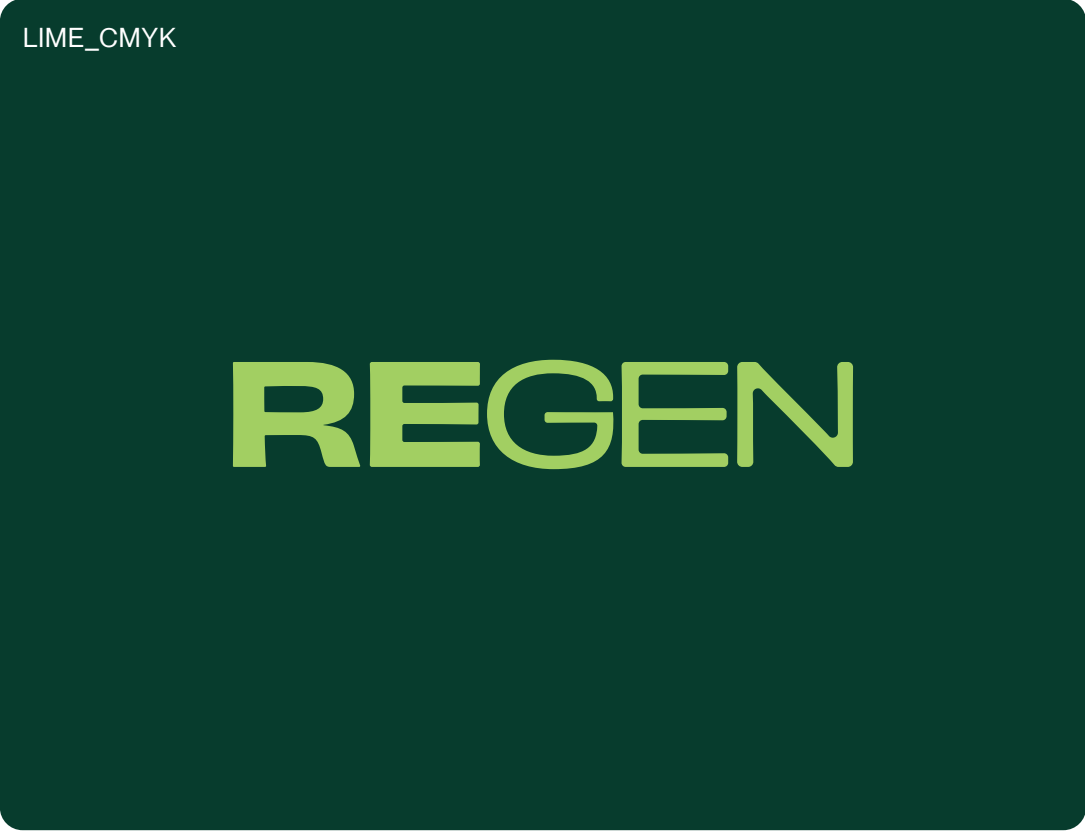
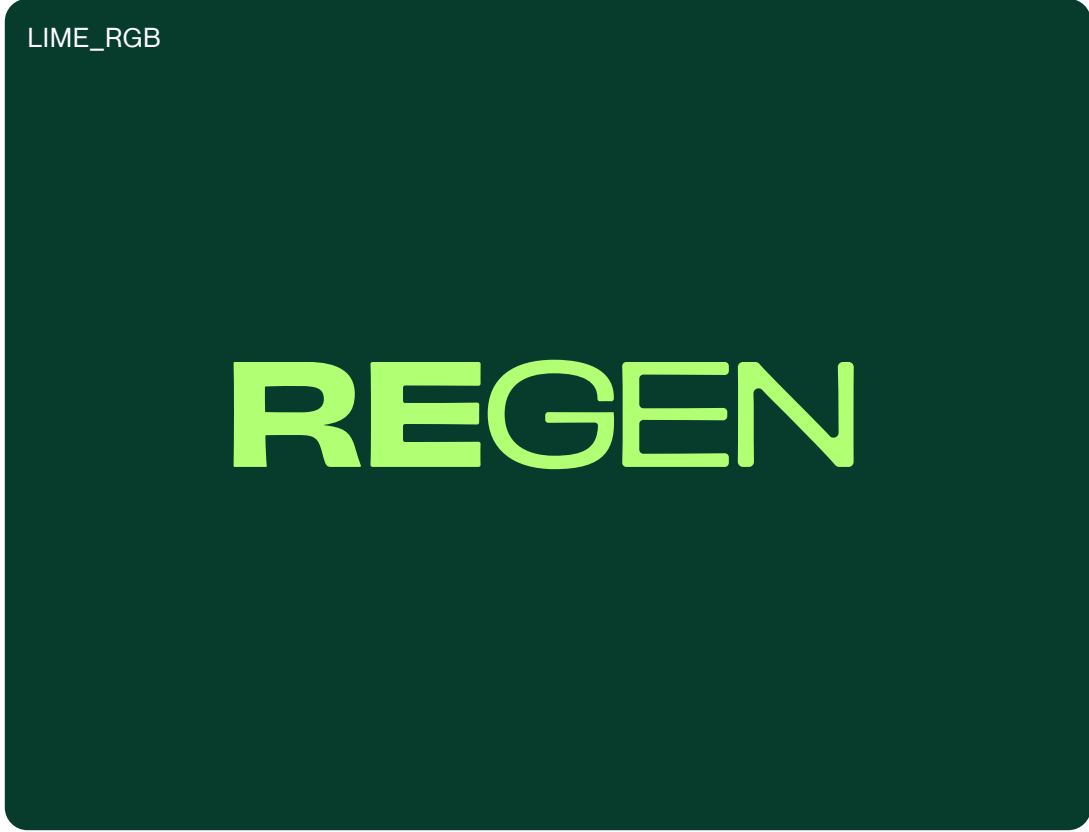
