

CAN THESE BE
RECYCLED?

#knowyourplastic

London
recycles



London recycles
BRAND GUIDELINES

2020 update



London recycles

[londonrecycles.co.uk](https://www.londonrecycles.co.uk)

Contents

Contents	2
Introduction	4
The mark	5
London recycles	6
Visual language	7
Colour	8
Typography	9
Sizing	10
Mistakes to avoid	11
Photography	12
Material stream iconography	13
Marketing and comms materials	14
Using the artwork	15
General rules for creating artwork	16
One Bin is Rubbish communications materials	17
Plastics campaign communications materials	18
Restricted residual communications materials	19
Recycling in flats communications materials	20
Contact us	21
Contacts and further help	22



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



Introduction

Introduction

These guidelines introduce the *London recycles* brand and explain how to use the logos, colours, fonts and artwork templates.

Based on WRAP's national Recycle Now brand, the *London recycles* brand has been developed to allow a greater degree of flexibility for waste authorities while retaining some consistent elements in order to join up consumer messaging across London.

The document is an easy-to-use, interactive PDF. You can jump backwards and forwards to any section you like directly from the contents page – or you'll notice arrows in the top right corner of each page, with which you can move back and forward a page at a time.

Toolkits and templates are available on the Resource London website and on the *London recycles* section of the WRAP partners site. You can get in touch with *London recycles* directly using the hello@londonrecycles.co.uk email or the contact form on the *London recycles* website londonrecycles.co.uk/contact.

← Use symbols in the top right corner to navigate the guidelines



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 *London recycles* brand which are outside the scope of these guidelines must receive prior approval from *London recycles*. Send your designs to:
hello@londonrecycles.co.uk



***London recycles* is a sister campaign to the national Recycle Now campaign and is for use by our partners in London.**

The mark

London recycles

The recycle mark contains the recycle icon and the recycle text and is based on the national Recycle Now brand. It represents a clear call to action to consumers. Never redraw, re-proportion, re-typeset or otherwise alter the recycle mark.



The *London recycles* mark comes in two versions. Choose the version most appropriate for the area you have to work in.

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.



Where can I download the recycle mark?

<https://partners.wrap.org.uk/collections/150/>

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 *London recycles* campaign and associated marketing materials are owned by GLA.



Boroughs have the option to use their local mark (i.e. Camden recycles) and they also have the option to create further localised marks to reflect certain neighbourhoods or communities. If you need a copy of your local mark, request it by emailing hello@londonrecycles.co.uk

If you are using our templates and slotting in your organisation's logo bottom right, you need to use the *London recycles* logo bottom left, rather than using your council logo and your localised recycle mark. You can use the local mark in your own comms.

Visual language

Colour

Recycle Now lime green is the principal colour for the *London recycles* brand. There are two secondary colour palettes; one for residential comms and the other for business comms.

Colour

Pantone 376c

CMYK c50 m0 y100 k0

Hex #8DC63F

RAL 110 70 70

Vinyl 50-72 Light green

Secondary colours - residential recycling

Colour

Pantone 139-7 (uncoated) | **CMYK** c89 m0 y84 k0
HEX #028856 | **RGB** r2 g136 b86

Secondary colours - business recycling

Colour

Pantone 134-7 (uncoated) | **CMYK** c89 m0 y61 k21
HEX #2E5647 | **RGB** r46 g86 b71

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

London recycles communications materials are set in Elsner & Flake Futura (Futura EF) and Prater Sans, upper and lower case. Futura EF is a simple, clean and friendly font with high legibility and should be used for body copy and on social media. Futura EF is widely available in a range of weights for Mac and PC.

abcdefghijklmnopqrstvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ

Futura EF Book

abcdefghijklmnopqrstvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ

Futura EF Medium

abcdefghijklmnopqrstvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ

Futura EF Heavy

abcdefghijklmnopqrstvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ

Futura EF Bold

Prater Sans is used to highlight headline and key messages and tested well with consumers. Recycle Now have a licence to supply both the Futura EF and Prater Sans OT fonts to local authorities. Please email partnerenquiries@wrap.org.uk to request a copy of Prater Sans Bold, Futura EF Bold or Futura EF Book.

abcdefghijklmnopqrstvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ

Prater Sans Bold



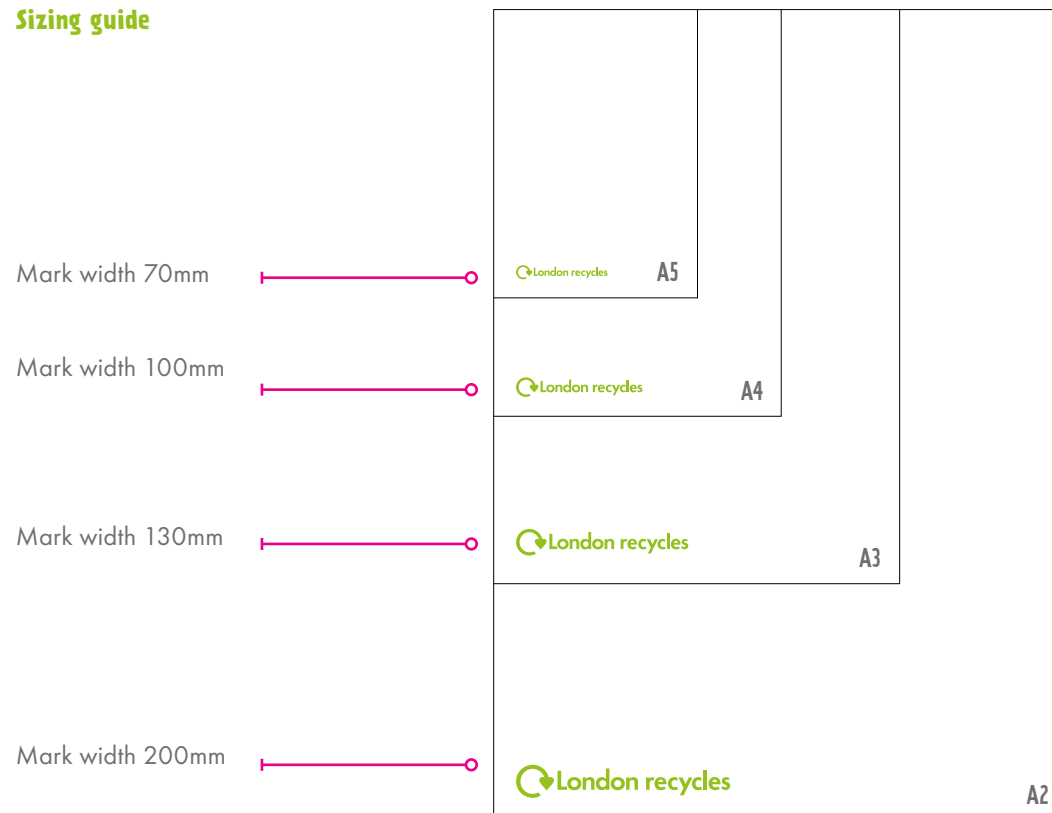
Where can I access the fonts?

Email partnerenquiries@wrap.org.uk

Sizing

We have provided appropriate sizes for the most common document formats, but you should exercise your judgement to ensure the *London recycles* mark is of a legible size in all applications. Only place the mark in the bottom left of your artwork.

Sizing guide



Minimum size



30mm is the absolute minimum recommended size for the landscape recycle mark.

Minimum size




20mm is the absolute minimum recommended size for the portrait recycle mark.

Mistakes to avoid


Colours

 London recycles

 Do not mix colours.

Incorrect backgrounds




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

Straplines

 it's good to London recycles

 I'm a Recycler

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

Font


 London recycles

 The brand text must always appear in Futura font. Refer to partners website for more information:
<https://partners.wrap.org.uk>

Proportions


 London recycles

 London recycles

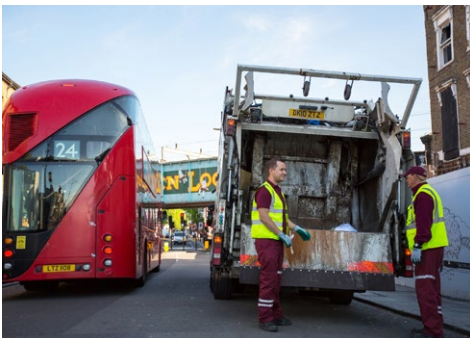
 In the first example, 'recycles' is the wrong size.
The second example shows a distortion, the mark and strapline have been vertically compressed.

Alignment

 London recycles

 In this example, 'recycles' is misaligned.

Photography



The brand's imagery is bright, impactful and designed to catch the eyes of residents who have higher priorities and little interest in recycling. When communicating about items, imagery should focus on one item at a time, with simple YES/NO messaging.

Photography used should reflect the nature of life in the capital: busy, diverse, energetic and iconic.

