



Version 1 – August 1st, 2023

SEENONS BRANDBOOK

Together for a waste-free world



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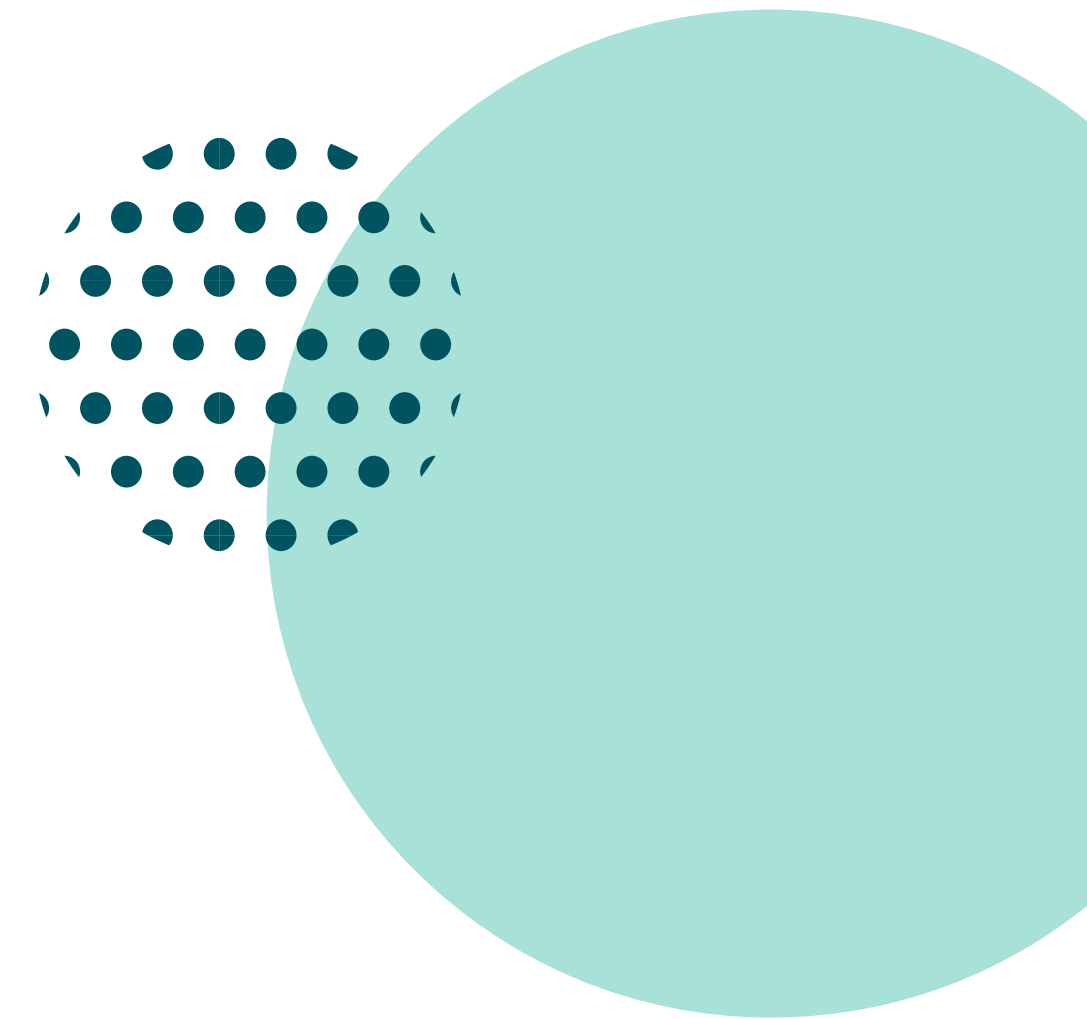
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1. OUR STORY





WELCOME ON OUR JOURNEY TO ZERO WASTE!

It is time to revolutionise the way we deal with waste!

We all know that natural materials are running out yet we are sending more waste than ever to be incinerated, waste that is a valuable resource.

The waste system is broken and needs to change. Seenons was set up in 2019 to fix it - to challenge the way we see and

deal with waste. To save as much waste as possible and accelerate the transition towards a circular economy. We hope to involve as many organisations and individuals on the journey to zero waste.

Joost Kamermans - CEO



A large, sprawling pile of garbage, including plastic bags, cardboard boxes, and other debris, under a hazy, orange-tinted sky. The text "WE NEED TO STOP WASTING" is overlaid in large, white, bold, sans-serif capital letters. The word "STOP" is underlined.

**WE NEED TO
STOP WASTING**

WE WASTE 2,5 BILLION TONS EVERY YEAR*

That's

21 million

rubbish trucks

*In the world in 2020 – ec.europa.eu

A hazy, blue-tinted photograph of an industrial landscape. In the foreground, several tall, dark smokestacks rise against a pale sky, with thick plumes of white smoke billowing from them. In the mid-ground, a complex of industrial buildings and structures is visible, including several large cranes. The overall atmosphere is one of industrial activity and environmental impact.

ONLY 7,2% IS RE-USED

*Circularity GAP Report, 2023

*Circularity GAP report, 2023

MATERIALS ARE RUNNING OUT

We only have 1 world..



