November 2016
Version 1.0

RECYCLEBC™

VISION

To be a recycling leader, inspiring and accelerating innovation in recycling technology, waste reduction, and packaging design.

MISSION

To be a trusted environmental advocate and community partner offering equitable, effective and efficient residential recycling services.

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Tagline

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Tagline
P5

TAGLINE

This brand line communicates Recycle BC as the unifying centre for all partners actively participating in recycling, to deliver on a shared goal of waste reduction.

Making a difference together.

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Visual Identity

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OUR LOGO

This is our complete logo.
It represents who we are and acts as our preferred signature on all points of communications.

RECYCLEBC™

The minimum reproduction size for print materials should not be smaller than 0.75" wide. For the Web, the logo can have up to two sides with clearance space as small as 5 pixels providing the other two sides have space that is at least the height of the logo. The only exception to this is when the logo is used in very small web banners such as Google Display Ads.

OUR SECONDARY LOGO

This is our complete secondary logo. It represents who we are and acts as our signature when a horizontal placement is preferred over the stacked version.

The minimum reproduction size for print materials should not be smaller than 1.1" wide. For the Web, the logo can have up to two sides with clearance space as small as 5 pixels providing the other two sides have space that is at least the height of the logo. The only exception to this is when the logo is used in very small web banners such as Google Display Ads.

OUR SYMBOL

Our symbol allows us to tell a bigger story.

Can I use the symbol on it's own?

The bin symbol can only be used on it's own in a very limited fashion.

Intended usage is in APP, web tab icon, or favicon.

The symbol can appear as PMS, Process, RGB or single colour only.

OUR WORDMARK

The wordmark may appear in a disconnected and separate fashion from the logo, appearing on its own, when the larger mark is not able to be presented due to size limitations or clarity considerations.

RECYCLEBC™

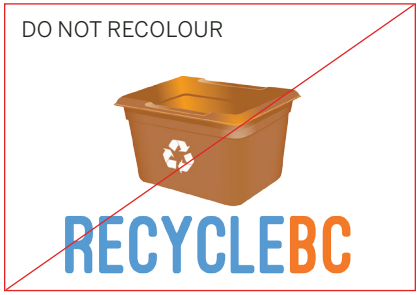
The minimum reproduction size for print materials should not be smaller than 0.75" wide. For the web, the logo can have up to two sides with clearance space as small as 5 pixels providing the other two sides have space that is at least the height of the logo. The only exception to this is when the logo is used in very small web banners such as Google Display Ads.

USAGE

The Recycle BC logo must always be reproduced in the correct form and colour.

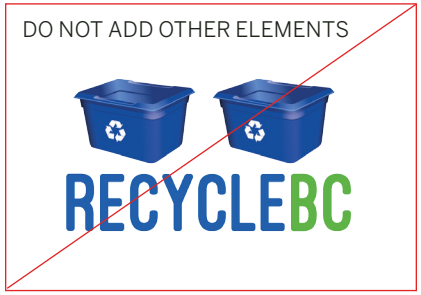
It must be considered as a single unit and must always be used in its pre-defined sizes. No modifications may be made to the logo, as any deviation from the specified guidelines will undermine the strength of the brand.

DO NOT RECOLOUR

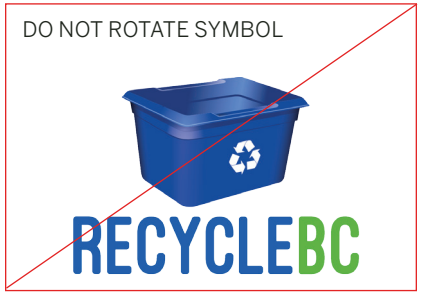


DO NOT USE AN ALTERNATE FONT

DO NOT ADD OTHER ELEMENTS



DO NOT ROTATE SYMBOL



DO NOT SKEW

DO NOT ALTER SCALE

LOGO FILLS

The Recycle BC logo is to be reproduced in the format most suitable to the communication channel.

Logo masters are available in PMS, process, RGB, greyscale and K.

The solid colour K version may also be produced in solid ink colour of PMS 2935 or its process/RGB equivalent.

