



**Pledge 2
Recycle**  [®]
Resource Pack and Brand Guidelines



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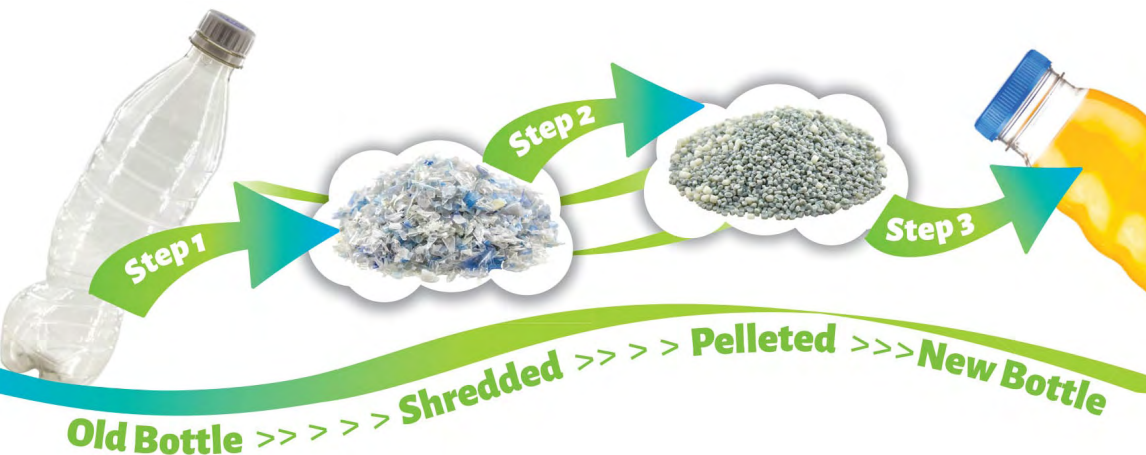
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Section 1: Brand Guidelines

The Logo Design

The company logo is an important and valued graphic element and must be used consistently and appropriately, even minor variations will undermine and compromise the image of the branding.



The Logo Usage

Always use master artwork when reproducing any logo design. It should never be recreated under any circumstances. Always ensure you are using the correct artwork for the application.

When reproducing any logo elements, only the original high resolution or vector graphic files should be used - logos should not be taken from this document.

Exclusion Zone

Make sure that the text or other design elements do not encroach upon the logo.



The marked space should always be given to let the logo 'breathe', free from distraction.

Minimum reproduction size

In the primary logo format a minimum size must be adhered to so that legibility is retained.

In exceptional circumstances where space is below the recommended size, adjustments may have to be made to balance the shape and visibility.



Wrong!



The logo has become distorted from its designed aspect ratio, therefore stretching or squashing the shape and text.

If the space is restrictive, the scale of the logo (not the dimensions) must be adjusted to fit.

Do not redesign parts of the logo.

Correct!



The logo's shape is consistent with the initial design, retaining balance and legibility.

Section 1: Brand Guidelines

The Logo Usage



Wrong!

The back froop for the logo's placement clashes with the design - it lacks visibility and contrast.



To fix the problem, you can either select a plain white colour background, or switch to a monochrome version of the logo.



Correct!

The logo is clear and visible, set in its corporate colours onto a white backdrop which shows contrast. Always use a white background for the logo's backgrop.



Although the backdrop is not white, the monochrome version can work with a colour background.

Colour Scheme

Accurate reproduction of the brand colour scheme is essential in communicating a clear and consistent message about the company image.

The Pantone colours should be used wherever possible, with CMYK/RGB being matched as closely as possible depending on the materials and print process.

Black and white are acceptable as accent colours, in addition to the colours within the assigned scheme.

