

Recycle Your Electricals brand identity guidelines

JANUARY 2024



Contents

These guidelines should be used by anyone creating content for Recycle Your Electricals.

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 Recycle Your Electricals. 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 applied.

1 Our brand

- 03 Why we exist
- 04 Audience
- 05 Design principals

2 How we look

- 08 Brand components
- 09 Icon and logos
- 10 Logo exclusion zones
- 11 Logotype misuse
- 12 Co-branded partnership logos
- 14 Supporter logos
- 15 Colours
- 16 Colour usage
- 17 Typography
- 18 Typography in use
- 19 Photography
- 23 Electrical icons

3 How we talk

- 25 Tone of voice
- 27 Key messages

4 How we apply our brand

- 29 Who is HypnoCat?
- 31 HypnoCat assets
- 35 Social media
- 36 Colour tints & shades
- 37 Bring banks and drop-off points

5 Appendix

- 42 Electrical icon library
- 45 Electrical photography library
- 47 HypnoCat library

6 Contact

- 48 Further information



1. Our brand

Why we exist

The Recycle Your Electricals campaign is led by Material Focus, an independent, not-for-profit organisation. We are on a mission to stop valuable and finite materials in unwanted electricals from being lost forever. We inspire and make it feel easier for the UK to repair, donate, recycle all their unwanted electricals instead of binning them.

The problem

Discarded old electricals are one of the fastest growing sources of waste in the UK and in the world. Every year over 50 million tonnes are 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 valuable, finite materials. Anything with a plug, battery or cable can be recycled, and the recovered materials can be turned into everything from life-saving medical equipment to children's playgrounds. However, if these items are binned rather than recycled, those materials are lost forever.

The potential

Keeping our electricals in use for longer, and recycling those that are no longer fixable, reduces the pressure to extract new raw materials from the earth. We also conserve energy, reduce air and water pollution, reduce greenhouse gases and help slow one of the planet's fastest growing sources of waste.

Audience

We are talking to anyone who has an unwanted electrical item.

- **80% of us across the UK believe recycling is a good thing**, and will already recycle paper and plastic. Most of us have unwanted electricals we want to get rid of, even if it's just a drawer of cables.
- **Yet, only 58% are confident they know how to recycle electricals.** This is particularly true of rechargeable electricals with batteries, which many won't even consider as electrical items.
- **39% of people binning electricals rather than recycling them** say they think it's simply too hard. Inertia, lack of time and effort are also key contributors to people not recycling electricals.

Motivation to recycle, rather than bin electricals, varies across the population. Many people will recycle because they're anti-waste or environmentally driven to maximise precious resources, but others do it simply because that is what's expected of them or what their council tells them to do.

Context is key. Barriers to act will be different depending on circumstance. In urban areas, where car ownership is lower, it's harder to get to many of the established recycling centres. Highlighting community drop-off points and retailers offering recycling of all electricals (Currys, B&Q, John Lewis, Waitrose) makes a huge difference. In rural areas, where car ownership and awareness of recycling centres is much higher, we need to prompt people to build recycling their electricals into their existing journeys by taking them to recycling centres or retailer drop-off points.

We always strive to find the right message and deliver it through the appropriate channel. We want to make sure everyone, everywhere, has the information they need to fix, donate or recycle, regardless of their age, income, language, technical knowledge, or access to technology.

Timing is critical

Unlike the regular recycling of paper and plastics, recycling electricals is often an ad-hoc activity. There are key moments when reuse and recycling peaks. These are typically decluttering times in spring, September as the children return to school, pre and post Christmas clearouts, and more generally when people are about to move house.

There are times when people might be more open to change. When people move into a new area they are less likely to know about reuse and recycling services, so local councils, estate agents, universities and housing associations have an important role in sharing this information. And retailers are key to ensuring customers know how to get rid of old electricals when they buy new ones.



Our design principles: design for how people actually behave

As humans, we are not purely rational decision-makers who analyse available information and act in ways that reflect our best interests. We can be irrational and heavily influenced by our emotions, prior experience and our environment – and most of our decisions are made automatically, affected by a range of human biases. So it's not as simple as saying you must recycle your electricals and people will go off and do it – despite knowing all the benefits.

Our design principles help make it feel easier for people across the UK to recycle their electricals.

1

Choose the right messenger and tone.

Find trusted, expert and relatable voices to spread tailored messages within the sub-groups that the target audiences belong to. We tend to trust experts and people in authoritative positions including our employers and the media – and therefore we place more importance on their opinions and contributions. We are also drawn to people who think and look like us – so when selecting influencers, consider gender, age, local, cultural affiliations, family, faith, class and ethnic groups.

2

Keep it simple, and small.

Less is more – we quickly become overwhelmed by too many choices and too much information, so try to use step-by-step instructions and chunk up the information to make it feel clear, simple, and possible. Encourage people to start with a small, specific behaviour, for example, 'bag up your broken electric toothbrush for recycling.' Because we are also creatures of habit, once we have done this once we're more likely to continue because we realise it's easy. And because we naturally feel good having completed an action.

3

Show don't tell.

Our brains interpret images more quickly than words. If the reader experiences the story or piece of content through actions, feelings and visuals, it immediately feels simpler to process e.g. watching people go into their local retailer and put their electricals in the recycling, or viewing a video of a professional declutterer sorting their electricals into piles ready for donating, selling and recycling.

4

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.

Our design principles: design for how people actually behave

5

Appeal to people's egos.

We act in ways that make us feel better about ourselves. We have a bias towards instant gratification, so highlight the immediate, most tangible benefit available e.g. make more space in your cupboard (or mind) by clearing out and putting your electricals to better use; enable a child to do their homework by donating your old laptop; save precious materials from being lost forever by recycling rather than binning your electricals; don't break the rules – don't bin them, recycle your electricals.

6

Highlight the masses already acting.

We are herd animals and most of us follow what the majority are doing. Show images and accounts of people already recycling, decluttering and reusing their old electricals to demonstrate that this is the right thing to do. Be careful not to showcase the bad behaviours as this will sanction those behaviours e.g. if everyone else is binning or holding onto their old electricals, then so can I. Where you want to talk about the negative behaviours, always follow it up with how to do the right behaviour.

7

Always lead to action.

Whatever we tell people, we always leave them with a solution. Give people a clear next step to make it easy to build their new habit, with a link to the locator where possible. 'Don't bin it, bag it up ready for donating or recycling.' 'Search **recycle your electricals** to find your local donation or recycling point.'





2. How we look

Brand components

Logo

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. It's simple and uncomplicated – just as the action of recycling electricals should be.

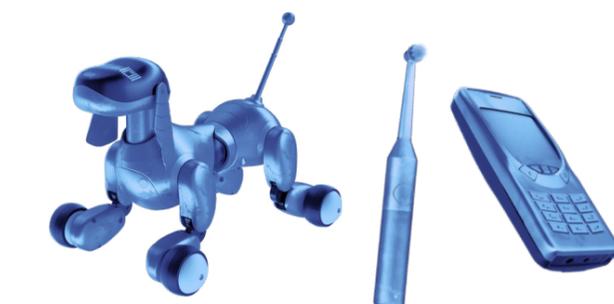


Messenger

HypnoCat is our fluffy-faced figurehead. Using a character allows us to inject masses of personality into what could be a dry topic. HypnoCat delivers information in a concise way with a hefty dose of playful and persuasive personality. Meow.

Type styles

Civane is a typeface filled with personality and is used in headlines and introductory paragraphs across our brand. It is supported by Montserrat. In situations where these fonts cannot be used, such as email, it is acceptable to use Open Sans.



Photography

A library of colourised images are used in conjunction with HypnoCat. They show common electrical items that are often stashed in drawers or thrown away. We use them in the hypnotic swirl of HypnoCat design assets.

