




Material Focus and The Recycle Your Electricals Campaign Brand Identity Guidelines

VERSION 1.0 | JULY 2020



These guidelines should be used by anyone creating content for The Recycle Your Electricals Campaign. This document contains background to the campaign, and guidelines for creating new assets. It's really important to follow the guidelines as closely as possible to ensure that we create a consistent look and feel for people wherever they come into contact with the campaign. This helps build trust in our brand and allows people to know what to expect from us. We have also included plenty of examples so that you can see how it's been applied previously.



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- 7. What We Want To Achieve
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- 9. Our Values
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- 12. Dynamic
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Material Focus
Brand Identity Guidelines

We've all consumed too much, for too long. We're only just starting to worry about where all this stuff comes from, and where it'll end up. We haven't recognised the value hidden in our old electricals, so tend to just chuck them away. This makes electricals one of the world's fastest growing waste streams, which is why we launched Material Focus.

We believe we can bring about this change by both making it easier to recycle our old electricals, and revealing the hidden value of their materials. This won't just change our behaviour, it'll change the world, cutting unnecessary and sometimes harmful waste and reducing pressure on natural resources.

Three I's inform and guide everything we do:
inspiration, insight and investment.

Inspiration

We inspire people to change their behaviour. We do this by revealing the hidden value of the materials in our old electricals.

Insight

We fund technical research on the barriers to reusing and recycling old electricals. Insight from this research galvanises new and innovative approaches to recycling.

Investment

We work with partners to expand the number, and type of collection points, making it easier for everyone to reuse and recycle their old electricals.

Material Focus is warm and bright, pragmatic and dynamic. Everything we do comes from a place of integrity.

Warm

We show kindness, humanity and caring. We offer the support, help and encouragement that people need to do the right thing. We appreciate others' talents and contributions, which makes us good at bringing people together to get things done.

Bright

We're perceptive, which means we're great at creating and harnessing opportunities, and at spotting and enlisting talent. We have an optimistic outlook, and are cheerful and lively. We illuminate issues, helping everyone see them more clearly.

Pragmatic

We are practical, resourceful and straightforward. We're realistic, so if something isn't working we search for another way of doing things. We don't claim to know everything, and will always base our decisions on the best available evidence, and will commission research to provide new insights where it's needed.

Dynamic

We are active, ambitious, progressive and positive, full of energy and ideas. We are bold and passionate, enterprising and effective. We keep moving forward, overcoming obstacles and making things happen. We are a force that stimulates change; a force for good.

Warm

Material Focus is enthusiastic and real, natural and engaging. We don't point fingers, hector or shame people: we know we're all in this together, so talk about 'we', 'us', and 'everybody' – not 'you', 'people' or 'they'.

Warmth is key to the stories we tell about our brand and our mission, and will help us create a powerful emotional connection with our audiences. We're here to offer help, support and information, so we use language that's warm, human, friendly and not too formal. (A good trick is to say your copy out loud. e.g. If what you've written doesn't sound natural, friendly and accessible, have another go.)

Bright

A bright tone is one that's cheerful, lively and positive. This means writing engaging copy that people want to read, and communicating intelligently and courteously.

We use proper grammar and correct spelling, dotting the i's and crossing the t's. (Rambling, poorly constructed sentences, poor grammar and spelling mistakes would make us look sloppy and undermine 'bright'.)

Vivid language brings brightness to life. We write in a 'bright' tone by being illuminating, highlighting new insights that others may not already know.

Pragmatic

We don't wait until things are perfect, we act now, and get stuff done.
And if something isn't working, we change our approach.

This means paying attention and responding quickly and cannily to new information, feedback and changing situations. And piggybacking relevant articles and stories in the news and in social media to get our message out there and extend our reach. We reference robust data points to back up our claims where possible. Where necessary we will use others' sources to give reassurance that we are basing our decisions on the best available evidence.

Pragmatic may mean offering more praise and encouragement than is strictly due, in order to keep things moving in the right direction.

Dynamic

Being dynamic means being active, progressive and positive, full of energy, ideas and ambition (to change the world, to make a difference).

We convey 'dynamic' by using active, enthusiastic language. One good way to make descriptive copy more dynamic is to choose a verb – so not, 'We're good at quality control,' but, 'We check everything.'

Dynamic means engaging with our audiences and partners constantly, and picking up on their suggestions, ideas and comments. It means looking for new opportunities and responding to things in the moment, whether that's a social media follower's comment or a story unfolding in the news.

Using the present tense, lots of verbs and active speech will make our writing more dynamic, giving it immediacy and energy.

The Material Focus identity is bright and positive in its appearance, its overlaid spheroids symbolic of a state of perpetual fluid transformation and change. It purposefully isn't suggestive of a particular material, allowing it to cover any and all recyclable items in the present and in the future.

The wordmark is made up of a combination of similarly weighted yet different typefaces to really further reinforce that sense of change.

Striking and modern in its appearance, it has an air of corporate sensibility yet retains a sense of fun and individuality that makes it stand out from the crowd.

It also has the flexibility to work in mono where colour requirements are at a premium, making it ideal for sponsorships, partnerships and merchandise.



Master brandmark



Increased weight for smaller brandmarks



Mono master brandmark



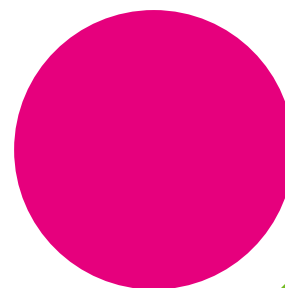
Increased weight for smaller brandmarks

Primary

We have selected four bright, vibrant colours for our palette. No single colour should lead, and they can be used in any combination in equal parts to reflect the range of different materials that can be recycled not just now, but also in the future.

Supporting

As our primary palette is so bright, black just doesn't work as a body copy colour. So we've included a dark grey in our palette to soften accompanying text on white or light backgrounds. White text should be used on darker background where contrast allows.



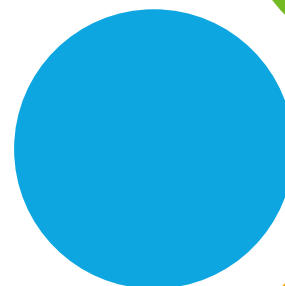
Magenta

Pantone Process Magenta C
C0 M0 Y100 K0
RGB: #DB0080



Green

C57 M0 Y100 K0
RGB: #78BE20



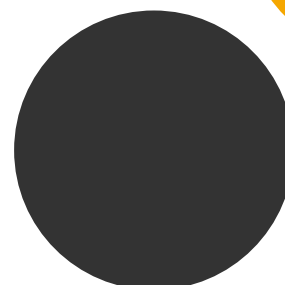
Cyan

C90 M11 Y0 K0
RGB: #00A9E0



Yellow

C2 M39 Y100 K0
RGB: #f5a800



Grey

C0 M0 Y0 K90
RGB: #575756

Primary

This bold typeface has a friendly, approachable and contemporary feel. It should be used in headlines and statements, and can also be used for sub headlines

Secondary

Perfect partner to our primary typeface, Montserrat Light is our secondary typeface. This font shouldn't be used for headlines and/or hero statements, just as body copy and copy sub headlines.

