



Don't let Devon go to waste



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Introduction

Why is an effective brand important?

Waste management in Devon has an enviable reputation throughout the country. We are consistently amongst the top performers with recycling rates rising. Therefore it is important that all related communications, both internal and external, are of an equally high standard.

The importance of our identity

Our identity, is important in all of our communications.

If you are planning to produce a piece of communication you are a brand spokesman and so in an influential position.

With this in mind it is important that it is used in a consistent and professional manner in all media, from online to vehicle livery.

To help, this set of guidelines has been produced to cover the usage of the logo, its strapline and use alongside other branding.

This guide enables you to produce quality communications.

Our brand principles

When producing material for '**Recycle Devon**', you should follow our communications principles to ensure that all work is:

- **Clear and professional:** demonstrating pride and authority in what we do.
- **Cost-effective:** showing that budgets have been used wisely.
- **Straightforward:** avoiding gimmicks and over complicated design or wording.
- **Modern:** portraying us in a way that is up to date.
- **Accessible:** understood by the target audience.
- **Honest:** avoiding misleading information.
- **Respectful:** showing respect for our audience, avoiding unfair stereotypes, acknowledging the different needs of individuals and populations.

For further information about '**Recycle Devon**' please visit

recycledevon.org

The intellectual property and copyright of the **Recycle Devon** and **Don't let Devon go to waste** logos are owned by the Devon Authorities Recycling Partnership.

Please use the logos correctly. Time and money will be saved by getting it right first time.

If you are unsure what to do after reading these rules please contact us for advice on the correct way to use the logo.

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Logo

Recycle Devon logos without straplines included

Please do not change the typeface, distort or use colours not in our palette.
Please select the colour that suits your design best.



Clear zone

Please have a clear area around the logo to at least the height of the 'c' in 'Recycle', where possible.



Minimum size

Please do not scale the logo down to be any smaller than 15mm across.



Strapline

Strapline logos

Please do not change the typeface, distort or use colours not in our palette. This is to be used where possible alongside the primary Recycle Devon logo.

Never on its own. Please see examples later in this document of how to use these together.

Don't let Devon go to waste

There are times when it is acceptable to adapt the strapline to suit the creative, eg...

Don't let Devon go to waste this Christmas

These options must be agreed by Recycle Devon, see page 1 for contact details.

Clear zone

Please have a clear area around the logo to at least the size of the 'o' in Devon.

Don't let Devon go to waste

Minimum sizes

Please do not scale the logo down to be any smaller than the following measurements for each version.

Don't let Devon go to waste
19mm

Don't let Devon go to waste
12mm

Don't let Devon go to waste
32mm



Logo with strapline incorporated

Recycle Devon logos with straplines included

Please do not change the typeface, distort or use colours not in our palette.



Don't let Devon go to waste



Don't let Devon go to waste



Don't let Devon go to waste



Don't let Devon go to waste



Don't let Devon go to waste



Don't let Devon go to waste

Clear zone

Please have a clear area around the logo to at least the height of the 'c' in 'Recycle', where possible.



Don't let Devon go to waste

Minimum size

Please do not scale the logo down to be any smaller than 15mm across.



20mm

Colours

Our colour palette is vibrant and fun

This is to engage with the public, making people more likely to want to get involved with recycling.

A swatch (.ase) file is available for use in InDesign, please ask if you require this.

Recycle Devon Blue



C 100, M 50, Y 0, K 0
(Spot colour - Pantone 300 EC)
 R 0, G 113, B 188. HTML 0071bc

Complementary colour options



C 0, M 90, Y 38, K 0
(Spot colour - Pantone 198 EC)
 R 239, G 64, B 109. HTML ef406d



C 53, M 0, Y 85, K 0
(Spot colour - Pantone 376 EC)
 R 131, G 197, B 91. HTML 83c55b



C 0, M 75, Y 90, K 0
(Spot colour - Pantone Warm Red EC)
 R 242, G 102, B 49. HTML f26631



C 60, M 0, Y 0, K 0
(Spot colour - Pantone 298 EC)
 R 68, G 200, B 240. HTML 44c8f5



