



Brand Guidelines



Primary

Our logo embodies a builder's mindset. Geometric shapes form a balanced "r," reflecting our drive to build, refine, and innovate for the brands we serve. The angled serifs in our wordmark echo that same energy.

We use the full logo, icon and wordmark, when we want to show the complete brand. When space or context calls for simplicity, the wordmark alone carries the same confidence.

[Download our logos](#)



Spacing & treatments

The clear space zone protects the logo, keeping it legible and impactful by separating it from text or other graphics.

For both logo lockups, clear space equals the height of the first “r” in Recharge.

To keep our logo strong and consistent, never alter it. The examples here aren’t exhaustive. When in doubt, don’t modify the logo.



Proper clear space

✗ Don't recolor the logo



✗ Don't add any additional elements to the logo



✗ Do not rotate the logo



✗ Do not apply gradients, shadows, or other effects



Common issues to avoid

Color

Our logo works best in black or cobalt on a white background, or in white on black or cobalt.

These color choices ensure maximum clarity and brand impact.

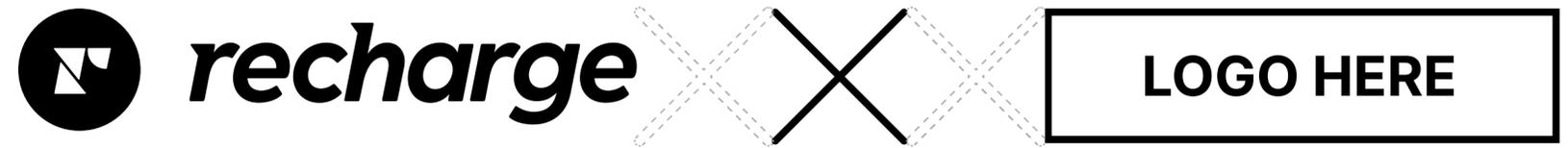


Co-branding

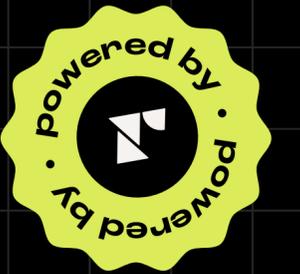
For co-branded logos, the partner logo should match Recharge in visual weight. Recharge always sits on the left in a horizontal lockup and on top in a vertical lockup, connected by an "X."

For icon lockups, the two circles may overlap to show partnership while keeping each brand distinct. This version should only be used in small spaces or when the full logo appears elsewhere.

Use [this .ai template](#) to create co-branded logos.



Color



Primary

Our primary colors are Bone, Black, Cobalt, and Lime. Bone and Black are our core background colors, creating a clean foundation for our brand.

Cobalt and Lime are used sparingly for smaller design elements. Cobalt is reserved for logos and CTAs, while Lime adds moments of contrast and energy.

[Download our full color palette](#)

Bone

#F7F3F0
rgb(247, 243, 240)
cmyk(4, 3, 2, 0)
PMS Cool Gray 1 C

Black

#000000
rgb(0, 0, 0)
cmyk(0, 0, 0, 100)
PMS BLACK 3 C

Cobalt

#0129F1
rgb(1, 41, 241)
cmyk(88, 76, 2, 0)
PMS 2728 C

Lime

#DCEC5A
rgb(220, 236, 90)
cmyk(18, 0, 78, 0)
PMS 2297 C

Secondary

Our secondary colors are Aero, Rose, and Melon. They are used sparingly and only when the primary palette has been fully explored.

They support the brand in light-touch moments, primarily across the web and presentation decks. These colors add flexibility without shifting the core look and feel.

[Download our full color palette](#)

Aero

#88A7F1
rgb(136, 167, 241)
cmyk(44, 29, 0, 0)
PMS 2716 C

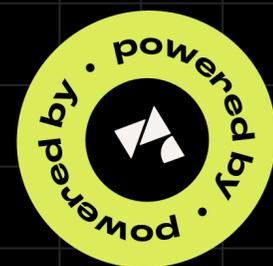
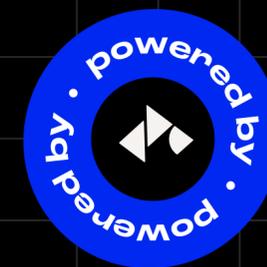
Melon

#FDB19F
rgb(253, 177, 159)
cmyk(0, 37, 31, 0)
PMS 487 C

Rose

#EF6376
rgb(239, 99, 118)
cmyk(0, 76, 39, 0)
PMS 1785 C

Typography



Brand

Our primary typeface is P22 Mackinac Pro, used for headings.

[Download P22 Mackinac Pro](#)

Our secondary typeface is Inter, used for subheadings and body copy.

[Download Inter](#)

For CTA buttons, we use Space Mono in all caps to stand out across the system.

