

ResQ Club Brand Guide

Logo

RESQ
CLUB

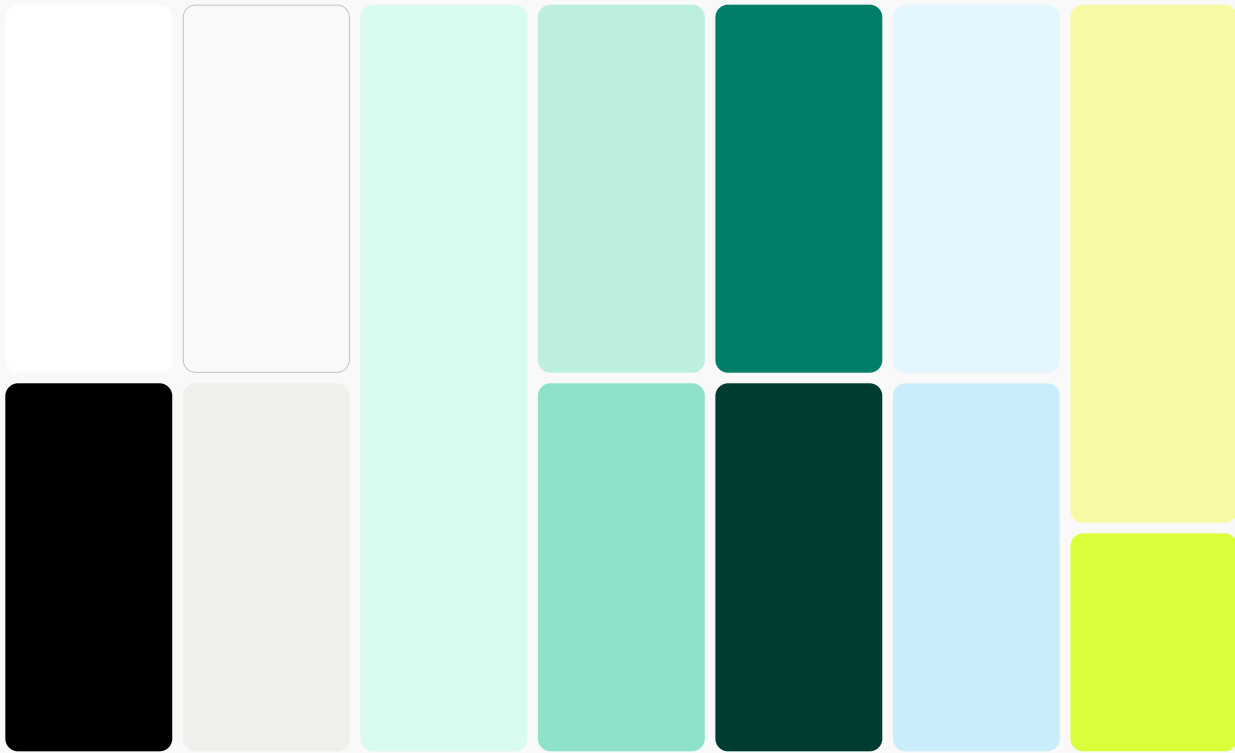
Symbol



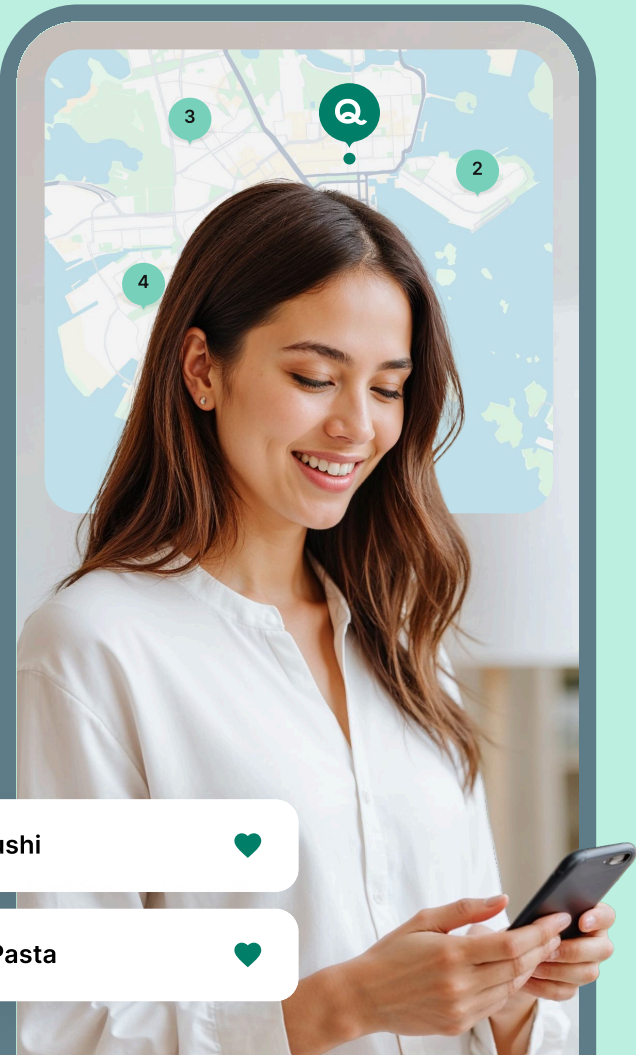
Typography

AaBbCc
AaBbCcDd

Colors



Collages



Images



Disclaimer

All UI's and other layouts are used as an example how the brand might look in practise and might not look the same as implementations.

01

Logo

RESQ
CLUB

Wordmark

ResQ Club’s primary identifier is the text logo. The logo can be scaled to the desired size while maintaining its proportions. The logo’s placement in print and other applications may vary.



Clear space

Our logo looks it's best when it is given enough space to shine. We have defined minimum perimeters to ensure no other elements encroach on the logo.



Wordmark colors

Follow these color combination rules when coloring the logo. All the logos follow the WCAG AA contrast requirements.

