recycle

Our Brand Guidelines.
Version 01.

March 2019

Contents

About our brand
Section 01

Our brand platform

—

This is the DNA behind our brand that informs everything we do:

Why we exist:
(Our purpose)

We exist to make recycling normal

What we do:
(Our proposition)

We provide evidence, expertise and solutions to mobilise citizens to recycle more of the right things, more often

Who we are:
(Our core idea)

Pioneers for a new norm in recycling

Our brand story

———

For use in longer-form copy

Recycle Now is led by a pioneering team of dedicated experts with a simple, but revolutionary mission – to make recycling the new norm.

Backed by proven behaviour change theory, hard evidence and a passion for change, we work collaboratively with key stakeholders and the Government to bring everyone together to make real, sustainable impact on recycling behaviour.

At Recycle Now, we believe that it's the small things that can make a difference. By being at the forefront of the recycling movement in the UK, we're mobilising citizens to recycle more of the right things, more often. So, together, we can help create a better world for future generations.

———

For use in short-form copy

In a world where resources are limited, Recycle Now provides the evidence, expertise and solutions to inspire, enable and support citizens to make recycling the new norm.

About our brand

Brand value

- The brand is widely recognised

- It is synonymous with driving positive change in recycling behaviour

- It is a national brand, recognised and understood in England, Northern Ireland, Scotland and Wales

- The establishment and subsequent development of the Recycle Now brand have been underpinned by robust research

Brand reach and organisation

- The brand is widely used by retailers, community and not-for-profit groups, educational institutions, local authorities, commerce and industry and thus represents a potential synergy of effort across users

- Recycle Now has enjoyed an increase in brand awareness over the consumer programme's lifetime to date

- Over 13,000 individuals, representing more than 2,000 organisations have registered to use the Recycle Now resources via the WRAP Resource Library website

- The main reasons listed by organisations for choosing the brand are its high recognition factor and its flexibility

- Partner organisations, including local authorities, have greatly benefited from economies of scale, strong brand identity, clear messaging and the call to action represented by Recycle Now

Balancing the normative approach with creativity

The Recycle Now brand now includes a normative approach intended to shift perceptions of social norms and increase recycling.

This normative approach applies to a lot of our brand elements – imagery, messaging and how the localised brand mark is used.

We should always use normative messaging, but in some situations normative imagery may not be right. Normative imagery should be the default, our testing has shown it helps support normative messaging, but in certain situations more creative imagery might be more appropriate. There are two situations where this is true:

- In creating campaign content designed to tap into public interest around a specific issue, for example, linking plastic recycling to public concerns about plastic pollution

- Where good quality normative imagery doesn't exist and can't be created

The new brand mark

Normative messaging is a proven tool for increasing recycling rates. Most people don't recycle because it's interesting, or because they really care about the planet. They do it because everyone else does. It's the normal thing to do.

Applying this thinking, Recycle Now focused on a brand strategy of normalising recycling. This informed a simple yet powerful idea to refresh the brand identity in a way that made it clear that recycling is just the normal thing to do.

recycle for Britain

Before

After

Britain recycles

Our tone of voice
Section 02

Our tone of voice

Make it normal

Normative messaging is a core part of the Recycle Now brand.

Copy should depict a high level of recycling as a normal, mainstream activity done by the majority of people. It should use normal, everyday language to do this. Wherever possible, jargon should be avoided.

Be inclusive

Increasing recycling calls for action from everyone in the UK including businesses and Government. Copy should be inclusive.

Be a positive activist

Recycle Now is about making a positive change in the world, helping and encouraging people to recycle more. People respond better to positive messages with a local context where possible, so ensure your copy is positive.

Copy should be action oriented and always include a call to action.

See section 2 of the Recycle Now toolkit for more details on using normative messaging

Friendly. Factual. Simple. Mainstream Action-oriented.

Our logo
Section 03

Our logo

Our logo is the recycle icon and the word 'recycle'. This represents a clear call-to-action that you should use on all your recycling communications and operational items. Where appropriate a localised version should be used. Please see pages 15 on how create a localised logo.

The Recycle Now mark must never be redrawn or recreated. Always use artwork available from WRAP Resource Library.

You'll need to apply the mark with a minimum clear space around it at the sizes shown here.

DOWNLOAD LOGO

Our colour variations

The Recycle Now mark should be reproduced in Recycle Now Lime Green, on a white background. It may also appear in black and white.

You may reverse out the Recycle Now mark from any background colour, with Recycle Now Lime Green or black if preferred.

There are a number of variations on the standard mark which are shown on the following pages.

DOWNLOAD LOGO

BLACK VERSION

WHITE VERSION

GREEN VERSION

Common mistakes

Changing the basic characteristics of the mark can easily damage its visual consistency and weaken your message. This page illustrates things to avoid to ensure Recycle Now assets are compliant with the visual guidelines.

For any queries on how to apply the Recycle Now logo, please contact the brand team.

partnerenquiries@wrap.org.uk

Only use approved straplines, available for download from the partners website.

The text within the mark must always appear in Futura EF.

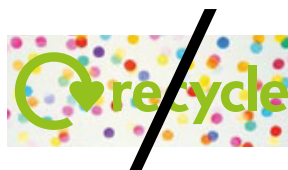Do not alter the relationship between the recycle icon and the recycle text.

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

Do not add your own message below a mark.

Do not change the colour of the mark.

Do not put the mark on a patterned or photographic background.

Do not alter the proportions of the elements in a localised mark.

Do not alter the alignment of the elements in a localised mark.

Localising our mark

Using the localised Recycle Now mark template is an easy and quick way to create a customised mark. The 'Location' text within the template is editable so you can customise it to your area/community/brand/retailer.

