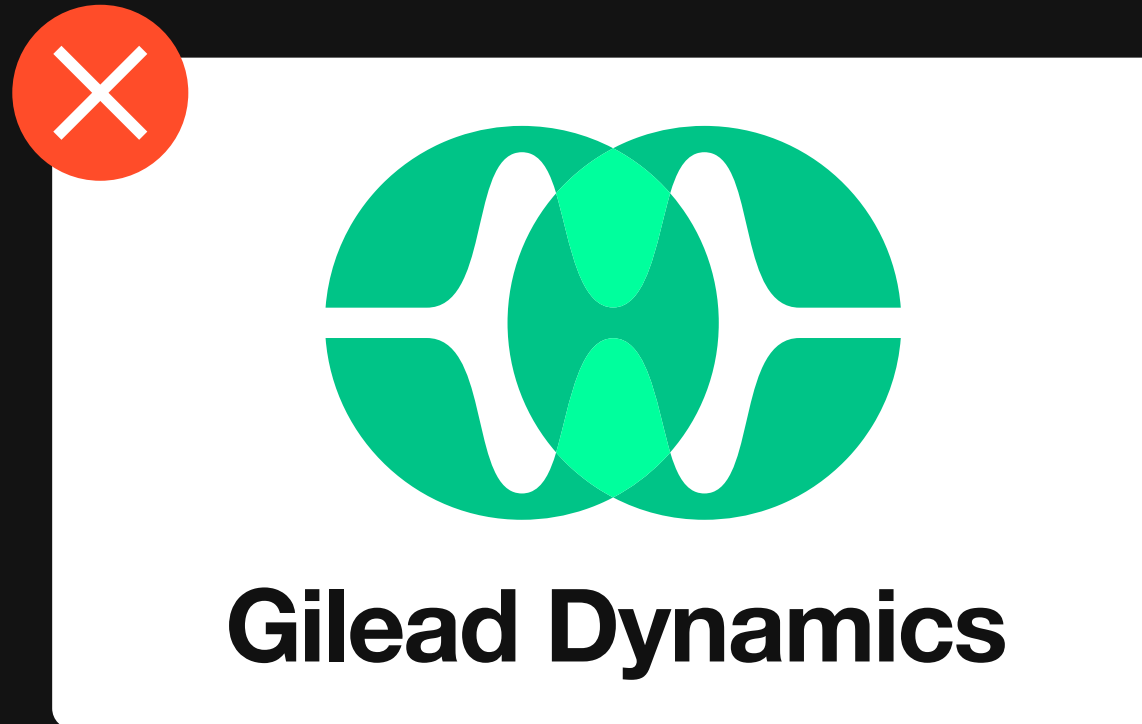
Do not rotate the logo or its elements.



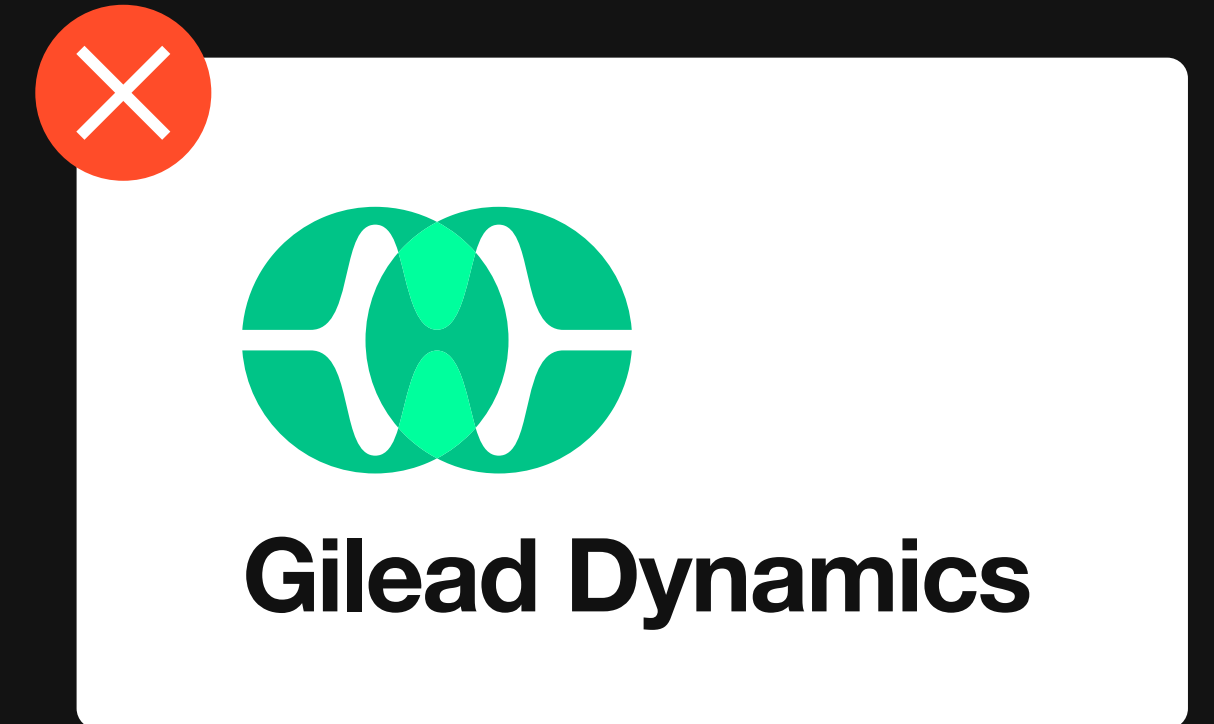
Do not outline or add a stroke to the logo.



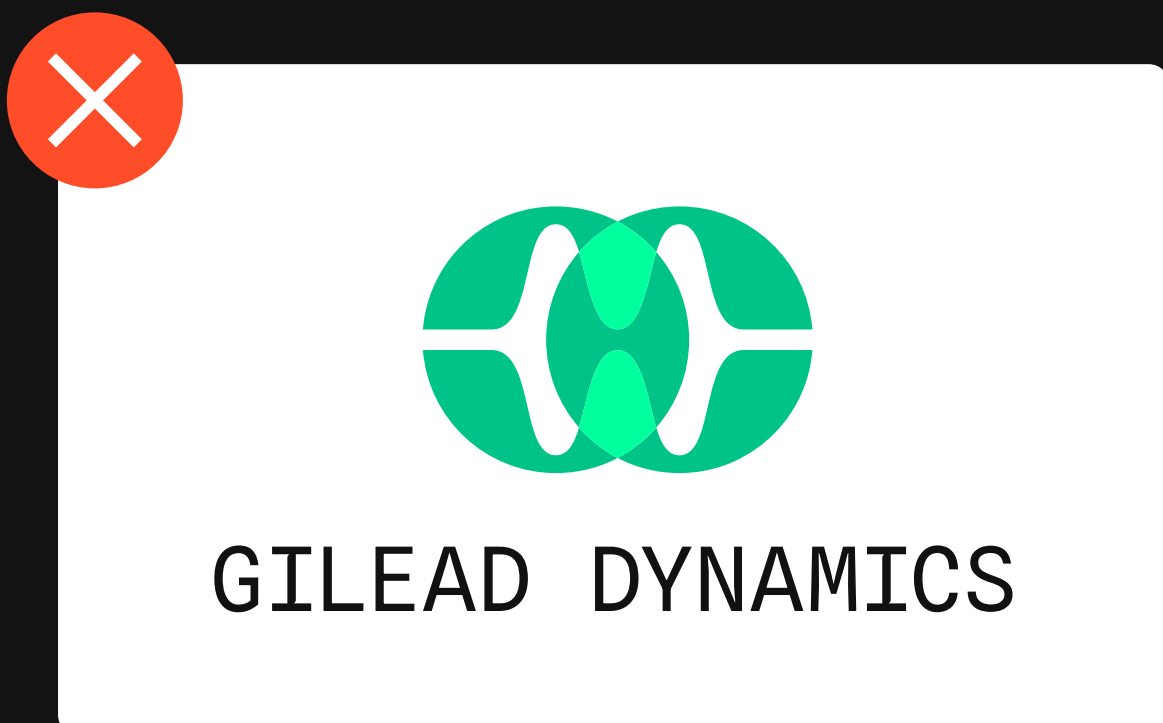
Do not change the type tracking.