RESQ
CLUB

RESQ
CLUB

RESQ
CLUB

RESQ
CLUB

RESQ
CLUB

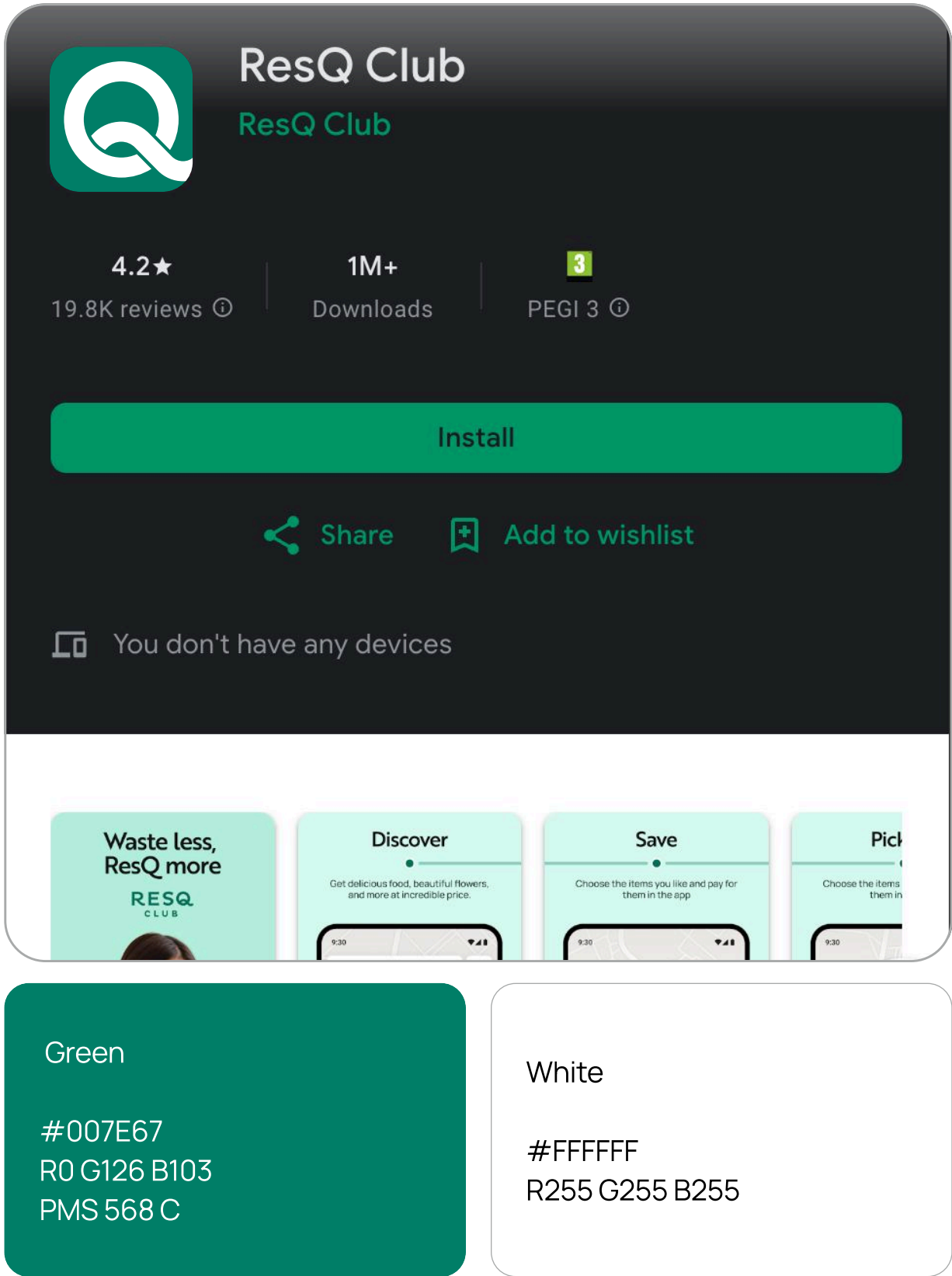
RESQ
CLUB

RESQ
CLUB

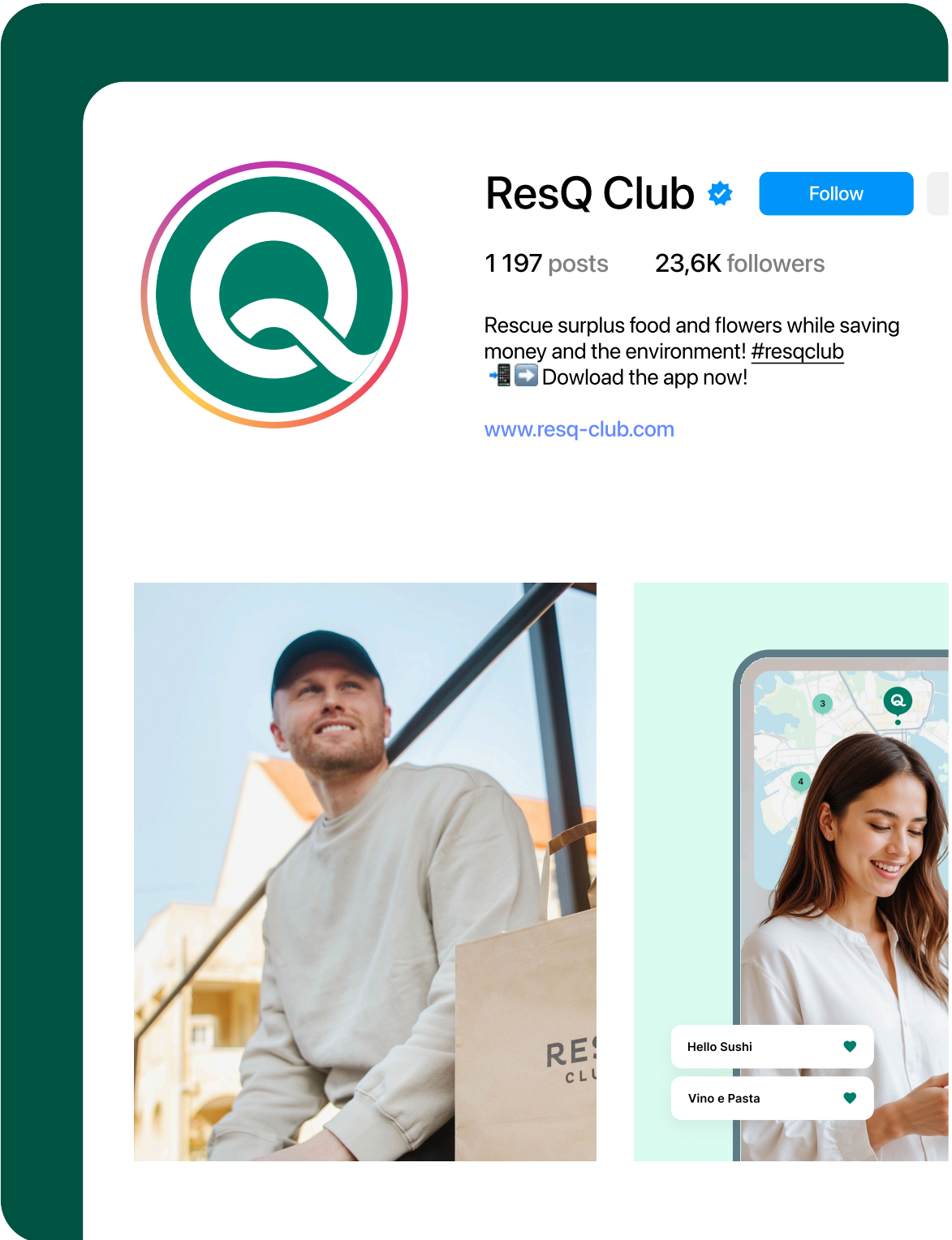
RESQ
CLUB

Q Symbol

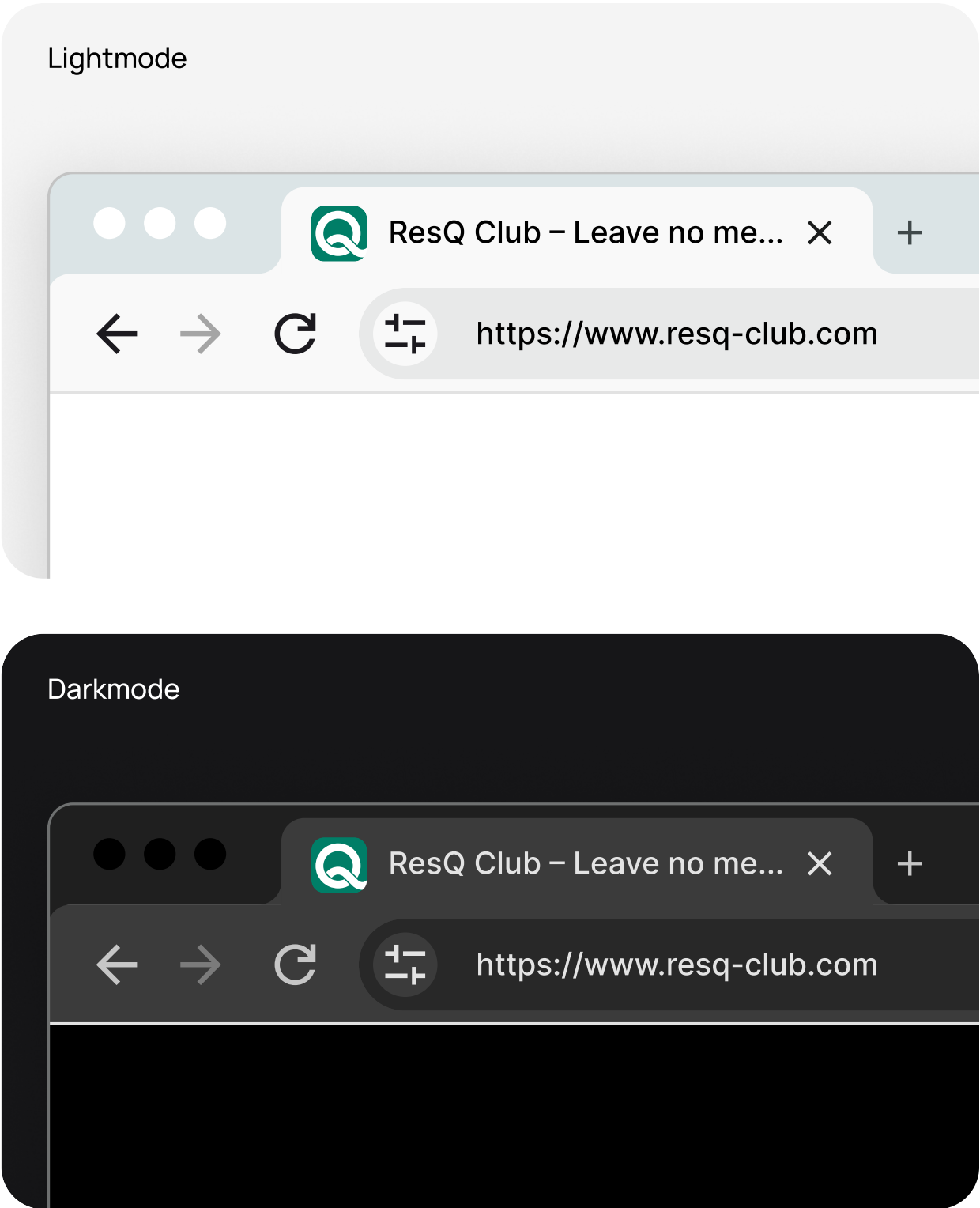
App Icon



Social Icon



Favicon



02

Typography

Typefaces

Brother 1816 is the headline font and it’s mainly used in Book and Regular.

Manrope is a functional, clear font. It is designed to work well also in small sizes. It was created to perform well in digital environments, but it is also an excellent font for print use.

On the ResQ websiteManrope is used mainly as body font and in small headings.

The app uses the **Inter** typeface, with all font styles specified in our design system.

Note: Functional UI fonts can be found in ResQ’s design library in Figma.

Headlines

Brother 1816 Book

Waste less,
ResQ more

Small headlines

Brother 1816 Regular

Discover offers near you

Body font

Manrope Regular

Get delicious food, beautiful flowers, and more at incredible price while helping to reduce waste. Browse nearby offers and purchase them directly in the ResQ Club app.

Small headings

Manrope Semibold

Quick and Easy Setup

Body font

Manrope SemiBold

Start rescuing

Start selling

Typesetting

Maintain concise headlines, but always ensure descenders and ascenders do not overlap. Adhering to the guidelines on this page will prevent such overlap.

100% leading

for bigger headlines use at least 100% leading with -4% tracking

Waste less,
ResQ more

100% – 120% leading

for smaller headlines and sub-headlines use at least 100% leading with -2% to -4% tracking

Discover offers
near you

Discover offers
near you

130% – 150% leading

for normal paragraph text use at least 120% leading with -1% tracking

Get delicious food, beautiful flowers, and more at incredible price while helping to reduce waste. Browse nearby offers and purchase them directly in the ResQ Club app.

Get delicious food, beautiful flowers, and more at incredible price while helping to reduce waste. Browse nearby offers and purchase them directly in the ResQ Club app.

