

BRAND GUIDE



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VERBAL IDENTITY



MESSAGING



TAGLINE

This is the tagline for BusinessWaste.co.uk.

'We'll sort it' is an attitude and promise to our customers. It leans in to our active and solution oriented approach, but most of all, it keeps things simple.

Our customers don't want to worry about their business waste needs. We take that pain away. From compliance to scheduling, whatever needs to happen to remove that waste. We'll sort it.

WE'LL SORT IT.



SHORT DESCRIPTOR

A longer version of the descriptor can be used to reiterate that we operate in all markets and are agnostic to the type of waste. If it's waste and you need it gone, we'll sort it.

**ANY WASTE,
ANY PLACE,
WE'LL SORT IT.**



LONG DESCRIPTOR

A longer descriptor to highlight some of our key selling points.

A trusted partner to take care of all your commercial waste needs, from scheduling and sustainability to pickups and paperwork.

Tailored to your business and no hidden fees – whatever your waste, we'll sort it.



TONE OF VOICE



INTRODUCTION

Our tone of voice defines how we communicate with our audience in a marketing capacity. This covers website copy and blog posts, to emails and social media. Business Waste speaks with authority, clarity, and approachability. We help businesses understand waste management, save money, and stay compliant.

We talk *to* our readers, not *at* them. Our job is to make complex waste and recycling topics easy to understand for everyone, regardless of their industry or topic experience.



tone of voice overview

STRAIGHTFORWARD, DIRECT, AND HUMAN

Avoid jargon or filler.

INFORMAL BUT INFORMED

We're experts who explain, not lecture.

HELPFUL AND REASSURING

Our tone should make readers feel supported and confident about managing their waste.

BENEFIT-LED

Focus on how our services solve the reader's problems, save money, and make their lives easier.

CONSISTENT

Whether it's a web page or blog, our tone should sound recognisable.

LANGUAGE AND STRUCTURE

- ✿ Use **simple, plain English**. Explain regulations and laws in clear, everyday language.
- ✿ Always **provide relatable examples**. Mention specific business types, locations, or real scenarios (e.g., “from hotels in York to pubs in Leeds”).
- ✿ Keep **sentences short and sharp** (20–25 words) to ensure information is digestible. Use longer sentences sparingly when explaining technical points.
- ✿ Write in **first or second person** (“we,” “you,” “your business”) for a conversational tone.
- ✿ Avoid repetition of words like “waste” and “business”. Instead, use natural variations such as “rubbish,” “refuse,” “company,” or “organisation.”
- ✿ Always spell out acronyms on first use, then use the abbreviation (e.g., *Environment Agency (EA)*).

GRAMMAR, PUNCTUATION, AND FORMATTING


- ✿ Always use **British English spelling**.
- ✿ Write numbers one to nine in full; use digits from 10 upwards.
- ✿ Use **commas** to break up ideas, rather than em-dashes or semicolons.
- ✿ Use **hyphens** for compound adjectives (e.g., “cost-effective recycling solution”).
- ✿ **Puns** are welcome in lighter content like blogs, but avoid them in serious or compliance-led pages.
- ✿ Use **bold** to highlight:
 - Key stats or numbers (e.g., **500,000 tonnes of waste**)
 - Important terms or benefits (e.g., **free bins, nationwide service**)
 - Keywords where natural
- ✿ Keep paragraphs to around **60 words** maximum.
- ✿ Use **bullet points and lists** wherever possible for clarity.

HEADINGS AND SEO STRUCTURE

- ✿ H1S (page titles) should always be capitalised.
- ✿ H2S, H3S, and H4S should use sentence case.
- ✿ Keep headings **between 5 and 12 words** for readability and SEO.
- ✿ Split H2S/H3S of four or more words across two lines.
- ✿ H1 and meta title should be similar, both using the **primary keyword**.
- ✿ Use **secondary keywords** naturally in H2S/H3S where relevant (often in the form of questions if applicable).
- ✿ Use **bold keywords** in headings when appropriate to support SEO and user scanning.



LINKS AND CALLS TO ACTION

- ✿ Use natural, descriptive link text (e.g., “learn more about commercial recycling”) rather than “click here.”
- ✿ Buttons should always use active CTAs:

- ✿ When linking within bullet points, keep bold formatting consistent.
- ✿ End every commercial or service page with a **strong CTA** linking to the contact page or a relevant internal page.



EMOTIONAL TONE

Even when explaining serious topics like hazardous or clinical waste, we remain calm, factual, and professional, never alarmist.

Our tone should make readers feel:

INFORMED

We know the laws, rules, and best practices.

CONFIDENT

They're making the right choice by working with us.

SUPPORTED

We're here to help, not judge their current situation.

EMPOWERED

They can take control of their waste management easily and affordably.



AUDIENCE OVERVIEW

PRIMARY AUDIENCE

Business owners and managers across all industries. Pubs, hotels, hospitals, schools, warehouses, construction firms, and more.

They're looking for:

- **Simple answers** to waste management questions.
- **Clear pricing** and how to save money.
- **Compliance guidance** without the jargon.
- **Reliable, nationwide service.**

Their main pain points:

- Confusing waste regulations.
- Rising disposal costs.
- Lack of recycling options.
- Poor customer care
- Hidden costs

Our job is to show them that Business Waste provides **affordable, compliant, and easy-to-manage waste solutions** from **free bins to flexible collections.**

SECONDARY AUDIENCE

Journalists, sustainability writers, and industry bodies are looking for **expert insights or data** on waste and recycling.

Tone should be credible, data-driven, and well-sourced, showing we're a trusted industry authority.



BRAND-SPECIFIC DOS AND DON'TS

DO

- ✿ Speak like a knowledgeable partner, not a salesperson.
- ✿ Highlight **benefits** and **USPs** naturally (free bins, nationwide coverage, zero-landfill focus).
- ✿ Include specific examples, data, and relatable context.
- ✿ Keep copy scannable and structured.
- ✿ Use bold formatting to draw attention to what matters.

DON'T

- ✿ Use corporate jargon or overly technical terms without explanation.
- ✿ Force puns or humour into serious subjects.
- ✿ Overuse “Business Waste” in sentences, vary structure.
- ✿ Use AI-style punctuation like en dashes (apart from lists) or long, clunky sentences.
- ✿ Neglect CTAs, always guide the reader on what to do next.



KEY USPS AND LEXIS

These are our most important recurring ideas and terms to reinforce across content:

Free bins – you only pay for collection

Nationwide service – from small businesses to large organisations

Proactive diversion from landfill

Fully licensed waste carrier

Fast, reliable collections

Affordable and compliant waste management

Helping UK businesses recycle more and waste less

Dedicated compliance support



VISUAL IDENTITY



BRAND MARKS



WORD MARK



PRIMARY

This is the primary mark for BusinessWaste.co.uk.

This is a full colour mark and can be used in a light or dark theme.

All logos can be found in the BW – Brand Asset Pack.





SECONDARY

This is the secondary word mark. This variant is a single colour and should be used when the layout or application is intended to have a more minimal look and feel.

**BUSINESS
WASTE.CO.UK**

**BUSINESS
WASTE.CO.UK**



MONO

The word mark can also be reproduced in black and white.

**BUSINESS
WASTE.CO.UK**

**BUSINESS
WASTE.CO.UK**



ICON MARK



PRIMARY

This is the primary icon mark for BusinessWaste.co.uk. It features the BW inside The Bin brand motif. The icon can be used in a light or dark theme as illustrated.

The mark should be used once the BusinessWaste.co.uk word mark has been established, or where the format is too small to include the full wordmark logo.





SECONDARY

The secondary mark can be used when colour is at a premium and a more minimal look and feel is required.





MONO

The icon can also be used in a black or white colour way.





TAG



WE'LL SORT IT

The 'We'll Sort It' tag can be used across all applications to emphasise our core message and and promise.

WE'LL SORT IT

WE'LL SORT IT

WE'LL SORT IT

WE'LL SORT IT



PALETTE



PRIMARY



PALETTE

These are the primary colours for the BusinessWaste.co.uk identity.

Warning
Bright Purple will not reproduce well in print and its usage should be avoided.

