RecyClass

LOGO DESIGN
GUIDANCE

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ABOUT RECYCLASS

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RecyClass is driven by the interest of brands, retailers, converters, raw material producers and recyclers to advance recyclability of plastic packaging and establish a harmonized approach towards the use of recycled material. It is a value chain platform which aims at filling an existing gap between the different industry actors and bringing the knowledge of recyclers right down to the packaging designers.

RECYCLABILITY

With its scientific approach, RecyClass enhances and evaluates recyclability of plastic packaging by developing methodologies and guidelines necessary to assess the recyclability of a package. With this purpose in mind, RecyClass developed the Recyclability Methodology, Design for Recycling Guidelines and Recyclability Evaluation Protocols which serve as a basis for the development and implementation of the RecyClass online tool, Recyclability Certifications and Technology/Product Approvals.

RECYCLED PLASTICS TRACEABILITY

RecyClass focuses as well on the harmonization of the approach towards the verification of recycled content, by assessing the traceability of recycled material across the different stages of the value chain. The Audit Scheme developed for the Recycled Content Certification represents a step forward bringing transparency and trust to end-users as well as green claims. By using the scientific approach for both recyclability and recycled content evaluation, RecyClass provides technical support to the entire plastic value chain.
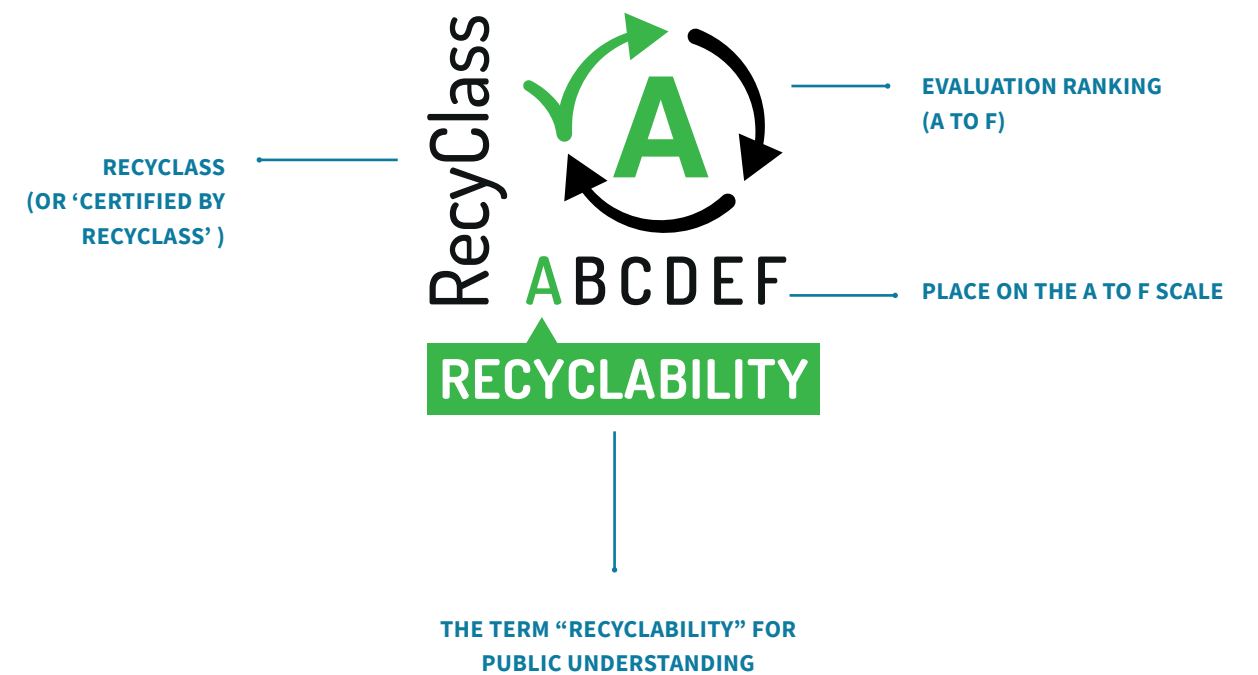
VISION

The objective of RecyClass is to drive the harmonization of the methodology and the guidelines across the EU, both for the recyclability and the recycled content evaluation. Uniform implementation of established design for recycling guidelines and principles across the plastic packaging industry will lead to high quality recycling and consequently provide a higher quality of recyclates on the market, ultimately leading to an increase in the uptake of recyclates.

RecyClass is a platform which, via a strong and scientifically grounded approach and collaboration of the different actors, has the power to drive the change and create a true circular economy for plastics.

RECYCLASS RECYLABILITY LOGO

LOGO & USAGE

RECYCLASS (OR 'CERTIFIED BY RECYCLASS')

EVALUATION RANKING (A TO F)

PLACE ON THE A TO F SCALE

THE TERM "RECYCLABILITY" FOR PUBLIC UNDERSTANDING

RecyClass

A B C D E F

RECYCLABILITY

!