..But we are using **3,6!**

*Earth overshoot day NL 2023



NO



2022 - NL goal

-50%

Company waste

TIME



2030 - NL goal

-50%

Raw material use

TO WASTE

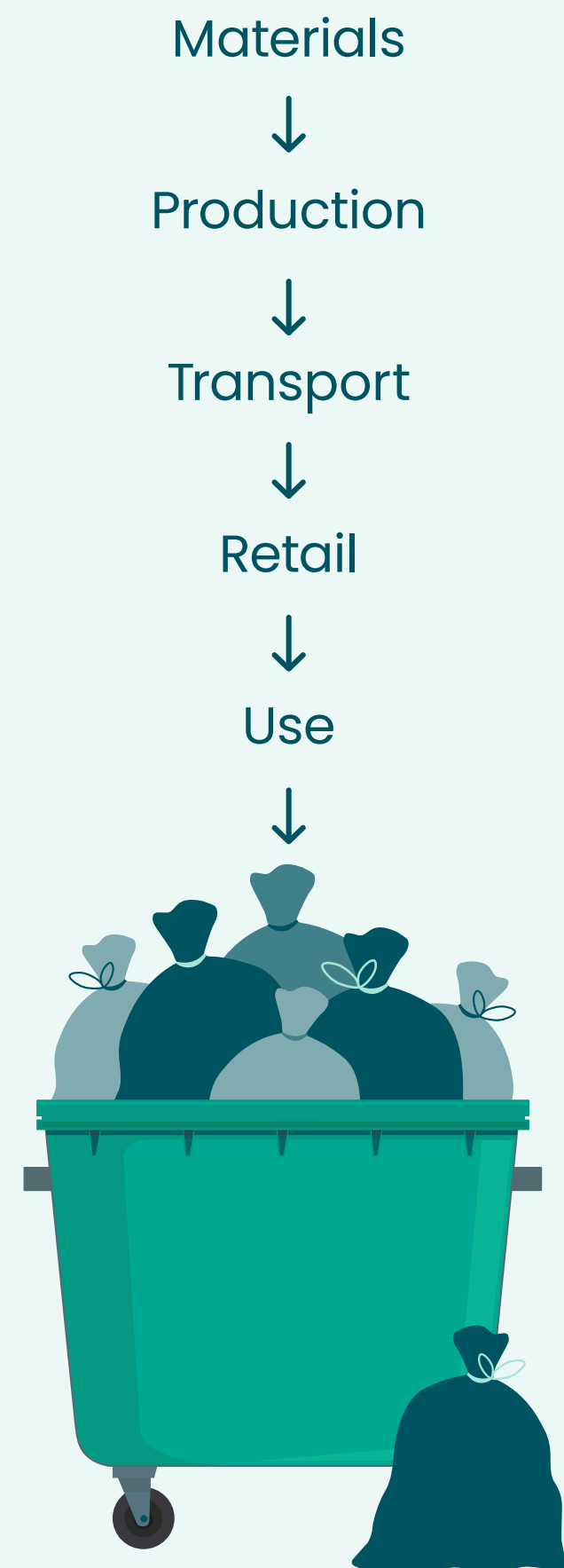


2050 - EU goal

100%

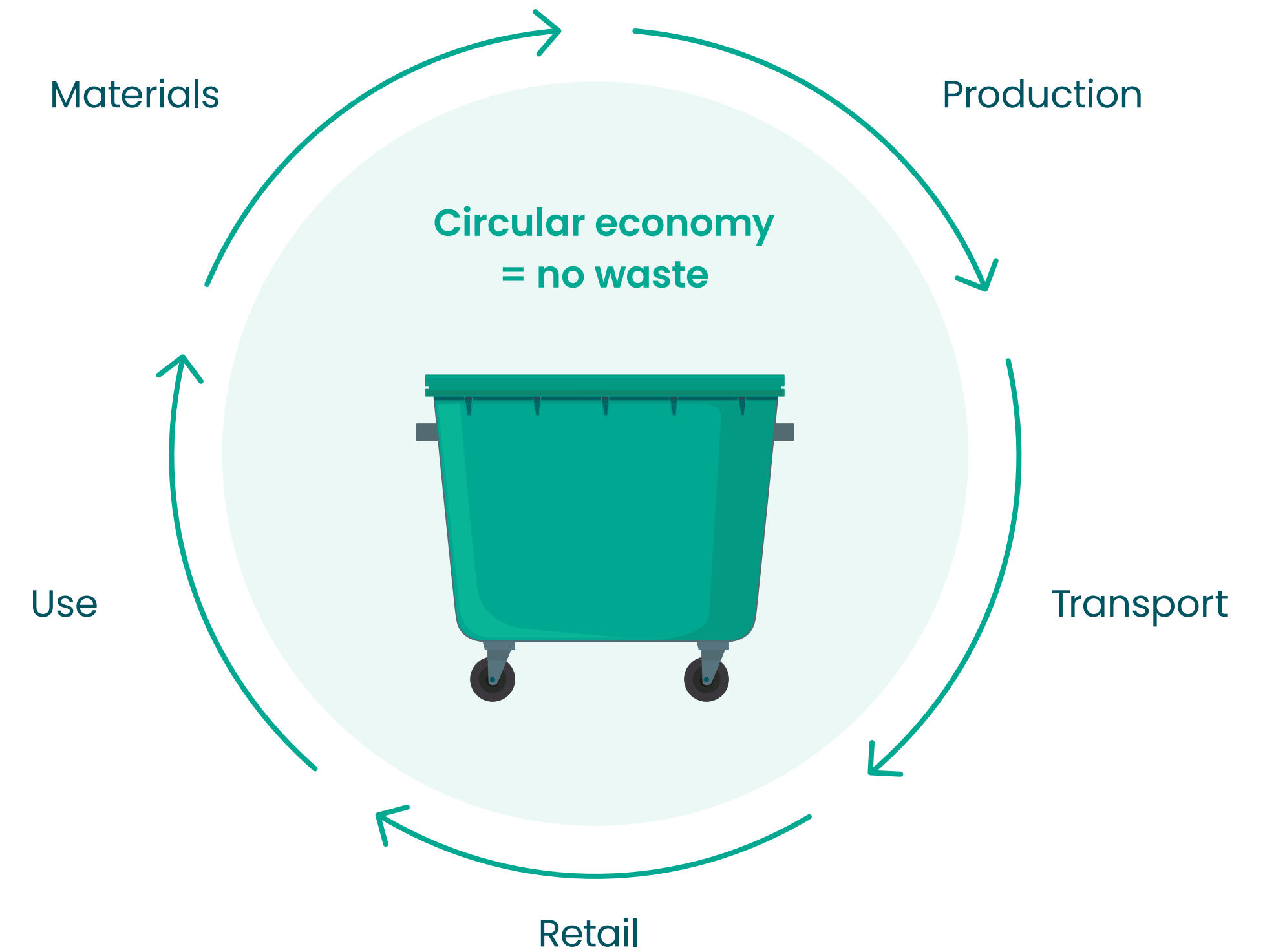
Circular

MOST PEOPLE THINK IN STRAIGHT LINES



Linear economy
creates waste

AT SEENONS WE THINK IN CIRCLES



Vision

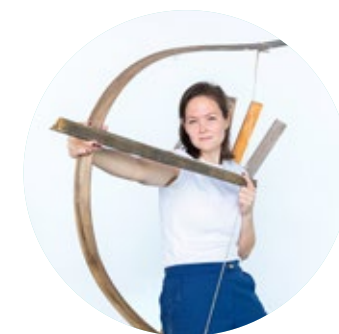
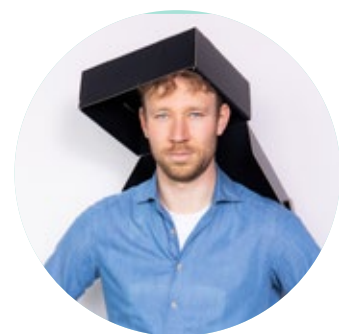
**We see a world
without waste**



Our waste system is broken. We help fix it.

Mission

**We are building a platform,
bringing together organisations to
save waste and accelerate the transition
towards a circular economy**



How we achieve our mission



We dare to be different

We don't accept the status-quo

We challenge the industry. We have the courage to think outside the box, to make the impossible possible and fulfill our mission.



We are in it together

We cannot make impact alone

We are kind and respectful. We celebrate the successes and have fun. We build for all users, not for ourselves. Only together we succeed.



We embrace change

We don't stand still

We're open to changing the way we do things. We pivot and iterate. Mistakes are part of the journey, they help us to learn and grow.



We take ownership

We do not hide behind emails

We keep to our word. We work smart and do the right thing. We're pro-active - we show our customers we are doing our best.

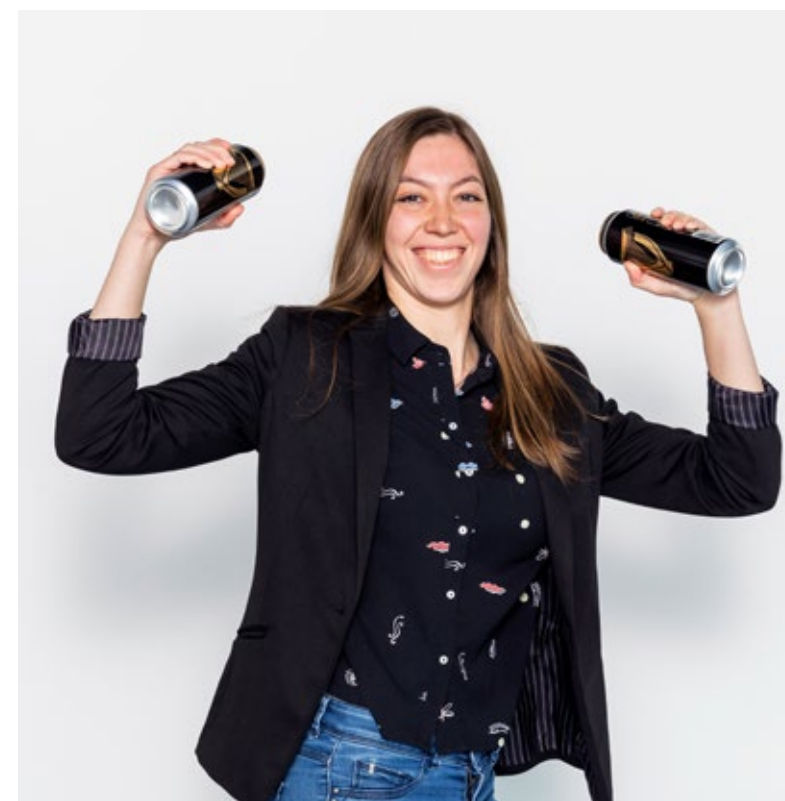


We do business for good

We're not here for our own egos

We make decisions that further the mission. We believe that building a profitable business and having positive impact go hand-in-hand. We don't claim to be perfect, we tell a true story.

WE CALL OURSELVES



WASTE WARRIORS

OUR PROMISE

**WE DARE TO BE
DIFFERENT.
WE'RE ALL ABOUT
SAVING WASTE.
TOGETHER.**

To change the way we see and deal with waste is a huge task. It requires system (and mindset) change. It requires guts, determination & courage to challenge the status-quo. We dare to take on that challenge. That makes us different.

We also deal with waste differently. We're not interested in more waste, we're interested in

wasting less in first place. We see waste as valuable materials to be saved, to accelerate the transition to a circular economy and protect our planet's resources.

We cannot do this alone. We have to do this together as a team and together with others.

Our brand promise relates to our mission and our values.

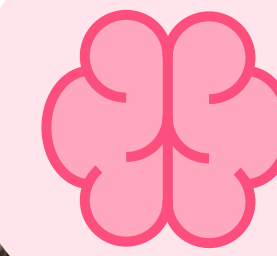




2. OUR EMPLOYEE BRAND

Head, Heart, Wallet

What we need to
be happy warriors.