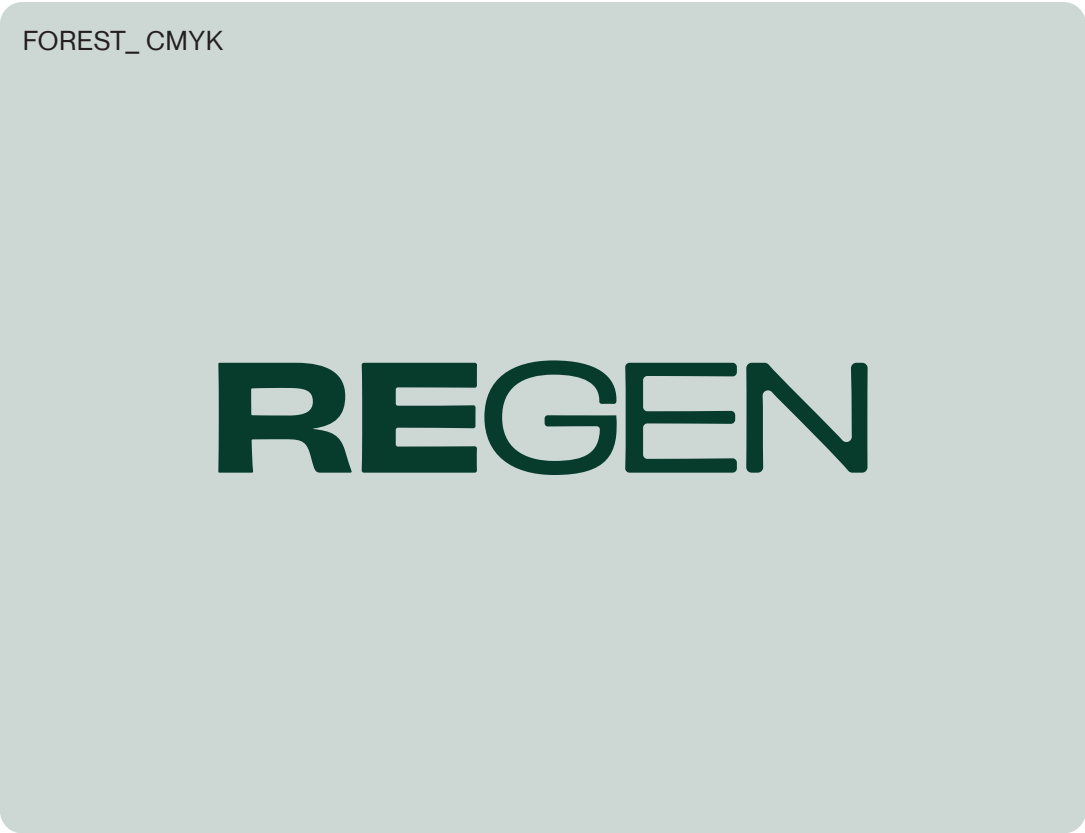