Colour palette

Magenta should always be the hero colour. It is supported by a reduced palette of dark blue, cyan and white. The grey is only used for typography and brand assets, like icons.



Pattern

The hypnotic swirl and electricity bolt devices are used to help give life to our electrical recycling messaging. The swirl is only used as a background to HypnoCat graphics. The electricity bolts add visual interest to materials without photography.

Tone of voice

In order to inspire and make it easier for people to understand and to act, we write and speak in a positive, simple, pragmatic, and dynamic tone.



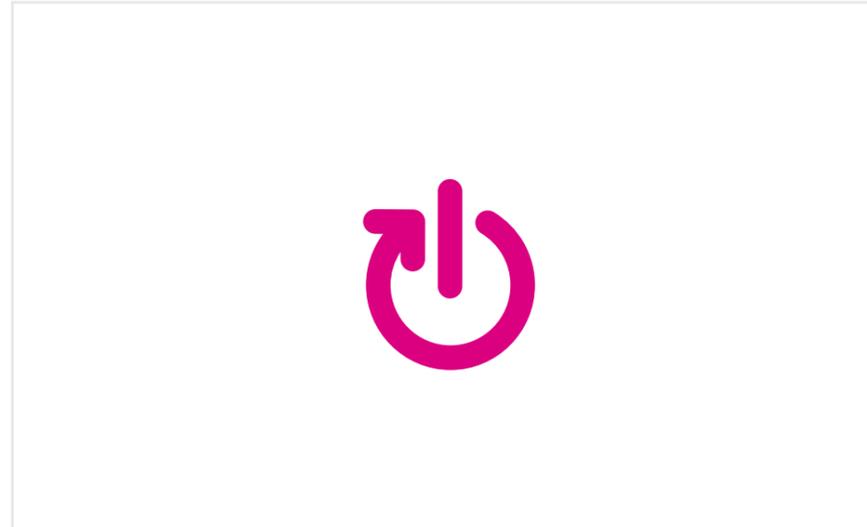
Icons

Our suite of brand icons help bring life to our message without the use of photography. They use our hero colour for consistency across our branded communications helping to highlight what can be recycled.

Icon and logo

1 Recycle Your Electricals icon

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. Even with little explanation, there is no mistaking what this icon means. It's simple and uncomplicated – as the action of recycling electricals should be.



1. Icon

2 Recycle Your Electricals logo

This form of our logo is our default and should be used wherever possible. We are still a relatively young brand, so we want to build up recognition of our icon as a shorthand for Recycle Your Electricals.



2. Recycle Your Electricals logo

3 'Search' logo lockup

This logo lockup 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 memorable enough for people to recall at the point of needing to recycle their electricals.



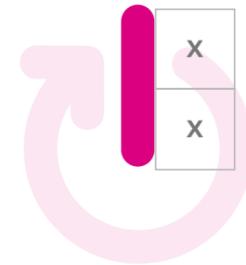
3. 'Search' Recycle Your Electricals logo lockup

Logo exclusion zones

The Recycle Your Electricals icon, logo word mark and 'Search' logo lockup should always have a minimum exclusion zone which equates to 50% of the height of the vertical line in the icon. Note this is a minimum and more space should be allowed wherever possible.

The Recycle Your Electricals icon and logo word marks should only ever appear in the brand pink, white or black.

The pink logos can only ever appear on white backgrounds, never on a colour. The white and black logo are to be used whenever the pink logo isn't correct such as solid colour backgrounds.



Primary logo exclusion zone where x is 50% of the height of the vertical bar in the logo

Logotype misuse

- 1 Do not change the colour of the logo
- 2 Do not shear the logo
- 3 Do not add drop shadow
- 4 Do not outline the logo
- 5 Do not flip or rotate
- 6 Do not change proportions of the logo



Co-branded partnership logos

Working in partnership with other organisations is key to achieving our mission.

'Together with'

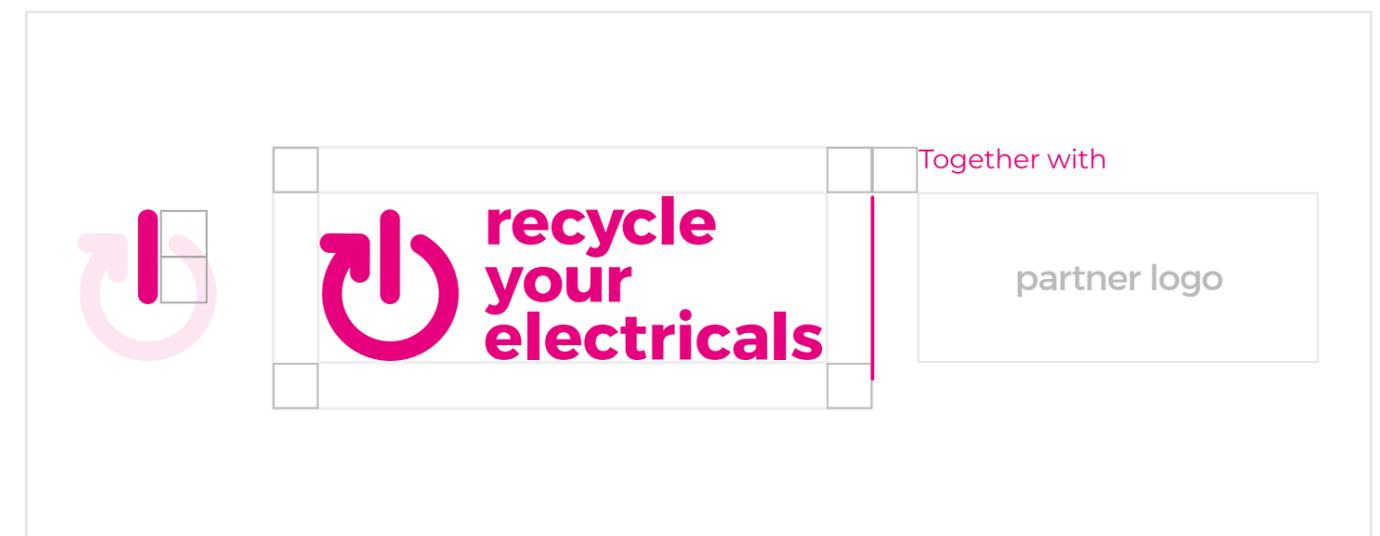
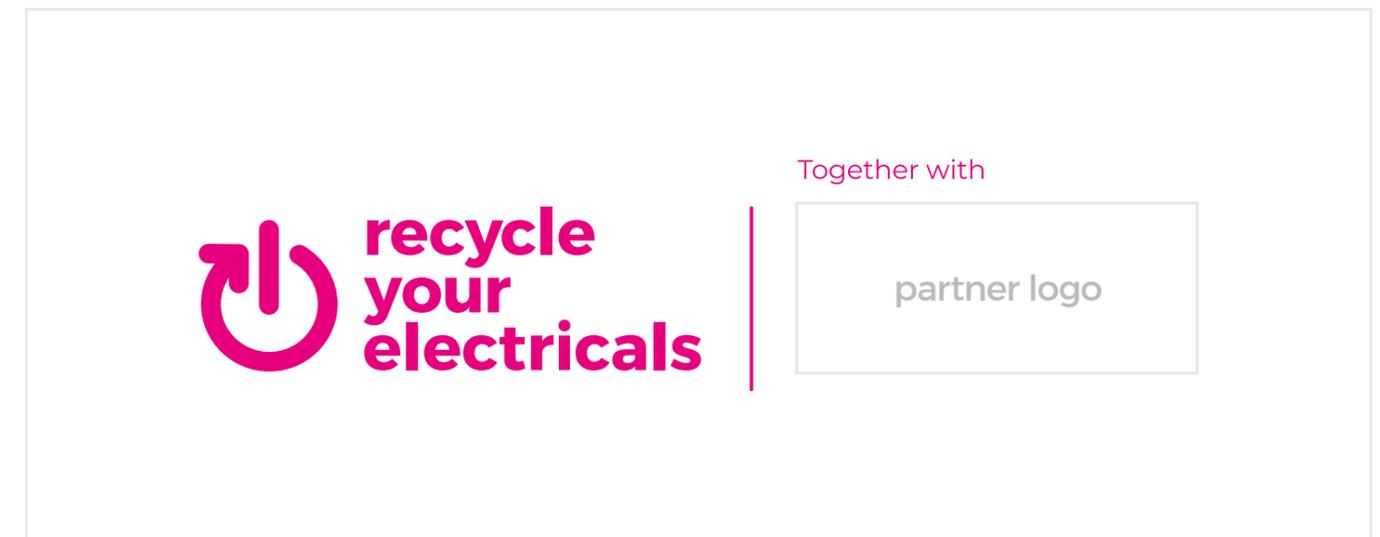
This is used when we're working directly with another brand and we want to be clear we're delivering the message together.