GREY

**DEEP
PURPLE**

GREEN

**BRIGHT
PURPLE**

#EFECFO
R239 G236 B240
C5 M5 Y2 KO

#3B1747
R59 G23 B71
C81 M99 Y38 K42

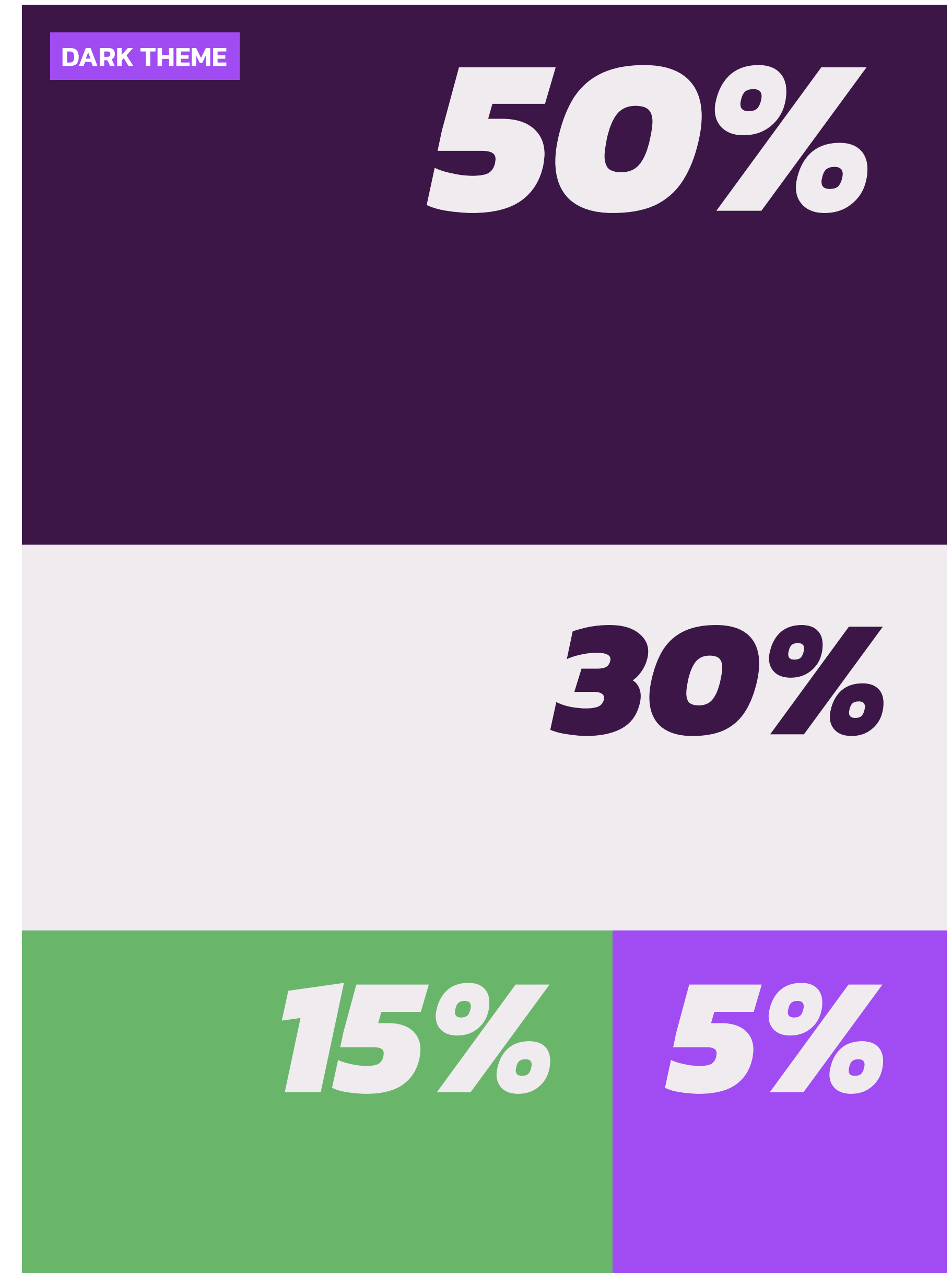
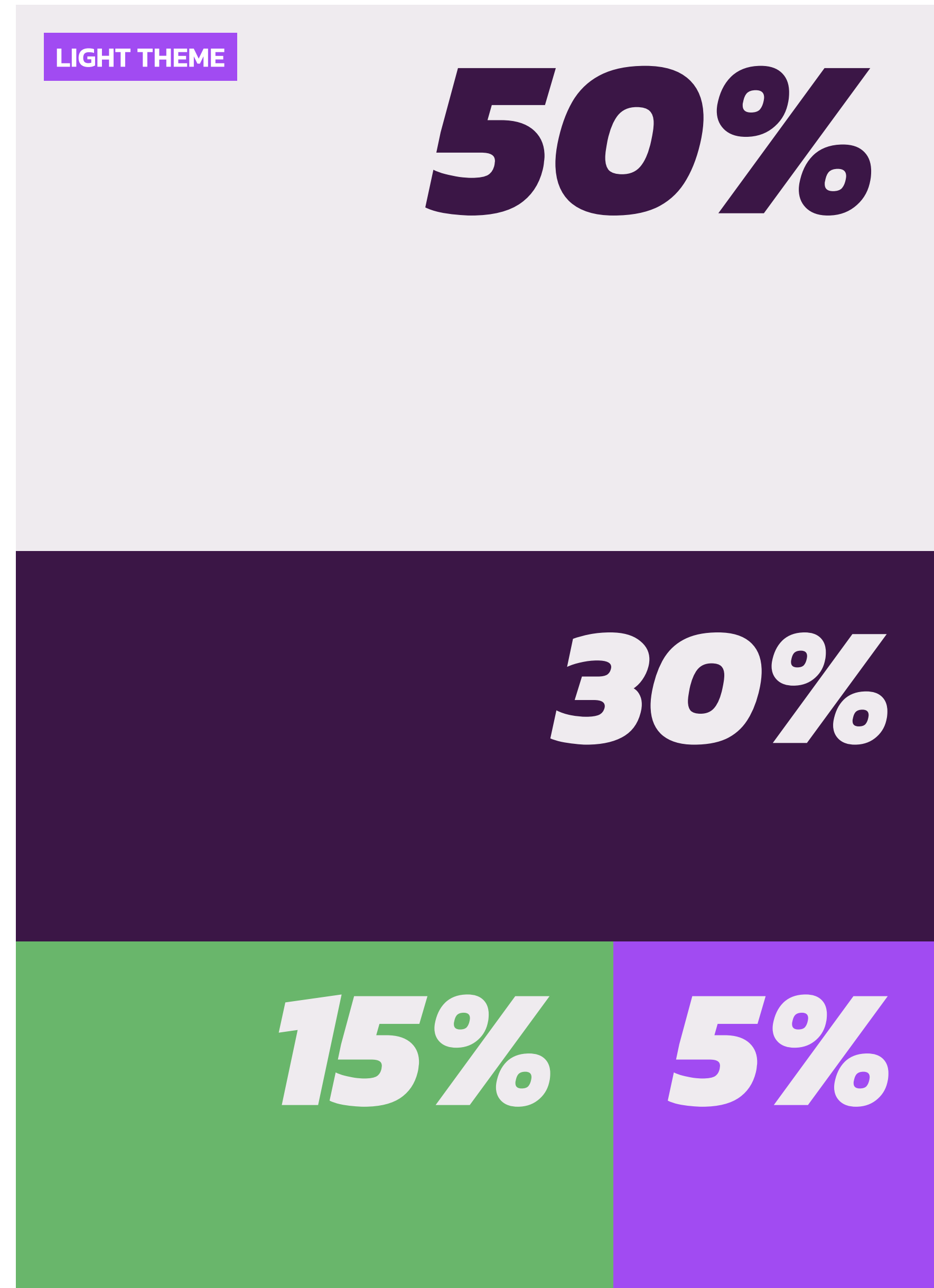
#6AB66B
R106 G182 B107
C62 M5 Y77 KO

#A14BF2
R161 G75 B242
C56 M74 YO KO



RATIO

These are some ratios that can be used to guide colour weight.





TINTS

Tints can be created from the core colours to create a broader palette for use in a variety of applications such as UI design.





NEUTRALS



NEUTRALS

These are neutral colours that can be used as fallbacks for the brand colours where colour can not be printed or reproduced.