This approach is flexible and it's easy to create your own specific mark for your area, city, county, country, brand or community.

How to use it

Without resizing the template, type over the placeholder location text using Futura EF Demi Bold. Align left edge of location with the clear space of the swoosh as shown here, the right edge should have a clear space equal to the 'r' of recycles.

The localised mark is easy to create:

Swoosh + **[Location]** + **recycles**
Swoosh + **[Brand]** + **recycles**
Swoosh + **[Retailer]** + **recycles**

DOWNLOAD LOGO TEMPLATE

One-line version   Location/brand/community/retailer descriptor

[Location] recycles

Two-line version

[Long name two line location] recycles

Our bilingual logo

The Recycle Now bilingual logo for Wales consists of both English and Welsh descriptors sitting above and below, with the Welsh translation always sitting above the English. The same method should be applied when localising a bilingual logo mark.

Usage
Assets that are produced in Welsh, English or bilingually for Wales must use this single bilingual logo.

Welsh
translation
on first line

Cymru yn ailgylchu
Wales recycles

English on
second line

DOWNLOAD BILINGUAL LOGO

Examples of national vs local logo marks

Britain recycles

Cymru yn ailgylchu
Wales recycles

Northern Ireland recycles

Caerdydd yn ailgylchu
Cardiff recycles

Liverpool recycles

Norwich recycles

Lidl recycles

Harrogate Nova
Cycling Club recycles

Tranmere Park
Primary recycles

Our partnership
co-branding

Due to the nature of our work there is often
a need for our logo to appear alongside other
logos. Recycling communications are often
delivered in partnership with third-party
organisations. How our logo is applied will
depend on who is leading on the communication
activity or content creation.

Recycle Now-led material
On Recycle Now-led material, Recycle Now
will appear first. If there are a number of logos,
they will be placed alphabetically in an
organised hierarchy.

Third-party brand material
If another brand creates the content, and is
therefore the dominant brand, use the lock-up
which works best depending on space
restrictions determined by the other brand.

Equally-led material
If content is produced 50/50, and collateral has
neutral branding and equal weighting for both
logos, ensure Recycle Now has optimal presence.

Britain recycles
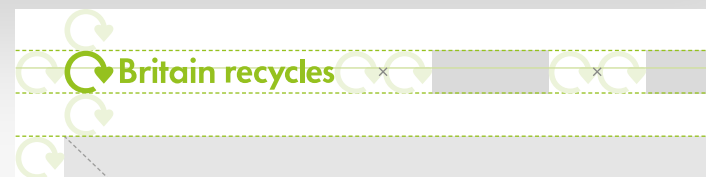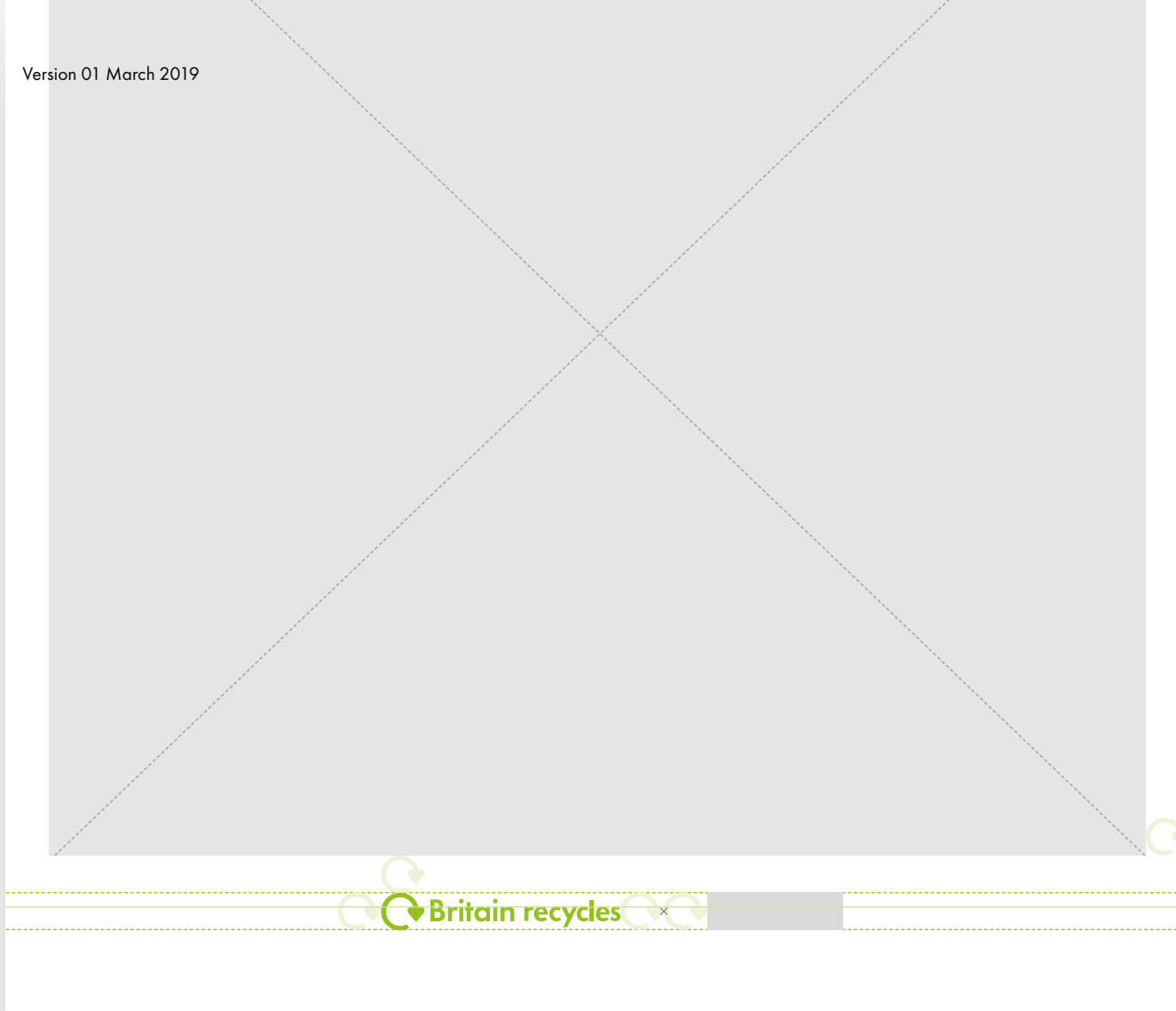
Our partner descriptor