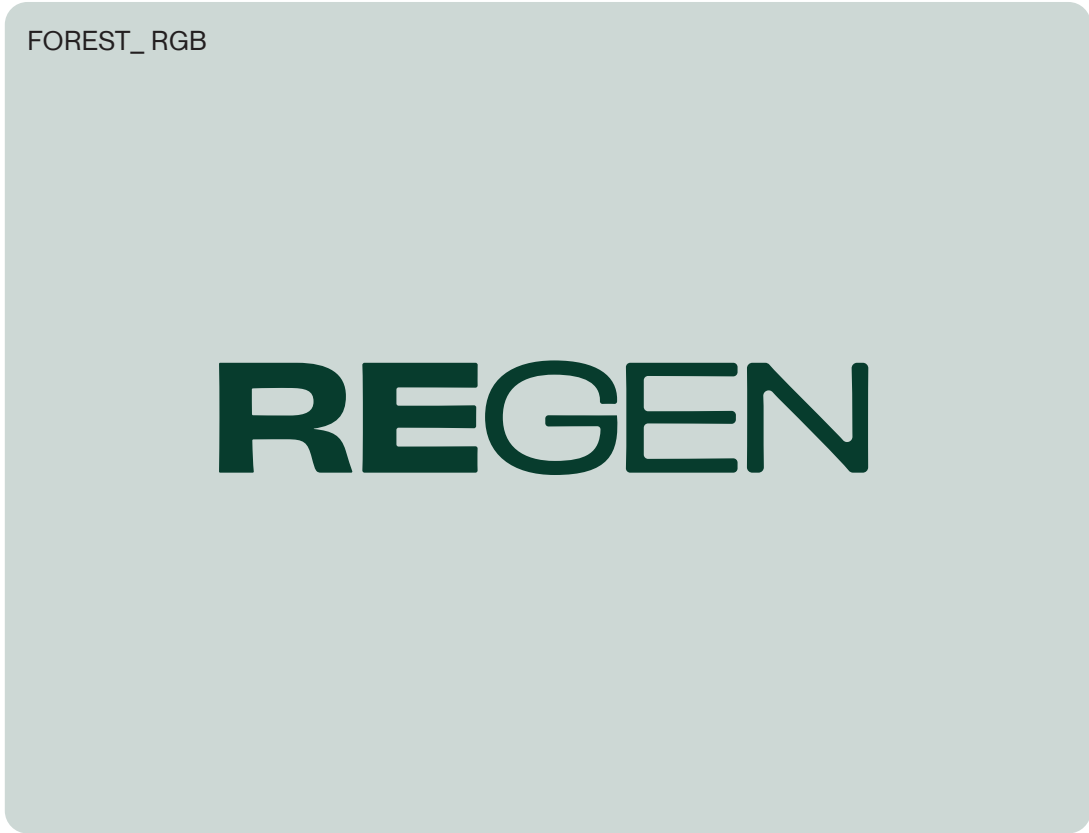
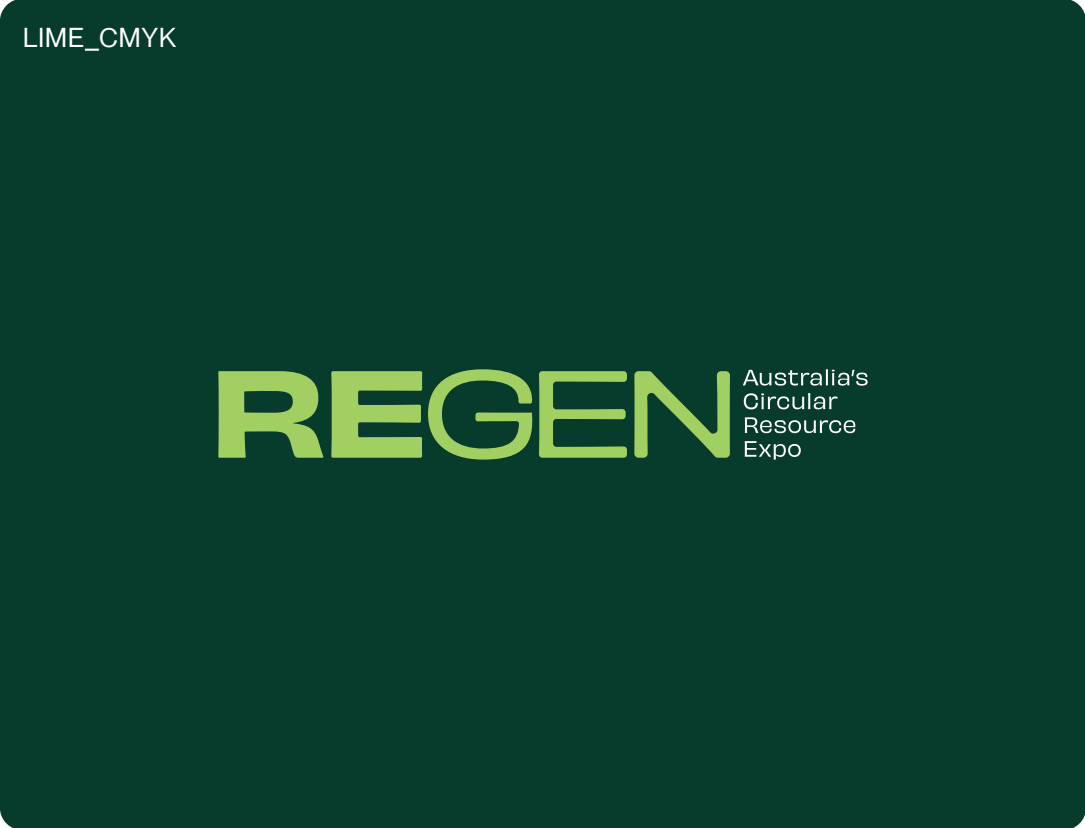