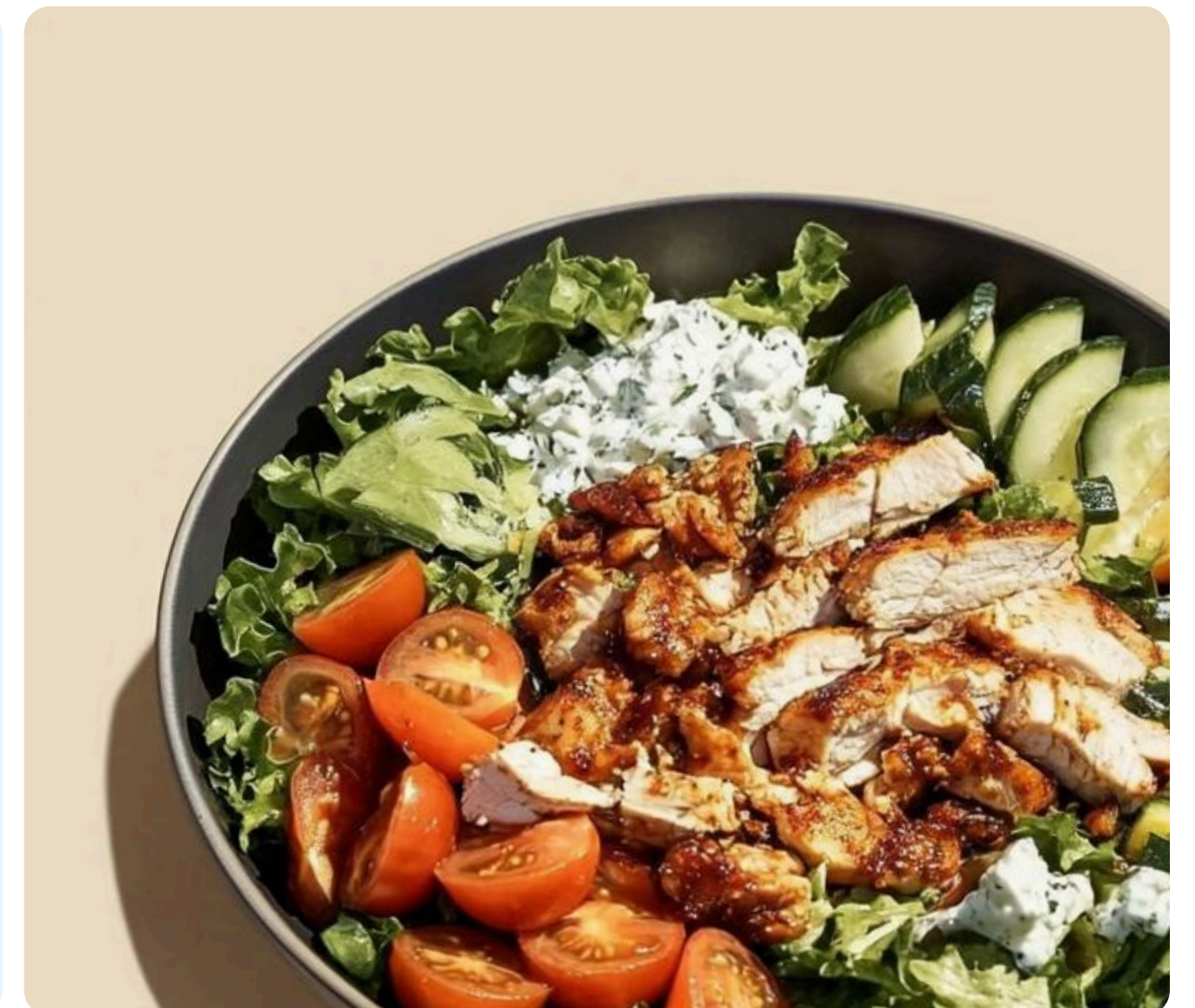
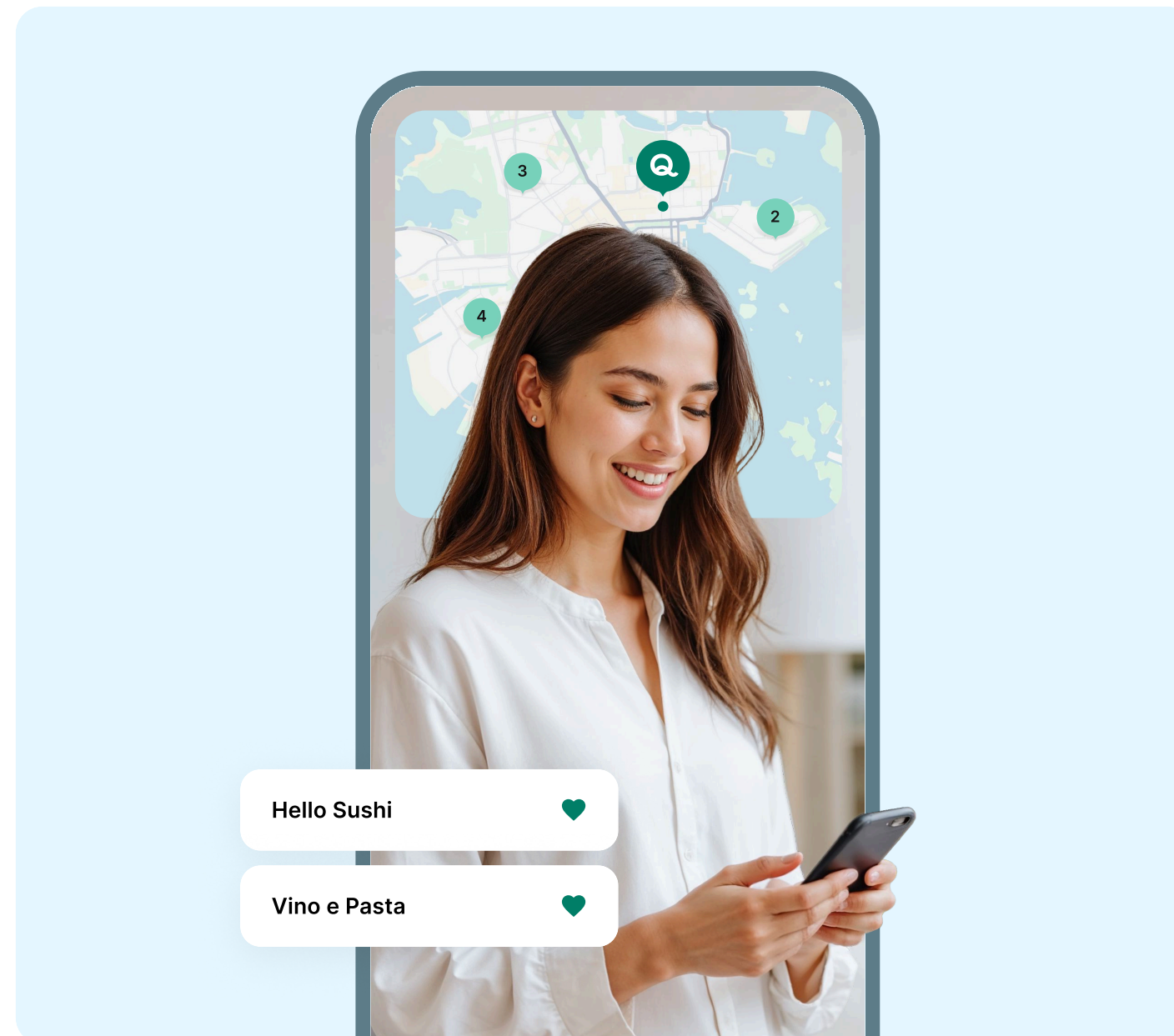
03

Imagery

Photography principles

Lighting should be natural, and expressions, gestures, and poses must appear genuine and authentic. We always showcase situations that feel real and true to ResQ Club's services.

Our image types include photos of customers, partners, and products, as well as collages combining images and UI elements.



People imagery

Images of people should convey positive energy while maintaining authenticity.

Make sure to represent different kinds of people, as our partners and customers are a diverse group.

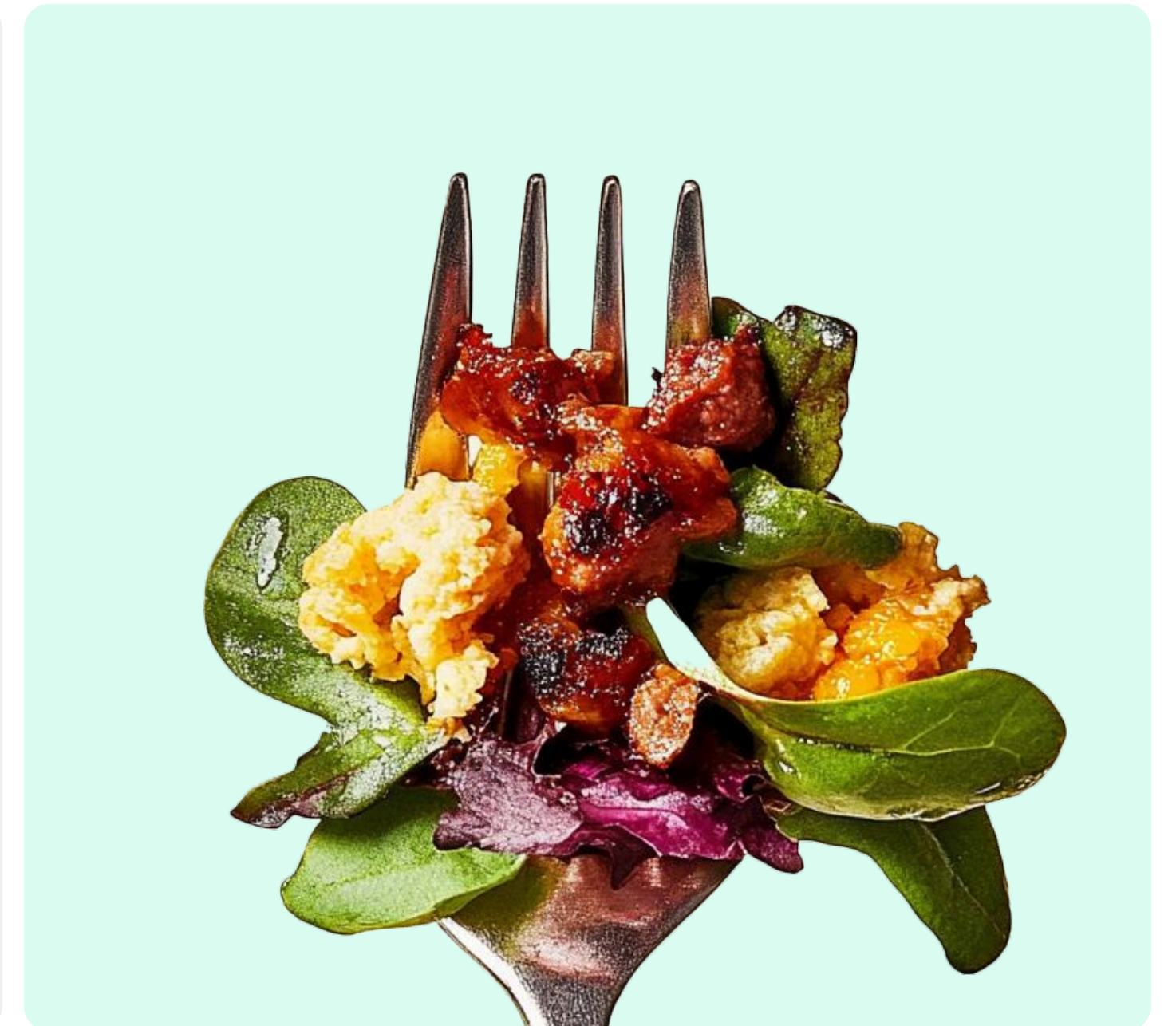


Product images

You can show our products either in real-life settings or without backgrounds.