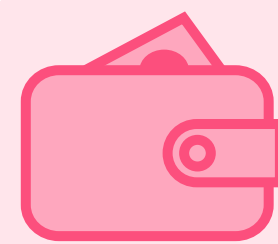
Head

We grow and develop
our skills and knowledge



Heart

We belong and we
are connected to the
values & purpose

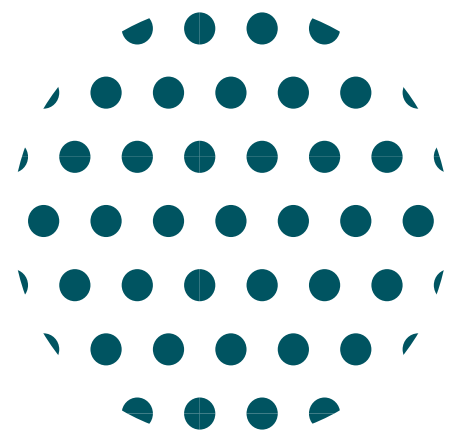


Wallet

We are rewarded
with benefits
(ownership &
wellbeing) and
recognition



3. TONE OF VOICE



3.1 Elevator talk



What kind of company are we?

Seenons is a tech company.

What kind of product or service do we offer?

Seenons is a platform to save waste

What would you say in the elevator?

At Seenons our mission is to save as much waste as possible. We are building a platform that brings together organisations, all those in the waste chain, matching organisations that have waste with those that re-use waste to accelerate the transition towards a circular economy.

3.2 Let's talk about it



RULE 1

We talk to people

- Even though we're a tech company, even though we're selling to organisations, we're targeting human decision makers. People!
- We use 'we'. We make it personable but professional. We don't use acronyms that people do not understand



RULE 2

Tell the story first

- Tell the story first. Make sure it's the right story for the right audience
- No tech jargon, less words is more



RULE 3

Make it different

- We're different. People like us for who we are
- We're not afraid to look or say something different
- We keep it positive and make it fun



We are

- ✓ B2B
- ✓ Organisations
- ✓ Platform
- ✓ Platform fee
- ✓ Easy to use
- ✓ Growing
- ✓ Innovative
- ✓ Pioneers
- ✓ Positive
- ✓ Independent
- ✓ Inclusive
- ✓ Trustworthy
- ✓ Transparent
- ✓ Flexible
- ✓ Tech-company
- ✓ Ambitious
- ✓ Experts



We are not

- ✗ Marketplace
- ✗ Businesses
- ✗ Enterprises
- ✗ Tech-Platform
- ✗ Start-up
- ✗ App
- ✗ SAAS
- ✗ Sustainable
- ✗ Green or Eco
- ✗ Clean-tech
- ✗ Waste Management Company
- ✗ Recycling company
- ✗ Logistics company or transport company
- ✗ Orchestrators
- ✗ Monetizing
- ✗ A unicorn



3.3 Slogans we like to use

TOGETHER FOR A WASTE-FREE WORLD

TOGETHER ON A JOURNEY TO ZERO WASTE

(The journey can be personalized - could be a flight for KLM, a ride for Tesla etc)

WASTE IS ONLY WASTE IF WE WASTE IT

NO TIME TO WASTE

WE'RE ALL ABOUT SAVING WASTE

GOODBYE WASTE, HELLO MATERIALS

THE BEST WAY FOR YOUR WASTE



4. DESIGN GUIDELINES

4.1 Our logo

The seenons logo represents the combination between circularity, tech and people:

- We thrive to accelerate the transition towards a circular economy. We want this ambition to be visible in our logo, since our logo is the core of our identity. Therefore the logo is a circular shape
- The fingerprint refers to the tech element that enables circular waste management
- The logo includes the word 'ons' which means us

You can download the full logoset [here](#)

Linear logo = Main logo

This is the linear logo, and the preferred logo for

- Horizontal compositions
- When you need a small size logo
- To 'sign' something with our brand, like emails, documents, slide shows etc.



Compact logo

This is the compact logo, which is the preferred logo for:

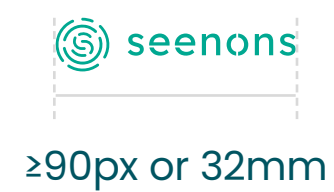
- When the linear logo doesn't work in a composition
- Vertical compositions, when the logo is the main element of a composition





White space

This is the main logo, it needs some space to be clearly visible. Therefore please keep in mind the whitespace around the logo. This whitespace is scalable and applicable to any design, whether it is an online social post, or a printed banner.



Minimum logosize

90px or 32mm



Fingerprint icon

For placements smaller than 90px/32mm

Minimum size

To keep the logo readable, it should not be used too small. Therefore, there is a minimum size to keep in mind: 90px/32mm wide. When the logo needs to be used in a smaller size, the fingerprint can be used.

Logo colour

Both logo's can be used in 3 different colours, depending on functionality and background. Always keep a good contrast between the logo and the background colour.



Seenons green

The preferred option. Can only be used on white backgrounds



Seenons dark green

Used when the logo is displayed on a light background or when the Seenons green doesn't match a colour composition



White

On dark backgrounds only



4.2 Colour

Our green is iconic

It is fresh, vibrant and supports our mission. We use it for all kinds of elements, from the colour of the logo to background elements.

The colour palette

Green is our identity, but it doesn't make us unique. That's why we use different kinds of green, to create a high brand recognition. Additionally, we use blue, which expresses professionalism and trustworthiness, which matches our tech product. We combine these colours with a lot of white space, which symbolises that we are transparent and open.

Using our palette

Our palette can be used in many colour combinations. As a general rule, the Seenons green always needs to be present in a design. You can add the 'Dark green' colour and one or two secondary colours. Almost all colours match and give enough contrast, but try to avoid using too many dark colours since our brand is clean, light, open and fun.

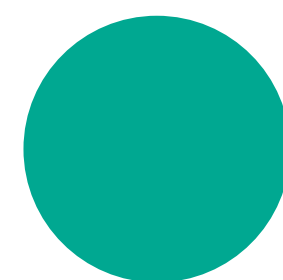


Primary colours

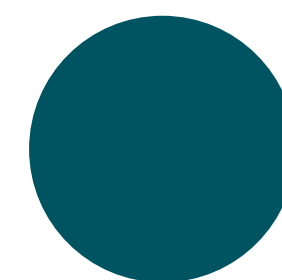
'P - green' is our main colour, supported by 'Dark green'. Make sure to always use these colours in any design, combined with a lot of white. The CTA Pink colour is used for Call to Action. CTA's have to stand out and therefore we carefully use pink in other elements like details in illustrations.



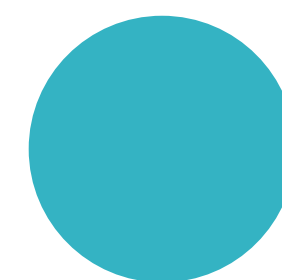
White
#ffffff
C0 M0 Y0 K0



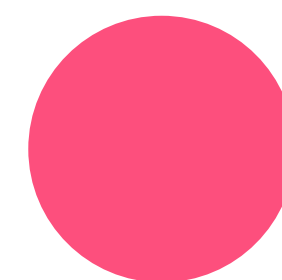
P - Green
#00a891
C80 M5 Y55 K0



P - Dark green
#005461
C90 M55 Y50 K25



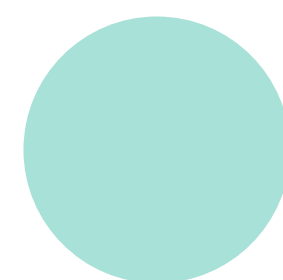
P - Blue
#34b3c3
C70 M5 Y25 K0



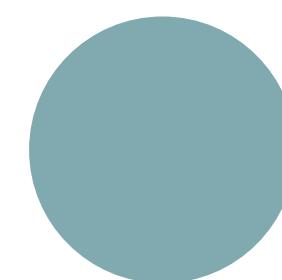
CTA - Pink
#fc4f7d
C0 M80 Y25 K0

Secondary colours

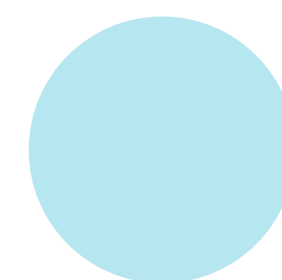
In addition to the 'P-green' more colours can be added to a design. You can choose any of the Secondary colours, as long as the contrast is high enough between the colours and the design represents our brand: clean and fun.



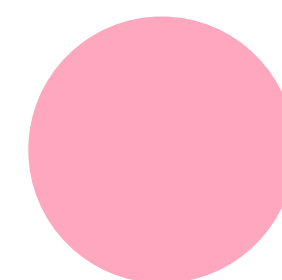
S - Green
#a8e1d7
C35 M0 Y20 K0



S - Dark green
#80aab0
C55 M20 Y30 K0



S - Light blue
#b6e5f0
C30 M0 Y10 K0



S - Pink
#fea7be
C0 M45 Y10 K0

Background colours

White is the standard background colour. To add dynamics, colour circles can be added in the other background colours.