BLACK

#000000
R0 G0 B0
C0 M0 Y0 K100

LIGHT GREY

#EFECFO
R239 G236 B240
C5 M5 Y2 K0

WHITE

#FFFFFF
R255 G255 B255
C0 M0 Y0 K0



SECONDARY



PALETTE

The secondary palette provides wider colour options where required. These uses cases should be kept sparingly throughout the brand, but may be provide colours for use cases such as UI Design and infographics.

BLUE

#5E97D9
R94 G151 B217
C62 M32 YO KO

TERRACOTTA

#C5847B
R197 G132 B123
C22 M54 Y46 K1

YELLOW

#F4BF1F
R244 G191 B31
C4 M25 Y98 KO



TYPOGRAPHY



PRIMARY



PRIMARY TYPEFACES

These are the primary typefaces for BusinessWaste.co.uk.

The font used is Kanit. Kanit is free to use in accordance with the Google Fonts license.

Kanit can be found on Google Fonts. The link below will take you to the download page.

[DOWNLOAD KANIT](#)

KANIT EXTRABOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

KANIT EXTRABOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

KANIT SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz



SECONDARY



SECONDARY TYPEFACES

These are the secondary typefaces for BusinessWaste.co.uk.

The font used is DM Sans. DM Sans is free to use in accordance with the Google Fonts license.

DM Sans can be found on Google Fonts. The link below will take you to the download page.

[DOWNLOAD DM SANS](#)

DM Sans Semi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

DM Sans Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz



FALLBACK

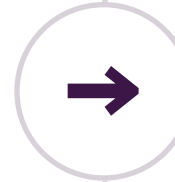


FALLBACK TYPEFACES

These are our fallback typefaces. These should be used in place of the brand fonts when the brand fonts are unable to be used.

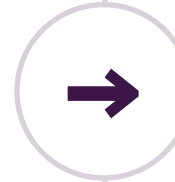
These applications may include Emails, or internal Presentations and Documentation.

KANIT EXTRABOLD



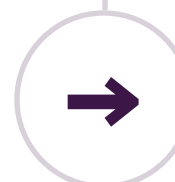
VERDANA BOLD

KANIT SEMIBOLD



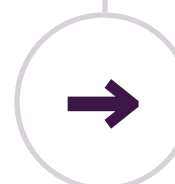
VERDANA BOLD

DM Sans Semi Bold



Arial Bold

DM Sans Medium



Arial Regular



HIERARCHY



TYPOGRAPY USE

This table shows how the individual fonts can be assigned to use within the type hierarchy.

<h1>DISPLAY</h1>	<p>Font Kanit Weight Extrabold Italic Line Height 90% Letter Spacing 0%</p>	<p>Use Cases Large scale headings, print and digital</p>
<h1>HEADER</h1>	<p>Font Kanit Weight Extrabold Line Height 90% Letter Spacing 0%</p>	<p>Use Cases Medium headings and subheadings, print and digital</p>
<h1>Body</h1>	<p>Font DM Sans Weight Medium Line Height 120% Letter Spacing 0%</p>	<p>Use Cases Body copy, print and digital</p>
<h1>LABEL</h1>	<p>Font Kanit Weight Semibold Line Height 90% Letter Spacing 0%</p>	<p>Use Cases Small labels and additional information, print and digital</p>



USE CASES



TYPOGRAPY USE

Label 24px → **NATIONAL WASTE COLLECTIONS**

Display 80px → ***WASTE
MANAGEMENT
& COLLECTION***

Header 48px → **COMMERCIAL WASTE SERVICES**

Body 24px → We provide simple, reliable, and sustainable commercial waste services for UK businesses. Our team gets the right bins on site, fast. We then set up regular collections that cater to your specific waste types, opening hours, and space requirements.



GRAPHICS



BRAND MOTIF

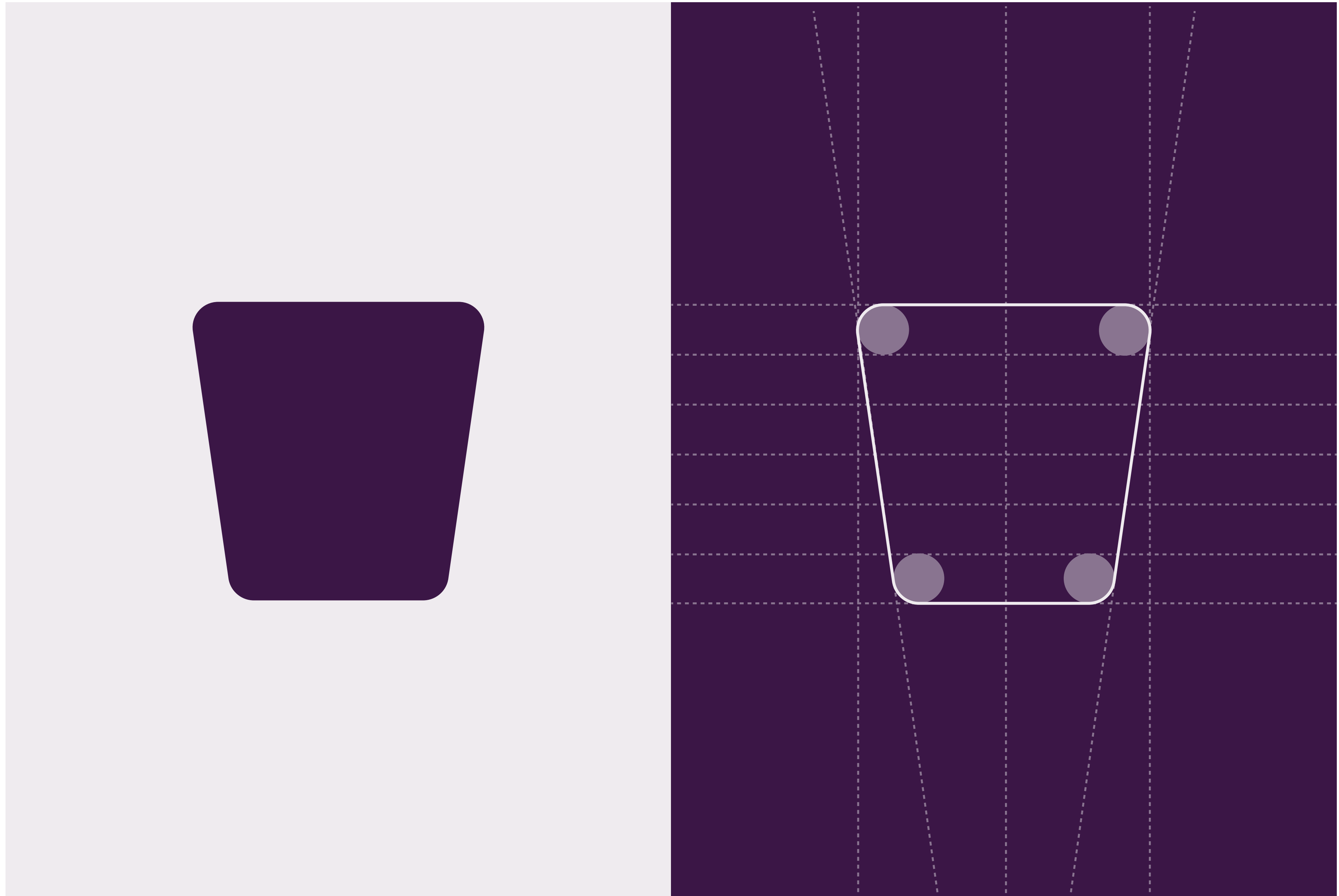


THE BIN

The Bin is a flexible brand motif. Have fun with it, but don't over use it. The Bin can be used to:

- Mask images
- Hold graphics
- Create new shapes

The next few slides show how the element can be used.