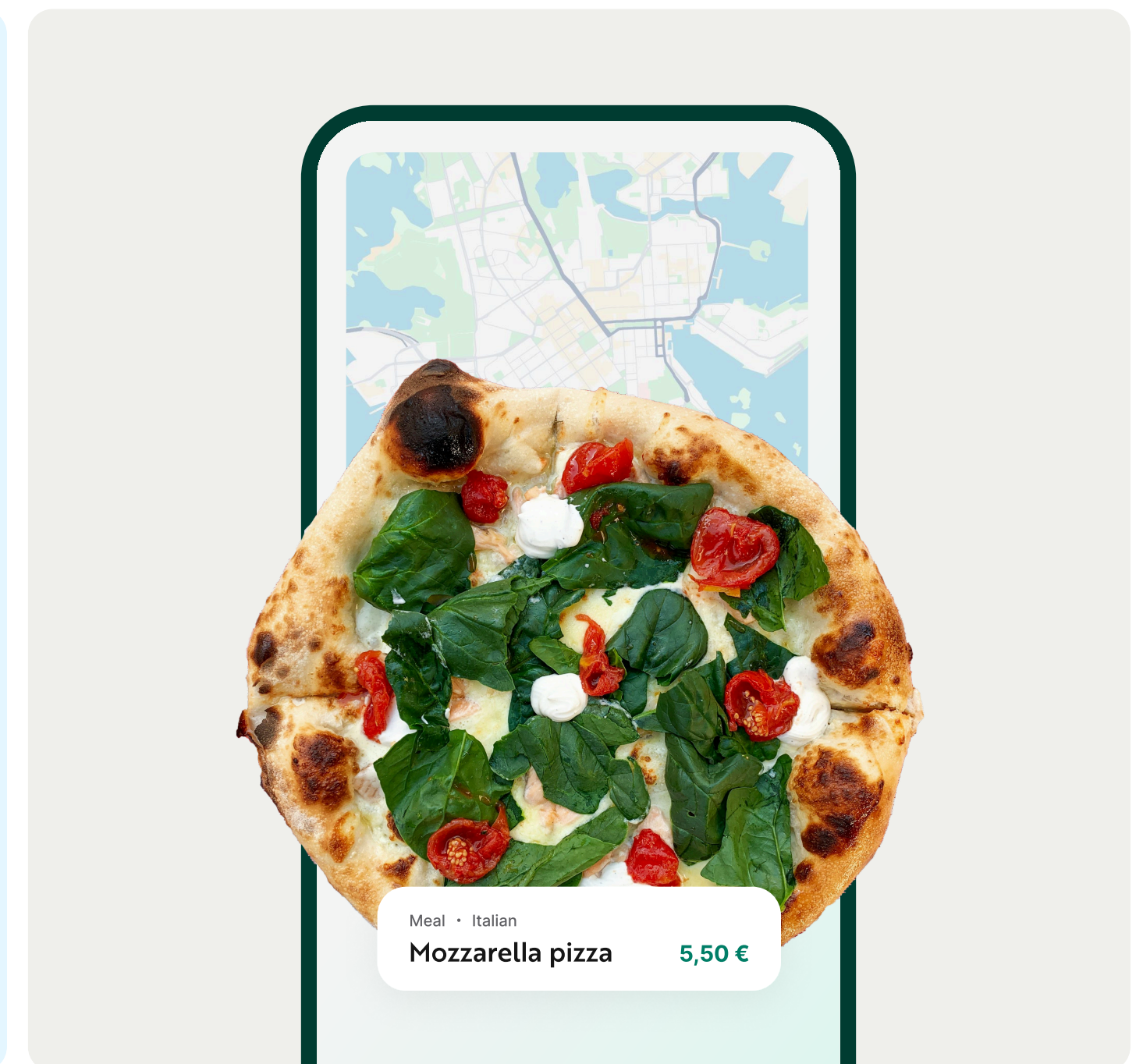
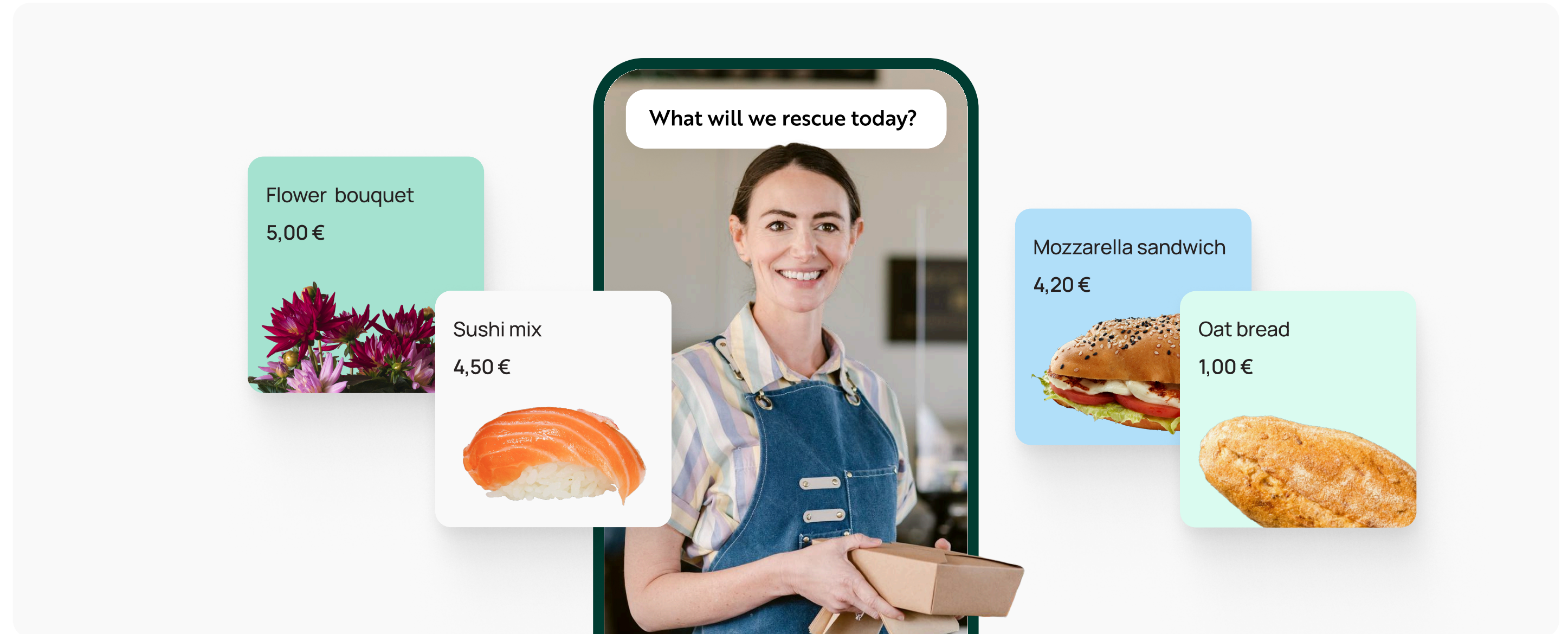
When displaying food, use colors that make it look appetizing. This means avoiding unfresh color combinations and, in some cases, shades of turquoise.

More images in [here](#).