Adding a descriptor

To make the relationship between Recycle Now and a third-party brand clear, you can add a descriptor. Descriptors must be positioned at least half of the logo clear space as shown.

Descriptor typeface

Where possible set the descriptor in Futura Demibold and avoid making it bigger than the logo.

Descriptor colour

It should be black when using the colour logo version and white when using the white logo version.

In partnership with:

In partnership with:

recycle

⬇ DOWNLOAD LOGO

Our colours
Section 04

Our colour palette

The Recycle Now primary colour palette consists of Lime Green, Black and White.

So that we maximise visual recognition of our brand, green should be the dominant colour on all applications unless more creative applications/campaigns require a more tailored look and feel. In these cases assets will have to be approved by the brand team.

Our black and white colours should complement our green whilst helping to make our green stand out. Black is our primary body text colour.

Logo colour

The Recycle Now logo should not be used in any other colour, except where a campaign requires a more tailored approach. This will need to be approved by the Recycle Now brand team before being distributed externally.

◗ partnerenquiries@wrap.org.uk

Recycle Now Green

Pantone® 376C | C50 M0 Y100 K0 | R141 G198 B63 | #8DC63F

Recycle Now Black

Pantone® Black | C0 M0 Y0 K100 | R0 G0 B0 | #000000

Recycle Now White

Pantone® White | C0 M0 Y0 K100 | R255 G255 B255 | #FFFFFF

Our colour tints

Colour tints taken from the primary colour palette offer more colour variations that can help amplify visual applications and increase visual interest.

Colour tints can be useful when creating diagrams, charts, infographics and illustrations – offering a more diverse range of colours without creating new and off-brand swatches.

Designers should use their initiative to ensure that legibility issues do not occur when using text over tints.

| Recycle Now Green | 80% | 60% | 40% | 20% |

| Recycle Now Black | 80% | 60% | 40% | 20% |

Our material specific palette

The suite of material stream colours has been tested for usability, visibility and consumer engagement. This palette should only be used when communicating around specific materials. For example, local bin collection point signage and stickers. These colours should not be used as a core colour on any Recycle Now campaign communications.

▶ **For more information, please download the Material Streams Guidelines or speak to the Recycle Now brand team**

DOWNLOAD MATERIAL STREAM GUIDELINES

Paper Blue
Pantone® 300C | C100 M30 Y0 K0 | R0 G137 B209 | #0089D1

Plastic Red
Pantone® Warm Red C | C0 M90 Y100 K0 | R238 G63 B34 | #EE3F22

Garden Waste Green
Pantone® 354C | C80 M0 Y80 K0 | R24 G178 B106 | #18B26A

Metal Grey
Pantone® 431C | C20 M0 Y0 K70 | R84 G101 B111 | #54656F

Building Materials Brown
Pantone® 4635C | C20 M60 Y80 K30 | R152 G93 B53 | #985D35

Textiles Yellow
Pantone® 130C | C0 M30 Y100 K0 | R253 G136 B18 | #FD8812

Glass Teal
Pantone® 3272C | C100 M0 Y45 K0 | R0 G169 B164 | #00A9A4

Electrical Pink
Pantone® Magenta C | C0 M100 Y0 K0 | R237 G0 B140 | #ED008C

Our typography
Section 05

Our typefaces

Primary typeface

Recycle Now communications materials are set in Elsner+Flake Futura (Futura EF), upper and lower case. Futura EF is a simple, clean and friendly font with high legibility. There are five Futura EF weights available for visual flexibility. Please use the font weight that best suits your visual communications.

Please see the following page for an example on how the font weights can be applied.

System typeface

Instances where Futura cannot be accessed or used on internal documents such as PowerPoint, the universal font Arial should be used.

