

 recycle for Scotland

Brand Guidelines

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For further guidance, please contact the
Zero Waste Scotland Communications Team:
support@recycleforscotland.com



A Zero Waste Scotland initiative
Ground Floor Moray House Forthside Way Stirling FK8 1QZ

Respected and responsible

- We communicate our objectives clearly and directly
- Our tone is respectful and non-patronising
- Serious, knowledgeable and motivational
- We tell you what we need you to know and why.

Enlightened and pragmatic

- We are savvy, we understand 'the big picture'
- We use our deep-rooted insight and knowledge
- Delivering credible messages based on simple, evidential fact
- We will always make a clear case for everything that we ask you to do.

Inspired leadership

- We always lead by example
- We don't just say it we actually do it
- We work together with our partners
- Making sure that we are delivering best practice in our communication materials and channels
- Minimising ink and toner usage - sharing tool-kits, visual resources and our experience
- Feeding back into the circular economy.

Ambitious

- We are committed to driving waste management culture in Scotland to the very highest standards
- Our mission is to lead from the front
- Actively inspiring, collaborating and working with our partners, industry and cutting edge practice from around the planet
- Ensuring that Scotland's waste management culture is held in best practice
- But being realistic lets start with being the best in the UK and Ireland, then Europe.

Clear

Credible

Empowering

 **recycle for Scotland**

Brand marque

Variations

Predominantly the Recycle for Scotland (RfS) core marque is seen in white, on the brand green¹.

For instances when a green background isn't appropriate the marque can be used against other RfS support palette colours², against black³ or coloured in the brand green against a white background⁴.



4 Positive marque



Brand marque

Minimum sizes and positioning

We have created rules for minimum size and positioning of the brand marque, these are based on standard 'A' paper sizes.

The marque is measured by its height, this allows Local Authority variations to follow the same rules.

Document size	Brand marque height (x)
A1	32mm
A2	24mm
A3	18mm
A4	12mm
A5	8mm
A6	6mm



Brand marque

Local Authority variations

Local Authorities may choose to use their regional RfS marque variation. All regional variations are available upon request.

These variations of the RfS marque follow the same design rules as the core marque, they should not be reset.



recycle for Dumfries and Galloway

A5 size



recycle for Edinburgh

A4 size



recycle for Fife

A3 size



recycle for Angus

A2 size

Brand marque

Incorrect use

✘ Do not rotate the brand marque.



✘ Do not reset the brand marque.



✘ Do not rearrange the brand marque's elements or proportions.



✘ Do not place the brand marque on images/busy backgrounds.



✘ Do not add effects to the brand marque.



✘ Do not use unspecified colours on the brand marque.



