

One Bin is Rubbish Artwork toolkit

Version 1.1

Sort out
another bin
for your
recycling.

 London recycles

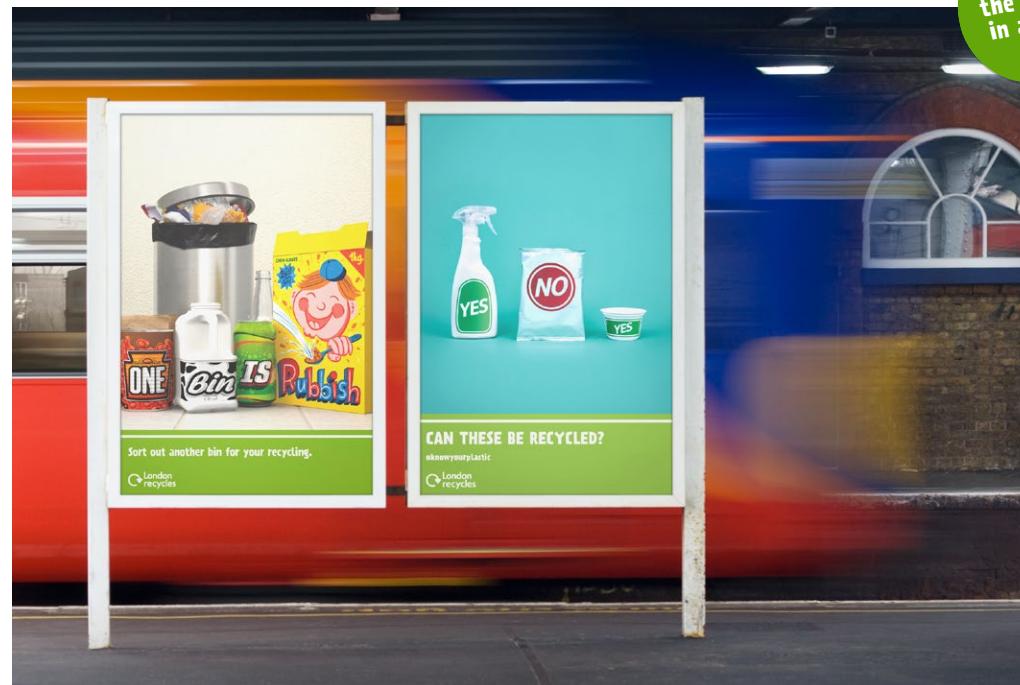


 London recycles

londonrecycles.co.uk

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the brand
in action



If you must print, please print
double-sided on recycled paper.



Introduction

Introduction

These guidelines introduce the 'One Bin is Rubbish' communications materials and explain how to use them.

From 2017 – 2020, London Recycles ran a campaign aimed at the large segment of Londoners who recycle little, or nothing at all. Whilst the segmentation was value-based, 18-34-year olds' over-indexed in this group, and so, in the main, the campaign targeted a younger audience. Research showed that one of the key barriers to successful recycling for this segment was only having one bin at home for rubbish. Another barrier was confusion around what can and can't be recycled. As a response to these specific challenges, London Recycles designed the 'One Bin is Rubbish' campaign with the aim of encouraging younger Londoners to sort a second bin in their home, just for recycling, to help them better understand what can and can't be recycled.

The 'One Bin is Rubbish' communications materials have been developed to allow a degree of flexibility for waste authorities while retaining some consistent elements in order to join up consumer messaging across London.

← Use these symbols in the top right corner to navigate the guidelines

This document is an easy-to-use, interactive PDF. You can jump backwards and forwards to any section you like directly from the contents page – or you'll notice arrows in the top right corner of each page, with which you can move back and forward a page at a time.

Included too are links to useful resources, including templates and images for use in the campaign, all of which are available on the Resource London website.



The importance of following the guidelines

Branding can only work when it is used consistently across all communications. Any unapproved deviations from the guidelines can reduce the effectiveness of the communications and ultimately weaken the brand.