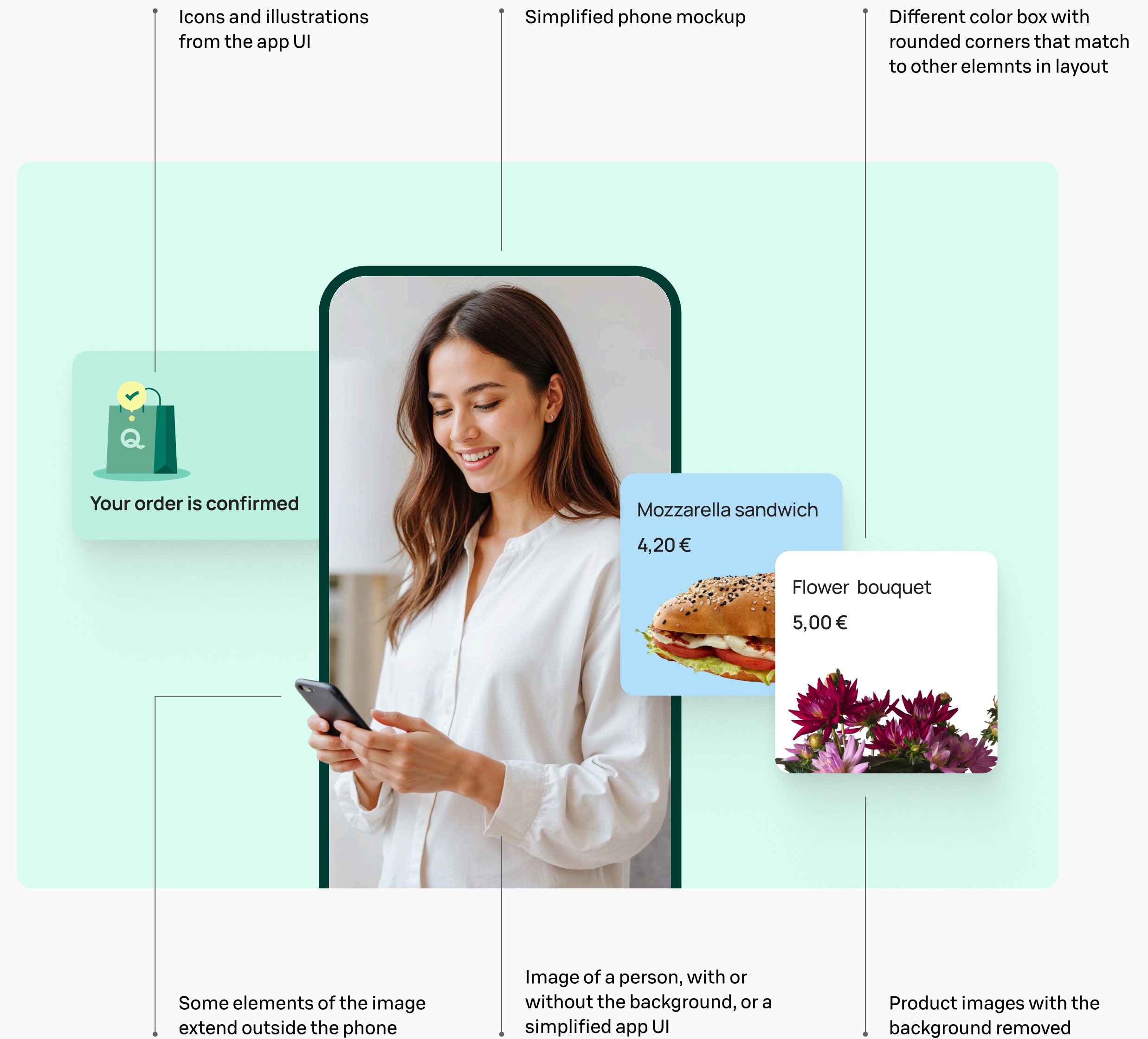
UI Widget Collages

UI widgets are either extracted components of our product interface or closely related elements that don't exist in the product itself but share a similar look and feel. These widgets allow us to highlight key aspects of the user journey and seamlessly incorporate them into our communications beyond the product's interface.



UI Widget Collages structure & colors

Utilize this guide to create collages.
Although these widgets may not
always be identical to the components
in our product, they bear a strong
resemblance to them.



UI Widget color pairing

Use this guide to pair colors for UI widget boxes. Do not use any other colors for boxes. Please note that not all of these colors are used elsewhere in the brand.

UI widget box



White

#FFFFFF
R255 G255 B255

Light Turquoise

#DAFBF1
R218 G251 B241

Mid Turquoise

#BCF0E0
R188 G240 B224

Turquoise

#8FE3CA
R143 G227 B202

Light Blue

#E4F7FF
R228 G247 B255

Blue

#CBEEFB
R203 G238 B251

Beige

#F0EFEC
R240 G239 B236

Green-Tinted Beige

#DFE0D2
R223 G224 B210

Warm-Tinted Beige

#E8DCC6
R223 G220 B198

Pink

#FBCBCB
R251 G203 B203

Image misuse



Don't use images that are too posed, unauthentic or with unnatural lighting.



Only use colors that are specified for use in UI widgets.



Avoid using overlays on top of images to make text more visible.

Do this instead to make both image and text more visible →



04

Color

Main colors

Note: Functional UI colors can be found in ResQ's design library in Figma.

AAA and AA ratings guide text and background color pairing for readability.

AAA ensures the highest accessibility, while AA is suitable for larger text but not for body copy.

White #FFFFFF R255 G255 B255 C0 M0 Y0 K0 21.00:1 12.42:1 AAA AAA #000000 #003C31 5.02:1 AA #007E67	Light Beige #F9F9F9 R249 G249 B249 PMS Warm Gray 1 C 30% Coated C3 M3 Y4 K0 Uncoated C2 M2 Y2 K0 Newspaper C2 M2 Y2 K0 19.95:1 11.80:1 AAA AAA #000000 #003C31 4.77:1 AA #007E67	Light Turquoise #DAFBF1 R218 G251 B241 PMS 3245 C 30% Coated C20 M0 M12 K0 Uncoated C17 M0 Y10 K0 Newspaper C20 M0 Y10 K0 16.68:1 9.86:1 AAA AAA #000000 #003C31 19.05:1 11.27:1 AAA AAA #000000 #003C31	Mid Turquoise #BCF0E0 R188 G240 B224 PMS 3245 C Coated C35 M0 Y20 K0 Uncoated C28 M0 Y15 K0 Newspaper C32 M0 Y14 K0 14.01:1 8.29:1 AAA AAA #000000 #003C31	Green #007E67 R0 G126 B103 PMS 568 C Coated C90 M8 Y59 K38 Uncoated C84 M5 Y59 K30 Newspaper C82 M20 Y55 K10 5.02:1 4.56:1 AAA AAA #FFFFFF #BCF0E0 9.86:1 8.29:1 AAA AAA #BCF0E0 #8FE3CA	Light Blue #E4F7FF R228 G247 B255 PMS 291 C 60% Coated C14 M0 Y1 K0 Uncoated C9 M0 Y1 K0 Newspaper C10 M0 Y0 K0 19.05:1 AAA #000000 17.16:1 AAA #000000	Yellow #F7FAA5 R247 G250 B165 PMS 601 C Coated C8 M0 Y50 K0 Uncoated C5 M0 Y40 K0 Newspaper C5 M0 Y35 K0 19.17:1 AAA #000000
Black #000000 R0 G0 B0 C30 M30 Y30 K100	Beige #F0FEC R240 G239 B236 PMS Warm Gray 1 C 60% Coated C6 M6 Y7 K0 Uncoated C5 M3 Y6 K0 Newspaper C5 M3 Y6 K0 18.26:1 10.80:1 AAA AAA #000000 #003C31		Turquoise #8FE3CA R143 G227 B202 PMS 3245 C Coated C54 M0 Y35 K0 Uncoated C45 M0 Y28 K0 Newspaper C45 M0 Y20 K0	Dark Green #003C31 R0 G60 B49 PMS 3308 C Coated C92 M14 Y67 K70 Uncoated C90 M10 Y65 K59 Newspaper C90 M10 Y60 K50 12.42:1 4.56:1 AAA AAA #FFFFFF #DAFBF1 9.86:1 8.29:1 AAA AAA #BCF0E0 #8FE3CA	Blue #CBEEFB R203 G238 B251 PMS 291 C Coated C27 M0 Y5 K0 Uncoated C20 M0 Y3 K0 Newspaper C23 M0 Y0 K0	Light Yellow #FDF9E8 R253 G249 B232 19.89:1 11.77:1 AAA AAA #000000 #003C31
						Pink #FBCBCB R251 G203 B203 14.51:1 8.58:1 AAA AAA #000000 #003C31

Customer & Partner colors

We use turquoise to represent customers and blue to represent partners. These colors help signal who we are communicating to—and who we are talking about.

Customers

Light Turquoise

#DAFBF1
R218 G251 B241
PMS 3245 C 30%
Coated C20 M0 M12 K0
Uncoated C17 M0 Y10 K0
Newspaper C20 M0 Y10 K0

Mid Turquoise

#BCF0E0
R188 G240 B224
PMS 3245 C
Coated C35 M0 Y20 K0
Uncoated C28 M0 Y15 K0
Newspaper C32 M0 Y14 K0

Turquoise

#8FE3CA
R143 G227 B202
PMS 3245 C
Coated C54 M0 Y35 K0
Uncoated C45 M0 Y28 K0
Newspaper C45 M0 Y20 K0

Partners

Light Blue

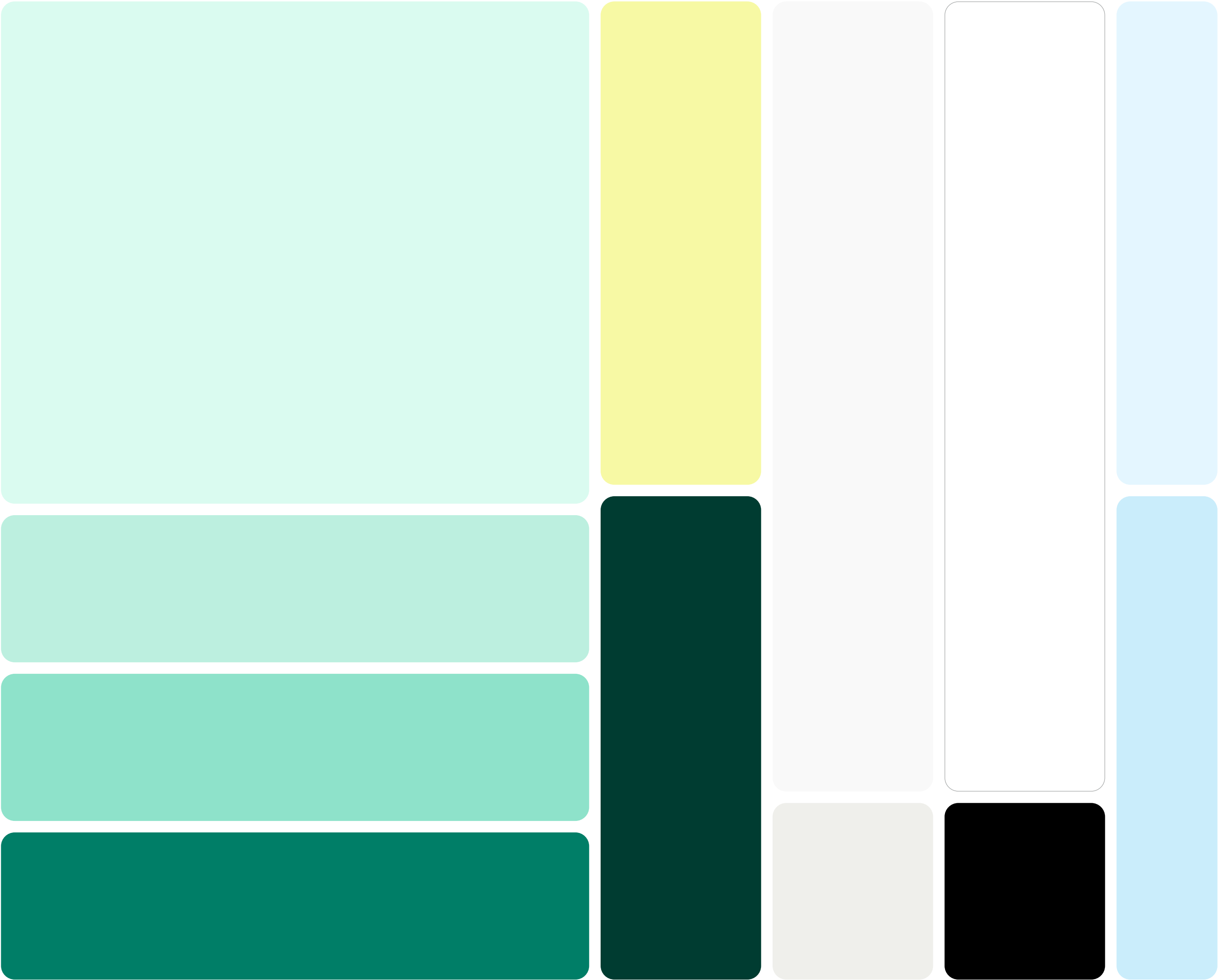
#E4F7FF
R228 G247 B255
PMS 291 C 60%
Coated C14 M0 Y1 K0
Uncoated C9 M0 Y1 K0
Newspaper C10 M0 Y0 K0