For any copy below 8pt in size, we recommend that Montserrat Regular is used for legibility - please avoid using a 'faux bold' style.

If Montserrat isn't working for online spaces swap it out for Open Sans.

The entire Montserrat font family is available for free from Google Fonts. You can find it to download/code by visiting fonts.google.com/specimen/Montserrat

The entire Open Sans font family is available for free from Google Fonts. You can find it to download/code by visiting fonts.google.com/specimen/Open+Sans

Montserrat Bold

**AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz
0123456789**

Montserrat Light

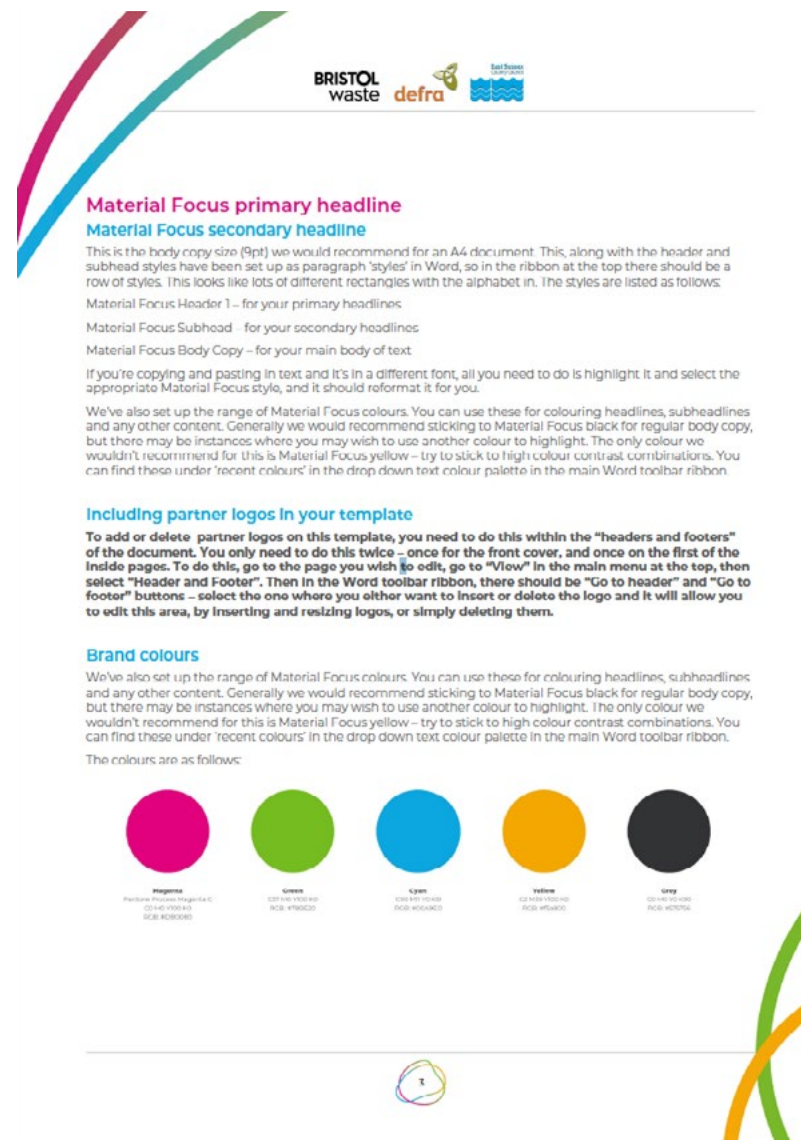
AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz
0123456789

Open Sans Light

AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz
0123456789

The following template should be used to ensure consistency. The template has been created in Word and has been formatted to ensure the document prints correctly. The template includes examples of how it should work, including font size and colour palette.

Template to be provided by Material Focus.





The Recycle Your Electricals Campaign Brand Identity Guidelines

Material Focus is a new not-for-profit organisation – our vision is of a world where materials are never wasted.

We've launched The Recycle Your Electricals Campaign to encourage, and make it easier for, more people to reuse and recycle their unwanted electricals - instead of throwing them away or hoarding them.

Discarded old electrical items are one of the fastest growing waste streams in the UK - and in the world. Last year over 50 million tonnes were thrown away globally. This figure is expected to double by the middle of the century if we don't act now.

Hidden within electrical items are a huge amount of precious materials. Everything with a plug, battery, or cable, can be recycled and made into anything from life-saving medical equipment to children's playgrounds. However, if these items are binned rather than recycled, that potential is lost forever.

If we succeed we will save these valuable resources, reduce the pressure to extract new raw materials from the earth, and help slow one of the planet's fastest growing waste streams.

Our principles for creating new reuse and recycling behaviour shifts

1. **Be clear and specific** about what we want people to do e.g. anything with a plug, cable or battery can be recycled; bag up your old electricals for recycling.
2. **Make it feel simple, and possible.** Step by step instructions chunked into manageable stages that are both simple, and more importantly make it feel easy to consider and much more likely to do. Where possible make the option we want people to take, the default one as we generally prefer to go with the flow because it's easy and our brains are lazy.
3. **Show don't tell** - explain visually where possible. Bring the story to life. Our brains interpret images more quickly than words, and it makes it feel immediately obvious what we're asking people to do. e.g. HypnoCat with the bag of old electricals, boxes of different electricals collected up ready for recycling.
4. **Help people plan their future actions** and anticipate potential barriers. Help them anticipate the process and create checklists for their future actions e.g. prepping their items by deleting data, taking out batteries; finding the best location and how they might fit that route into their day, and any paperwork they'll need to take with them.
5. **Choose the right messenger and tone.** We have created HypnoCat to communicate direct messages in a fun, charming (non-authoritarian) and memorable way. Find trusted and relatable voices to spread tailored messages within the sub-groups that people belong to (e.g. Konnie Huq was our launch spokesperson). This could be based on gender, age, local, cultural affiliations, family, faith, class and ethnic groups.
6. **Show that people are already doing the right thing.** We are herd animals and most of us follow what the majority are doing. Show images and accounts of people already recycling, decluttering, reusing their old electricals to demonstrate that this is the future trend. Be careful not to showcase the bad behaviours as this will sanction those behaviours e.g. if everyone else is binning their old electricals, then so can I.