Section 1: Brand Guidelines

Colour Scheme

Primary Brand Colours logo / main graphic elements

PANTONE 376 C	CMYK 55 / 3 / 100 / 100	RGB 129 / 189 / 65	HEX #81BC41
PANTONE Process Cyan C	CMYK 100 / 0 / 0 / 0	RGB 0 / 174 / 239	HEX #00ADEF
PANTONE 382 C	CMYK 29 / 1 / 100 / 0	RGB 192 / 210 / 48	HEX #BFD22F

Secondary Brand Colours

PANTONE Cool Gray 9 C CMYK 56 / 46 / 43 / 10 RGB 117 / 120 / 124 HEX #75787B	PANTONE Black 6 C CMYK 100 / 100 / 100 / 100 RGB 0 / 0 / 0 HEX #000000	PANTONE 485 C CMYK 5 / 99 / 100 / 10 RGB 117 / 120 / 124 HEX #75787B	PANTONE 378 C CMYK 62 / 43 / 100 / 30 RGB 88 / 98 / 43 HEX #57612A
PANTONE Process Yellow C CMYK 0 / 0 / 100 / 0 RGB 255 / 242 / 0 HEX #FFF100	PANTONE Purple C CMYK 35 / 87 / 0 / 0 RGB 169 / 68 / 153 HEX #A94499	PANTONE 288 C CMYK 100 / 87 / 27 / 19 RGB 30 / 54 / 107 HEX #1E366B	PANTONE 330 C CMYK 94 / 45 / 65 / 37 RGB 0 / 82 / 76 HEX #00524C
PANTONE Cool Gray 4 C CMYK 27 / 20 / 21 / 0 RGB 187 / 188 / 188 HEX #BABBBC	PANTONE Cool Gray 2 C CMYK 18 / 13 / 14 / 0 RGB 207 / 208 / 206 HEX #CFCFCE	PANTONE Cool Gray 1 C CMYK 14 / 10 / 12 / 0 RGB 216 / 216 / 213 HEX #D8D8D5	PANTONE Process Magenta C CMYK 0 / 100 / 0 / 0 RGB 236 / 0 / 140 HEX #EC008B

In addition to the primary corporate colour, a set of supporting colours has been agreed. These supporting colours are useful for backgrounds, charts etc. Under no circumstance are these supporting colours to be applied to the master logo.

For web or screen graphic, the RGB colours should be matched. RGB colours are intended to match their PMS counterparts as closely as possible. These should not be used for print applications.

Section 1: Brand Guidelines

Typography

The primary typeface is **Alegreya Sans** with a secondary **Myriad Pro** to complement the primary. These have been carefully selected to best represent the brand image, and must be used to retain consistency - especially within the logo.

Alegreya Sans has been selected as the primary corporate typeface and is recommended for use in the production of all typeset items such as literature, signage and advertising.

When preparing letters or for use within the web or email, **Myriad Pro** is the preferred type style and should be used.

Replacing fonts with alternatives should not be done under any circumstances.

Primary Typeface

Alegreya Sans (Main logotype text / Content)

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
!@£\$%^&*()¡€#¢∞§¶·ªº—_ = + { } [] ; : / \ , . ~
â|çð´f©´^Δ°¬μ~øπœ®β†¨√Σ≈¥Ω

Secondary Typeface

Myriad Pro (web and emails)

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
!@£\$%^&*()¡€#¢∞§¶·ªº--_ = + { } [] ; : / \ , . ~
â|çð´f©´^Δ°¬μ~øπœ®β†¨√Σ≈¥Ω

Section 1: Brand Guidelines

Graphic Elements

There are a few graphic elements that can be used throughout as part of the Corporate graphic identity. Those can be used for both printed and digital applications.

Baseline bar

Mostly used to frame the lower part of the layout but can also be used vertically in some cases, should be present in all corporate publications, including signage, webpage and stationery.



Wave

This element is the main graphic that may be used to complement a layout or graphic composition.



Icons

These are only example of icons and symbols that can be used but as a general rule they must avoid angular edges in favour of soft edges to complement the corporate typeface.