# REGEN

Australia's Circular Resource Expo

RETHINK  
REDESIGN  
REPURPOSE  
RENEW







CLEAR SPACE

When correctly observed, clear space protects the wordmark from being crowded by other elements such as text or images.

Please allow a minimum clear space all around the wordmark equal to the x-height of the letter R in the brand wordmark (see illustration).

This includes co-branding situations.

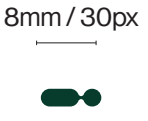
MINIMUM SIZE

Our wordmark is a simple and recognisable mark. To ensure its legibility the wordmark has different compositions at different minimum sizes and works on a sliding scale as you decrease size.

Depending on your application, you will need to use a different composition of the wordmark.



Clear space = equal to 'R' x-height / width



When the ReGen brandmark needs to be displayed alongside other brands in co-branding situations, the following guidelines must be applied.

Always ensure optical balance between all wordmarks is maintained and that the ReGen brandmark is not superseded or dominated by other brandmarks.

Where other brands dominate or are equal in scale to the ReGen wordmark, the ReGen wordmark should scale appropriately within the hierarchy to provide optical balance. The width of the ReGen wordmark should always be at least equal to the width of other network wordmarks.

CLEAR SPACE IN CO-BRANDING

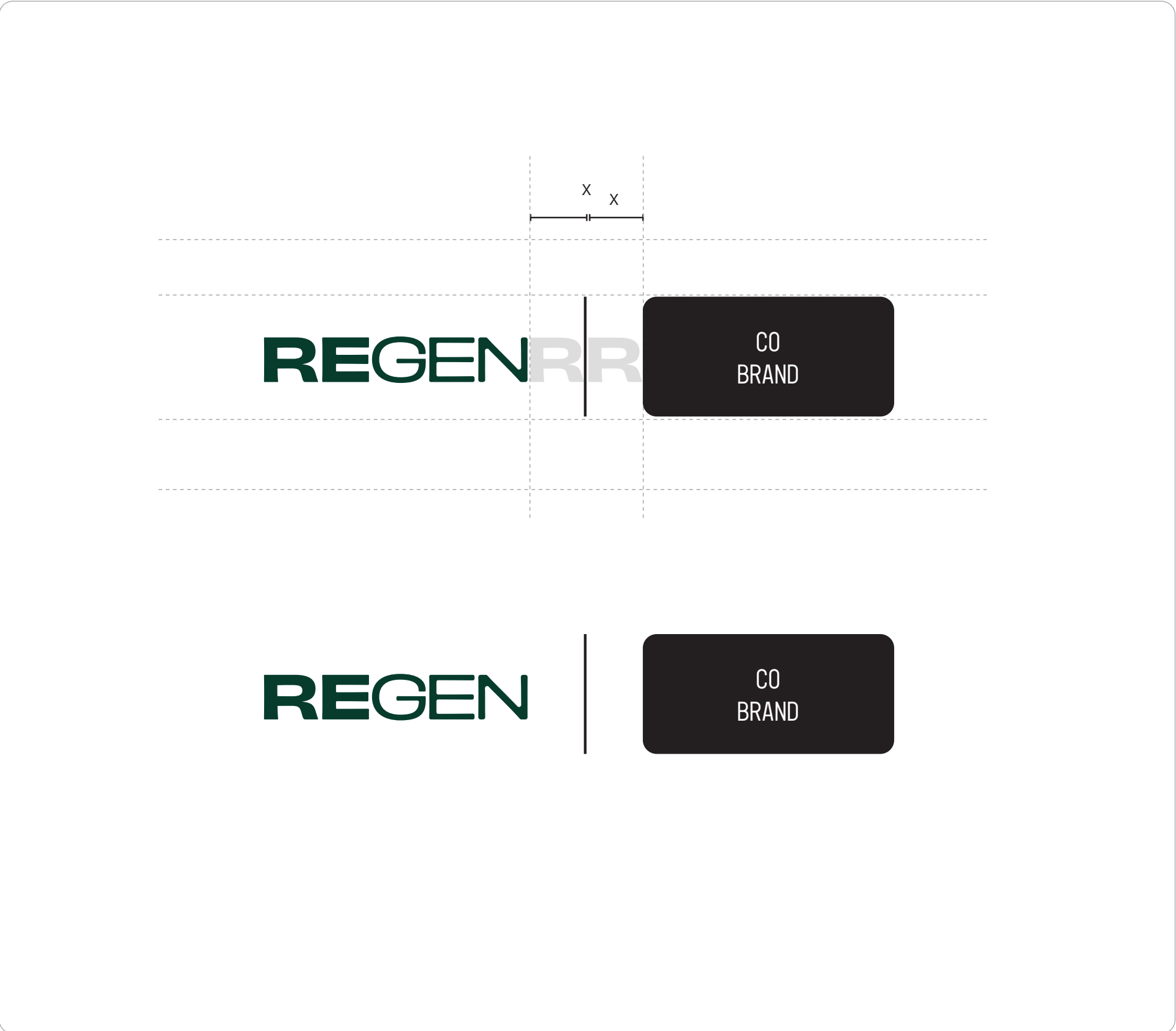
When correctly observed, clear space protects the wordmark from being crowded by other elements such as text or images. The ReGen wordmark must also meet the clear space and minimum size requirements outlined in these guidelines.