These elements should never be changed. Position, size, and color, along with the spatial and proportional relationships of the RecyClass logo elements, are predetermined and should not be altered.

Used consistently, they will reinforce public awareness.

The logo is presented through the use of colors as well as shape and typography.

3 VERSIONS OF THE LOGO

Recyclability logo 01

This is the logo of choice, to be used whenever possible. For all print and digital marketing.

This one highlights the ranking letter (A-F)

Recyclability logo 02

A secondary version of the logo.

This one highlights the terms 'recyclability'

Recyclability logo 03

This logo is the smallest: having one less element it can be more easily used when the space is small

It should be used when the surface of the packaging does not allow the positioning of logo 01 nor 02

RECYCLABILITY CLASSES
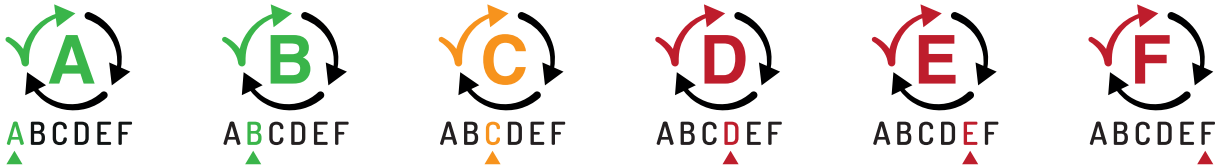
PERMITTED ADDITIONS

The logo should be limited to the countries mentioned in the Certificate or must be clearly mentioned in the information accompanying the logo (mention logo is applicable to country x, y).

Logo valid in France, Spain and Portugal

Logo valid in France, Spain and Portugal

CONSTRUCTION AND CLEAR SPACE

The RecyClass Recyclability logo requires separation from the other elements around it. The space required on all sides is roughly equivalent to the height of the letter in the scale. It never should be less than that.

The logo must always fit into the clear space area and can not be intervened by other graphical elements which could hinder legibility of the logo. These exclusion area is shown below for the three versions of the logo.
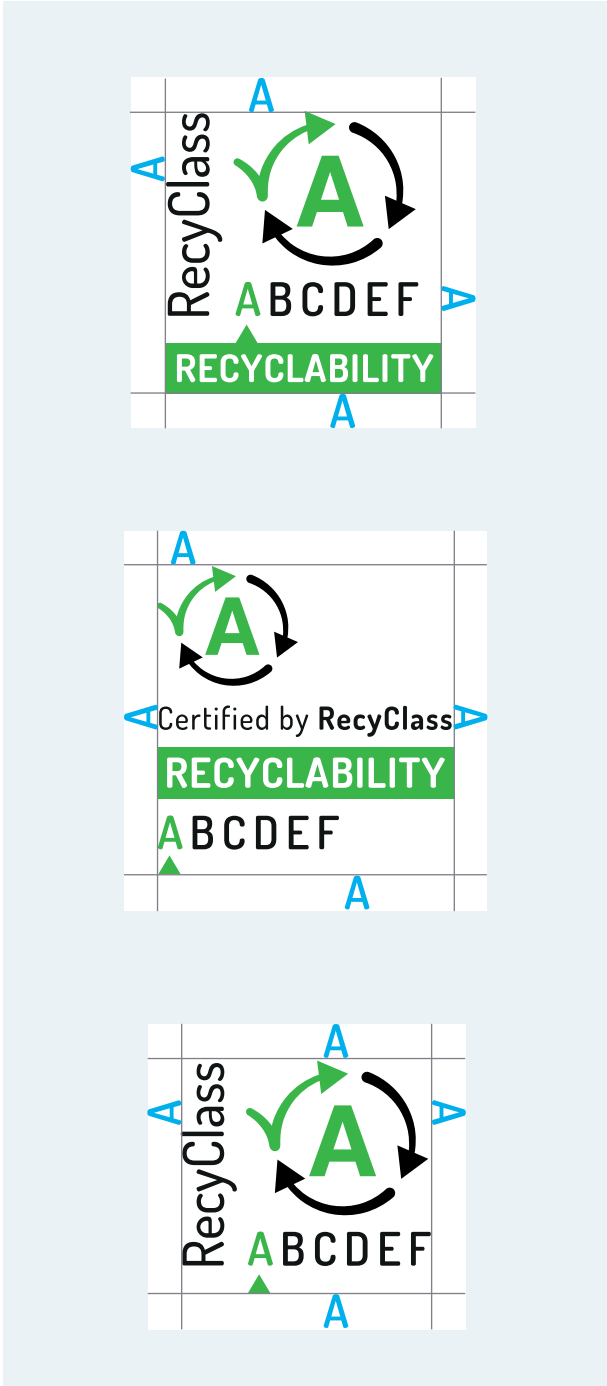
USE WITH OR WITHOUT OUTLINE STROKE

The RecyClass Recyclability logo can be used with or without an outline stroke. If it needs to be visually separated from other elements, it can be framed.