Therefore, any amendments or alterations to the London Recycles brand which are outside the scope of these guidelines must receive prior approval from London Recycles. Send your designs to:
info@resourceLondon.org



London Recycles is a sister campaign to the national Recycle Now campaign and is for use by our partners in London.



the brand
in action

Marketing and communications materials

Using the artwork

London Recycles has created a variety of creative materials over the course of the 3 year 'One Bin is Rubbish' Campaign, which can be used for outdoor, print and digital advertising. These are shown in the following pages and should be used in a manner which maintains the visual identity and integrity of the London Recycles brand.

All templates have space for your **council logo** and **contact details** to provide residents with a local reference point, whilst building on London wide recognition of the brand. Please read the "brand" guidelines for further guidance <https://partners.wrap.org.uk/assets/9609/>.



Please follow these rules which show where flexibility is allowed:

Do not change

- The position of the London Recycles mark or the position of the logo;
- The fonts for headlines or body copy;
- Positions of headlines on each page; and
- The lower green bands.

If used, do not change

- Images of recyclable materials – do not mix with additional photography

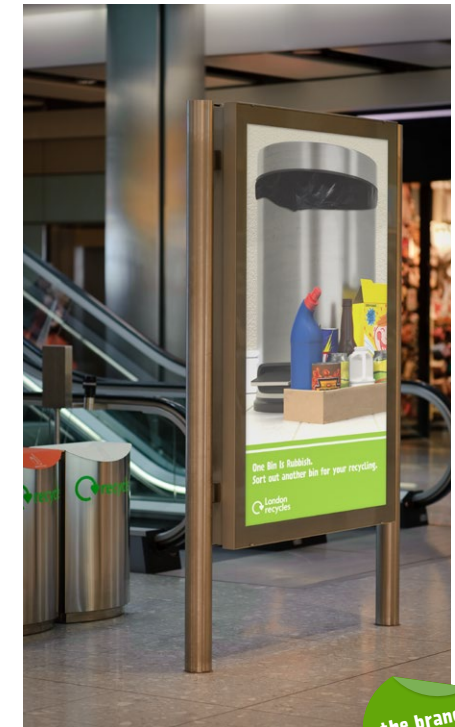
Fonts

The London Recycles materials use the Prater Sans font, in addition to the Futura EF fonts. Prater Sans is used to highlight headline and key messages and tested well with consumers. Recycle Now have a licence to supply both the Futura EF and Prater Sans OT fonts for free to local authorities.

Please email: partnerenquiries@wrap.org.uk

to request a copy of Prater Sans Bold, Futura EF Bold or Futura EF Book.

N.B. This document must be read in conjunction with the **Recycle Now Brand Guidelines**, which give details on how to use the Recycle Now branding.



the brand
in action

! For help using the templates, please contact info@resourcelondon.org

6 sheet advertising

Sort out another bin for your recycling.

London recycles www.councilwebsite.com/recyclingpage

WHITEOUT COUNCIL LOGO TO GO HERE

One Bin Is Rubbish.
Sort out another bin for your recycling.

London recycles www.councilwebsite.com/recyclingpage

WHITEOUT COUNCIL LOGO TO GO HERE

Sort out another bin for your recycling.

London recycles

the brand in action

↓ Where can I download the artwork?
<https://resource.london.org/resources/toolkits/london-recycles-obir-toolkit/>