Graphic and Fonts Pack

The Corporate logo is supplied separately and is available on request do not use the logo from this pack.

A package of fonts is also available free of charge on request.

Section 2: Aims and Objectives

About Pledge2Recycle Plastics

Background

Pledge 2 Recycle Plastics is the national plastics recycling initiative which aims to boost plastic recycling in the UK and achieve real behaviour change through consistent and simple messages. The initiative aims to reduce confusion of householders when recycling plastics via kerbside collection.

What's Our Mission?

Promoting consistency, reducing confusion and increasing plastics collected for recycling through education, communication and consistent messaging.

What's Our Vision?

Plastic is a truly sustainable and circular resource, but positive consumer behaviour change is central to tackling ongoing ambitious targets and circular economy aspirations.

Pledge2Recycle Plastics has been developed from the feedback and learnings throughout the previous Pledge4Plastics work.

Local Authorities and companies within the plastics recycling supply chain are brought together through RECOUP to enable match-funding plastics recycling communications to be delivered across the UK. If you are a Local Authority, brand owner, retailer, or manufacturer of plastics packaging and would

like to support such a campaign please contact the RECOUP team at enquiries@recoup.org or 01733 390021

Aims and Objectives

The initiative aims to complement existing Recycle Now communications and equip citizens with the knowledge to enable effective recycling of plastics packaging. Pledge2Recycle Plastics campaigns are developed to help in citizen decision-making when recycling and to reduce their confusion.

Pledge2Recycle Plastics works in partnership with Local Authorities and therefore campaigns can be adjusted to reflect local recycling arrangements. Ultimately through

consistency work it is hoped that the need for adjustments to communications to reflect local differences will reduce overtime.

Pledge2Recycle Plastics communications also contain an element of myth-busting and aim to improve the general knowledge of UK citizens of plastics packaging to enable consumer to be equipped with the knowledge to recycle more whilst reducing contamination levels.

RECOUP can project manage campaigns on behalf of a Local Authority.

Section 3: Useful Information

Useful Information

The Pledge2Recycle Plastics campaigns can be used both for businesses and Local Authorities to educate citizens and staff on kerbside recycling as well as the wider message to communities. The data contained within the resources and tools section can help enforce communications through social media channels, printed leaflets, and other methods of communication.

Further information is available via RECOUP on the wider issues of plastics recycling.

Digital Campaigns

Social media is a great way to promote the recycling message. Please follow our twitter feed [@Pledge2Recycle](#) and the facebook page [@Pledge2Recycle](#)

Please use #Pledge2RecyclePlastics on social media posts as per [Section 2:Aims and Objectives](#).

Videos

Pledge2Recycle Plastics videos can be utilised either on websites, or educational presentations. These are listed below and are available on the Pledge2Recycle Plastics Youtube page at

<https://www.youtube.com/channel/UCuX5yBVIj-DXPPbmFGSxlxg> ;

- The Secret Life of Plastics
- Pledge2Recycle Fashion Design Challenge
- Household kerbside recycling mixed dry recycling advice

Local Press/Radio

Please contact the Pledge2Recycle Plastics Project Lead if you are doing a campaign using Pledge2Recycle Plastics resources and need a supporting statement (e-mail: anne.hitch@recoup.org, Tel: 01733 375676).

For partnership delivered projects the Pledge2Recycle team will prepare local, national and trade press releases as part of project support.

The [myth busting](#) facts in the resources section can be used within press editorials.