MASKING

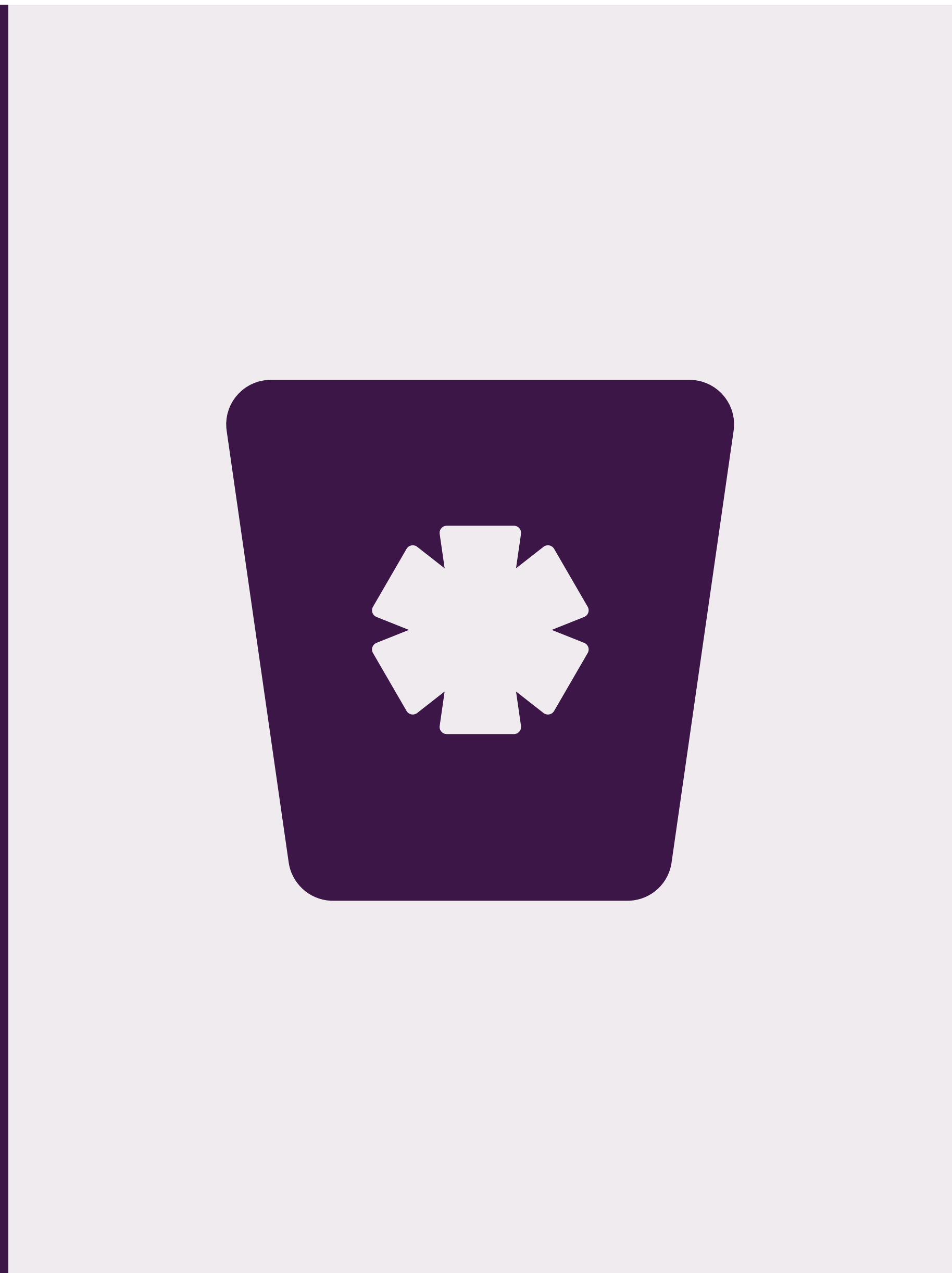
The bin can be used to mask full images (see left), or provide a grounding element for isolated images to 'break' out of (see right).





HOLDING DEVICE

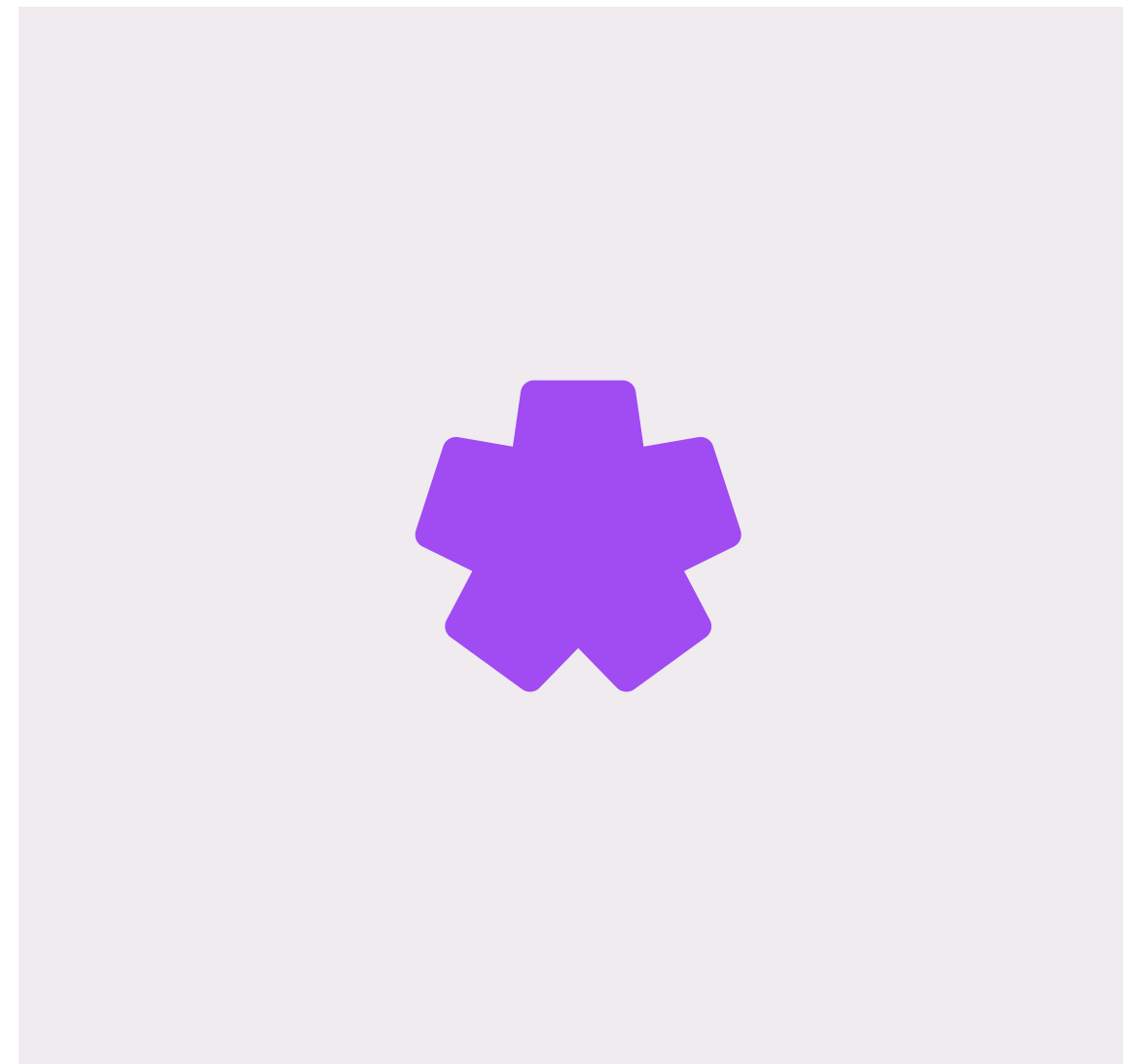
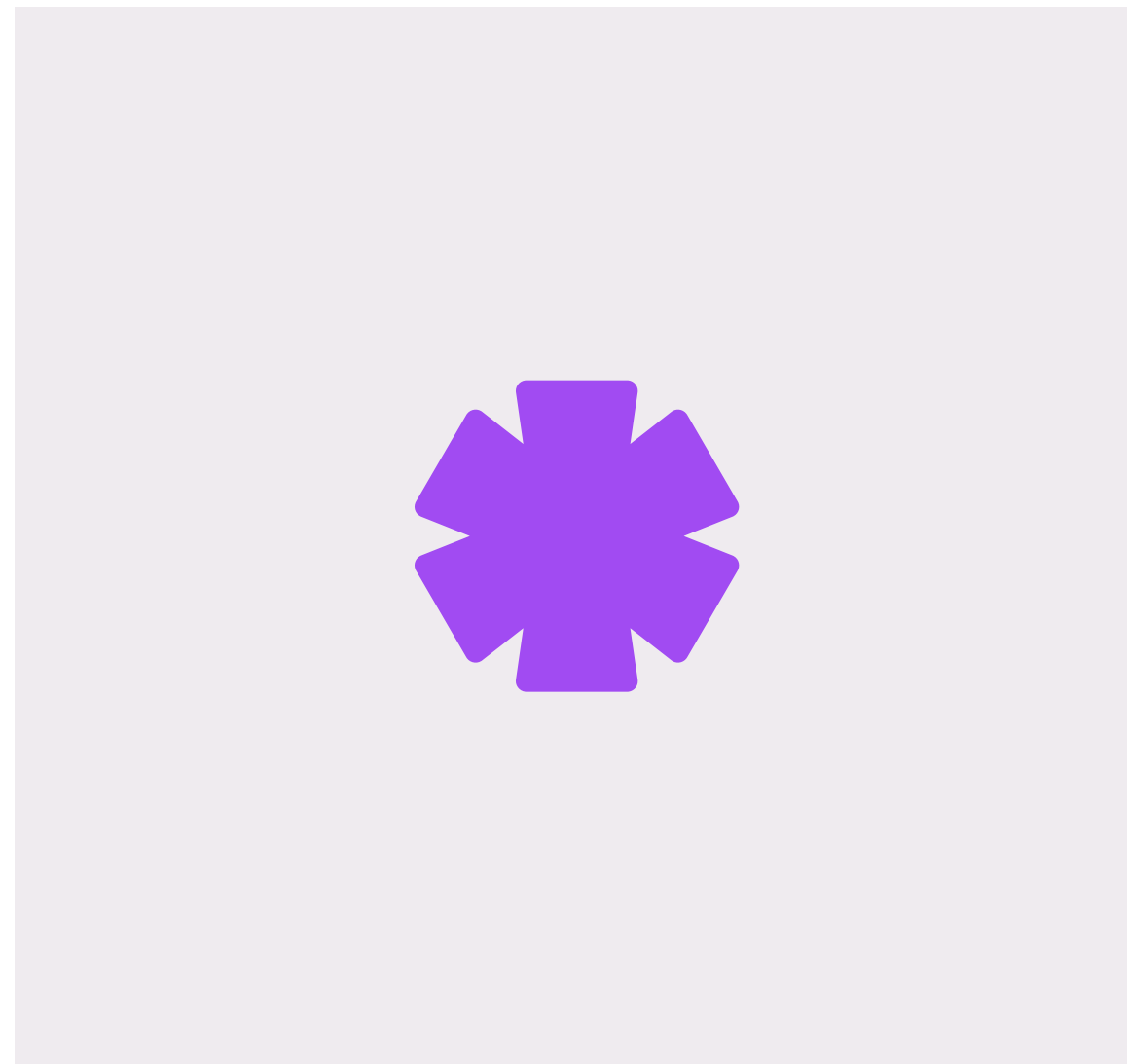
The Bin can be used to hold graphic elements or short bits of text.