DIVIDER KEY LINES

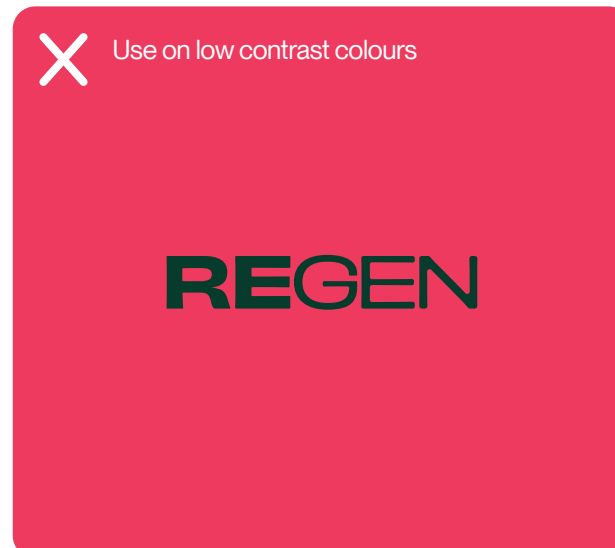
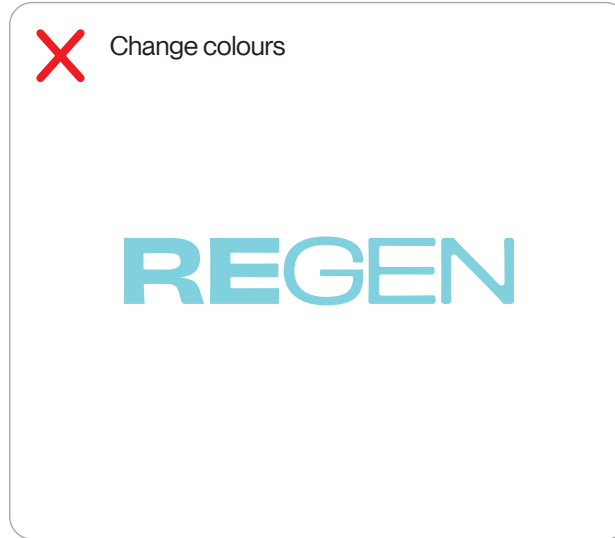
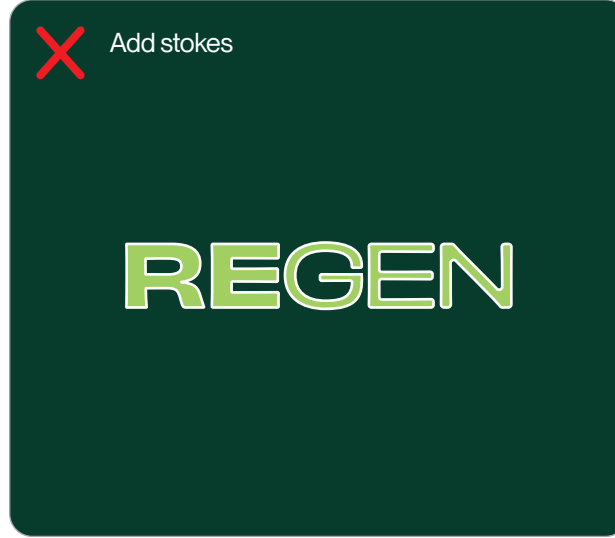
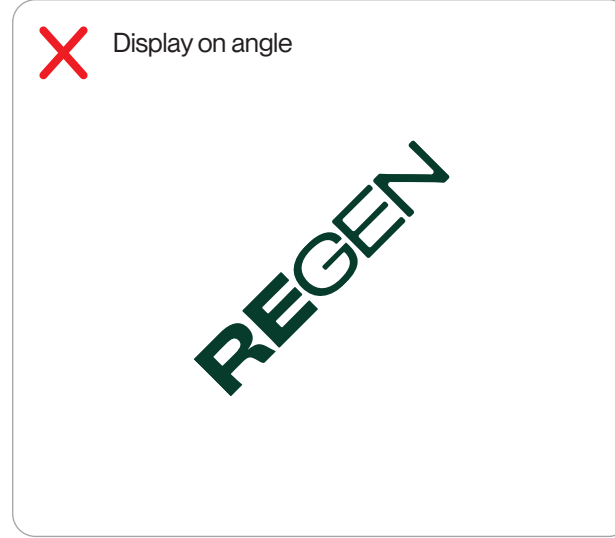
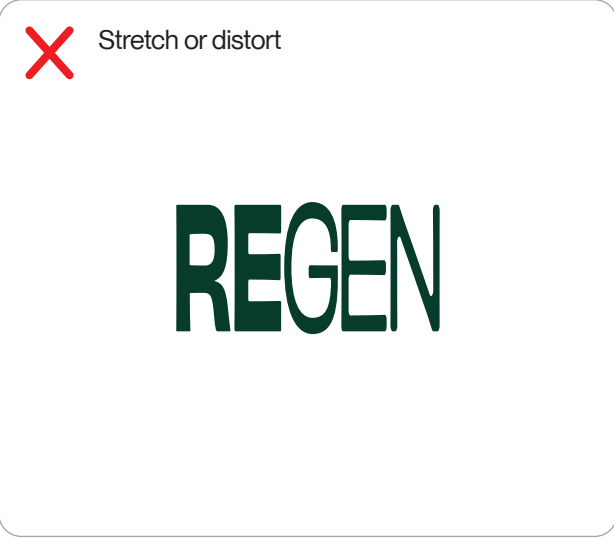
The key lines that separate wordmarks in co-branding situations also follow the clear space guidelines. The space between each wordmark and the divider key line should be equal to the x-height of the ReGen wordmark.

