



# KIVERCO

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**Brand Guidelines**

Version 1.0

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Vision, Mission & Purpose  
  
The relentless pursuit  
of better
- **Our logo**  
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People  
Product  
Environment
- **Applications**  
Stationery  
Uniform  
Vehicle livery  
Website  
Accessories

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# 01 Brand Strategy



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# Transform the way the world values waste

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**01 — Brand Strategy**  
Vision, Mission & Purpose

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## Our Vision

**Transform the way the world  
values waste**

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What we need to do — our North Star

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## Our Mission

**‘The relentless pursuit of better’  
driven by innovation, education  
and collaboration**

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How we can achieve our vision

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## Our Purpose

**Make the world a cleaner place**

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Why we get out of bed every day

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**We're here to raise the bar of recycling. Our determination and innovation ensures every product we create and every plant we install sets a new standard for the global waste management market.**

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We come from a place where the engineering tradition is in our blood, but we have ambition to deliver this power globally. Whether you're on our team or becoming another happy Kiverco customer you can be assured that we won't rest until we've delivered the best.

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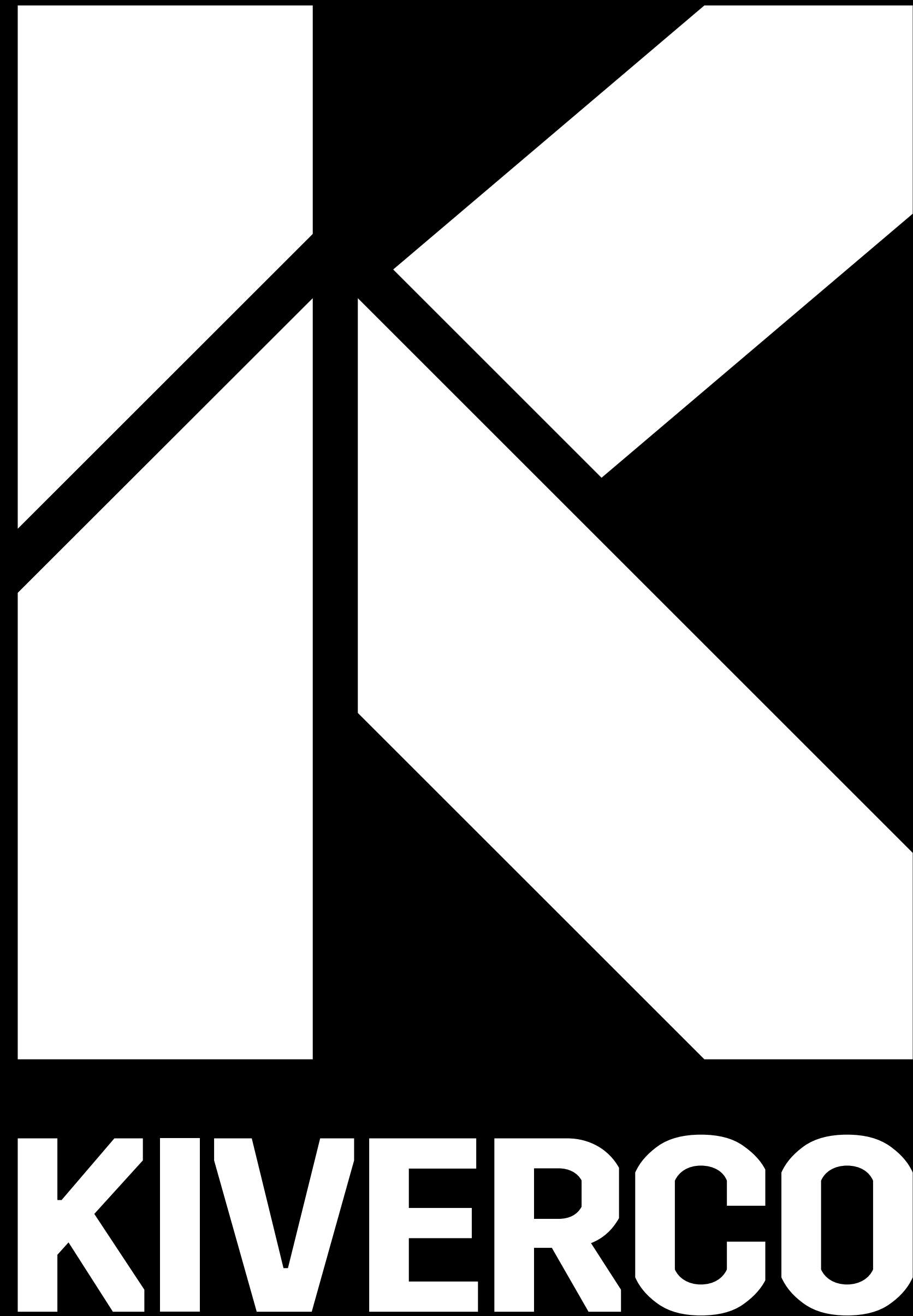
**The  
relentless  
pursuit  
of better**