Photographs should reflect this and be localised to your area. Any people that appear in your photographs should be diverse in terms of age, gender, ethnic and socio-economic background, particularly as research has shown that recycling is seen to be a white, middle-class pursuit by young Londoners.

Photographs should emphasise:

- How easy it is to recycle, even when life is full of other priorities
- The local area and how recycling makes a difference to individuals and the community
- The reality of people's living situations (house shares, crowded spaces and small kitchens)

Images should also take a solutions-based approach, offering creative and practical rubbish and recycling solutions to Londoners.

Material stream iconography

The material icons were initially developed in 2004 to raise awareness and increase capture of the materials that can be recycled. Designed to support the Recycle Now brand, the icons provide a consistent look and feel across recycling communications.

The 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.

Many London authorities use the iconography, which are most effective in an operational setting, in particular as signage and stickers on recycling containers. There is familiarity with the icons amongst householders, which should be maintained by using them appropriately.

The icons and guidelines for their use, providing much more information, can be downloaded from:

partners.wrap.org.uk/assets/3647/



the brand
in action



Where can I download the material stream icons?

partners.wrap.org.uk/material-stream-icons

Marketing and communications materials

Using the artwork

A number of templates are available on our website. Some of these are shown in the following pages and should be used in a manner to maintain the visual identity of the *London recycles* brand.

All templates have space for your **logo** and **contact details**. Where appropriate, they can be adapted to reflect materials collected in your area. When thinking about what materials to include, our research has shown that **'less is more'** – the impact of the message is greater when fewer items are included. Our guidance is not to over-populate the artwork with items, but to think carefully about what target materials you want your householders to recycle.

Please follow these rules which show where flexibility is allowed:

Do not change

- The position of the *London recycles* mark or the position of the logo;
- The fonts for headlines or body copy;
- Positions of headlines on each page or contact information; and
- The lower green bands other than the narrow strip above (or alongside on landscape executions), which can be customised to your council's primary colour.

The *London recycles* materials use a new font, Prater Sans, in addition to the Futura EF fonts. Prater Sans is used to highlight headline and key messages and tested well with consumers. Recycle Now have a licence to supply both the Futura EF and Prater Sans OT fonts for free to local authorities.

Campaign materials

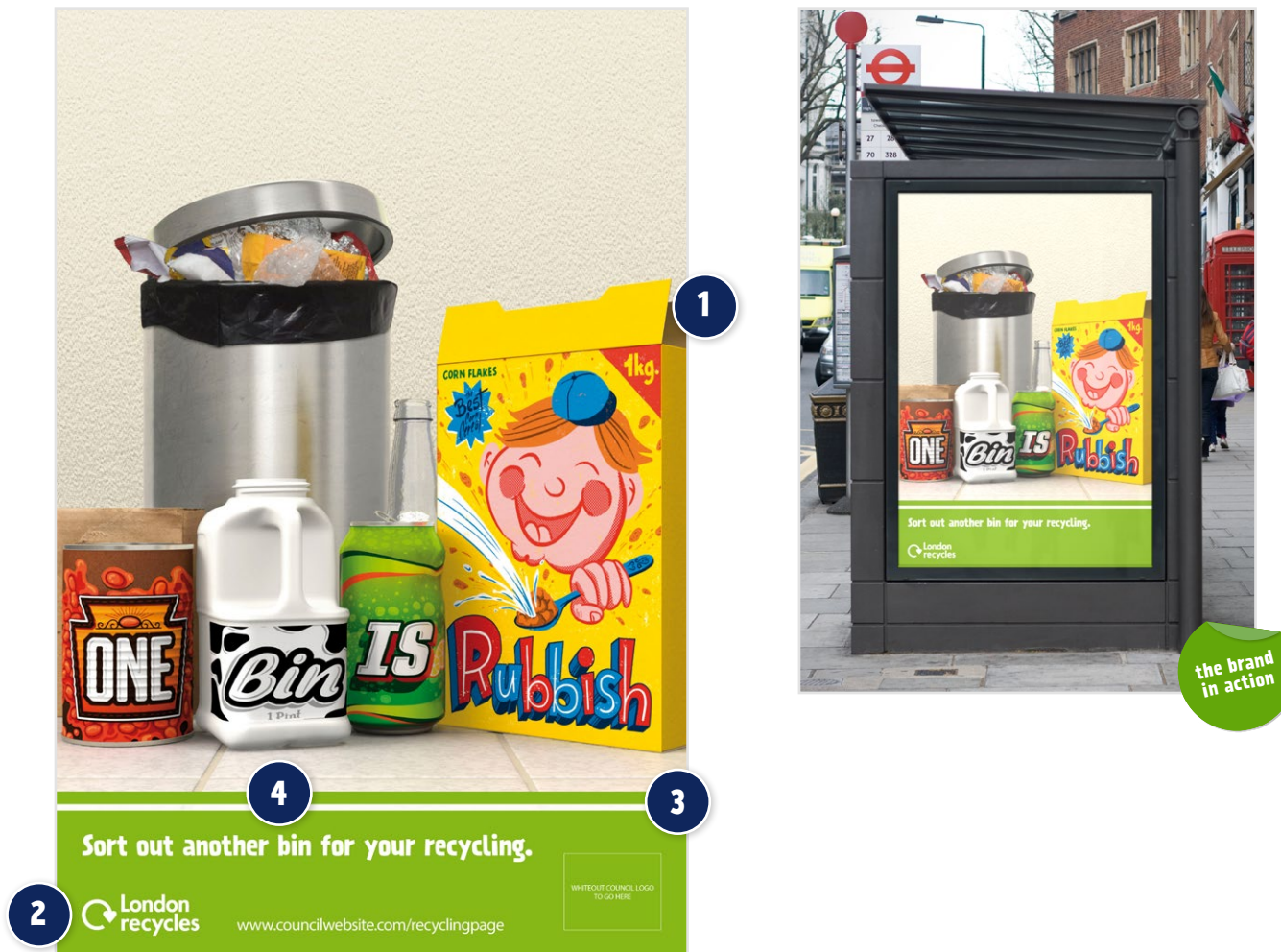
There are various campaign materials which are available, such as the plastic communications, One Bin is Rubbish, restricted residual and flats toolkits. Organisations can use and localise the available artwork, which generally consists of adding their own key message, URL and logo. For leaflets, we have templates, where editable sections are clearly delineated and which have accompanying user guides.



