

Brand Identity Guidelines

For Internal Use Only

Trash Habitats

Brand Info

Trash Habitats is a brand that balances sustainability with design — practical, grounded, and quietly confident.

→ Our personality is **focused, warm, and design-forward**, with a strong moral compass and a commitment to sustainability that feels city-chic rather than “granola.”

→ What makes us distinct is the **blend of craftsmanship and high-caliber creativity** : built from reclaimed Philadelphia hardwood, finished with Shou Sugi Ban, and topped with living greenery — turning a functional necessity into a beautiful habitat.

Personality

Focused, warm, and design-forward.

Never flashy, always intentional.

A quiet leader.

Confident in its craft, not loud or performative.

Practical and conscientious.

Solving problems with a moral compass rooted in sustainability.

→ **Implications for brand identity**

Copy

Write with clarity and calm confidence. Avoid overstatement; emphasize problem-solving and sustainability.

Visual Language

Use grounded colors and clean layouts that feel designed but not decorative.

Decision-Making

Prioritize materials, visuals, and messages that reflect sustainability and urban practicality over trends.

Style

City-chic with an earthy edge.

Natural materials balanced with modern design.

Neat, approachable, and tailored.

Not granola or messy DIY.

Minimal but warm.

Creating space for beauty without unnecessary clutter.

→ **Implications for brand identity**

Typography

Pair expressive display fonts with clear, modern sans serifs.

Photography

Highlight texture, natural light, and materials in context (wood, plants, charred surfaces). Avoid sterile product shots.

Design Applications

Lean on negative space, balance earthy tones with bold accents and keep visuals consistent across touchpoints.

Story

Rooted in Philadelphia.

Local sourcing, urban problem-solving, a sprinkling of history, and community pride.

Everyday sustainability.

It's an everyday design choice, not a luxury add-on. (But it looks premium!)

Transformation.

Tells the story of transforming necessity (trash storage) into something beautiful and beneficial (habitat, greenery, cooling).

→ **Implications for brand identity**

Content Themes

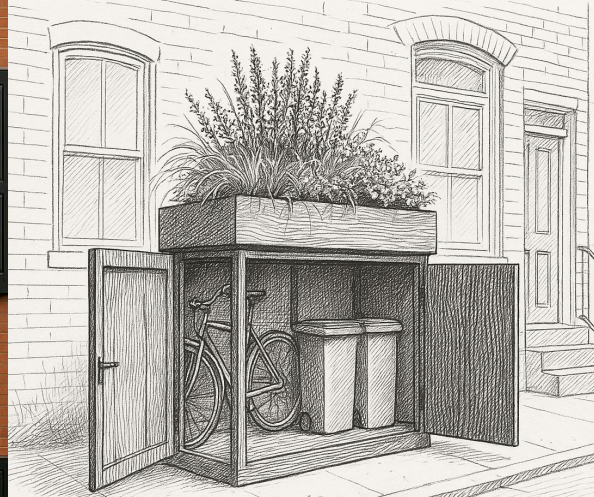
Emphasize local craft, sustainability, and creative problem-solving in all communications.

Tone

Quietly confident, straightforward, and earnest — never preachy or self-congratulatory.

Voice

Warm, approachable, and design-forward — blending practical detail with moments of beauty and imagination.



Fonts

Typography that strikes the right balance between character, clarity, and eco-conscious design.

→ A headline font, **Gloock**, with its curvy, retro-inspired serifs, brings a touch of warmth, artistry, and timelessness that echoes the brand's dedication to craft and design. It nods to the natural, earthy, and slightly unconventional spirit of the project without feeling nostalgic or dated.

→ Paired with **Lato**, a straightforward, approachable, highly legible paragraph font, the quiet problem-solver of the duo.

Gloock +
Lato

The result is clean, authoritative,
and perfect for a brand grounded in
facts and community trust.

Trash Habitat

**A home for your trash.
A habitat for your block.**

Trash Habitats are hand-built outdoor cabinets designed to protect your bins, keep the streets clean, and bring a touch of design into one of the least glamorous parts of city living. Built using the Japanese technique Shou Sugi Ban—a method of charring wood to strengthen it against weather, fire, and pests—the cabinets are resilient, natural, and beautiful in their impermanence.

Gloock used for
all headlines

Lato (regular)
used for all
paragraph copy.

Hierarchy

Headline 1



Use **Headline 1** sparingly, given its large size

Headline 2

Headline 3

Headline 4



Use **Heading 4** for categories and bolded labels within a paragraph

Paragraph 1



Use **Paragraph 1 - Lato (Black)** for paragraph headings

Paragraph 2

Paragraph 3

Colors

The Trash Habitats palette mirrors the brand's balance of grounded practicality and design-forward creativity.

→ **Rust, Foliage, Lawn, Sand, and Char.**

Together, the colors are earthy yet modern, strong yet inviting, capturing the brand's personality as focused, conscientious, and quietly confident.

→ Where similar mass-produced products lean generic or sterile, Trash Habitats' colorways feel **rooted in the environment yet unmistakably designed**, signaling both sustainability and style.



Brand Colors



Rust

#8C3B1C

Anchors the palette with depth and durability.

Like weathered steel, it's a nod to urban grit.

→ Use for background colors

→ May be used for text accents if the background color is Sand.



Foliage

#214E34

Brings in the richness of established greenery.

→ Use for background colors

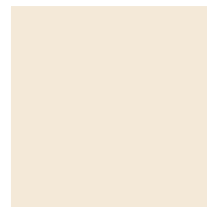


Lawn

#6EC80E

Provides a vibrant pop of growth and renewal, reflecting the brand's commitment to sustainability and city gardening.

→ Use for graphic accents and text accents only.

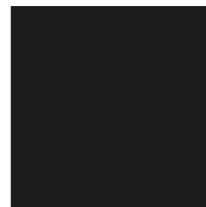


Sand

#F4E9D8

Lightens the mix with warmth and approachability, echoing natural materials and unbleached fibers.

→ Use for background colors and text colors



Char

#1C1C1C

References the Shou Sugi Ban technique that's resilient, protective, and quietly sophisticated.

→ Use for background colors and text colors

Logo Use

Logo Colorways

Trash Habitats

Logo may appear in **Foliage** when the background is White or Sand.

Trash Habitats

Logo may appear in **Lawn** if the background is dark enough (a tinted photo or **Char** - or **Foliage** -colored background)

Trash Habitats

Trash Habitats

Use sparingly: logo may appear in Black or White if necessary.

Trash Habitats

Do Not



Do not use any of the other brand colors or combinations to display the logo.

Alternate Versions

Trash
Habitat

Logo may be stacked if
necessary.

Trash
Habitat

