Brand guidelines
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.

![Image of a person holding a recycling bin]

- Recycling is easy
- There’s value in it
- Everybody’s doing it
- There’s a local benefit

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 amendments 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.

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 ™ 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.

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.

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
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.

Positive versions

Reversed versions

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.

What could your recycled can be part of next?

Guide to recycling in Buckinghamshire

Find out what to recycle and how to recycle in Buckinghamshire.

www.recycleforbuckinghamshire.co.uk

The possibilities are endless.

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 fleecy jackets.
- Paper can be recycled into newspaper 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: The possibilities are endless.

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

Myth: Recycled products are of poor quality and are expensive.

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.

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.

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:

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 banks located at supermarkets and car parks, as well as at your local household Waste and Recycling Centre. See insert for specific details.

Guide to recycling in Buckinghamshire

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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.

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.

Recycle

When you have finished with this leaflet please recycle it

75% recycled

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.

75% recycled

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

Recycle now option

The possibilities are endless option

Recycle here option

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.

Do not mix colours.

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

Do not alter the ratio of the recycle icon and the recycle text.

The brand text must always appear in Futura font. Refer to the partners website for more information.

Colours

Do not mix colours.

Proportions

Do not alter the ratio of the recycle icon and the recycle text.

Font

The brand text must always appear in Futura font. Refer to the partners website for more information.

Colours

Proportions

Font
Mistakes to avoid

Continued

Obscuring the iconography

Recycling day
10th November 2007

Incorrect backgrounds

Distortions

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

Do not add to or otherwise obstruct the iconography.

Do not place the recycle mark against patterned or photographic backgrounds, or use it as a transparency.
Contacts and further help

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

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.

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.

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