Recycle Your Electricals logo comes before the partner logo/s as shown.

If the partner logo is coloured it should only be used on a white background, never a coloured background – and the primary Recycle Your Electricals logo should be used alongside it where appropriate.

If the background is coloured, the partner logo and the Recycle your Electricals should only be used in black or white.

For HynoCat assets all logos should be white mono.



Layout – 50% height of vertical bar in logo determines spacing of elements

Co-branded with multiple partnership logos

Here is an applied example of our logo shown together with a number of partner logos.



Together with

partner logo

partner logo

partner logo

partner logo

Supporter partnership logos

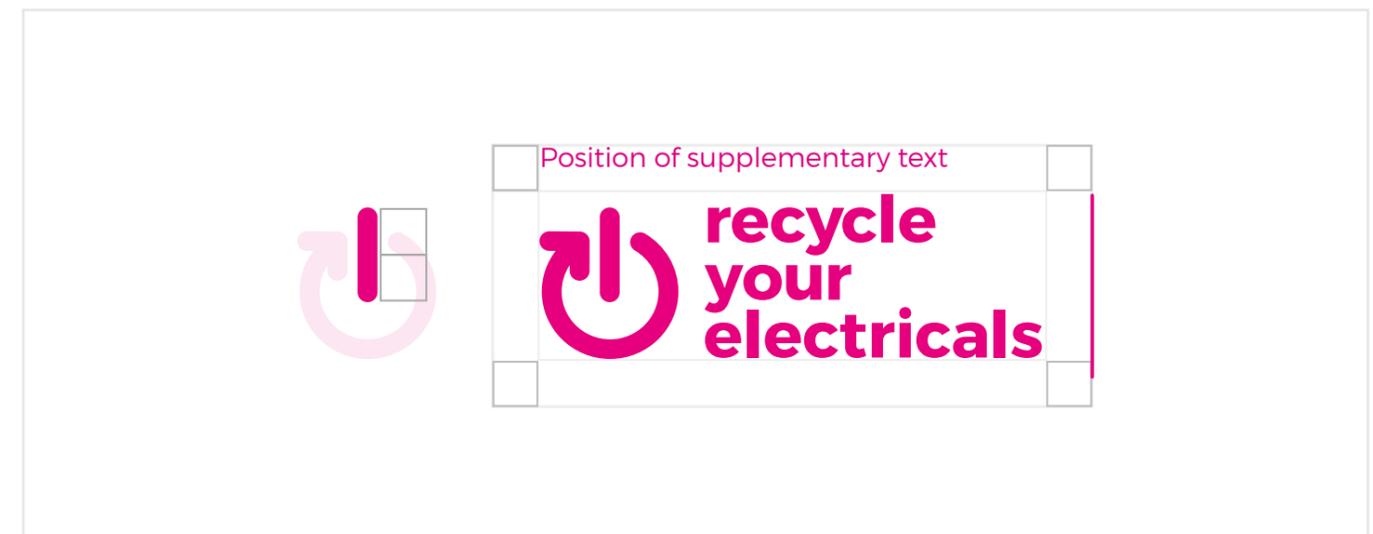
The Recycle Your Electricals branding can be used in a number of ways to support and celebrate our partnerships.

'Proud supporter of'

This is used for organisations who are celebrating working with us – demonstrating to their customers, employees and residents, etc. that they too believe in reusing and recycling electricals.

'Helping you'

This is used by partners who want to highlight that they are helping their customers, employees, residents, etc. to reuse and recycle their electricals.



Layout – 50% height of vertical bar in logo determines spacing of elements

Colours

Primary

Magenta should always be the hero colour. It has been tested for usability, visibility and consumer engagement and is the recognised colour for the Waste Electronic & Electrical Equipment (WEEE) material stream.

Where we need to break out of the hero colour, we can expand into the supporting palette of navy and cyan. The grey is only to be used for typography and icons.

Note

RAL 4010 is the closest available colour to RYE Magenta, however it is not a perfect visual match. Further notes on the implication of this colour disparity is noted in relation to bring banks on p37.

Shades of the palette

We use darker shades of our palette in our patterns and in some instances of the headline drop shadow.

Tints of the palette

It is also acceptable to use tints of the colours to create lighter tones of our palette. We use a 70% tint in the pattern elements. In our social media graphics we use a range of tints when we want the icons to be recessive and act as a background to the primary headline or statistic. [See p33.](#)

Primary

Magenta

cmyk 0/100/0/0
HEX #DB 00 80
Pantone: Process Magenta C
RAL 4010

Navy

cmyk 100/90/10/0
HEX #28 35 83

Cyan

cmyk 90/11/0/0
HEX #00 A9 E0

White

cmyk 0/0/0/0
HEX #FF FF FF

Shades

Shaded magenta

cmyk 0/100/0/40
HEX #A0 00 57

Shaded navy

cmyk 100/90/10/40
HEX #1D 24 5D

Shaded cyan

cmyk 80/45/6/0
HEX #35 7A B6

Grey

cmyk 0/0/0/90
HEX #3C 3C 3B

Tints

Light magenta

cmyk 16/76/0/0
HEX #D6 59 A3

Light navy

cmyk 95/65/2/0
HEX #00 57 A3

Light cyan

cmyk 57/5/5/0
HEX #6C C1 E5

Light grey

cmyk 0/0/0/10
HEX #ED ED ED

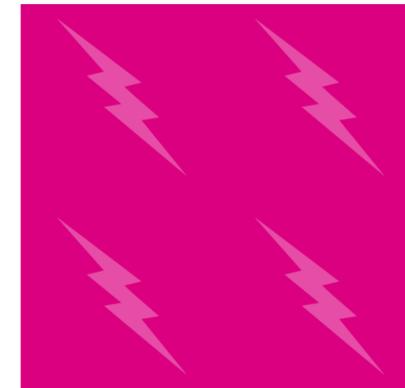
Colour usage

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%.

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.



1. Use 70% tint of the same colour in patterns

Don't mix colours



2. The suite of blue electrical items should only appear again cyan or navy, never magenta.

Typography

Display font

Civane Normal Black italics is used for headlines and sub-headlines.

Civane Normal Medium is sparingly used in lead copy such as posters, leaflets and introductory statements.

Communications font

Montserrat is used for extended body copy, sub-sub headlines and captions.

System font

In situations where the corporate fonts cannot be used, such as email newsletters or email signatures, it is acceptable to use Open Sans which is similar to Montserrat.

There is not a system font that is sufficiently similar to Civane to swap in. An acceptable work-around for the newsletter header would be to set the heading in Civane and include it as a graphic.