SHAPES

By using the angles and from The Bin we can create new holding shapes that build a visual rhythm to the brand.





CREATIVE APPLICATIONS

The Bin can be used to create new brand elements, either subtly (see left) or more obviously (see right).

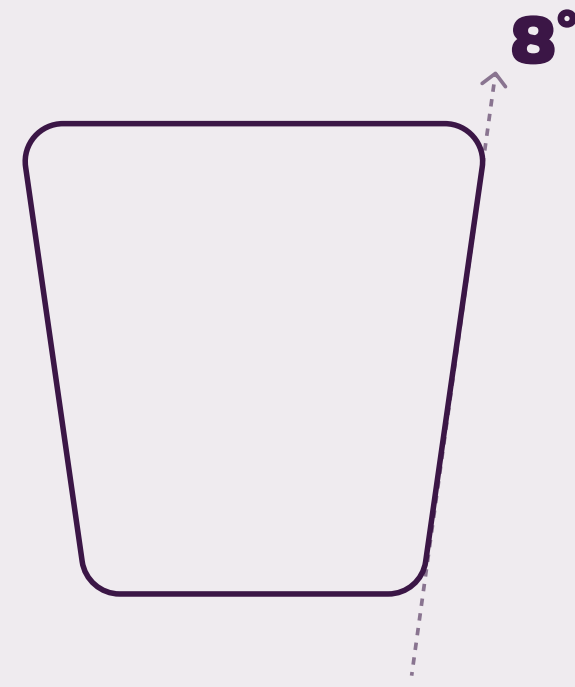




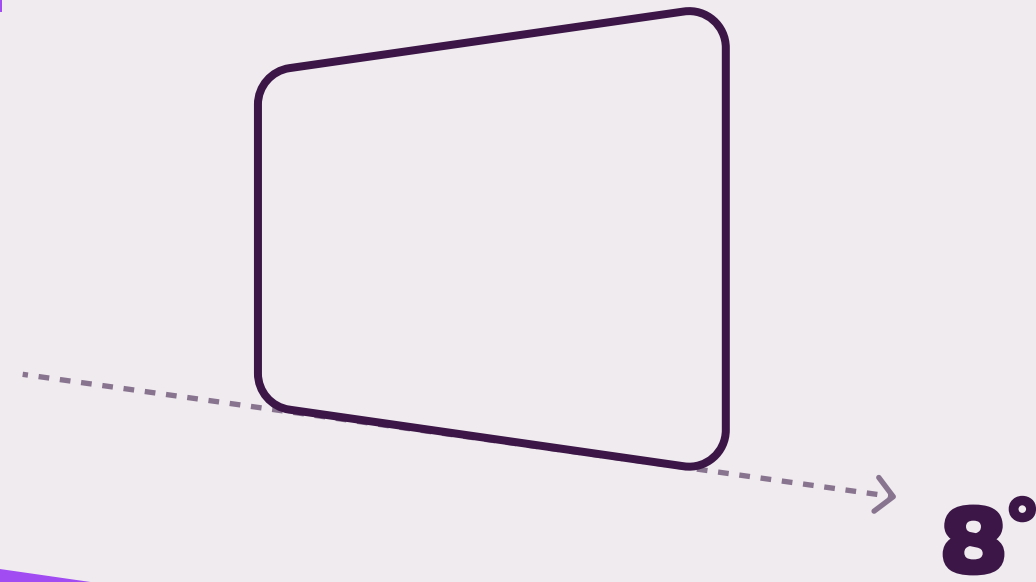
LAYOUT SKEW

The angular side of The Bin is set at 8°. This angle can be used to define areas of a layout both horizontally and vertically.