Knockout versions of the mark are to be reversals of the single colour K version of the logo.

Printing
Printing as a Pantone spot (PMS) is favoured due to colour accuracy across all materials.

	Logo	Secondary Logo
PMS	RECYCLEBC_LOGOV_PMS.EPS	RECYCLEBC_LOGOH_PMS.EPS
CMYK	RECYCLEBC_LOGOV_CMYK.EPS	RECYCLEBC_LOGOH_CMYK.EPS
RGB	RECYCLEBC_LOGOV_RGB.EPS	RECYCLEBC_LOGOH_RGB.EPS
GREYSCALE (ON WHITE BACKGROUND) **FOR USE ONLY IN B&W EXECUTIONS**	RECYCLEBC_LOGOV_GS.EPS	RECYCLEBC_LOGOH_GS.EPS
BLACK (ON WHITE BACKGROUND)	RECYCLEBC_LOGOV_K.EPS	
KNOCKOUT (ON BLACK BACKGROUND)		RECYCLEBC_LOGOH_NEG.EPS

SAFE AREA & MINIMUM SIZE

The Recycle BC logo safe areas ensure that our brand is protected by a generous amount of white space to be clearly identified.

Do not use the logo at sizes smaller than the minimum approved size.

The logo in horizontal format can be no smaller than 0.75" or 72 pixels in width.

The logo in vertical format can be no smaller than 1.1" or 105 pixels in width.

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Colour

All colours should be reproduced using the Pantone Matching System. In all other cases, the formula breakdowns provided must be used.

3-1
Palette
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PALETTE

The Recycle BC palette includes primary, secondary and tertiary colours.

PRIMARY COLOURS

RECYCLE BC BLUE
PMS 2935
C100 M45 Y0 K6
R0 G113 B182
#0070B5

RECYCLE BC GREEN
PMS 368
C52 M0 Y86 K0
R133 G197 B89
#85C559

SECONDARY COLOURS

RECYCLE BC SKY BLUE
C55 M0 Y8 K0
R97 G202 B229
#61CAE4

RECYCLE BC BROWN
C45 M62 Y68 K34
R111 G80 B67
#6E5042

RECYCLE BC YELLOW
C3 M1 Y55 K0
R250 G239 B143
#FAEF8F

RECYCLE BC RUST
C26 M90 Y100 K25
R151 G50 B31
#96321F

RECYCLE BC WARM GREY
C42 M36 Y48 K3
R152 G147 B131
#989383

RECYCLE BC GREY
C45 M34 Y32 K1
R147 G153 B158
#92989D

When to use the different colour specifications.

Spot PMS specifications are to be used for the logomark when possible. Secondary and tertiary colours are to be produced in alternate specifications as most suitable by the communication type.

TERTIARY COLOURS

RECYCLE BC DARK BLUE
C100 M93 Y38 K35
R28 G37 B81
#1B2550

RECYCLE BC DARK GREEN
C88 M40 Y100 K43
R16 G81 B40
#0F5128

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Typeface

A distinct typeface accurately employed across numerous communications, is a key secondary brand identifier.

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Print Use
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Online/DIgital Use
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TYPEFACE

Recycle BC uses a version of
Ostrich Sans Heavy

OSTRICH SANS HEAVY

RECYCLEBC™

The font used for our logo is a custom design based on Ostrich Sans Heavy.

PRINT USE

Helvetica Neue Bold for headlines and Helvetica Neue Medium, Regular, Light and Thin are the most-used weights for Recycle BC communication materials across all art forms, supported and complemented by other weights as appropriate.