All co-branding situations involving the ReGen brandmark must be approved before publication.

Please contact the ReGen Brand and Marketing team to seek guidance and approval.



Only use the official master wordmark files, which can be obtained from the ReGen Brand and Marketing team. Never alter, re-draw or re-create the wordmark in any way. The ReGen wordmark must always be applied correctly and consistently. The wordmark must appear only in the specified configurations and in the correct brand colours, as defined in these guidelines.



# BRAND EXPRESSION

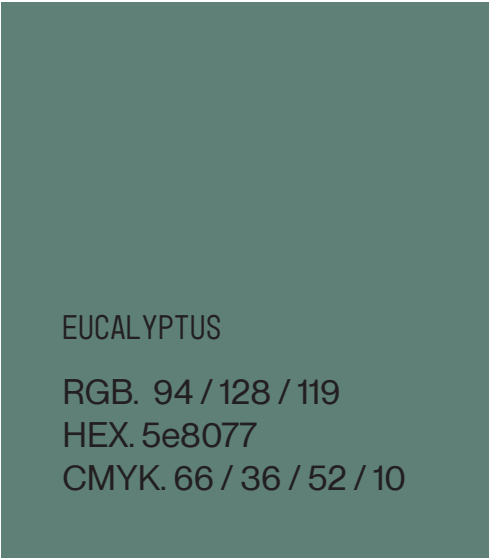




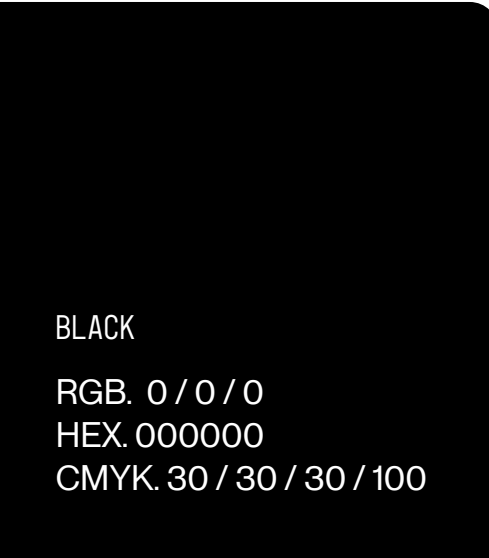
WHITE  
RGB. 255 / 255 / 255  
HEX. FFFFFFFF  
CMYK. 0 / 0 / 0 / 0