▶ **Please request the fonts from:**
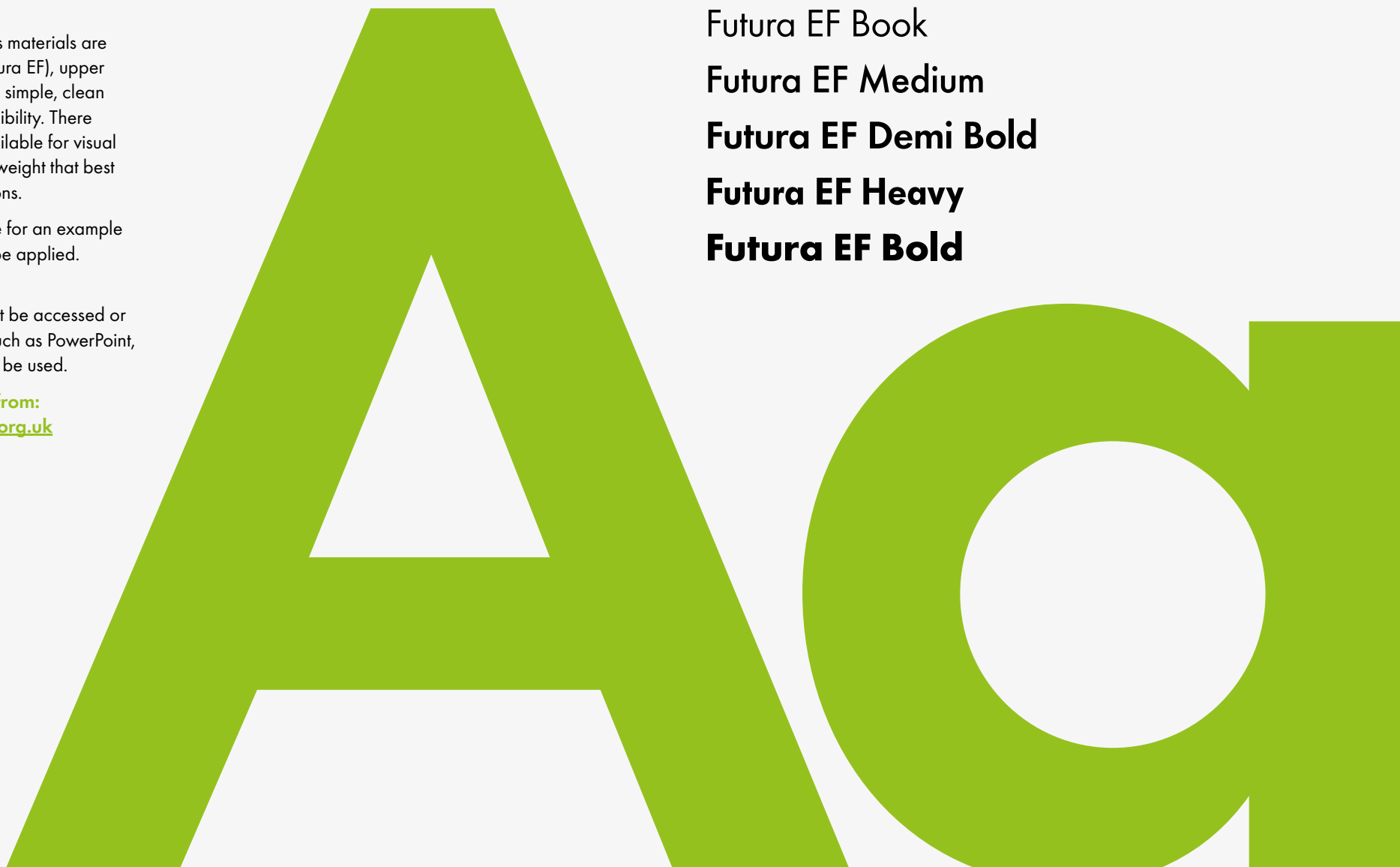**partnerenquiries@wrap.org.uk**

Futura EF font weights available

Futura EF Book

Futura EF Medium

Futura EF Demi Bold

Futura EF Heavy

Futura EF Bold

Our messaging hierarchy

Creating a hierarchy and visual pace to Recycle Now communication assets helps increase legibility and eases eye fatigue. Shown here is an example of how to use the different weights, sizes and colour to create strong hierarchy and good legibility with our content.

Useful things to keep in mind:

- Aim to keep line length at optimal reading length (between 50-65 characters per line)

- Make sure the line spacing is optimised for legibility. A good rule of thumb would be to increase the line length when producing content to be seen on screen

- Avoid having tight character and word spacing. This can make it hard to distinguish between letters

- Keep good contrast in mind when using colour to highlight a call

Futura EF Bold
Headline typeface weight

HEADLINE HERE

Futura EF Book
Supporting body copy typeface weight

[Add normative sub-copy and Location here]
See normative sub-copy instructions in the campaign toolkit for more information.

Futura EF Heavy
Call to action typeface weight

[Add call to action and website here]

Britain recycles

Our photography
Section 06

Our normative photography

Normative photography

Photography is critical to communicating that recycling is normal. Normative photography should feel real and authentic. Everyday life, not glossy and polished. Think reality TV not a Hollywood movie. Please see examples shown.

This style of photography should be used across core Recycle Now applications as a hero image, helping to strengthen the Recycle Now normative approach.

▶ Creating new imagery

If a new image is needed and a photoshoot is required, make sure all items used within the photograph can be recycled. Also ensure all products are unbranded unless arranged with the relevant brand owner
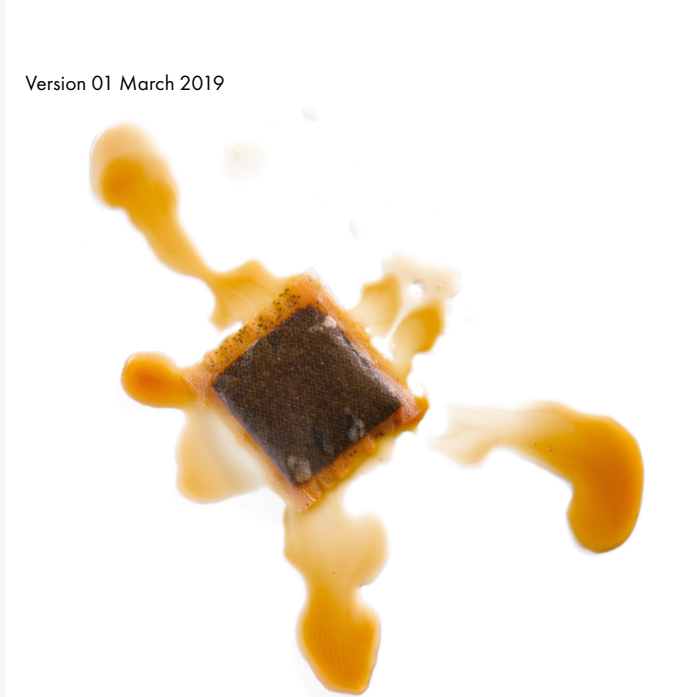
VIEW PHOTO LIBRARY

Our product specific photography

Functional product photography

Product photographs are useful assets when showcasing specific products that can be recycled. This style of photography is commonly used as support imagery on the Recycle Now website, inside detailed leaflets as well as other general everyday communication applications. Please see examples shown.