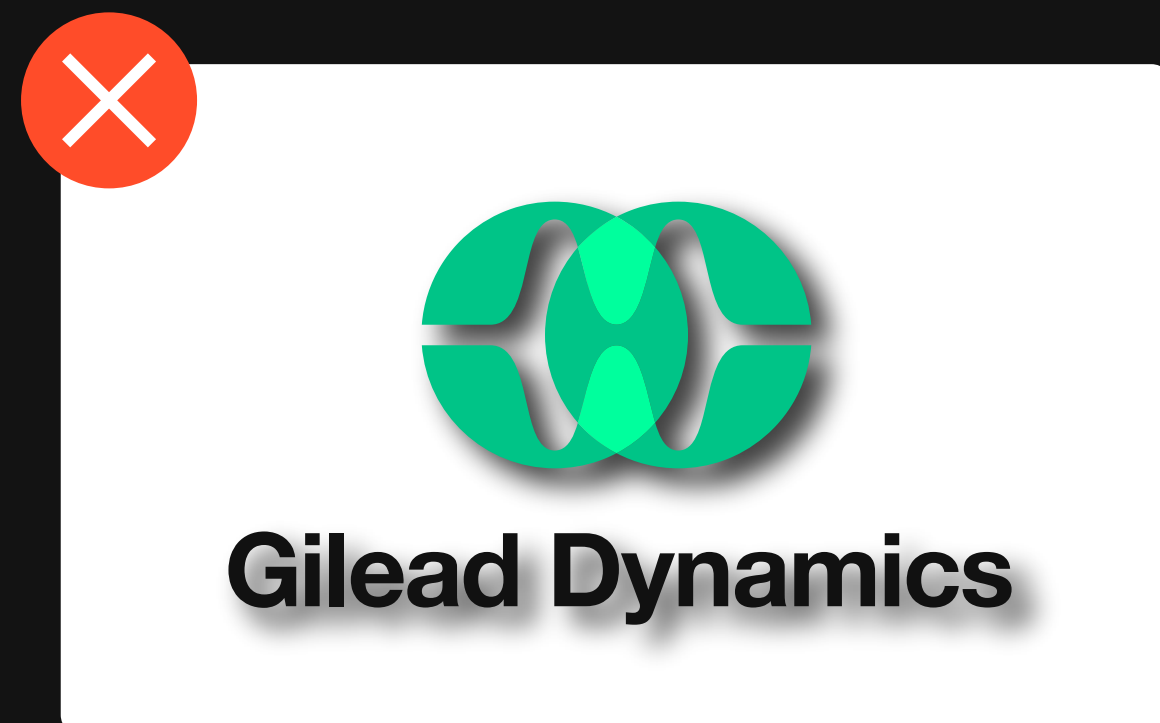
Do not adjust the scale or spacing of the logo elements.



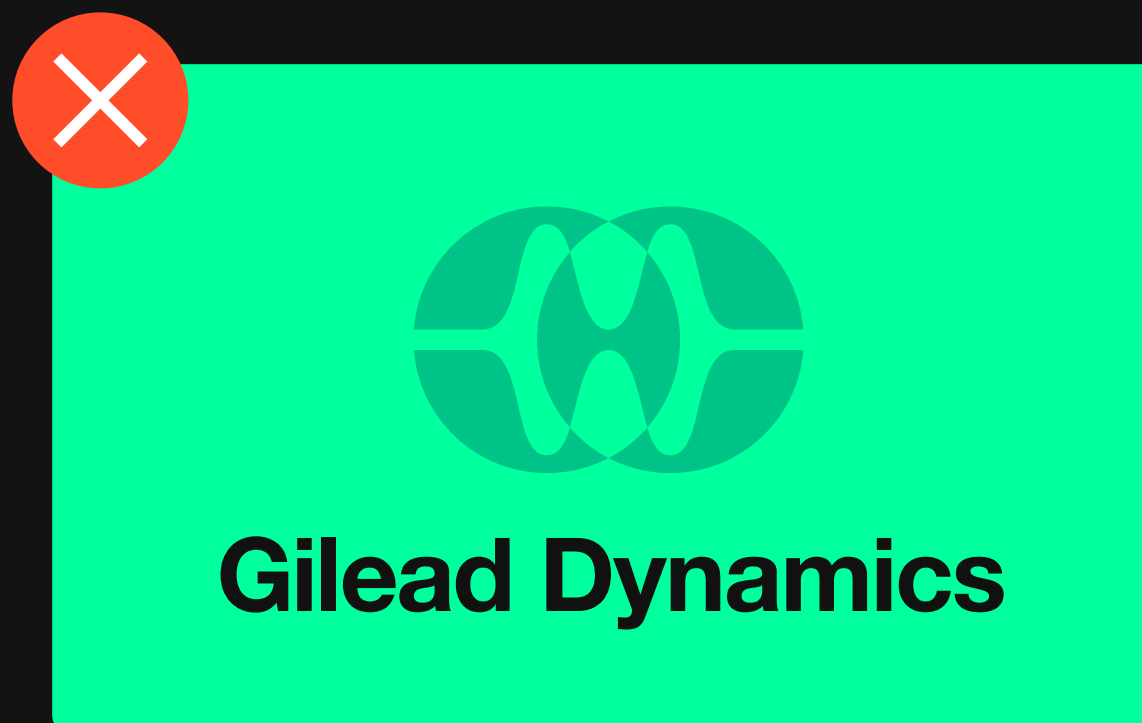
Do not alter the justification of the logo and text.