Colour palette

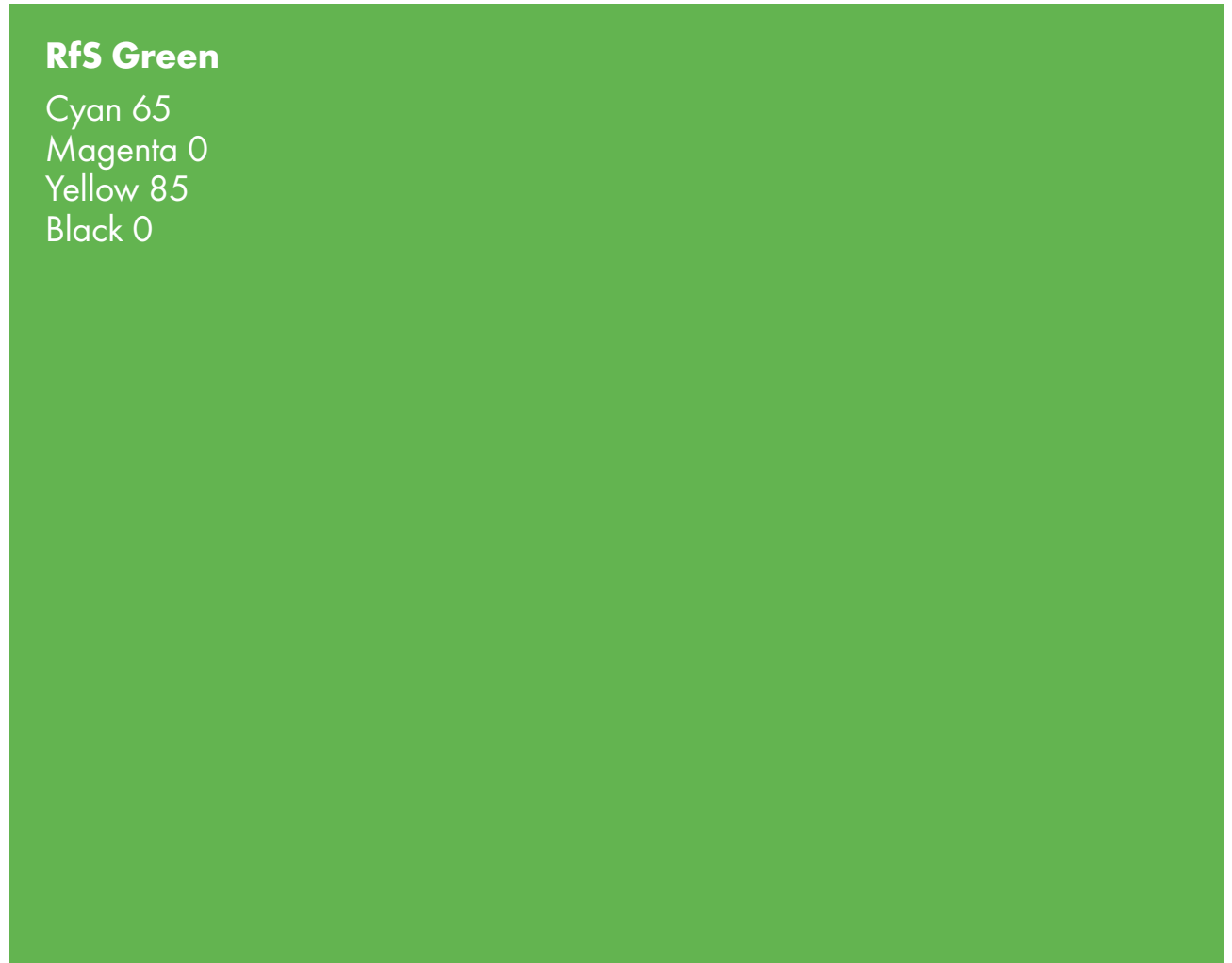
Core brand colour

Important!

We've updated our core brand colour, making it a little fresher than our previous brand colour, it's more contemporary and now feels brighter and more optimistic. We've done this by reducing the amount ink used by 11%, meaning less resources are used when producing marketing materials.

RfS Green

Cyan 65
Magenta 0
Yellow 85
Black 0



Colour palette

Support/highlight palette

This support palette is used alongside the core brand colour. It's used to make information more digestible and easier to follow, such as helping to separate bin types or material stream information within a leaflet, through to highlighting information that needs to stand out from the rest of the messaging.

Examples of colour used can be found through these guidelines, as well as in our 'Brand in Use' toolkit, which is available upon request.

RfS Purple Cyan 70 Magenta 80 Yellow 0 Black 0	RfS Red Cyan 10 Magenta 100 Yellow 100 Black 0	RfS Earth Cyan 10 Magenta 60 Yellow 90 Black 10	RfS Yellow Cyan 0 Magenta 20 Yellow 100 Black 0
RfS Grey Cyan 0 Magenta 0 Yellow 0 Black 75	RfS Blue Cyan 100 Magenta 0 Yellow 10 Black 5	RfS Aqua Cyan 90 Magenta 10 Yellow 50 Black 0	RfS Lime Cyan 40 Magenta 0 Yellow 100 Black 0

We use the typeface Futura across our brand to help create a strong and consistent visual identity.

**Recycle
waste**

Futura Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!£%&,.'"**

Futura Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!£%&,.'"

Futura Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!£%&,.'"

Photography leads as the way of getting across our messages, a picture can say a thousand words.

Photography needs to be obvious and distinct, it should be uncluttered so the meaning is understood, and for the most, should have a positive outlook (some messaging may require negative images for impact) and feel real and relatable.



Cutouts



Cutout/cropped



Squared-up

recycle for Scotland

If we all recycled just one drinks can every week, we'd save £3million in one year.



