

Proper use of the program logo

The program logo is the visual representation of the brand and its promises. Properly usage is key in maintaining branding consistency amongst and within all brand communications. These guidelines are designed to preserve the integrity of the brand and should always be followed and upheld by brand managers.

The logo is displayed in a clean, professional layout. It consists of the text "call2recycle" in a bold, sans-serif font. The "2" is a circular arrow icon. Below the text is the tagline "Leading the charge for recycling." in a smaller, lighter font. A registered trademark symbol (®) is at the top right of "recycle".The logo is displayed in a clean, professional layout. It consists of the text "appel à recycler" in a bold, sans-serif font. The "à" is a circular arrow icon. Below the text is the tagline "Sonne la charge pour le recyclage." in a smaller, lighter font. A registered trademark symbol (MD) is at the top right of "recycler".

COLORS

Signature PMS Colors



Leading the charge for recycling.™

signature teal

signature green



Pantone 3282CVU



Pantone 370CVU

Signature CMYK Process Colors



Leading the charge for recycling.™

signature teal

signature green



C100 M0 Y47 K9



C60 M0 Y100 K27

Black



Leading the charge for recycling.™



100% black

White (knocked out)



100% white



IMPROPER USAGE EXAMPLES



! Do not alter the color of the logo in any way.



! Do not outline the logo.



! The logo must be displayed at 100% black when in black & white.



! Do not rotate the logo.



! Do not add text effect such as glow, drop shadows or embossing to the logo.



! Do not use the color version of the logo on a colored background.



! Do not knock out the logo on light colored background.



! Do not place the logo on a busy background.