▶ Creating new imagery

If a new image is needed and a photoshoot is required, make sure all items used within the photograph can be recycled by residents in your local area. Also ensure all products are unbranded unless arranged with the relevant brand owner

VIEW PHOTO LIBRARY

Our iconography
Section 07

Our iconography

The Recycle Now material icons use distinctive colours and images which can be recognised nationally across recycling services. The icons are designed to represent a broad variety of material categories, with each one representing a generic material type.

You are free to choose whether to use the imagery based on the Recycle Now icon or the illustrations. Do not mix different options on the same application. The choice of which to use may depend on the requirements of the particular application, e.g. communications, bin stickers and signage etc.

The suite of material stream colours has been tested for usability, visibility and consumer engagement. They are suitable for use across the various print and digital processes. For colour specifications visit the material streams download area.

▶ For more information, please download the Material Streams Guidelines

Examples of material stream iconography

garden waste

large appliances

mixed textiles & clothes

hardcore & rubble

mixed paper & card

food waste

plastic packaging

aluminium cans

fluorescent tubes

blue glass bottles & jars

brown glass bottles & jars

flat glass

household metal packaging

mobile phones

corrugated cardboard

DOWNLOAD ICONS

Our grid system
Section 08

Our print format grid

The Recycle Now grid system should be used to design clean, clear layouts for text and imagery, used across various formats, such as out of home advertising, posters, leaflets and a range of other printed Recycle Now communications.

Grids should use an asymmetric 12-column system to ensure flexibility. Layouts can be divided into two, three and four columns to suit formats and content.

Sizing the grid
Example: A4 210X297mm.
Use the shortest edge 210mm.
Divide the shortest edge by 40.

Grid size
5mm – Round the number up or down if needed to reach a whole or half figure, e.g 5.25mm would be 5mm.

Sizing the RN mark
Multiply the grid height by 1.5x = 7.5mm.

A4 advert example

From lakes to peaks, cities to suburbs, Britain recycles. We do it because it matters. Do you?
#RecycleWeek

1.5x grid height

Britain recycles

WE DO

From lakes to peaks, cities to suburbs, Britain recycles. We do it because it matters. Do you?
#RecycleWeek

Britain recycles
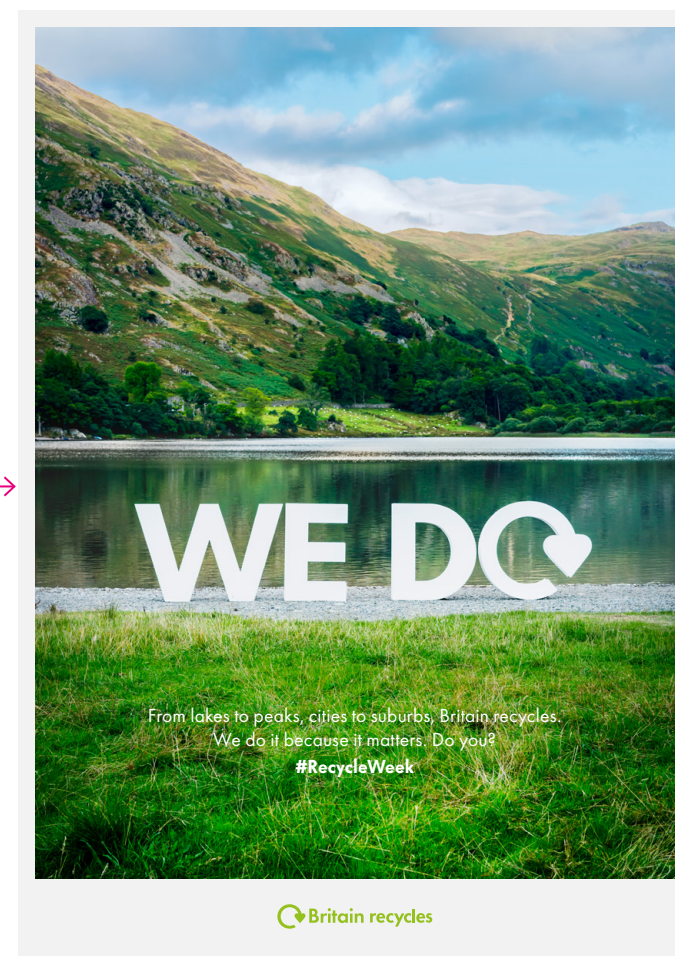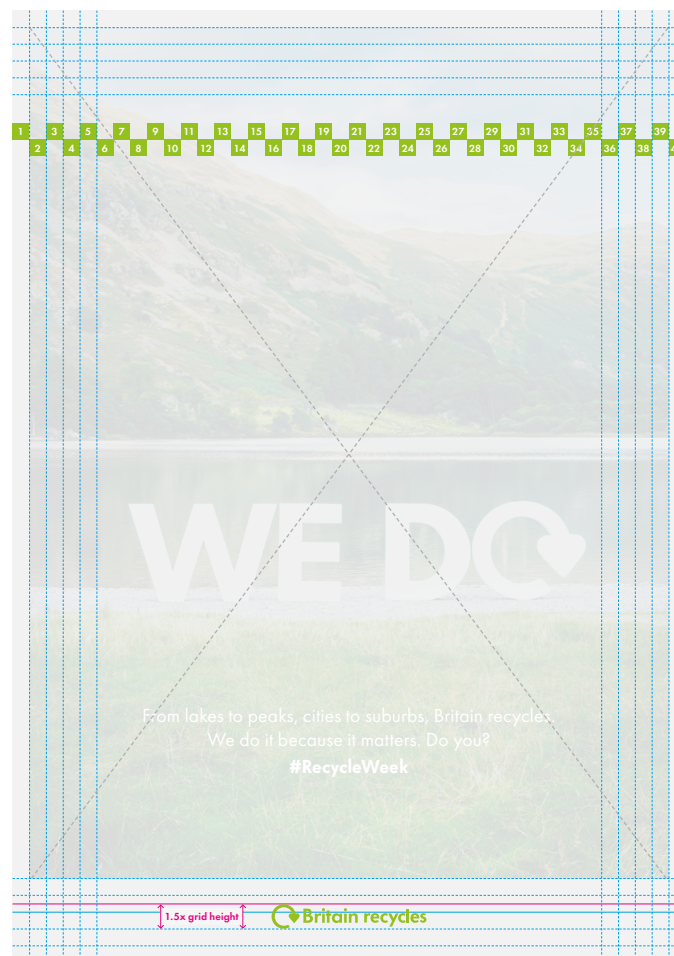
Our grid flexibility

