



HypnoCat (ready-to-use) Donate Communications Toolkit

Guidance for using the assets provided in this Toolkit



Useful information

- This guidance document is to help you use these ready-to-use [HypnoCat assets](#). Please read our [Brand Guidelines](#) alongside this guidance (available in our Gated Section)
- If you would like to personalise these assets (e.g. add your own logo, add in your locations for “Humans of...”), you can download editable HypnoCat assets from our [Gated Section](#) under ‘*HypnoCat > HypnoCat (editable) Communications Toolkit*’
- If you would like to use ready-to-use ‘Recycle’ assets, you can download these on our [Gated Section](#) under ‘*HypnoCat > HypnoCat (ready-to-use) Recycle Communications Toolkit*’
- If you have any questions or need support, please contact branding@materialfocus.org.uk

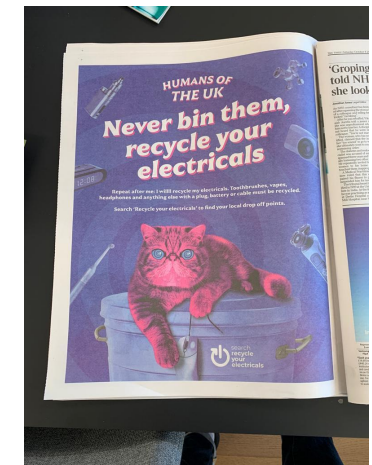
HypnoCat and our branding

HypnoCat is our pink fluffy mascot with one mission — to hypnotise the nation to recycle their electricals.

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**.

Our **award-winning marketing materials** are very effective in communicating messages to the public

Using our nationally-recognised communications assets means **consistency** across all projects, and creates strong **awareness and recognition** among the general public of electrical recycling



Terms of usage

Please note: these images are property of Material Focus and will be used in accordance with our [Terms & Conditions](#).

To use our branding, email us at branding@materialfocus.org.uk setting out all relevant materials you intend to use, the reason for their use and any other information we reasonably require.



Fax



Flourescent Tube



Fridge



Hair Irons



Hostess Trolley



Ice Cream Maker



iPhone



Iron



Leaf Blower



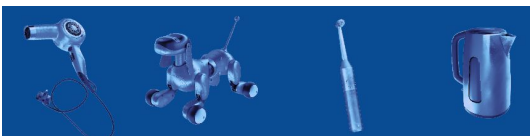
Microphone



Microwave



Mouse



What's assets are available?

Print, digital and social media

What's available in this toolkit

- Guide for using HypnoCat assets (this document)
- Folder for each of the assets, containing an **InDesign file, IDML exchange files** (if you would like to resize these assets) and the **jpeg/pdf** file of the asset
- Don't see something you need? Email branding@materialfocus.org.uk

If you would like to personalise the assets, you can download editable HypnoCat assets from our Gated Section under 'HypnoCat > HypnoCat (editable) Communications Toolkit'



Useful information regarding assets

The following slides show screenshot examples of what is available in the toolkit and their sizes.

Other useful information:

- **Scalable to suit different needs** – many of the assets can be scalable into different sizes; for example, an A4 poster can be used as an A5 leaflet.
- **Request if difficulty with resizing** – your in-house designer may be able to use the Master Folder to resize assets, however if you have are having issues please contact branding@materialfocus.org.uk
- **Don't see something you need?** Get in touch with us at branding@materialfocus.org.uk

A5 Leaflets (scalable)



HUMANS OF THE UK

You wiiiill donate your old electricals

If you have electricals that you no longer use, they could help someone else!

Bag up any working headphones, kettles, tech and other electricals and search **recycle your electricals** to find your local donation points.

If you can't donate your old electricals, don't bin them! Anything with a plug, battery or cable can be reused and recycled into something new.



HUMANS OF THE UK

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If you have electricals that you no longer use, they could help someone else!

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Email banners (700x100)



Social posts (1080x1080)



Social posts (1600x840)



Contact details

If you have any questions, queries or feedback, please contact **branding@materialfocus.org.uk** and we will be more than happy to help!

For all other non-project related enquiries, please contact our Local Authorities Partnerships Manager **niamh@materialfocus.org.uk**

For queries regarding our Recycling Locator, please contact **hello@materialfocus.org.uk**

The *Recycle Your Electricals* campaign is led by Material Focus.

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

Please follow us and share our content on social media



facebook.com/recycleyourelectricals



[@recycleelectric](https://twitter.com/recycleelectric)



[@recycleyourelectricals_](https://instagram.com/recycleyourelectricals)



www.recycleyourelectricals.org.uk



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