

BATTERY RECYCLING SEAL USAGE STANDARDS



If it's rechargeable, we recycle it! Call2Recycle® is a program promoting environmental sustainability by providing battery and cellphone recycling in North America. The following standards illustrate the methods of implementation that should be applied continuously and consistently in order to achieve the highest degree of identification and recognition for the seal. These standards are to be applied when using the seal on any medium and for any purpose including battery packaging, advertising, instruction manuals/forms and all other visual media. Contact Call2Recycle at (678) 419-9990 or licensee@call2recycle.org for PC and MAC formatted electronic files or logo sheets suitable for scanning.

Rechargeable Battery Chemistries

Call2Recycle offers recycling programs for Nickel Cadmium, Nickel Metal Hydride, Lithium Ion, and Small Sealed Lead Acid (SSLA/Pb). Four seal versions are offered for each battery chemistry. See the Seal Versions section for descriptions of each version. Please reference the seal numbers below when ordering artwork (Figures A-D).



Figure A:
Nickel Cadmium
(PMS 389)
A1. 800CLR
A2. 800B&W
A3. 800CLRko
A4. 800B&Wko
A5. Mfg.#CLR



Figure B:
Nickel Metal Hydride
(PMS 1375)
B1. 800CLR
B2. 800B&W
B3. 800CLRko
B4. 800B&Wko
B5. Mfg.#CLR



Figure C:
Lithium Ion
(PMS 312)
C1. 800CLR
C2. 800B&W
C3. 800CLRko
C4. 800B&Wko
C5. Mfg.#CLR



Figure D:
Small Sealed Lead Acid (SSLA/Pb)
(PMS 421)
D1. 800CLR
D2. 800B&W
D3. 800CLRko
D4. 800B&Wko
D5. Mfg.#CLR

Seal Versions

Call2Recycle 800 Number (i.e., A1, A2, A3, A4) The 800 number version of the seal contains Call2Recycle's automated toll-free number for locating a drop-off site. This version is recommended for use by marketers and manufacturers who do not have their own recycling toll-free number.

Manufacturer Recycling Telephone Number (i.e., A5) This seal version is left blank for those manufacturers who have their own toll-free recycling telephone number.



800CLR - This logo is for use on white or light colored backgrounds. PMS color will vary according to rechargeable battery chemistry. (A1, B1, C1, D1, E1)



800B&W - This logo is for use on white or light colored backgrounds. It prints black. (A2, B2, C2, D2, E2)



800CLRko - This logo is for use on black or dark colored backgrounds. It prints black with a PMS color. (A3, B3, C3, D3, E3)



800B&Wko - This logo is for use on black or dark colored backgrounds. It prints black. (A4, B4, C4, D4, E4)



Mfg#CLR - This logo is for use on white or light colored backgrounds. It prints black with a PMS color. (A5, B5, C5, D5, E5)

Battery Recycling Seal Usage Standards

(continued)



Minimum Size

The minimum reproduction size of any of the seal versions or variations is 13mm diameter (Figure F).

Figure F.

13MM DIAMETER



Logo Field

The seal requires a field of “white space” equal to the width of its outer ring to increase the visibility of the seal (Figure G).

Color

Call2Recycle recommends usage of the color variations of the seal to enhance readability and recognition. The PMS color is to be used as the background color in the center of the seal. A four-color process build of the PMS color is permitted (Figure G).

Nickel Cadmium - PMS 389

Nickel Metal Hydride - PMS 1375

Lithium Ion - PMS 312

Small Sealed Lead Acid (SSLA/Pb) - PMS 421



Figure G.

Incorrect Usage

The seal must be used as shown in Figures A-E. Alterations to the seal invalidate the recycling agreement and will void Environmental Protection Agency certification (Figures H-L).



Figure H: A telephone number must accompany the seal.



Figure I: Seal must be used with RBRC name and chemistry.



Figure J: Seal requires usage of “Recycle” and telephone number.



Figure K: Seal requires usage of “Recycle” and telephone number and outer ring.



Figure L: Seal requires usage of a black outer ring and reversed usage of “Recycle” and telephone number.