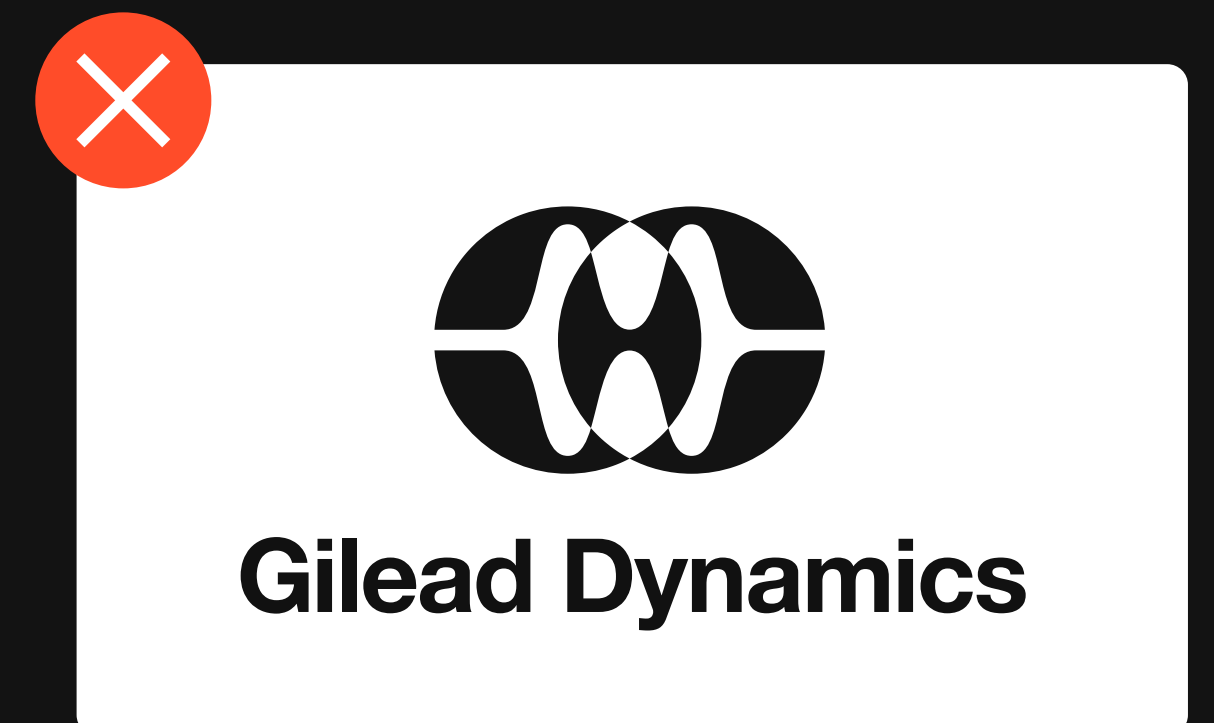
Do not change the font of the logo.



Do not add shadows, patterns, or other accents to the logo.



Do not put the logo on a background with inadequate contrast.



Do not use a monochrome version of the logo.

CBX Logo Suite

Our logo suite includes a primary logo, two secondary logos, and a logo mark. There are a variety of logo layouts to provide flexibility in different layouts, applications, and media.

Primary Logo

Usage: The primary logo is our signature logo. This should be used most frequently when space & composition allows for it.

Clear Space: This shows the minimum distance between the logo and other graphic elements.



Secondary Logos

Usage: The secondary logo/alternative logo uses components from the primary CBX logo but with alternate layouts for flexibility, as well as an option where CBX is defined as the “Carbon Black Extractor” for clarity. These can be used when the primary logo doesn’t fit in the required space or when it’s important for the viewer to understand what CBX stands for.

Clear Space: This shows the minimum distance between the logo and other graphic elements.



Logo Mark

Usage: The symbol on its own can be used in confined spaces like social media profile pictures, stamps, favicon etc. This can be used in situations where the full logo won't fit but can also be used as a graphic element in things like marketing materials, product wraps, etc.



Incorrect Usage

Our logo should not be altered in any way.

The following examples lay out incorrect usage and alterations of logotypes.



Do not stretch or skew the logo.



Do not change the color of the logo.



Do not replace the X with the logo mark.



Do not outline or add a stroke to the logo.



Do not change the type tracking.



Do not change the layout of the logo.



Do not adjust the scale or spacing of the logo elements.



Do not add shadows, patterns, or other accents to the logo.



Do not change the font of the logo.

Color Palette

Colors

HEX Code:

This color code is used on-screen and for web design.

RGB:

Stands for Red, Green & Blue colors. This is used on-screen and for web design.

CMYK:

Stands for 'Cyan, Magenta, Yellow & Key (Black)' colors. They are the colors used in printed materials.

Pantone:

Colors used to recreate an exact shade in print.

Primary Colors:

These colors should be the most dominating color and take up around 60% of the design space.

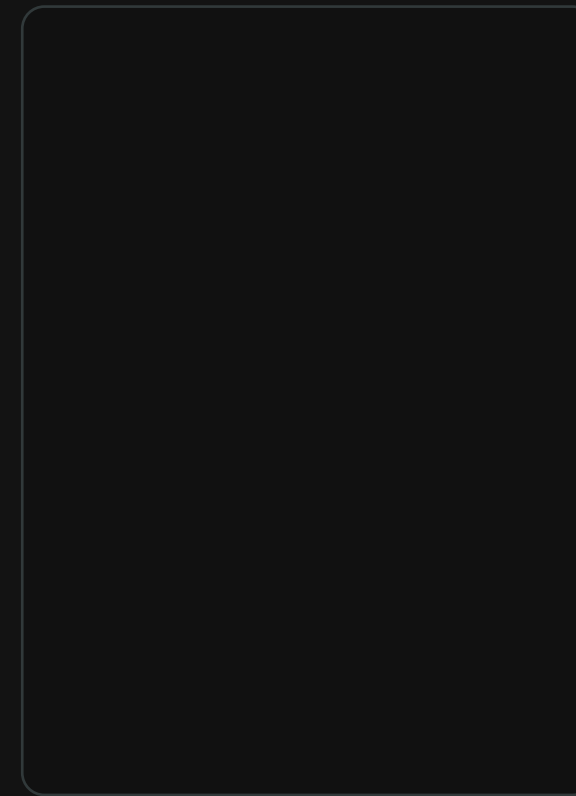
Secondary Colors:

These should use half as much as the primary color (30%).

Accent Colors:

These added colors make a statement in designs and can occupy up to 10% of the design space.