Civane Normal Black Italics

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Civane Normal Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Montserrat Semi-bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
XYZ abcdefghijklmnopqrstuvwxyz
1234567890

Montserrat Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Typographic styles in practice

Note on H1 heading style

1. Headings should be set big and rotated by 5.5 degrees.
2. When used against a blue background the white H1 heading is set in Civane with a magenta drop shadow (C0, M100, Y0, K0). When used against a magenta background, the white heading has a shaded magenta drop shadow (C0, M100, Y0, K40).
3. Templates have the drop shadow embedded into the H1 style. If creating assets larger than A4, take the heading from an A4 template and scale up proportionally.

H1 Titles
Civane Normal
Black Italic

Introductory paragraph
Civane Normal Regular

H2 Subhead
Civane Normal Black

H3 Sub-Sub head
Montserrat SemiBold

Body copy style
Montserrat Light

Body copy emphasis
Montserrat SemiBold

H1 Titles
Civane Normal
Black Italic

Introductory paragraph
Civane Normal Regular

H2 Subhead
Civane Normal Black

H3 Sub-Sub head
Montserrat SemiBold

Body copy style
Montserrat Light

Body copy emphasis
Montserrat SemiBold in Light cyan or white

Photography

Our photography style reflects our focus on making it feel **easy to act**. We use simple, positive photography to help bring to life what we're saying.

We've created simple photography rules that allow us to select and treat stock photography in a consistent way, as well as give clear direction for commissioning images where time and budget allow. There are 2 key styles of ownable photography:

1/ duotone photos cut out against a coloured background – this is particularly useful when your beautifully crafted headline or surprising stat is the main thing you want to draw attention to, supported by the images.

2/ full colour photos cut out against a coloured background – this is particularly useful when the image is the main draw, supported by the headline.

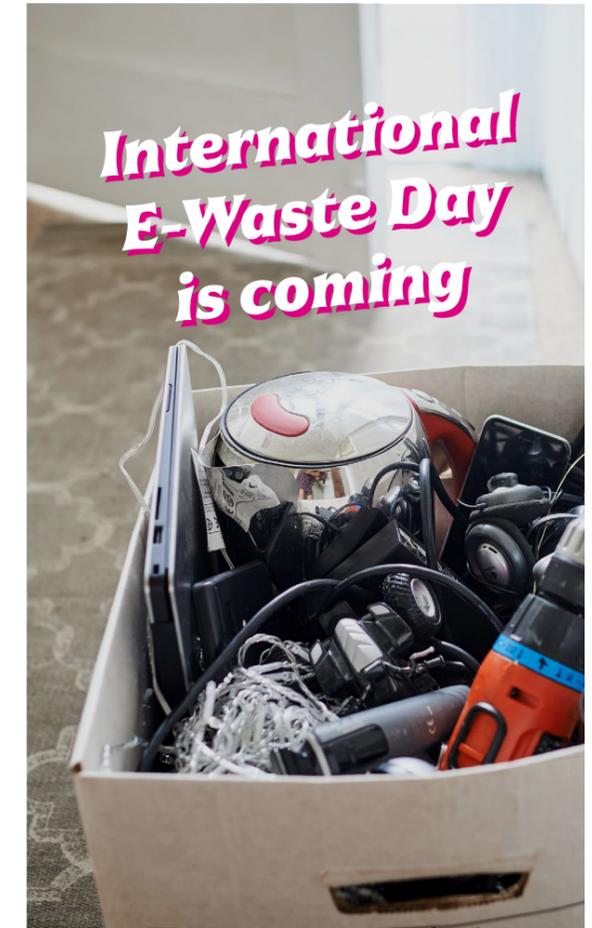
When we need to tell more of a story, or give context for our messages, we also use full bleed photography or video with our distinctive Civane font over the top of it to brand it as ours.



1. Duotone photos cut out against a coloured background



2. Full colour photos cut out against a coloured background



3. Full bleed photography or video with Civane font

Photography: Dos

Highlight environmentally-friendly behaviour.

The more we see other people like us undertaking low carbon activities, the more likely we are to join them. Show images of bagged up electricals, or images of others fixing, donating, recycling their electricals in different contexts. It helps make this behaviour feel familiar and normal.



Choose the right messenger and tone.

People bring warmth, personality and energy to photography. Everyone uses technology, so our audience needs to see themselves reflected in our communications to influence them to act too.



Try to show a new perspective.

Photographing electricals from a new perspective or fresh angle allows you to see them in a different light. It feels less like a broken unwanted item and reminds you of its potential.



Have a clear subject.

Make the electrical the hero of the shot. Isolate the objects against minimal backgrounds and create a composition with plenty of negative space.



Note on using tints

Preparing imagery against brand colours, or using duotones, allows us to use traditional stock photography in a way that is ownable by Recycle Your Electricals.

100% Magenta is used as the background colour whenever we need quick brand recognition. For example social media, bring banks and adverts.

When we see multiple images grouped together, like on our website, we use pale 20% tints of either the Magenta or Cyan from our palette.

If taking this approach, group images with the same treatment together, don't mix colour backgrounds with full-bleed photographys. Don't mix tints of blue with tints of pink in the same row.

Photography: Don'ts

Avoid using overly posed photos of people.

Photography with people should be warm and engaging, not staged or posed. For images of people interacting with electricals, the electrical should always be the hero.



Don't focus on the negatives of electronic waste.

We're trying to change perceptions that old electricals are actually items full of potential and so should be reused and recycled, not binned as waste. Steer clear of piles of old electricals, landfills or electricals broken or destroyed beyond



repair. This can otherwise reinforce the message that electricals are junk, and won't shift opinions in the long term. You also can't tell what items are when they are in a pile. We want our images to engage and inspire, rather than blend into the hum drum.



Avoid dull-toned photography.

Avoid images with lots of dull or dark colours. We want people to feel positive and empowered when engaging with our brand so try to find photography where the colours reflect that.



x

Photography on the website

Within the more heavily branded and controlled environments of our owned channels like our website, case studies or publications, we are also able to use unbranded, full bleed photography to bring our messages to life.

Choose bright, uncluttered images or select ones with a shallower depth of field to create a focus on the most important element, whilst allowing the background to give context. e.g. a box filled with electricals under a bed or drawer of doom in a kitchen.

Applied example from website

See the 'before' and 'after' example explaining why the images on the second row work better for our brand.

1. Include people to make the topic feel more relatable.
2. Hero the material being saved.
3. Indicate action being taken.
4. Use bright, uncluttered images.

When images are seen as a group, consider how they sit together. Try to select images that have similar lighting, colours and/or depth of field.

Don't do this



Resources

If old electricals go to landfill, or are flytipped instead of being recycled, valuable resources are lost forever. That's a big problem.



Economy

Discarded or hoarded household electricals cost the UK economy £370 million per year of lost valuable raw materials such as gold, copper, aluminium and steel.



Financial value

The average UK household is hiding away 20 unwanted electricals. If we passed on these to charities they could make a big difference to people's lives.



Climate change

Producing electricals creates carbon emissions. Recycling our old electricals would cut as much CO2 as taking 1.3 million cars off the road.

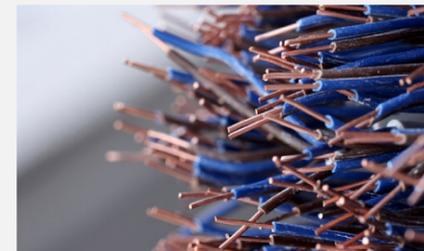


Do this



1. Resources

If old electricals go to landfill, or are flytipped instead of being recycled, valuable resources are lost forever. That's a big problem.



2. Economy

Discarded or hoarded household electricals cost the UK economy £370 million per year of lost valuable raw materials such as gold, copper, aluminium and steel.