C38, M 84, Y 0, K 0
(Spot colour - Pantone Purple EC)
 R 255, G 255, B 255. HTML ffffff



C 0, M 0, Y 100, K 0
(Spot colour - Pantone Process Yellow EC)
 R 255, G 242, B 0. HTML fff200

Seasonal colour options



C 0, M 100, Y 10-0, K 0
(Spot colour - Pantone 485 EC)
 R 237, G 28, B 36. HTML ed1c24



C 100, M 0, Y 86, K 0
(Spot colour - Pantone 347 EC)
 R 0, G 166, B 99. HTML 00a663

Typefaces

Please use our standard typefaces below for the more serious side of things.

Standard typefaces:

Headlines and subheadlines – **Helvetica Rounded Bold**

Bodycopy – Helvetica Neue (all weights as required)

HOWEVER!

If desired, you may consider a unique, character headline font for more light-hearted campaigns. NB. It is important to consider the look and feel of the rest of the campaign when choosing these special fonts. Also ensure suitability for the target audience. For instance, if a campaign is aimed at the elderly, then a fun, trendy look would be inappropriate and possibly not very legible to that age-group.

Please see examples of previous campaigns using character fonts, from page 8 onwards in this document.

Co-branding

When another logo needs to be displayed with Recycle Devon, drop the strapline 'Don't let Devon go to waste'.

Ideally position two logos in opposite, bottom corners of the artwork. The minimum clearance space between the **Recycle Devon** logo and other supporting logos is the height 2x 'c's' in 'Recycle', as shown below. The 'c's' are always the same height as in the logo on that particular artwork.

The **Recycle Devon** logo needs to be at least equal in size and always above or to the left of another logo.

On occasion this may conflict with the style guide for another logo, on such occasions please refer the issue to the relevant custodians of the style guidelines for resolution.



Usage examples



Poster and press campaigns

Usage examples



Poster and press campaigns

Logo usage examples



Recycle & light up your day

1 recycled bottle saves enough energy to light a 100w bulb for 1 hour!

 recycledevon.org Don't let Devon go to waste

A horizontal banner with a red-to-yellow gradient background. On the right side, there is a close-up of a bald man's face with a wide, enthusiastic smile. The text is in a clean, sans-serif font.

RECYCLE & FEEL TREE MENDOUS

Every tonne of recycled paper saves 17 trees!

 recycledevon.org Don't let Devon go to waste

A horizontal banner with a blue sky background. On the right side, there is a close-up of a man's face with a large afro hairstyle made of green leaves, smiling broadly. The text is in a bold, sans-serif font.

Poster and press campaigns

Don't let Devon go to waste

Logo usage examples



Online campaigns

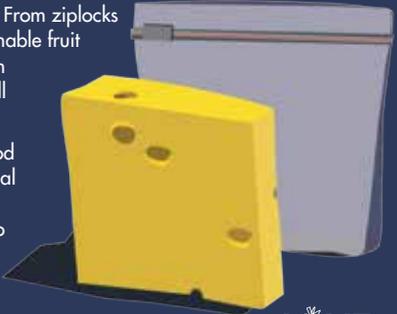
Don't let Devon go to waste

Co-branded usage – examples of adapting a national campaign

You make my shelf life complete

Food loves the packaging it comes in as there's nothing better to protect it and keep it fresher for longer. From ziplocks on cheese packs to breathable fruit and veg bags, it has been perfectly designed with all sorts of cunning features.

So when you get your food home, keep it in its original packaging and follow instructions on the pack to keep food at its best.




Don't let Devon go to waste
recycledevon.org



Come on, come on, let's stay together

Food loves the packaging it comes in as there's nothing better to protect it and keep it fresher for longer. From ziplocks on cheese packs to breathable fruit and veg bags, it has been perfectly designed with all sorts of cunning features.

So when you get your food home, keep it in its original packaging and follow instructions on the pack to keep food at its best.




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Social media

Facebook, Twitter, Pinterest & YouTube

Please include these logos with links on all communications wherever appropriate.

