



Recycles Mark

On-Pack Guidelines

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

Introduction

The Metal Recycles Forever mark 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 mark 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 Mark 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 Mark is needed, please use the contact details on the last page of these guidelines.

Trademark

The Metal Recycles Forever Mark and the Forever Icon 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

Metal and non-metal application

The Recycles Forever Mark must be used in the primary colour/colours of the endorsing brand. 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.

When applying the Mark directly to the base metal substrate, (see application section of these guidelines) the Forever Icon should be 'transparent' to highlight the base recyclable material as illustrated (right).

Exceptions

If the legibility and impact of the Recycles Forever Mark is compromised by lack of contrast of the primary brand colours of the endorsing brand, black or white versions of the Mark should be used as illustrated (right).

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

Recycles Forever Mark - 2 Colour



Examples showing the use of the Recycles Forever Mark in two primary brand colours.



Examples showing the use of the Recycles Forever Mark in two primary brand colours when applied directly to metal substrate.

Recycles Forever Mark - Black & White



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 or language translations.

Exceptions

When space is limited due to quantity of back of pack communication a minimum clear space may be reduced to the width of 1/2 X.

Size of the Mark

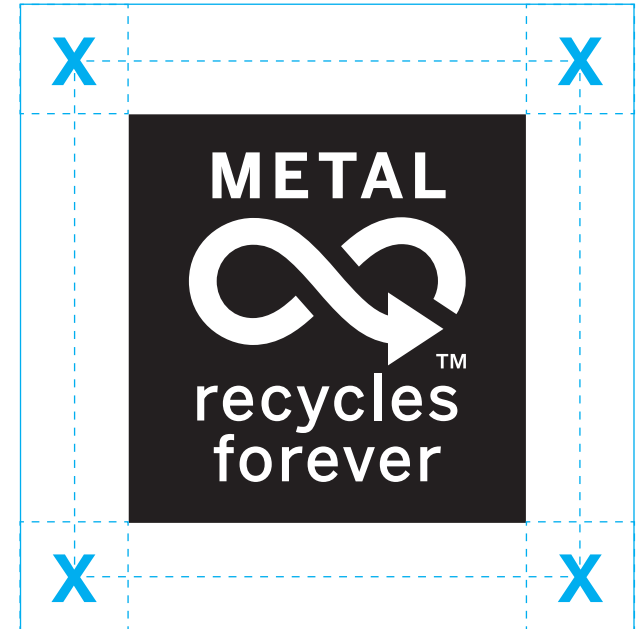
To ensure legibility, extra care must be taken when producing the Recycles Forever Mark in small sizes. The Mark should not be reproduced in sizes smaller than 12mm wide for printed materials, providing the type is still legible.



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



Minimum Mark size: 12mm wide



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 Mark has a trademark symbol TM, which must always appear and sit outside the Square Base.

The Metal Recycles Forever 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 Recycles Forever Mark on packaging.

Beverage Cans

Direct Metal Application

When positioning the Mark, the brand hierarchy rules must be followed. The Mark must be less prominent than the brand and positioned away from it. It should be placed on the bottom left or right side of the pack whenever possible. If this is not possible the Mark should be applied to the back of the pack below the master brand mark.

For the application of the Mark to beverage cans the 'Recycle Forever' Icon should be 'transparent' to highlight the base recyclable material as illustrated (right).



SIDE



BACK

Food Tins

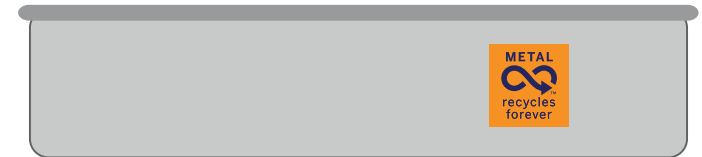
Direct Metal Application

The Mark must be less prominent than the master brand mark and positioned away from it. It should be placed on the side of the pack whenever possible. If this is not possible the Mark should be applied to the back of the pack to the right of the master brand mark as illustrated.

Due to the composition of the base material, when applying the Mark to food tins the 'Recycle Forever' Icon should be printed in one of the brand colours as illustrated (right).



FRONT



SIDE



BACK

Aerosols

Direct Metal Application

When positioning the Mark, the brand hierarchy rules must be followed. The Mark must be less prominent than the brand and positioned away from it. It should be placed on the bottom left or right side of the pack whenever possible. If this is not possible the Mark should be applied to the back of the pack below the master brand mark.

For the application of the Mark to aerosol cans the 'Recycle Forever' Icon should be 'transparent' to highlight the base recyclable material as illustrated (right).





Translation of the Mark for global markets

Country-Specific Versions of the Mark

For specific global markets the Metal Forever Mark appears with the 'Recycles Forever' text translated beneath the Base Element of the Mark. All guidelines for the standard (international) versions of the Recycles Forever Mark apply.

To request an Illustrator EPS file of a country specific version of the Metal Recycles Forever Mark, see last page of these guidelines for contact details.



ENGLISH



CZECH



DUTCH



FRENCH



GERMAN



HUNGARIAN



ITALIAN



POLISH



PORTUGUESE



RUSSIAN



SCANDINAVIAN



SERBIAN



SLOVAK



SPANISH



TURKISH

Examples of the Recycles Forever Mark showing translations for use in different markets

The Recycles Forever Mark is the exclusive property of Metal Packaging Europe. A license to use the Recycles Mark is granted by agreeing to abide by the Terms and Conditions of usage.

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