3. Financial value

The average UK household is hiding away 20 unwanted electricals. If we passed on these to charities they could make a big difference to people's lives.



4. Climate change

Producing electricals creates carbon emissions. Recycling our old electricals would cut as much CO2 as taking 1.3 million cars off the road.



Electrical icons

We have 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.

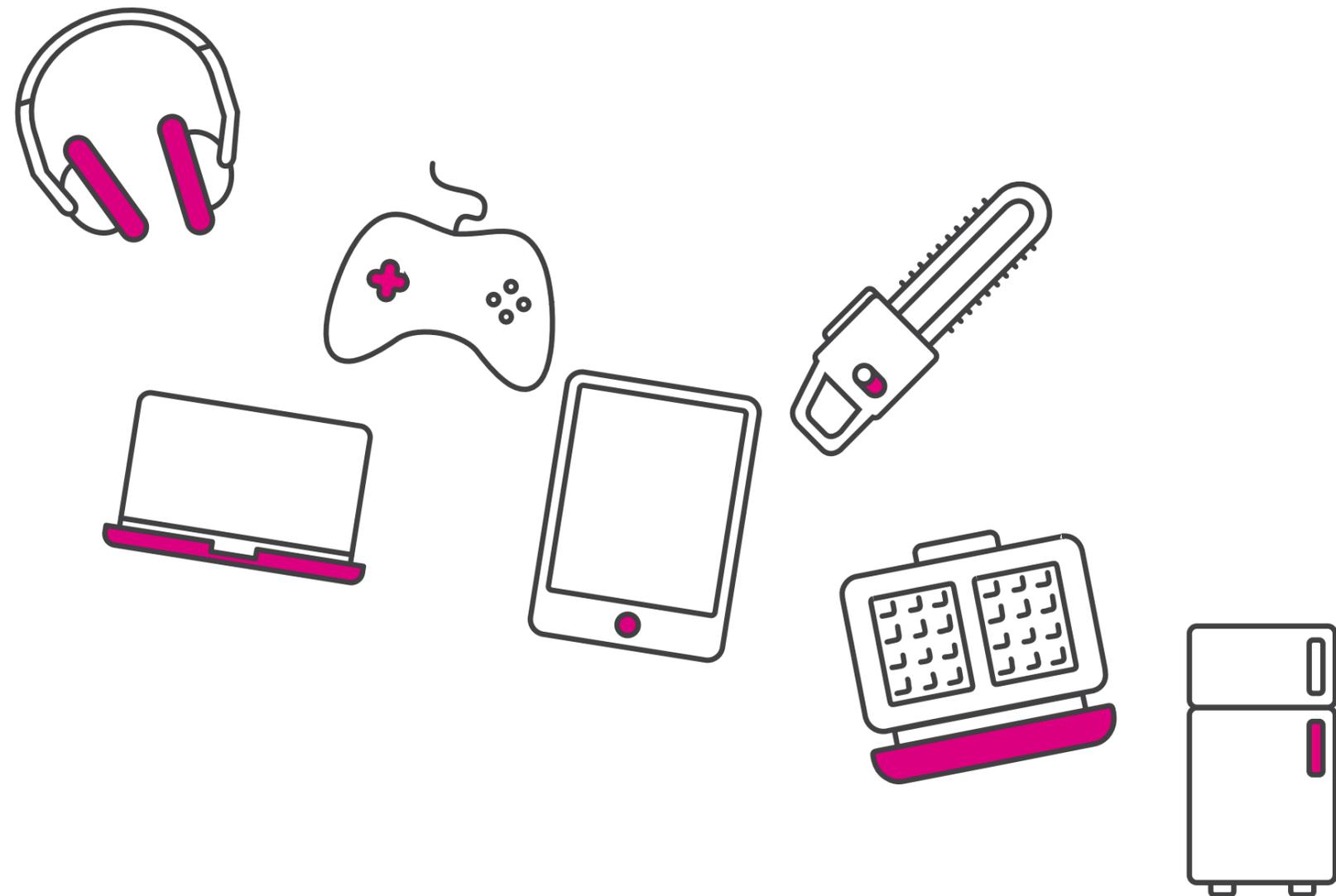
Do - consider using icons at different angles to reflect the dynamic nature of our brand.

Do - scale the icons to the same percentage if seen together. The icons have been created with a consistent line width and this should be retained when creating artworks.

Do - use a representative selection from the key categories of electricals:

- TV & Audio
- Computing
- Gaming & hobbies
- Mobile cameras & smart tech
- Power tools & gardening
- Small home appliances
- Large home appliances.

You can see the full library of available icons in the appendix.



3. How we talk

Tone of voice

The principles underlying our tone are based on our values which are 'positive', 'keep it simple', 'pragmatic' and 'dynamic'.

Positive

We are unapologetically positive about the potential for change, and that's reflected in our tone. Positive encouragement is uplifting. 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'. If people feel valued and rewarded for their efforts, they are more likely to be motivated to continue or improve their behaviour.

Highlighting positive stories helps create a strong emotional connection with our audiences, normalises the behaviour we're promoting, and inspires others to join in.

A positive tone is one that's cheerful, lively and optimistic, using vivid language to create engaging copy that people want to read.

Sometimes we need to highlight negative behaviours to create the urgency to act. We always couple these insights with a positive and actionable solution e.g. binning batteries causes hundreds of fires every year – 'never bin them, search **recycle your electricals** to find a battery recycling drop-off point.'

We're here to offer help, support and information, so we use language that's warm, human, friendly and not too formal.

Keep it simple

Our communication is straightforward, clear, and free from jargon. We use simple and concise language to make our message easily understandable. We always consider who we're writing for, so we don't need to include unnecessary details.

We break down complex issues and make it easy to understand. We chunk up information into smaller, more digestible instructions to help everyone quickly understand the issue and how to act. We use analogies to help people understand complex issues e.g. identifying a new trend for buying 'Fast tech' and comparing it to Fast fashion and Fast food, so people quickly understood the negative implications.

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 are difficult to read.)

We write so that everyone can understand – we don't use complicated words when a simpler one would work. And we keep sentences and paragraphs short.

A good trick is to say your copy out loud: if what you've written doesn't feel easy to read and sound natural, friendly and clear, have another go.

Continues overleaf...

Tone of voice (continued)

Pragmatic

We don't wait until things are perfect. We act now, and get stuff done. We test it to see if it works. And if not, we change our approach.

This means paying attention and responding quickly and smartly to new information, feedback and changing situations. And piggybacking relevant media stories in the news to get our message out there and extend our reach.

We write pragmatically by using a down-to-earth, friendly, and conversational tone. We talk to our readers as if we're talking, rather than writing to them. We avoid overly formal or pretentious language and we never overclaim.

We are open about our limitations. But if we don't know the answer we'll always try and find someone who does!

Our pragmatic approach sometimes means we offer more praise and encouragement than is strictly due, to keep things moving in the right direction.

Dynamic

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

Dynamic means collaborating with our audiences and partners and responding to 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.

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

Key messages

Unwanted electricals are one of the fastest growing sources of waste in the world – and the UK

If you can't repair, donate or sell your old electricals, always recycle them

Don't bin them, recycle your old electricals

Never bin loose or hidden batteries. Always recycle them. Search ***recycle your electricals*** to find local drop off points

Alt: Never bin batteries. Hidden batteries in electrical items can start fires when crushed or damaged in recycling and bin lorries. Always recycle electricals and batteries separately from your household rubbish or recycling. Search ***recycle your electricals*** to find your local drop off points.

