



# Corporate Identity and Brand Standards Manual

Updated July, 2022

# Introduction

Recycle NB is not just a name. It is the very essence of who we are and what we do.

Our organization is the provincial recycling leader and the authority for ensuring designated materials are managed in a sustainable, environmentally responsible way. Our goal is to ensure there is a system in place to successfully divert a growing list of materials from the waste stream.

Visionary, knowledgeable, trustworthy, professional and accessible are the words that best describe our organization.

To gain and maintain the confidence of employees, partners and the residents of New Brunswick, we must communicate in ways that are creative, strategic, engaging and consistent. They must know, recognize and understand our promise.

This Corporate and Brand Standards Manual brings the RNB brand to life. It sets clear guidelines to ensure that the Recycle NB brand is consistent across all of its uses by our organization and each of our partners. Meticulous adherence to the brand standards will make it easier for New Brunswickers to do their part to make our vision a reality. By embracing our corporate identity and brand standards, you will contribute to the achievement of our vision of MOVING BEYOND WASTE.

*Note: Agencies who wish to use the Recycle NB logo, brand line and partner icons must first obtain permission to do so. Requests can be sent to [info@recyclenb.ca](mailto:info@recyclenb.ca).*

## Vision

# MOVING **BEYOND** WASTE

All waste materials in New Brunswick are managed in a sustainable and environmentally responsible way.

## Mission

To manage waste reduction programs for designated materials and provide environmental stewardship for New Brunswick.

Recycle NB currently manages stewardship plans for tires, paint, oil/glycol, electronics and packaging and paper products.

## Role of Recycle NB

To ensure that materials designated by the Minister of the Environment and Local Government are managed in a manner that assures a clean and healthy environment.

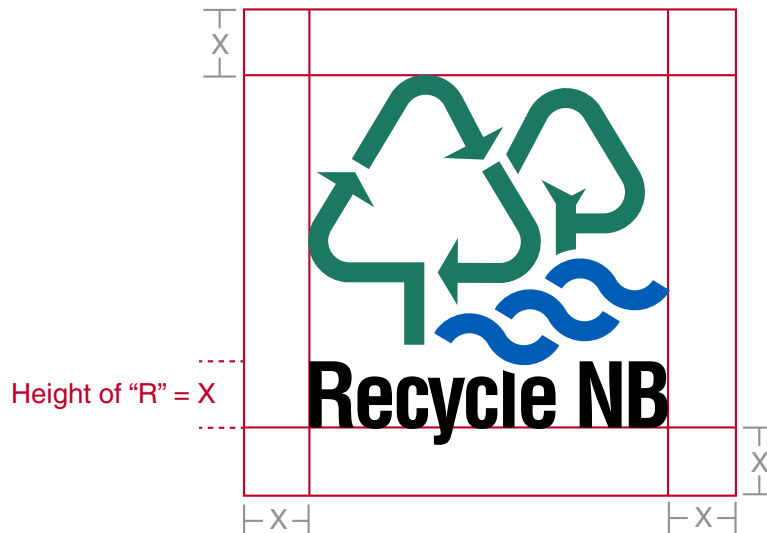
Recycle NB is a unique, province-wide organization driven by a vision for a healthier and more sustainable environment that will benefit you and your children for years to come. Our vision is all about a long-term plan to make our province waste free. We want to protect New Brunswick's rich resources from materials that endanger the water you drink, the earth you till, the air you breathe. We want to make sure your children and grandchildren have the resources they will need far into the future.

# Table of Contents

Introduction.....	2
Vision, Mission and Role of Recycle New Brunswick.....	3
Table of Contents.....	4
<b>Logo</b>	
Clear space and minimum size .....	5
Colour usage .....	6
Incorrect logo treatments.....	7
Typography.....	8
Brand line .....	9
Main programs icons .....	10
Logo and the program icons .....	11
Logo, program icons and partners.....	12
Recycle NB & its partners.....	13
<b>Stationery</b>	
Letterhead .....	14
Envelopes.....	15
Business cards.....	16
Report cover .....	17
<b>Publications</b>	
News release.....	18
Kit folder .....	19
Brochures .....	20
<b>Advertising</b>	
Small ad.....	21
Large ad .....	21
<b>Electronic media</b>	
Web page .....	22
PowerPoint template .....	23
E-mail signature.....	24
<b>Branded merchandise</b>	
T-shirts.....	25
Caps .....	25
Mugs.....	25
Pins.....	25
<b>Official Languages &amp; Contact information.....</b>	<b>26</b>

## Clear space and minimum size

When the logo is used in communication and marketing materials together with photography, illustration or other typography, we recommend a minimum amount of clear space around it. This will avoid confusion and will help our logo remain easily recognizable when surrounded by other elements. This clear space around it is equivalent to the height of the typography in the logo. See diagram below. Note: The clear area will change as the graphic is scaled.



.75" min.



1.9cm min.

The Recycle NB logo may not be reproduced any smaller than three-quarters of an inch wide. (Exempt from this requirement is special branded merchandise, such as pens and pencils and other promotional materials.)

## Colour usage

The Recycle NB logo has three corporate colours. They are Pantone 355 (green), Pantone 300 (blue) and Pantone black. When spot colour printing with Pantone values are not possible, we have included the CMYK (print) and RGB (screen) values.



**PMS 355 (Pantone)**

**CMYK**  
**C 100%**  
**M 26%**  
**Y 74%**  
**K 13%**

**RGB:**  
**R 0**  
**G 122**  
**B 96**



**PMS 300 (Pantone)**

**CMYK**  
**C 100%**  
**M 62%**  
**Y 7%**  
**K 0%**

**RGB:**  
**R 0**  
**G 92**  
**B 185**



**PMS Black (Pantone)**

**CMYK**  
**C 0%**  
**M 0%**  
**Y 0%**  
**K 100%**

**RGB:**  
**R 0**  
**G 0**  
**B 0**

When the logo is to appear on a dark-coloured background, it should be used in white. The logo may be used in colour when the background is lighter than 30% of intensity. As shown in the examples below:



A white logo should be used on dark backgrounds.