Vehicle sides



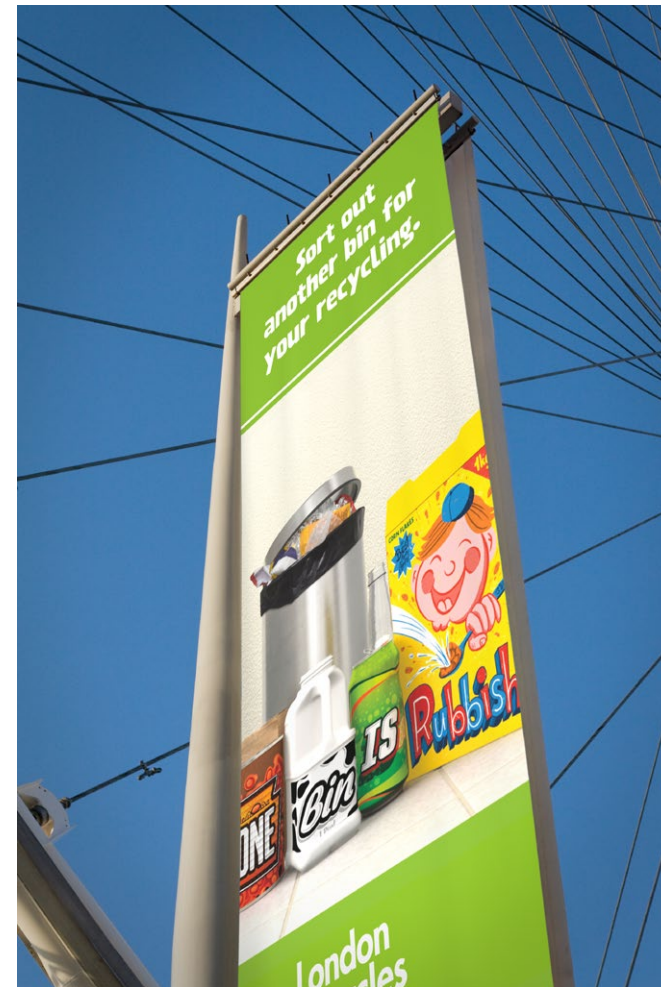
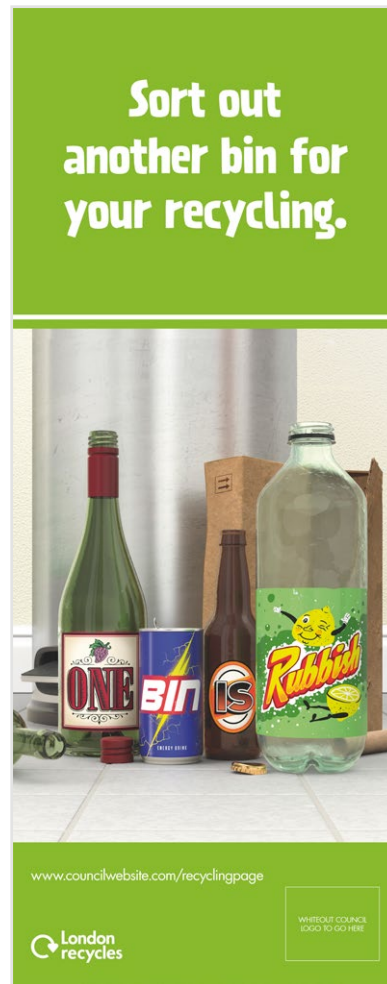
↓ Where can I download the artwork?
<https://resource.london.org/resources/toolkits/london-recycles-obir-toolkit/>

A4 posters



↓ Where can I download the artwork?
<https://resourceLondon.org/resources/toolkits/london-recycles-obir-toolkit/>

Lamp post banners



Where can I download the artwork?

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Bus sides

Sort out another bin for your recycling.



Bus T-side



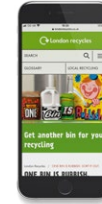
Bus superside



Where can I download the artwork?