Please recycle all your cans.

recycleforScotland.com

Cutouts

recycle for Scotland

It's never been easier to recycle



recycleforScotland.com

Cutout/cropped

recycle for Scotland

Don't let a good thing go to waste
Please recycle.



recycleforScotland.com

Squared-up

Photography

Grouping

To maximise image and type sizes in a given space, multiple objects should be grouped in a similar way to the examples below.



 recycle for Fife

**Give your plastic
bottles a chance to
be something else
Please recycle!**



recycleforscotland.com

Fife
COUNCIL

Photography

Photo journeys

Sequential 'journey' photography is really useful when explaining, what can initially be complicated, waste recycling routines.

As they are instructional, these journeys need to be clear and easy to understand, the shots should be focused on the action and be clutter free, this allows the audience to easily follow the steps shown.

Transformation images can be included as a conclusion to the photo journey, this helps the audience understand why recycling is important.



1 Collected every week Food Waste

All types of food waste –
cooked and uncooked

Yes

Cooked and uncooked

- ✓ Dairy and eggshells
- ✓ Fish, meat and bones
- ✓ Fruit and vegetables (and peelings)
- ✓ Bread and cakes
- ✓ Rice, pasta and pizza
- ✓ Tea bags and coffee grounds
- ✓ Pet foods
- ✓ Unpackaged out of date food

No

✗ No liquids please

Top Tips!

Use any plastic bag, compostable liner or newspaper to line your kitchen caddy. And remember, you can even recycle meat and bones.



Will the food in my bin smell?

If you use your new service as shown below with liners, tie them when full, and close and lock your caddy lids (by putting the handle in the forward or upright position) there will be no problem with smell.

4



1 Put all cooked and uncooked food waste into your kitchen caddy which should be lined with a compostable liner, or newspaper.



2 When the liner is almost full, tie and remove it from the kitchen caddy.



3 Put the full liner into your kerbside caddy, then place it at the kerbside on your collection day and we will collect it every week.



4 Your food waste is processed to produce a high quality compost which we use on local public spaces.

5

Building the brand Hierarchy

The following pages cover the hierarchy of the main message, be it a leaflet cover, a poster or livery.

The page elements are arranged so there is always a visually recognisable order to the information, this ensures messaging is always clear and the brand appears consistent across all communications.



recycle for Scotland

**Don't let a
good thing
go to waste.**

**This Recycle Week,
please recycle
everything you can.**

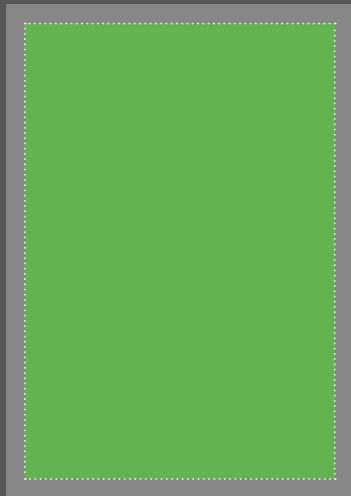
#RecycleWeekScot

**Recycle
Week
2016**
12-18 Sept

recycleforscotland.com/RecycleWeek2016

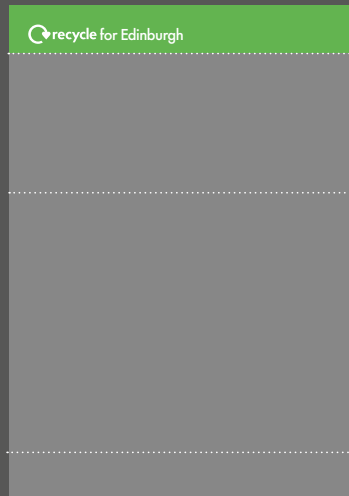
The image shows a man with a beard and short brown hair, smiling and holding several items for recycling: a white plastic milk bottle, a brown glass beer bottle, a green plastic bottle, a clear plastic bottle, and a yellow bottle. He is wearing a grey t-shirt. The background is a solid green color. The text is in white and pink. The overall design is clean and modern.

Grid



To ensure correct positioning of brand elements, begin with the correct grid for the size of the communication.

Brand marquee



The brand marquee should always appear at the top, away from the other elements to ensure brand stand-out.

Message



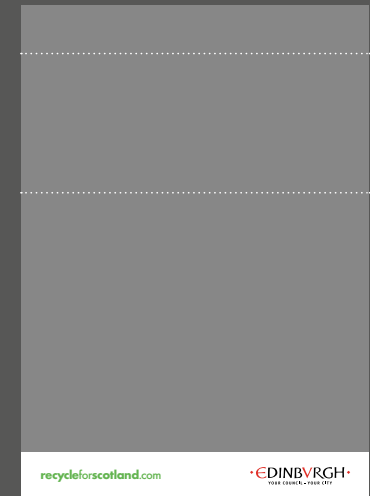
In the majority of instances messaging appears next, below the marquee, although sometimes a call-to-action/sign-off can appear in the lower part of the image area, see page 23 for how this is handled.