Headings

HELVETICA NEUE BOLD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 £&@?!/+(.,:;)

Body Copy

HELVETICA NEUE MEDIUM

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 £&@?!/+(.,:;)

HELVETICA NEUE REGULAR

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 £&@?!/+(.,:;)

HELVETICA NEUE LIGHT

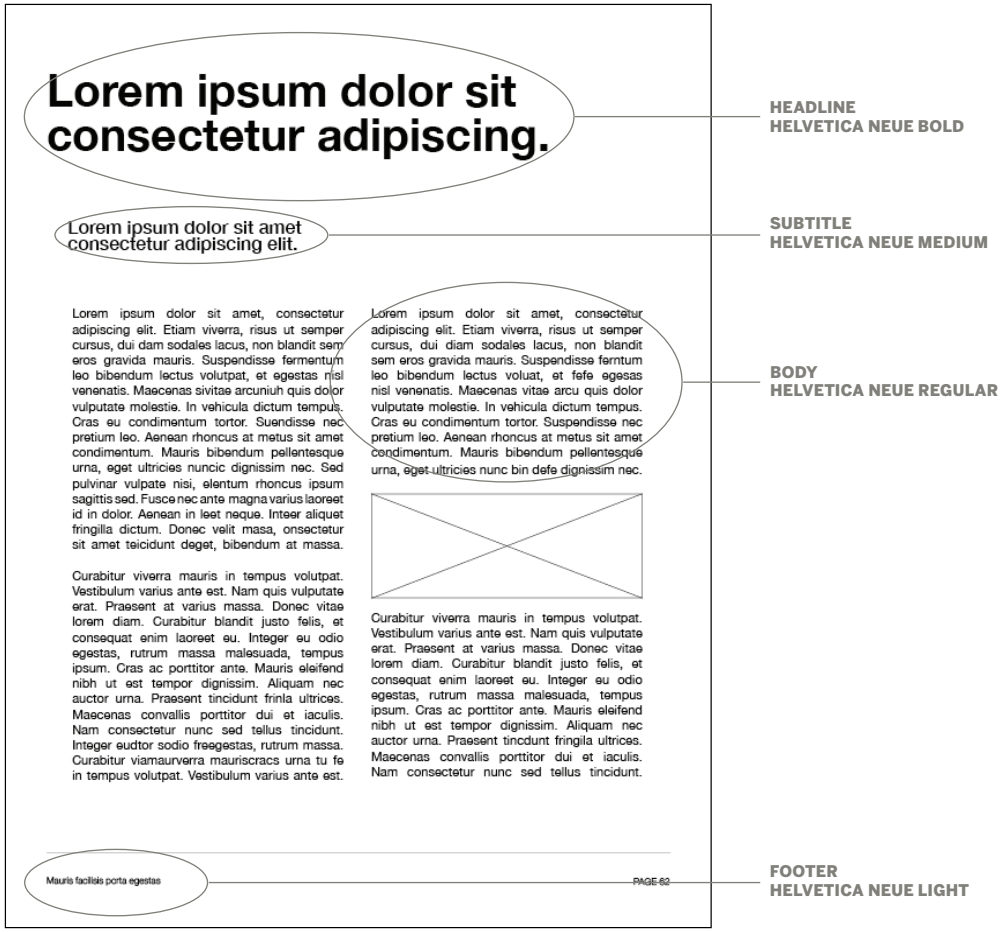
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 £&@?!/+(.,:;)

HELVETICA NEUE THIN

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 £&@?!/+(.,:;)

IN SITUATION

Uses of Helvectica Neue typeface in situation.



SAMPLE: LONG FORM DOCUMENT

SAMPLE: PUBLIC FACING ADVERT

INTERNAL COMMUNICATIONS

For internally created communications: letters, email or PowerPoint, the headline font should be **Calibri** Bold. The body copy (live copy) should be Calibri (regular).

Headings & Body Copy

CALIBRI BOLD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 £&@?!/+(.,:;)

CALIBRI BOLD ITALIC

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 £&@?!/+(.,:;)

CALIBRI REGULAR

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 £&@?!/+(.,:;)

CALIBRI REGULAR ITALIC

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 £&@?!/+(.,:;)

ONLINE/DIGITAL USE

To provide a controlled experience across digital platforms such as web and mobile, the Google Font **Open Sans** is to be used.

To review the fonts visit:
https://fonts.google.com/specimen/Open+Sans

Headings & Body Copy

OPEN SANS REGULAR

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 £&@?!/+(.,:;)

OPEN SANS ITALIC

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 £&@?!/+(.,:;)

OPEN SANS BOLD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 £&@?!/+(.,:;)

OPEN SANS BOLD ITALIC

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 £&@?!/+(.,:;)

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