

Brand guidelines



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Accessing downloads

WRAP has developed a dedicated suite of resources for individuals and organisations promoting waste awareness to the general public. They can be accessed on our partners website:
www.recyclenowpartners.org.uk

The site contains artwork and guidance downloads to help you implement the new recycling identity into your local campaign. It also contains a range of guidelines for advertisers, schools, community groups and commercial organisations.

If you must print, please print double-sided on recycled paper.

Introduction

This document introduces the Recycle Now brand and provides guidelines for its use in all applications. Recycle Now communications should engage the consumer with clear messages delivered in a positive tone.



i Growing consumer awareness of the need to recycle more, and activities at the local and national level are producing very positive results:

- In the last 18 months the number of adult 'committed recyclers' in England has risen from 45% to 60%.
- By June 2006, nearly 95% of people in England had seen a Recycle Now advert.
- Recycle Now has 65% brand recognition in England.
- 75% of local authorities now use the brand.

! The importance of following the guidelines

- Branding can only work when it is used consistently across all communications. Any unapproved deviations from the guidelines can reduce the effectiveness of the communications and ultimately weaken the brand.

Therefore, any amends or alterations to the Recycle brand which are outside the scope of these guidelines must receive prior approval from WRAP. Contact info@wrap.org.uk

The recycle icon

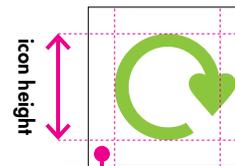
The new recycle icon is at the heart of the Recycle Now brand. It has been designed for easy recognition and its embodiment of the feel good nature of recycling.



The recycle icon may only be used in isolation in the applications illustrated in these guidelines, such as material streams or on operational items where the recycle mark is also visible.

For any other application use the full recycle mark (p3) instead. If in doubt ask us: info@wrap.org.uk

Clear space rule



For consistent high quality results the recycle mark should always be surrounded by an area of clear space equal to 25% of the vertical height of the icon.

Watermark

The recycle icon (but not the recycle mark) can be used as a watermark background behind text or imagery. To ensure legibility, watermarks can only be used in the Recycle Now colours (see p4), and a 10% tint is recommended.

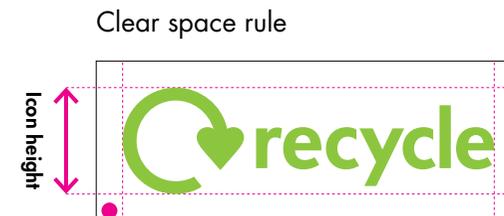
TM The recycle icon copyright and intellectual property are owned by WRAP. The icon is a registered trademark, however it should not be used with the TM symbol.

The recycle mark

The recycle mark contains the recycle icon and the recycle text. It represents a clear call to action to consumers. The recycle mark should be used to illustrate all of your recycling communications and operational items.



! Never re-proportion, re-typeset or otherwise alter the recycle mark. Always use the originals provided at www.recyclenowpartners.org.uk. If in doubt, contact info@wrap.org.uk



For consistent high quality results the recycle mark should always be surrounded by an area of clear space equal to 25% of the vertical height of the icon.

Colour

Recycle Now lime green is the principal colour for the Recycle Now brand, although you may also use the brand in black or reversed out in white.