the brand
in action

! For help using the templates, please contact hello@londonrecycles.co.uk

General rules for creating artwork



1 Messaging

Should be simple, clear, consistent.
Don't include too much information.

2 Logo positioning

London recycles logo is always placed bottom left, URL middle and your logo bottom right.

3 The green banner

The green banner must always be used and should always display the horizontal white line

4 Headline and key messages

The headline and key message must be within the green banner on posters.



Where can I download the artwork?

<https://resourcelondon.org/resources/toolkits/>

<https://partners.wrap.org.uk/campaigns/london-recycles/>

One Bin is Rubbish

communications materials

This page introduces the 'One Bin is Rubbish' communications materials.

From 2017 – 2020, *London recycles* ran a campaign aimed at the large segment of Londoners who recycle little, or nothing at all. Whilst the segmentation was value-based, 18-34-year olds over-indexed in this group, and so, in the main, the campaign targeted a younger audience. Research showed that one of the key barriers to successful recycling for this segment was only having one bin at home for rubbish. Another barrier was confusion around what can and can't be recycled. As a response to these specific challenges, *London recycles* designed the 'One Bin is Rubbish' campaign with the aim of encouraging younger Londoners to sort a second bin in their home, just for recycling.



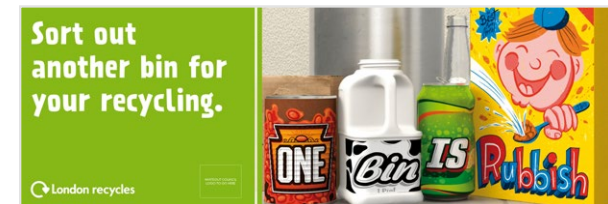
Where can I download the artwork?

<https://resource.london.org/resources/toolkits/>

Toolkit contents



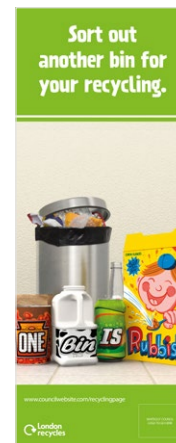
Artwork toolkit



Vehicle livery designs are available in standard formats



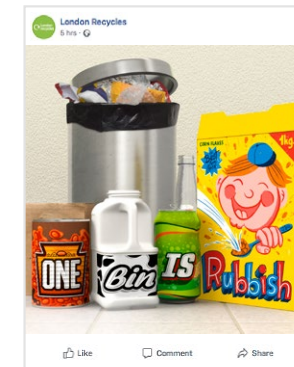
Bus side designs are available in 2 standard formats