A coloured logo can only be used on light-coloured backgrounds.

## Incorrect logo treatments

Correct and consistent use of the Recycle NB identity will establish and maintain the strength of the brand. It is essential to use it properly. It is not acceptable to alter or distort the logo with various graphic treatments as shown below.



Do not change colours



Do not change typefont



Do not modify proportions



Do not change angle



Do not extract elements



Recycle NB

Do not move elements



Do not use incorrect resolution



Do not use special effects



Do not use on dark background



Do not use in grey



## Typography

The following typefaces are to be used in communication and marketing material: Helvetica, **Interstate** and **Calvert**. Their usage will ensure a consistency in the personality of the Recycle NB identity.

### Helvetica

Horizontal Scale: 100%

Kerning / Track: 0

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!"#\$%&'()\*+/?@

### Helvetica Condensed

Horizontal Scale: 100%

Kerning / Track: 0

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!"#\$%&'()\*+/?@

### Interstate

Horizontal Scale: 100%

Kerning / Track: 0

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!"#\$%&'()\*+/?@

### Interstate Condensed

Horizontal Scale: 100%

Kerning / Track: 0

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!"#\$%&'()\*+/?@

### Calvert

Horizontal Scale: 100%

Kerning / Track: 0

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!"#\$%&'()\*+/?@



## Brand line

The brand line MOVING BEYOND WASTE is often used to complement and strengthen the Recycle NB identity. It can be used either in vertical or horizontal layout. The font used can only be Interstate Light and Interstate Bold in our corporate green and blue colours.

English vertical application

MOVING  
**BEYOND**  
WASTE

French vertical application

**AU-DELÀ**  
DES DÉCHETS

English horizontal application

MOVING **BEYOND** WASTE

French horizontal application

**AU-DELÀ** DES DÉCHETS

## Main programs icons

A graphic icon has been designed to represent each recycling program overseen by Recycle NB. Each icon should be used with a monotone image in their background. When not possible, a spot colour version should be used.



Paint Recycling Program  
(with background texture)



Paint Recycling Program  
(simplified version)



Oil & Glycol Program  
(with background texture)



Oil & Glycol Program  
(simplified version)



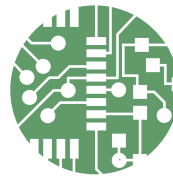
Tire Recycling Program  
(with background texture)



Tire Recycling Program  
(simplified version)



E-Waste Recycling  
(with background texture)



E-Waste Recycling  
(simplified version)



Packaging and Paper  
Products Recycling  
(with background texture)



Packaging and Paper  
Products Recycling  
(simplified version)



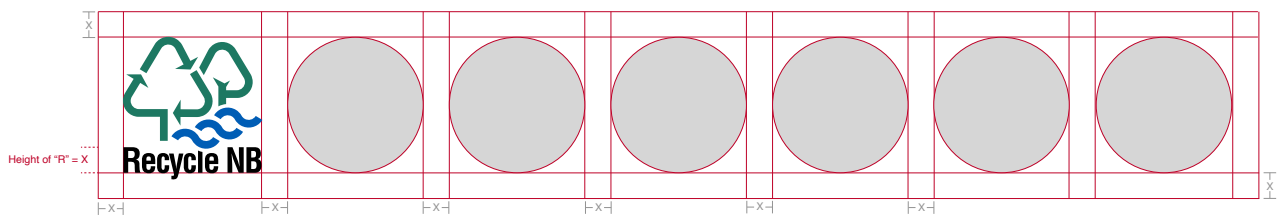
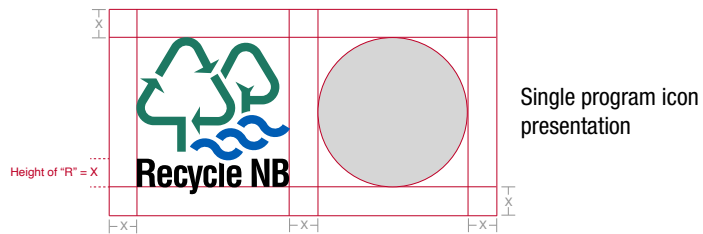
Pharmaceutical Products  
and Medical Sharps  
(with background texture)



Pharmaceutical Products  
and Medical Sharps  
(simplified version)

## Logo and the program icons

The program icons should only be used to the right of the Recycle NB logo. Please respect the clear space around each one.



Series icons presentation

## Logo, program icons and partners

When the logo of a Recycle NB partner is to be used with Recycle NB's logo, it should always be at the right of Recycle NB's components (logo, program icon or brand line - as illustrated below). The partners' logo shouldn't appear larger than the Recycle NB logo. Only the logo should be featured, without any contact information, unless otherwise discussed and agreed to by Recycle NB. The program icons should still be used as described in the previous page, to the right of the Recycle NB logo.