VERTICAL



HORIZONTAL



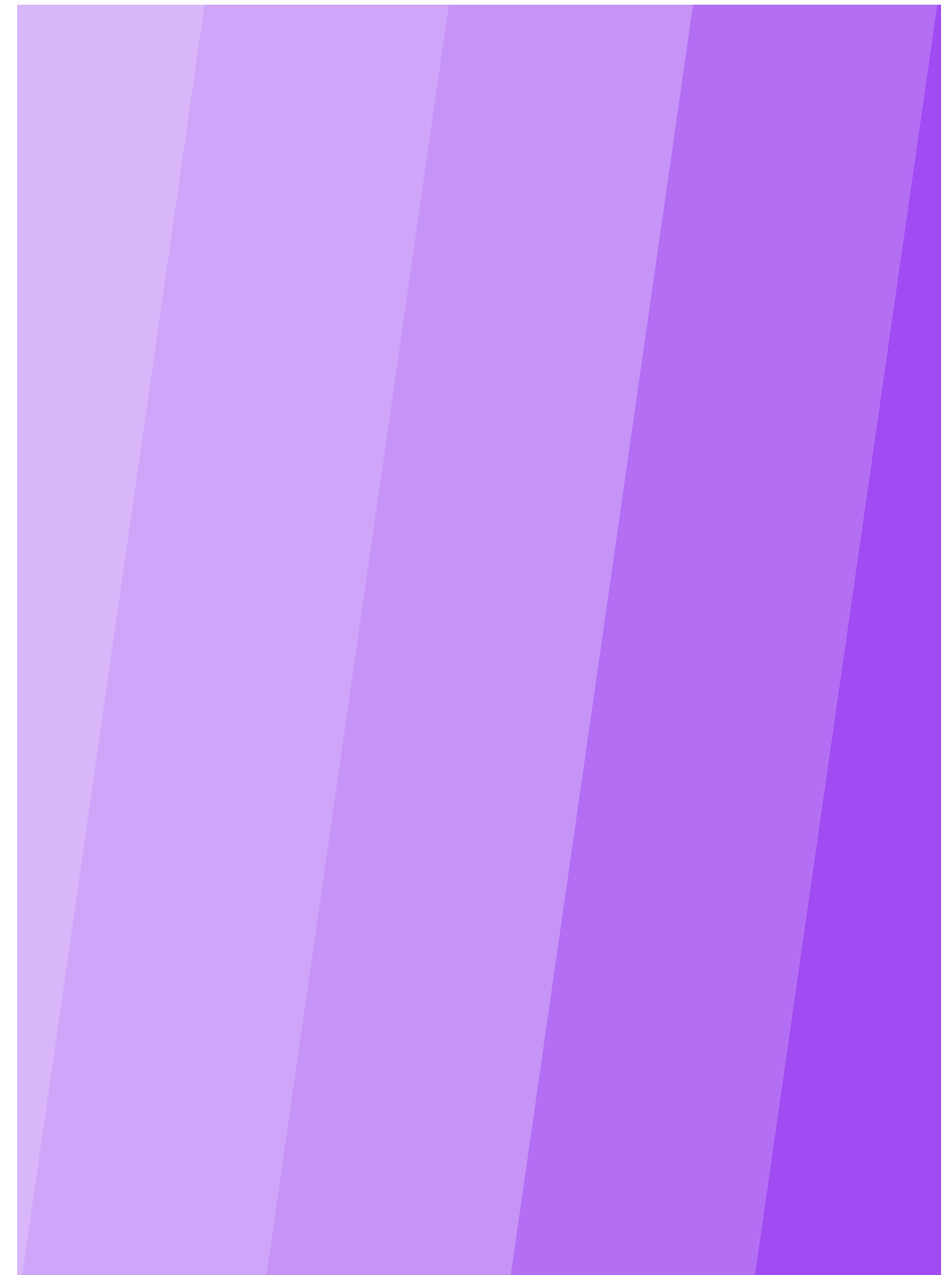
HORIZONTAL EXAMPLE



SKEWED BACKGROUNDS

The 8° angle can be paired with tints of our Primary Palette to create dynamic backgrounds. These provide more texture than flat colour backgrounds.

This angle can also be used in motion to create transitions between different content.

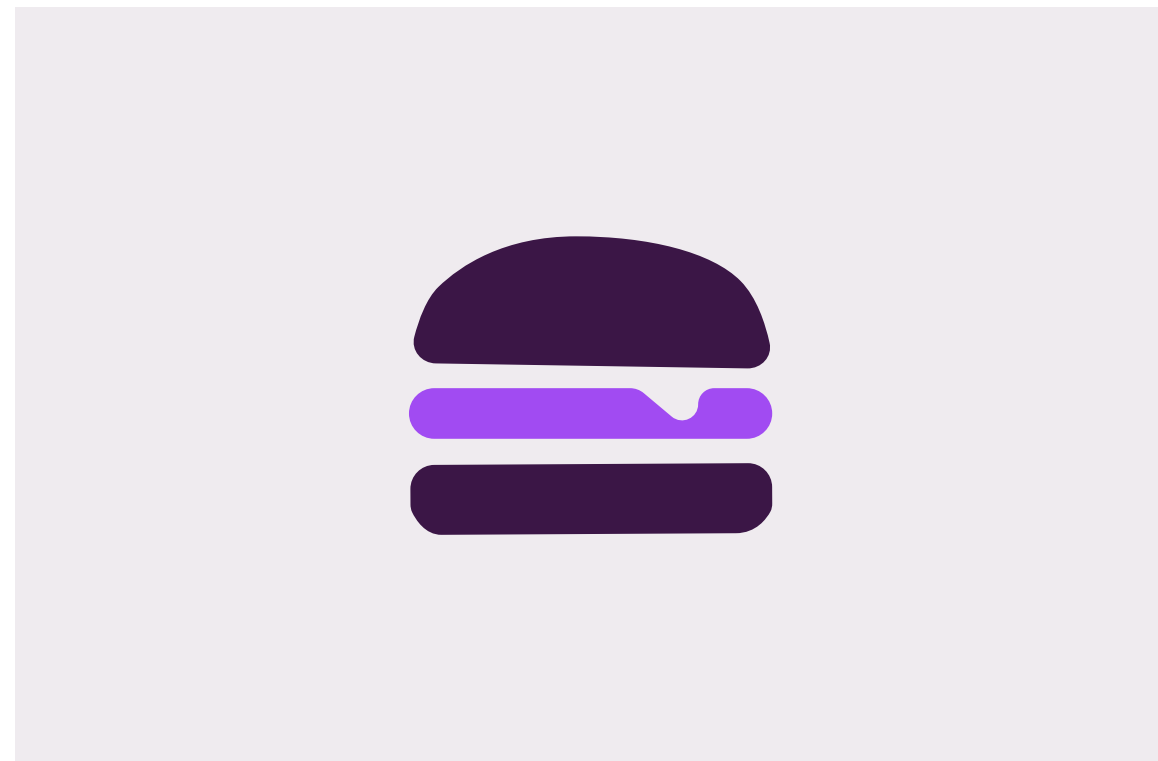
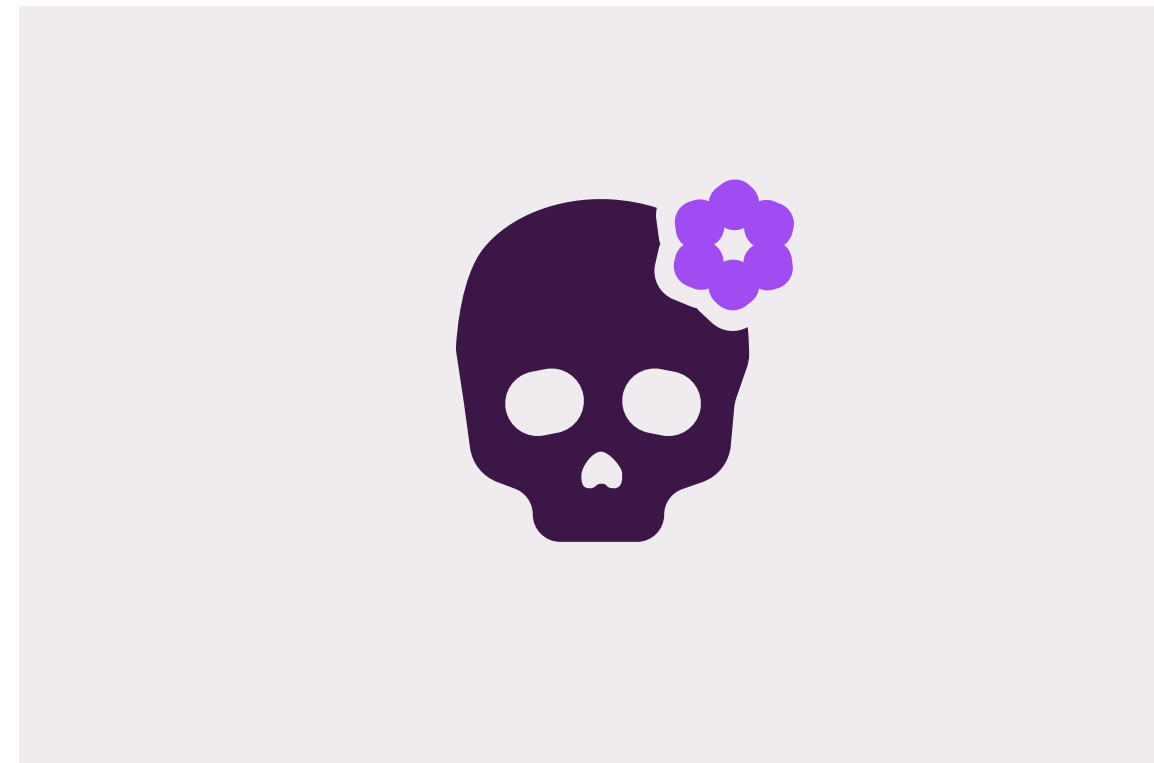




PICTOGRAMS

PICTOGRAMS

Pictograms are used to represent concepts related to our brand. They should be used at a scale larger than iconography and should not really be used much smaller than 64px.