Our principles for creating new reuse and recycling behaviour shifts

- 7. Reflect beliefs from society & loved ones.** If we believe that people we respect believe it's the right thing to do, we will be more likely to want to do it. Use messages affirming group culture e.g. young people like me believe that we need to preserve the limited resources so we reuse and recycle.
- 8. Appeal to people's egos.** We act in ways that make ourselves feel better e.g. I'm now more organised having decluttered, I've helped others by donating, I've joined the masses or I'm ahead of the curve having joined the future trend.
- 9. Incentivise the behaviour we want to see.** Use internal feel-good rewards as well as external ones e.g. make money, gain space, simplify your world, help others, be part of the in crowd. We feel losses twice as much as we feel gains (loss aversion), and we can use this to help people understand what they're missing out on e.g. you could have made money selling your old electricals.
- 10. Combine messaging about what not to do, with positive actions**
e.g. Don't bin it.. ...Recycle it/ ..Bag it/ ...Donate it
- 11. Highlight the afterlife of old electricals.** Research shows that if people are more explicitly shown what the products they are being asked to recycle will become, they will recycle more - driven by a mix of inspiration and a sense of reward for their action. This is called the afterlife effect.

Briefing and design of interventions

Briefing: Each campaign should be considered an intervention with campaign briefs including the following:

- Role for communications e.g. awareness, normalising a behaviour,
- A defined behavioural aim (e.g. get people to bag up their old electricals)
- Current behaviour e.g. people store up or bin their old electricals because they don't know what to do with them
- Current beliefs e.g. people think it's ok to store up old electricals because they're not doing anyone any harm
- Message (e.g. Don't bin them, Bag up your old electricals)
- Messenger and method (e.g. HypnoCat, influencers, trusted media outlets)
- Measures of success - be as specific as possible. Where no targets exist create benchmarks to allow us to learn from all activity
- Campaigns should also consider the potential for unintended consequences using existing frameworks to minimise these possibilities e.g. highlighting how the nation are hoarding could potentially endorse it - so we also highlight stories of how people are decluttering and bagging up their old electricals ready for recycling.

Co-design: Interventions should be co-designed and piloted with relevant audience groups where possible online tests, ethnography, and virtual focus groups; they should be piloted and learnings applied, before rolling out.

Test & learn iterations: Always measure, and learn from each stage before moving onto the next one. Use quantitative and qualitative research data to assess the impact, concentrate on where small changes have been made and measure impacts.

Campaign Key Messages:

We have selected a number of key messages which should be used in all of our communications. Where dwell time is low we should prioritise a recycle message and a CTA.

Where we have more space, and higher dwell time for people to read our story we should show, and tell people the impact of their actions by highlighting the afterlife of their old electricals i.e. what it could be turned into.

Recycle Messaging

Recycle your old / unwanted electricals (we tend to use 'old' with binning message, and 'unwanted' with the hoarding message)

Anything with a plug, battery, or cable can be recycled

Don't bin your old electricals

Don't bin it, bag it

If you can't reuse your old electricals, bag them up ready for recycling

Afterlife

Your old electricals can be turned into anything from children's playgrounds to life saving equipment

[other options: bicycles, new electricals]

CTA

Search Recycle Your Electricals for more information

Search Recycle Your Electricals to find your nearest recycling point

Search Recycle Your Electricals to find out how to prepare your items for reuse or recycling

Search Recycle Your Electricals to find your nearest reuse or recycling point using our Recycling Locator



Our Audience

Our audience covers organisations and consumers.

We have split our audience into 4 key consumer personas who we want to motivate to recycle and reuse their old electricals, and 3 types of organisation who we will work with to get the job done.

Community Promoters

Committed rural recyclers looking to encourage the local community to join in.

Environmental Crusaders

Passionate about saving the planet, they are powerful advocates to lead the next movement in recycling.

Rule Followers

Don't want to let the side down or stand out. Need clear rules on how, when, and why to recycle, and how their actions are creating a positive impact.

Suburban Recyclers

Traditional suburban family who already recycle but won't go out of their way to do it. They're looking for simple, practical information on how and why to join their local community in recycling electricals.

Influencers

Key environmental and community groups who are likely to influence Environmental Crusaders. Will be looking to The Recycle Your Electricals Campaign as leading authority on electrical recycling - key reports, facts & figures, quotes etc.

Reactive Partners

Legislative or consumer pressure means they are looking for ways to meet regulations and demonstrate they are doing their bit.

Proactive Partners

Leading businesses, local authorities and NFPs who want to make an impact, and be regarded as one of the more progressive organisations in dealing with electrical recycling.



The Recycle Your Electricals icon is the beacon of our brand, a stylised combination of two globally recognised icons - the recycle circle and power icon. And that's where it's strength lies. Even with little or no explanation, there is simply no mistaking what this icon means, even when broken away from the wordmark. It's simple and uncomplicated - just as the action of recycling electricals should be.



We have three key logo wordmarks that will be used across our communications:

1. Recycle Your Electricals

This is the simplest form of our logo, where it sits on its own, and can be used on presentations and on the website. This only works for communications with longer dwell times, where we have space and time to explain in more detail who we are and what the logo stands for.

2. Recycle Your Electricals Campaign

We use this when we want people to understand who the voice of the message is, and we have space to include a separate call to action.

3. Search Recycle Your Electricals

This logo lockup is used as a call to action. It can be used in communications where space is at a premium, and the call to action is to drive people to the website. The intention is that it's simple and memorable enough for people to recall at the point when they need to recycle their electricals.

1.



2.



3.



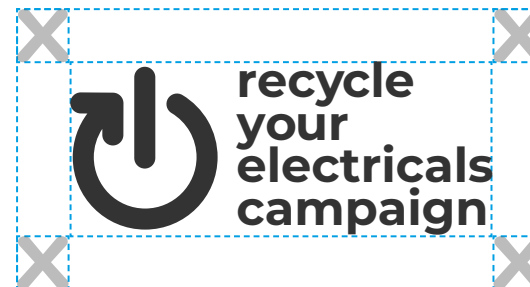
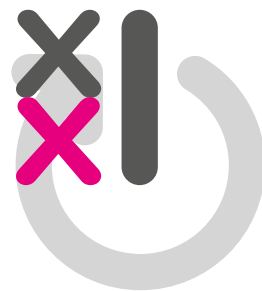
The Recycle Your Electricals icon and logo wordmark should always have a clearance zone which equates to 50% of the height of the vertical line in the icon.

The Recycle Your Electricals icon and logo wordmark should only ever appear in the brand pink, grey and white.

These rules apply for all three logos.

The pink lock ups can only ever appear on white backgrounds, never on a colour.

The white and black logo are to be used whenever the pink lockup isn't correct i.e. solid colour backgrounds.





**DO NOT
CHANGE THE COLOUR OF THE LOGO**



**DO NOT
SHEAR THE LOGO**



**DO NOT
ADD DROP SHADOW**



**DO NOT
OUTLINE THE LOGO**



**DO NOT
FLIP OR ROTATE**



**DO NOT
CHANGE PROPORTIONS OF LOGO**

Here is an example of how The Recycle Your Electricals branding can work in support of other organisations.