Colour

PANTONE 376
c50 m0 y100 k0
Web #8DC63F
RAL 110 70 70
Vinyl 50-72 Light green

Positive versions



Reversed versions



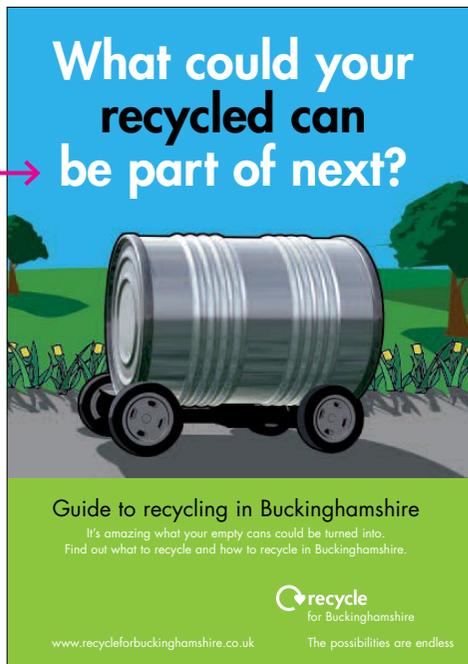
← You may reverse out the recycle mark/icon from any background colour, with Recycle Now lime green or black preferred.

! Whether positive or reversed out, ensure the recycle mark has clear standout from the background.

Typography

All Recycle Now communications materials are set in Futura, upper and lower case. Futura is a simple, clean and friendly font with high legibility.

Futura heavy



What could your recycled can be part of next?

Guide to recycling in Buckinghamshire
It's amazing what your empty cans could be turned into.
Find out what to recycle and how to recycle in Buckinghamshire.

recycle
for Buckinghamshire

www.recycleforbuckinghamshire.co.uk The possibilities are endless

Why recycling matters

Most of the things we use can be recycled into something new

30% of rubbish in Buckinghamshire is currently recycled. This is a relatively high amount, but still leaves a lot of useful material which ends up in local landfill sites.

You can change this by helping to reduce the amount you throw away, and by recycling more things, more often.

How to recycle

Follow these easy steps to help us recycle:

- 1 Wash 'em – Wash bottles and jars
- 2 Squash 'em – Squash metal cans and plastic bottles. Remove all lids
- 3 Sort 'em – Put the right materials in the right recycling bin or bank.

What and where to recycle

Many types of material can be recycled in Buckinghamshire ranging from glass, cans, paper, cardboard, plastic, wood, garden waste, clothes and even household batteries. The good news is that it is easier than you think.

All District Councils within Buckinghamshire now offer a household boundary collection service of some recyclable materials. There is an extensive range of recycling bank sites located at supermarkets and car parks, as well as at your local Household Waste and Recycling Centre. See insert for specific details.

What happens to recycled materials

The possibilities are endless

- Metal can be recycled and used as part of a fridge, a car, a plane... or simply another metal can
- Recycled glass is used in road aggregate as well as new glass jars
- Plastic bottles can be made into plastic pipes, fences, garden furniture... or even cosy fleece jackets
- Paper can be recycled into newsprint or made into cardboard
- Garden waste from household waste sites is transferred to the new composting facility in High Wycombe where it is transformed into soil enriching compost

Waste myths... the truth about recycling

Myth
There is no point recycling because it all ends up in landfill anyway.

Reality All materials collected from household boundary collection services and recycling banks in Buckinghamshire are sorted and then sent on for recycling.

Myth
Recycling uses more resources than producing something from primary materials.

Reality Most recycled products offer big savings in terms of energy consumption and raw materials. Recycling paper involves 70% less energy consumption than making virgin paper.

Myth
Recycled products are expensive.

Reality You'd be amazed at the range and quality of products now available many of which can be bought at your local shop. See our website for details of where to buy recycled products.