The purpose of your communication will dictate the size of your headline, image and the amount of text in your normative message. Decide its purpose first, then use our system to guide your design.

Level 1

At this level, the headline and image should be the first things people see – to grab attention and draw into further reading/action. Use this system for high-impact communications where you need to engage people quickly, e.g. Out of home advertising.

Level 2

At this level, the clear, informative image should be the first thing people see – quickly followed by educational normative sub-copy. Use this system for communications where you have a little longer to engage people, e.g. social media campaigns.

1 Level 1

75%

WE DO

25%

Nos andam et venim quo bea denimpore quaer ustioffic teceptium iduntincias andam quias quae. Ut es modita nimolor simaio tem il moluptatur res re labo. Itatem aut.

#RecycleWeek

↻ **Britain recycles**

2 Level 2

50%

WE DO

50%

HEADING HERE

Nos andam et venim quo bea denimpore quaeribusti ffic teceptium iduntincias andam quias quae. Ut es modita nimolor simaio tem il moluptatur res re labo. Itatem auaut eum con ratiostiunt magnam rem et que doluptas quatis dolendae. Et volor alit voloriorro omnimillorum esciu tem. Latem verundipist dolor sit amet consist.
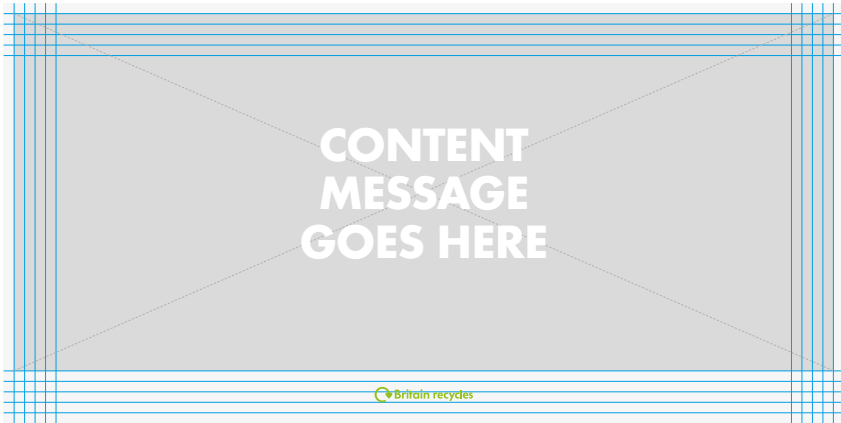
#RecycleWeek
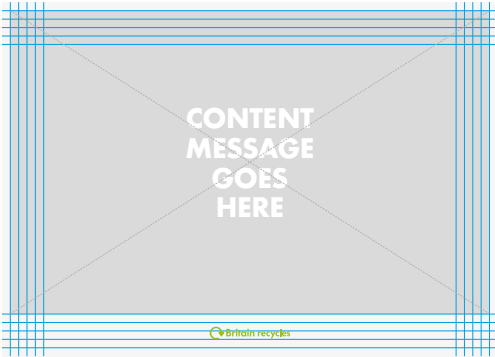
↻ **Britain recycles**

WE DO

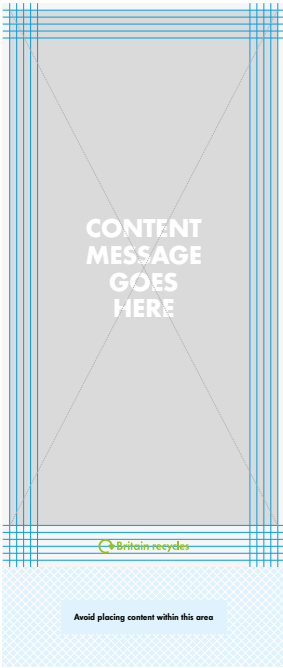## Print grid system formats

6-sheet grid format

48-sheet grid format

Landscape press advert grid format

A-size format

Pull-up banner grid format

Our social media grid system

The Recycle Now grid system should be used to design clean, clear layouts for text and imagery, used across various formats on relevant social platforms such as, Facebook, Instagram and Twitter.

Grids should use an asymmetric 12-column system to ensure flexibility. Layouts can be divided into two, three and four columns to suit formats and content.

Sizing the grid
Example: Social media square.
Use the shortest edge 1080px.
Divide the shortest edge by 40.

