



Recycles Mark

Off-Pack Guidelines

This section gives an overview of how the Recycles Mark must be used for off-pack applications.

Introduction

The Metal Recycles Forever visual identity communicates to the consumer the intrinsic recycling benefits derived from the permanent properties of metal.

These guidelines are here to provide direction on how to use the visual identity and have been created to protect the integrity of this visual identity.

To help you towards delivering your resource efficiency targets and have the greatest impact to help your customers and colleagues to become more aware of recycling, we offer free support and licensed use of the Metal Recycles Forever Mark.





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The Metal Recycles Forever Initiative

Metals such as aluminium (Al) and iron (Fe) are elements and so cannot be destroyed. In the case of metals, it is the product application, such as a can, car or plane for example that reaches the end of its useful life, not the material.

The metal from which the product applications have been formed remains as a permanently available material resource to be used again and again by recycling.

The Metal Recycles Forever visual identity symbolises the enduring environmental benefit of metal being infinitely recyclable with no loss of quality. The visual identity gently reminds and nudges consumers to sort and recycle their metal packaging in order to make the material available for the next metal product, offsetting the need to use primary material in an increasingly resource and energy constrained world.

Consumers increasingly want to engage with and participate in the circular economy and will expect brands, societies and institutions to play their part.

This visual identity demonstrates to the consumer that the brand has chosen a packaging material that is fully able to participate in the recycling economy.

TM

Visual Identity

This section gives an overview of how the Recycles Forever visual identity must be used.



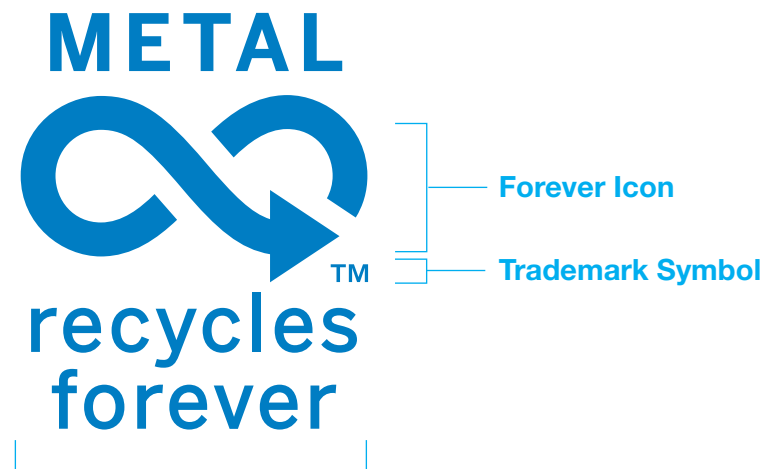
The Mark

The Metal Recycles Forever visual identity symbolises the unique sustainability benefits of being metal. Within the design the main 'Forever Icon' element communicates intuitively the endless recyclable property of metal with no loss of quality. The comprehensive guidelines specify most types of application and format.

Approved translations in major European languages are available. If clarification of any point or further advice on the use of the Metal Recycles Forever visual identity is needed, please use the contact details on the last page of these guidelines.

Trademark

The Metal Recycles Forever Mark is the intellectual property of Metal Packaging Europe and is internationally registered as a trademark (pending).



Recycles Forever Mark

The Mark must not be altered, copied, reproduced or otherwise used without receiving prior permission. (See back page of document for contact details).

Colour

Whenever possible the coloured version of the Recycles Forever Mark must be used.

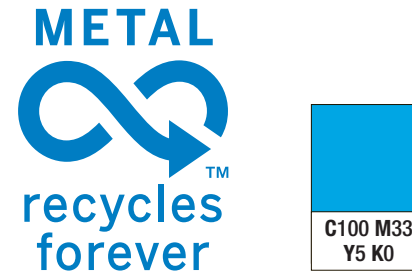
Consideration must be given to the use of colour to ensure maximum contrast is achieved against the background colour to which the Recycles Forever Mark is applied. If the legibility and impact of the Recycles Forever Mark is compromised by lack of contrast either a black or white version of the Mark should be used.