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03

# Our Logo





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### 03 — Our Logo

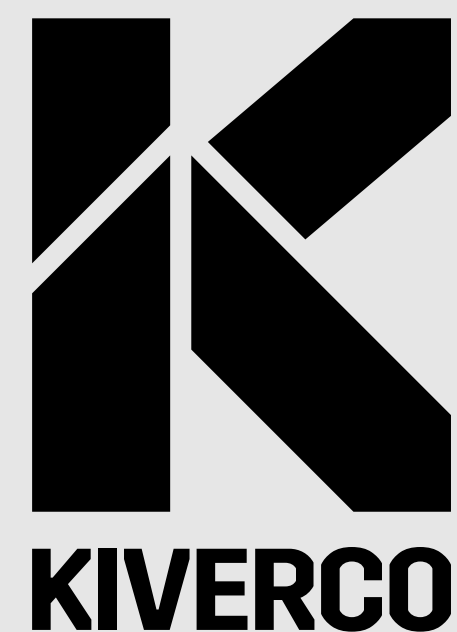
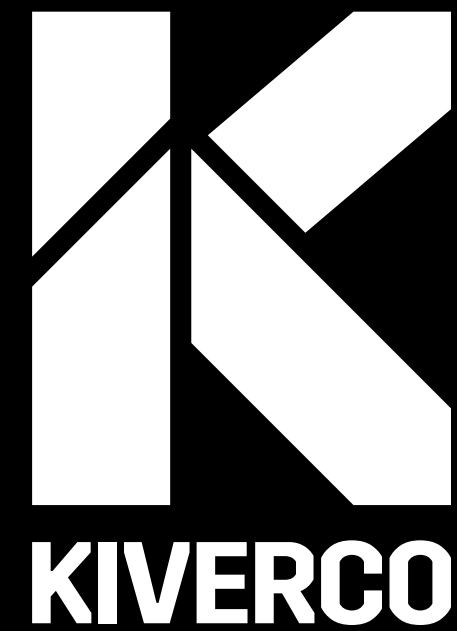
Logo introduction

**Our logo is made up of two key components — the K monogram and the KIVERCO wordmark. We use the logo in a number of ways and on a wide range of materials. It works at small sizes on our website and stationery, or at very large sizes on machinery and vehicle livery.**

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The master logo lockup is a fixed relationship that should not change. The monogram and wordmark can both be used independently, but when used as a single lockup they should follow the positional and proportional relationships specified in this document, where the width of the wordmark is equal to the width of the monogram.

Contact [niamhanne.mcnally@kiverco.com](mailto:niamhanne.mcnally@kiverco.com) to request the most up-to-date version of the logo lockup.



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### 03 — Our Logo

Logo colours

**The logo is available in three colours — black, white and Kiverco yellow. Choose the appropriate logo to ensure sufficient contrast with the background colour.**

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Don't use more than one colour in a logo lockup – the monogram and wordmark must always be the same colour when used in this format.





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### 03 — Our Logo

Large & small sizes

**Our logo needs to work at a range of sizes – from a few metres high on the side of a recycling plant, to a fingernail-sized version on our mobile site. We have created two versions of the logo to ensure that the details are preserved at both ends of the scale.**

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Make sure to use the correct version for the job! In most cases the larger logo is suitable. The small size version is intended primarily for use on mobile screens.

To be included when tagline has  
been signed off.

...

**Enclosed in the negative space of the K monogram is an arrow pointing upwards. This is the Progress Mark, a key graphic device that can be used across Kiverco collateral to suggest movement and change.**

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The arrow can be used as a graphic element in almost any context, and can be rotated through 360°. When using it at large sizes as a key graphic it is preferred to position it pointing upwards or to the right, to signify forward movement or progress.





→ +44 (0) 28 8773 8811  
info@kiverco.com  
www.kiverco.com

→ 26 Gortnaglough Road,  
Dungannon, Co. Tyrone,  
Northern Ireland, BT71 5EE.