The same rules apply for logo usage here.

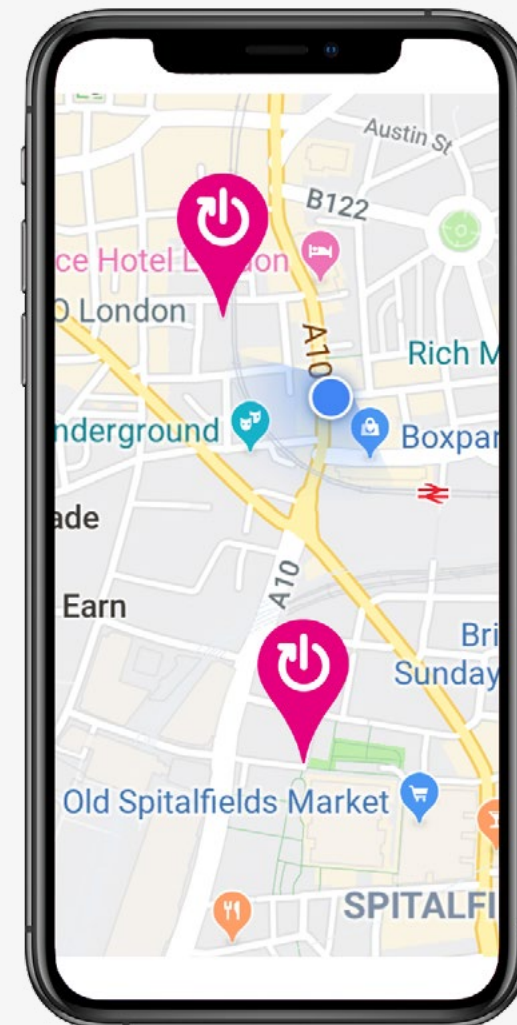
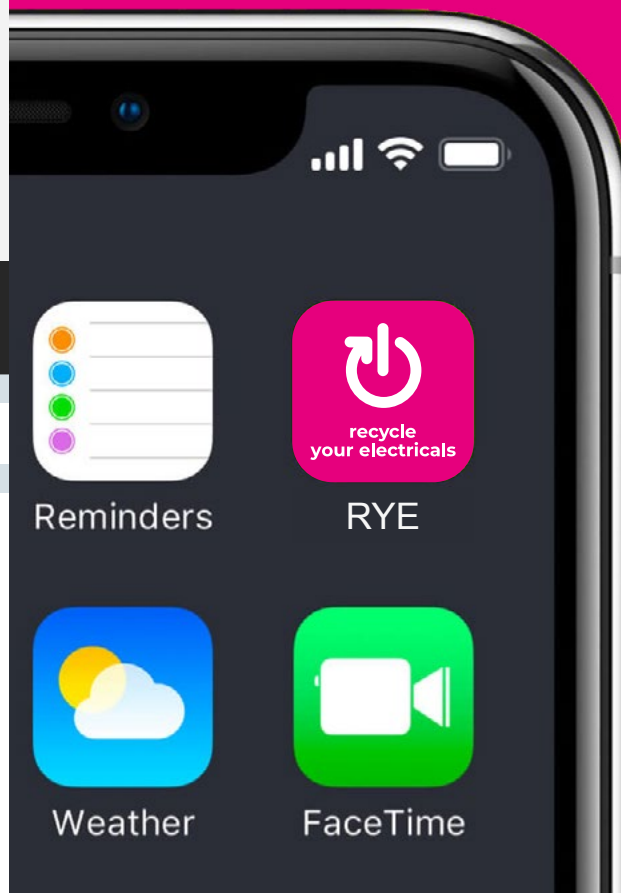
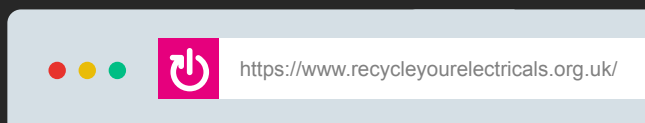
If the logo is coloured it should only be used on a white background, never a coloured background.

Recycle your Electricals should only be used in black or white. If the supplied local authority logo is coloured then it should only be used on a white background (with the RYE half in black). If a supplied logo has been supplied in black or white, our RYE logo should match it.

BRISTOL
waste

Together with





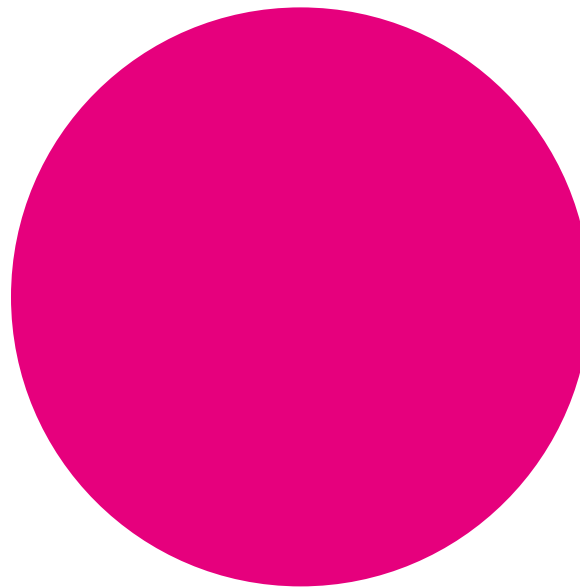
Positivity and vibrancy play a large part of who we are, so we've got a colour palette that reflects this.

Primary

Magenta should always be the hero colour. It has been tested for usability, visibility and consumer engagement and is the recognised WRAP approved colour for the Waste Electronic & Electrical Equipment (WEEE) material stream. There can be exceptions to the rule, so don't feel too restricted. For example if using multiple icons as a pattern or graphic, this range of colours can be used to give a vibrant, positive and contemporary feel, giving it stand out against other such initiatives. See the following pages for examples.

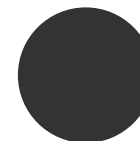
Supporting

We have selected six supporting colours to work in harmony with our primary colour. In instances where we may need to break out of the hero colour, we can expand into this palette to use in moderation as accent colours. The grey is only really to be used for typography and brand assets, like icons.



