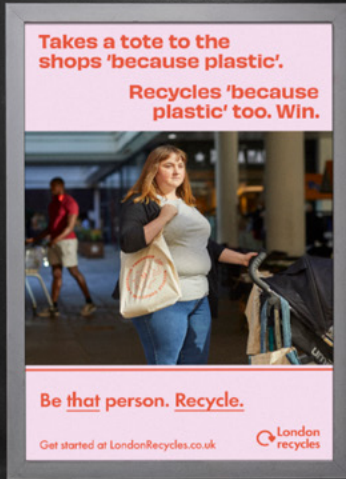


London Recycles

2021 campaign

Artwork toolkit

V1 – November 2021



Contents

Contents	2	Social assets – Ready to use	12
Introduction	3	Instagram carousels	13
Why this campaign	4	Social media statics	19
Dissonance and encouragement messaging	5	Facebook cover	22
		Twitter cover	23
Marketing and communications materials	6	Social assets – Editable	24
Staying “on brand” for the campaign	7	Localised assets	25
6 sheet advertising	8	Web assets	28
Vehicle sides	9	Website graphics	29
Posters	10	Contact us	30
Press adverts	11	Contacts and further information	31



Introduction

This toolkit introduces the “Be that person” campaign.

It launched in November 2021 and is intended to run until 2023. The campaign approach is intended to work for all audiences in London but it has a particular focus on 18–34 year olds.

Research suggests that this group is among the least effective when it comes to recycling, despite strong pro-environmental attitudes, suggesting there is a significant scope for change among this audience.

The communications materials included here have been developed to allow a degree of flexibility for waste authorities while retaining some consistent elements in order to join up citizen messaging across London.



Use these symbols in the top right corner to navigate this toolkit

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 this campaign toolkit

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

Therefore, any amends or alterations to the London Recycles brand which are outside the scope of this toolkit 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.

Why this campaign

Research has consistently shown that young Londoners care about the environment, but they are poor recyclers. In many cases they face practical barriers to recycling: they tend to have less space than other demographics and often perceive themselves (rightly or wrongly) as too time-poor to recycle.

However, in-depth research by ReLondon has shown a deeper barrier – they simply don't see themselves as recyclers. This is an audience that has good environmental intentions, and weaker environmental actions. Recycling has tended to be communicated in ways that have felt middle class, suburban and white to this audience. It means that while they may identify as climate conscious, they don't identify as recyclers. This is compounded by the fact that this demographic generally tend to be less "plugged in" to their local community and don't really engage with local authority communications.

This campaign is intended to tackle that barrier. No amount of education on the what, why or how to recycle will work if young people continue to think of recycling as something that is not relevant to their lives – something people like them don't "do". It can be used to reach other audiences, and it can be used to educate about specific items and behaviours, but first and foremost it's about tackling this intention-action gap and making recycling relevant to this key audience.

Dissonance and encouragement messaging

The campaign works in a few different ways. The first is by using a diverse range of imagery that reflects the target audience. The second is by using language relevant to their lives. It is not an attempt to use the latest slang, but it is intended to feel “real” and colloquial, distinct from a lot of other recycling communications.

Beyond this there are two distinct strands to the messaging both intended to tap into people’s sense of identity and self-perception to try and close the intention-action gap. They are designed to make this audience feel like they should be recyclers and that recycling should be part of who they are.

One of the two strands, dissonance messaging, is a little more challenging than messaging we have used in the past. We have been trying to change this audience’s behaviour for years and need to try something new. It’s based on self-consistency theory, has been widely tested and builds on a strong foundation of research. It is milder than messaging used in campaigns by some commercial organisations and NGOs, but it is a new step for us.

Dissonance messaging playfully highlights the inconsistencies and small hypocrisies in people’s behaviour. It should deliver a little jolt that makes people a little uncomfortable and drive them to recycle in order to resolve the discomfort inherent in being challenged in this way. The messaging has been carefully tested in focus groups and in a large scale survey with our key target audience to ensure it provokes a reaction, but doesn’t cause real offence.

