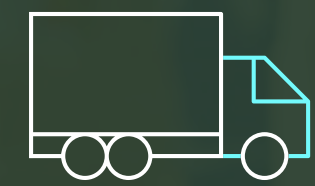
 **BRAND
GUIDE**



ROADRUNNER
MODERN WASTE + RECYCLING

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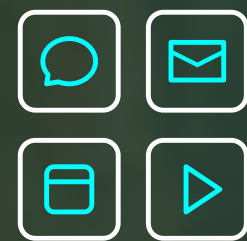
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WHO WE ARE

RoadRunner is a leading provider of fully-managed waste and recycling services, delivering better service, cost savings and more recycling. Our consolidated Waste and Recycling Services include hauling, portfolio management and diversion strategies, enhanced by cutting-edge technology.



LOGO

The logotype “ROADRUNNER” uses the font Clash Display in all caps making it bold and eye-catching, with decorative and stylized letter forms. The all caps formatting gives the text a strong, confident, and authoritative feel, while the font’s distinctive design elements give the letters a unique and memorable appearance. This pairs nicely with the geometric, angulated edges of the logomark.

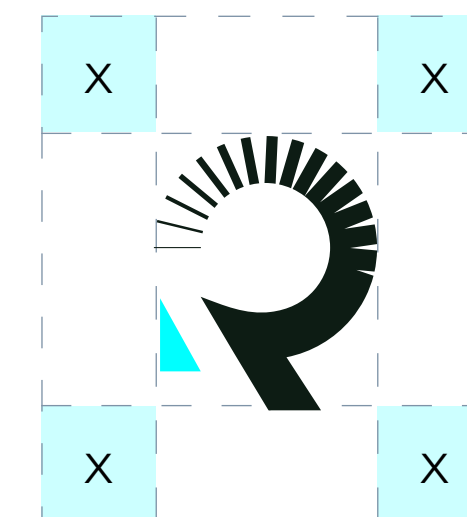


250px

The minimal size of the logo used on web is 250 pixels wide. Minimal 1 inch wide for print.



Clear space



Give it space. To preserve the integrity and visual impact of the RoadRunner logo, always maintain adequate clear space around it. X length is defined by the height of the RoadRunner logotype.

LOGO

The RoadRunner logo was created to work across all media. The style you choose will depend on the environment in which the logo appears. This logo suite offers a variety of options, providing flexibility to adapt the logo to its appropriate design context.

The most common use of the logo can be seen in the first column. The logo in the second column is typically used when a particular layout is in a centered format. The logomark in the third column is used as a large background element or as a small secondary accent, when our full logo is already included elsewhere in the layout.

The wordmark is never to be used without the tagline or the “R” logomark. The tagline and logomark should never be adjusted or moved under any circumstance.

When tying together the RoadRunner logo and a customer logo, the lockup would look like the example below.



Logo Variations



LOGO

DO NOT

- Do not add effects like shadows, dimensions and gradients to the logo
- Do not place the logo in a shape or container
- Do not rotate the logo
- Do not use the logo on busy backgrounds
- Do not stretch or compress the logo
- Do not use an old version of the logo
- Do not scrunch/squish the logo
- Do not outline the logo



OUR TECHNOLOGY

RoadRunner's proprietary and patented waste management technology and data-driven strategies are the backbone for our team of modern recycling and waste experts to reliably provide you with the most streamlined, affordable and sustainable waste & recycling services.

When used in sentence case, RoadRunner's technology stack is used in the following formats: OverSite™, Waste Metering™, BillCheck™, PriceShield™. All contain the trademark symbol at the end. Attention to detail is warranted, however, as Waste Metering™ is the ONLY one that is separated into two words.

The logotypes for our technology stack can only be used horizontally with the text in all caps.



OVERSITE™



WASTE METERING™



BILLCHECK™



PRICESHIELD™

RECYCLEMORE™

RecycleMORE™ is RoadRunner's complete package of recycling services that provide location-specific, tailored recycling solutions to not only increase recycling, but also drive cost savings.

When used in sentence case, RecycleMORE™ is one word with the second part in all capital letters and trademark symbol added at the end.

The logotype for our RecycleMORE™ program can be used vertically stacked or horizontal. The stacked version is preferred, when possible.

LOGO VARIATIONS



CLEANSTREAM™

RoadRunner's innovative CleanStream™ recycling can be implemented for a business to improve landfill diversion, drive additional savings and improve ESG scoring.

The difference between CleanStream™ recycling and traditional single-stream recycling is recycling more, saving more and gaining reliable metrics.

When used in sentence case, CleanStream™ is a single word with the second part capitalized and a trademark symbol added at the end.

When using our logotype, the text appears in all capital letters in a vertically stacked and horizontal version with a trademark symbol.

LOGO VARIATIONS



CLEAN™
STREAM



CLEANSTREAM™



CLEAN™
STREAM



CLEANSTREAM™



THANKYOU