Anything with a plug, battery or cable can be recycled and turned into everything from children's playgrounds to life-saving equipment

Alt: Your old headphones, chargers, kids toys, electric toothbrushes [choose most applicable electricals] and anything else with a plug, battery or cable can all be recycled and turned into something new

Bag them up and search ***recycle your electricals*** to find your local drop-off points

Alt: Bag them up, search ***recycle your electricals*** and pop your postcode into the recycling locator to find your local repair, donation and recycling points

Your old electricals contain valuable and finite materials like gold, copper, lithium, steel and aluminium, which are lost forever when thrown away



4. How we apply our brand



**HypnoCat – our
brand messenger**

Who is HypnoCat?

HypnoCat is a mesmerising pink fluffy cat with hypnotic superpowers. He has one mission – to hypnotise the nation to recycle their electricals.

Why a cat, you ask? Well, with over 11 million of them 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 primary colour for electrical recycling and means you won't miss him!

His fun, impactful character and charm allows us to connect with the public, and deliver direct messaging that is both clear and memorable.

'Don't bin them, recycle your electricals'

'You willlll recycle your electricals'

'Don't bin it, bag it'

So look into his hypnotic eyes and 3, 2, 1... you suddenly have the overwhelming urge to recycle your old electricals.



HypnoCat assets

We have a range of ready-to-use HypnoCat assets, or ones that can be resized, edited and personalised for different needs. These include (but are not limited to):

- Bin stickers and hangers
- Leaflets
- Posters
- Vehicle sides
- Digital and social media ads
- Banners
- Drop-off point signage

You can personalise the copy to fit your ad:

'Humans of [location] – Personalise your ads by putting in your location, so HypnoCat speaks directly to your local residents.

Headline – Choose a pre-approved HypnoCat headline, relevant to the context of your ad.

Electrical items – Add specific electricals relevant to your campaign or target audience, e.g. 'Kids toys, vapes and anything else with a plug, battery or cable...'

Call-to-action – Add specific instructions for how and where to recycle electricals in your local area.

Logo – add your logo to demonstrate to your local residents that you endorse this message and are working in partnership with Recycle Your Electricals.



HypnoCat elements



Electrical photography

Use supplied electrical photography and arrange elements as though they are rotating in the hypnotic swirl. Keep electricals clear of body copy, headers and HypnoCat.

Headline

Sized generously for impact
Set in Civane Norm Black Italic
Angle 5.5 degrees and centred.
White text: CO MO YO KO
Drop shadow: CO M100 YO K40

Key messaging

Set in Civane Norm Medium.

Main image focus

Hynocat is typically positioned to one side with his head centred to the hypnotic swirl pattern.

Logo and partner logos

Recycle Your Electricals logo and partner logos at the bottom.

HypnoCat campaign



HypnoCat leaflets



HypnoCat roller banner

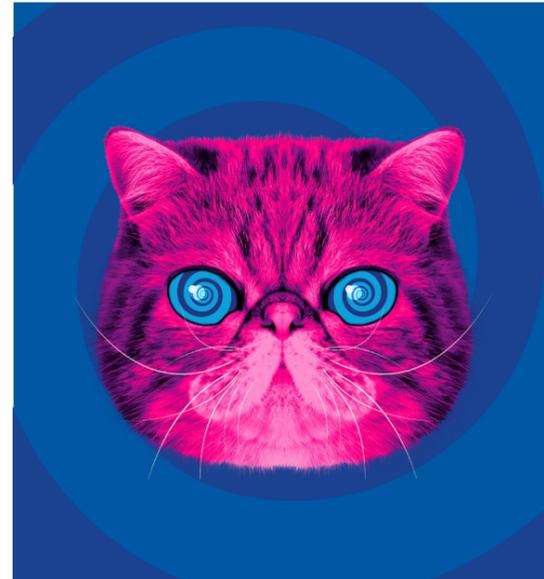
HypnoCat usage

Correct and incorrect usage

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

It is also acceptable to use the cat head in conjunction with the electric bolt pattern. This is common in our social media assets.

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



Social media graphics

Magenta is our lead colour in our social feed. It is acceptable to use tints and shades of Magenta to visually knock back graphic elements so that our headings and logo stand out.

Our graphic assets can use:

- 1-3 **Bolts or swirl patterns** with HypnoCat or solely the patterns with Civane headings
- 4-6 **Colourised or full colour photography** cut out against magenta backgrounds. It is also acceptable to use full bleed photography with Civane headings if there is sufficient contrast
- 7-9 **Iconography** either singly, in patterns or in a line set at slight angles to energise the graphic

Note on heading style

1. Keep headings as short and large as possible.
2. Centre headings to the width of the post.
Where possible also centre them vertically.
3. Rotate headings by 5.5 degrees.
4. Set white headings in Civane with a magenta drop shadow (C0, M100, Y0, K0) when used against blue backgrounds. When used against magenta backgrounds, the drop shadow is set in a darker shade (C0, M100, Y0, K40)



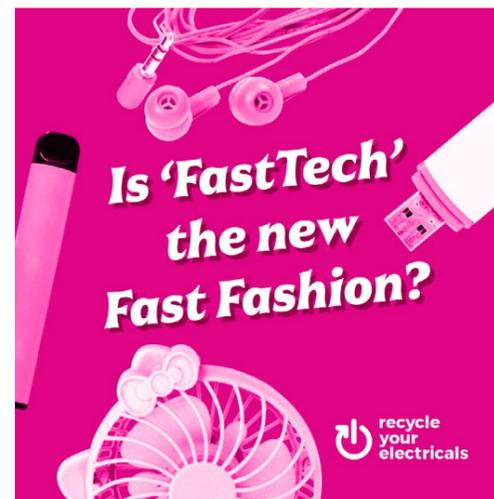
1



2



3



4



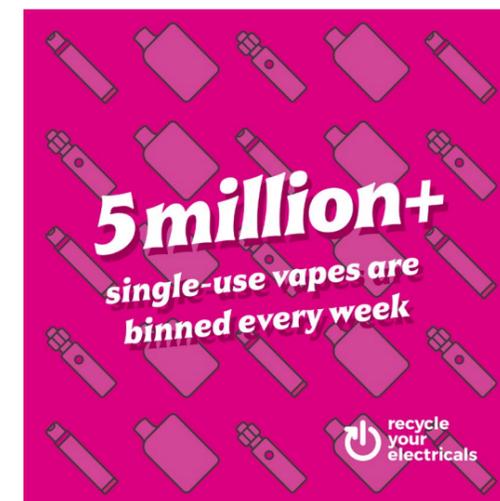
5



6



7



8



9

Tints & shades

Our primary Magenta, cyan or navy should always be the dominant colour in our communications, but in some instances it can be useful to have a wider range of lighter and darker tones to work with. An example is in our social media graphics when we want the icons to be recessive and act as a background to the primary headline or statistic. Never mix pinks and blues – use shades and tints from one colour theme only.