Encouragement messaging is simpler - it highlights and models recycling behaviour that is consistent - caring about the environment and recycling. It is also suitable for use with audiences beyond the key target focus.

The two strands of messaging are intended to be used together, but you can use just the encouragement messaging or just the dissonance messaging - depending on your understanding of local audiences. However, the results from our testing suggested the dissonance messaging was more memorable (and therefore likely to be effective).

Marketing and communications materials

Staying “on brand” for the campaign

London Recycles has created a variety of creative materials for the ‘Be that person’ 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** to provide residents with a local reference point, whilst building on London wide recognition of the brand.

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 borough logo
- The fonts for headlines or body copy
- The colour, images or layout
- The content or the positions of headlines on each page

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



Fonts

The London Recycles materials use the Obviously font, in addition to the Futura EF fonts. Obviously font is used to highlight headline and key messages. Recycle Now have a licence to supply the Futura EF fonts for free to local authorities. The Obviously font is free to use from Adobe Fonts: fonts.adobe.com/fonts/obviously

Please email: partnerenquiries@wrap.org.uk to request a copy of 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.

6 sheet advertising

Size: 1200X1800mm

Sam orders vegan takeout 'cause ethics'.

Recycles any leftovers. Hero.



Recycling helps protect the environment. Be like Sam. Recycle.

Get started at LondonRecycles.co.uk

BOROUGH LOGO

Got a water bottle 'because turtles'.

Doesn't 'believe in' recycling.

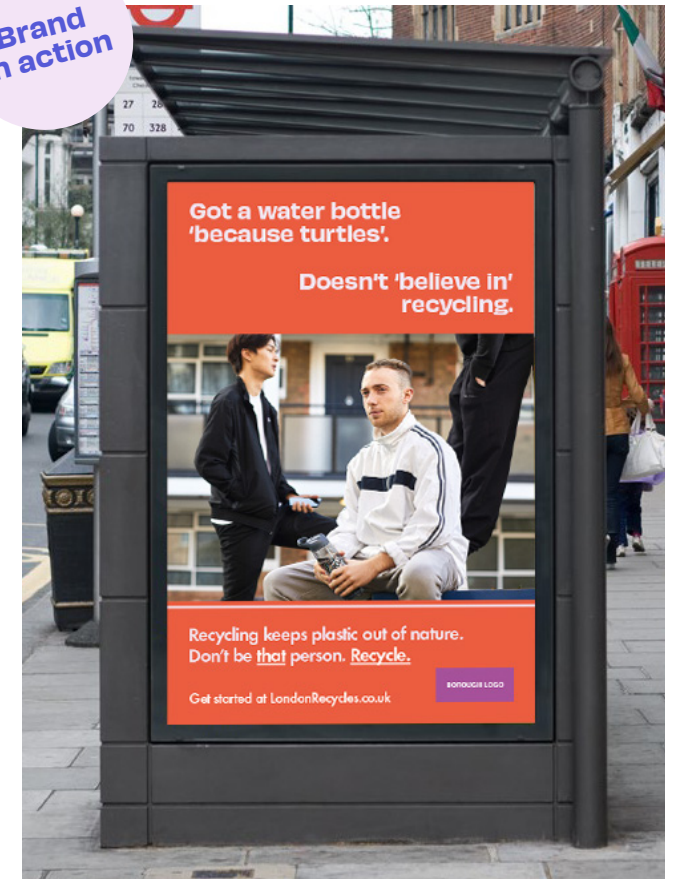


Recycling keeps plastic out of nature. Don't be that person. Recycle.

Get started at LondonRecycles.co.uk

BOROUGH LOGO

Brand in action



Vehicle sides

Size: 3100X1050mm




**Sam orders vegan takeout 'cause ethics'.
Recycles any leftovers. Hero.**

Recycling helps protect the environment.
Be like Sam. Recycle.