[Download Space Mono](#)

P22 Mackinac Pro

Our primary typeface is
P22 Mackinac Pro in Book

Inter

Our secondary typeface
is Inter in Regular

Space Mono

OUR CTA TYPEFACE IS SPACE MONO IN REGULAR

Web-safe

For applications that require web-safe fonts like Google Docs, Google Slides, and other online tools, we use Fraunces and Inter.

Our primary web-safe typeface is Fraunces, used for headings and subheadings.

[Download Fraunces](#)

Our secondary typeface is Inter, used for subheadings and body copy.

[Download Inter](#)

Fraunces

Our primary web-safe
typeface is Fraunces in Light

Inter

Our secondary web-safe
typeface is Inter in Regular

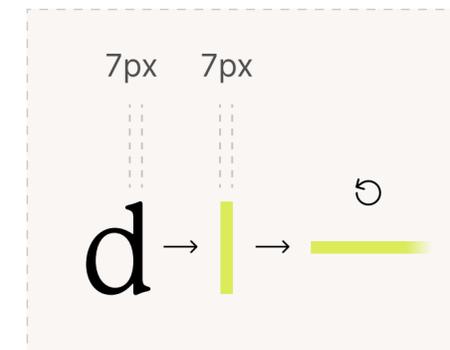
Headline treatment

We underline select words in headlines for emphasis, pairing the underline with italics for added impact. The underline should match the thickness of the letterform's stem, and its midpoint should align with the bottom of the letterform for consistent sizing. It should extend slightly beyond the start and end of the word.

Use a Lime underline on Bone backgrounds and an Aero underline on Black backgrounds. Keep this treatment limited, only 1-3 words at a time, to draw focus without overwhelming the message.

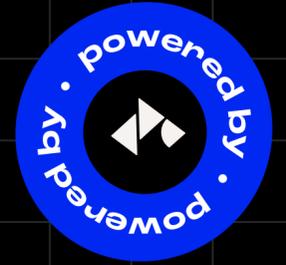
The world's leading
subscription platform