To obtain a high resolution or vector file of the Metal Recycle Forever Mark see back page of these guidelines for contact details.

Off pack Recycles Forever Mark - PMS



Off pack Recycles Forever Mark - CMYK



Off pack Recycles Forever Mark - RGB



Off pack Recycles Forever Mark - Black and white out



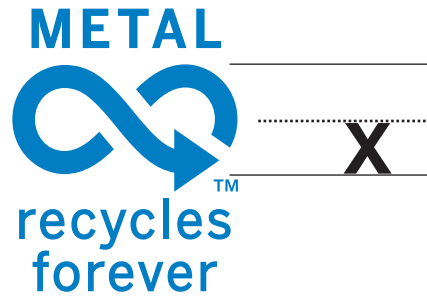
Clear Space & Minimum Size

To preserve the visual impact of the Recycles Forever Mark a minimum clear space around the Mark should be adhered to.

In all applications a clear space defined as 'X' should be maintained around the Mark. To maintain the visual integrity of the Mark this space should be void of any text or graphics other than the trademark symbol TM.

Size of the Mark

To ensure legibility, extra care must be taken when producing the Recycles Forever Mark in small sizes. The Mark should not be reproduced in sizes that compromise the legibility of the Mark.



X = Depth of the Forever Icon within the Recycles Forever Mark



Clear space around The Recycles Forever Mark

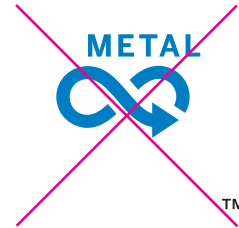
Incorrect Usage

It is important that the appearance of the Recycles Forever Mark is protected. The Mark must never be altered, recreated or distorted in any way.

The Metal Recycles Forever Mark files provided by Metal Packaging Europe are the only versions that can be used.



The Mark must always be shown in an upright position and never tilted



Do not remove any elements from the Mark



The Mark must not be stretched or skewed out of proportion



The Mark must always be printed in solid colours, never as a tint

Application

This section provides an overview of how and where to place the Recycles Forever Mark for off-pack applications.



Off-pack application

Trade stand

For trade organisations that do not have brand guidelines that detail the use of endorsement initiatives the following guidelines should be applied. The Recycles Mark must be less prominent than the master brand mark and positioned away from it. Where possible the Recycles Forever Mark should be used in the top right section of trade stand displays as shown in *fig.1*. If it is not possible for the Mark to be positioned in the top right section the Mark should be placed on the lower right of the display as shown in *fig.2*.