MOVING **BEYOND** WASTE  
**AU-DELÀ** DES DÉCHETS



MOVING **BEYOND** WASTE  
**AU-DELÀ** DES DÉCHETS



MOVING **BEYOND** WASTE  
**AU-DELÀ** DES DÉCHETS

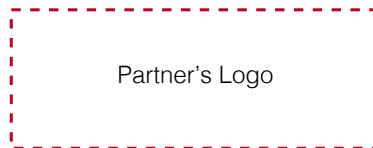


MOVING **BEYOND** WASTE  
**AU-DELÀ** DES DÉCHETS

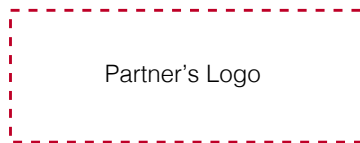


## Recycle NB & its partners

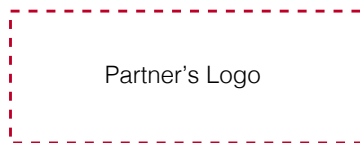
When the logo of a Recycle NB partner is to be used in Recycle NB's documents without a program icon, it should still be at the right of the Recycle NB logo. The partners' logo shouldn't appear larger than the Recycle NB logo. Only the logo should be featured, without any contact information, unless otherwise discussed and agreed to by Recycle NB.



When the Recycle NB logo is to be featured in its partner's documentation, the logo should be at the right of the partner's logo, always accompanied by the Recycle NB contact information. 2 layout options are suggested. The fonts used must be Interstate Light in black for all contact information except the website address that should be displayed in green with the font Interstate Bold. The partner logo should be featured without any contact information, unless discussed with, and agreed to by Recycle NB.



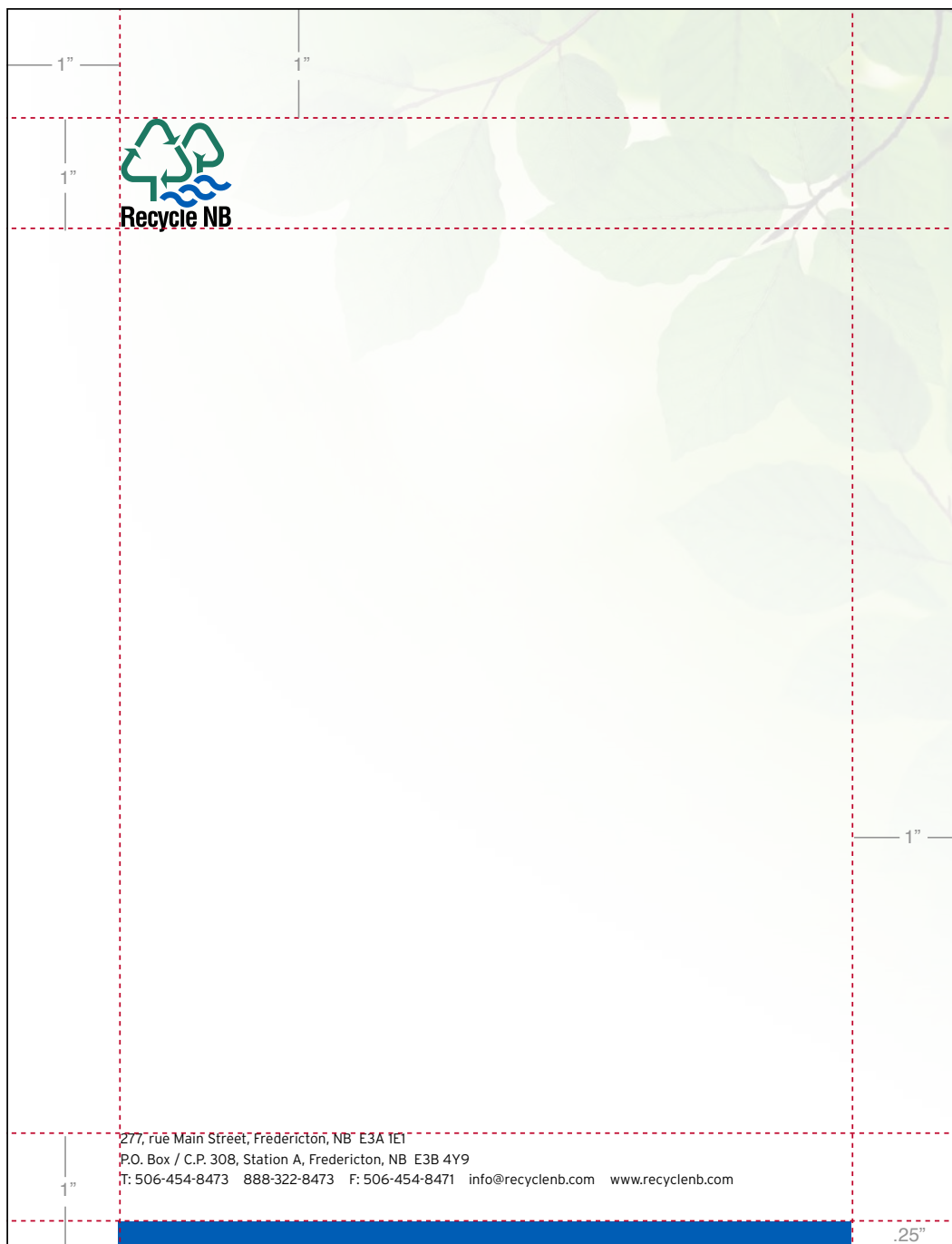
506-454-8473  
 888-322-8473  
**www.recyclenb.com**  
 info@recyclenb.com