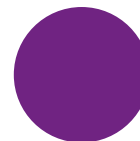
Magenta

Pantone Process Magenta C
C0 M0 Y100 K0
RGB: #DB0080



Grey

C0 M0 Y0 K90
RGB: #575756



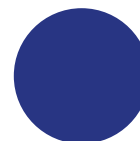
Mauve

C69 M100 Y0 K2
RGB: #702082



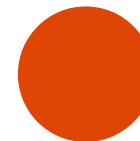
Green

C57 M0 Y100 K0
RGB: #78BE20



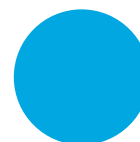
Blue

C100 M90 Y10 K0
RGB: #283583



Orange

C0 M70 Y100 K0
RGB: #DC4405



Cyan

C90 M11 Y0 K0
RGB: #00A9E0



Red

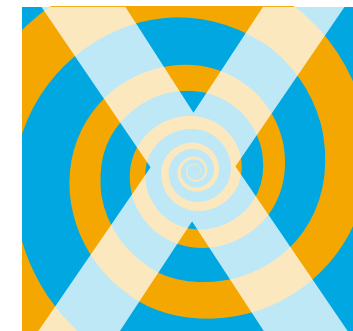
C0 M100 Y85 K0
RGB: #C8102E

Colour usage, the correct way to utilise our colour palette:

1. Graphic backgrounds

When using colours on graphic backgrounds you should never mix two colours. Use only one with varying shades / tones of that same colour, as a rule set the tint to 70%. This avoids colour clashing and confused messaging.

1.



2. Using electrical items

When using electrical items on a coloured background you can add a gradient overlay of the same colour, similar to rule 1. This creates a photographic background instead of a graphic background to help champion the message. If not you can use the original image.

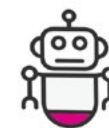
2.



3. Colours on a white background

The only instance you can mix and match colours is when you are using a white background. The colours should never be completely contained within one another. When using type, stick to white or grey. See examples to the right taken from our website.

3.



75%
of **ALL MATERIALS**
in old electrical items
CAN BE RECYCLED!

Primary

This bold typeface has a friendly, approachable and contemporary feel. It should be used in headlines and statements, and can also be used for sub headlines

Secondary

Perfect partner to our primary typeface, Montserrat Light is our secondary typeface. This font shouldn't be used for headlines and/or hero statements, just as body copy and copy sub headlines.

For any copy below 8pt in size, we recommend that Montserrat Regular is used for legibility - please avoid using a 'faux bold' style.

If Montserrat isn't working for online spaces swap it out for Open Sans.

The entire Montserrat font family is available for free from Google Fonts. You can find it to download/code by visiting fonts.google.com/specimen/Montserrat

The entire Open Sans font family is available for free from Google Fonts. You can find it to download/code by visiting fonts.google.com/specimen/Open+Sans

Montserrat Bold

**AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz
0123456789**

Montserrat Light

AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz
0123456789

Open Sans Light

AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz
0123456789

Campaign Typeface

We have used the typeface Civane for our campaign communications as it stands out from our normal font. We want something that brings more personality to our campaign, that will catch peoples eyes. It helps highlight the changes they can be making, with a change of our usual font selection.

This typeface can be found on Adobe Fonts, you will need a Creative Cloud license to use this.

<https://fonts.adobe.com/fonts/civane>

Civane Bold

**AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz
0123456789**

Civane Norm Book

AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz
0123456789

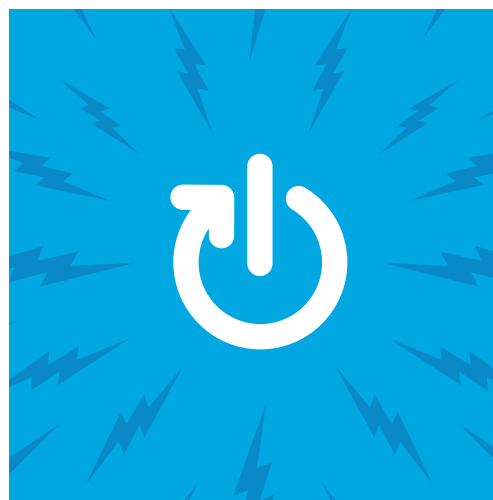
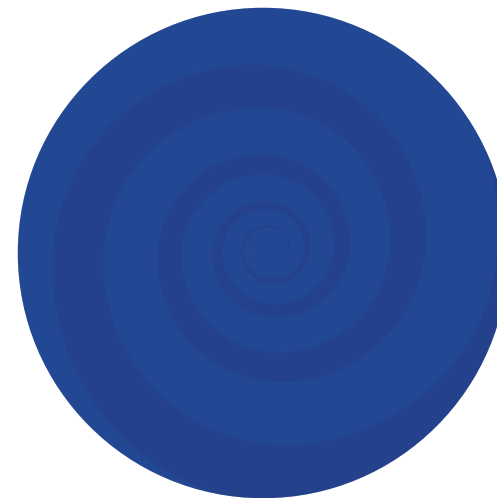
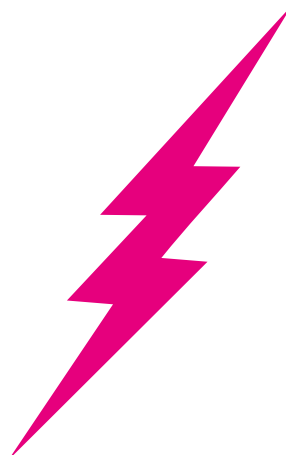
Civane Norm Thin

AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz
0123456789

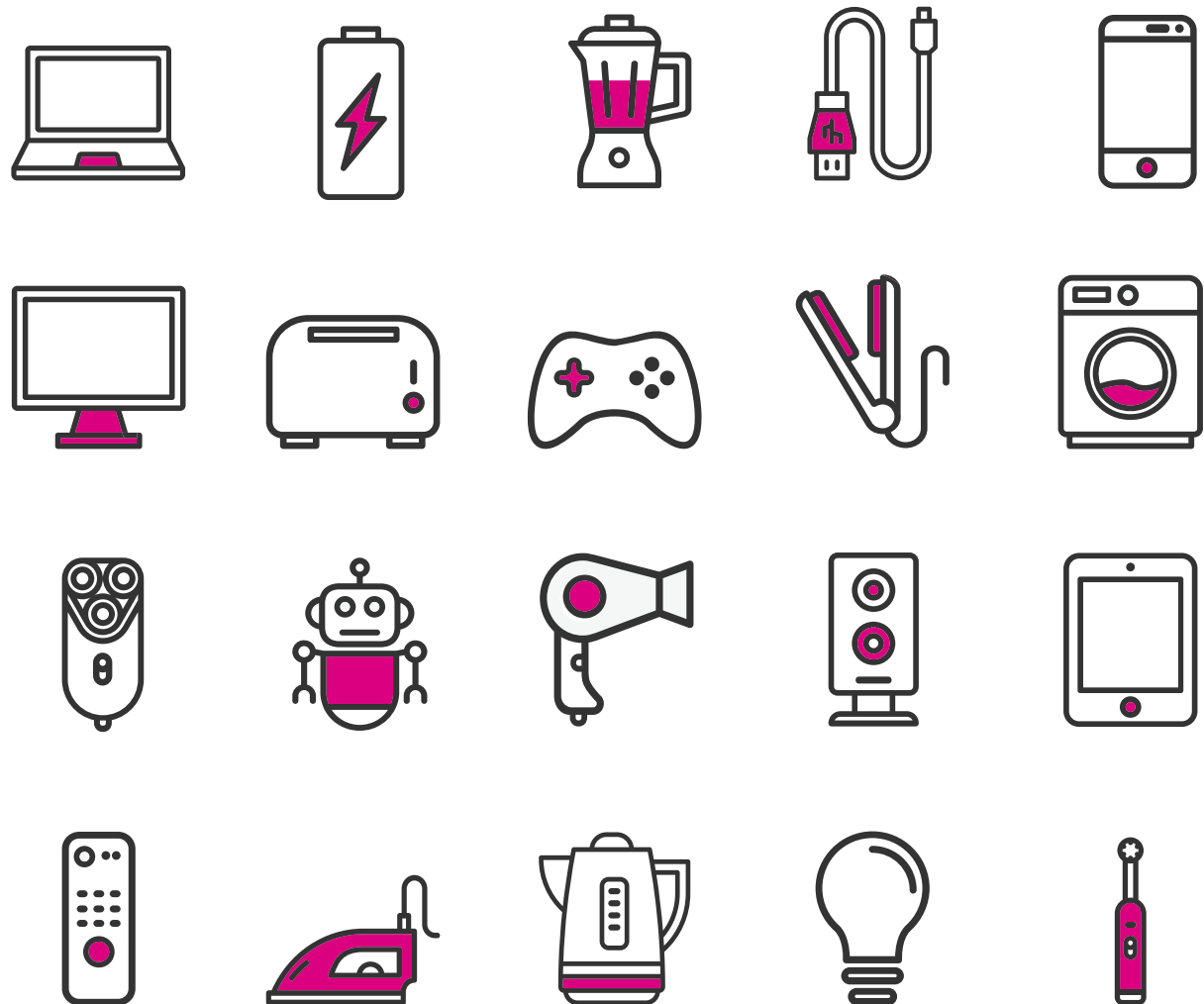
These devices are used to help give life to our electrical recycling messaging.

The swirl can only ever be used as a background, never have anything behind it when in use.

These brand devices can be used to help highlight communications or key information like in the examples to the right.



Here is a suite of brand icons that can help bring life to our message without the use of photography. They use our hero colour for consistency across our branding and communications helping to highlight what can be recycled.

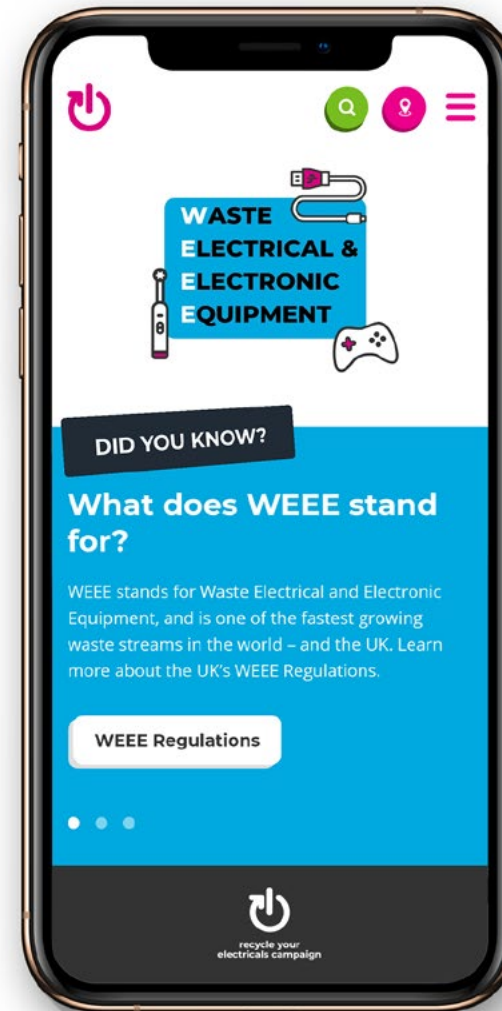




Website

Here is how the brand assets come together on a webpage.

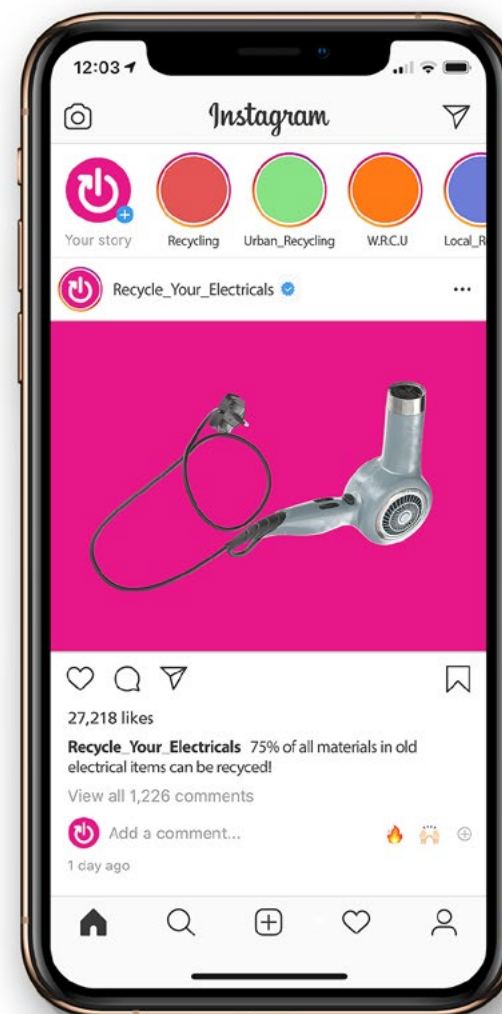
- Icons
- Brand colour usage
- Open Sans font
- Recycle Your Electricals Campaign logo



Social Post

Here is how the brand assets come together on a social post.