Grid size
Round the number up or down if needed to reach a whole or half figure, e.g 27.26px would be 27px.
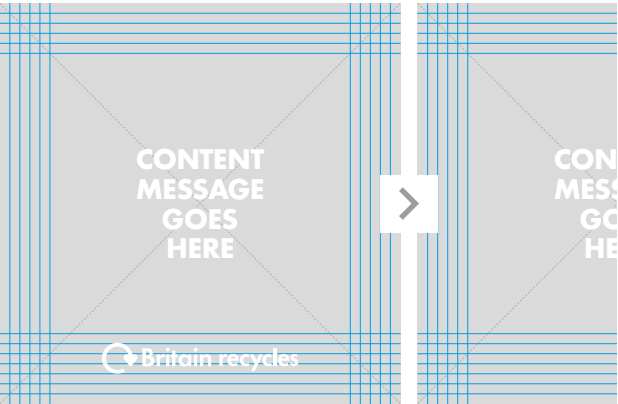
Sizing the RN mark
Multiply the grid height by 3x = 81px.

Square social advert format example (1080X1080px)

Social media grid system formats

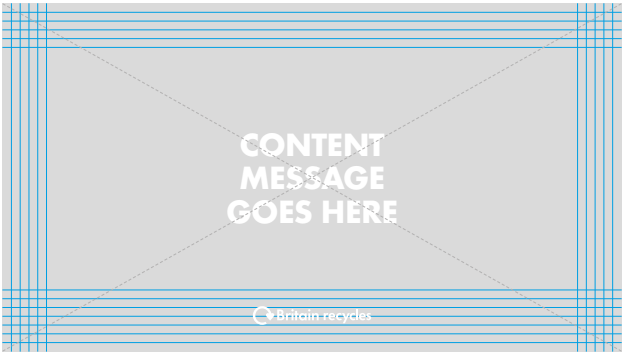Facebook Carousels grid format

Standard size social post grid format

Instagram social post grid format

Standard size social post grid format

Twitter social post grid format

Our campaign inspiration
Section 09

Our campaigns

To ensure our campaigns have maximum visual impact, these guidelines should not restrict creativity when a more bespoke visual approach is needed. If a bespoke visual approach is being considered then the Recycle Now brand team will need to approve.

▶ partnerenquiries@wrap.org.uk

Please see the following pages for examples of how previous campaigns showcase visual flexibility.

Core elements
All campaigns, however, should follow/include these core elements/rules:

▶ **Logos**
▶ **Normative messaging**

Visual elements that need to be followed

1

Logo design

Britain recycles

—————————

2

Normative messaging

'More and more people in your community are recycling'

VIEW OUR CAMPAIGNS

PLASTIC PLANET

In nature now

Recycling helps protect our environment.
Most people do it.
recyclenow.com

Britain recycles
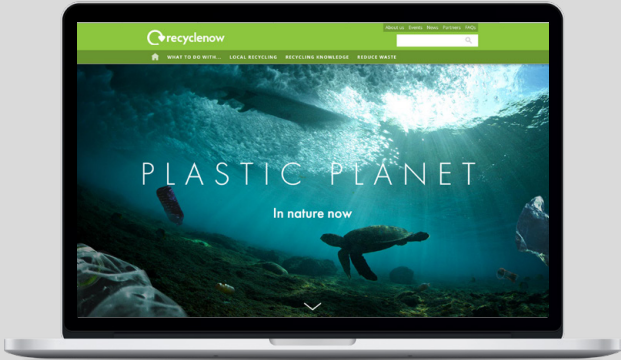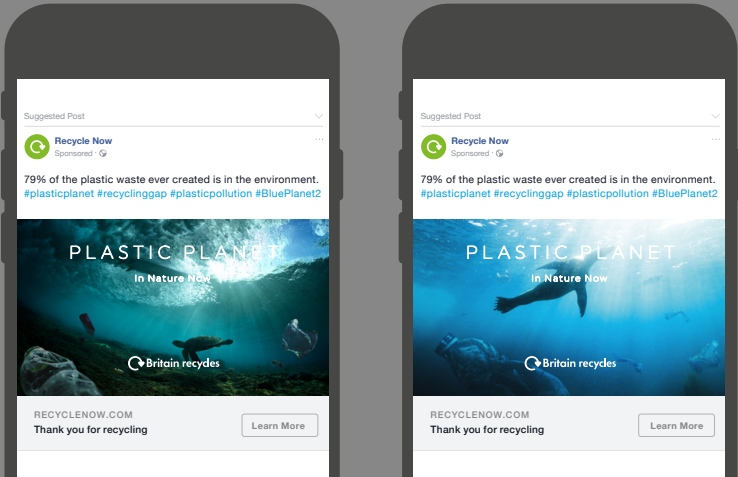
Plastic Planet

