



**RECYCLEBC<sup>TM</sup>**

## **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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**1**

**Tagline**

**1-1**  
**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.**



# 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.

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.



**RECYCLEBC<sup>TM</sup>**



## 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.

The wordmark "RECYCLEBC" is displayed in a bold, sans-serif font. The letters "RECYCLE" are blue, and the letters "BC" are green. A small blue "TM" trademark symbol is positioned to the upper right of the "C".

RECYCLEBC<sup>TM</sup>

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.



**RECYCLEBC**<sup>TM</sup>

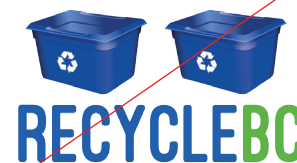
DO NOT RECOLOUR



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

PMS



CMYK



RGB



GREYSCALE  
(ON WHITE  
BACKGROUND)  
FOR USE ONLY IN  
B&W EXECUTIONS



BLACK  
(ON WHITE  
BACKGROUND)



#### Secondary Logo

PMS



CMYK



RGB



GREYSCALE  
(ON WHITE  
BACKGROUND)  
FOR USE ONLY IN  
B&W EXECUTIONS



KNOCKOUT  
(ON BLACK  
BACKGROUND)



## 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.**

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**Palette**  
p15



## 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 YELLOW

C3 M1 Y55 K0  
R250 G239 B143  
#FAEF8F

#### RECYCLE BC WARM GREY

C42 M36 Y48 K3  
R152 G147 B131  
#989383

#### RECYCLE BC BROWN

C45 M62 Y68 K34  
R111 G80 B67  
#6E5042

#### RECYCLE BC RUST

C26 M90 Y100 K25  
R151 G50 B31  
#96321F

#### 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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Typeface**  
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Use**  
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## TYPEFACE

Recycle BC uses a version of  
**Ostrich Sans** Heavy

# OSTRICH SANS HEAVY



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 Helvetica Neue typeface in situation.

**Lorem ipsum dolor sit consectetur adipiscing.**

**HEADLINE  
HELVETICA NEUE BOLD**

**Lorem ipsum dolor sit amet consectetur adipiscing elit.**

**SUBTITLE  
HELVETICA NEUE MEDIUM**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam viverra, risus ut semper cursus, dui diam sodales lacus, non blandit sem eros gravida mauris. Suspendisse fermentum leo bibendum lectus volutpat, et egestas nisi venenatis. Maecenas vitae arcu quis dolor vulputate molestie. In vehicula dictum tempus. Cras eu condimentum tortor. Suspendisse nec pretium leo. Aenean rhoncus at metus sit amet condimentum. Mauris bibendum pellentesque urna, eget ultricies nunc dignissim nec. Sed pulvinar vulputate nisi, elemtum rhoncus ipsum sagittis sed. Fusce nec ante magna varius laoreet id in dolor. Aenean in lect neque. Integer aliquet fringilla dictum. Donec velit massa, onsectetur sit amet teicidunt deget, bibendum at massa.

Curabitur viverra mauris in tempus volutpat. Vestibulum varius ante est. Nam quis vulputate erat. Praesent at varius massa. Donec vitae lorem diam. Curabitur blandit justo felis, et consequat enim laoreet eu. Integer eu odio egestas, rutrum massa malesuada, tempus ipsum. Cras ac porttitor ante. Mauris eleifend nibh ut est tempor dignissim. Aliquam nec auctor urna. Praesent tincidunt frinla ultrices. Maecenas convallis porttitor dui et iaculis. Nam consectetur nunc sed tellus tincidunt. Integer eudtor sodio freegestas, rutrum massa. Curabitur viamaurverra mauriscracs urna tu fe in tempus volutpat. Vestibulum varius ante est.

**BODY  
HELVETICA NEUE REGULAR**

**Mauris facilisis porta egestas**

**FOOTER  
HELVETICA NEUE LIGHT**

SAMPLE: LONG FORM DOCUMENT

**RECYCLING  
REDUCES  
WASTE**

**KEEPING GARBAGE OUT OF  
OUR LANDFILLS AND OCEANS.**



**BIG CHANGES START AT HOME.  
FIND OUT MORE AT [RECYCLINGINBC.CA](https://recyclinginbc.ca)**



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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