Get started at [LondonRecycles.co.uk](https://www.londonrecycles.co.uk)

BOROUGH LOGO



**Got a water bottle 'because turtles'.
Doesn't 'believe in' recycling.**

Recycling keeps plastic out of nature.
Don't be that person. Recycle.

Get started at [LondonRecycles.co.uk](https://www.londonrecycles.co.uk)

BOROUGH LOGO

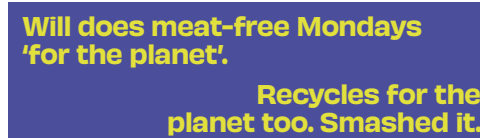
Size: 1020X900mm



**Got a water bottle 'because turtles'.
Doesn't 'believe in' recycling.**

Don't be that person. Recycle.

BOROUGH LOGO



**Will does meat-free Mondays 'for the planet'.
Recycles for the planet too. Smashed it.**

Be like Will. Recycle.

BOROUGH LOGO



Posters

Size: A4 – 210X297mm

**Sam orders vegan takeout 'cause ethics'.
Recycles any leftovers. Hero.**




**Recycling cuts carbon emissions.
Be like Sam. Recycle.**

Get started at [LondonRecycles.co.uk](https://londonrecycles.co.uk)

BOROUGH LOGO

**Got a water bottle 'because turtles'.
Doesn't 'believe in' recycling.**




**Recycling keeps plastic out of nature.
Don't be that person. Recycle.**

Get started at [LondonRecycles.co.uk](https://londonrecycles.co.uk)

BOROUGH LOGO

**Jane takes a tote to the shops 'because plastic'.
Recycles 'because plastic' too. Win.**



**Recycling keeps plastic out of nature.
Don't be that person. Recycle.**

Get started at [LondonRecycles.co.uk](https://londonrecycles.co.uk)

BOROUGH LOGO

**Uses organic shampoo 'because nature'.
'No space' to recycle the bottle.**



**Recycling helps protect the environment.
Don't be that person. Recycle.**

Get started at [LondonRecycles.co.uk](https://londonrecycles.co.uk)


BOROUGH LOGO

Press adverts

Size: Quarter Page 160X250mm

**The Joneses
love chilling in the park.**

**They recycle to keep
rubbish out of nature. Win.**




Recycling helps protect the environment.
Be like The Joneses. Recycle.

Get started at LondonRecycles.co.uk

BOROUGH LOGO

**Will does meat-free
Mondays 'for the planet'.**

**Recycles for the
planet too. Smashed it.**




Recycling helps protect the environment.
Be like Will. Recycle.

Get started at LondonRecycles.co.uk

BOROUGH LOGO

**Jane takes a tote to the
shops 'because plastic'.**

**Recycles 'because
plastic' too. Win.**



Recycling keeps plastic out of nature.
Be like Jane. Recycle.

Get started at LondonRecycles.co.uk

BOROUGH LOGO

Social assets

Ready to use

Instagram carousels

Size: 1:1 – 1080X1080px (4 frames)

Got a water bottle
'because turtles'.



Doesn't 'believe
in' recycling.

In the UK, recycling
saves us around
18 million tonnes
of carbon a year.

That's the equivalent
to taking 5 million
cars off the road.

It's one of the
easiest ways you
can protect nature.

And it takes, like,
seconds!



Don't be that person.

Recycle.




Get started at
[LondonRecycles.co.uk](https://www.LondonRecycles.co.uk)



Instagram carousels

Size: 1:1 – 1080X1080px (4 frames)

Uses organic shampoo 'because nature'.



'No space' to recycle the bottle.

Recycling means less waste going to landfill.

In the UK there are 500+ landfill sites.



In 2001, they produced 25% of the UK's methane emissions.



Recycling's one of the easiest ways you can protect the planet.

Stuck for space? Just hang a bag on the door!

Don't be that person.