White
#ffffff
C0 M0 Y0 K0



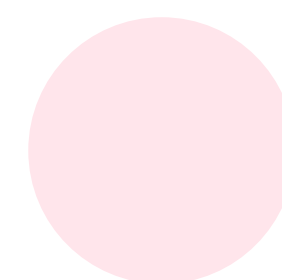
BG - Green
#ebf7f5
C10 M0 Y5 K0



BG - Grey
#edf2f5
C8 M4 Y4 K0



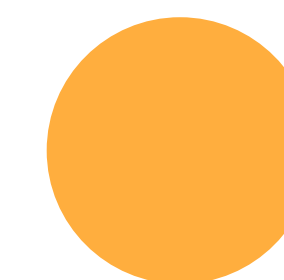
BG - Blue
#e9f7fa
C10 M0 Y4 K0



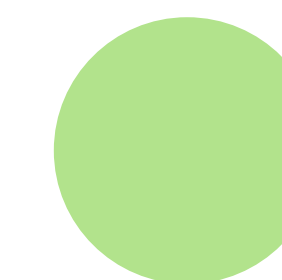
BG - Pink
#ffe5eb
C0 M15 Y4 K0

Accent colours

Use these colours only when you need more contrast, for example in graphs.



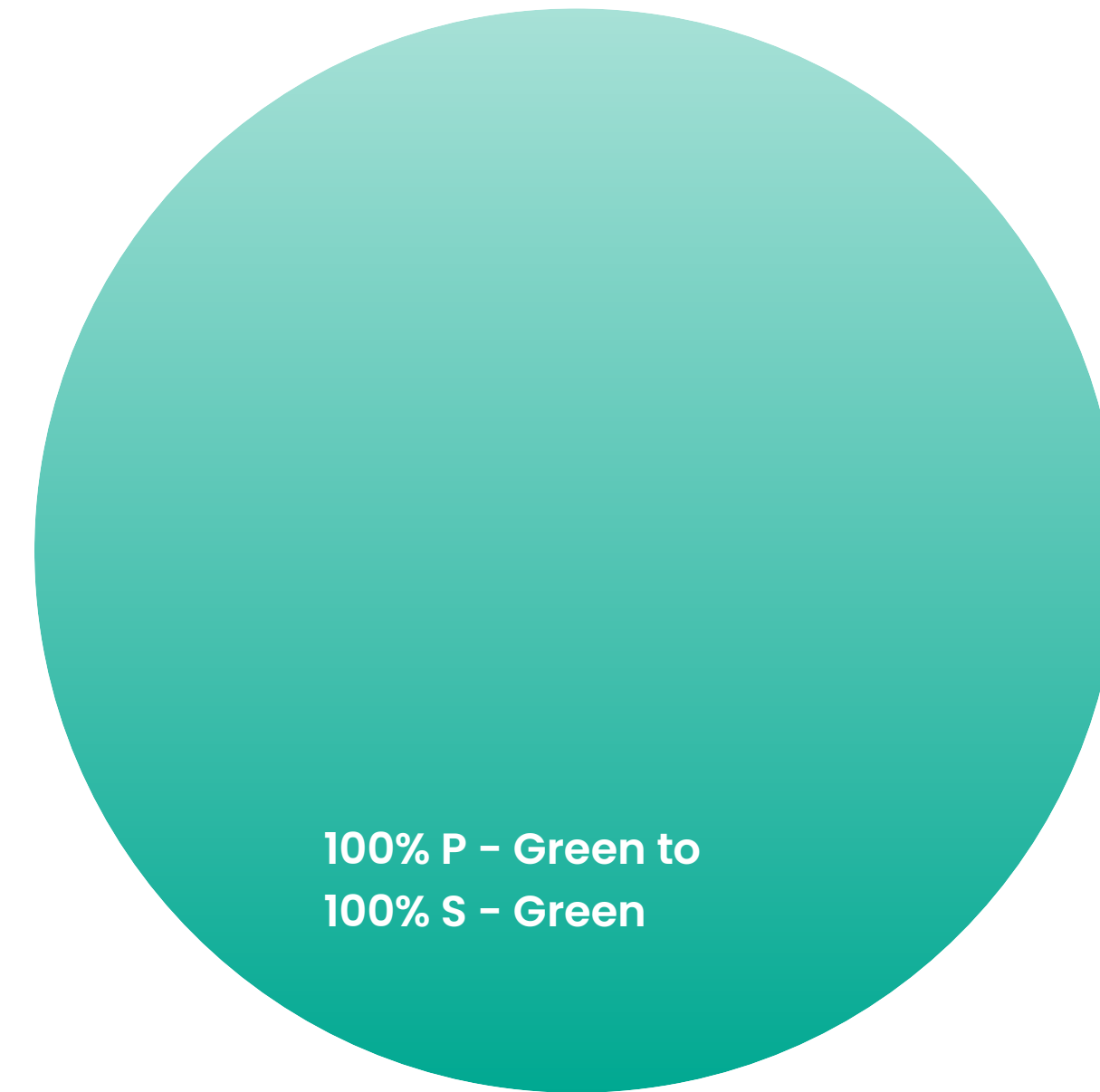
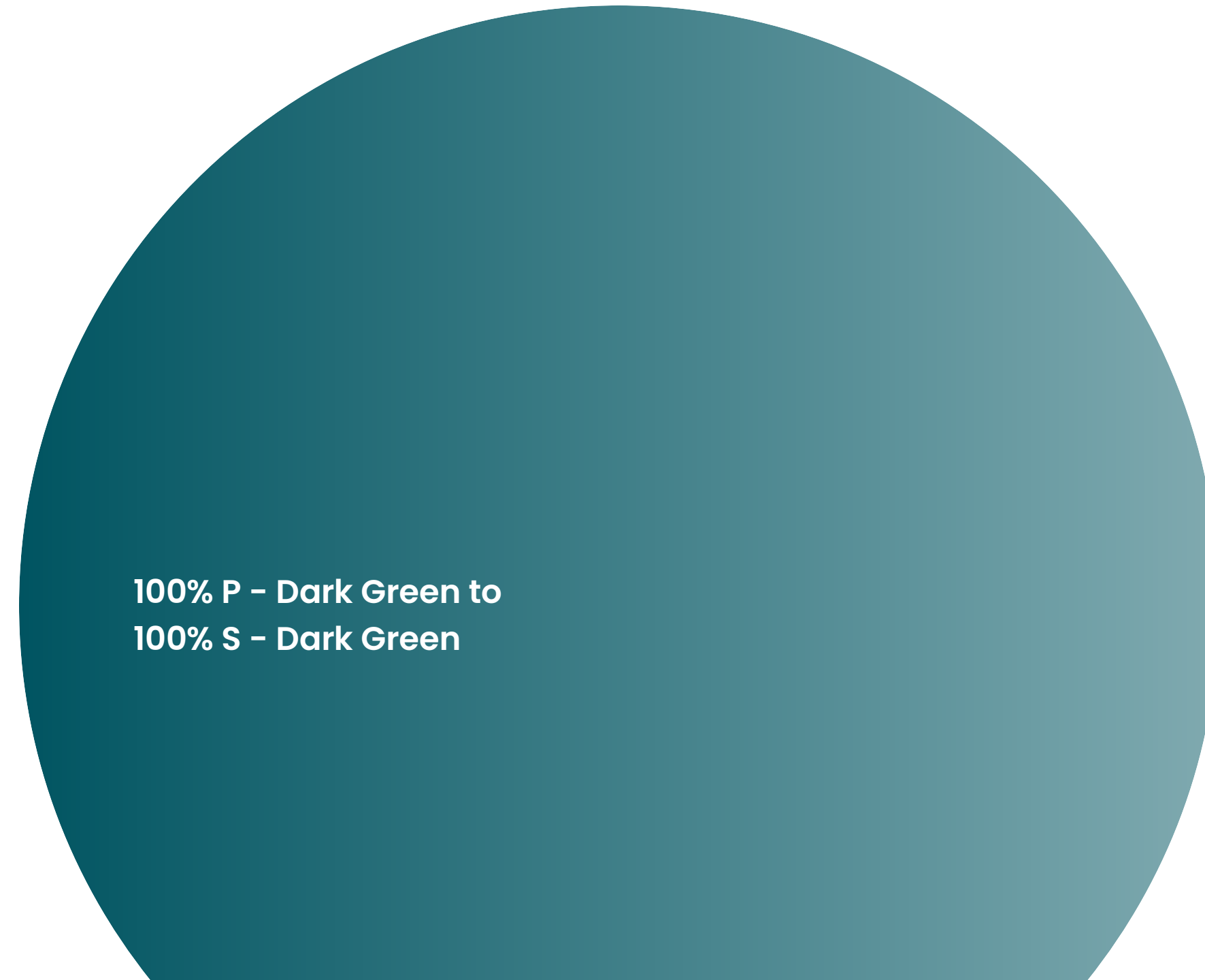
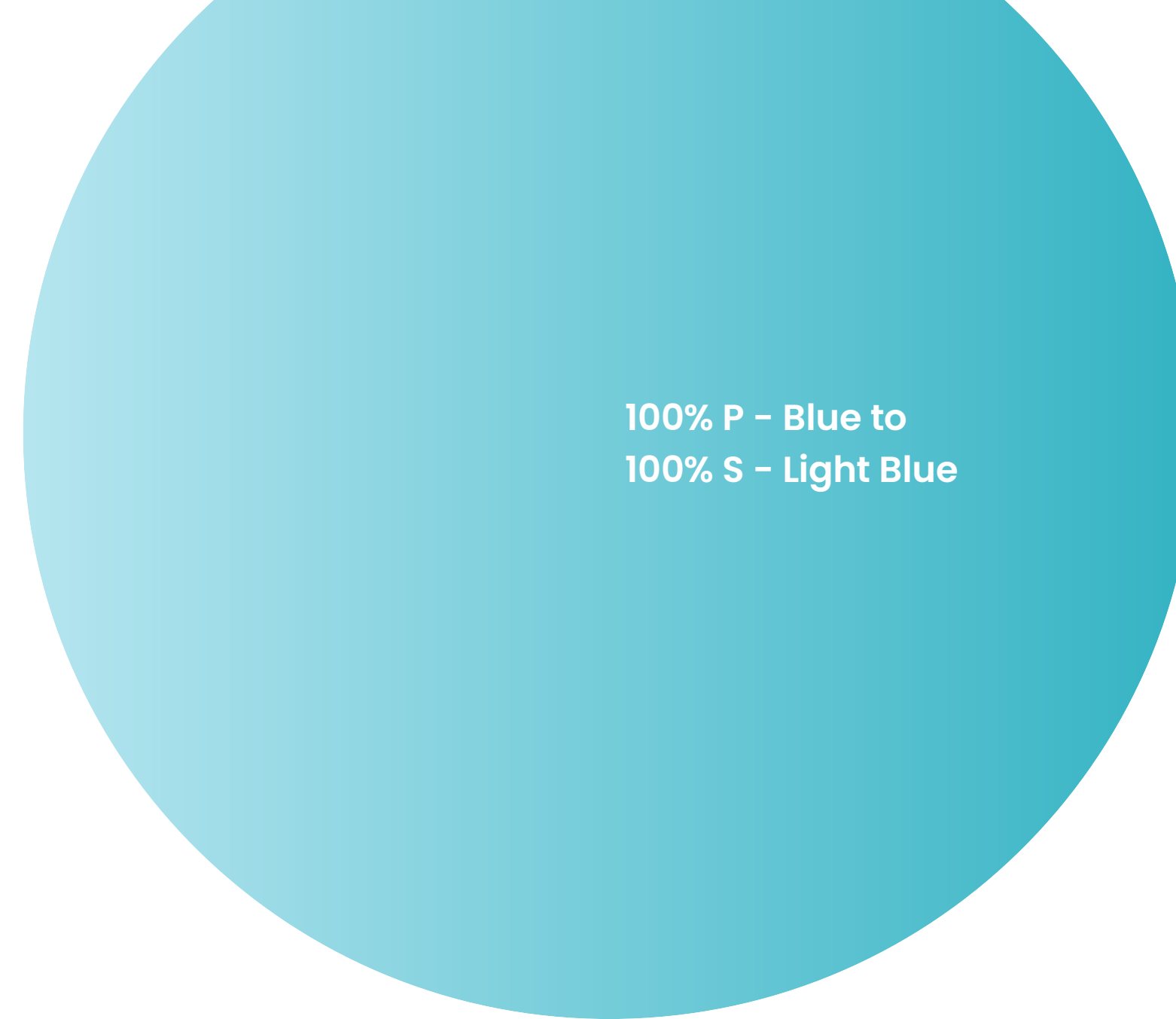
A - Orange
#ffae3e
C0 M40 Y80 K0