PRIMARY COLORS



Carbon Black

HEX: #111111

RGB: 17 17 17

CMYK: 73 67 66 81

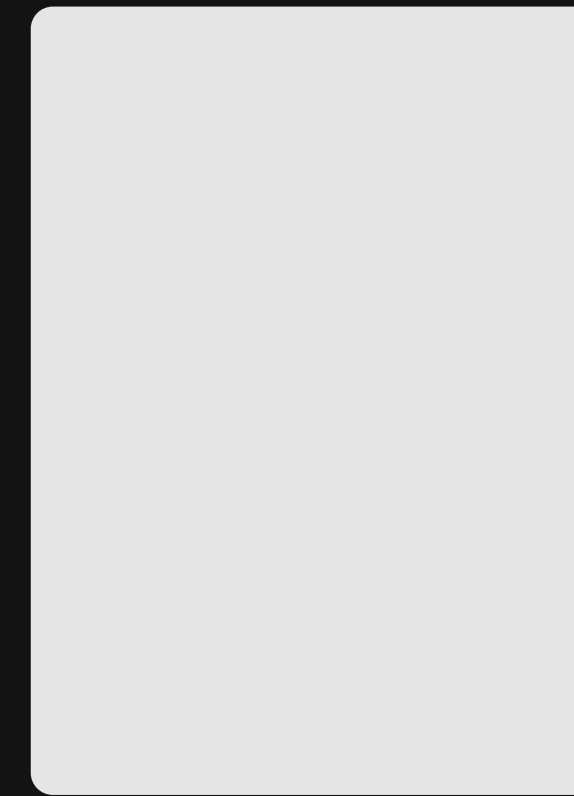


Charcoal Grey

HEX: #31393A

RGB: 49 57 58

CMYK: 74 61 61 53



Silver Grey

HEX: #E5E5E5

RGB: 229 229 229

CMYK: 9 6 7 0

SECONDARY COLORS



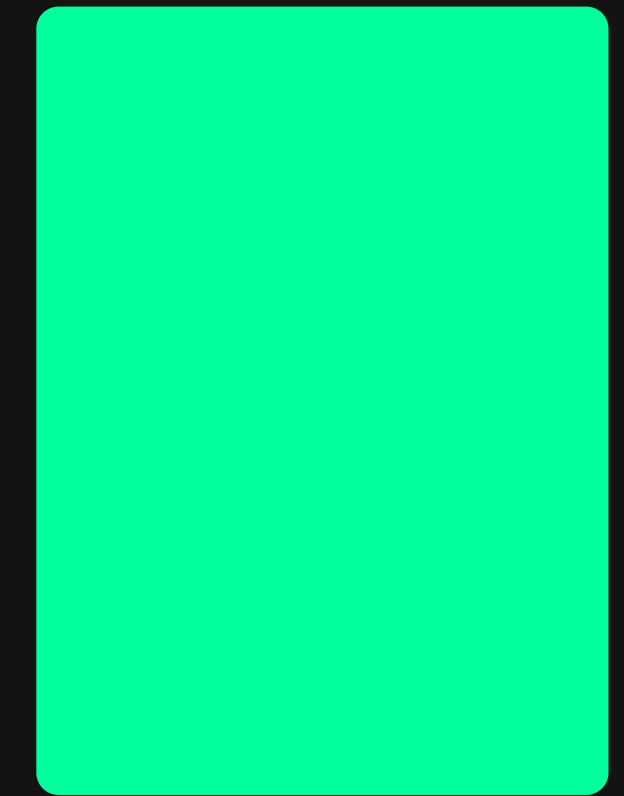
Grass Green

HEX: #00C487

RGB: 0 196 135

CMYK: 72 0 65 0

Pantone: 2414 C



Neon Green

HEX: #00FF9D

RGB: 0 255 157

CMYK: 40 0 34 0

Pantone: 353 C

ACCENT COLORS



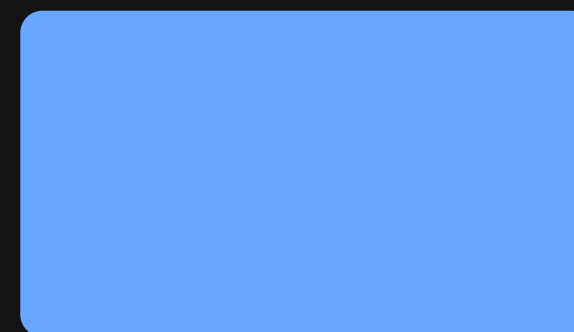
Ultramarine

HEX: #2F52E1

RGB: 47 82 225

CMYK: 96 95 0 0

Pantone: 2386 C



Atmosphere

HEX: #69A6FF

RGB: 105 166 255

CMYK: 54 25 0 0

Pantone: 2142 C



Flame

HEX: #FF7E27

RGB: 255 126 39

CMYK: 0 63 93 0

Pantone: 1575 C



Solar

HEX: #FFC33E

RGB: 255 195 62

CMYK: 0 25 86 0

Pantone: 122 C



White

HEX: #FFFFFF

RGB: 255 255 255

CMYK: -

Typography

Typography

PRIMARY FONT:

Helvetica Neue Bold

Tracking: -20
Case: Title Case

GOOGLE FONT ALTERNATIVE:

Inter Bold

Tracking: -25
Case: Title Case

ACCENT FONT:

SPLINE SANS MONO REGULAR

Tracking: 25
Case: All Caps

PARAGRAPH TEXT FONT:

Roboto Regular
Roboto Light

Tracking: 0
Case: Sentence Case

Typography In-Use

This is a Headline.

THIS IS A SUBHEAD

Lorem ipsum dolor sit amet, consectetur 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.

CTA HERE

Iconography & Patterns

Icons and patterns strengthen our brand equity and create a memorable experience across every touchpoint.

Icons

Icon

Can be black or white

Icon

Can use primary or secondary color background & icon
can be black or white depending on contrast with background color

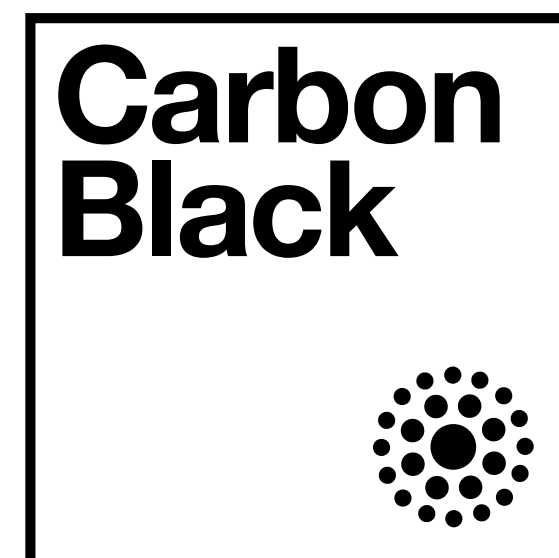
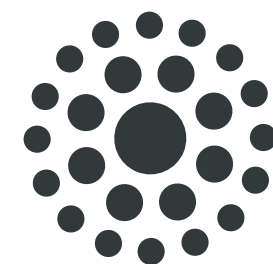
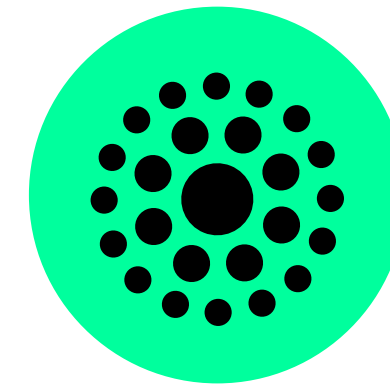
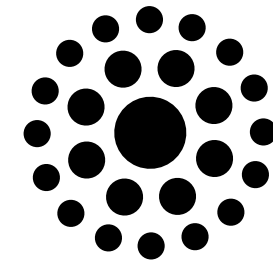
Color Icon

Use these colors if using icon with color variants

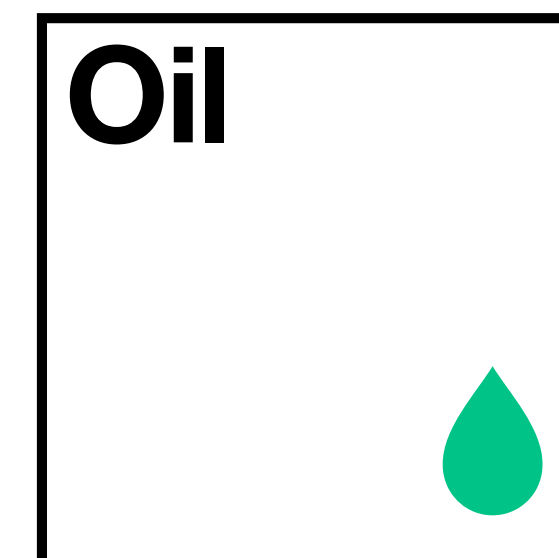
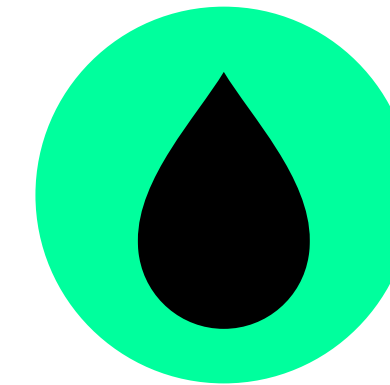
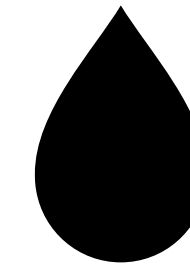
Icon Lockups