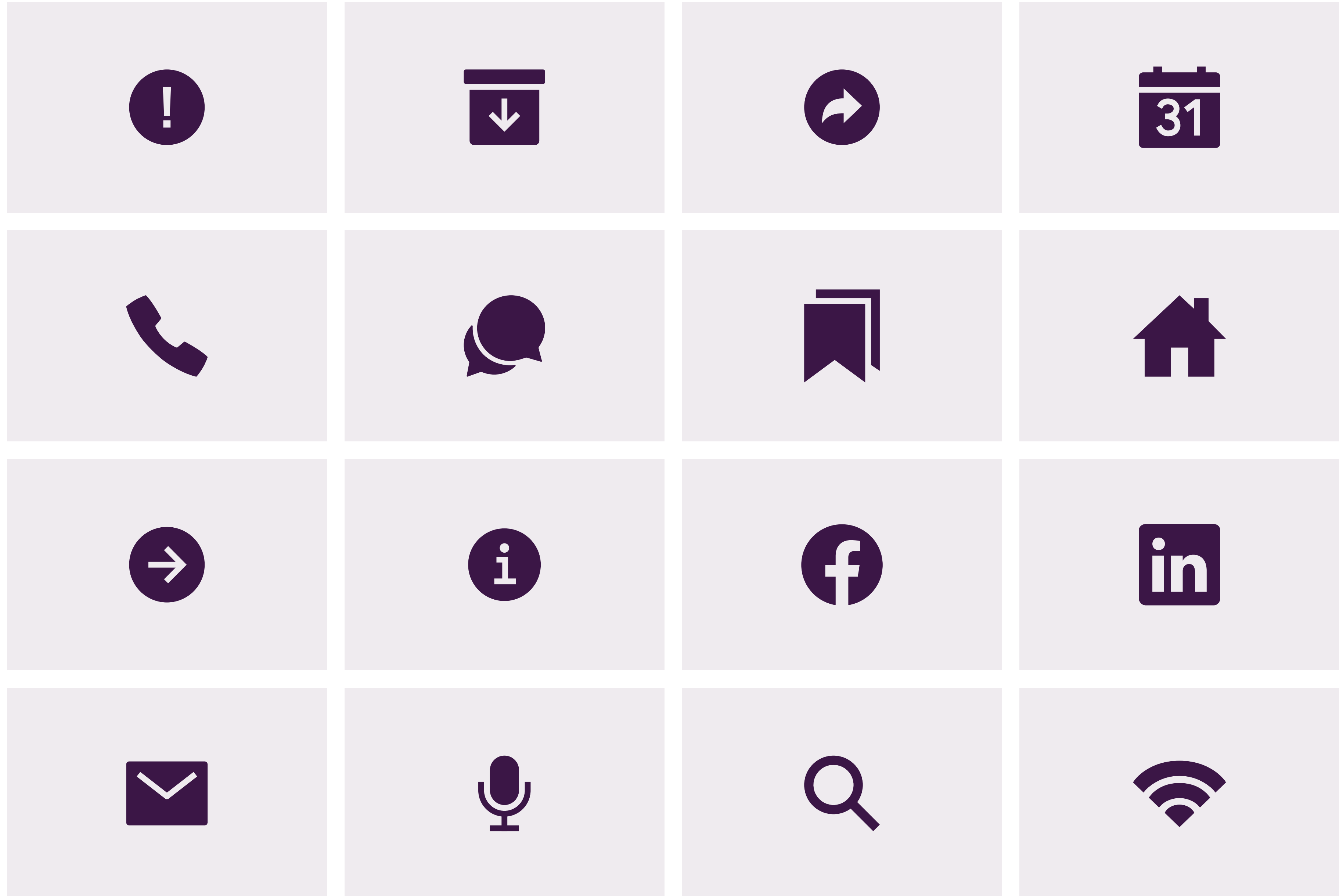
ICONOGRAPHY



ICONS

For functional and small scale icons we use the ionicons icon pack in 'Sharp'. These icons can be downloaded below.

[DOWNLOAD ICONS](#)





IMAGERY



BRAND IMAGERY

BRAND IMAGERY

We can use high definition isolated assets as part of our brand. These can be used more creatively, and interact with our graphic devices.

When choosing isolated image assets, try to find high quality and photorealistic assets appropriate to our market geography.

Where possible edit the image to align more closely with our brand palette.





COMPANY PHOTOGRAPHY

COMPANY PHOTOGRAPHY

When photographing our business we art direct it in the following way:

- Avoid eye contact with the camera
- Use a shallow depth of field
- Ensure a well lit and natural colours
- Subjects should look happy and positive



HEADSHOT PHOTOGRAPHY

When taking headshots we can either take them 'in-studio' or 'in-situ'.

We look for the following traits in our images:

In-Studio

- Flat lighting
- Positive facial expression
- Engaging with the camera
- Smart casual
- Brand Grey background

In-Situ

- Flat natural lighting
- Positive facial expression
- Engaging with the camera
- Smart casual
- Shallow depth of field





WASTE PHOTOGRAPHY

WASTE PHOTOGRAPHY

When using photography of waste, avoid imagery that looks 'dirty'. We know, it's tricky.

Imagery should have a distinctly 'business' feel. This can be achieved through industrial machinery and processing, a sense of scale, or the placement of bins in context.

Using concrete and plastic bins helps the images fit with our brand palette.

A nicely placed bin in the frame gives the feel of 'we'll sort it', a dirty banana skin at the side of the road doesn't.



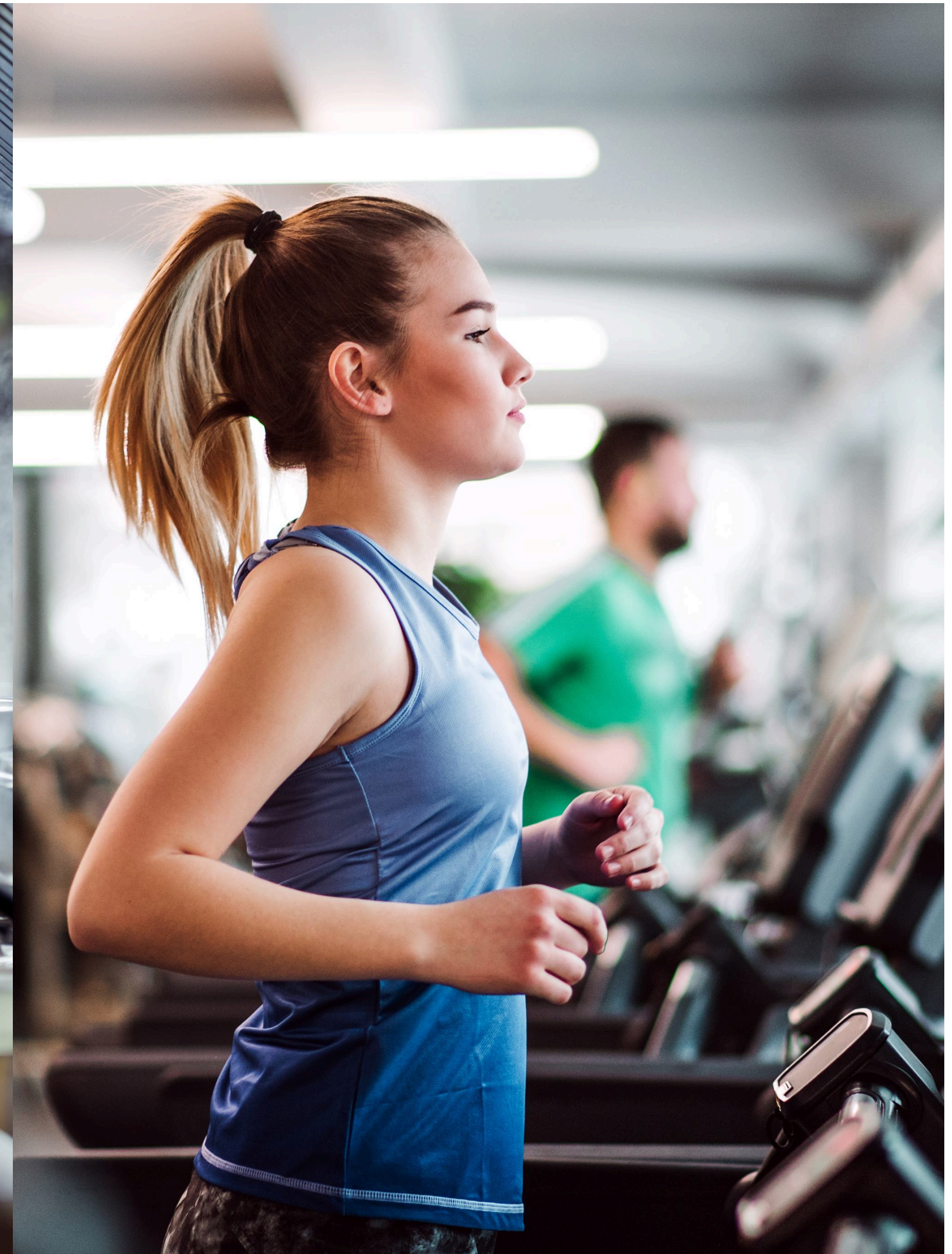


SECTOR PHOTOGRAPHY

SECTOR PHOTOGRAPHY

The photography of our sectors should focus less on the waste from that sector, but more in the function of the business to emphasise how we keep businesses moving doing what they do best.