Recycle.

Get started at [LondonRecycles.co.uk](https://www.londonrecycles.co.uk)



Instagram carousels

Size: 1:1 – 1080X1080px (4 frames)

Cycles 'for the planet'.



'Too busy' to recycle.

Recycling cuts carbon by up to 90%.



And saves the UK around 18 million tonnes of carbon every year.

It's one of the easiest things you can do to fight climate change.



And it's just as quick as throwing rubbish in the big bin!

Don't be that person.

Recycle.




Get started at [LondonRecycles.co.uk](https://www.LondonRecycles.co.uk)



Instagram carousels

Size: 1:1 – 1080X1080px (4 frames)

**Jane shops local
'because climate change'.**



**Recycles her veg
peelings like a pro. Boom.**



**Food waste causes
carbon emissions.**

**In the UK, recycling
saves us around 18 million
tonnes of carbon a year.**

**It's an easy thing
you can do to protect
the environment.**

Be like Jane.

Recycle.



Get started at
LondonRecycles.co.uk



Instagram carousels

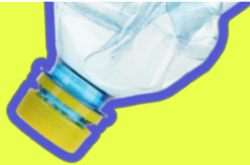
Size: 1:1 – 1080X1080px (4 frames)

**The Joneses
love chilling in the park.**



**They recycle to keep
rubbish out of nature. Win.**

**Plastic can take
hundreds of years
to break down.**



**Recycling keeps it out
of our environment.**

**And it's just as quick
as throwing it in the
regular bin.**

Be like the Joneses.

Recycle.



Get started at
[LondonRecycles.co.uk](https://www.LondonRecycles.co.uk)



Instagram carousels

Size: 1:1 – 1080X1080px (4 frames)

Will does meet-free Mondays 'for the planet'.



Recycles for the planet too. Smashed it.

Recycling means less waste going to landfill – In the UK there are 500+ landfill sites. In 2001, they produced 25% of the UK's methane emissions.

Recycling's one of the easiest ways you can protect the planet.



Be like Will.

Recycle.



Get started at [LondonRecycles.co.uk](https://www.LondonRecycles.co.uk)



Social media statics

Size: 1:1 – 1080X1080px

Got a water bottle
'because turtles'.

Doesn't 'believe
in' recycling.



Don't be that person. Recycle.



Uses organic shampoo
'because nature'.

'No space' to
recycle the bottle.



Don't be that person. Recycle.



Cycles 'for the planet'.
'Too busy' to recycle.



Don't be that person. Recycle.



Social media statics

Size: 1:1 – 1080X1080px

**Sam orders vegan
takeout 'cause ethics'.**

**Recycles any
leftovers. Hero.**



Be like Sam. Recycle.



**Jane takes a tote to the
shops 'because plastic'.**

**Recycles 'because
plastic' too. Win.**



Be like Jane. Recycle.



**Will buys oat milk
'for the cows'.**

**Recycles to protect
wildlife too. Boom.**



Be like Will. Recycle.



Social media statics

Size: 9:16 – 1080X1920px

London Recycles
Sponsored

Got a water bottle
'because turtles'.
Doesn't 'believe in'
recycling.



Recycling keeps
plastic out of nature.
Don't be that person.
Recycle.

London
recycles

London Recycles
Sponsored

Will does meat-free
Mondays 'for the planet'.
Recycles for the
planet too. Smashed it.




Recycling keeps
plastic out of nature.
Be like Will. Recycle.

London
recycles

London Recycles
Sponsored

Jane takes a tote to the
shops 'because plastic'.
Recycles 'because
plastic' too. Win.



Recycling keeps
plastic out of nature.
Be like Jane. Recycle.

London
recycles

Facebook cover

Size: 820X360px



Be that person.
Recycle.

Get started at
LondonRecycles.co.uk

**Got a water bottle 'because turtles'.
Uses organic shampoo 'because nature'.
'No time' to recycle.**

Don't be that person. Recycle.