Use color or black icons

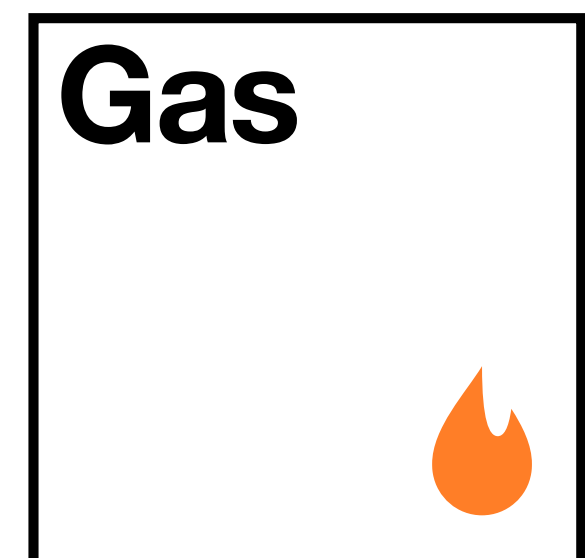
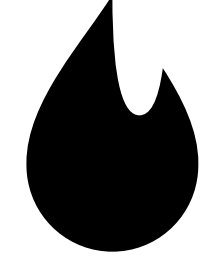
Carbon Black



Oil

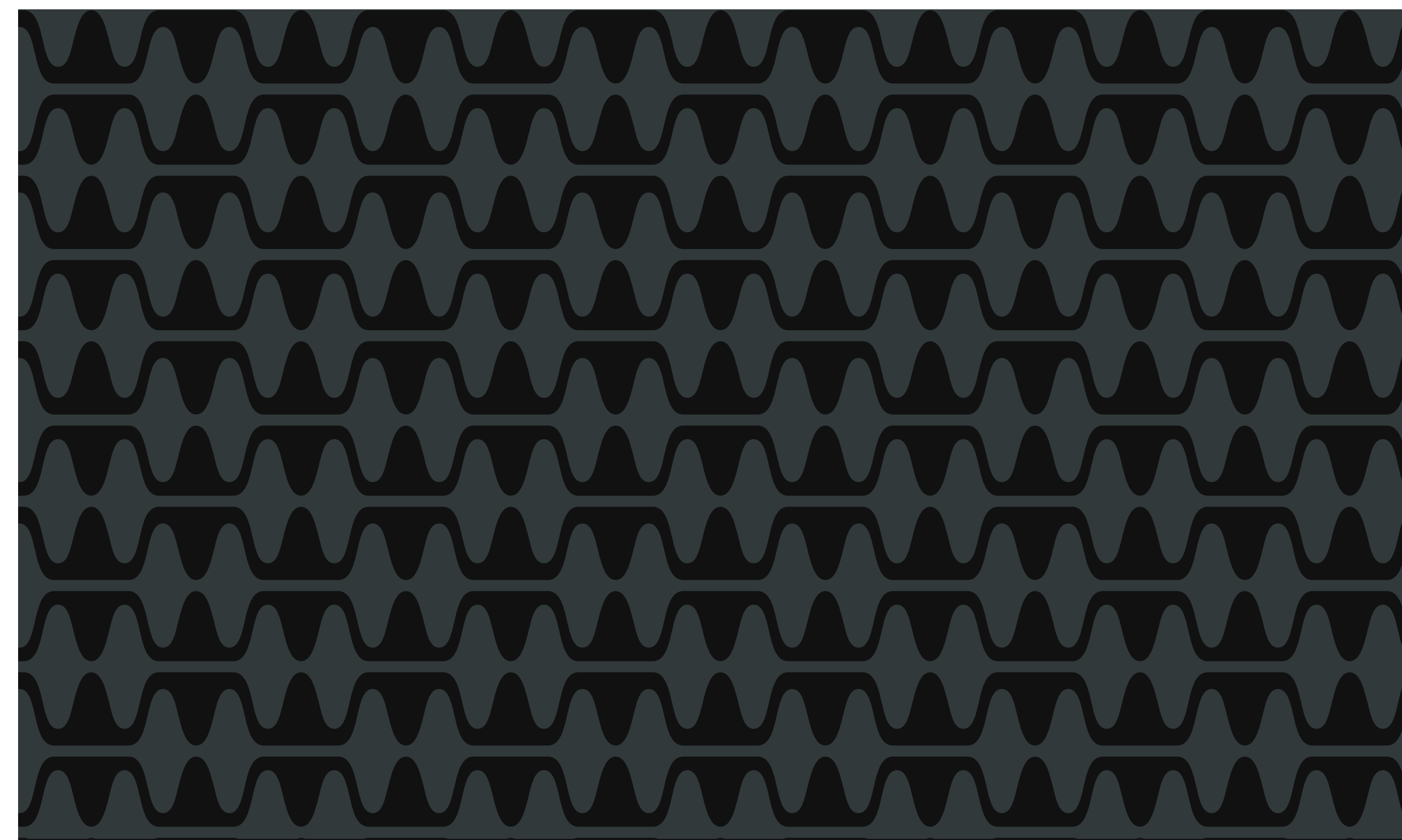
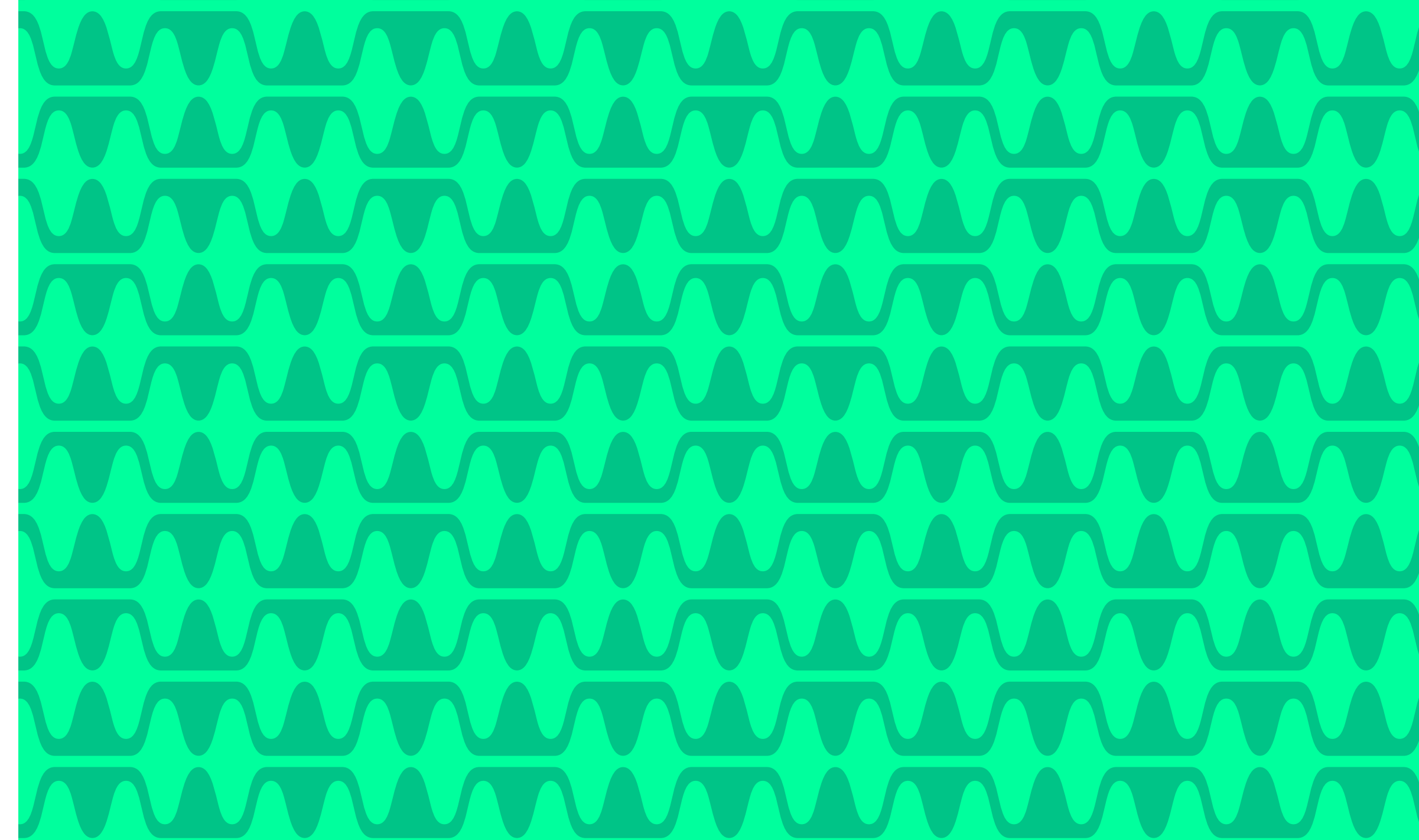


