

# Recycle for London **BRAND GUIDELINES**

Version 1.1



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the brand  
in action



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



# Introduction

# Introduction

These guidelines introduce the Recycle for London brand and explain how to use the logos, colours, fonts and artwork templates for Recycle Now. Additional guidelines will be produced to help you use the “Love your Clothes” and “Love Food Hate Waste” brands in London.

Based on WRAP’s national Recycle Now brand and the ‘Good to Know’ campaign, the Recycle for London 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 guidelines outline two design routes that London partners can take when using the Recycle for London brand: the first is making use of the WRAP ‘Good to Know’ campaign materials and the CGI imagery and headlines created for them; and the second is a photographic route, allowing London partners to create and use imagery which is highly localised and relevant to their own messaging. These two routes are explained in more detail in the following pages.

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.



**Use these symbols in the top right corner to navigate the guidelines**

Included too are links to useful resources on the web, including templates and images for use in London campaigns, all of which are available on the London collection pages of the Recycle Now partners website.



## **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 amends or alterations to the Recycle for London brand which are outside the scope of these guidelines must receive prior approval from Recycle for London. Send your designs to:

[info@resourceclondon.org](mailto:info@resourceclondon.org)



Recycle for London is the capital’s version of ‘Recycle Now’ and is for use by our partners in London.

# The mark

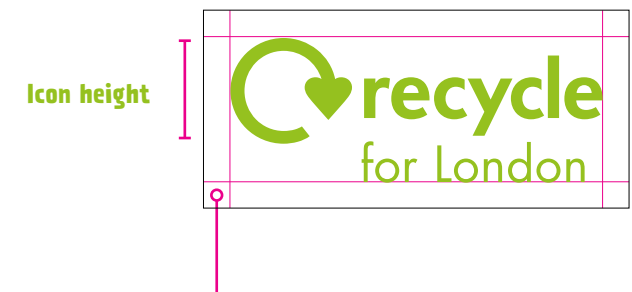
# The recycle for London mark

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.

 **recycle** for London

 **recycle**  
for London

## 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?  
[partners.wrap.org.uk/campaigns/recycle-for-london](https://partners.wrap.org.uk/campaigns/recycle-for-london)

TM

**MAY CHANGE** – 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 <sup>TM</sup> symbol. The Recycle for London campaign and associated marketing materials are owned by GLA.

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**N.B.** This document must be read in conjunction with the Recycle Now Brand Guidelines, which give details on how to use the Recycle Now branding:  
[partners.wrap.org.uk/assets/3635/](https://partners.wrap.org.uk/assets/3635/)

# Visual language

# Colour

Recycle Now lime green is the principal colour for the Recycle for London brand, although you may also use the brand in black or reversed out in white.

## Positive versions



## Reversed versions



You may reverse out the recycle mark/icon from any background colour, with Recycle Now lime green or black preferred.

## Colour

PANTONE 376  
c50 m0 y100 k0  
Web #8DC63F  
RAL 110 70 70  
Vinyl 50-72 Light green

Whether positive or reversed out, ensure the recycle mark has clear standout from the background.

# Typography

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Recycle Now communications materials are set in Elsner & Flake Futura (Futura EF), upper and lower case. Futura EF is a simple, clean and friendly font with high legibility. Futura EF is widely available in a range of weights for Mac and PC. The ‘Recycle for London’ materials use a new font, Prater Sans, in addition to the Futura EF fonts.

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Futura EF Book

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Futura EF Medium

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Futura EF Heavy

abcdefghijklmnopqrstuvwxyz  
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](mailto:partnerenquiries@wrap.org.uk) to request a copy of Prater Sans Bold, Futura EF Bold or Futura EF Book.