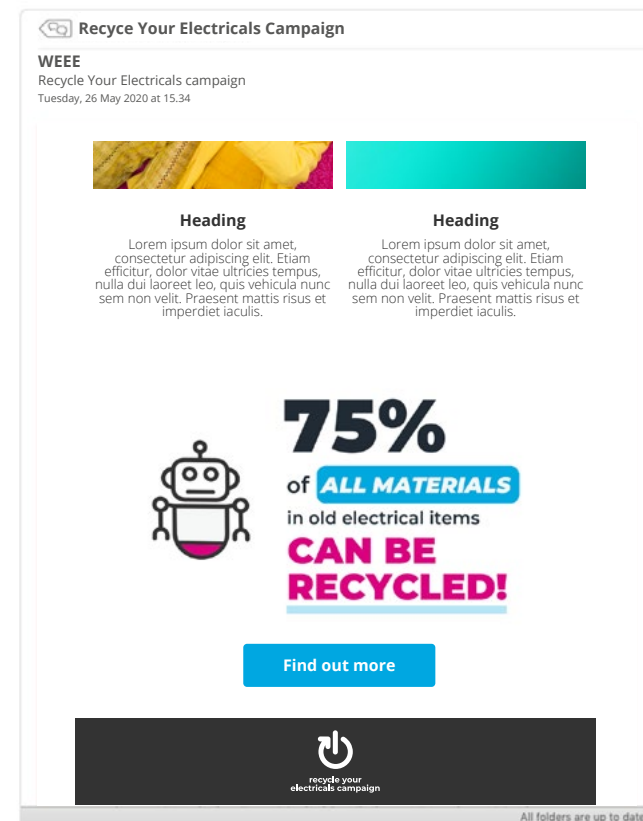
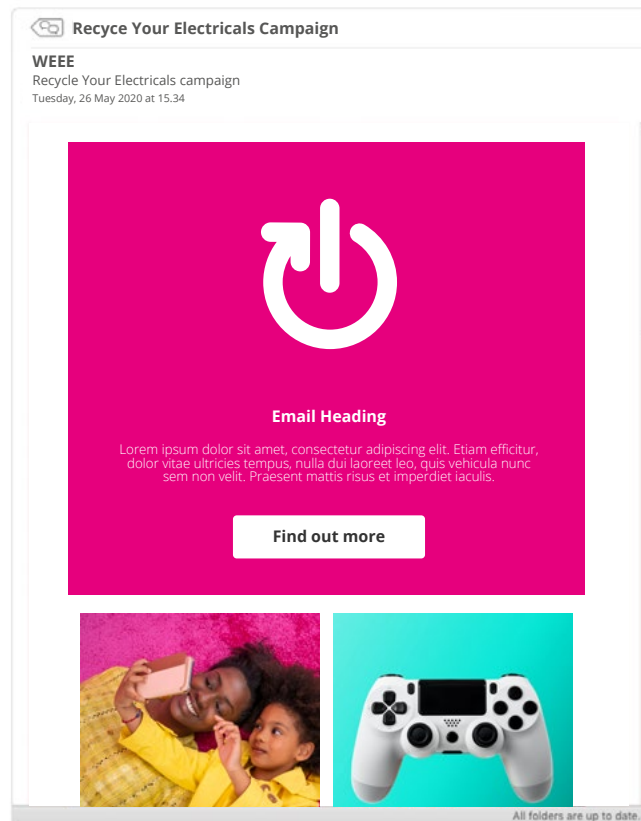
- Brand colour usage
- Recycle Your Electricals Campaign icon
- Correct photo assets being used



Email

Here is how the brand assets come together on an email.

- Icons
- Brand colour usage
- Open Sans font
- Correct photo assets being used
- Recycle Your Electricals Campaign logo



Leaflet

Here is how the brand assets come together on a leaflet.

- Brand devices championing messaging
- Brand colour usage
- Civane campaign font
- Search recycle your electricals logo



When selecting stock photography, it's really important to bear in mind the characteristics of The Recycle Your Electricals Campaign.

We're forward thinking, and want people to see recycling electricals as an opportunity and our old gadgets as a valuable resource. Recycling them is something that's easy to do, one that can and should become second nature to us all - for the good of each other, our families and our family's futures.

We don't always need to feature broken or old electrical items. We want people to consider what happens to their old electricals when they buy something new, so featuring new equipment is fine. It's also less restrictive when searching for stock images.

Do's

We like images that have a sense of energy & vibrancy that reflects our bold brand colour palette and positive attitude to recycling unwanted electricals.

Photography that features electrical items should reflect this approach. Clean vibrant backgrounds should be used.

Photography featuring people should also be vibrant and bold but those qualities can also be brought through performance. Subjects should bring warmth, personality and energy to the image. Photography should be inclusive and diverse. Everyone uses technology so we should reflect this. These images can also feature new technology as we want people to consider what happens to their electricals when they are replaced.

We use positive photography to highlight the idea old electricals are a valuable resource rather than a pile of waste. If we continue to show piles of waste rather than the old electricals in a more positive light we won't shift opinions in the long term.



Do's - what works

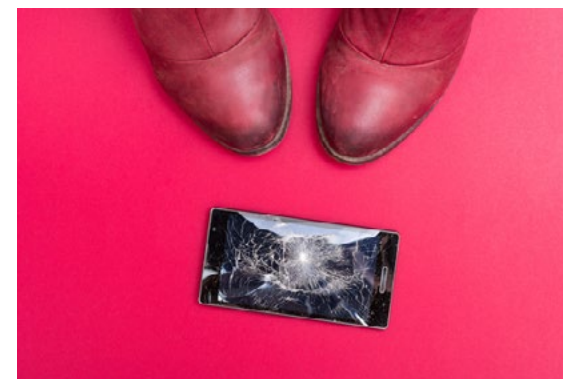
1. New Perspective

Piles of broken electricals aren't visually appealing and often just look like junk, and you can't tell what the items are inside the pile. By giving them some space and room to breathe, we champion the individual items for the potential they hold. By photographing them from a new perspective and fresh, unusual angle such as from above, it feels less like a broken or unwanted item and reminds you of its utility, and it's future potential.

1.



2.



2. Broken Item

Where possible, represent old electricals in a positive light. Showing items neatly from above on a vibrant background showcases the old electricals in a visually engaging way. The use of colour creates a positive visual. It also clearly shows the kind of items we're talking about. It can be hard to find an item shot on a coloured background like above, if not possible you can create your own by cutting out items and imposing them on a vibrant background, if executed to a high level. Shadows should remain.



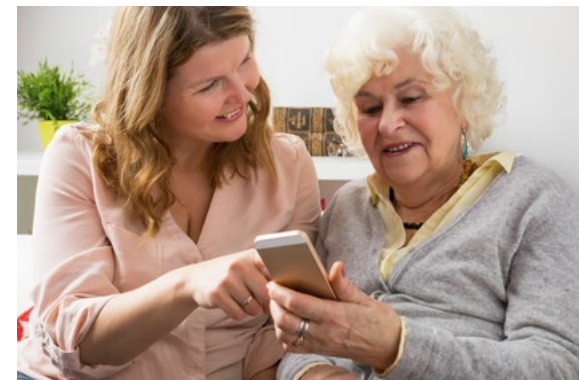
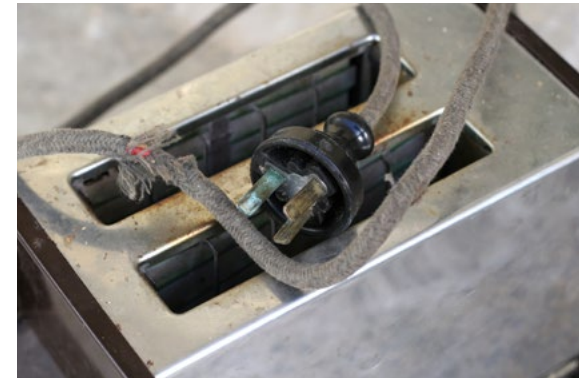
Don'ts

Avoid using clearly posed photos of people interacting with objects in question, the object should be the hero.