Gas



Patterns

Patterns should be used as backgrounds or accents, but not layered with other elements, to maintain clarity.



Photography

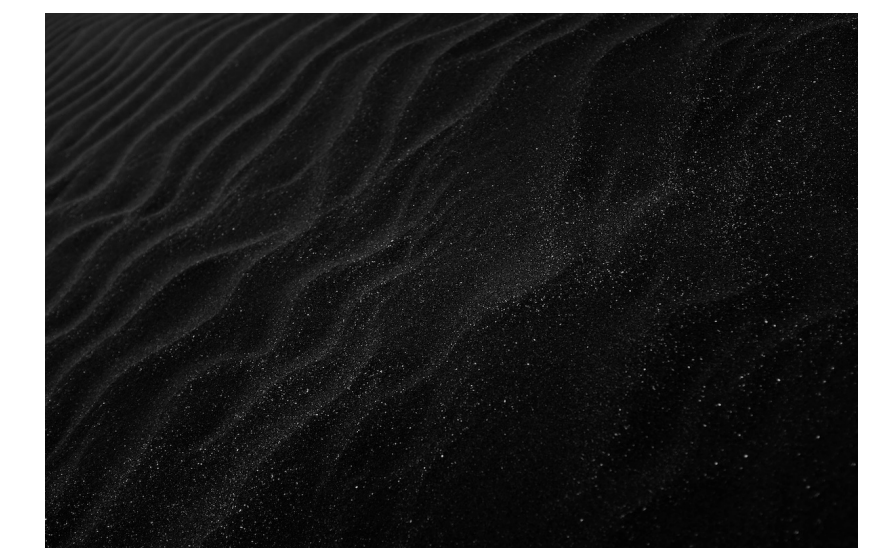
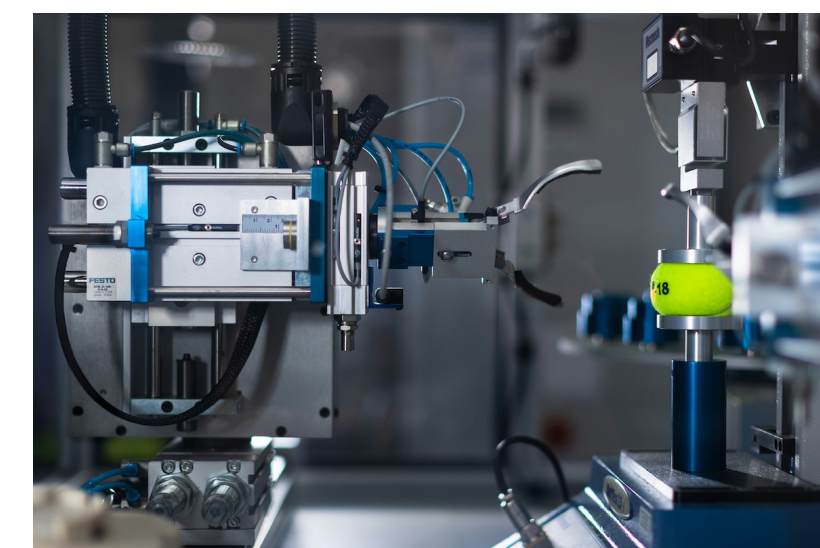
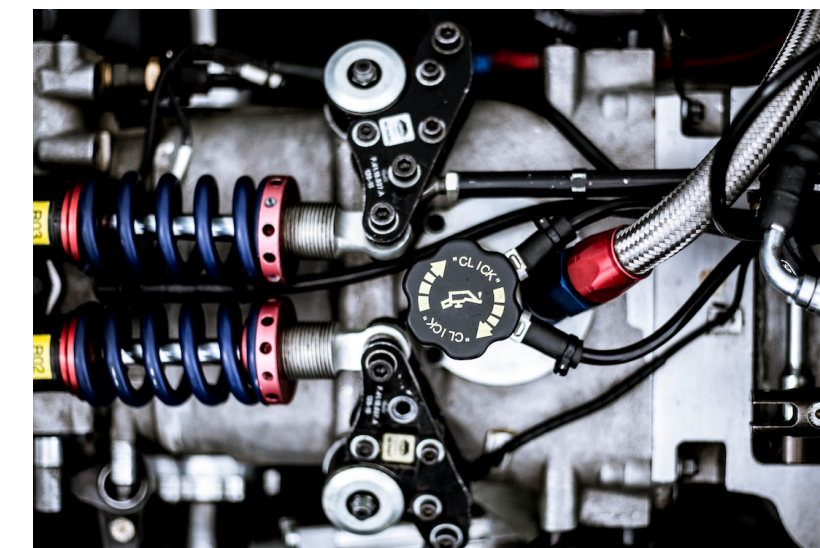
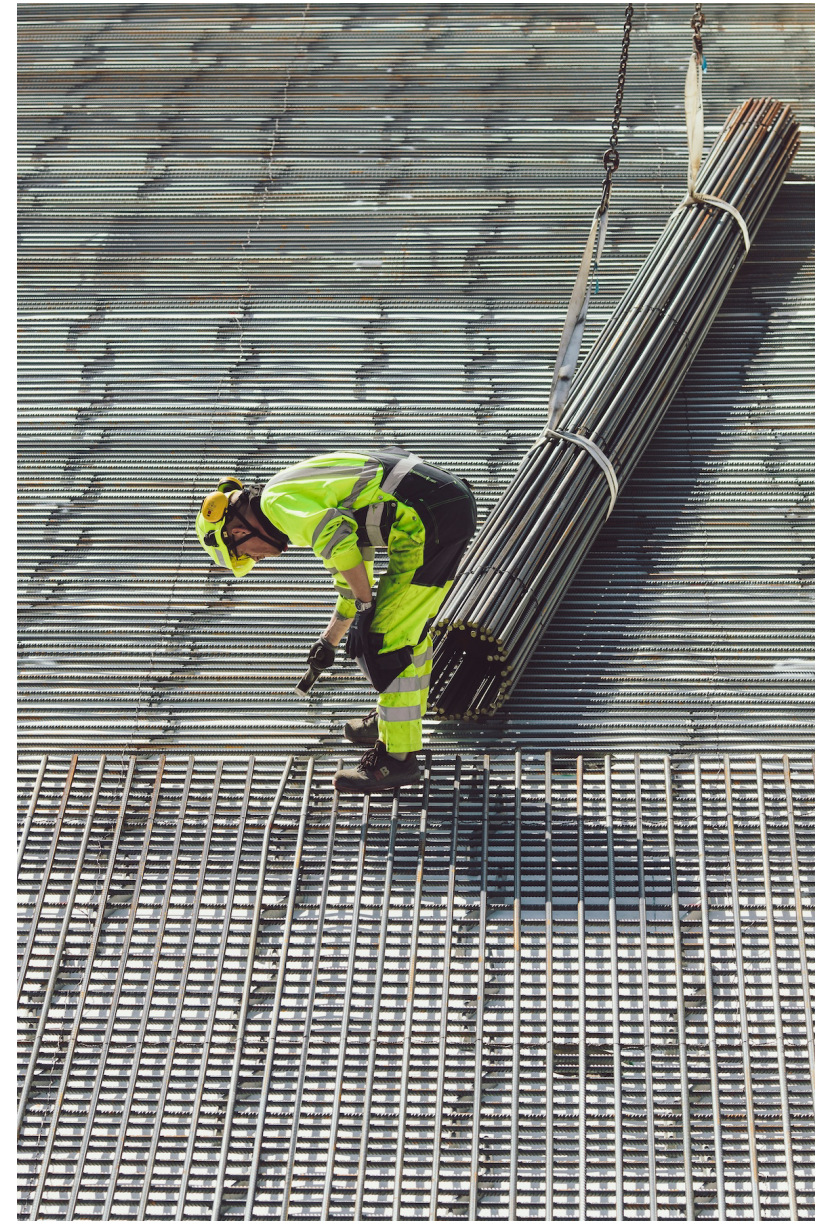
The following page provides examples & guidelines for photography style.