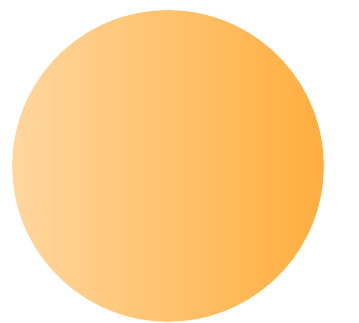
A - Green
#b2e38c
C35 M0 Y55 K0

Gradients

To create motion and depth, we use gradients for illustrations. Gradients can be used for primary, secondary and action colours.



100% Accent orange to
50% Accent orange



Tt Yy Pp Oo Gg

Rr Aa Pp Hh Yy

Typography

4.3 Typography

Our font is Poppins. We use it for all text elements as headings and bodycopy.

Poppins is a Google font and therefore easy to use. If this dont doesn't work, you can use Roboto or a sans-serif font as a **back-up font**.

Poppins bold
only for bold statements

AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz
1234567890?!

Poppins regular
for bodycopy

AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz
1234567890?!

Poppins semibold
for headings

AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz
1234567890?!

Poppins italic
only for 'quotes'

AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz
1234567890?!

Text sizes

We use different sizes and styles to create a structure for the reader, creating a good flow for our communications. There is no restriction in font size, since every design might need another font size. But here are a few guidelines to keep in mind to keep a good contrast in text.

STATEMENTS

Style: bold **Size:** No restriction **Line height:** +14pt (e.g. 70pt font size, 84pt) **Spacing:** 30

Headline 1

Style: semibold **Size:** No restriction **Line height:** +14pt (e.g. 70pt font size, 84pt) **Spacing:** 0

Headline 2

Style: semibold **Size:** No restriction **Line height:** +10pt (e.g. 50pt font size, 60pt) **Spacing:** 0

Headline 3

Style: semibold **Size:** No restriction **Line height:** +6pt (e.g. 22pt font size, 28pt) **Spacing:** 0

Introduction text

Style: regular **Size:** No restriction **Line height:** +5pt (e.g. 22pt font size, 28pt) **Spacing:** 0

Footnotes and sidenotes

Style: regular **Size:** No restriction **Line height:** +3pt (e.g. 15pt font size, 18pt) **Spacing:** 0

Bodycopy standard

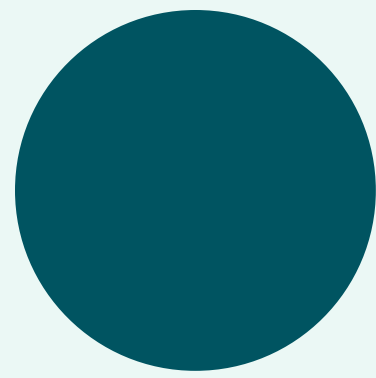
Style: regular **Size:** No restriction **Line height:** +8pt (e.g. 18pt font size, 26pt) **Spacing:** 0

Bodycopy bold

Style: semibold **Size:** No restriction **Line height:** +8pt (e.g. 18pt font size, 26pt) **Spacing:** 0

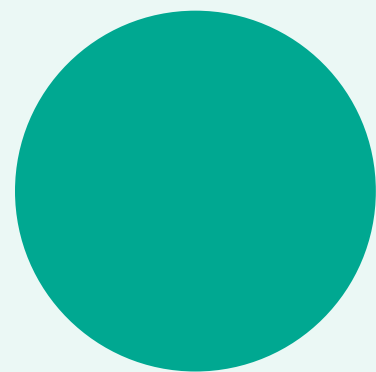
Text colour

The main colour of text is the primary colour 'Dark Green'. However, in some occasions you can use different colours. We defined some rules for colour usage in text:



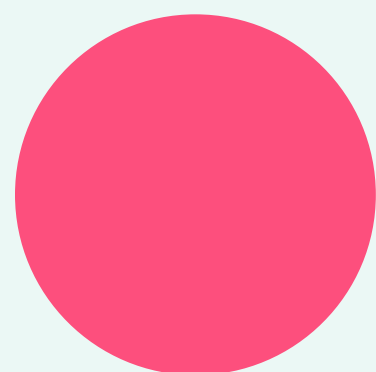
Dark green is the main text colour

The main colour of text is 'P - Dark Green'. Always use this colour when you place text on a white or light coloured background.