Futura book

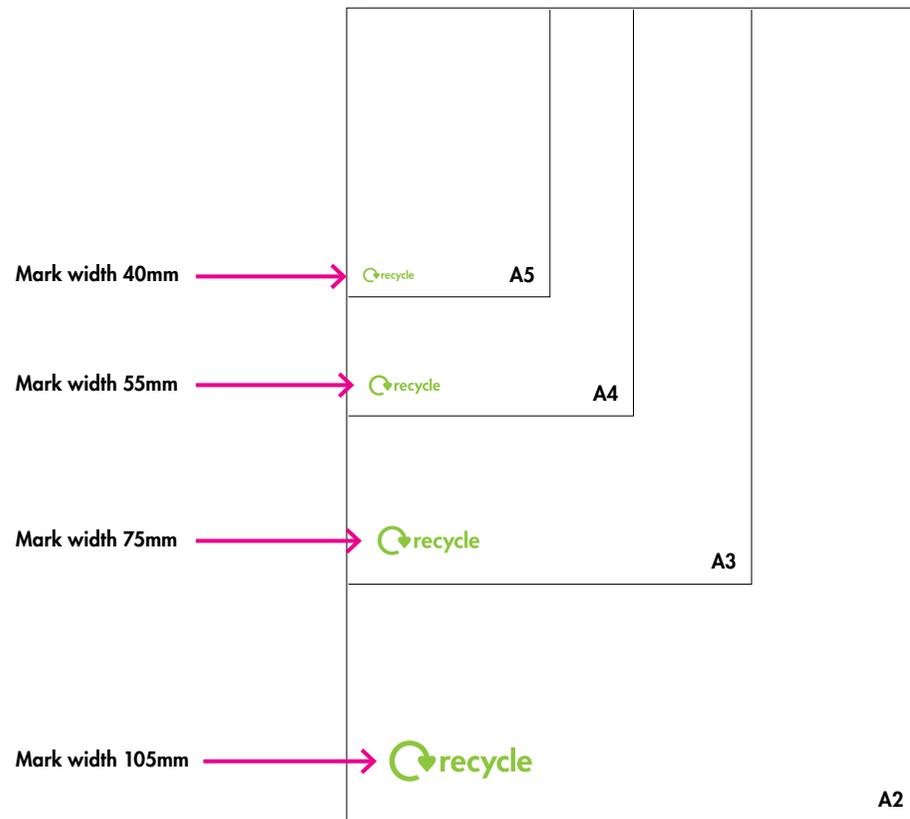
i Futura is widely available in a range of weights for Mac and PC. Generally it is preferable to use the middle weights: bold, heavy, medium or book.

Futura bold

Sizing

We have provided appropriate sizes for the most common document formats, but you should exercise your judgement to ensure the recycle mark is of a legible size in all applications.

Sizing guide



Minimum size



15mm is the absolute minimum recommended size for the recycle mark.

The recycled content mark

These marks denote that a product contains recycled content. They have been created to maximise consumer understanding of both the 'recycled' and 'recycle' messages, and have been fully consumer tested.

Double version

Use the double version where there is more space available and when it is important to communicate both a call to action to recycle and a recycled content message with equal prominence.



When you have finished with this leaflet please recycle it



This leaflet is printed on 75% recycled paper

Single version

Use the single version of the mark where there is limited space available and when the recycled content message is of primary importance.



When you have finished with this leaflet please recycle it



Editable artworks are available for download (only in .eps format) from the partners website. You may edit both the number and the wording for the relevant application.

The literature mark

A specific recycle mark has been developed for use on a variety of documents.



When you have finished with
this magazine please recycle it.



The word 'magazine' in this strapline can be edited for the relevant print application, eg pamphlet, leaflet etc.

Clear space rule



Observe the same clear space rule as for the recycle mark.

Alternative straplines

A range of recycle marks with approved alternative straplines are available.

Recyclenow.com option



← This informational recycle mark combines the call to action with clear directions to the Recycle Now consumer website.

Recycle now option



← This mark is a clear and engaging call to action that references the brand.

The possibilities are endless option



The possibilities are endless.

← This mark is used to align communications with the national campaign.

Recycle here option



← This recycle mark offers a clear call to action and specific guidance for use at recycling collection points.

! These approved versions of the recycle mark are available for download from the partners website, and may not be edited. To maintain clarity of message, do not use different versions in the same application.