Powering the leading
brands in every vertical



Underline sizing

Photography

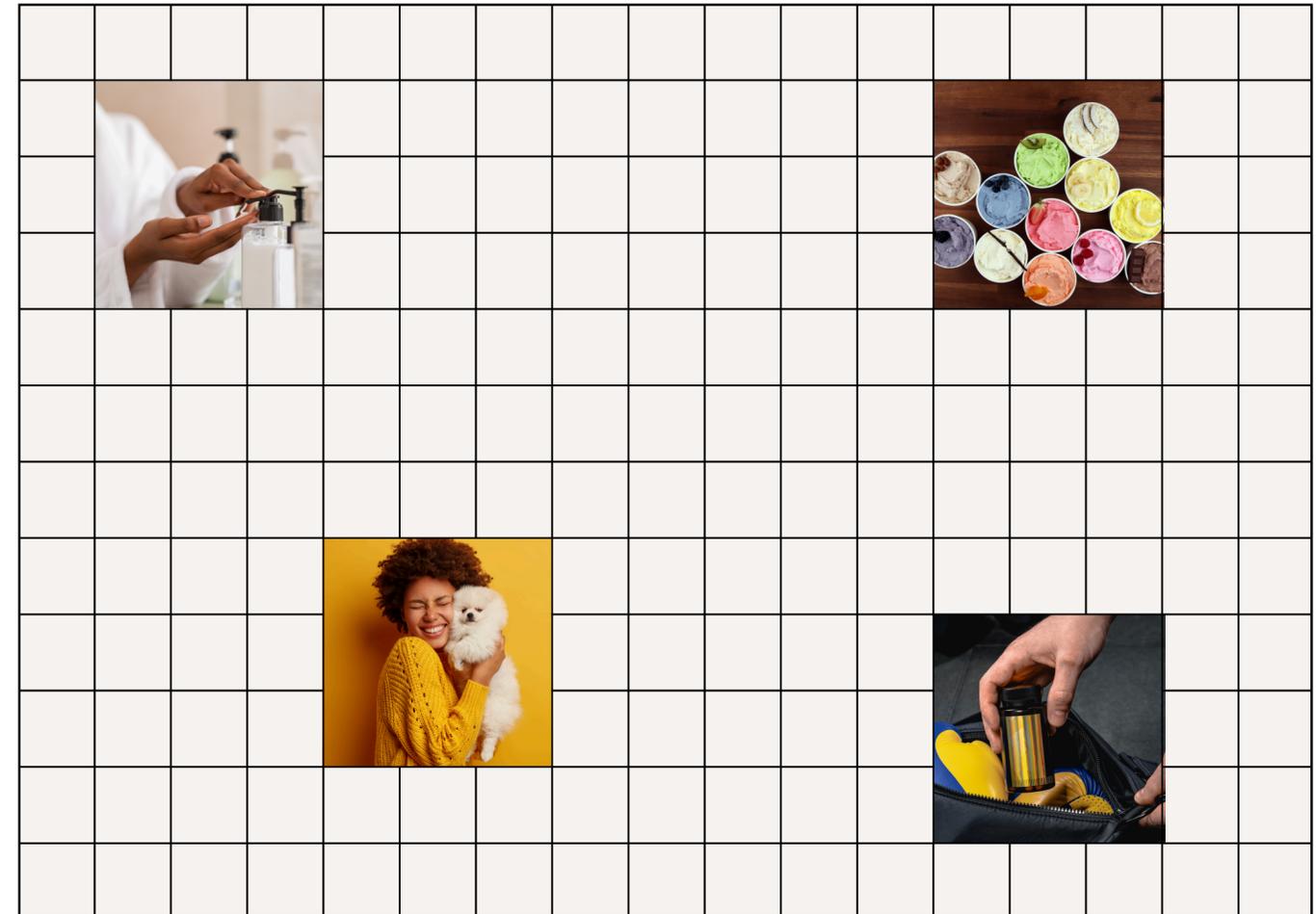


Verticals

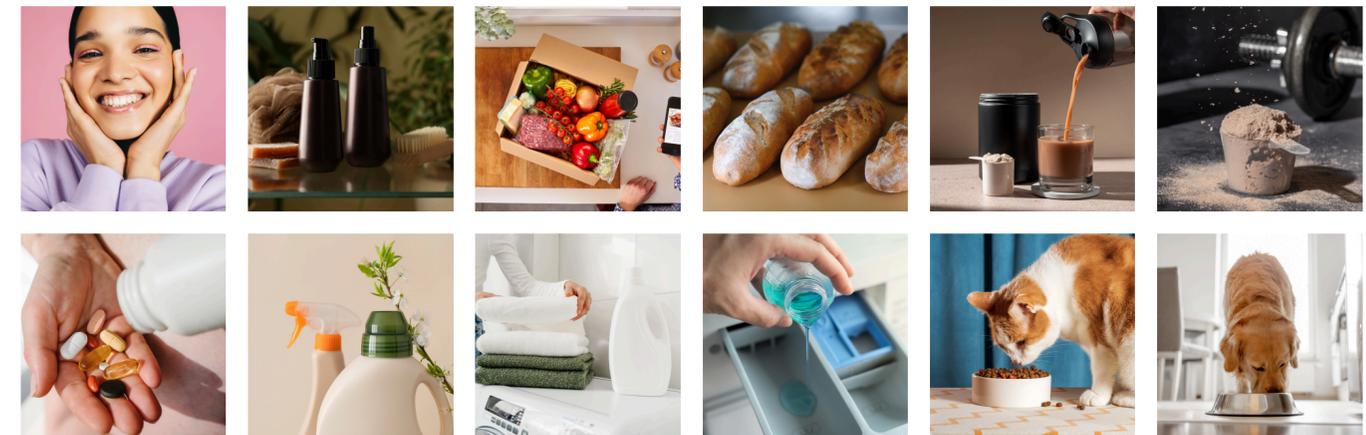
We use stock photography that reflects our key verticals, aiming for images that feel realistic but stylized. Photography adds structure and visual interest within the grid.

Use vertical-specific photography to support broader mission-based messaging or any content tied directly to that vertical.

[Download approved photography](#)

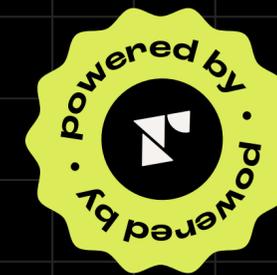
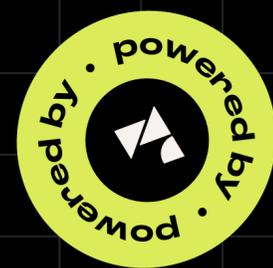


Photography in the grid



Additional examples

Examples



05 EXAMPLES

Brand in action

These examples show how the system comes together. Use this as a guide for layout, structure, and balance.

recharge

Grow subscribers and revenue seamlessly across Europe

Gross subscription revenue £6.2m (+11%)

Subscribers 110,157 (+8%)

Average order value £54.95 (+6%)

LEARN MORE

recharge

Launch a 60-day trial of Recharge subscriptions

TRY IT FOR FREE

recharge

Launch a 60-day trial of Recharge subscriptions

TRY IT FOR FREE

Add one of these to your next order:

- Salt scrub 75ml / 2.6 fl.oz. \$42.20
- Algae mask 75ml / 2.6 fl.oz. \$40.00

powered by recharge

recharge

Personal care

Food & Beverage

Pet

Health & Wellness

Home

Beauty

Meal kits

recharge

“Every partnership we form is deeply valued, but our collaboration with Recharge is particularly special given *the exceptional value it offers our subscribers.*”

— Shizu Okusa, Founder & CEO

LEARN MORE

APOTHÉKARY

recharge

Health & Wellness brands thrive on Recharge

\$235 IN AVERAGE LIFETIME VALUE

\$66 IN AVERAGE ORDER VALUE

\$19.3B IN GMV PROCESSED THROUGH RECHARGE

LEARN MORE

powered by recharge

recharge

recharge