888-322-8473  
**www.recyclenb.com**

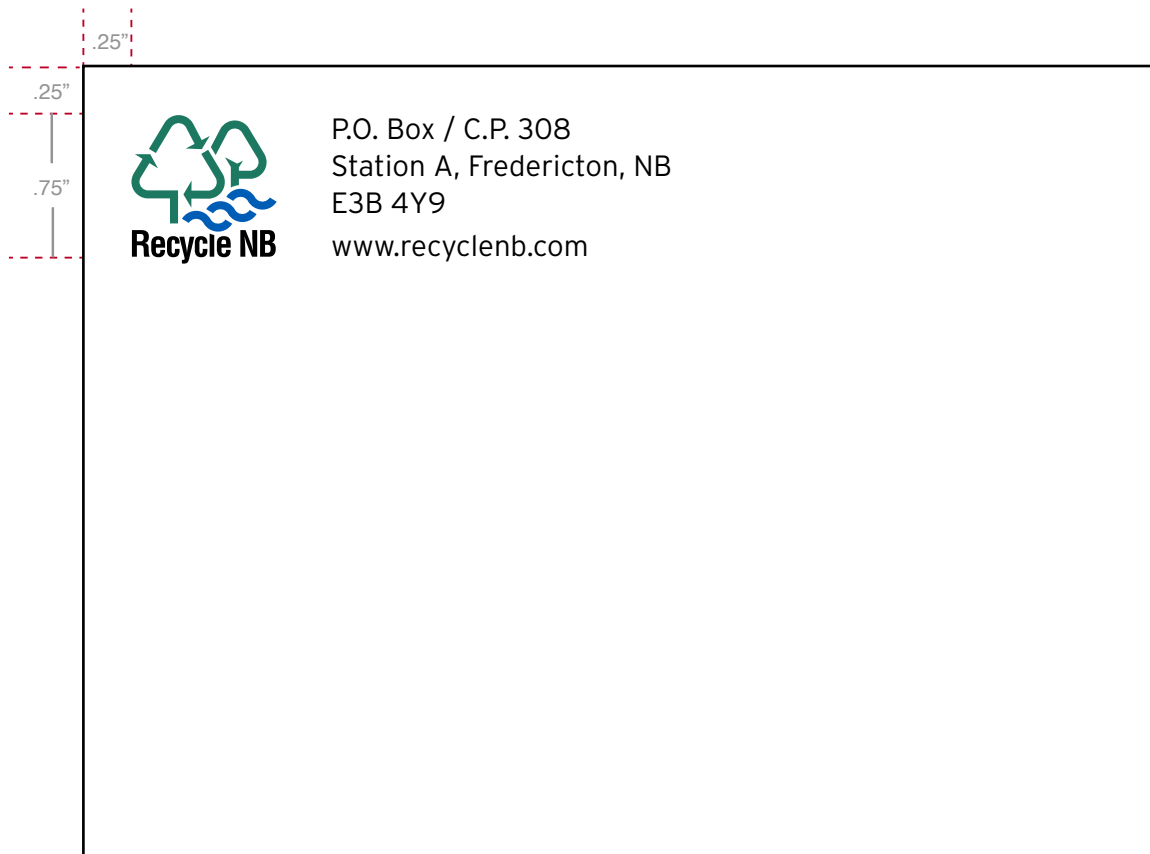
## Letterhead

The business stationery plays an important role in representing Recycle NB. Following the rules set in this document will help the organization maintain a consistent image in the public. The first item is the general letterhead represented below. Please make sure all distances are respected.



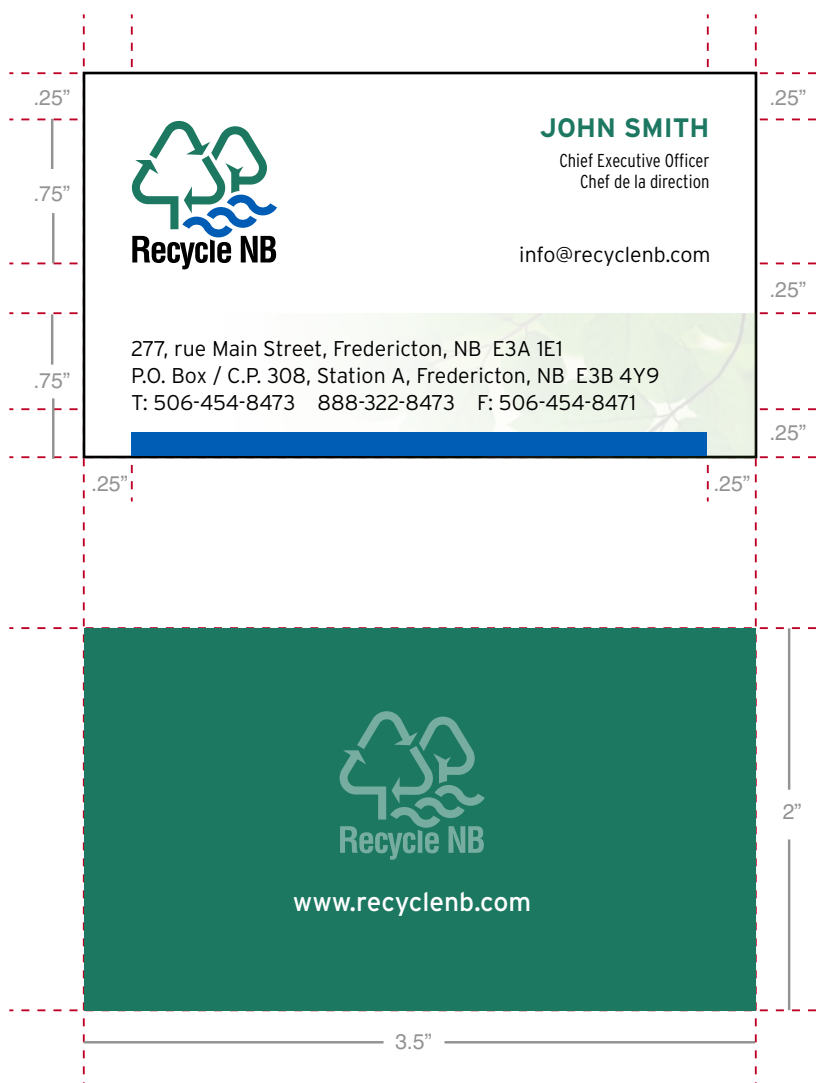
## Envelopes

The following guidelines should be used for #10 business envelopes. Only the logo, the address and the website should be used in the upper left corner.