<https://resource.london.org/resources/toolkits/london-recycles-obir-toolkit/>

Social media priming posts



Static post



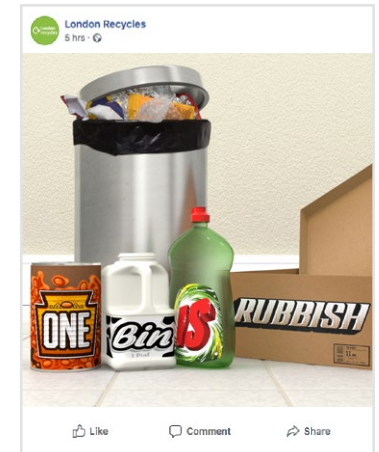
Animated post



Animated post



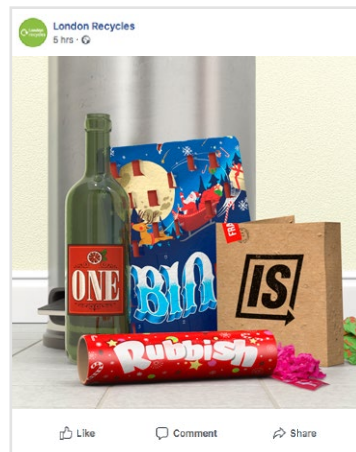
Static post



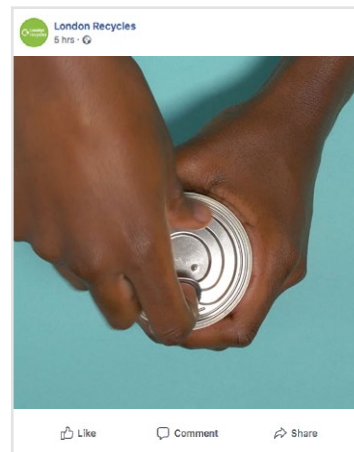
Static post



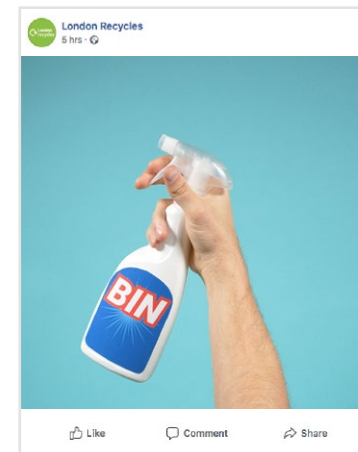
Static post



Static post



Video post: square and story



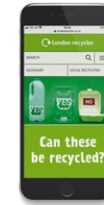
Video post: square and story



Video post: square and story


 Where can I download the artwork?
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Education posts



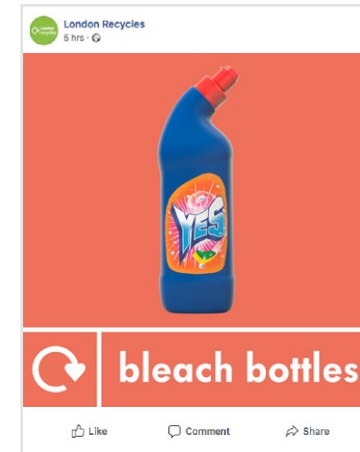
Static post



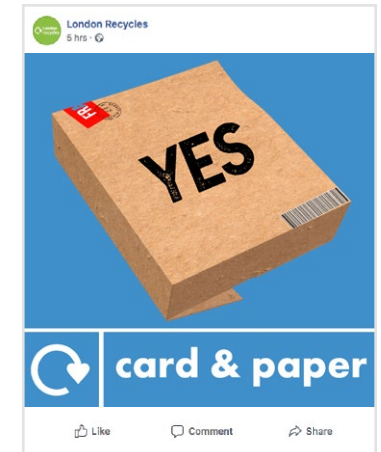
Static post



Static post



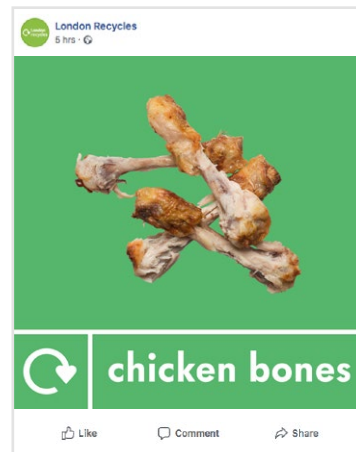
Static post



Static post



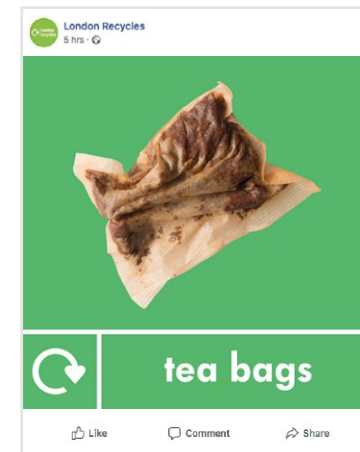
Static post



Static post



Static post



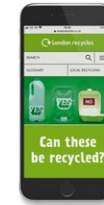
Static post



► Video post:
square and story

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Education posts



▶ Video post: square and story



▶ Video post: square and story



Static post



Static post



Static post



Static post



Static post



Static post


 Where can I download the artwork?
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Plastics campaign