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Prater Sans Bold

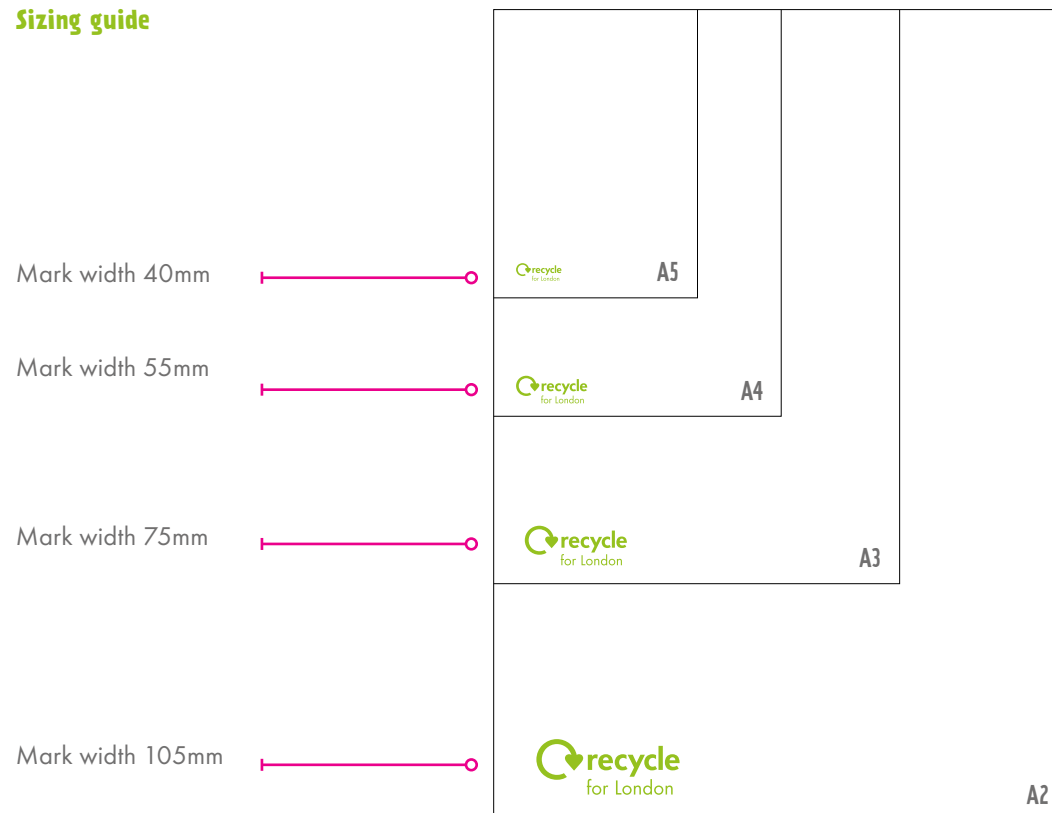


Where can I access the fonts?  
Email [partnerenquiries@wrap.org.uk](mailto:partnerenquiries@wrap.org.uk)

# Sizing

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

## Sizing guide



## Minimum size



15mm is the absolute minimum recommended size for the recycle mark.

# Mistakes to avoid

## Colours



✗ 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



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

## Font



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

## Proportions



The possibilities are endless.



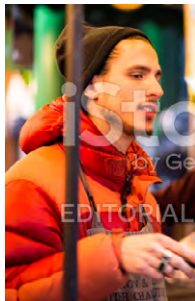
✗ In the first example, 'for London' is the wrong size. The second example shows a distortion, the mark and strapline have been vertically compressed.

## Alignment



✗ In this example, 'for London' is misaligned. The 'f' must align with the 'r' in recycle.

# Photography



The Recycle for London brand focuses on how we can all make a difference, one step at a time. It is about positive action and energy and should reflect the nature of life in the capital: busy, diverse, iconic and (on occasions) unexpected.

Photographs should reflect this and be localised to your area, if possible showing people from within your community, and should emphasise:

- People taking positive action to make their homes and communities a better place to live;
- The community benefit of recycling;
- How easy it is to recycle, even when your life is full of other priorities.

When commissioning photography, make allowances for copy space in the photograph, thinking about which area the headline might appear in. Please ensure that photographs are good quality and have the right resolution for the application. Also check that you have the right permissions for photographs (particularly brands or children), a photograph permission form is included on the WRAP Resource Library.



The WRAP Resource Library has a wide range of high quality, free to download and use photographs here!  
[partners.wrap.org.uk/search/?category\\_Communication-types=163](https://partners.wrap.org.uk/search/?category_Communication-types=163)

# CGI images

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A range of individual computer generated images representing all materials commonly collected for recycling, are available for use when developing Recycle for London promotions. There are images for paper, card, glass, plastic and metal items. Use the appropriate images to reflect your recycling services.



Where can I download the CGI images?