## Business cards

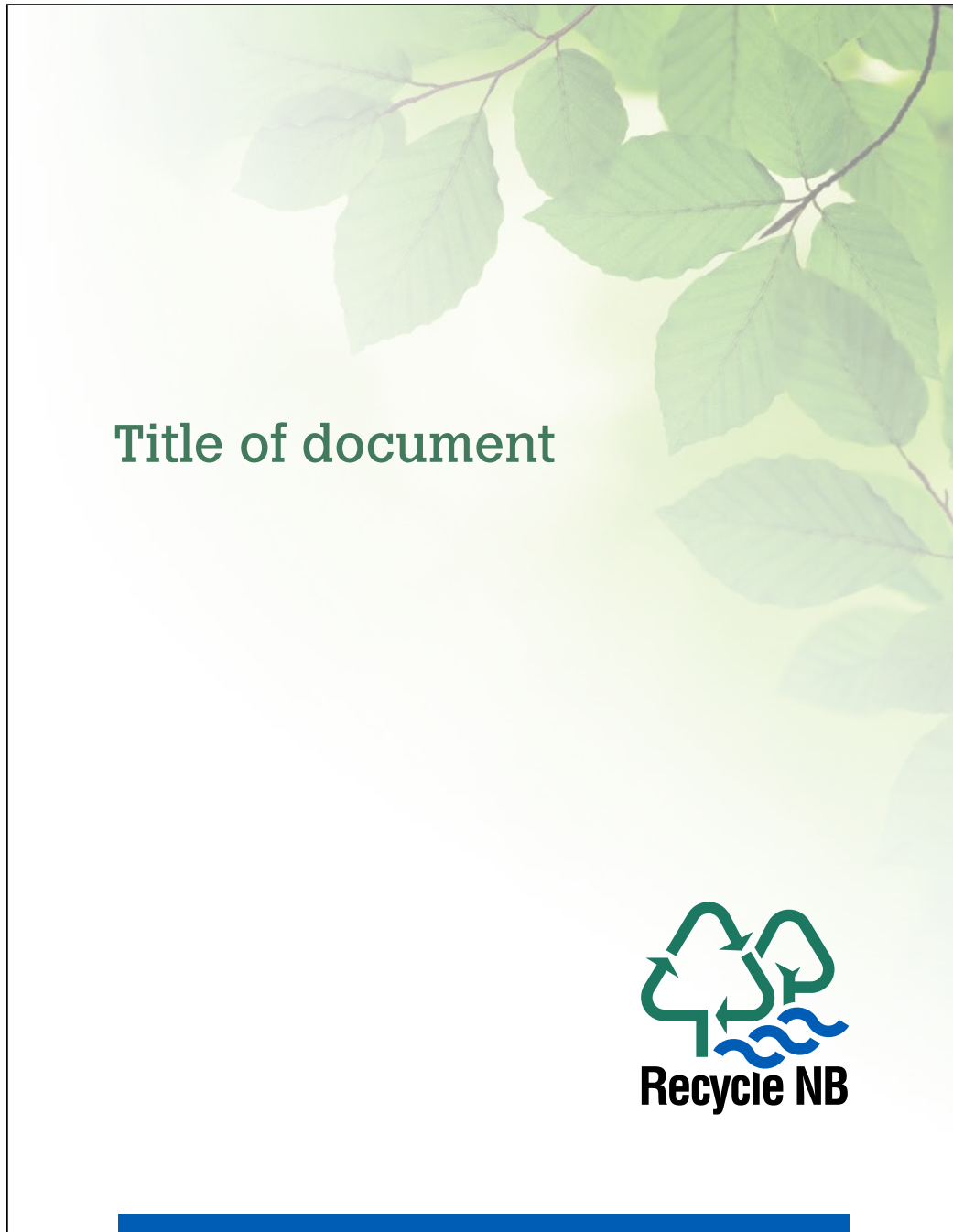
The standard size business card is 3.5" x 2" in a horizontal orientation. Each business card should be bilingual. On the back, only the website and a screened version of the logo is to appear on a green background. As with all stationery items, only the font Interstate is to be used.