Plastic Planet version 2
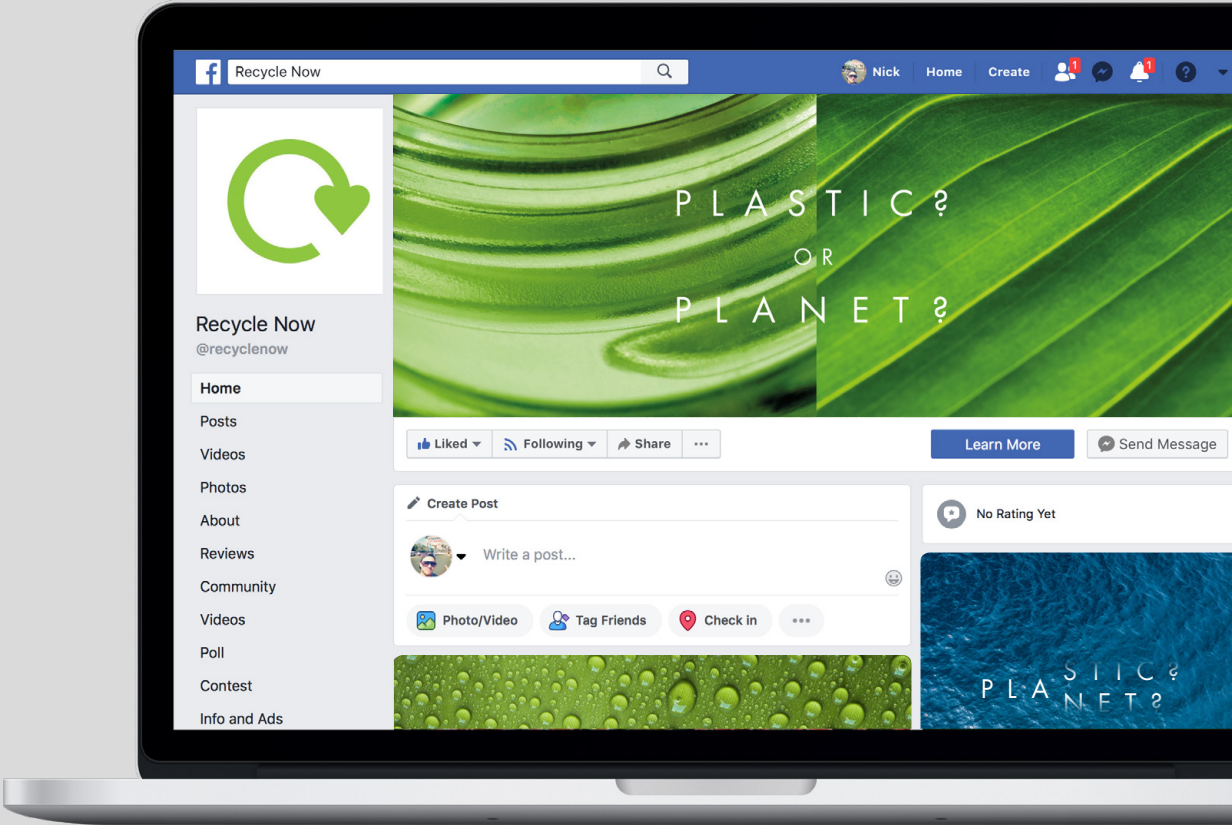
Recycle Week 2018

Bathroom plastics

ARE YOU

SQUEAKY CLEAN?

#PLASTICPLANET

Forgetting to recycle your
bathroom plastics, means forgetting
about where they might end up

More and more people are recycling.
Stop earth becoming a plastic planet.
Recycle your bathroom plastics.

#PLASTICPLANET

Britain recycles

ARE YOU

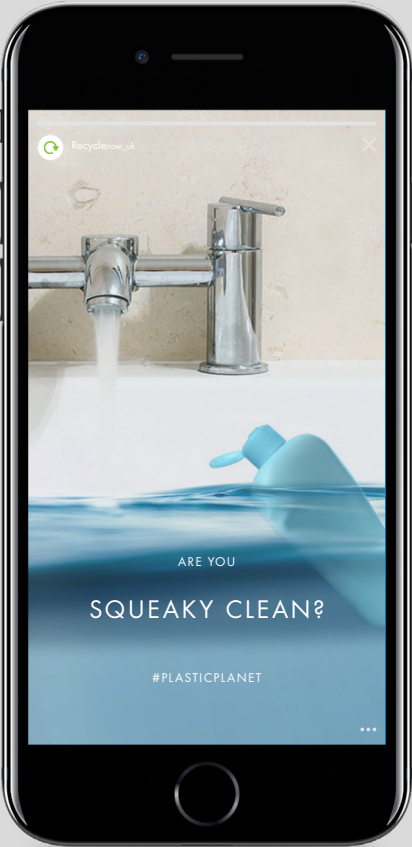SQUEAKY CLEAN?

#PLASTICPLANET

Good to Know

Top tips
Section 10

Top tips

Please see the list of tips to create correctly branded Recycle Now communications.

Ensure correct logo is used ✓

Always use the Futura font where you can ✓

Use normative messaging throughout ✓

Ensure normative photography is used where necessary ✓

If a different visual approach is required, always check with the brand team at partnerenquiries@wrap.org.uk ✓

All references and images should be of items that are recyclable. You can check this on the recycling locator or check with the brand team ✓

Our contact details
Section 11

Contact details

For additional information visit:

partners.wrap.org.uk

If you wish to use the Recycle Now or material streams icons for commercial purposes, e.g. on product lines etc, please request prior permission from WRAP.

Contact
partnerenquiries@wrap.org.uk

Disability Discrimination Act compliance

WRAP has designed the 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 material 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 Disability Discrimination Act can be found at www.direct.gov.uk/en/DisabledPeople/.

Terms and conditions

The brand guidelines are subject to WRAP's terms and conditions which can be found at partners.wrap.org.uk/terms-of-service. Please ensure that you have read and understood these terms and conditions before you download and use the Recycle Now mark or any derivative. By downloading and using the Recycle Now mark, or any derivative you will be deemed to have agreed to be bound to those terms and conditions.

The Recycle Now brand is a trademark of WRAP.

WRAP works with businesses, individuals and communities to help them reap the benefits of reducing waste, developing sustainable products and using resources in an efficient way.

First established in 2000, WRAP is a registered charity. WRAP works with UK Governments and other funders to help deliver their policies on waste prevention and resource efficiency.

Britain recycles

Because it matters.

wrap.org.uk
recyclenow.com
walesrecycles.org.uk