[partners.wrap.org.uk/campaigns/recycle-for-london](https://partners.wrap.org.uk/campaigns/recycle-for-london)

# 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, 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.

There are three options for the style of icon shown to the right and they should be used consistently to aid recall. The icons and guidelines for their use, providing much more information, can be downloaded from:

[partners.wrap.org.uk/assets/3647/](https://partners.wrap.org.uk/assets/3647/)

Option 1



Option 2



Option 3



You are free to choose whether to use the imagery based on the Recycle Now icon or the illustrations. Do not mix different options on the same application. The choice of which to use may depend on the requirements of the particular application, e.g. communications, bin stickers, signage etc.

The suite of material stream colours has been tested for usability, visibility and consumer engagement. They are suitable for use across the various print and digital processes. For colour specifications visit the material streams download area.



Where can I download the material stream icons?  
[partners.wrap.org.uk/material-stream-icons](https://partners.wrap.org.uk/material-stream-icons)

# **Marketing and communications materials**

# Using the artwork

A number of templates for promotional items are available on the Recycle for London area of the [partners.wrap.org.uk](https://partners.wrap.org.uk) website. Some of these are shown in the following pages and should be used in a manner to maintain the visual identity of the Recycle for London brand.

All templates have space for your **council logo** and **contact details** and the addition of your **primary corporate colour** in a strip adjacent to the green footers. 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 Recycle for London 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.

### If used, do not change

- CGI images of recyclable material – do not mix with photography; and
- The 'good to know' heart in an appropriate colour – consider using the material stream colours if appropriate.

## Amend or localise

- Headline messages, detailed copy (on page 34) and benefits for your local area; and
- By using local imagery for flood fill options in outdoor advertising options and leaflets.

The Recycle for London 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.

### Please email:

[partnerenquiries@wrap.org.uk](mailto:partnerenquiries@wrap.org.uk)

to request a copy of Prater Sans Bold, Futura EF Bold or Futura EF Book.

**N.B.** This document must be read in conjunction with the **Recycle Now Brand Guidelines**, which give details on how to use the Recycle Now branding.



the brand  
in action

! For help using the templates, please contact [info@resourceclondon.org](mailto:info@resourceclondon.org)

# Advertising

## Recycle Now CGI imagery



Where can I download the artwork?

[partners.wrap.org.uk/campaigns/recycle-for-london](https://partners.wrap.org.uk/campaigns/recycle-for-london)



Alternative banners are also available to download



These adverts are available in A5, A4, A3 and 6 sheet templates!

### 1 Headline message

This should remain the same but you can localise the football shirt or can.

### 2 Good to know heart

The shape, colour and position of this should remain the same.

### 3 The strip

Change the colour of the top line to suit your corporate colour palette.

### 4 Secondary message in green banner

This can be localised. \*

### 5 Logo and website

Insert your logo and relevant website here.

\* See the messaging table on [page 33](#)

# Advertising

## localised flood fill photographs



The brand in action

These adverts are available in A5, A4, A3 and 6 sheet templates!

### 1 **Headline message**

This should be altered to the material/s being promoted and localised.\*

### 2 **Good to know heart**

The shape, colour and position of this should remain the same.

### 3 **The photo**

Must be changed to reflect your local community.

### 4 **The strip**

Change the colour of the top line to suit your corporate colour palette.

### 5 **Secondary message in green banner**

This can be localised.\*

### 6 **Logo and website**

Insert your logo and relevant website here.

\* See the messaging table on **page 33**



Where can I download the artwork?

[partners.wrap.org.uk/campaigns/recycle-for-london](https://partners.wrap.org.uk/campaigns/recycle-for-london)

# Banners

## Recycle Now CGI imagery



Where can I download the artwork?

[partners.wrap.org.uk/campaigns/recycle-for-london](https://partners.wrap.org.uk/campaigns/recycle-for-london)

You can generate local statistics for your campaign, to see examples see the "Recycle Now User Guide".

You can download the guide from:  
[partners.wrap.org.uk/assets/9518/](https://partners.wrap.org.uk/assets/9518/)

### 1 Headline message

This should remain the same but you can localise the football shirt or can.

### 2 Good to know heart

The shape, colour and position of this should remain the same.

### 3 The strip

Change the colour of the top line to suit your corporate colour palette.

### 4 Secondary message in green banner

This can be localised. \*

### 5 Logo and website

Insert your logo and relevant website here.