Image



The accompanying image sits below the messaging, see page 24 for instances when the image breaks out from this designated area.

URL/LA branding



At the bottom of the communication, usually in a white strip, a web address and optional local authority branding can be included. Sometimes this white strip can be removed to help with space issues, see pages 25-27 for further details.

 recycle for Fife

Brand marque

It's never
been easier
to recycle

Message



Image

www.council.gov.uk/collections
0845 000 000



URL/LA branding

 recycle for Scotland

**If we all recycled just
one drinks can every
week, we'd save
£3million in one year.**



Please recycle all your cans!

recycleforscotland.com

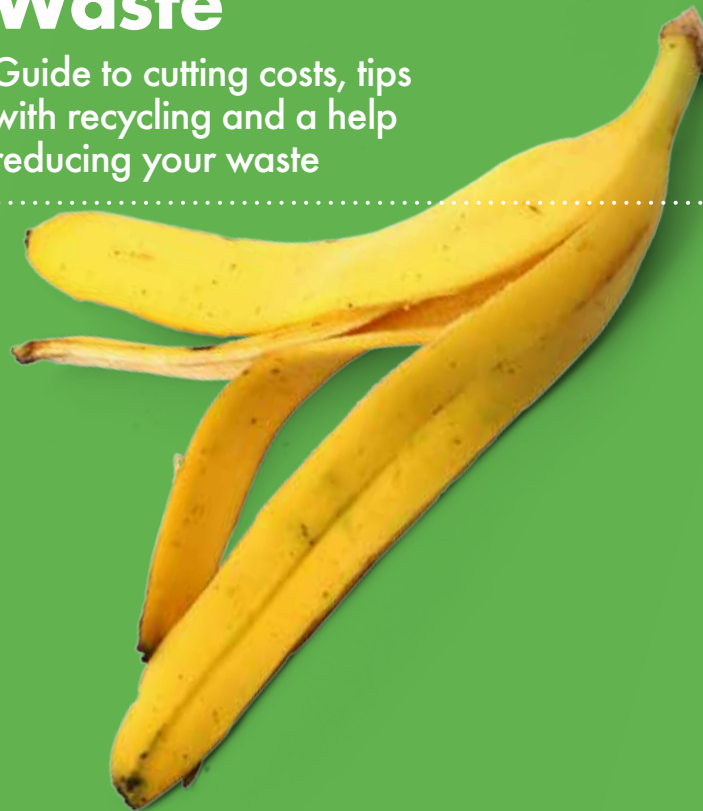
Message

When using cut-out images, messaging can be continued in the bottom of the image area as long as it remains clear and legible.

 recycle for Scotland

Food Waste

Guide to cutting costs, tips
with recycling and a help
reducing your waste



Image

Cut-out images can break out from the designated area as long as they don't interfere with the messaging/make the layout look too busy.

recycleforscotland.com

URL/LA branding

Some formats are space restrictive. If this is the case the white strip can be removed, reversing out the URL and LA brand marques.

 recycle for Edinburgh

What happens to the food I recycle?



1 Food waste is collected.

2 Processed, shredded and digested.

3 Fertilisers and renewable energy are produced.

recycleforscotland.com

• EDINBURGH •
YOUR COUNCIL - YOUR CITY

Building the brand

Breaking out

Important

Keep information within eye line range on larger formats, information close to the ground cannot easily be read.



recycle for East Ayrshire

recycleforscotland.com 

It's never been easier to recycle

Check your new collection calendar for updates

 @EastAyrshire
www.east-ayrshire.gov.uk
 01563 554 033

Blue bin collection is now every 2 weeks

A photograph of three large recycling bins: a blue bin on the left, a green bin in the middle, and a brown bin on the right. In front of them are three smaller bins: a blue one, a black one, and a red one. The background is a solid green color.