6 sheet advertising

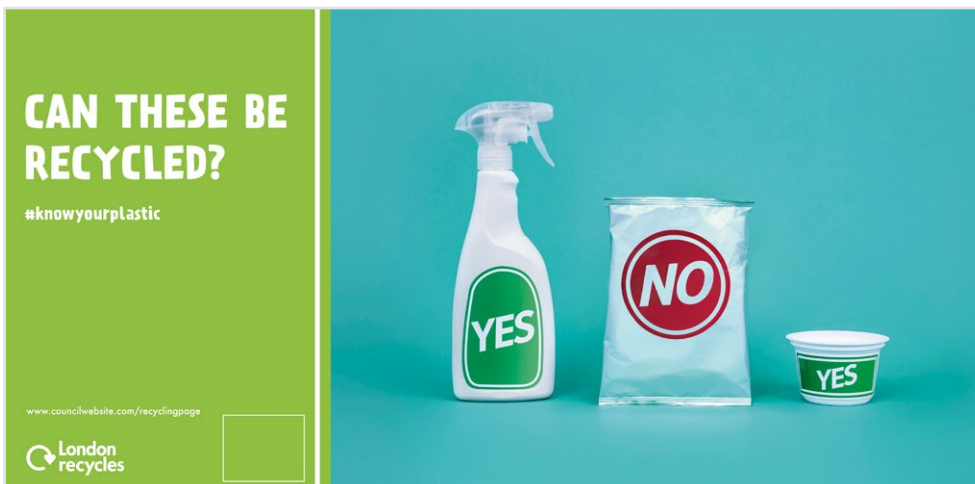
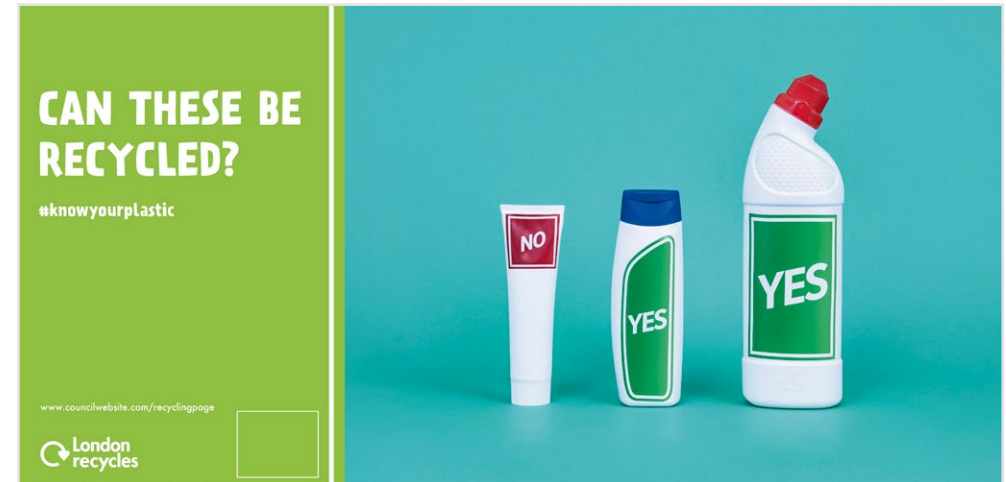
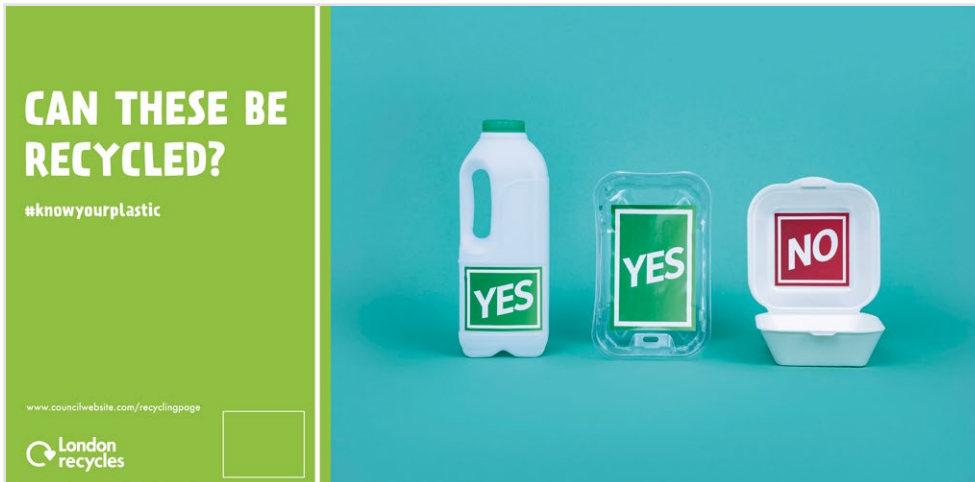
The London Recycles 'One Bin is Rubbish' toolkit is designed to work alongside the following plastics communications toolkit. 2018 and 2019 saw a huge shift in public awareness of environmental issues, specifically the impact plastic has when it enters natural habitats. To ride the wave of public consciousness and tap into a desire to act, London Recycles created a suite of assets focused on plastic items which can be used for a standalone campaign or to complement wider 'One Bin is Rubbish' activity.