\* See the messaging table on [page 33](#)

# Banners

## localised flood fill photographs



- 1** **Headline message**  
This should be altered to the material/s being promoted. \*
- 2** **Good to know heart**  
The shape, colour and position of this should remain the same.
- 3** **The photo**  
Must be changed to reflect your local community.
- 4** **The strip**  
Change the colour of the top line to suit your corporate colour palette.
- 5** **Secondary message in green banner**  
This can be localised. \*
- 6** **Logo and website**  
Insert your logo and relevant website here.



Where can I download the artwork?

[partners.wrap.org.uk/campaigns/recycle-for-london](https://partners.wrap.org.uk/campaigns/recycle-for-london)

\* See the messaging table on [page 33](#)

# Billboards & vehicle livery

Recycle Now CGI imagery



## 1 Headline message

This should remain the same.

## 2 Good to know heart

The shape, colour and position of this should remain the same.

## 3 Materials line up

Items can be removed or exchanged to reflect the materials collected in your area. The proportion, colours and labels of the items must remain the same. Other items are available in the different artwork files.

## 4 Logo and website

Insert your logo and relevant website here.

## 5 The strip

Change the colour of the line to suit your corporate colour palette.



Alternative designs are also available to download



Where can I download the artwork?

[partners.wrap.org.uk/campaigns/recycle-for-london](https://partners.wrap.org.uk/campaigns/recycle-for-london)

# Billboards & vehicle livery

## Localised flood fill photographs



### 1 Headline message

This should be altered to the material/s being promoted. \*

### 2 Good to know heart

The shape, colour and position of this should remain the same.

### 3 The photo

Can be removed or exchanged to reflect the local community in your area.

### 4 Logo and website

Insert your logo and relevant website here.

### 5 The strip

Change the colour of the line to suit your corporate colour palette.



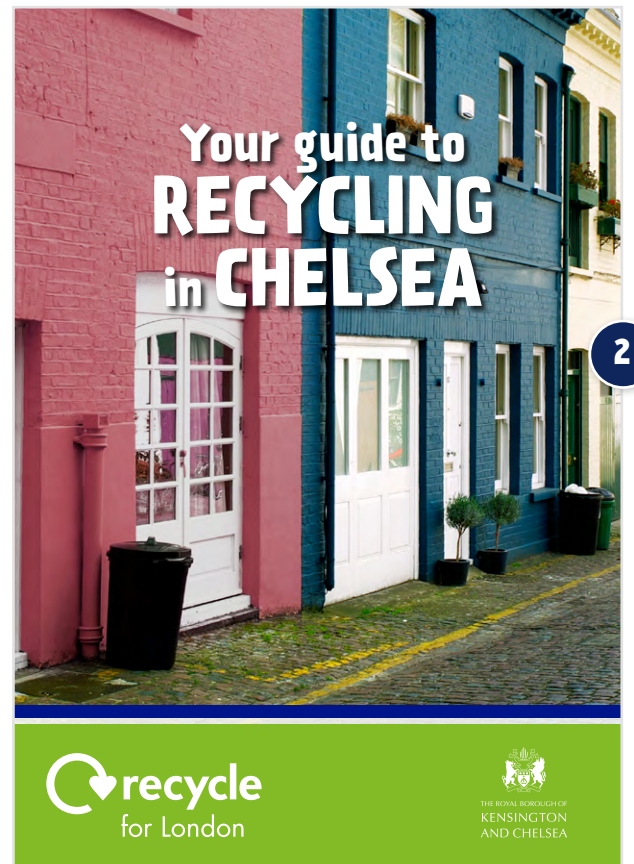
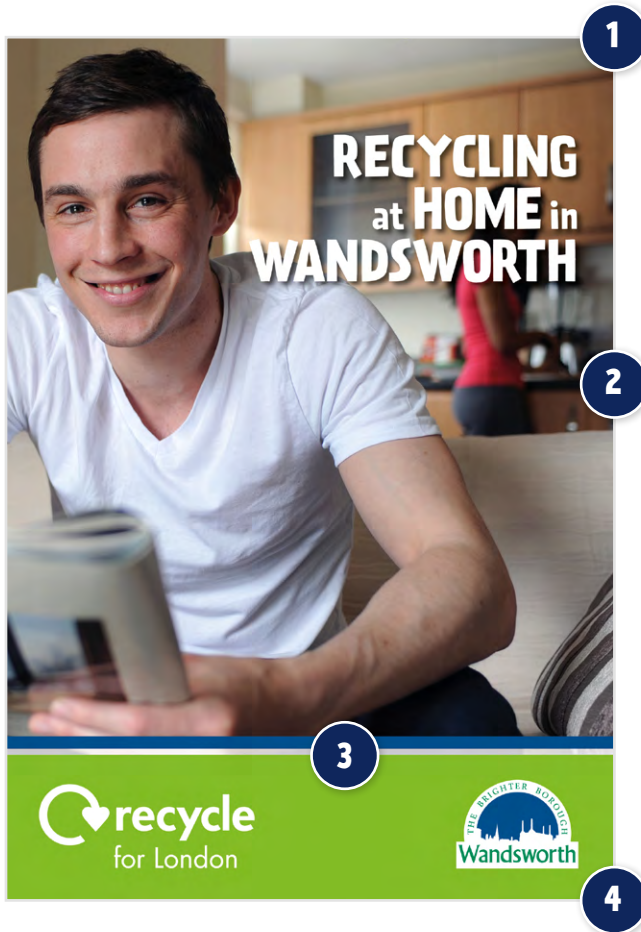
Where can I download the artwork?