Photography should focus on subjects and have a 'docu-style' feel—a bit fly on the wall.





APPLICATIONS



PRINT



PRINT





PRINT

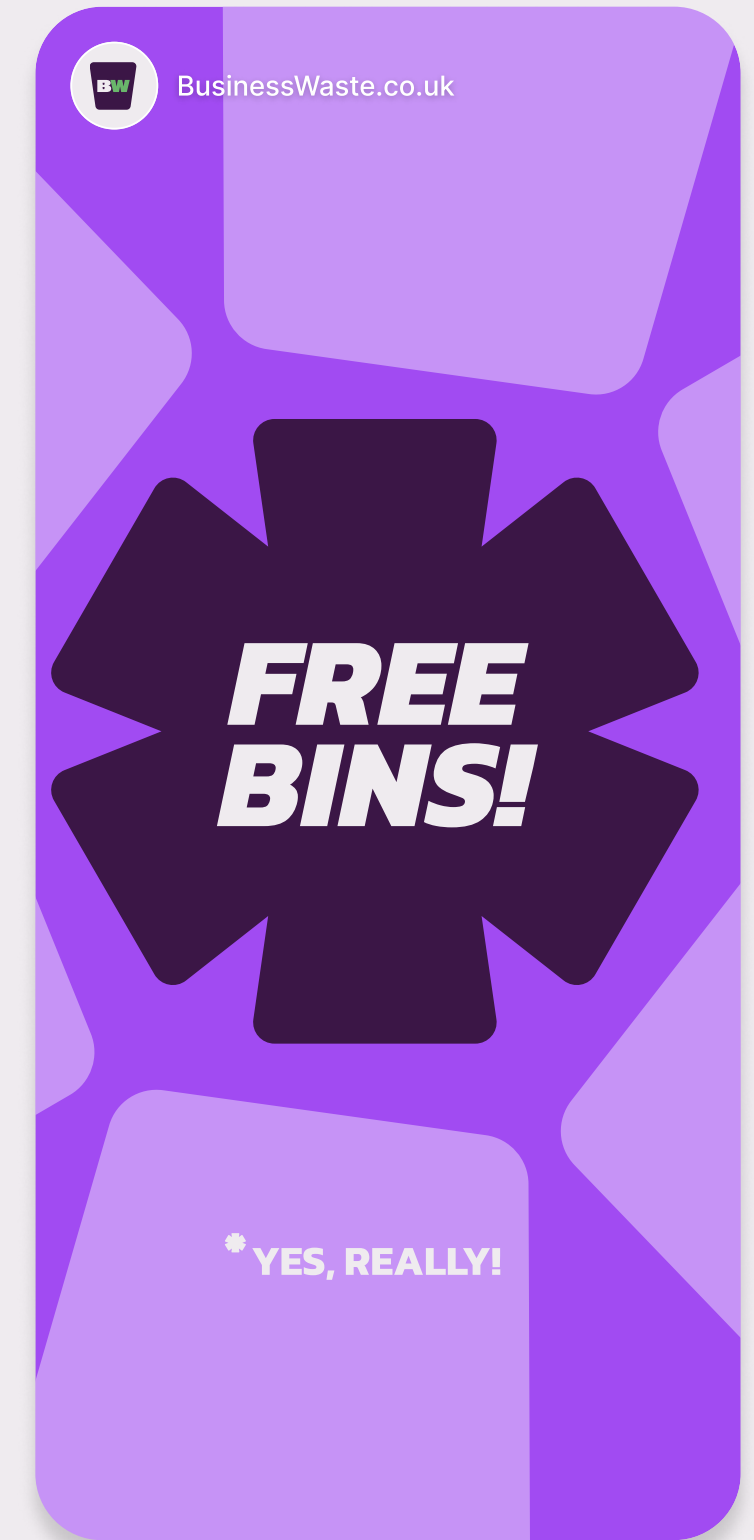
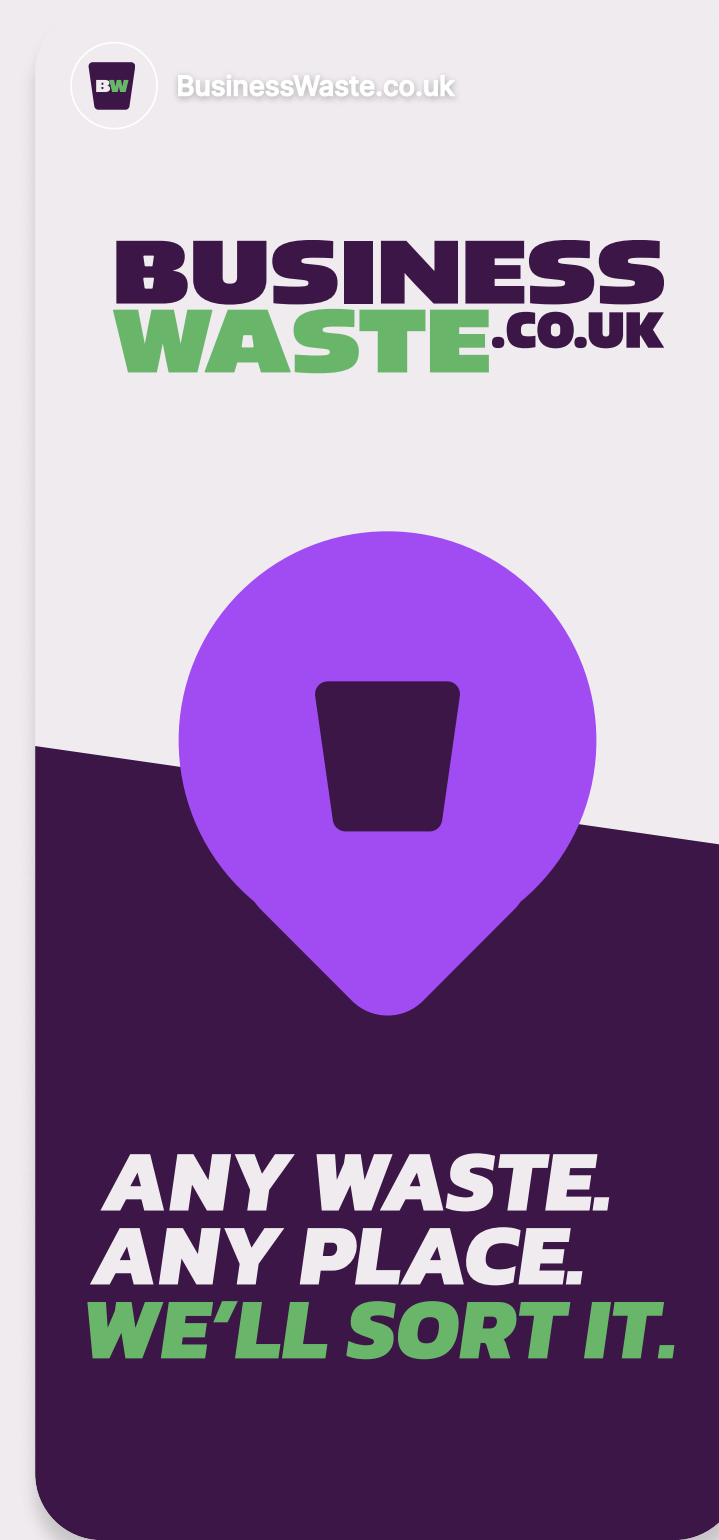




DIGITAL



DIGITAL



THANK YOU