Where can I download the artwork?

<https://resource.london.org/resources/toolkits/plastics-communications-toolkit/>

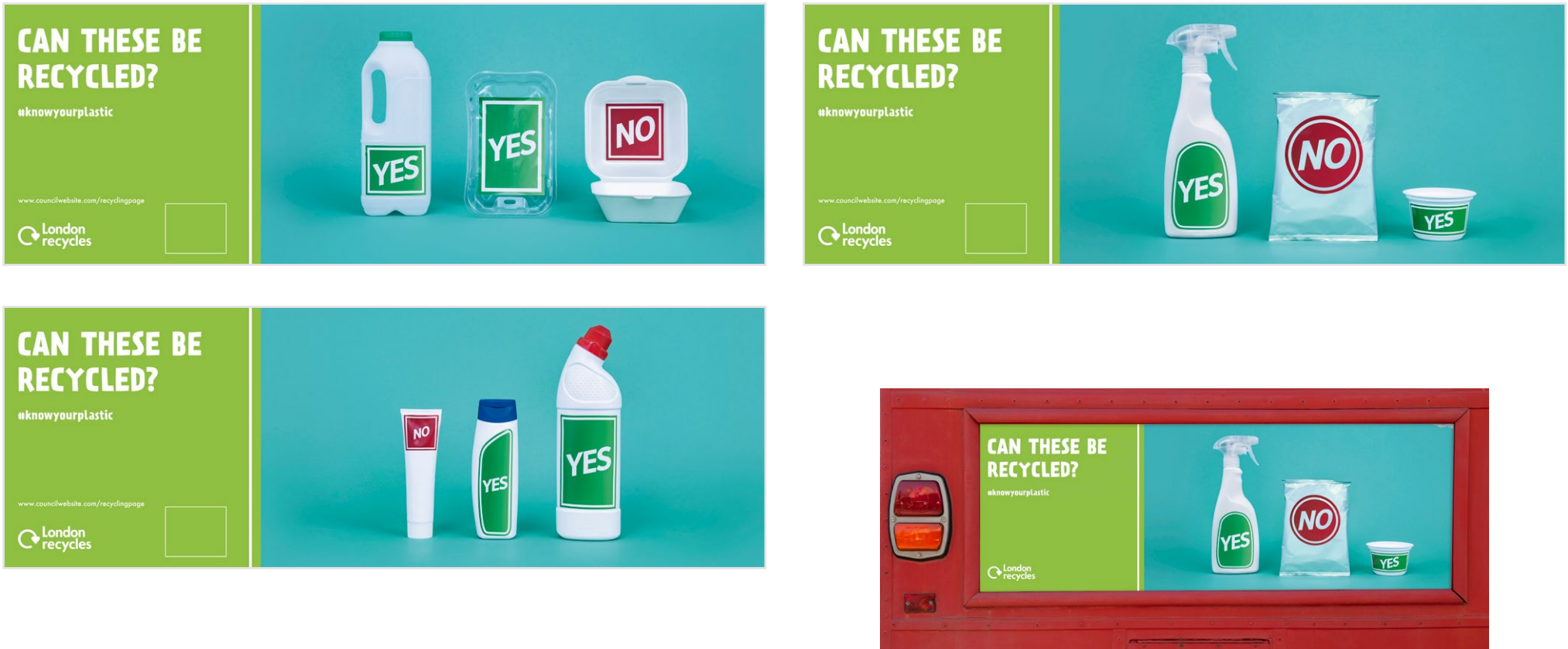
48 sheet advertising



Where can I download the artwork?

<https://resource.london.org/resources/toolkits/plastics-communications-toolkit/>

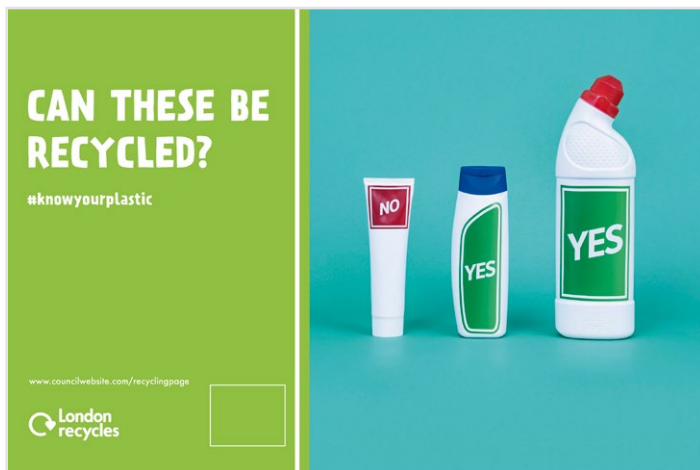
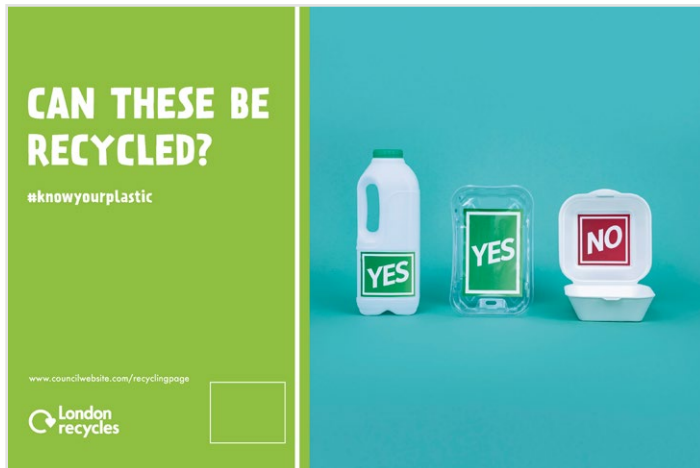
Bus backs



Where can I download the artwork?

<https://resource.london.org/resources/toolkits/plastics-communications-toolkit/>

Vehicle sides



Where can I download the artwork?

<https://resource.london.org/resources/toolkits/plastics-communications-toolkit/>

Press adverts



Where can I download the artwork?

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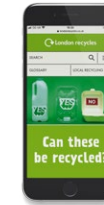
Press adverts



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Social posts



▶ Video post:
square and story



▶ Video post:
square and story



▶ Video post:
square and story



▶ Video post:
square and story



Where can I download the artwork?

<https://resourceLondon.org/resources/toolkits/plastics-communications-toolkit/>

Contact us

Contacts and further information

Please contact London Recycles with queries:

info@resourcelondon.org

For background information visit:

<https://partners.wrap.org.uk/campaigns/london-recycles/>