[partners.wrap.org.uk/campaigns/recycle-for-london](https://partners.wrap.org.uk/campaigns/recycle-for-london)

\* See the messaging table on [page 33](#)

# Leaflet

## front cover flood fill photographs



### 1 Headline message

This should be customised to reflect the purpose of the leaflet and location.

### 2 The photo

Can be removed or exchanged to reflect the local community or housing stock in your area.

### 3 The strip

Change the colour of the line to suit your corporate colour palette.

### 4 Logo

Insert your logo here. It must remain in the green banner at the bottom, in the right hand corner.



Where can I download the artwork?

[partners.wrap.org.uk/campaigns/recycle-for-london](https://partners.wrap.org.uk/campaigns/recycle-for-london)

# Leaflet

## Recycle Now CGI front cover containers option



### 1 Headline message

This should be customised to reflect the purpose of the leaflet and location.

### 2 Bin and box

The colour, number and type of containers can be amended to match your collection system. As this is not a service leaflet, this should be a representation of your dry recycling collection and does not need to reflect the full range of containers. Images for common containers are included in the downloadable material for the leaflet.

### 3 The strip

Change the colour of the line to suit your corporate colour palette.

### 4 Logo

Insert your logo here. It must remain in the green banner at the bottom, in the right corner.



Where can I download the artwork?

[partners.wrap.org.uk/campaigns/recycle-for-london](https://partners.wrap.org.uk/campaigns/recycle-for-london)

# Leaflet

## inside spread



### 1 Headline message

This should remain in the same place but can be changed to reflect your service.

### 2 Top tips

These can be removed or exchanged to reflect your collection requirements. Our guidance is to have no more than four tips - remember to amend the recycling container details to match your collection.

### 3 Materials line up

Items can be removed or exchanged from the strip of recyclables to reflect the materials collected in your area. The proportions, colours and labels of the items must remain the same.

### 4 Good to know

Heart and message (London bus) – this can be localised to reflect a benefit to your community.



Where can I download the artwork?

[partners.wrap.org.uk/campaigns/recycle-for-london](https://partners.wrap.org.uk/campaigns/recycle-for-london)

If using statistics please consult with WRAP's Recycle Now team by emailing [partnerenquiries@wrap.org.uk](mailto:partnerenquiries@wrap.org.uk)

# Leaflet back cover



## 1 **Headline message**

This should remain the same.

## 2 **Materials list**

Items can be removed or exchanged to reflect the materials collected in your area.

## 3 **Green banner**

Insert your relevant contact details here and change the top strip's colour to reflect your corporate identity's primary colour.



Where can I download the artwork?

[partners.wrap.org.uk/campaigns/recycle-for-london](http://partners.wrap.org.uk/campaigns/recycle-for-london)

# Recycling bin sticker



## 1 Headline message

This should remain the same.

## 2 Secondary message

This should remain the same.

## 3 Materials list

This can be amended to reflect your campaign requirements. You should use this list to identify items commonly placed in the recycling container that should be put into the residual collection. The list should contain no more than 5 items. These are listed in Futura EF Bold and the format of the list should remain the same.

## 4 Which bin colour?

The words can be changed to match the colour and type of your residual container. This is written in Prater Sans Bold and the format of the instruction should remain the same.

## 5 Background colour

The colour of the background can be changed to match the colour of your residual container.