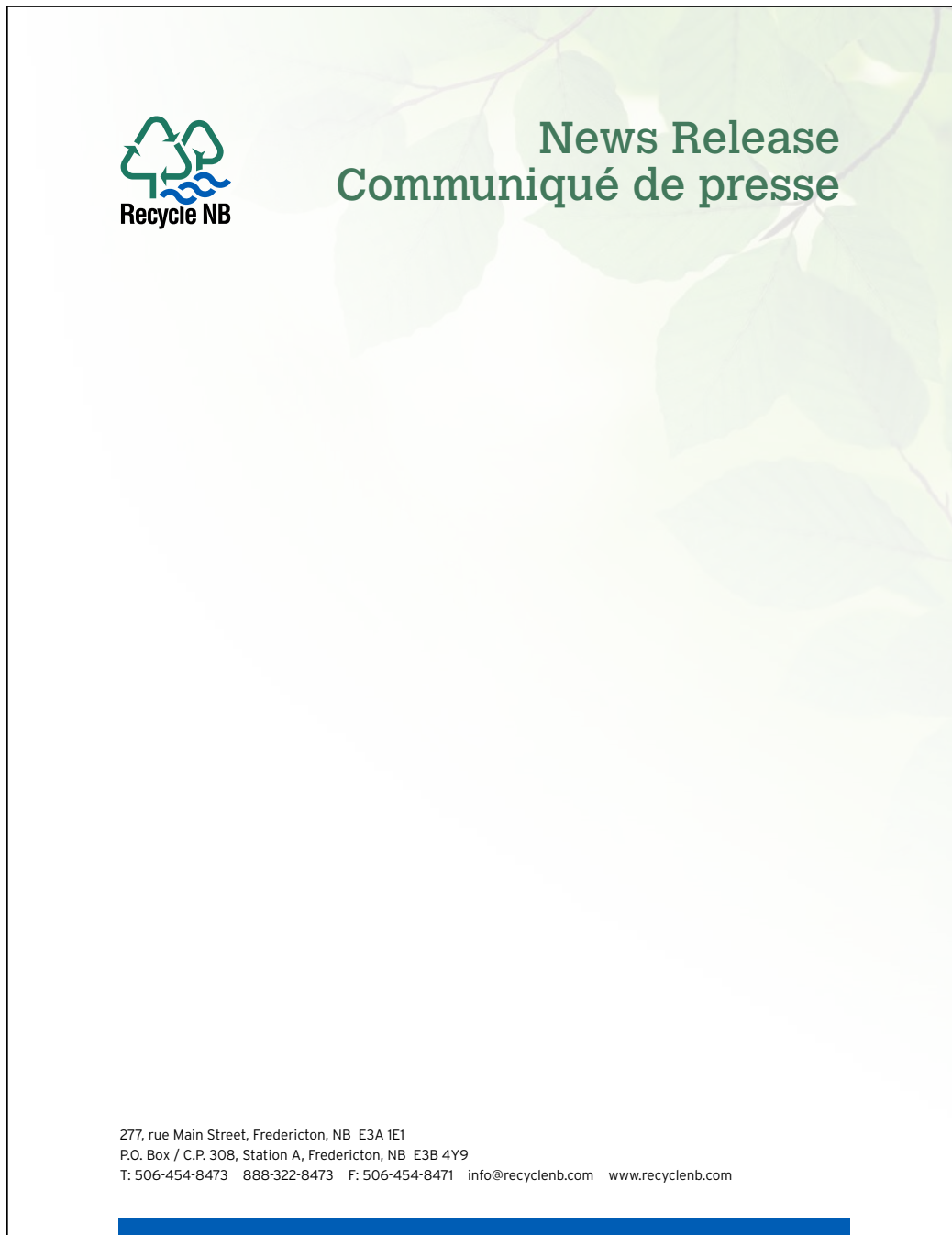
## Report cover

The Recycle NB logo must be at the bottom of the document on the right corner. The foliage background should be applied at a 50% intensity. Title and other information, such as subtitle and dates, are optional.



## News release

News Releases and other similar documents must be based on the letterhead design.  
The type of document must be to the right of the logo on the upper right corner of the page.



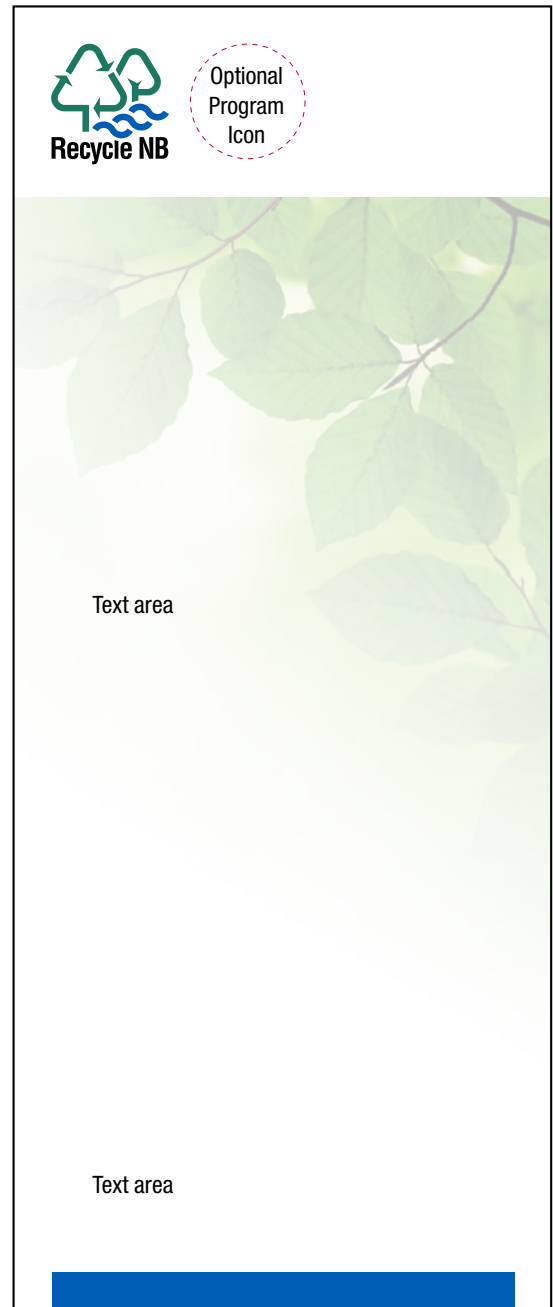
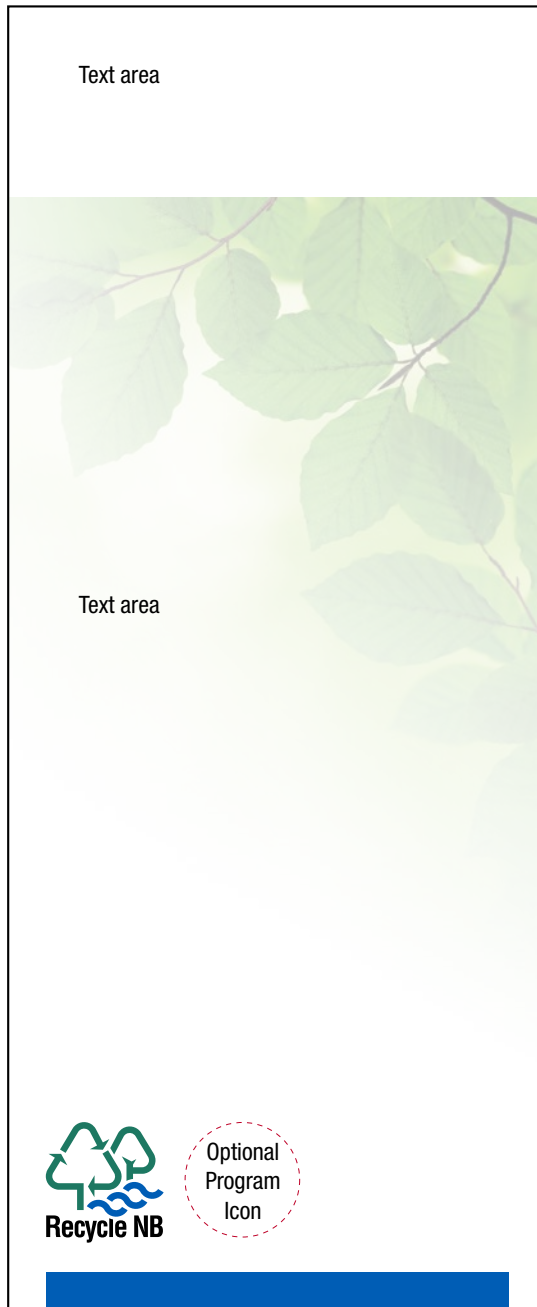
## Kit Folder