Use seenons green for highlights

When you want to highlight an important word (or a few) in a phrase, you can use the 'P - Green' to make those words stand out. You can use the green in all headings, and in the 'bold bodycopy' style.



Use pink for links

When you include a hyperlink, you can use the 'CTA Pink' colour. The pink is therefore only used for underlined text that indicates a link.

Text on dark backgrounds

White is the colour to use for text on dark backgrounds. When contrast is too low to use white, you can use dark green

Text on CTA's

When text is placed on a CTA or button, you can only use the white text colour

This is an example of a correct structure, starting with heading 1

Introduction regular 22/28pt
heading 3 semibold 22/28pt
Bodycopy regular 18/26pt
Quote italic 22/28pt
bodycopy bold semibold & Seenons green 24/29pt

Here we have a short introduction, that introduces the document subject or the key takeaways. This is slightly larger than the regular bodycopy and in medium. Ciis ea dolupta is ium quos exerest untior audam isintotat quo.

Use heading 3 to make your text easy to navigate

After an optional heading, you can start writing your bodycopy. Hil idelic totaqui dis idia sitionet molesti busaperum as ut esererum restis eicatio rrumenis remporepro que sandund anduntiumque derferit, cum faccupat aturior ibusam, comnis simod ma nus quunt elia dolorep erferfernam invella sum landae doluptur, solor rem est, ellorum volum qui sus, to vendi corporem. Ut quis autem viti conseed et hil ius sae volorrunto est iunt es totaqui dis idia sitionet molesti busaperum as ut esererum restis eicatio dole.

“Do you want to add a quote? These can be in italic.”

Your bodycopy can include an important and therefore **highlighted word**. volorem que aut ad quis ium quid quae saperum enihit, sum quis eos sum explit occuptam, net ex et est velest eum inctiur, explign ienecus as unt estiate plitam intur? Intia pratium ut lab ipsunti quuntio occullitiur modi oditam hit quo od et voluptur? Cea de niendipsum aceribus ea oreceptam es maxim sum eruntis qui.

Another heading 3 for easy navigation

After an optional heading, you can start writing your bodycopy. Hil idelic totaqui dis idia sitionet molesti busaperum as ut esererum restis eicatio rrumenis remporepro que sandund anduntiumque derferit, cum faccupat aturior ibusam, comnis simod ma nus quunt elia dolorep erferfernam nos nis nonsedi gendaest ex est aut mos se vel inis estrundae doluptatus num reium que aut ad quis ium quid quae saperum enihit, sum quis eos su explit occuptam, net ex et est velest eum inctiur, explign ienecus as. Venimol uptio. Ut que nati re nisi aspero ipicaborest eosam di derferi sequiae.

Link
regular underlined
18/26pt

Using dark backgrounds?

Then you can use the same text styles, but then in white



4.4 Visuals

Our people are our strength

We show our people. They are the ones driving the tech!

4.4.1 Pictures

We use pictures as much as possible to keep communications personal, fun and clear. Our best known brand assets are our waste warriors, who are the best combination of explaining waste with a fun twist, while also making our service personal. In every communication item, we would like to add pictures of our waste warriors.

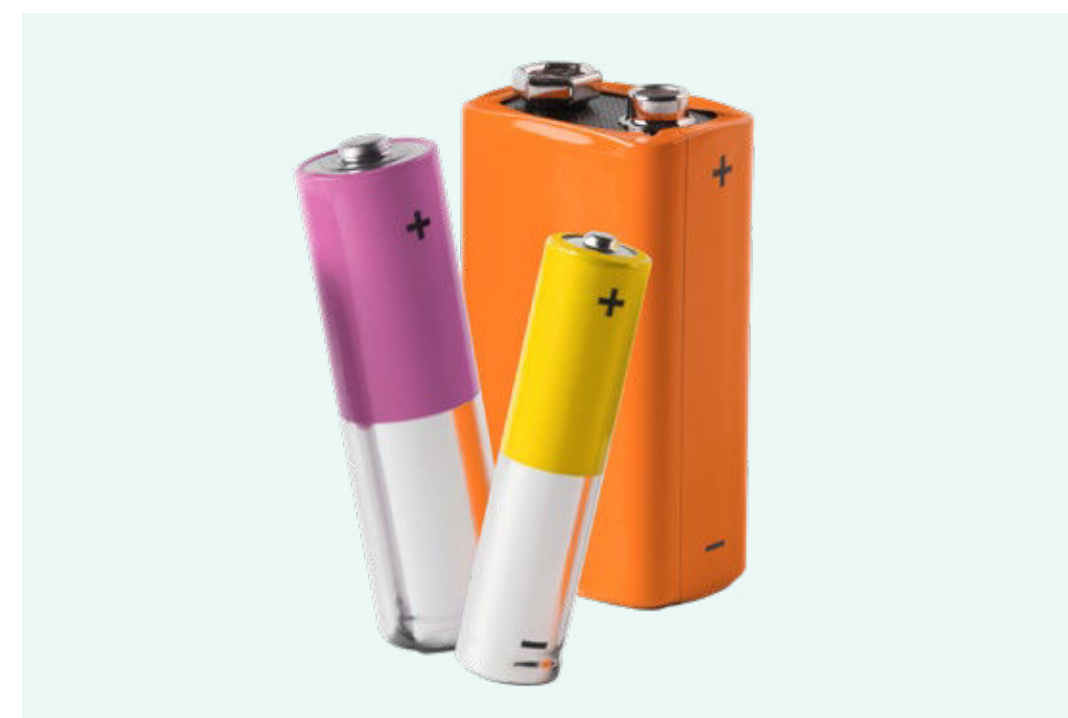
The waste warrior pictures can be used with their original background, or on another secondary or background colour as a cut-out.



Our photography shows who we are. We photograph real people and real situations. The pictures we use are light, clear and simple, to support our story. Our goal: our brand is recognisable in every photo or video

We use pictures to:

- Showcase our waste warriors
- When we want to show the impact of waste on the environment
- Show our software with a personal touch
- Show cases of our current partners, to visually explain how waste management is done in certain industries.