## 6 The strip

Change the colour of the line to suit your corporate colour palette.

## 7 Logo and contact information

Insert your logo, telephone and relevant website here.



Where can I download the artwork?

[partners.wrap.org.uk/campaigns/recycle-for-london](https://partners.wrap.org.uk/campaigns/recycle-for-london)

# Residual bin sticker



## 1 Headline message

This should remain the same.

## 2 Secondary message

This should remain the same.

## 3 Materials list

You should use this list to remind householders of items that can be recycled. The list should contain no more than 5 items.

## 4 Which bin colour?

The words can be changed to match the colour and type of your recycling container. This is written in Prater Sans Bold and the format of the instruction should remain the same.

## 5 Recycling tips

This can be adapted to meet your collection requirements. This is written in Futura EF Bold and Futura EF Book. The format of the tip should remain the same.

## 6 Colours

The colour of the heading, text and material list can be changed to match that of your recycling container.

## 7 Logo and contact information

Insert your logo, telephone and relevant website here.



Where can I download the artwork?

[partners.wrap.org.uk/campaigns/recycle-for-london](http://partners.wrap.org.uk/campaigns/recycle-for-london)

# The web and social media



Web banner adverts



## 1 Council logo and headline message

Please insert your logo in the box provided. The headline should be altered to the material/s being promoted. You can animate the flood fill photo with differing images to reinforce the material/s you are promoting.

## 2 The photo

Can be removed or exchanged to reflect the local community in your area.

## 3 Headline message

This should remain the same.

## 4 Materials line up

Items can be removed or exchanged to reflect the materials collected in your area. You should include no more than 6 items and the proportion, colours and labels of the items must remain the same. Other items are available in the different artwork files.

## 5 Social media icon

This is a useful icon to use for your social media accounts such as Facebook or Twitter.

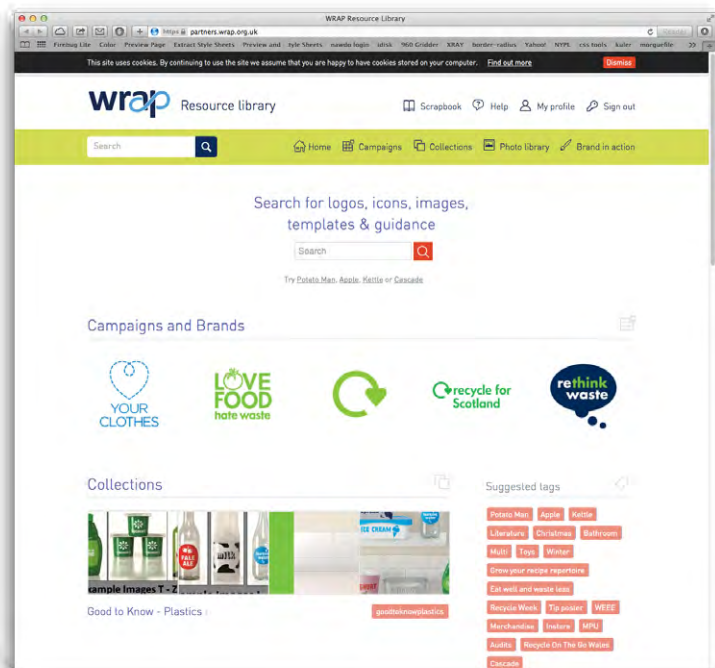


Where can I download the artwork?

[partners.wrap.org.uk/campaigns/recycle-for-london](https://partners.wrap.org.uk/campaigns/recycle-for-london)

# Using Recycle Now templates

1



2



1

## Recycle Now templates

There are a number of National Recycle Now templates available for download from the [partners.wrap.org.uk](https://partners.wrap.org.uk) website which can also be used for your promotions. These include:

- A5 leaflet
- 6 sheet billboard
- Pull-up banner
- A4 and A3 posters
- Vehicle livery
- Bin stickers
- Individual CGI images of recyclables.

2

## Localising Recycle Now downloads

If you are using these national Recycle Now downloads do not forget to localise them to Recycle for London and your council.

Make sure you include the stripe on the cover and back page of any leaflet and on advertising, posters and vehicle livery in your corporate colour. This can be done by downloading the appropriate Recycle for London strip template from [partners.wrap.org.uk/london](https://partners.wrap.org.uk/london) and using it to modify the Recycle Now artwork.