Also included is a selection of stock images that can be used for marketing, promotion, websites, backgrounds, etc. Some are free to use and others require a license.

Photography Style

Photography depicting people or technology should be bright, focused, and clear. The goal is to be informative and interesting, but not overly stylized or artistic. Interesting angles and composition are encouraged, but not at the expense of clarity within the image.

Textural photos or backgrounds can help add drama and curiosity to compositions.



Stock Photography Contact Sheet



Unsplash, Engin Akyurt



Unsplash, Imthaz Ahamed



Getty Images, 1225577165

*Requires Purchase



Unsplash, Engin Akyurt

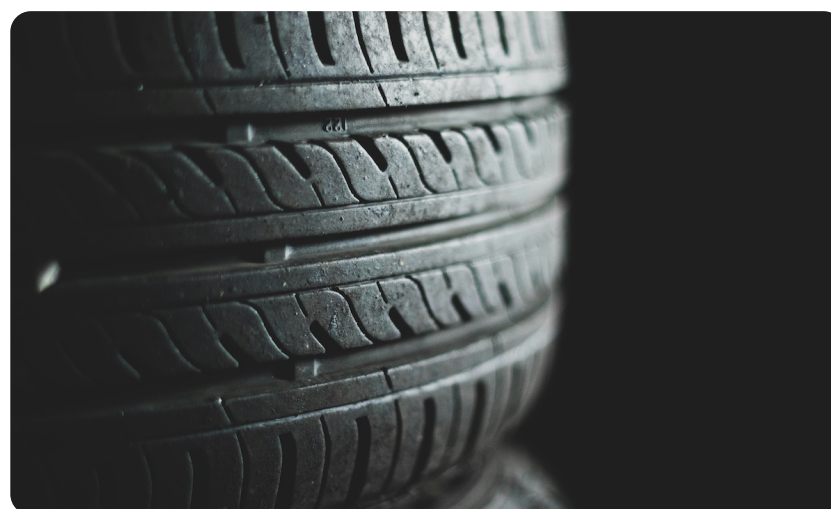


Unsplash, Markus Spiske

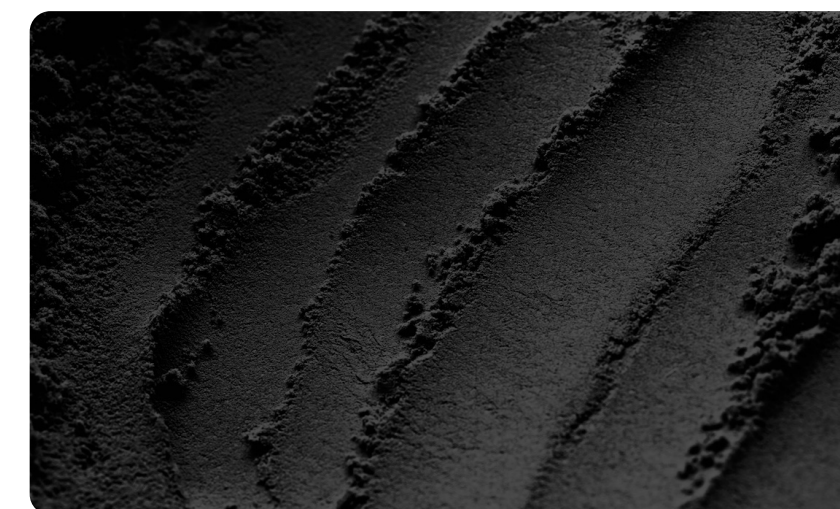


Getty Images, 1234634633

*Requires Purchase



Unsplash, Benjain Brunner



Adobe Stock

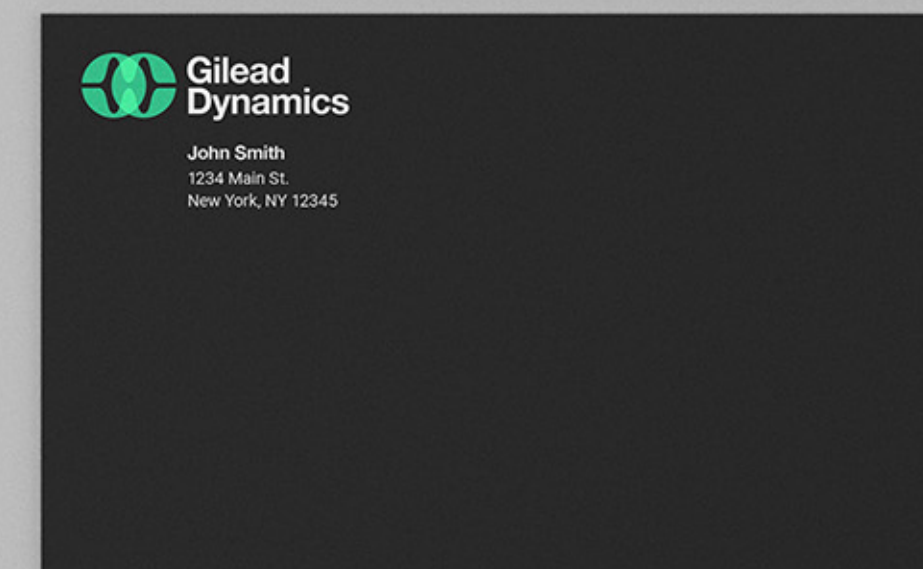
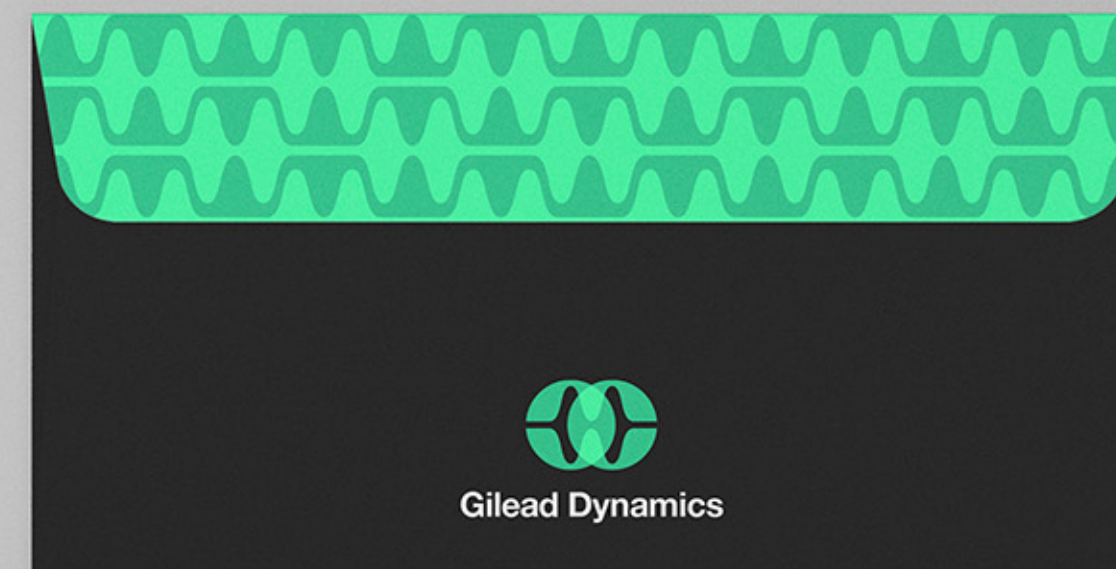
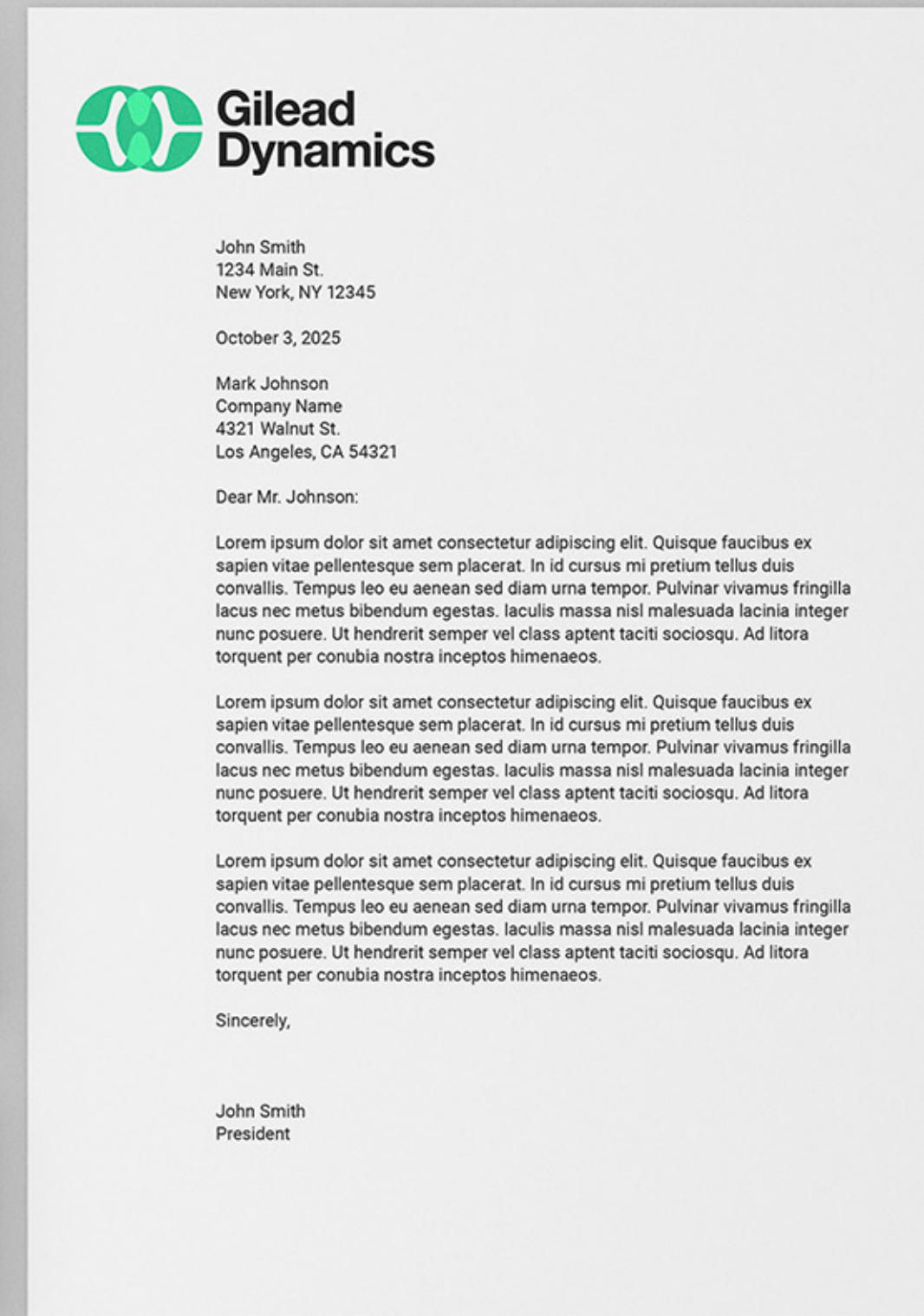
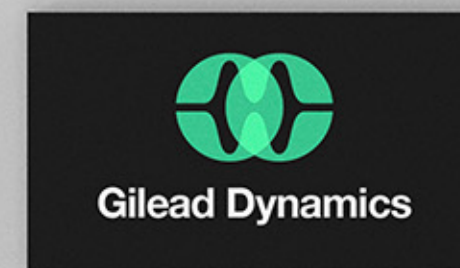
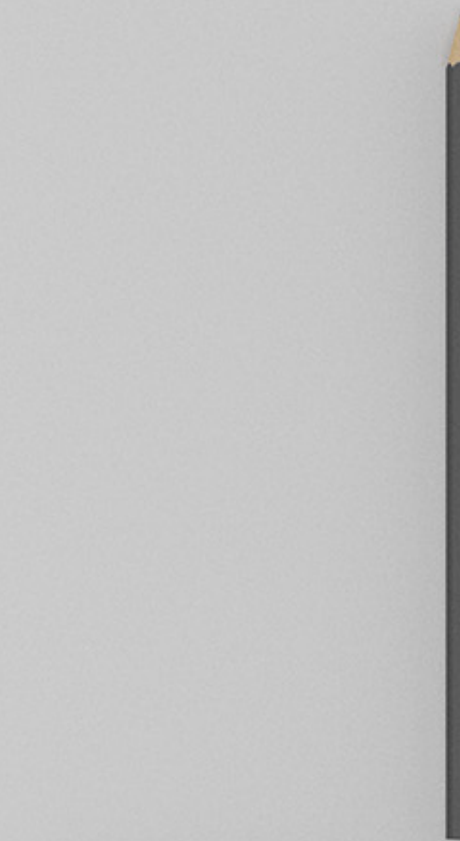


Getty Images, 1225577163

*Requires Purchase

Brand In-Use

These mockups are designed to help give a tangible feel for our brand's visual representation and provides examples for how to apply these guidelines in the real world.



Contact

Carly Simendinger

Graphic Designer

simendinger.carly@gmail.com