URL/LA branding

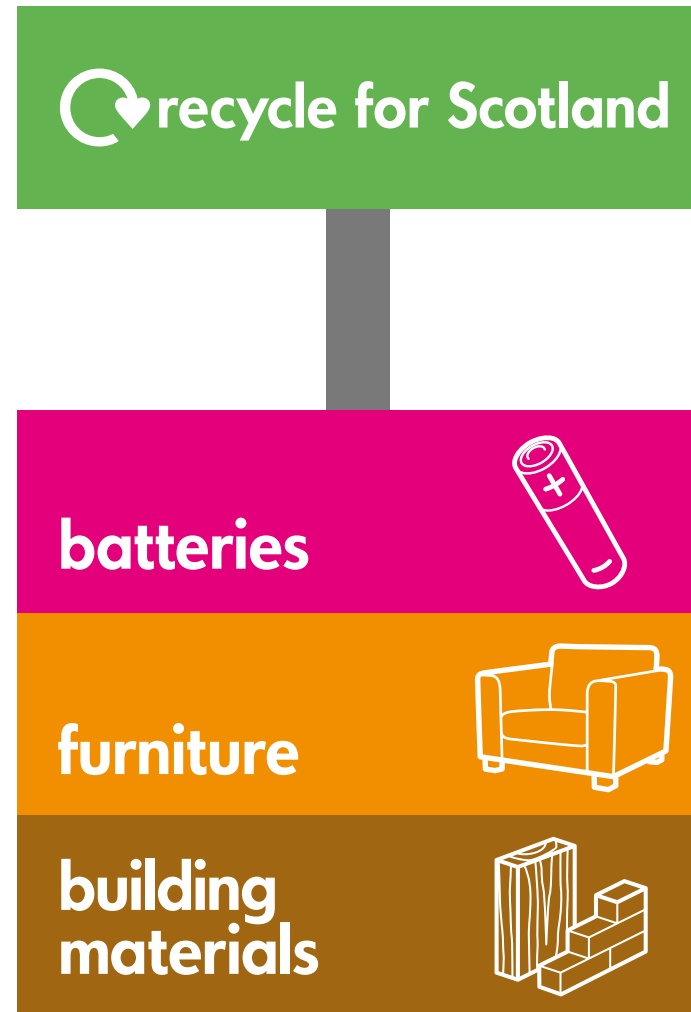
Some formats are height restrictive, resulting in information being too low to be read at eye level. If this is the case the white strip can be removed and the URL and LA brand marques moved to the top, reversed out and clear of other brand elements.

Illustrations

Material streams

The Recycle for Scotland branding appears alongside the Material Stream branding at Recycling Centres and on recycling point bins. The brands are built to work together but have their own colour palettes.

The Material Stream branding has an extensive palette which was developed to be an indicator when separating waste at recycling locations.





Material Stream
Metals

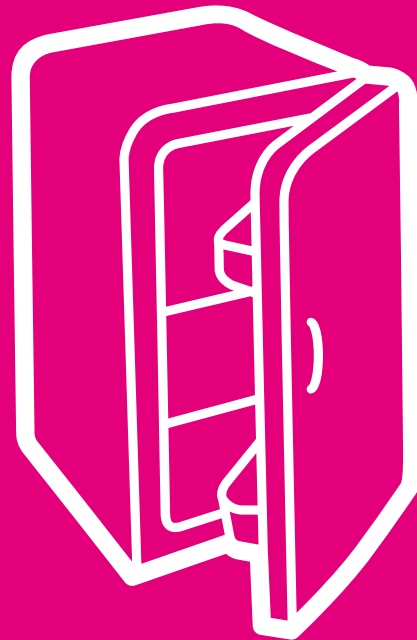


Material Stream
Glass

Recycling fridges and freezers

Phasellus molestie magna non est bibendum non venenatis nisl tempor. Suspendisse dictum feugiat nisl ut dapibus. Mauris non culis porttitor.

Morbi a enim in venenatis nisl tscelerisque magna semper bibendum.



Material Stream
Waste Electronic and Electrical Equipment (WEEE)

10

Headline

Magna non est bibendum non venenatis nisl tempor. Suspendisse dictum feugiat nisl ut dapibus. Mauris non culis porttitor.

Morbi a enim in magna semper bibendum. Etiam scelerisque, nunc ac egestas consequat, odio nibh euismod nulla, eget auctor orci nibh vel nisi.

Phasellus molestie magna non est magna bibendum non venenatis nisl tempor. Morbi a enim in scelerisque magna semper bibendum.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam in dui mauris. Vivamus hendrerit arcu sed erat molestie vehicula.