**KIVERCO**

Company no. 049701 → VAT: GB 70542771 → Registered in Northern Ireland

KIVERCO.COM

**KIVERCO**



### 03 — Our Logo

Using the logo

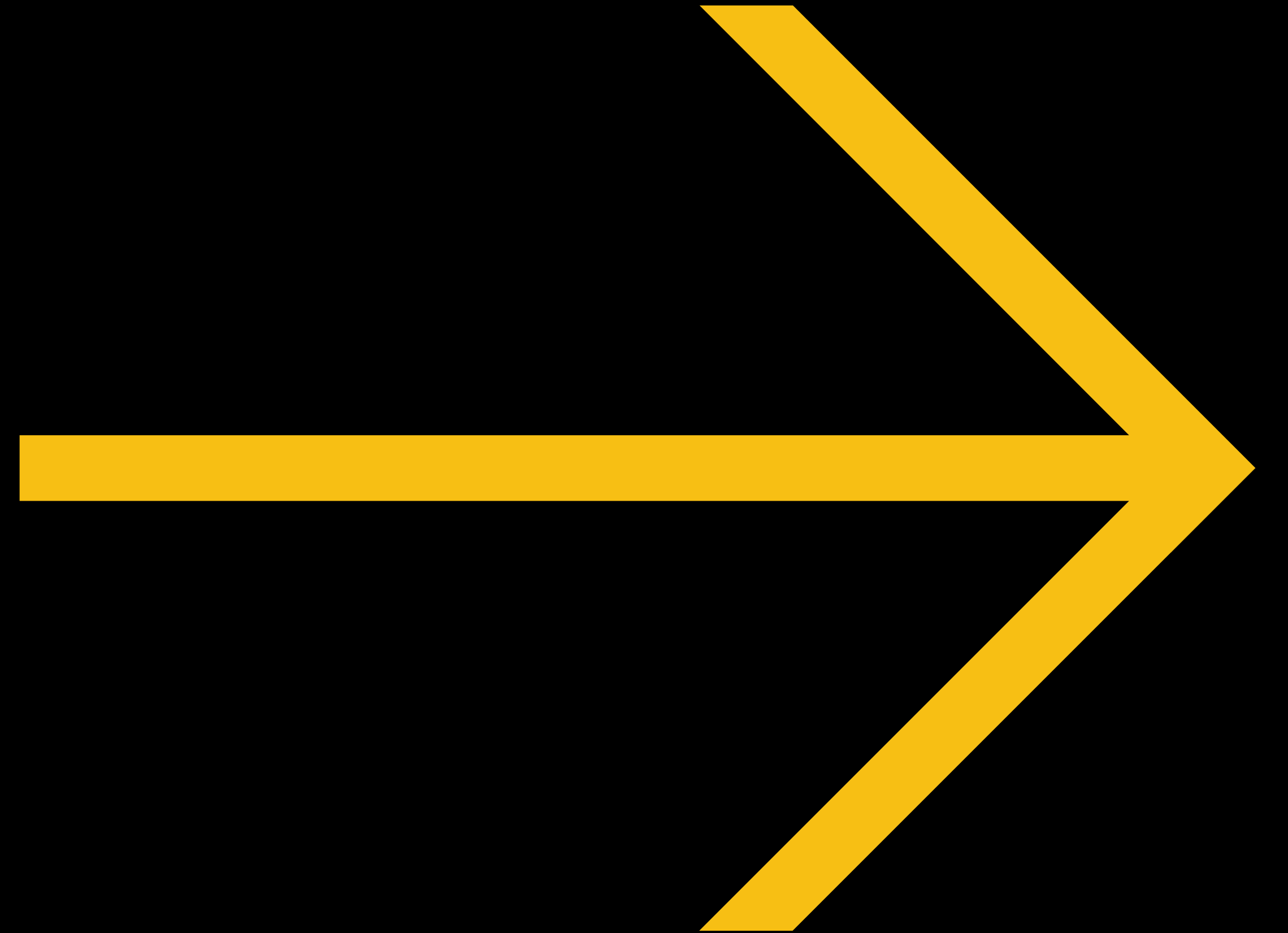
**These examples show the flexible relationship between the monogram and wordmark. Their relative position and size can be adjusted to suit the composition.**

As a general rule, the monogram should always be larger (at least equal in width) than the wordmark when appearing on the same layout.

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# 04

# Colour



**Kiverco Yellow**  
Pantone 7408  
C3 M25 Y100 K0  
R247 G191 B20  
#F7BF14



100% 90% 80% 70% 60% 50% 40% 30% 20% 10%

**Kiverco Black**  
Pantone Black 6  
C0 M0 Y0 K100  
R0 G0 B0  
#000000



100% 90% 80% 70% 60% 50% 40% 30% 20% 10%

**04 — Colour**  
Core palette

**Our core colour palette consists of Kiverco Yellow and Black. These colours make up the bulk of our communications and are always the dominant colours in Kiverco materials.**

Where full colour imagery is not appropriate, monochromatic photography is used in our core colours of yellow and black. Tints of our core colours are also used in charts, graphs and illustrative line-work.

**Our secondary palette is used to brighten and differentiate. These colours always play a supporting role to the core colours.**

The secondary palette must never become dominant in core communications. While it may be used for some larger applications such as pages in brochures or newsletters, the wider context must always be considered. The clarity and strength of the Kiverco brand is best served though the consistent use of our core colour palette.