MIST  
RGB. 205 / 216 / 213  
HEX. cdd8d5  
CMYK. 19 / 8 / 14 / 0



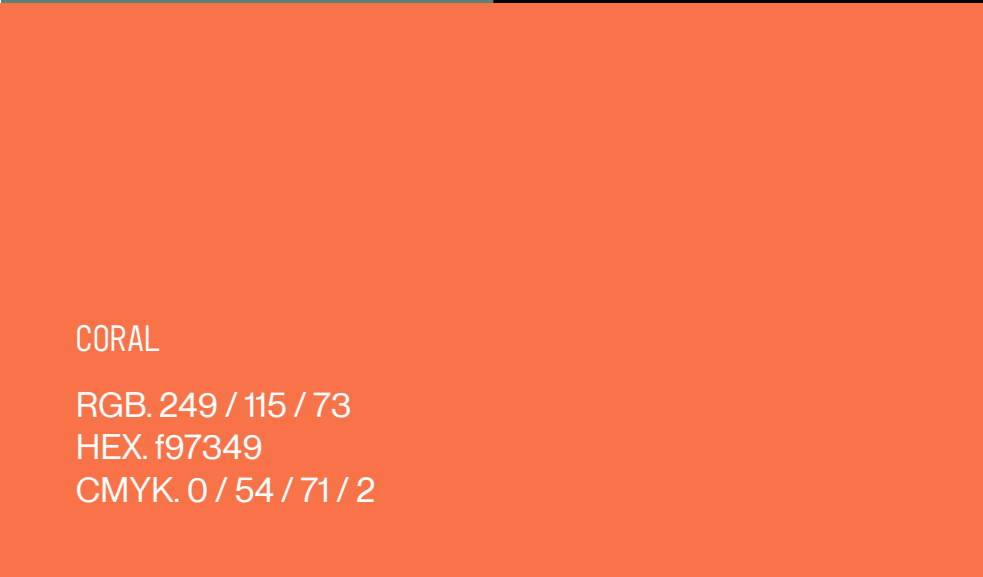
EUCALYPTUS  
RGB. 94 / 128 / 119  
HEX. 5e8077  
CMYK. 66 / 36 / 52 / 10



BLACK  
RGB. 0 / 0 / 0  
HEX. 000000  
CMYK. 30 / 30 / 30 / 100



LIME  
RGB. 177 / 255 / 115  
HEX. b1ff73  
CMYK. 40 / 0 / 80 / 0



CORAL  
RGB. 249 / 115 / 73  
HEX. f97349  
CMYK. 0 / 54 / 71 / 2



FOREST  
RGB. 7 / 60 / 45  
HEX. 073c2d  
CMYK. 88 / 48 / 77 / 57



PINE  
RGB. 26 / 79 / 56  
HEX. 1a4f38  
CMYK. 85 / 43 / 80 / 43

HEADLINES & STATEMENTS

Mono 45 Headlines

# EMPOWERING THE TRANSITION TO A CIRCULAR ECONOMY

BODY

PP Neue Montreal Family

PP Neue Montreal

[See brand assets](#)

Mono 45 Headline

[fonts.adobe.com/fonts/mono45-headline](https://fonts.adobe.com/fonts/mono45-headline)

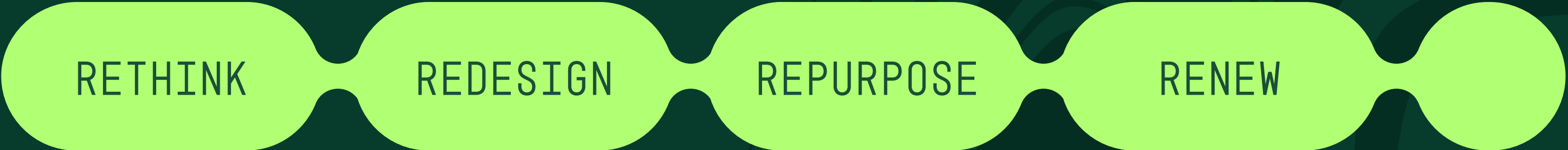
A Bit rerferorro maximin vellest mi, omnis mo ent ectur res et eum debisquia quid modis volupti onseque voluptet, et re vendi seque corporem dolor apitincieni res into ditia volorest excepel molo totatur, nam repeligniet, ius, to con rempore nis mos eatem quibusda quas int fuga. Ut volumentur, sum eum sita dit aut prest as quam reped qui ne labo. Ipsam a secto dolorectur sequi omniatur?