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Section 3: Useful Information

Examples for use on Social Media

<p>#Didyouknow your #recycled #plastic can be made into textile #Pledge2RecyclePlastics</p>	 <p>The infographic shows a clear plastic bottle on the left. A green arrow points to a pile of blue and white plastic shreds. Another green arrow points to a pile of white plastic granules. A final green arrow points to a green and white patterned textile garment on the right. The text 'The Recycling Journey of a Plastic Bottle' is written in a curved path above the items. The 'Pledge 2 Recycle' logo is in the center.</p>
<p>#Didyouknow if you #recycle your #plastic drinks bottles, it can be reborn into a new bottle in 5-6 weeks! #Pledge2RecyclePlastics</p>	 <p>The infographic shows a cycle of recycling. It starts with a red and white plastic bottle, which is recycled into a pile of blue and white plastic shreds. These shreds are then recycled into a pile of blue and white plastic granules. These granules are used to create a new clear plastic bottle. A green recycling symbol is shown at the bottom. The text 'The Recycling Journey of a Plastic Bottle' is in the center, with the 'Pledge 2 Recycle' logo below it.</p>
<p>#Didyouknow it takes 75% less energy to make a #plastic bottle from #recycled #plastic compared with using 'virgin' materials! #Pledge2RecyclePlastics</p>	 <p>The infographic shows a linear process. It starts with an 'Old Bottle' on the left. A green arrow labeled 'Step 1' points to a pile of blue and white plastic shreds labeled 'Shredded'. Another green arrow labeled 'Step 2' points to a pile of blue and white plastic granules labeled 'Pelleted'. A final green arrow labeled 'Step 3' points to a new clear plastic bottle labeled 'New Bottle'. The 'Pledge 2 Recycle' logo is in the center.</p>

Section 3: Useful Information

Examples for use on Social Media

I want to be a fun game when I am #recycled!
#Pledge2RecyclePlastics



I want to be a new plastic bottle or in fashion when I am #recycled! #Pledge2RecyclePlastics



Section 3: Useful Information

Websites

The content below can be added to communications.

Plastics - Did you know?

Recycling decreases the need for raw materials, which helps save energy and carbon emissions:

- It takes 75% less energy to make a plastic bottle from recycled plastic compared with using 'virgin' materials
- Recycling 1 tonne of plastic bottles saves $\frac{3}{4}$ of a tonne of carbon – this is the equivalent of travelling nearly 2,500 miles in car/taxi/motorcycle
- You can recycle all types of plastic - including drinks, cleaning products, shampoos and conditioner and toiletries.

Recycling also saves your local council money!

- It costs up to £78 million to dispose of plastic bottles, pots, tubs and trays not collected for recycling from UK households

First, just remember our 3 simple rules:

- ✓ Clean
- ✓ Dry
- ✓ Don't bag it

Make sure you know what can and cannot be recycled, and how best to prepare it so that your council can ensure it is recycled.

Household plastic bottles – including soft drinks, toiletries and cosmetics, cleaning products and cooking products.



- ✓ Empty and rinse
- ✓ Remove hand soap pumps and put in black bin
- ✓ Squash and put lids or trigger sprays back on

Plastic pots, tubs and trays - [Use the image appropriate to your Local Authority collections i.e. black plastics trays]



- ✓ Remove film, bubble wrap and absorbent layer and put in general waste bin
- ✓ Rinse
- ✓ Put lids back on

Section 3: Useful Information

Websites

Plastics - No thanks

[Use the text and images appropriate to your Local Authority collections i.e. film.]

Please use text example below.

"Please do not include soft plastics – including film/cellophane lids or shrink wraps, absorbent pads, bubble wrap, crisps/sweet wrappers, baby/pet food pouches or toothpaste tubes.



We do not accept carrier bags or bread bags in your recycling bin but check at your local supermarket as they might have a collection point for these items. [Please edit according to your local arrangements]

Please do not include any bottles which have contained hazardous chemicals, e.g. antifreeze.

We cannot currently recycle hard plastics – including broken toys/ garden furniture, plant pots or polystyrene through your household kerbside collection. Check to see if these items can be taken to your local Recycling Centre."