**Innovation Purple**  
Pantone Violet  
C94 M100 Y0 K1  
R68 G0 B153  
#440099

**Sustainable Green**  
Pantone 2240  
C82 M0 Y56 K0  
R0 G193 B159  
#00C19F

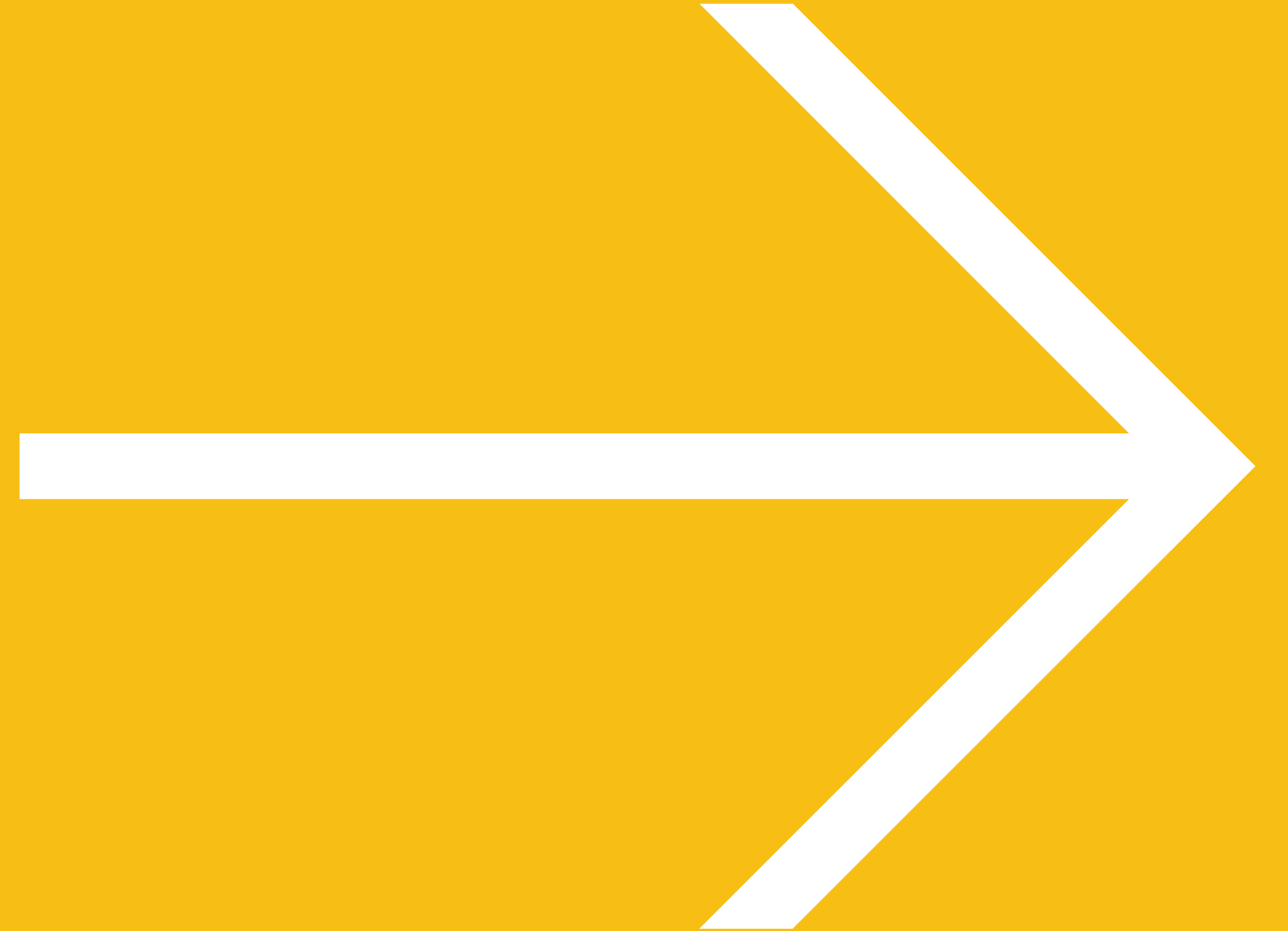
**Sky Blue**  
Pantone 2905  
C43 M3 Y0 K0  
R141 G200 B232  
#8DC8E8

**Spark Red**  
Pantone Warm Red  
C0 M71 Y82 K0  
R255 G99 B71  
#FF6347

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# 05

# Type





**Trim is our primary typeface. It appears in our logo and across all marketing collateral. For the most part we use two weights – Regular and SemiBold. Regular is used for body copy and messaging. SemiBold is used for headlines and highlight / differentiation.**

Trim is available in seven weights with matching italics, and all are theoretically available for use in Kiverco collateral. As a general rule we advise the use of 1–3 weights in any given setting. Using a large variety of type styles in a single piece of comms can have a negative impact on clarity, legibility and aesthetics.

