

A decorative horizontal bar at the top of the page consists of several colored segments: green, yellow-green, dark green, light green, dark green, blue, dark green, and yellow-green. Below this bar, the background is a solid green color with a pattern of small, lighter green dots. A large, semi-transparent image of a tire is centered in the background, showing the tread pattern and the inner rim.

BRAND STANDARDS

VOLUME 1.0

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BRAND STORY

Our brand story is the core of who we are and what we stand for. It provides the foundation upon which we build our brand. Future campaigns or collateral messaging should center around the brand story.



LIBERTY TIRE: AT THE CORE

Liberty Tire Recycling means business when it comes to sustainability. We're proud of the meaningful work we do, and you won't find anyone else as committed to the cause.

Our trailblazing spirit opens new doors for you. Our collaborative approach acknowledges we need one another. Our passion drives us to work harder.

We're determined to make a better planet for our customers, our employees and the global community. Revolutionizing value is not just something we talk about—it's at the core of what we do.

LOGO

The logo is the first impression of the Liberty Tire Recycling brand. As the primary representation of our company, the people, and the culture, the logo conveys maximum readability and impact. The following provides guidelines on how to use the logo to ensure brand consistency.



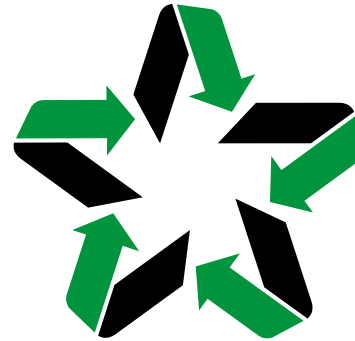




VERTICAL LOCKUP

The logo incorporates a dynamic green and bold black palette. The green represents vibrancy and innovation—as well as conservation and the environment—and the black is a nod to Liberty Tire's product profile.

The star—a historic symbol of American liberty—is depicted with a series of arrows following one another, a take on the universal and immediately-recognizable symbol for recycling. The image reflects both movement and evolution, representing the company's well rounded and comprehensive gamut of service.



Liberty
TIRE RECYCLING

CLEAR SPACE AND MINIMUM SIZE

The logo must be surrounded by clear space to ensure a high degree of visibility and legibility. The minimum clear space surrounding the logo is the width of the letter “e”. This ensures enough space around the logo in relation to formats, imagery and other graphical elements. Please ensure it sits on an area which is free from busy background textures or patterns.

The minimum size has been determined to ensure the logo remains legible and recognizable.

- For horizontal logo, do not reduce the logo smaller than 1.25 inches wide for print and 120 pixels wide for digital use.
- For vertical logo, do not reduce the logo smaller than 0.75 inches wide for print and 72 pixels wide for digital use.

Clear Space



Minimum Size



1.25 in wide

120 px wide



0.75 in wide

72 px wide

LOGO USAGE

The following color versions have been created to ensure that the logo reproduces well across a full range of production requirements while maintaining the consistency of the brand. Please use the appropriate version for each background scenario, to ensure legibility of the logo.

FILE TYPES

Vector (.eps) - When submitting logos to publications or for other professional use, a vector file is preferred. The logo can be scaled without affecting the resolution. Most requests will either be .eps or vector.

PNG - Microsoft products work best with .png files. Png files will not have a white background. Scaling the logo larger in a Word file is not advised, or the logo will become blurry. You can scale down and retain resolution, but not up.

JPG - JPG files have a white background and are best for online or Microsoft products. Scaling the logo larger in a Word file is not advised because the logo will become blurry. You can scale down and retain resolution, but not up.

SVG - SVG easily scales from small to large without becoming blurry. Use digitally on websites for best resolution and file size.



Full Color

White or very light backgrounds



On Green Background



On Black Background



Black and White

Black and white printing only



Grayscale

The grayscale version is reserved only for when a specific requirement for a grayscale logo arises

INCORRECT LOGO USAGE

Altering the logo in any ways will convey inconsistency within the brand presence. Below are examples of unacceptable logo usage:

1. Do not redraw or use alternative typefaces.
2. Do not use alternative colors.
3. Do not alter proportions of the logo.
4. Do not stretch.
5. Do not thicken.
6. Do not outline.
7. Do not add drop shadows.
8. Do not add additional words.
9. Do not place on low contrast backgrounds.