Mistakes to avoid

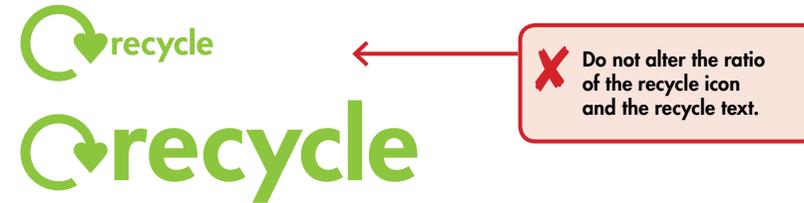
Changing the basic characteristics of the brand can easily damage its visual consistency and weaken your message.

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Colours



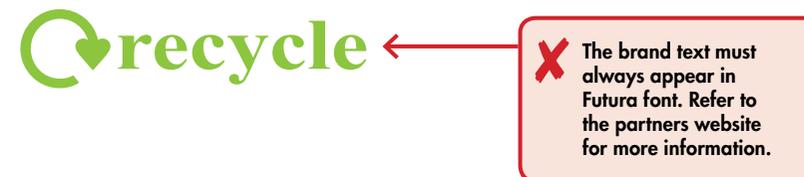
Proportions



Sraplines

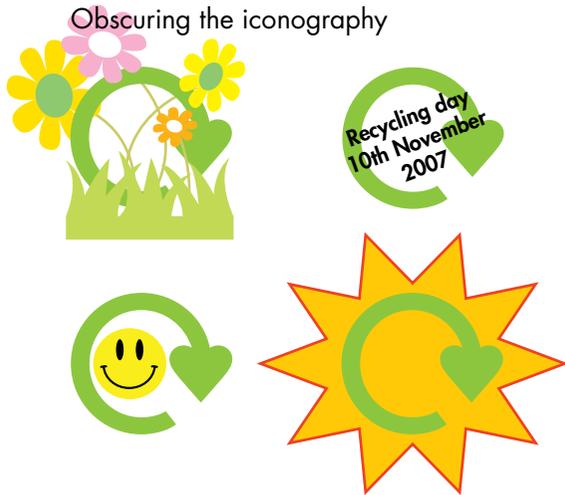


Font



Mistakes to avoid Continued

Obscuring the iconography



X Do not add to or otherwise obstruct the iconography.

Distortions



X Do not distort the brand, e.g. stretching, rotation or separation of icon and text.

Incorrect backgrounds



X Do not place the recycle mark against patterned or photographic backgrounds, or use it as a transparency.



Contacts and further help

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For additional information visit:
www.recyclenowpartners.org.uk
web www.wrap.org.uk
email info@wrap.org.uk
freephone 0808 100 2040

! Local authorities receiving WRAP communications funding **MUST** ensure design proofs are approved prior to any production. Please email design proofs to your WRAP Project Manager for approval.

i If you wish to use the recycle or materials streams icons for commercial purposes, e.g. on product lines etc., please request prior permission from WRAP. Contact info@wrap.org.uk

Disability Discrimination Act compliance

WRAP has designed the new recycling iconography and the recommended signage detailed in this guide to meet current Disability Discrimination Act guidance.

The key requirements of the DDA in this area are that signs and their information should be clear, concise and consistent.

- The recycling font chosen by WRAP is clear and easy to read.
- The materials stream descriptions and images are unambiguous.
- Signage text is scaled for visibility and the information layout is easy to understand.
- Colours have been chosen to maximise image and text visibility.
- Colours are always used with contrasting foregrounds and backgrounds (either solid colour on white or white text and imagery on solid colours).

Note: For in-home communication templates, such as recycling bin or box stickers, Local Authorities may wish to consider introducing Braille text additions.

Further information on the DDA can be found at www.disability.gov.uk/dda

Terms & Conditions

The Brand Guidelines are subject to WRAP's terms and conditions which can be found at www.recyclenowpartners.org.uk/terms_and.html. Please ensure that you have read and understood these terms and conditions before you download and use the Recycle icon, Recycle mark or any derivative. By downloading and using the Recycle icon, Recycle mark, or any derivative you will be deemed to have agreed to be bound to those terms and conditions.