[Purchase a license](#)

**Trim Regular**  
**Trim SemiBold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890#€@&{\*°>\$}

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890#€@&{\*°>\$}**

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# Inter Regular

# Inter Bold

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ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890#€@&{\*°>\${}

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**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890#€@&{\*°>\${}**

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05 — Type  
Web typeface

**Inter is our universally accessible webfont, intended for use on our website, email newsletter and forms. It should only be used as an alternative when Trim is not available – it is not a secondary support typeface for use in general branded collateral.**

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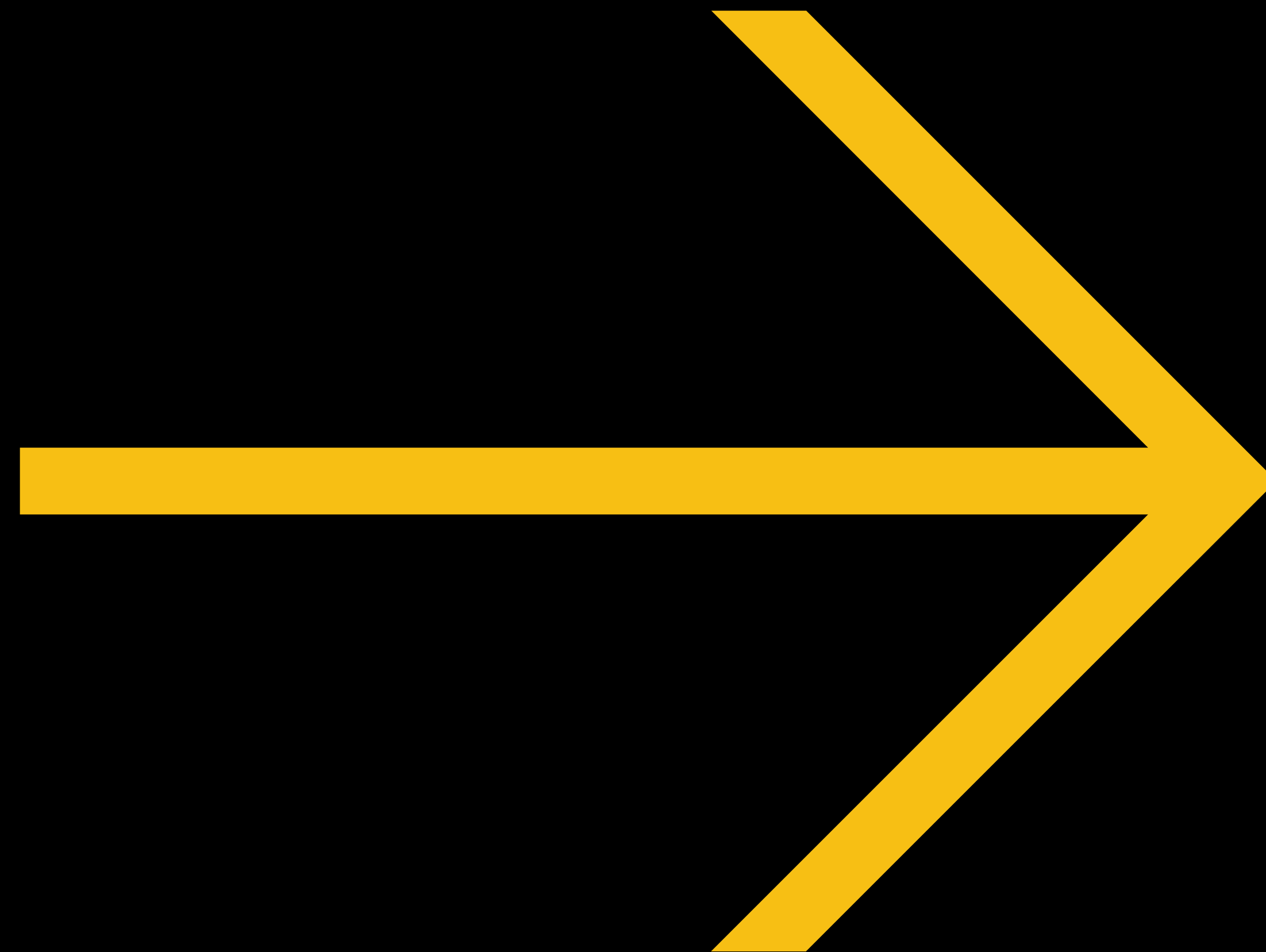
Inter is available to use free of charge from Google Fonts. It is a variable typeface with a high x-height, making it ideal for screen use.

[Download / use](#)

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# 06

# Photo- graphy







**Photography is a powerful way to tell our brand story. Whether commissioning a photographer or using stock imagery, we want to capture the unique details that show our people, products and innovation in their best light.**

Commissioned photography is unique and tailored to our brand. It is preferable to stock but is more expensive and may not always be practical.

Note: Images used are for reference only and are not copyrighted to Kiverco



**It's important to capture our people and our customers in an authentic and empowering way. Hero shots are ideal for testimonials, staff profiles and promotional materials.**

Although these photographs are posed, we are still looking for as much authenticity as possible through natural lighting, relaxed posture and expressions.