Where can I download the Recycle for London templates?  
[partners.wrap.org.uk/campaigns/recycle-for-london](https://partners.wrap.org.uk/campaigns/recycle-for-london)

# Promotional items

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When considering materials for events, use giveaways which fulfil a purpose, are made, where possible, from recycled materials, can be re-used or recycled and serve as an ongoing reminder to recycle.

## Roadshow items

The recycling iconography can be applied to other items, such as pens, cups, badges, usb sticks and reusable bags.

# Messaging table

# Messaging table

## Message for the campaign launch – ‘Just one thing’

The campaign message for the 2015 launch of Recycle for London focuses on the concept that if every Londoner did ‘just one thing’ differently – putting yoghurt pots into the recycling, taking their Evening Standard home and putting it in their home recycling bin – it would make a huge difference to London’s recycling rate. Some examples of how this might work in a headline or body copy are shown in the messaging table ([page 34](#)).



## Everyday messages

In line with the two visual routes available to London partners, you can also take one of two routes for messaging:

- If using the Recycle Now CGI visual route, please ensure that you use the message headlines provided in those templates. Body copy (i.e. the text inside leaflets, in the green banner along the bottom and elsewhere) can be modified to reflect your local service;
- If using the photographic route, you can develop your own headlines and body copy based on the research below to work with the visual approach.

## Messaging types

There is strong evidence from recent WRAP research that certain types (or ‘families’) of messages engage consumers much better than others:

- **Transformational** messages – facts and figures which explain how particular items can be turned into something else;
- **Specific and instructional messages** – the clear specification of items that can be recycled from each room in the house (e.g. shampoo bottles, yoghurt pots etc.).

Recent London research has shown an additional important message to be used when communicating with residents:

- **Reassurance** that your recycling is not simply dumped into landfill – and a thank you for continuing to recycle.

# Messaging table

The following message table shows examples of how these messaging families, along with the 'Just one thing' campaign message for 2015, can be used – either at a national level using examples from WRAP's Recycle Now and Good to Know campaigns, or at a more local level. The local examples are simply to help you create your own tailored messages and should not be used verbatim.

	Transformational	Instructional	Reassurance & thank you
<b>Recycle Now (national) example</b>	<ul style="list-style-type: none"> <li>■ When I'm recycled I want to be a football shirt</li> <li>■ Cans and tins can come back as car parts, aeroplane wings or new cans</li> </ul>	<ul style="list-style-type: none"> <li>■ You can now recycle these items from your kitchen</li> <li>■ Put a bin or bag in your bathroom just for recycling</li> </ul>	<ul style="list-style-type: none"> <li>■ Everything you recycle brings real benefits. It comes back again and again as new stuff, saving resources and helping the environment.</li> <li>■ Your recycling is really making a difference – thanks!</li> </ul>
<b>Recycle for London (regional) example</b>	<ul style="list-style-type: none"> <li>■ When I'm recycled I want to be an Arsenal football shirt</li> </ul>	<ul style="list-style-type: none"> <li>■ Wherever you are in London, you can recycle your shampoo, bleach and shower gel bottles</li> <li>■ There are recycling bins on streets throughout London – so please recycle your Evening Standard or Metro</li> </ul>	<ul style="list-style-type: none"> <li>■ London has recycled enough metal this year to power xx schools for a month – thank you!</li> <li>■ Recycling xx drinks cans saves enough energy to turn the London Eye xx times</li> </ul>
<b>London waste authority (local) example</b>	<ul style="list-style-type: none"> <li>■ When I'm recycled I want to be a Mile End Park picnic bench</li> </ul>	<ul style="list-style-type: none"> <li>■ In Sutton you can now recycle yoghurt pots, plastic butter containers and meat trays in your wheelie bin</li> </ul>	<ul style="list-style-type: none"> <li>■ This year we saved 25,000 tonnes of recyclable materials from going to landfill – thank you!</li> <li>■ Recycling xx food tins produces enough energy to light St Mary's Primary School for xx days</li> </ul>

**Contact us**

# Contacts and further help

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**Please contact Recycle for London with queries:**  
[info@resourcelondon.org](mailto:info@resourcelondon.org)

**For background information visit:**  
[partners.wrap.org.uk/campaigns/recycle-for-london](https://partners.wrap.org.uk/campaigns/recycle-for-london)

## **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](http://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](http://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.