BRAND COLORS

Color plays an important role in establishing a distinct and consistent identity. The following pages provide guidance on the color palette and usage to ensure a unique Liberty Tire Recycling brand presence.

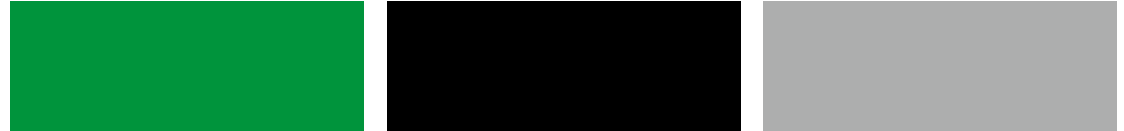


COLOR PALETTE

The color palette reflects the dynamic and bold attitude of the brand.

The primary color palette is used in the most abundance throughout the brand. The secondary and tertiary colors can be used to add variety to the color palette but should be used wisely and in limited amounts. Remember that these colors are not intended to be used in a manner that overpowers the primary color palette.

Primary



| | | | |
|---------|---------------|--------------|---------------|
| PANTONE | 355 | BLACK | BLACK 40% |
| CMYK | 98, 9, 100, 0 | 0, 0, 0, 100 | 0, 0, 0, 40 |
| RGB | 0, 154, 61 | 0, 0, 0 | 153, 153, 153 |
| HEX | 009A3D | 000000 | A7A9AC |

Secondary



| | | | | |
|---------|---------------|-----------------|---------------|-------------|
| PANTONE | 361 | 7733 | 382 | 306 |
| CMYK | 61, 0, 100, 0 | 89, 28, 100, 16 | 30, 1, 100, 0 | 81, 4, 5, 0 |
| RGB | 109, 190, 69 | 0, 121, 58 | 0, 154, 61 | 0, 183, 236 |
| HEX | 6CBE45 | 00793A | ABD037 | 00B7EC |

Tertiary

NOTE

When printing professionally, be sure to use colors as defined by the PANTONE® Matching System (PMS) and 4-color process build (CMYK).

For any web and digital communications, the colors to be used are defined by RGB and HEX values.

COLOR USAGE

While this flexible color palette provides a number of options for use in virtually every application, it's important to maintain the integrity of the brand through thoughtful design and adherence to guidelines.

When deciding which colors to use, the color pairings shown on this page are a great place to start. In general, the primary colors should be used as the base color and supplemented with appropriate secondary or tertiary colors as needed.

Example Color Pairings | Primary



Example Color Pairings | Primary + Secondary + Tertiary



TYPOGRAPHY

Typography is a key element used to communicate a unified personality for our brand. We have selected a type family that gives us a unique voice. The font should be used in all communication materials whenever possible.



PRIMARY TYPEFACE

Work Sans is a variable typeface that allows a wide range of selection. Bold weight in uppercase and regular weight in sentence case are the main type treatments for the LTR brand.

Work Sans

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#\$%^&*()

BOLD | UPPERCASE

**LIBERTY TIRE RECYCLING
MEANS BUSINESS WHEN IT
COMES TO SUSTAINABILITY.**

REGULAR | SENTENCE CASE

Liberty Tire Recycling means
business when it comes to
sustainability.

Work Sans Thin

Work Sans Thin Italic

Work Sans Regular

Work Sans Italic

Work Sans Bold

Work Sans Bold Italic

Work Sans Extra Light

Work Sans Extra Light Italic

Work Sans Medium

Work Sans Medium Italic

Work Sans Extra Bold

Work Sans Extra Bold Italic

Work Sans Light

Work Sans Light Italic

Work Sans Semi Bold

Work Sans Semi Bold Italic

Work Sans Black

Work Sans Black Italic

DESIGN ELEMENT

Besides colors and typography, an additional design element is provided to enhance the Liberty Tire Recycling brand presence. This element should be used in conjunction with other components to create a unique brand experience.



PATTERN

The mosaic pattern is an element unique to the Liberty Tire Recycling brand. It is created to provide creative opportunities when creating collateral for the brand.

The pattern should be used in a mindful manner so as not to overwhelm other elements of the Liberty Tire Recycling brand.

