

Identity guidelines QCR Recycling Equipment



A leading UK recycling services company

QCR needed a brand identity to help it compete in the UK recycling industry. While the logotype solution featured classical typography, the colour palette of blue and pink was anything but traditional. The torn graphic effect added some fun to the use of imagery and the abstract images were defined in five categories. This helped to communicate the materials processed by QCR equipment.

Features

Perceived quality, contemporary, bright, attractive.