60% Magenta Shade #64 10 3F	50% Magenta Shade #6D 00 40	40% Magenta Shade #78 17 4B	30% Magenta Shade #8E 1C 58	20% Magenta Shade #A1 22 64	10% Magenta Shade #B7 27 71	100% Magenta #DB 00 80	90% Magenta Tint #DF 19 8C	80% Magenta Tint #E2 33 99	70% Magenta Tint #E6 4C A6	60% Magenta Tint #E9 66 B3	50% Magenta Tint #ED 80 C0	40% Magenta Tint #F1 99 CC	30% Magenta Tint #F4 B2 D9	20% Magenta Tint #F8 CC E6	10% Magenta Tint #FB E5 F2
50% Navy shade #15 1B 3E	40% Navy shade #19 20 4C	30% Navy shade #1E 26 59	20% Navy shade #22 2B 65	10% Navy shade #26 31 72	100% Navy #2A 36 7E	90% Navy & Cyan #1E 31 67	80% Navy & Cyan #21 3F 73	70% Navy & Cyan #23 4C 81	60% Navy & Cyan #28 4A 8E	50% Navy & Cyan #2C 65 9A	40% Navy & Cyan #31 72 A6	30% Navy & Cyan #37 81 B4	20% Navy & Cyan #3C 8D C1	10% Navy & Cyan #42 9A CE	
						100% Cyan #00 A9 E0	90% Cyan Tint #4F AF DE	80% Cyan Tint #5C B8 E1	70% Cyan Tint #6C C1 E5	60% Cyan Tint #7E C9 E8	50% Cyan Tint #92 D2 ED	40% Cyan Tint #A7 DB FO	30% Cyan Tint #BC E4 F4	20% Cyan Tint #D2 ED F8	10% Cyan Tint #E8 F6 FB

Bring bank signage

We have created bring bank designs for different types of small electrical recycling bins. The master here shows the key elements included on the design. On the following pages you'll find detailed designs for a few of the most popular sizes (listed below), and alternative copy options. If you need a bring bank design that doesn't appear here, please contact us branding@materialfocus.org.uk.

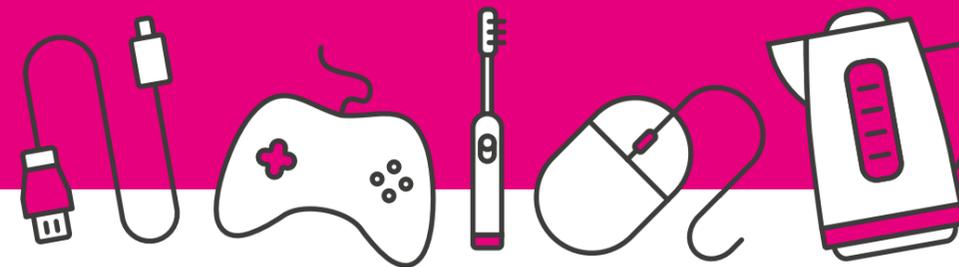
Different electrical recycling bins:

- metal Metro bring bank
- plastic wheelie bins – 240l and 1100l
- Nexus bins – 30 and 50
- pop up bring banks for e.g. offices or community space environments based on a 145L boxes

For a copy of our Bring bank specific briefing sheet including supplier details, please email hello@materialfocus.org.uk.

Recycle your electricals

Anything with a plug, battery or cable can be recycled



Recycle batteries, light bulbs and vapes separately please



Together with

Please do not leave your electricals by the side of this bin.
This will be considered as fly-tipping which is a prosecutable offence.

Headline

Maximise size for impact
Set in Civane Norm Black Italic
Centre and angle 5.5 degrees
White text: CO MO YO KO
Drop shadow: CO M100 YO K40

Key messaging area

Set in Civane Norm Medium

Icons

Use supplied brand icons and scale consistently to ensure the stroke width remains the same.

Exclusions

Use short text rather than long lists so it can be understood at a glance.

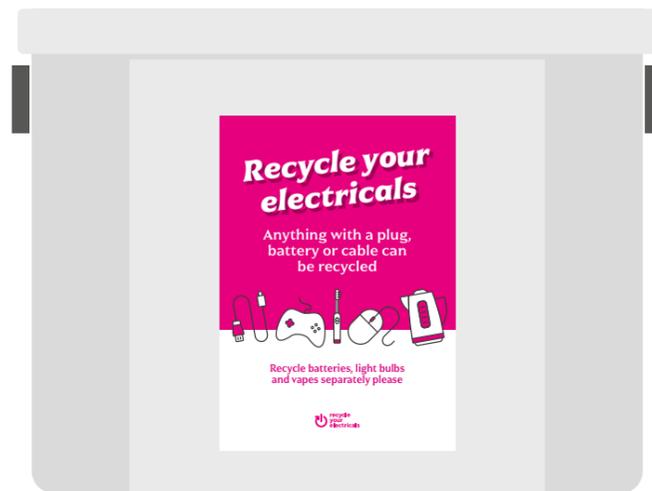
Logo area

Recycle Your Electricals logo and partner logos go here

Small print (optional)

Set in Montserrat Regular

Signage for drop-off points



145 L storage box with A4 poster



Nexus 30



Nexus 50

Signage for drop-off points

Plastic bins may have moldings on the front surfaces. Please check the technical data sheet to see what flat surface is available to inform the size of the sticker.

Note on RAL colour for wheelie bins

The closest pink available for wheelie bins is RAL 4003. For painted surfaces on metal bins please use RAL 4010.



240 L wheelie bin



1100 L wheelie bin

Bring bank signage sides

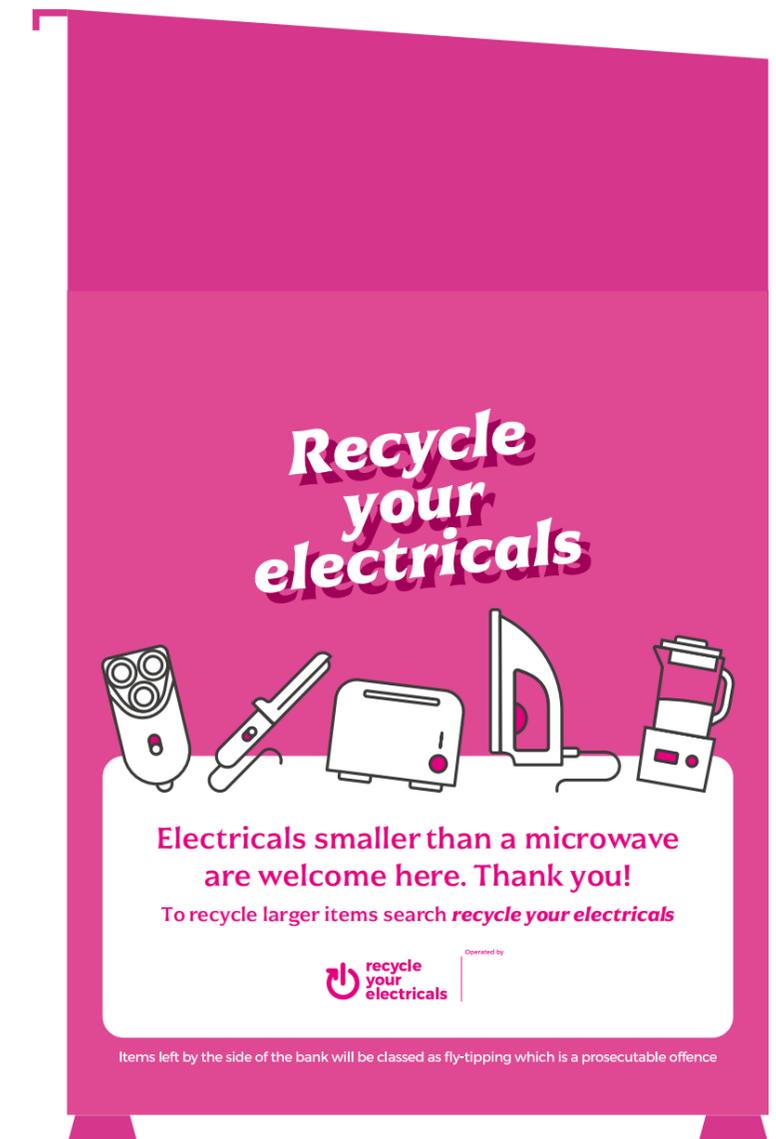
The graphics are kept consistent across the banks, but the wording can be slightly amended if kept to a similar word count.

Note on RAL colour for metal bins

Metal bring banks are sprayed in RAL 4010. This is the closest to our brand Magenta pink, however it is not a perfect visual match. For this reason, the signage is best applied as separate cut vinyls rather than one large sticker.