**Note: Images used are for reference only and are not copyrighted to Kiverco**







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**06 — Photography**  
People in action

**We showcase our work through action rather than abstraction. Our documentary-style action shots should capture the energy, innovation and variety of daily life at Kiverco.**

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These action shots are a great way to portray the personality of the company – show people building, designing, collaborating or even socialising with colleagues and clients.

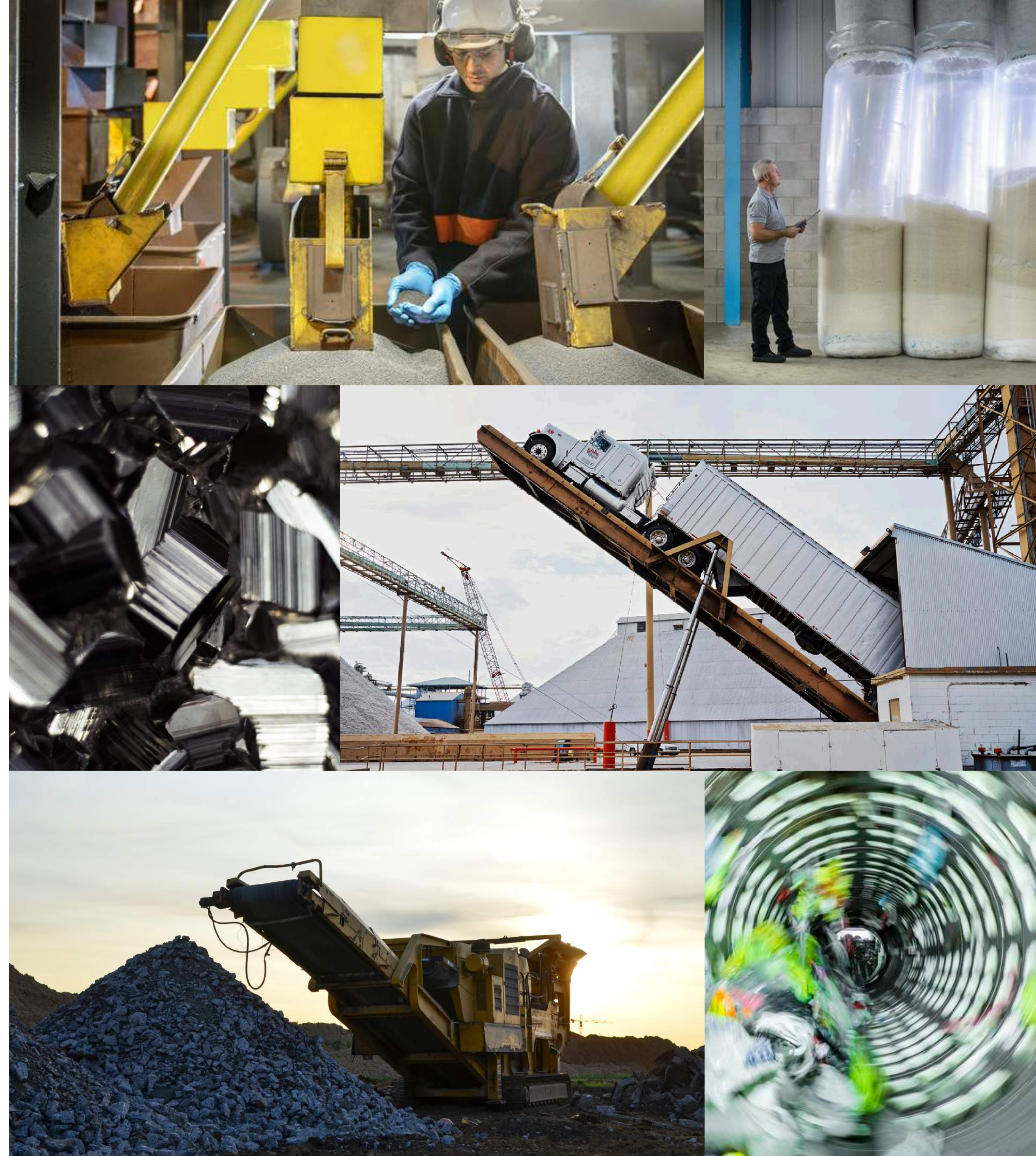
**Note: Images used are for reference only and are not copyrighted to Kiverco**



**We use a mix of details and action shots to showcase our products.**

It is important to highlight our products and services in a positive light. We must illuminate the power, texture detail and craftsmanship that has gone into each build.

Note: Images used are for reference only and are not copyrighted to Kiverco







06 — Photography  
Environment

**We are an Irish company with a global reach. Our location shots showcase our roots as well as our established and emerging markets.**



It is important to capture our locality but it is more important to showcase the expanse of our global reach. Location shots capture our ability to create and build solutions for multiple markets.