Fig.1

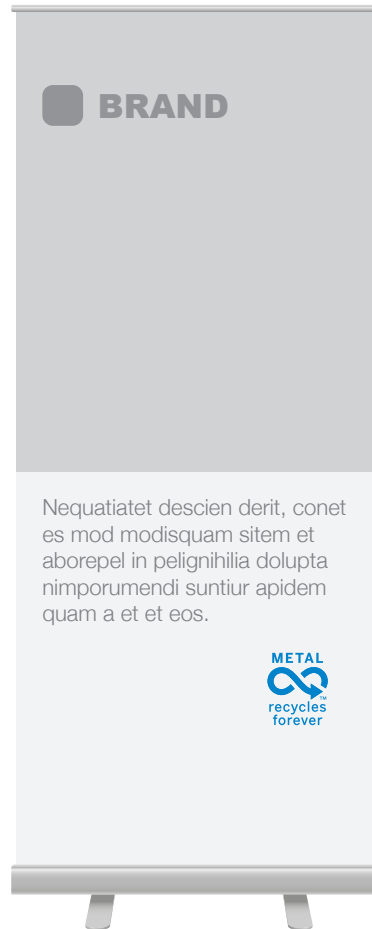


Fig.2

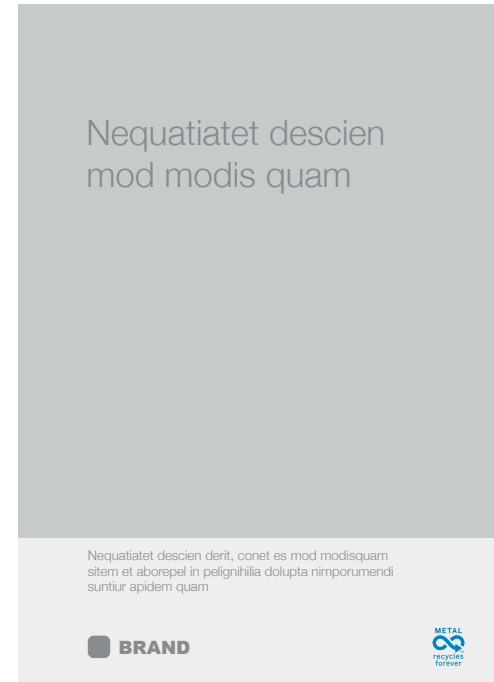
Off-pack application

Banners and posters

For trade organisations that do not have brand guidelines that detail the use of endorsement initiatives the following guidelines should be used. The Forever Mark must be less prominent than the master brand mark and positioned away from it. It should be placed on the lower right section of the banner or poster. When positioning the Forever Mark for pop-up banners, consideration should be taken to ensure the Mark is positioned approximately 30cm from the base of the banner as show in *fig.3*.



Pop-up Banner - Fig.3



Poster - Fig.4



Recycles Signature Off-Pack Guidelines

This section gives an overview of how the Metal Recycles Forever Signature can be used for off-pack applications.

The Signature Mark

The use of the Metal Recycles Forever Signature is for off-pack applications where the endorsing Company/Organisation requires an off-pack layout where the Recycles Mark is not appropriate due to space or design considerations

If clarification of any point or further advice on the use of the Metal Recycles Forever visual identity is needed, please use the contact details on the last page of these guidelines.

Trademark

The Metal Recycles Forever Signature is the intellectual property of Metal Packaging Europe and is internationally registered as a trademark (pending).



Recycles Forever Signature

The Mark must not be altered, copied, reproduced or otherwise used without receiving prior permission. (See back page of document for contact details).

Colour

When using the colour version of the Metal Recycles Forever Signature Mark, the colours specified here must be used. Accurate representation of these colours is crucial to aid recognition of the Forever Mark.

If it is not possible to use the coloured version of the Forever Mark due to legibility or print restrictions a black or white out version should be used.

Recycles Forever Mark - PMS



Recycles Forever Mark - CMYK



Recycles Forever Mark - Black and white out version



Recycles Forever Mark - RGB



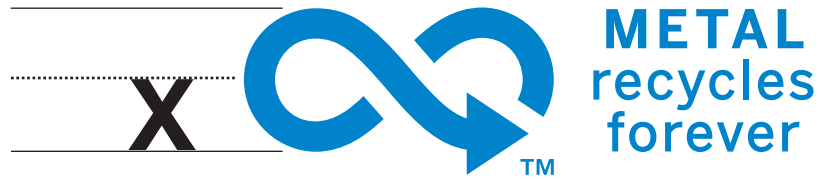
Clear Space & Minimum Size

To preserve the visual impact of the Recycles Forever Mark a minimum clear space around the Signature Mark should be adhered to.

In all applications a clear space defined as 'X' should be maintained around the Mark. To maintain the visual integrity of the Mark this space should be void of any text or graphics other than the trademark symbol TM.

Size of the Mark

To ensure legibility, extra care must be taken when producing the Recycles Forever Mark in small sizes. The Mark should not be reproduced in sizes that compromise the legibility of the Mark.



Incorrect Usage

It is important that the appearance of the Recycles Forever Mark is protected. The Mark must never be altered, recreated or distorted in any way.

The Mark has a trademark symbol TM, which must always appear next to the Forever Mark.

The Metal Recycles Forever Mark files provided by Metal Packaging Europe are the only versions that can be used.