Standard size kit folder (9"x12" closed) with two 3" inside pockets and die-cut business card holder.



## Brochures

The Recycle NB logo can either be used on top or on the bottom of brochures. One or more program icons can be used to the right of the logo. We suggest Helvetica (regular or condensed) for current text and either Calvert or Interstate for titles.

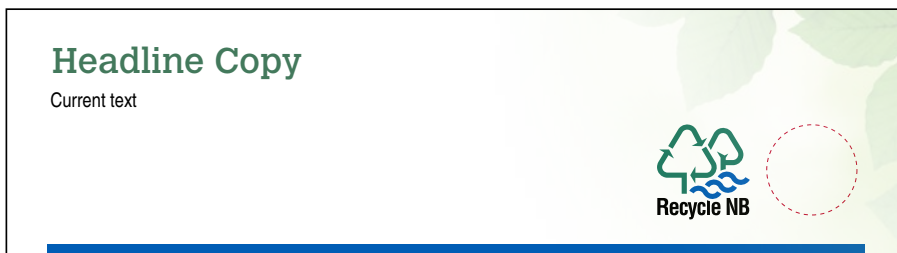


## Ads

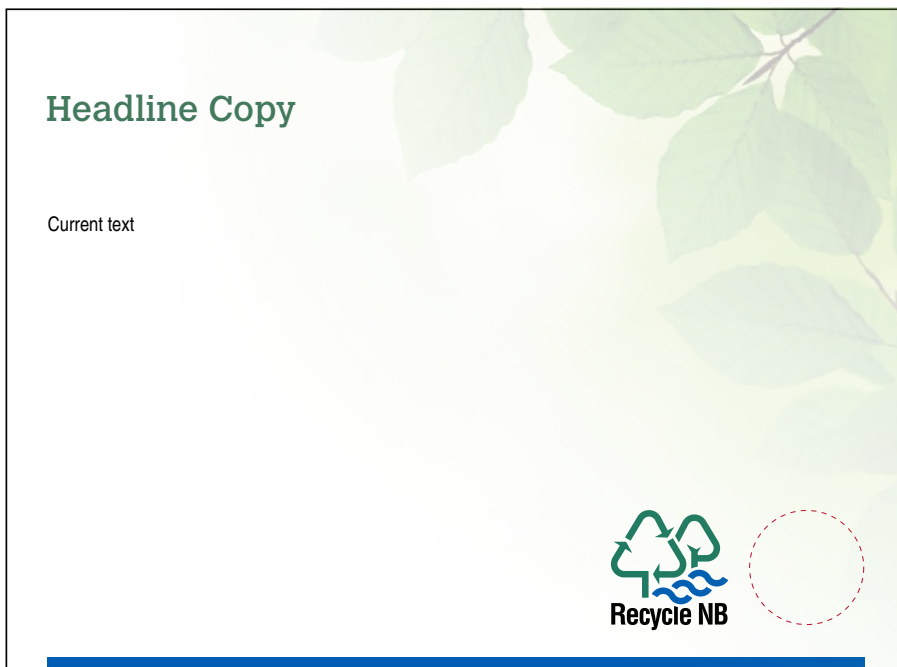
A general layout has been established for Recycle NB ads. Here are some required elements:

- Blue band at the bottom.
- Thin black border around the ads.
- Calvert or Interstate fonts for headlines. Helvetica for current text.
- Logo and program icon(s) when applicable
- Presence of the Recycle NB background image (green leaves - please contact Recycle NB to receive the file if needed.)