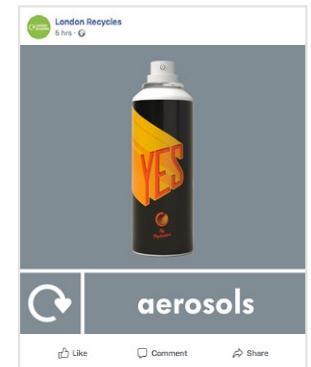
Lamp post designs



Poster designs are available in 6 sheet Adshel and A poster sizes



10 x Social media priming posts



18 x Social media education posts

Plastics campaign

communications materials

The *London recycles* 'One Bin is Rubbish' toolkit has been designed to work alongside the following plastics communications toolkit. Over the last few years, there has been a shift in public awareness of environmental issues, specifically the impact plastic has on our environment and on our health. To ride the wave of public consciousness and tap into a desire to act, *London recycles* created a suite of assets focused on plastic items which can be used for a standalone campaign or to complement wider 'One Bin is Rubbish' activity.

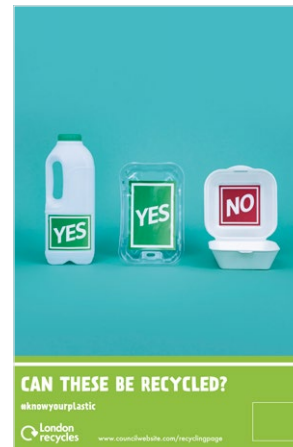


Where can I download the artwork?

<https://resource.london.org/resources/toolkits/>

<https://partners.wrap.org.uk/campaigns/london-recycles/>

Toolkit contents



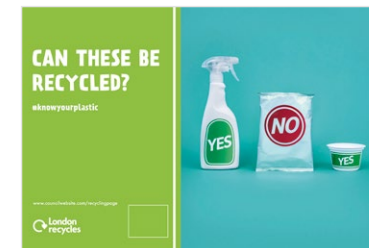
Poster designs are available in 6 sheet Adshel and A poster sizes



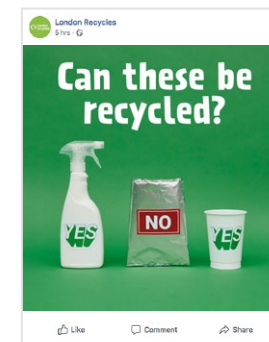
Press advert designs in both portrait and landscape



Bus back designs are available in standard formats



Vehicle side designs



Social media posts

Restricted residual communications materials

These communications templates support waste authorities who are changing their collections in order to restrict residual waste.

The accompanying guidelines provides advice on planning and scheduling householder communications, as well as extra information about the function of specific design elements, what text should remain unchanged and where locally specific information should be placed.

While the focus here is on communications about restricting waste the materials can be adapted to communicate about other types of service change.



Where can I download the artwork?

<https://resourceLondon.org/resources/toolkits/>

<https://partners.wrap.org.uk/campaigns/London-recycles/>

Toolkit contents



Leaflet designs for service changes



6 sheet advert design



Livery designs are available in standard formats



48 sheet billboard designs



Service change tags



Various digital materials



Recycling in flats

communications materials

This toolkit is for housing providers, building managers and service providers that want to make improvements to the recycling and rubbish services at their flats, by implementing the Flats Recycling Package. It provides a full set of downloadable assets and guidance for their use.

Resource London has developed a Flats Recycling Package for purpose-built flats to bring the look and feel of the bin areas up to a common standard, and to provide residents with clear and reliable information about recycling and rubbish services.



Where can I download the artwork?

<https://resourceLondon.org/resources/toolkits/>

<https://partners.wrap.org.uk/campaigns/london-recycles/>

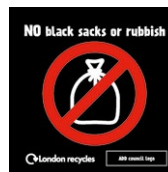
Toolkit contents



Recycling bin signage



Refuse bin area signage



Recycling bin aperture



Recycling bin stickers



Rubbish bin sticker



Rubbish chute signage



Large items chute or bin room sign



Recycling and bin store door sign



Don't dump your waste here signs



Contact us

Contacts and further help

Please contact London recycles with queries:

hello@londonrecycles.co.uk

For further information visit:

<https://resourcelondon.org/resources/toolkits/>

<https://partners.wrap.org.uk/campaigns/london-recycles/>