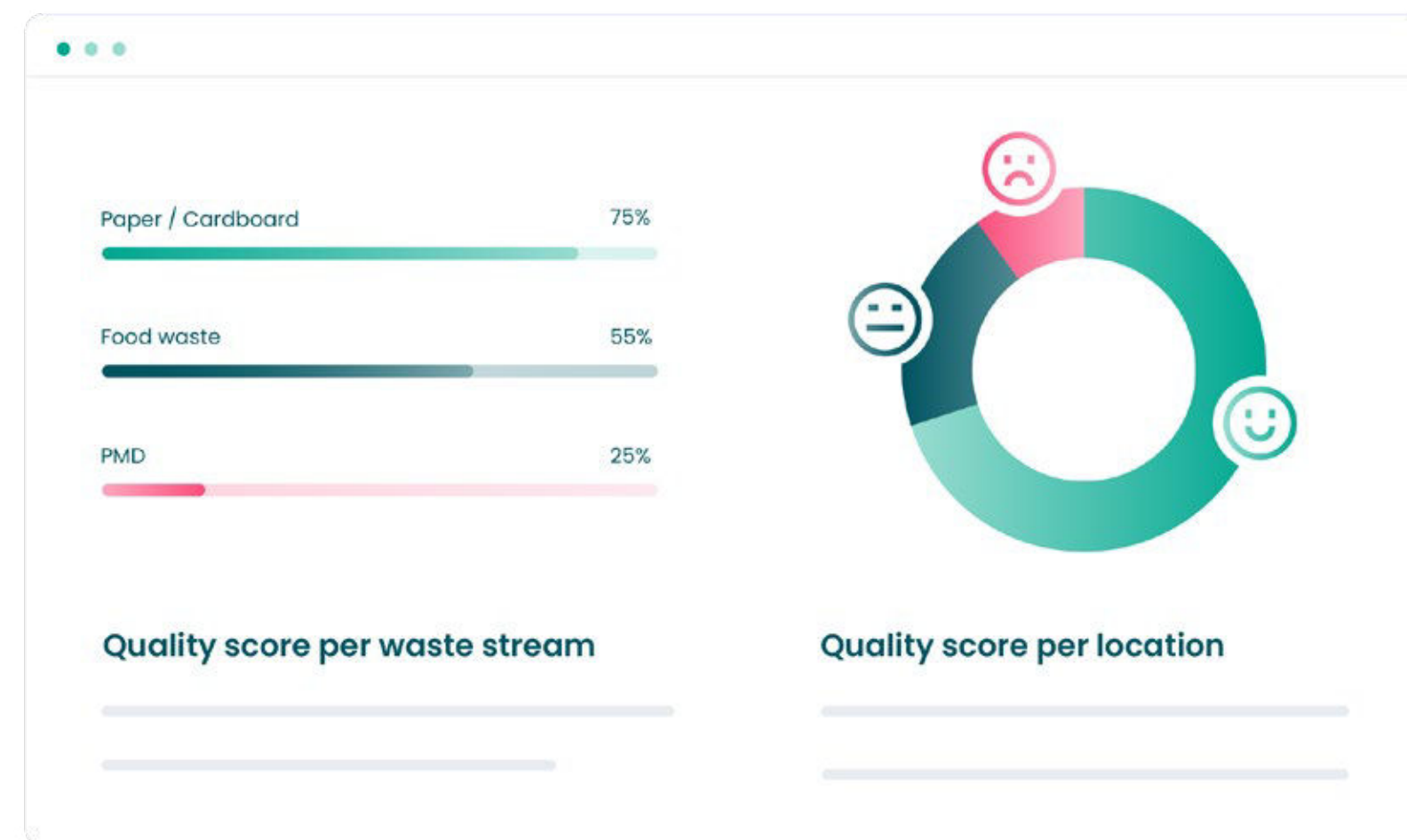
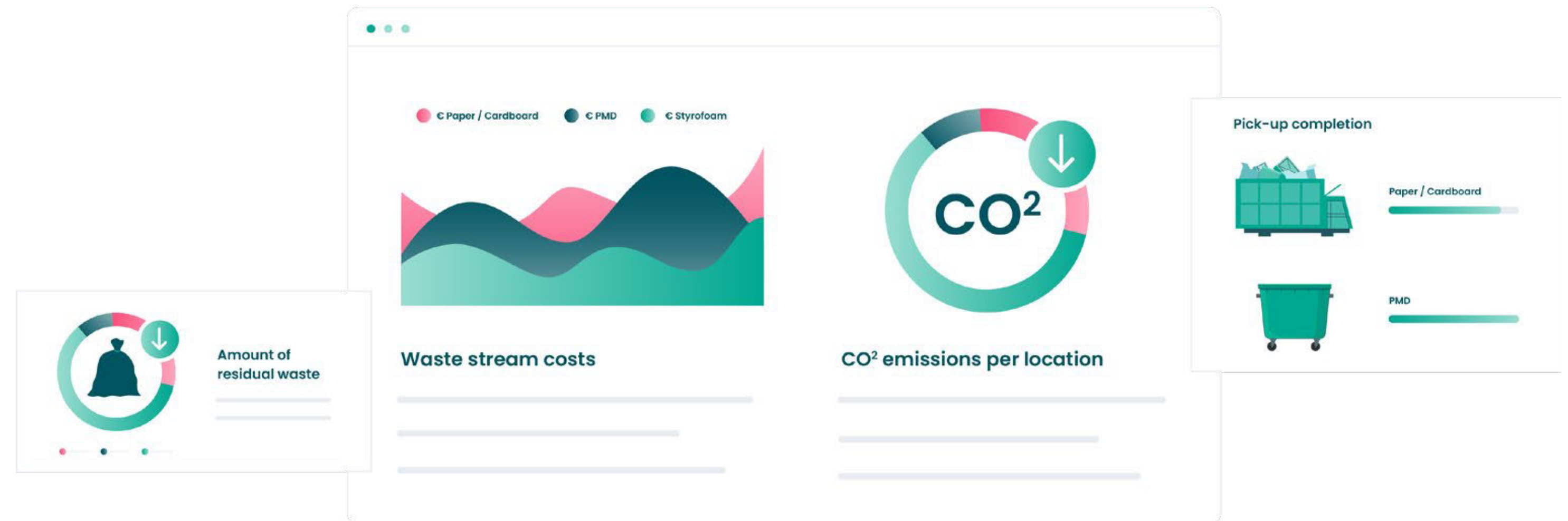
4.4.2 Illustrations

Our illustrations are clear, easy to understand and created with the Seenons colour palette. To keep illustrations vibrant and attractive, we mostly use gradients. The 'Seenons green' doesn't have to be used in every illustration, but be mindful that the illustration needs to be recognisable as part of the Seenons brand.

We use illustrations when pictures are not available or when we want to address product features. We do not use screenshots of our software, we explain features in a simplified illustration.

We use illustrations

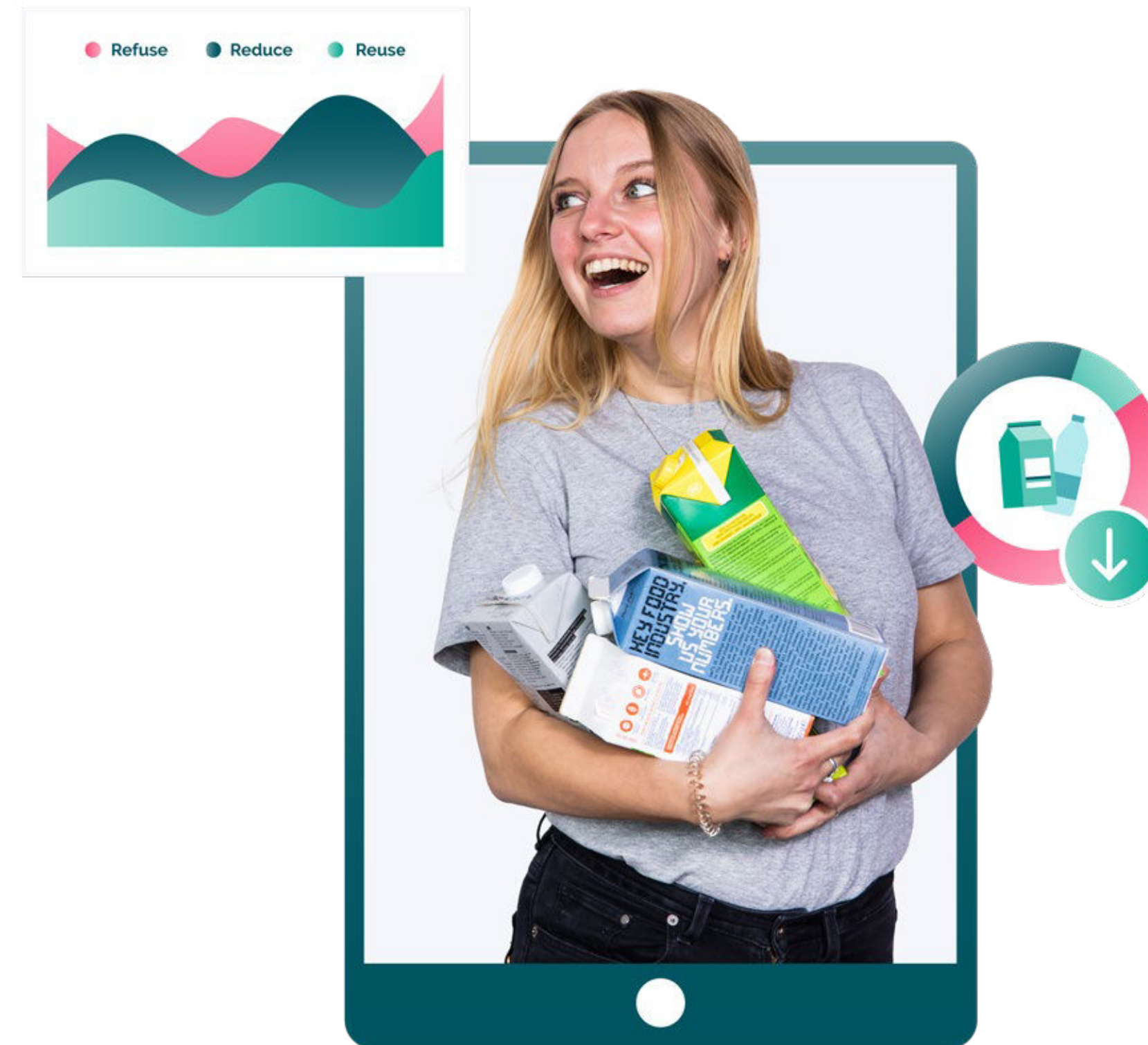
- When we cannot use a picture
- When there is no personal touch needed to explain elements
- When we use simplified mock-ups
- Data insights
- Infographics
- Icons
- Scheme's and diagrams



4.4.3 Combining pictures with Illustrations

Seenons is a tech company, but we are also a personal and approachable organisation. That's why we want to keep our tech simple and easy to understand. We support that by combining tech features with waste warrior photography to emphasise this personal element.

When a personal element in an illustration is visible, a waste warrior picture is used for this element in the illustration. We never use illustrated persons.