If unsure check the Recycle Now website - www.recyclenow.com/local-recycling

Section 3: Useful Information

Magazines and Newsletters Print Campaigns

Community magazines and newsletters are a great way to deliver the plastics recycling message to householders for kerbside recycling messages as well as a method for businesses to improve workplace recycling. The [infographics](#) in the resources section can be used to enhance written content.

Information is available at www.recoup.org for technical publications.



Leaflet campaigns continue to be favoured by householders to receive recycling information.

Create your own Pledge2Recycle Plastics campaigns using our design templates. Please adapt them following your own local collection arrangements for the 'Yes please' and 'No thanks' sections of the communications.

The campaigns align with Recycle Now and our templates show how you can use the ['Do/Does'](#) social norming messaging alongside 'Plastics Recycling – Cutting the Confusion' content.

Please follow instructions on how Pledge2Recycle Plastics logos and the Recycle Now logos should be presented.

Other Communications

Communications can be delivered through broader channels. The resource pack contains **posters, banner stands, fridge magnets, vehicle graphics, flags, roller banners.**

The designs can all be edited to fit your local requirements.

Cutting Confusion

A key deliverable for any Pledge2Recycle Plastics communication campaign is to 'Cut the Confusion' of citizens of what to recycle and how. Local Authorities and businesses are encouraged to not only deliver the overall recycling message but to inspire consumers to do the right thing and recycle where and when they can. All communications should contain detail on what plastics they can recycle and how.

The use of the template materials on the Resource Library is encouraged to provide residents with clear image-based communications which can be tailored to reflect your local collection service.

Local Authorities are also encouraged to make sure that their web sites contain the same information as household leaflets with images of both the target (Yes, please) and non-target (No, thanks) material.

When advising householders on what to look out for 'on pack' please follow the instructions on [labelling guide](#).

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Section 3: Useful Information

Recycling Journey

It is useful to explain to citizens where the recycling collected ends up and the products it makes.

There are transformational messages contained within the resources toolkit, such as:

- Bottle to fun game
- Bottle to bottle
- Bottle to textile



Infographics which represent;

- The journey of recycled plastics



- The bottle to bottle recycling journey



- The bottle to textile recycling journey



Where possible the plastics recycling industry would encourage plastics to be recycled back into the highest value recycle. The importance of keeping quality high to enable PET bottles to be recycled back into rPET bottles should be emphasised.

Section 3: Useful Information

Instructions on Labelling

When advising citizens on what to look for on plastic packaging as indicators of recycling please request that they, where possible, follow the On-pack Recycling Labelling instructions as the example shown below;



You can find out more about the On-pack Recycling Label [here](#).

Please advise your consumers that the Green dot symbol is not an indicator of recyclability.

The Green Dot (German: Der Grüne Punkt) is the license symbol of a European network of industry-funded systems for recycling the packaging materials of consumer goods. The logo is trademark protected worldwide.

This can be confusing as many products that contain this symbol do happen to be recyclable kerbside such as shampoo bottles but others such as crisp packets and toothpaste tubes are not.



Mobius Loop

This indicates that an object is capable of being recycled, not that the object has been recycled or will be accepted in all recycling collection systems. Sometimes this symbol is used with a percentage figure in the middle to explain that the packaging contains x% of recycled material.



Plastic resin codes

This identifies the type of plastic resin used to make the item by providing a 'Resin Identification Code'. It is represented with a 'chasing arrows' symbol surrounding a number between 1 and 7 that defines the resin used.



Section 4: Resources

Design templates - roller banners

Creatives have been designed in a range of formats. These have been chosen to show the range of plastics that can be recycled and things it can be recycled into. All the designs have been agreed by industry experts and accurately show which products can be produced by certain types of plastics. Please do not mix any of the images as it may not be an accurate representation of plastics recycling.

Recycle Now and your own logo can be added where marked.