What happens to my freezer?



11

Infographics can be used both within publications, as a mailing, or as part of a campaign, to accurately and easily understand recycling 'facts'.

Some will be made available within templates, but you're also free to create your own similar to the following examples.



Creating energy from your food waste

1 tonne of food waste produces 100 KJ of energy.

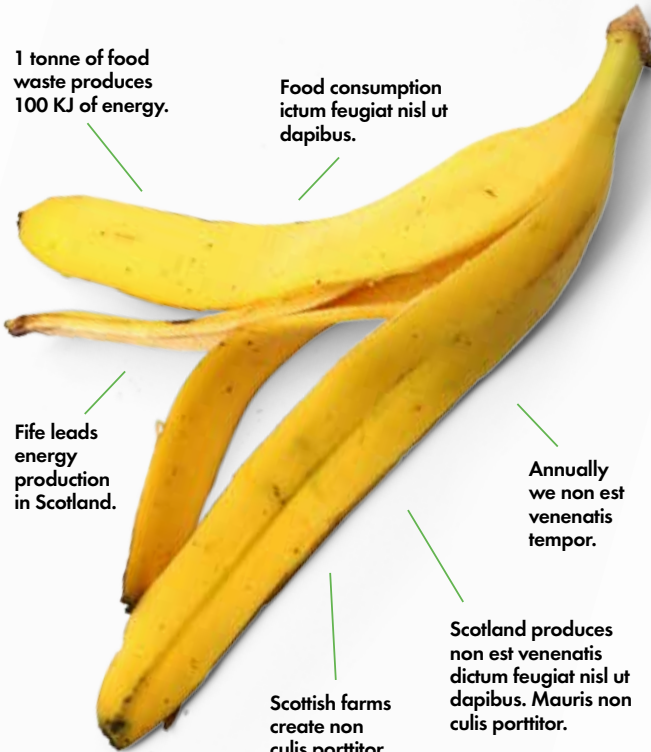
Food consumption ictum feugiat nisl ut dapibus.

Fife leads energy production in Scotland.

Annually we non est venenatis tempor.

Scottish farms create non culis porttitor.

Scotland produces non est venenatis dictum feugiat nisl ut dapibus. Mauris non culis porttitor.



8

Headline

Magna non est bibendum non venenatis nisl tempor. Suspendisse dictum feugiat nisl ut dapibus. Mauris non culis porttitor.

Phasellus molestie magna non est magna bibendum non venenatis nisl tempor. Morbi a enim in scelerisque magna semper bibendum. Sed auctor neque eu tellus rhoncus ut eleifend nibh porttitor. Ut in nulla enim.

Morbi euismod magna ac lorem rutrum elementum. Donec viverra auctor lobortis. Pellentesque eu est a nulla placerat dignissim. Morbi a enim in magna semper bibendum. Etiam scelerisque, nunc ac egestas consequat, odio nibh euismod nulla, eget auctor orci nibh vel nisi.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam in dui mauris.



* Amount of food thrown away every year. 9

Recycled stock

All Recycle for Scotland materials must be printed on recycled/sustainable stock. Please include the stock's environmental accreditation(s) on the back cover of leaflets or inside the margin on single sided communications, ie. a poster, in a minimum 7pt font size.

Sight impairment/Language variations

To reach all of your audience, you need to make effective use of accessible communication formats (also known as alternative formats). To ensure publications can be used by everyone, they should include the following copy, in a minimum of 16pt,

If you require this leaflet in large print, audio or need it translated into other languages please contact: XXXX

Why recycling is important

By recycling, together we can save money, support jobs and protect the environment.

The **materials we throw away are valuable** and recycling helps the economy by creating jobs locally as well as in the Scottish recycling industry.

Recycling is more efficient – it uses less energy and reduces the carbon emissions compared to using raw materials.

Recycling **reduces the demand for raw materials**, helping to protect natural habitats.

If you require this leaflet in large print, audio or need it translated into other languages please contact:
0800 XXX XXX

For more information:
support@recycleforscotland.com
Freephone **0800 XXX XXX**

A Zero Waste Scotland initiative
Ground Floor Maray House Forthside Way Stirling FK8 1QZ 01786 433 930



Printed on recycled paper.

Further support

Please contact us, requesting '*Local Authority communications support*', if you have any questions about these materials or need further support.

support@recycleforscotland.com



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