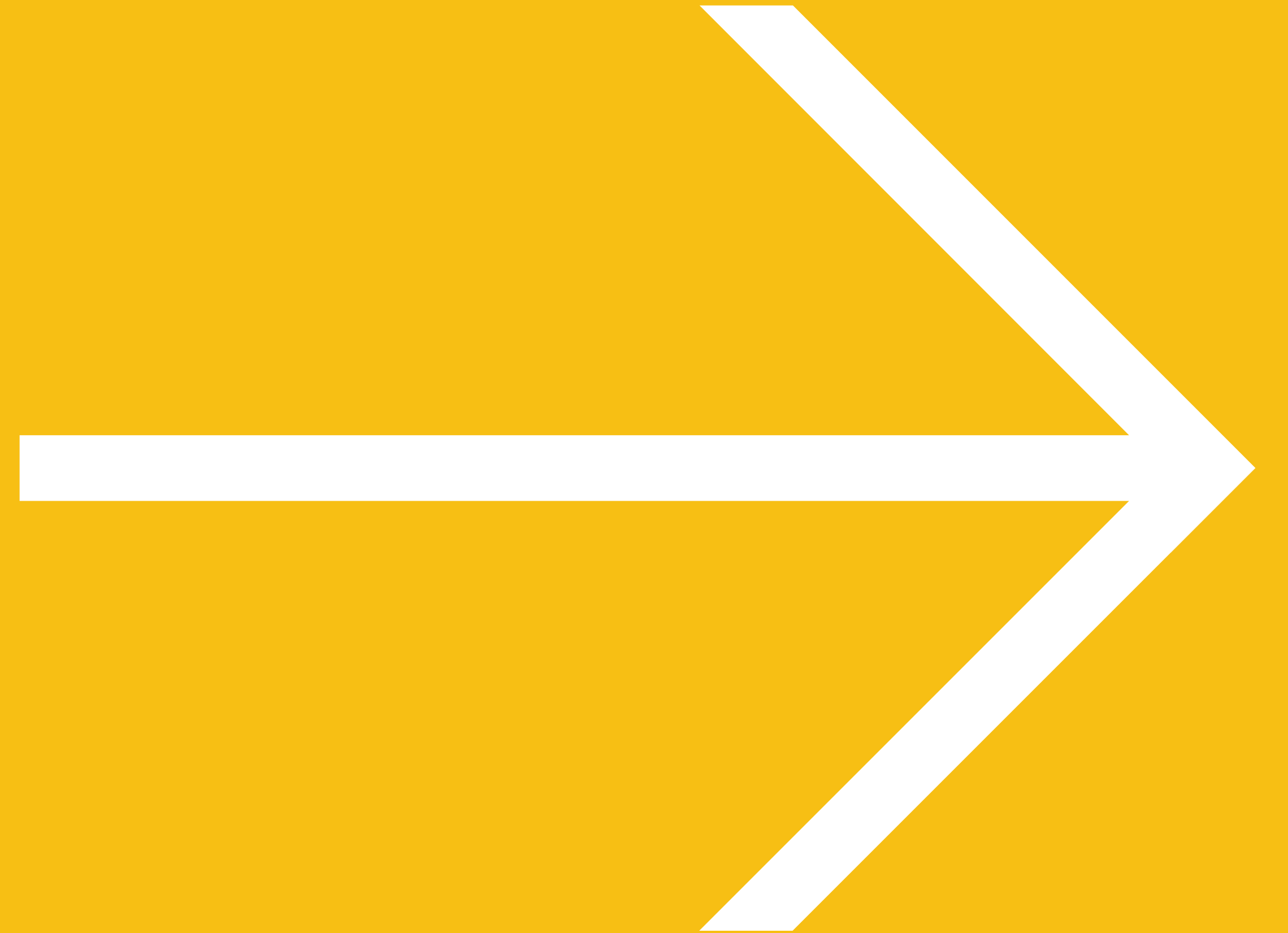
**Note: Images used are for reference only and are not copyrighted to Kiverco**



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# 07

# Applica- tions



07 — Applications  
Stationery



→ +44 (0) 28 8773 8811  
info@kiverco.com  
www.kiverco.com

→ 26 Gortnaglogh Rd,  
Dungannon BT71 5EE,  
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**KIVERCO**

Transforming the world's waste




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Global Sales Manager

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Transforming the world's waste

07 — Applications  
Company forms




**KIVERCO**

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Registered in  
Northern Ireland



**KIVERCO**

Plant / Equipment  
Registration Certificate

Customer's Name→

Site Location

Email

Telephone

Job Number / Model Number

Serial Number

Application

Rated throughput (TPH)

Date of Commissioning

Signature

Date

Please return completed Plant / Equipment Registration Certificate to the Kiverco postal address or email to our Aftersales team: [ian.rodgers@kiverco.com](mailto:ian.rodgers@kiverco.com)