Avoid focusing on the downside of electronic waste so steer clear of piles of old electricals or landfills.

We want our images to engage and inspire, rather than blend into the hum drum. Have the photos pop with colour to reinforce our positive mission.

We try to avoid using traditional stock photography as it often doesn't help deliver our brand message with the use of generic imagery that can't be distinguished from everywhere else.





**Our
launch campaign**



Long Version

To raise awareness and get people to **start recycling their electricals** correctly, we're introducing the UK to the master of behaviour change - our new fluffy-faced figurehead - **HypnoCat**.

Using a character allows us to **inject masses of personality** into what could otherwise be a dry topic. With HypnoCat we are able to deliver direct messages in a charming way. He is the perfect ambassador to deliver all the information that the nation needs in a concise manner, alongside a hefty dose of his playful (and persuasive) personality. Meow.

Why a cat, you ask? Well, with over **11 million cats spread across the UK**, they really do have the ability to pop up whenever you're not looking and catch you off guard... like when you're about to bin electricals!

HypnoCat is bright pink to highlight the primary colour of electrical recycling. And we've replaced his eyes with a hypnotic swirls which spread into the background of our ads for added effect (and to really **entrance the nation**).

Using playful setups, like shielding a dustbin, balancing on old electricals, or simply as a floating head to mimic the Cheshire cat, HypnoCat will stop at nothing until **"You will recycle your electricals, you will not bin them"** is firmly embedded into every mind in the UK.

Medium Version

To raise awareness and get people to start **recycling their electricals correctly**, we're introducing the UK to the master of behaviour change - our new fluffy-faced figurehead - **HypnoCat**.

HypnoCat is a **mesmerising pink fluffy cat** with hypnotic superpowers and he has one mission - to hypnotise the nation to recycle their electricals.

With over **11 million cats spread across the UK**, and more than 3 billion cat videos on the internet, it is clear that these furry felines are truly loved by the nation. They're also a symbol of domesticity and local community.

His pink coat reflects the designated recycling colour for electrical recycling. And we've replaced his eyes with hypnotic swirls that spread into the background to really **entrance the nation**.

His fun, impactful character and charm allows us to connect with the public, and deliver direct messaging that is both clear and memorable. E.g.
'don't bin them, recycle your electricals' 'you will recycle your electricals'
'don't bin it, bag it'

Shortened Version

HypnoCat is a mesmerising pink fluffy cat with hypnotic superpowers and one mission - to hypnotise the nation into recycling their electricals.



He's hypnotising

HypnoCat is a mysterious master of hypnotism. He is witty, dry and occasionally quite blunt.

Funny, hypnotic and sharp - his sophisticated vocabulary, and soothing repetition are what make him so persuasive.

HypnoCat uses hypnotic cues and language where he can, this includes things like **“gaze into my eyes...”**, **“listen to my soooooothing purr”**, **“repeat after me...”**, **“3, 2, 1, you’re under...”**, as well as repeating specific words or phrases. He’s not a magician with cheap tricks and won’t say “Abracadabra”. He’s a professional hypnotist.

He's cute yet cunning

The contrast between his cute, fluffy, pink exterior and his cunning hypnotism is what makes him so lovable and funny. He's an over the top master of persuasion with a knack for getting what he wants - and he'll stop at nothing to get it!

He's fun

HypnoCat always writes with a smile. Even if it's a cunning hypnotic one. He's always looking for ways to inject some fun into his messaging to make sure his audience like him, and his messages are as shareable as possible. Instead of saying "Go and put your electricals in a bag" he would say

"You will soon have an uncontrollable desire to bag up your electricals".

He makes it easy

This is a behaviour change campaign after all, so he's committed to getting the right information across in a simple way that's easy to understand. HypnoCat likes to use a healthy balance of informative messages mixed with fun tone. Any of his communications should have a mixture of both - if it has too much factual information it may become boring and straight-laced, too much tone and it may fail to get across the right information.

A good example of this is **“Bag up any unwanted electricals, ready for recycling. And speaking of bags, fetch me a big bag of catnip whilst you're at it.”** The added tone helps make his character more likeable, and makes it seem less like governmental instructive messaging.

We try to make it as easy as possible so we wouldn't say **“Go to the shed, look around for a while, go back to the house, get a bag, put some electricals in, gather what you found from the shed, then recycle it all.”** We can be much more straightforward than that.

He's never condescending

Whilst he is informative with what he says i.e **“You must not bin, you must recycle”** he is never condescending towards people. He can humorously look down on the intelligence of other animals, i.e **“Dogs are stupid”**, but would never say, **“Stupid humans...”** for example, as we never want to make people feel fools for their bad recycling habits, we want to be fun and encouraging.

We always try and backup a 'negative' with a positive - i.e if we ever say **“Don't bin your electricals”** we would follow it up with **“recycle them instead”**.

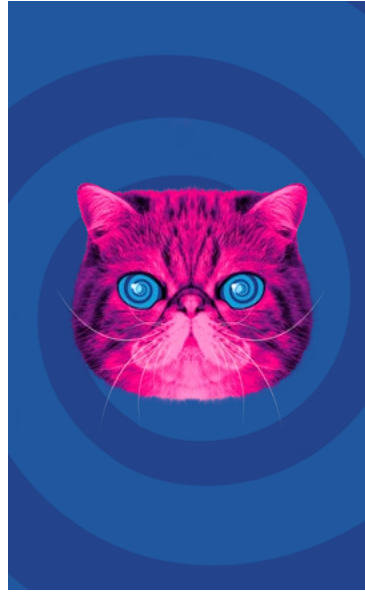
HypnoCat

HypnoCat is always with a capital H and a capital C. Not Hypnocat, or hypnoCat, or hypnomastercat, or HypnoKittenGrandMaster. It's his name and he's very precious about it.

We say **“recycling electricals”** or **“recycle your electricals”**, rather than **“electrical recycling”**. This is because there can be confusion around whether the recycling is done electronically rather than electricals themselves being recycled.

HypnoCat assets are always to be used on the blue swirl background with the swirl coming from the back of his head.

HypnoCat must never appear on a plain coloured background or white background.



Leaflet

This is how the HypnoCat looks in a leaflet.

- Local authority logo
- Brand colour usage
- Graphic asset usage
- Civane font
- Search Recycle Your Electricals logo



The people behind the Recycle Your Electricals Campaign



hello@recycleyourelectricals.org

Please get in touch for any more information on our campaign.