Metro Bank Front



Metro Bank Sides

5. Appendix

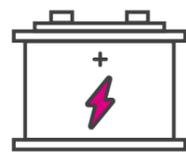
Icon library



AA Battery



Alexa



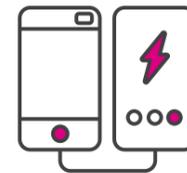
Battery Big



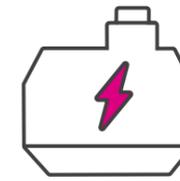
Battery 1



Battery 2



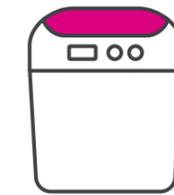
Battery 3



Battery



Blender



Bread Maker



Bulb 1



Bulb 2



Bulb 3



Bulb



Cake Pop Maker



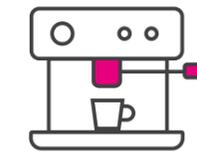
Camera



Candyfloss Maker



Chocolate Fountain



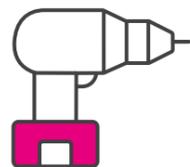
Coffee Machine



Curling Tongs



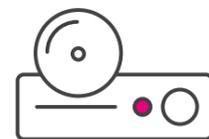
Dishwasher



Drill



Dryer



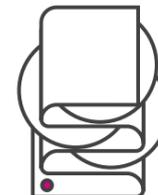
DVD player



Earbuds



Electric Coffee Cup



Electric Plate Warmer



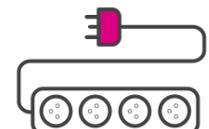
Electric Saw



Electronic Keyboard



Epilator



Extension Lead

Icon library



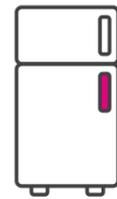
Fairy Lights



Fax



Fluorescent Tube



Fridge



Furby



Hair Irons



Hairdryer



Handset



Headphones Gaming



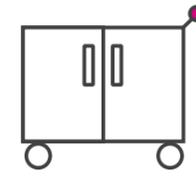
Headphones



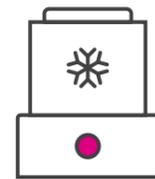
Hedge Cutter



High Pressure Hose



Hostess Trolley



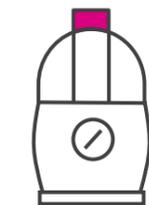
Ice Cream Maker



iPhone



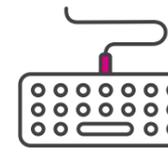
Iron



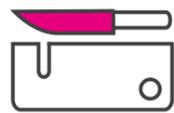
Juicer



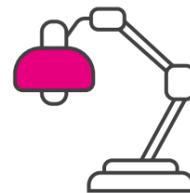
Kettle



Keyboard



Knife Sharpener



Lamp



Laptop



Leaf Blower



Leap frog



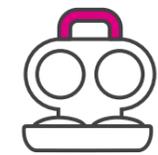
Microphone



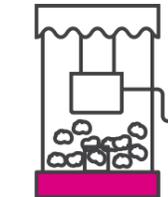
Microwave



Mouse



Pie Maker



Popcorn Machine



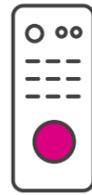
Printer



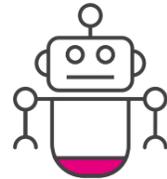
Record Player



Remote Control Car



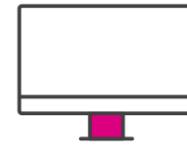
Remote



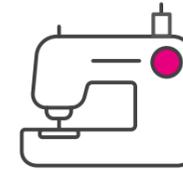
Robot Toy



Sander



Screen



Sewing Machine



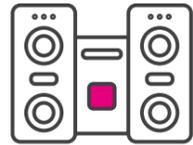
Shaver



Smoothie Maker



Soup Maker



Speakers



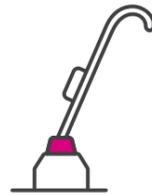
Speakers



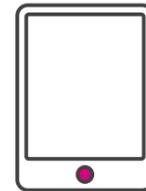
Spiralizer



Stationary Bike



Strimmer



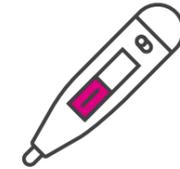
Tablet



Tamagotchi



Teasmade



Thermometer



Toaster



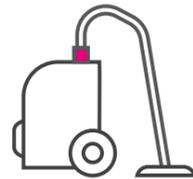
Toastie Maker



Toothbrush



TV



Vacuum



Vape



Vape 2



Vape 3



Waffle Maker



Walkman



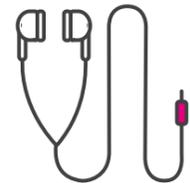
Walkie Talkie



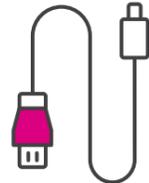
Washing Machine



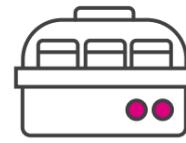
Watch



Wire headphones



Wires



Yoghurt Maker

Electrical photography library

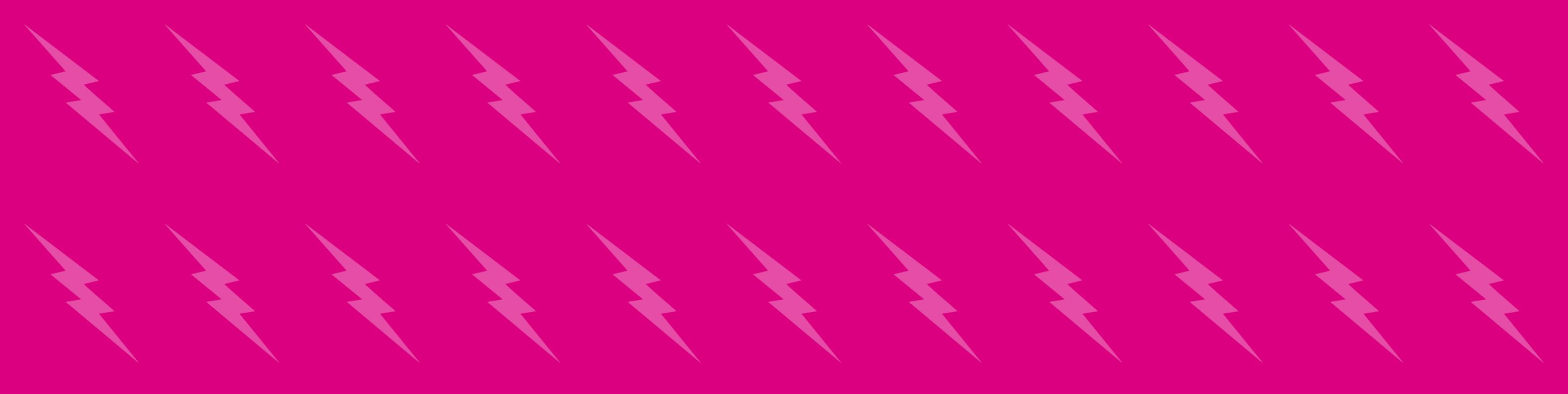


Electrical photography library



HypnoCat library





6. Contact

Available assets

The templates, master logos, fonts and images are held on a central resource which can be accessed by the Recycle Your Electricals team. Please contact **branding@materialfocus.com** for access.

We also have a suite of ready-to-use social media assets, template press ads, recycling centre safety posters, and more available on our Gated Section. If you don't already have an account, just **sign up at materialfocus.org.uk/resources** — it takes less than 2 minutes!

For other general enquiries regarding our locator, partnerships or anything else, please contact **hello@materialfocus.org.uk**