

'RECYCLE RIGHT' STYLE GUIDE

A range of images developed for Zero Waste SA's 'Recycle Right' communications campaign are available for use for promotional material. These images have been developed for print media, such as brochures, newsletters and posters. To ensure consistency with the 'Recycle Right' brand, there are also some simple guidelines to follow when using these images and logos.

3D BIN IMAGES



Yellow Bin - 'Thumbs Up'

Yellow Bin - 'Stop'

Green Bin - 'Thumbs Up'

Green Bin - 'Stop'

Green Bin - 'Tree'

LOGOS



'Recycle Right' 4 colour logo



'Recycle Right' mono logo

SUGGESTED FONTS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Black - Headlines

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Regular - Body Copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Bold - Headlines

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Regular - Body Copy

'RECYCLE RIGHT' PHASE 2 EDUCATION CAMPAIGN

A range of ads and imagery from the 'Recycle Right' Phase 2 Education Campaign are also available for use. This campaign focuses on small, succinct messages that are designed to educate householders on common 'mistakes' in recycling.

WATCH THIS SPACE! Within the coming months, a range of yellow recycling bin ads will also be available for use.

GREEN ORGANICS BIN ADS

GREEN BIN TIP-3

Only organic material goes in the GREEN BIN.

Remember the **GREEN BIN RULE**: If it didn't grow, it doesn't go.

For a **RECYCLE RIGHT** fact sheet visit zerowaste.sa.gov.au or call 1300 137 118.

RECYCLE RIGHT Government of South Australia Zero Waste SA

14x2 col/cm

GREEN BIN TIP-5

No dirt, rocks or bricks in the GREEN BIN.

Small quantities of these items can go in your **WASTE BIN**. Take larger amounts to your local waste transfer station (tip).

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RECYCLE RIGHT Government of South Australia Zero Waste SA

14x2 col/cm

GREEN BIN TIP-7

No garden hose, tools or plastic plant pots in the GREEN BIN.

Garden hose or old garden tools go in your **WASTE BIN**. Clean plastic pots go in your **RECYCLING BIN**.

For a **RECYCLE RIGHT** fact sheet visit zerowaste.sa.gov.au or call 1300 137 118.

RECYCLE RIGHT Government of South Australia Zero Waste SA

14x2 col/cm

GREEN BIN TIP-9

Don't put your garden waste in a plastic bag.

Place garden or organic waste directly into your **GREEN BIN**.

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92mmDx130mmW

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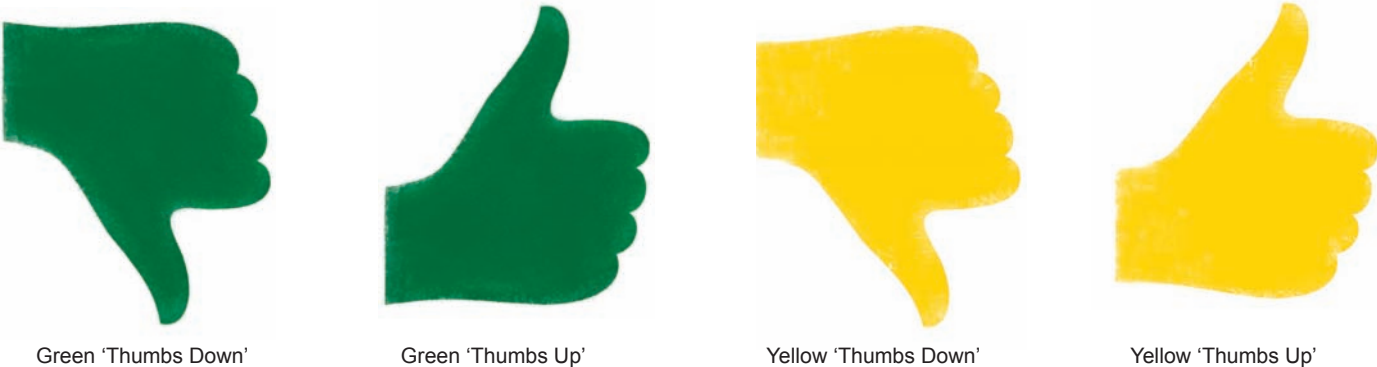
RECYCLE RIGHT Government of South Australia Zero Waste SA

92mmDx130mmW

TAILORED COMMUNICATIONS

If a communications element requires a more tailored message, a range of blank 'Recycle Right' campaign images are also available.

BLANK THUMB IMAGERY



Green 'Thumbs Down'

Green 'Thumbs Up'

Yellow 'Thumbs Down'

Yellow 'Thumbs Up'

EXAMPLES OF TAILORED COMMUNICATIONS

Following are some examples of council-produced tailored communications which utilise the 'Recycle Right' campaign images within the appropriate brand guidelines.

Example of Adshel bus shelter poster

Examples of bin tags

General guidelines

All images and logos must:

- appear on a white background
- be protected by an isolation zone of clear space (ie a clear space of 10mm must surround the image/logo on all sides)
- retain original colours, proportions and orientation (ie don't rotate images)
- be used at a minimum size of 35mmDx25mmW (images) and 10mmDx25mmW (logo)
- not be impinged upon by any other graphic elements or logos.

Request for images

To request images and logos, please contact Matt Scales from Zero Waste SA on 8204 1038, or email matthew.scales@zerowaste.sa.gov.au.

Approval of material

All artwork must be submitted to Matt Scales (matthew.scales@zerowaste.sa.gov.au) for final approval prior to publication or printing of material.

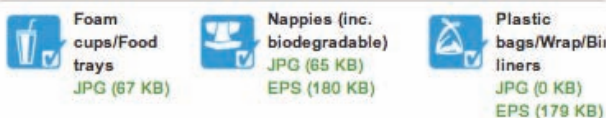
Additional images - 'Recycle Right' icons

A range of 'Recycle Right' icons are available for download from the Zero Waste SA website. Visit zerowaste.sa.gov.au and click on the 'Recycle Right' section to find out more.

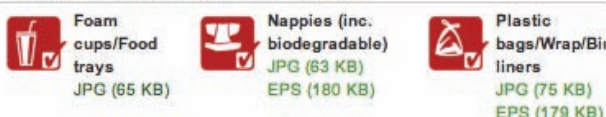
Green organics bins - leave out:



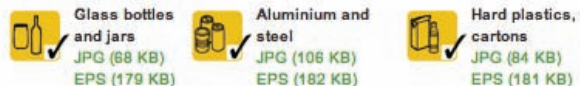
General waste bin (Blue Lid) - put in:



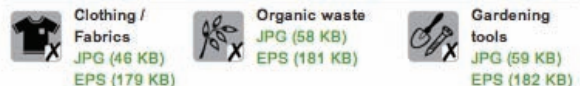
General waste bin (Red Lid) - put in:



Recycling bin - put in:



Recycling bin - leave out:



Green organics bin - put in:



Note: Use of the 'Recycle Right' icons does not require approval from Zero Waste SA.



Government of South Australia
Zero Waste SA