Get started at LondonRecycles.co.uk

Twitter cover

Size: 1500X500mm



Be that person.
Recycle.

Get started at
[LondonRecycles.co.uk](https://www.LondonRecycles.co.uk)

Got a water bottle 'because turtles'.
Uses organic shampoo 'because nature'.
'No time' to recycle.

Don't be that person. Recycle.

Get started at [LondonRecycles.co.uk](https://www.LondonRecycles.co.uk)

Social assets

Editable

Localised assets

Size: 4:5 – 1080X1350px

The [family name] walk to the [local shop] 'cos 1.5 °C'.
They recycle 'for the planet' too.



Be like [Name]. Recycle.

YOUR LOGO HERE


The [family name] loves chilling in [name of park].
They recycle to keep trash out of nature too.



Be like [Name]. Recycle.

YOUR LOGO HERE

[Name] takes a tote to [Westfield] 'cos ethics'.
Recycles her [plastic packaging] too.



Be like [Name]. Recycle.

YOUR LOGO HERE

[Name] takes the [325] to work 'because carbon'.
He recycles 'for the planet' too.



Be like [Name]. Recycle.

YOUR LOGO HERE

The [family name] always use the bus to [location].
They always 'find time' to recycle too.



Be like the [Name]. Recycle.

YOUR LOGO HERE

Localised assets

Size: 4:5 – 1080X1350px

The [family name] love the [local petting zoo].
They recycle to protect animals from rubbish.



Be like [Name]. Recycle.

YOUR LOGO HERE


[Name] takes the [325] to work 'because carbon'.
She recycles 'for the planet' too.



Be like [Name]. Recycle.

YOUR LOGO HERE

[Name] cycles for [location] 'cos pollution'.
She recycles to protect nature too.



Be like [Name]. Recycle.

YOUR LOGO HERE


Takes the [district line] to work 'cos pollution'.
Way 'too busy' to recycle.



Don't be that person. Recycle.

YOUR LOGO HERE

Buys natural [product name] 'cos eco'.
'No space' to recycle the [can/bottle].



Don't be that person. Recycle.

YOUR LOGO HERE

Localised assets

Size: 4:5 – 1080X1350px

**Cycles to [location]
'because pollution'.**

**Doesn't 'believe in'
recycling.**



Don't be that person. Recycle.

YOUR LOGO HERE

**Only shops at [ethical
shop name] 'for ethics'.**

**Always forgets
to recycle.**



Don't be that person. Recycle.

YOUR LOGO HERE

**Only uses organic
[product] 'to be kind'.**

**Doesn't recycle
the [bottles/cans].**



Don't be that person. Recycle.

YOUR LOGO HERE

Web assets

Website graphics

Size: 1024X585px



Size: 1200X1200px

Got a water bottle
'because turtles'.
Doesn't 'believe in'
recycling.

A man in a white tracksuit is sitting on a bench outdoors, holding a water bottle. He looks towards the camera with a neutral expression. Another person is partially visible in the background.

Don't be that person. Recycle.

Takes a tote to the
shops 'because plastic'.
Recycles 'because
plastic' too. Win.

A woman in a black top and white shirt is pushing a shopping cart in a store. She is holding a large, patterned tote bag. She looks towards the camera.

Be that person. Recycle.

Uses organic shampoo
'because nature'.
'No space' to
recycle the bottle.

Three young adults are smiling and taking a selfie together. A woman in the foreground is holding a smartphone. They are in an outdoor setting, possibly a street or park.

Don't be that person. Recycle.

Cycles 'for the planet'.
'Too busy' to recycle.

A man in a black leather jacket is standing next to a bicycle on a city street. He is looking towards the camera.

Don't be that person. Recycle.

Contact us

Contacts and further information

Please contact London Recycles with queries:

hello@londonrecycles.co.uk

For background information visit:

<https://londonrecycles.co.uk> or <https://relondon.gov.uk>