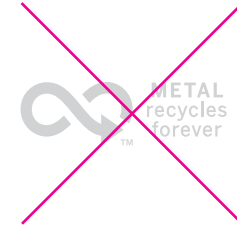
The Mark must always be shown in an upright position and never tilted



Do not remove any elements from the Mark



The Mark must not be stretched or skewed out of proportion



The Mark must always be printed in solid colours, never as a tint



Recycles Signature Application

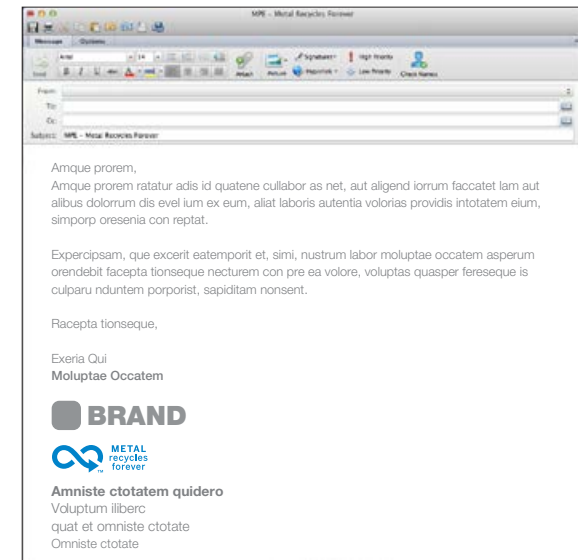
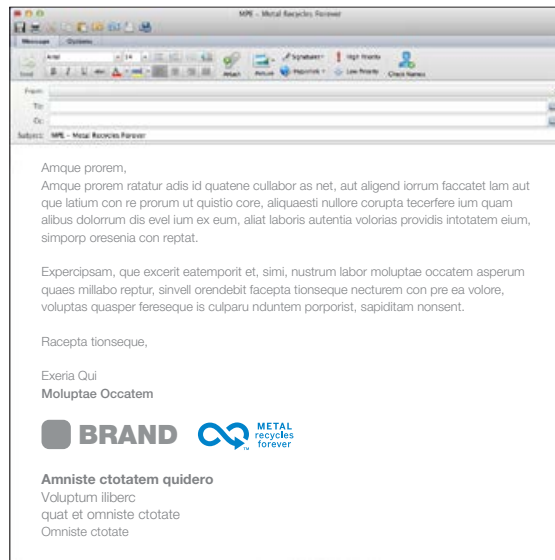
This section gives an overview of how the Metal Recycles Forever Signature must be used for off-pack applications.

Application

Email signature

When positioning the Signature Mark within an email consideration should be made to the format and layout if the endorsing trade organisation email signature. The Mark must be less prominent than the brand and should be placed on the bottom left side of the email and to the right of the endorsing trade organisation mark where possible.

If clarification of any point or further advice on the use of the Metal Recycles Forever visual identity is needed, please use the contact details on the last page of these guidelines.



Application

Power Point presentation

When positioning the Mark within a Power Point presentation consideration should be made to the format and layout of the endorsing company/ organisation. The Mark must be less prominent than the brand and positioned away from it. It should be placed on the bottom of a cover slide on either the left or right side of the slide depending on the visual layout of the slide.

If clarification of any point or further advice on the use of the Metal Recycles Forever visual identity is needed, please use the contact details on the last page of these guidelines.



The Recycles Forever Mark and Signature are the exclusive property of Metal Packaging Europe.

Metal Packaging Europe actively monitors the use of the Mark on packaging and promotional materials in the marketplace and will take appropriate action to protect its integrity. Licensees are encouraged to notify MPE where any suspected misuse is identified.

In the event of misuse of the Mark the following procedure will be implemented:

- The company or organisation misusing the Mark will be contacted in writing and/or by telephone and the complaint investigated
- Where appropriate, corrective action will be required within a time limit
- Follow-up action will be conducted to ensure the misuse has been corrected

Metal Packaging Europe reserves the right to take legal action against any party that reproduces, copies or associates with the Recycles Forever Mark in any form whatsoever, without prior authorisation.

Contact Details:



Metal
Packaging
Europe

Email: recyclesmark@metalpackagingeurope.org

To download the Metal Recycles Forever Mark visit:
www.metalpackagingeurope.org/recyclesmark