Blue

#CBEEFB
R203 G238 B251
PMS 291 C
Coated C27 M0 Y5 K0
Uncoated C20 M0 Y3 K0
Newspaper C23 M0 Y0 K0

Marketing: Frequency of use

- Overview
- Logo
- Typography
- Imagery
- Color
- Graphics
- Experience
- Contact



Example

The more you
eat, the more
you save

+3000
Partners

10 000
Items sold daily

16 million
Items saved



Get the ResQ App

For iPhone

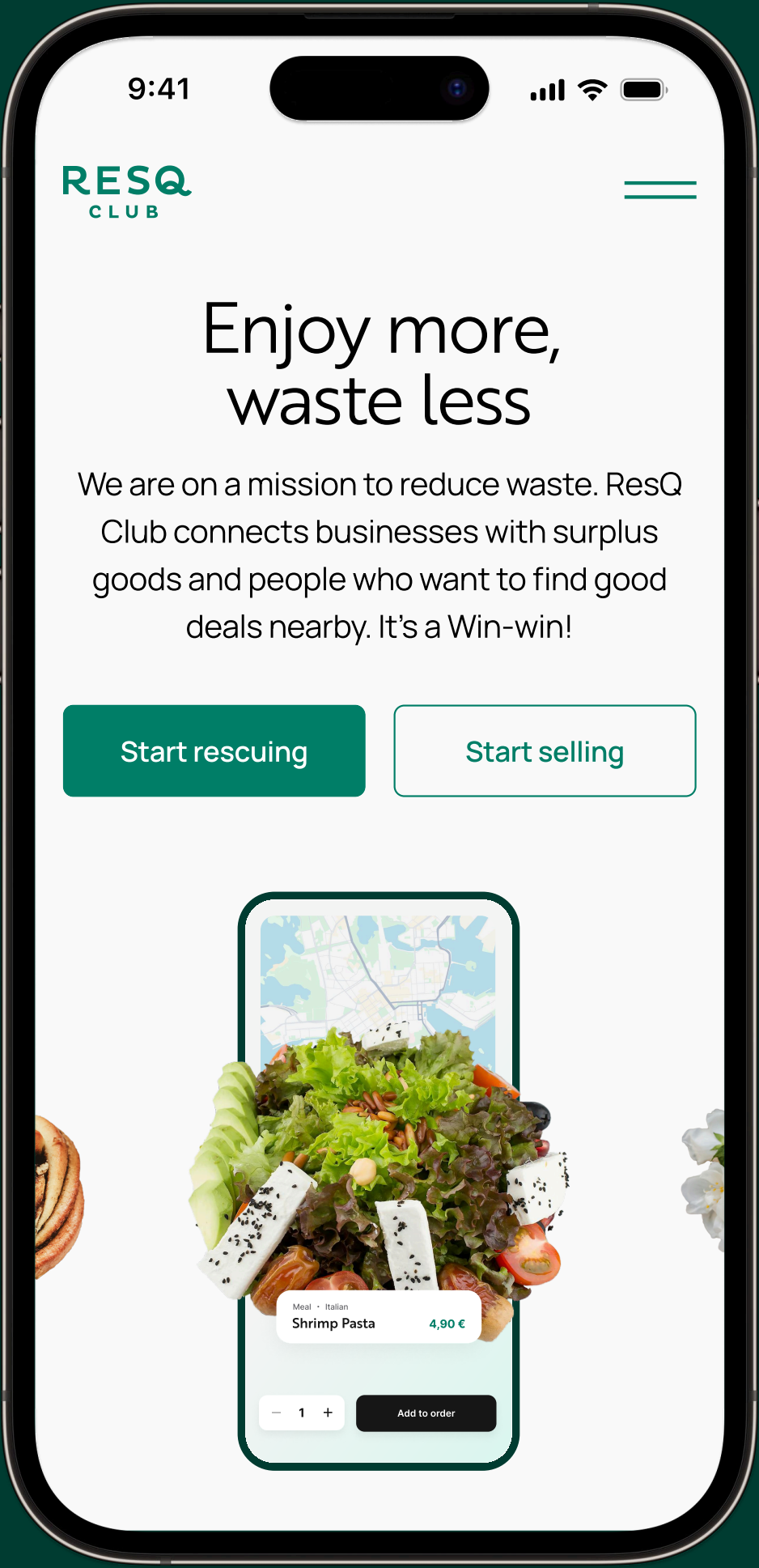
For Android

Website: Frequency of use

- Overview
- Logo
- Typography
- Imagery
- Color
- Graphics
- Experience
- Contact

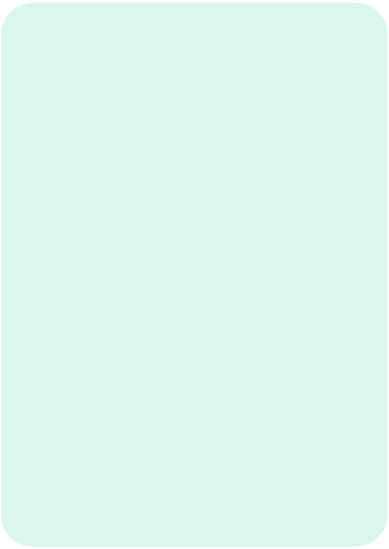
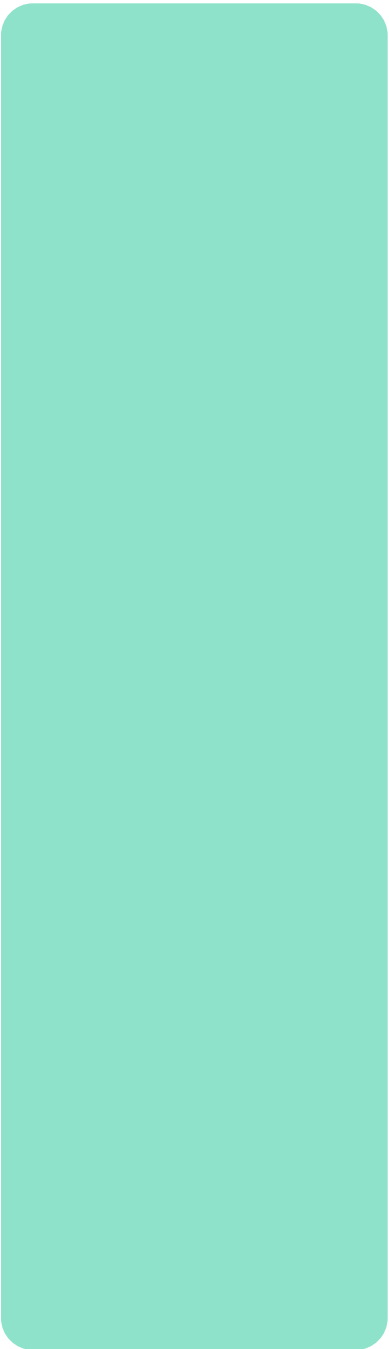
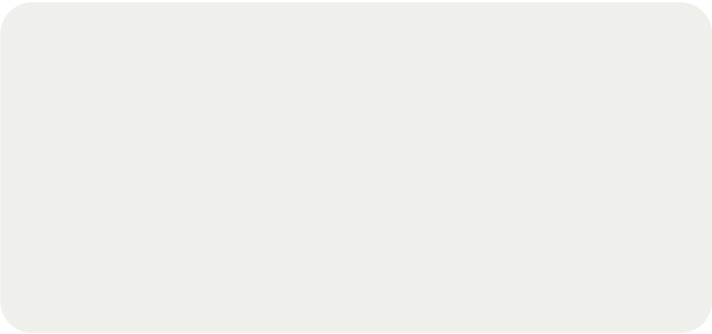
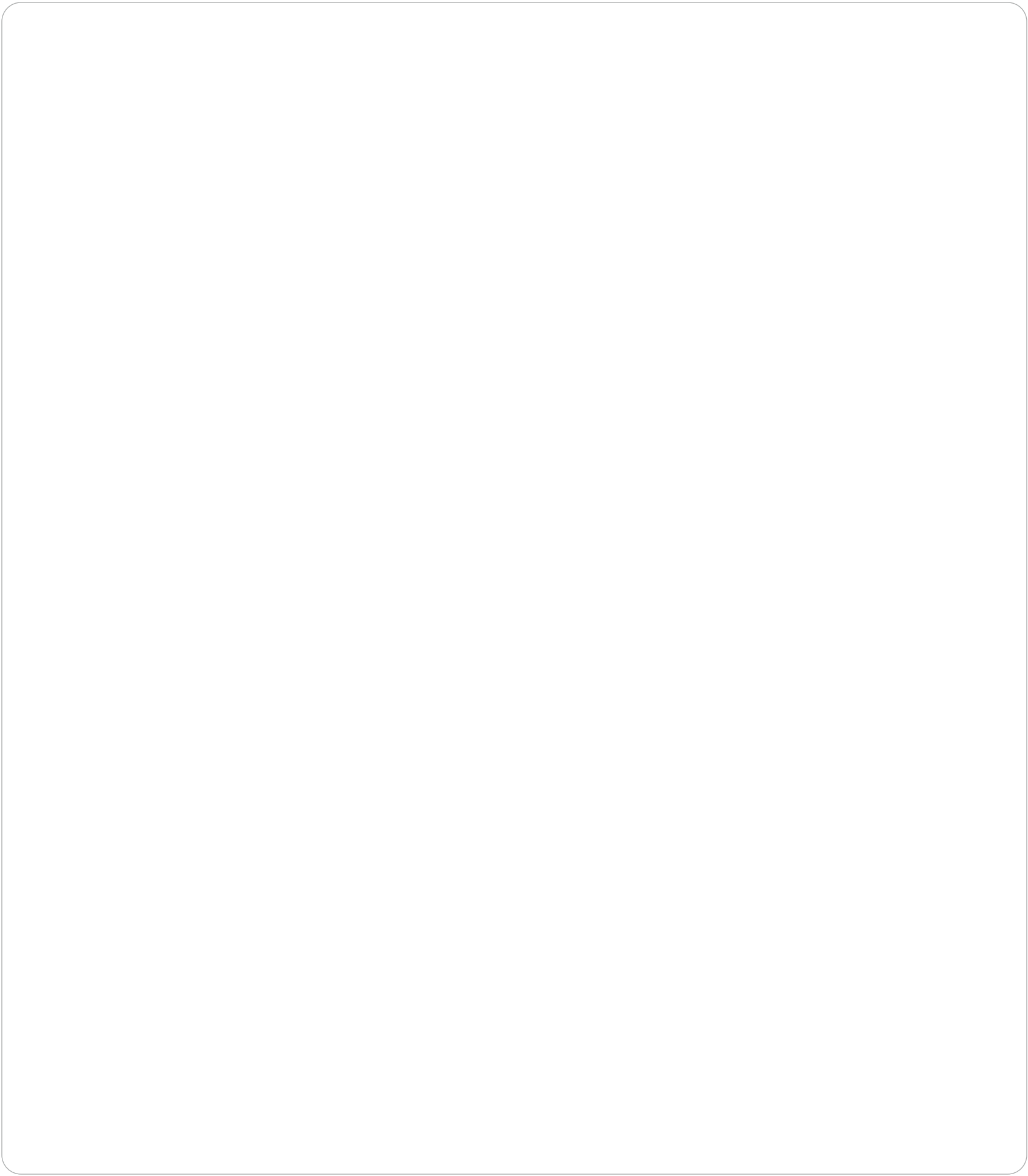