Transforming the world's waste

**KIVERCO**  
**Ks 615**

A static waste system that installs in one day

PATENT PENDING





Transforming the world's waste

**KIVERCO**  
**Ks 615**

A static waste system that installs in one day

PATENT PENDING





**07 — Applications**  
Livery - Mercedes sprinter









07 — Applications  
Clothing - Body warmer



07 — Applications  
Clothing - Jacket



07 — Applications  
Clothing - High viz



07 — Applications  
Clothing - Overalls











**Discover the  
global innovators  
transforming the  
world's waste.**

KIVERCO.COM



**Protecting our  
planet by helping  
people find more  
value in waste.**

KIVERCO.COM



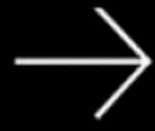




Transforming the  
world's waste

**Discover the  
global innovators  
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KIVERCO.COM



Transforming the  
world's waste

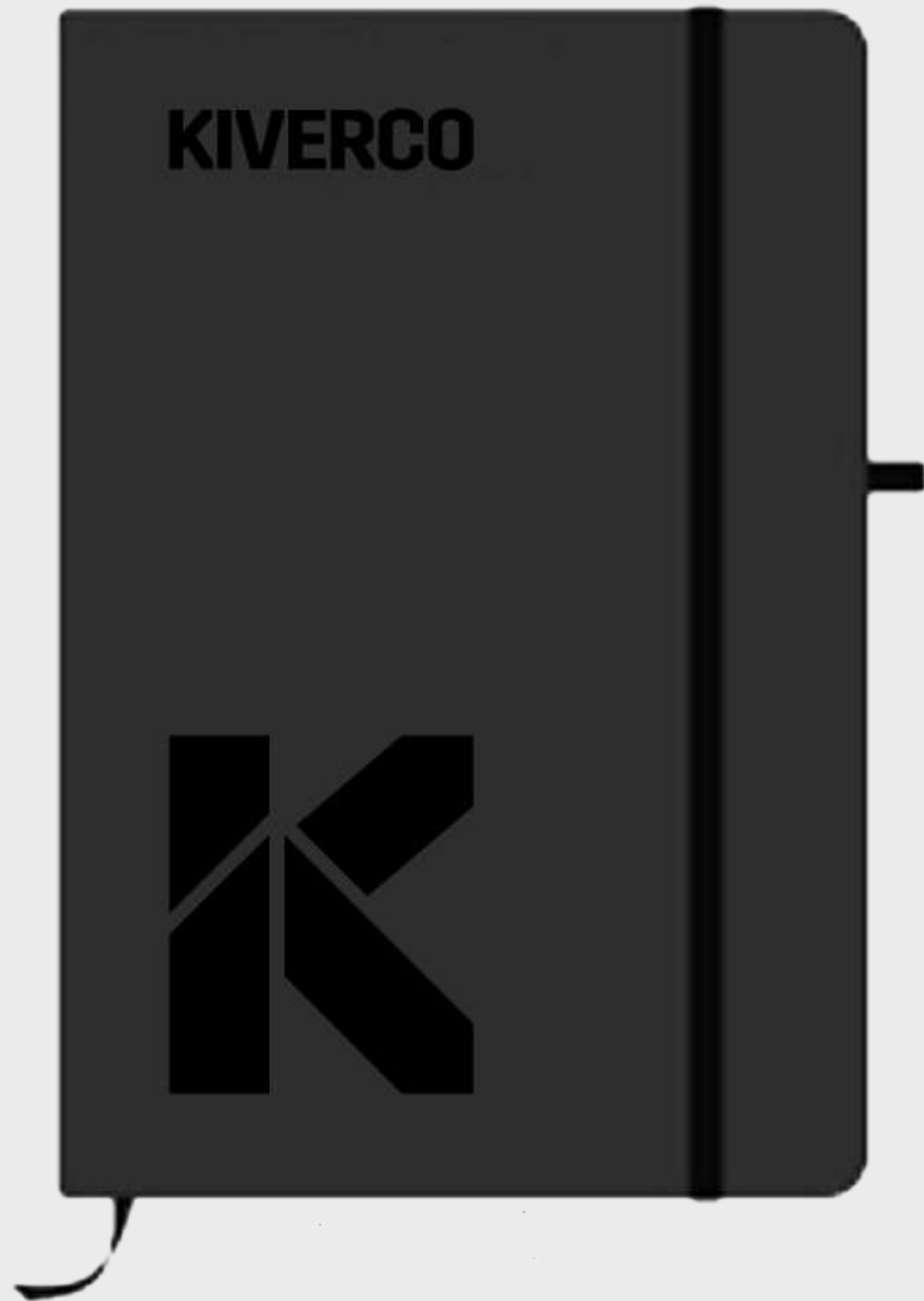
**Our recycling solutions and  
game-changing waste plants are  
transforming the value of waste,  
diverting from landfill and  
educating the next generation  
on the importance of recycling  
to help protect our planet.**

KIVERCO.COM





07 — Applications  
Merchandise - Moleskin



07 — Applications  
Merchandise - Water bottle





**07 — Applications**  
KS615