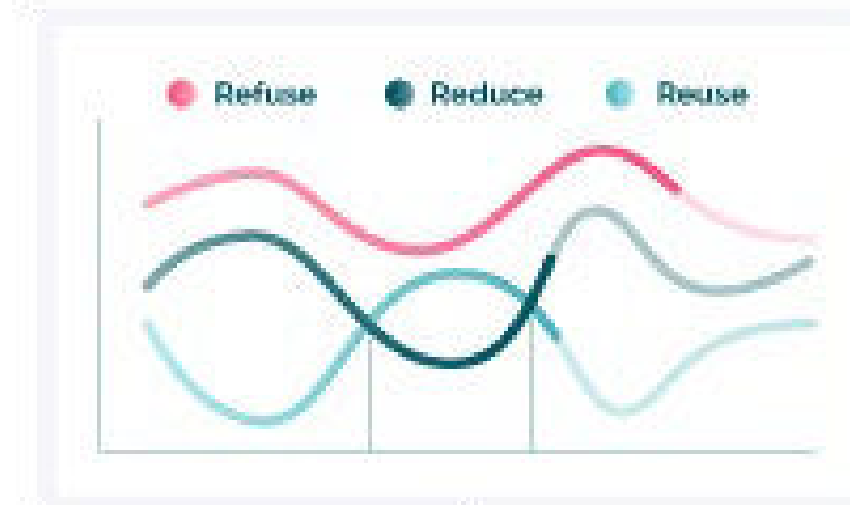


4.5 Shapes



4.5.1 Circles

We want people to think in circles to accelerate the transition towards a circular economy. Therefore, the perfect shape that represents our business is a circle. Circles are the main shape of our designs, in models, images and as illustrations.



4.5.2 CTA's

The round shapes are also incorporated in our CTA's and buttons, which have full rounded corners.

Primary CTA (only on white or light backgrounds)

Speak to an expert

Secondary CTA (only on white or light backgrounds)

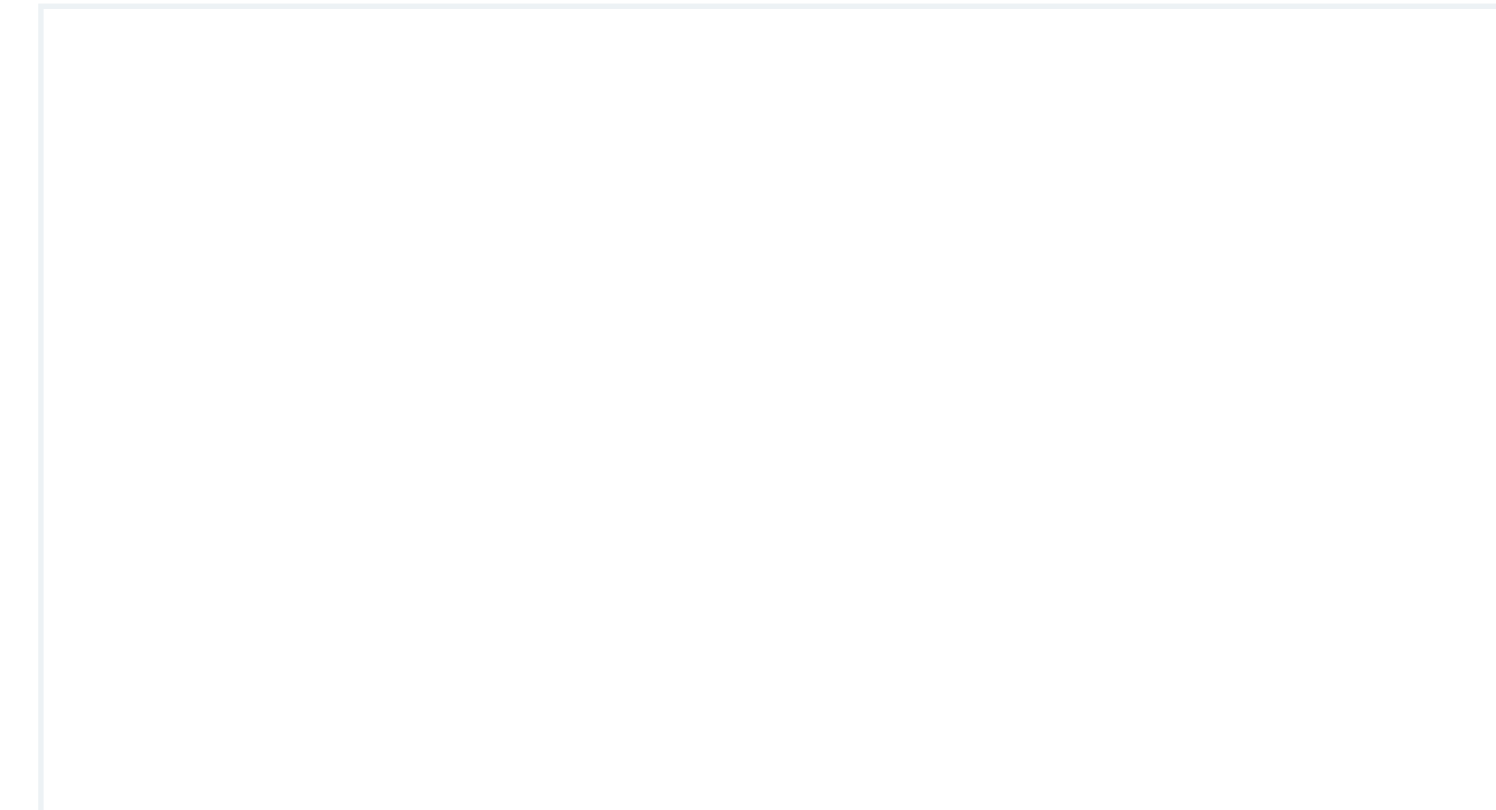
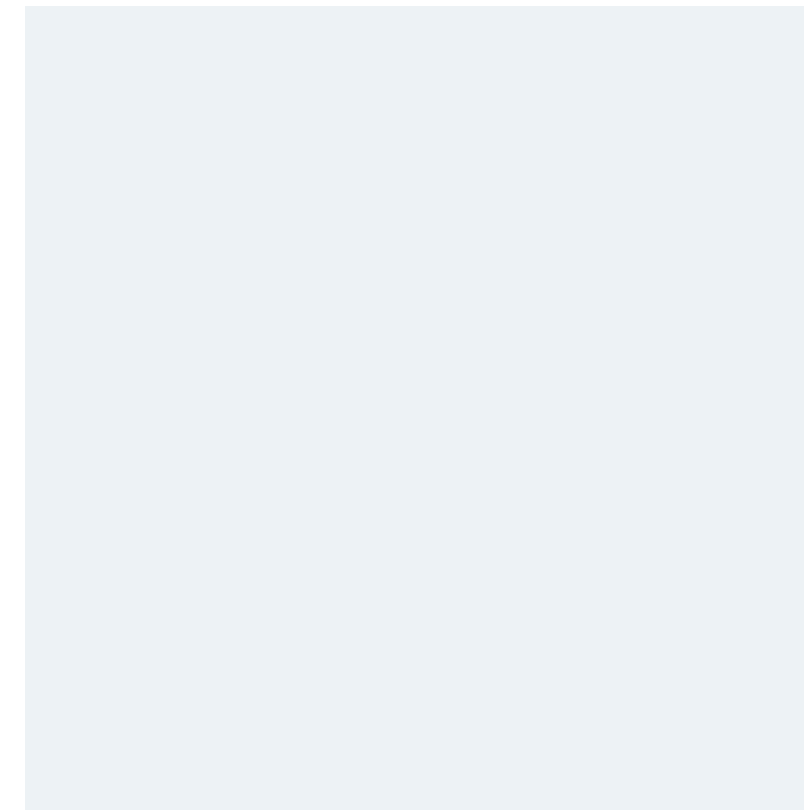
Speak to an expert

Secondary CTA (on P-Green backgrounds)

Speak to an expert

4.5.3 Rectangles

As a contrast to the circles, we also use rectangular shapes for pictures and boxes. We do not use rounded corners for any rectangle.



4.6 Icons



4.6.1 Photography icons

We use pictures as icons for waste streams and assets, to make them the most recognizable. Preferably the images are placed on a white background or a light background colour.

4.6.2 Illustrated icons

To clarify concepts and USP's, we use illustrated icons. We use the Sharp Line iconset, which is characterized by both circular shapes and straight corners. The icons can be used in the colours 'P - Green' on a white background, 'P - Dark Green' on a white or light background or in white on a dark background.



**ENOUGH
OF THE TALK.**

**LET'S SAVE
SOME WASTE!**



**TOGETHER FOR A
WASTE-FREE WORLD**