Example

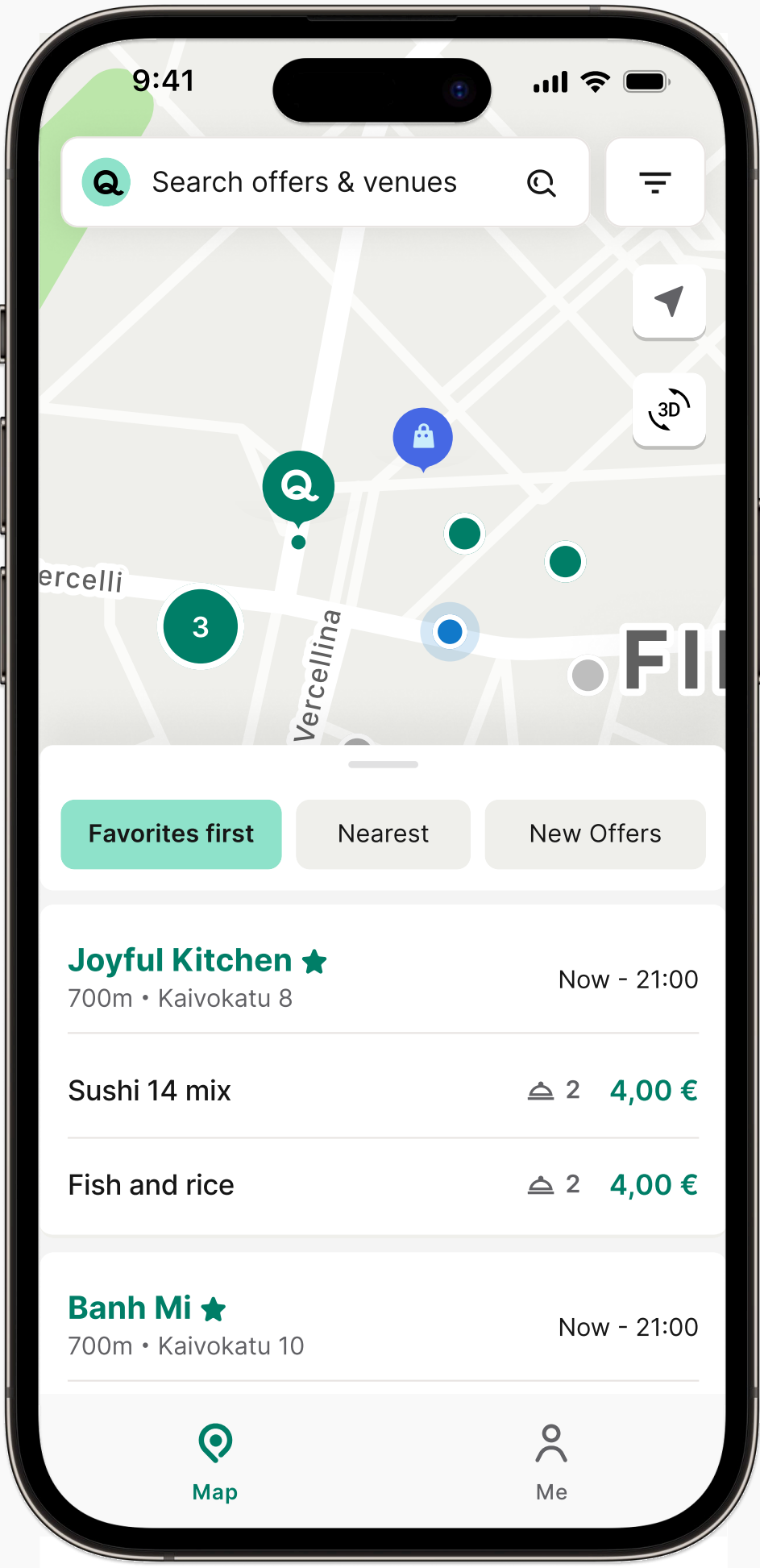


Product - Frequency of use

- Overview
- Logo
- Typography
- Imagery
- Color
- Graphics
- Experience
- Contact



Example



06

Graphics

Icons

Our icons follow a minimal, outlined style with uniform line weight, ensuring a modern and cohesive appearance. They must scale seamlessly and work on both light and dark backgrounds without losing clarity. Shapes should be geometric, rounded and balanced, avoiding unnecessary complexity while remaining visually distinct. Icons are mainly used in our apps.

Note: Other more generic UI icons can be found in ResQ's design library in Figma.



Q symbol

Our Q symbol shares the same visual form as the Q in the logo, making it unique to ResQ Club and a distinctive part of the brand.

The symbol is used primarily in marketing materials, but it can also appear in digital contexts.