At arum volorum enimus essimus untiusd animpos corepelent excerum re, cus esequi simoditatia dus, cus escieni hillame pligenis es dolorpo repudae. Sunt quam qui rerspriet aut dolorest, nonse voloris simillit eius, et, cus nime eossit quate nonse ommolecti ut ut estianissi doluptiae nihitibus volupta taquatus nihil molutestis

Reptiate sendaerum ut laut et por saperio. Ut culparita core nonsectur as siniam et ea cumquas et eum qui doluptur minum et quibus, sernam, quis exerum autatem. Itaque esequi dolupta spereprem ea evelis rest labo. Et pro magnatq uiderum volori blab il ius niminti untiis volum fuga. Voluptas autenit aquiam voles maximilibus is et, simporem lis mod minus volorum core quis cus, ipsae et late doluptam, ut ipidem sinienis dollabori dolent am quia abo. Cae nimus el earcil eseri tota etures volupture, est aperro blaborerias est fugiam ipit por arum volum faccus,

**REGEN** Australia's  
Circular  
Resource  
Expo

23-24 JULY 2025  
ICC SYDNEY



EMPOWERING THE TRANSITION  
TO A CIRCULAR ECONOMY

ReGenExpo.com. 

SUPPLIED FILES FORMATS

All versions of the wordmark supplied are suitable for both Mac and PC systems.

FILES SUPPLIED

The structure of the folders within the package contain these file formats for each version of the wordmark in separate folders.

- EPS/AI/PDF
  - RGB colour
  - CMYK colour
  - Inverted (white + colour)
  - Mono (Black)
  - Reversed (white)
- SVG
  - RGB colour
  - CMYK colour
  - Inverted (white + colour)
  - Mono (Black)
  - Reversed (white)
- JPG
  - RGB Colour
  - Mono (Black)
- PNG
  - RGB colour
  - Mono (Black)
  - Reversed (white)
  - Inverted (white + colour)

The files provided are adept for a broad spectrum of applications, from commercial printing endeavors to digital presentations and screen-based projects. To cater to these varied needs, designers are recommended to prioritise formats like EPS, AI, PDF, and now SVG, due to their flexibility and extensive compatibility with diverse design software.

- EPS, AI, and PDF files stand out for their vector-based nature, ensuring scalability without loss of clarity, making them perfect for commercial printing and intricate design work.
- SVG (Scalable Vector Graphics) format, also vector-based, is particularly advantageous for web and digital environments. It supports interactivity and animation, making it ideal for responsive web design. SVG files retain quality at any zoom level, providing crisp visuals across all screen sizes.

When vector formats are not feasible or necessary, raster formats like JPG and PNG become suitable alternatives, especially for desktop publishing tasks within software such as Microsoft Word and PowerPoint. These formats are optimal for screen previews and quick integrations:

- JPG: Best suited for photographic content, offering a balance between image quality and file size, though it may suffer from quality degradation with repeated edits.
- PNG: Preferred for images requiring transparency or when lossless compression is needed, ensuring no quality loss regardless of the number of times the file is edited.

Resizing JPG and PNG images demands attention to maintain aspect ratios, ensuring visuals remain proportionate and undistorted. While these formats are versatile for screen use, including digital designs and software applications, scaling beyond their original dimensions can impact visual fidelity.

PRINT VS DIGITAL COLOR SPACES: CMYK AND RGB

Understanding the distinction between CMYK and RGB color spaces is crucial for producing optimal visuals across print and digital mediums.

- CMYK (Cyan, Magenta, Yellow, Black): This subtractive color model is foundational for print production. It works by subtracting light from white, as reflected by the paper, to create the desired hues. Since physical media rely on the reflection of light, CMYK ensures that colors in print materials match the design intent as closely as possible.
- RGB (Red, Green, Blue): In contrast, RGB is an additive color model used for digital screens, where colors are created by combining light. This model can produce a broader spectrum of colors, making it suitable for devices that emit light directly, such as monitors, smartphones, and TVs.

WHEN TO USE EACH FILE AND COLOR SPACE

- For commercial printing and designs requiring precise scaling, vector formats (EPS, AI, PDF, SVG) in CMYK color space are recommended. These choices guarantee fidelity to design dimensions and accurate color reproduction on physical media.
- For digital and screen-based projects, where dynamic scaling and vibrant colors are paramount, SVG files along with JPG or PNG in RGB color space offer the best results. SVG excels in web contexts for its scalability and efficiency, while JPG and PNG are versatile for various digital content needs.

Choosing the appropriate file type and color space is vital for achieving the desired outcome, whether it's for print or digital display. This understanding ensures that designs are not only visually appealing but also functionally suitable for their intended medium.

FOR FURTHER  
ASSISTANCE,  
PLEASE CONTACT  
DIVERSIFIED  
COMMUNICATIONS.

Elisha Wilson  
Marketing Manager  
t. +61 3 9087 1302  
e. ewilson@divcom.net.au