Plastics Recycling - Pledge 2 Recycle

Cutting the Confusion

Yes please

- Empty & Rinse
- Put lids back on
- Remove film
- Take out absorbent layer
- Rinse
- Wash & dry
- Put lids back on
- Empty & rinse
- Put lids back on

No thanks

- X Film
- X Black Plastic
- X Cellophane Lids
- X Shrink Wrap
- X Absorbent Pads
- X Bubble Wrap
- X Crisps/Sweet Wrappers
- X Baby/Pet Food Pouches
- X Toothpaste Tubes
- X Carrier Bags/Bread Bags
- X Cling Film
- X Hard Plastics (Toys, Polystyrene, Plant Pots, Seed Trays, etc.)

Your Logo here

Plastics Recycling - Pledge 2 Recycle

I want to be a bottle again

When I am recycled

Recycle Now or own logo here

Plastics Recycling - Pledge 2 Recycle

I want to be in fashion

When I am recycled

Recycle Now or own logo here

Section 4: Resources

Design templates - instructions for use

The designs have been created for other organisations to use and we have tried to keep it as easy to adapt as possible. Please see the guidelines below.

Can I add my organisation's branding / logo?

Yes. We have intentionally left room in the designs for you to add your own branding and logos. There is space in the bottom and top right where logos can easily be dropped in but if this is not sufficient you can move elements of the design to accommodate your branding.

Can I remove the 'Pledge2Recycle Plastics' logo?

No, this must remain in place. If you have a specific reason to do so, please contact [RECOUP](#).

Can I remove the 'Recycle' logo?

No, this must remain in place but can be in a different position to work with your branding. You can access the Recycle Now brand guidelines [here](#).

Can I use the 'location Recycles' logo?

Yes. Replace the 'location Recycles' logo with your 'location Recycles' logo. If this is the sole logo you use it could be moved to a different position and made larger. Recycle Now can supply this logo free of charge. To request this email PartnerEnquiries@wrap.org.uk

What file formats are the designs in?

Each format has been created in Adobe InDesign CS6 and is available to download in the following formats:

- .eps (graphics file)

- .pdf (print ready high resolution files)

All designs have been created for each format in the same file, so simply use the ones you need. As all formats link to the same images and fonts, these are available separately to download to avoid duplication and speed up download time.

Can I change the images?

All the designs have been carefully chosen and agreed by industry experts to accurately show what plastics packaging can be recycled and the products they can be recycled into. If you wish to use different images these would need to be agreed by [RECOUP](#).

Can I change the colours on the design?

We recommend you keep these

colours but if you think you would benefit from changing them please contact [RECOUP](#).

Can I change the text?

No, the text on the designs has been agreed but if you think you would benefit from changing it in any way please contact [RECOUP](#).

Can I add a background colour or image?

No, unless you have a specific reason to do so, please contact [RECOUP](#).

Which creatives should I use?

This is entirely up to you. We have provided a range so you can decide which is best for your organisation.

Section 4: Resources

Design templates - Downloads

Please follow the links below to download the artwork in one of the following formats. All formats contain all creatives and link to the same fonts and images which **must** be downloaded in addition to the format required.

Printed materials

[Four page A5 leaflet](#)

- [black/yes please](#)
- [black/no thanks](#)

[Roller Banners \(800x2200mm\)](#)

- [Yes Please- with black](#)
- [No thanks - without black](#)
- [Fun Game](#)
- [Fashion](#)
- [Bottle](#)

Flags

- [General Recycling flag guides](#)
- [Bottle to textile flag](#)
- [Bottle to bottle flag](#)
- [Flag bottle I want to be](#)
- [Flag textile I want to be](#)

Fridge magnets

- [With black](#)
- [Without black](#)

Digital images

[Circular bottle to bottle](#)

[Linear bottle to bottle](#)

[Recycling Journey](#)

[Linear bottle to textile](#)

Other

[Recycle Now brand guidelines](#)

[Myth busting facts](#)



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Contact details

For further information and queries about using the templates contact:

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