Q cropping

Overview

Logo

Typography

Imagery

Color

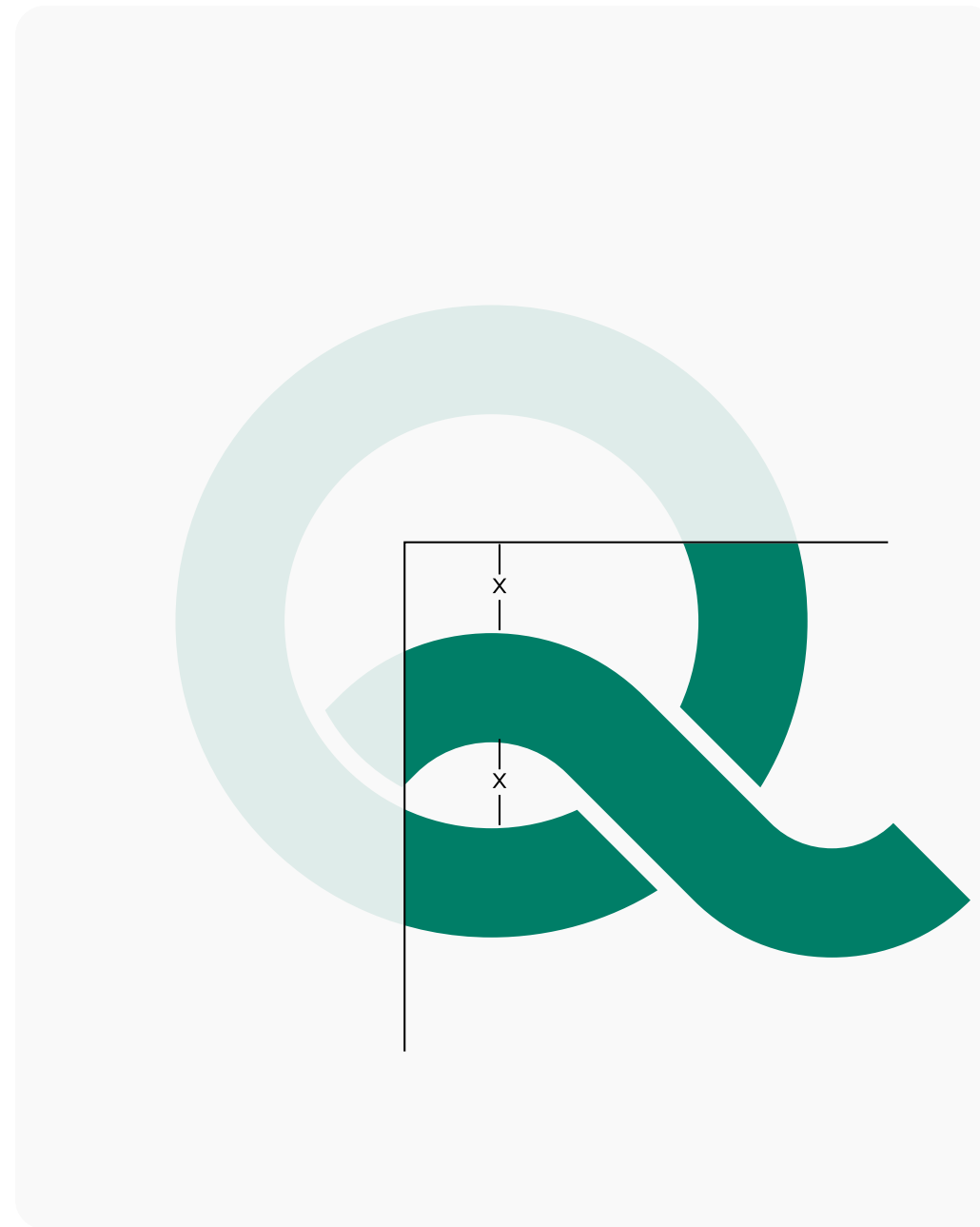
Graphics

Experience

Contact



Symbol cropped at the start of
arch lines lowest corner



Symbol cropped at the start of
arch lines lowest corner and from
half distance of circle and highest
point of the arch



Symbol cropped from half distance of
circle and highest point of the arch



Symbol cropped from the end
top corner of the arch lines

Q color pairing

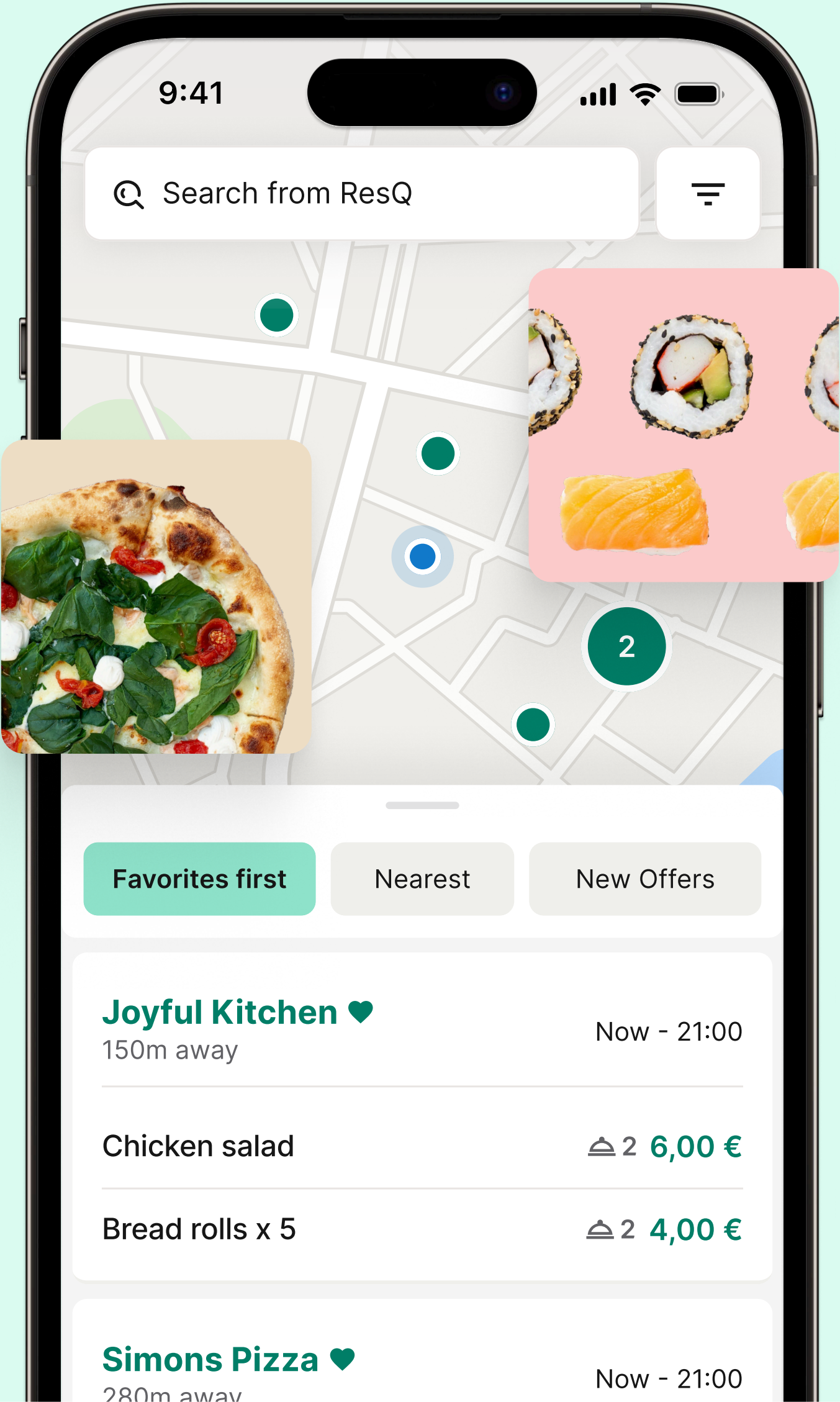
Follow these color pairing rules when using the Q symbol in layouts. The symbol is a decorative element and looks best when the contrast with the background is subtle.



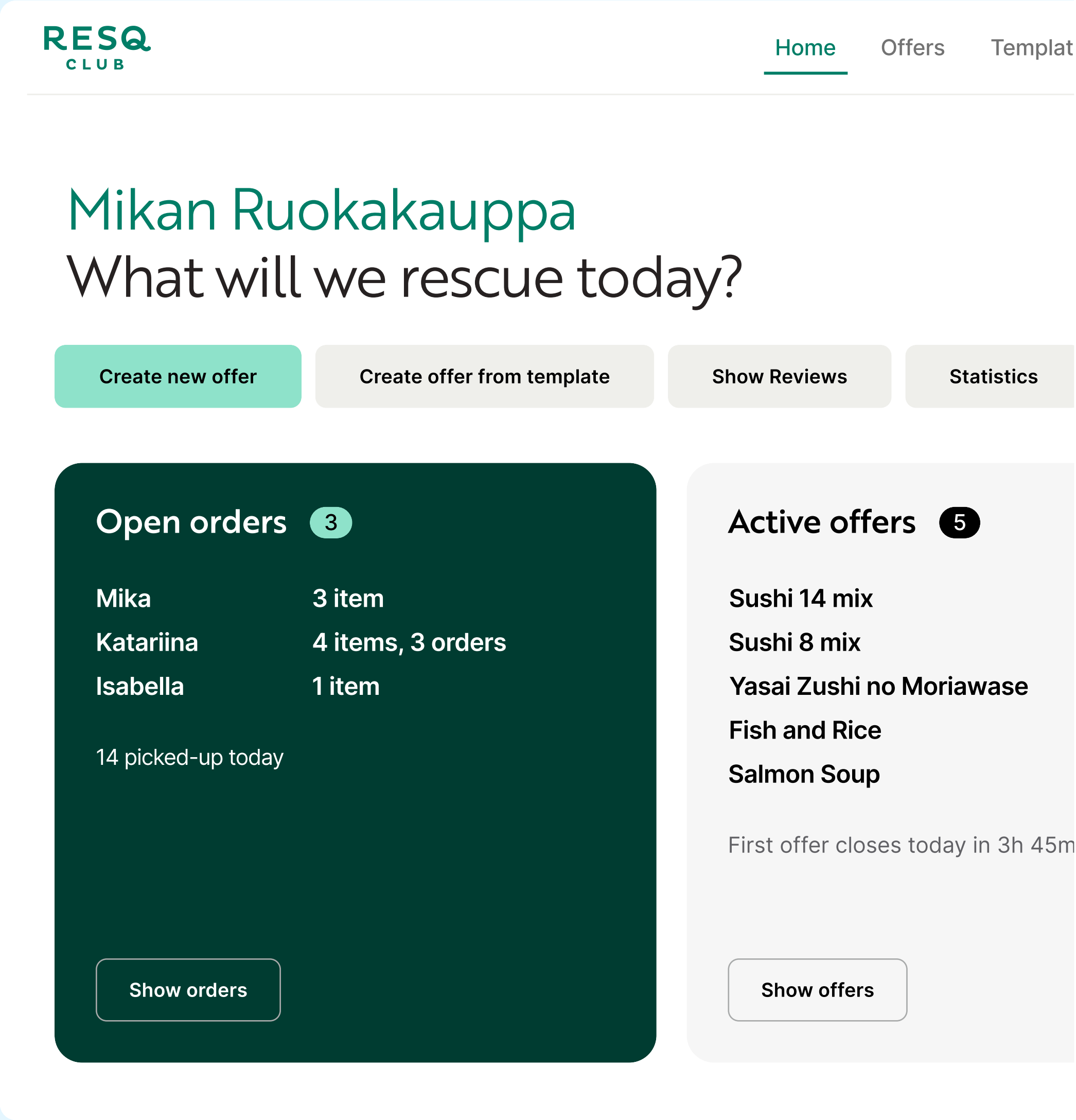
07

Experience examples

Customer



Partners



Enjoy more, waste less

We are on a mission to reduce waste. ResQ Club connects businesses with surplus goods and people who want to find good deals nearby. It's a Win-win!

Start rescuing

Start selling









Contact our design team

If you are having trouble with anything in this guide, you are missing brand elements or you are unsure if your communication best represents the ResQ Club brand, please contact our team. We are always happy to help.

Ingemar Essenson
ingemar@resq-club.com