## Small Ad

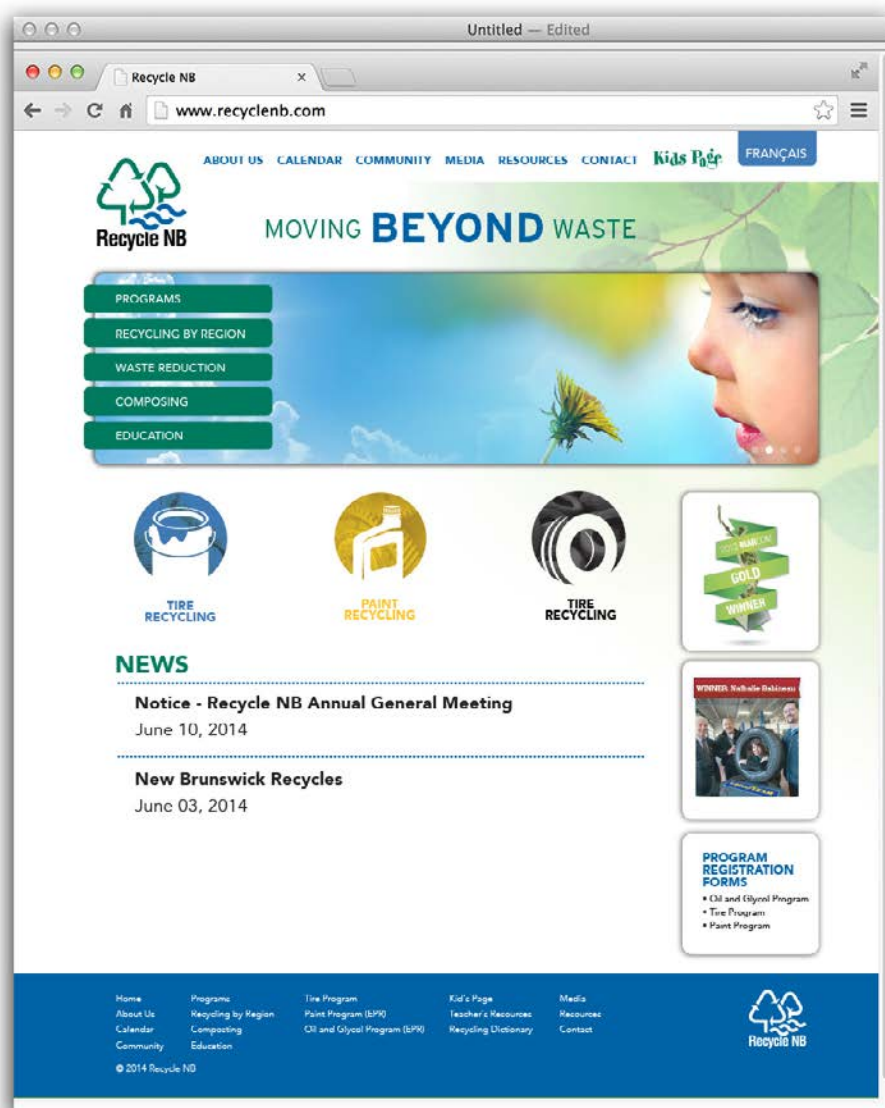


## Large Ad



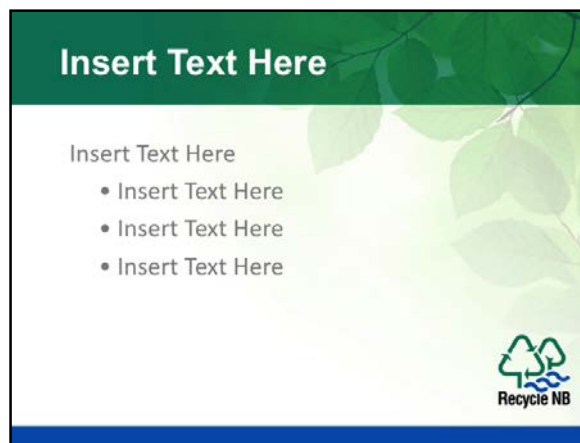
## Web page

The illustration below shows the main guidelines applied to electronic media. Blue band at the bottom. Text in either green, blue or black. Background leaves image should always be present. Generic imagery should always convey positive environmental outcomes.



## PowerPoint template

A PowerPoint template has been created following these brand usage guidelines. The model included here can be customizable to accommodate photos, graphic charts and a variety of text presentations. To ensure visual continuity, please refer to the established guidelines throughout this document.



## E-mail signature

When it comes to e-mail signatures, less is more. The signature is designed to present contact information in its simplest form. It should reflect a professional and consistent appearance. Do not use images and logos; they often come across as attachments and are often blocked by email clients. A 12pt standard font should be used, such as Helvetica or Arial. All text should be dark grey except Recycle NB, which should appear in corporate green. The name of the sender should be all caps. The names of both this person and the organization should be displayed in bold. All the rest of the information in regular weight.

Example:

**JANE DOE**

Marketing and Communications / Marketing et communications

**Recycle NB**

T: 506-454-8473

C: 506-000-0000

jane.doe@recyclenb.com

www.recyclenb.com



# BRANDED MERCHANDISE

Whenever possible, branded merchandise should display the Recycle NB logo on a white background. Consistency will ensure the integrity of the brand. Other possible backgrounds are either the corporate green, blue or black with the logo in white.

## T-shirts



## Caps



## Mugs



## Pins



All brochures and other informational & communication material need to be produced in bilingual format whenever possible. If English and French versions of materials are individually produced, each version should indicate that it is available in the other official language. Please contact Recycle NB for more information.

277 Main Street  
Fredericton, NB  
E3A 1E1

**Telephone:** 506-454-8473

**Toll Free:** 888-322-8473

**Fax:** 506-454-8471

**Email:** [info@recyclenb.com](mailto:info@recyclenb.com)

**Web:** [www.recyclenb.com](http://www.recyclenb.com)

**Mailing:**

P.O. Box 308, Station A  
Fredericton, NB  
E3B 4Y9

**Business Hours:**

Monday through Friday  
From 8:30 a.m. to 5 p.m.