In this case, two elements must be respected:
- the thickness of the outline stroke must be thin
- it must perfectly respect the clear space defined page 11
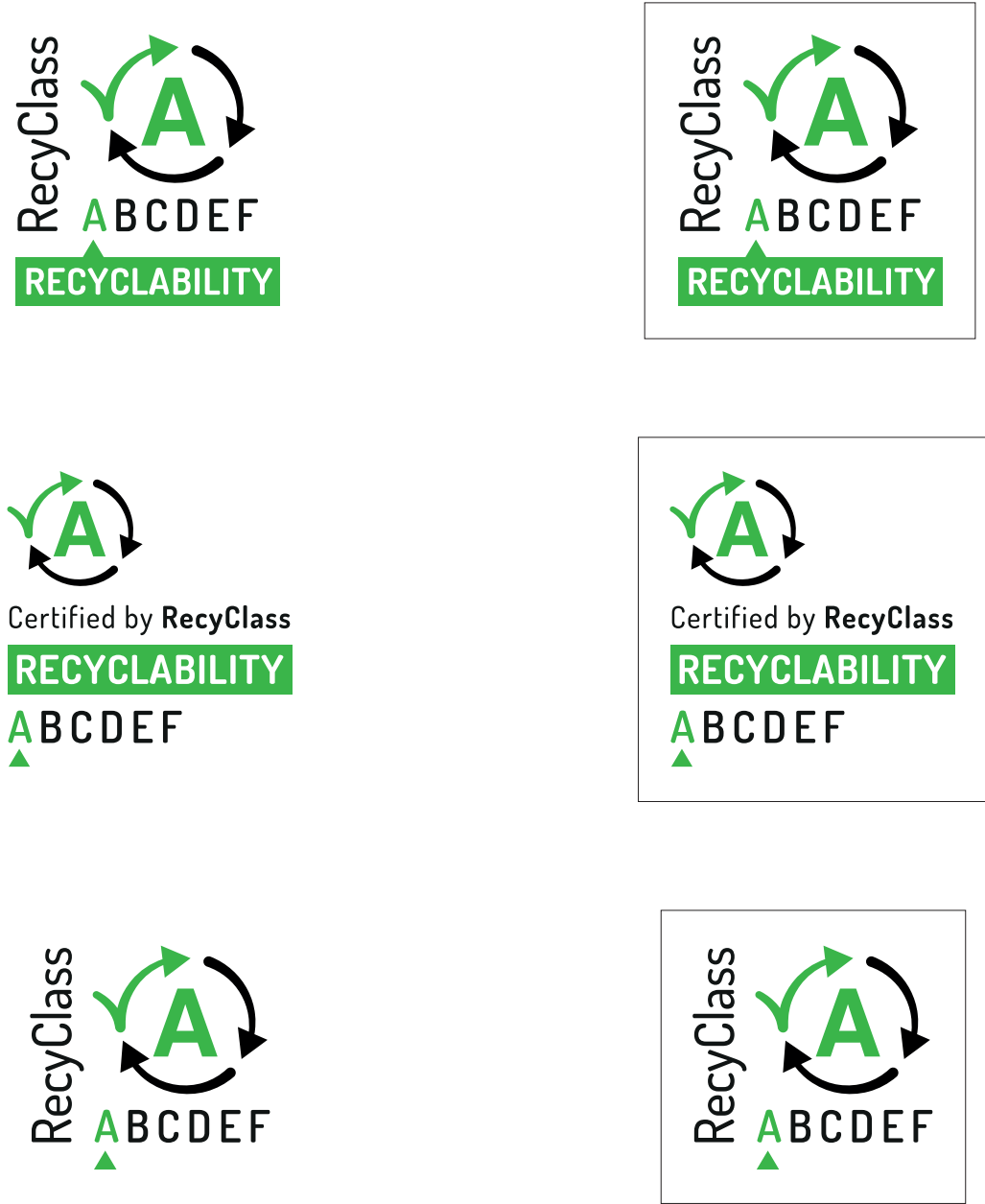
MINIMUM SIZES

There are no predetermined sizes for the logo. Scale and proportion should be determined by the available space, function and visibility.

! All elements are required to be legible

Recyclability logo 01

Minimum width size is 12mm

12 mm

Recyclability logo 02

Minimum width size is 14mm

14 mm

Recyclability logo 03

Minimum width size is 9 mm

9 mm

COLORS VARIATIONS

Sometimes, often due to production costs, only one color of ink is available and so the logo must be reproduced using only one color. In this scenario, the logo must be used following the convention of using a light color type on a dark background or in a dark color type on a light background. The logotype must be clearly distinguishable from the background color. You must honor the RecyClass Recyclability Logo palette when possible, using black or white only if necessary.

Black, white, greyscale

COLOURED BACKGROUNDS

If the packaging is printed in full colour, then the RecyClass Recyclability logo must also be printed in its own colours.

If the background of your packaging is coloured: if the colour is light enough for the logo to be legible, then the logo without background can be used.

If the colour of your packaging blends in with the colour of the logo and the texts are no longer legible, then the logo must be used with a white background, always respecting the principle of clear space.
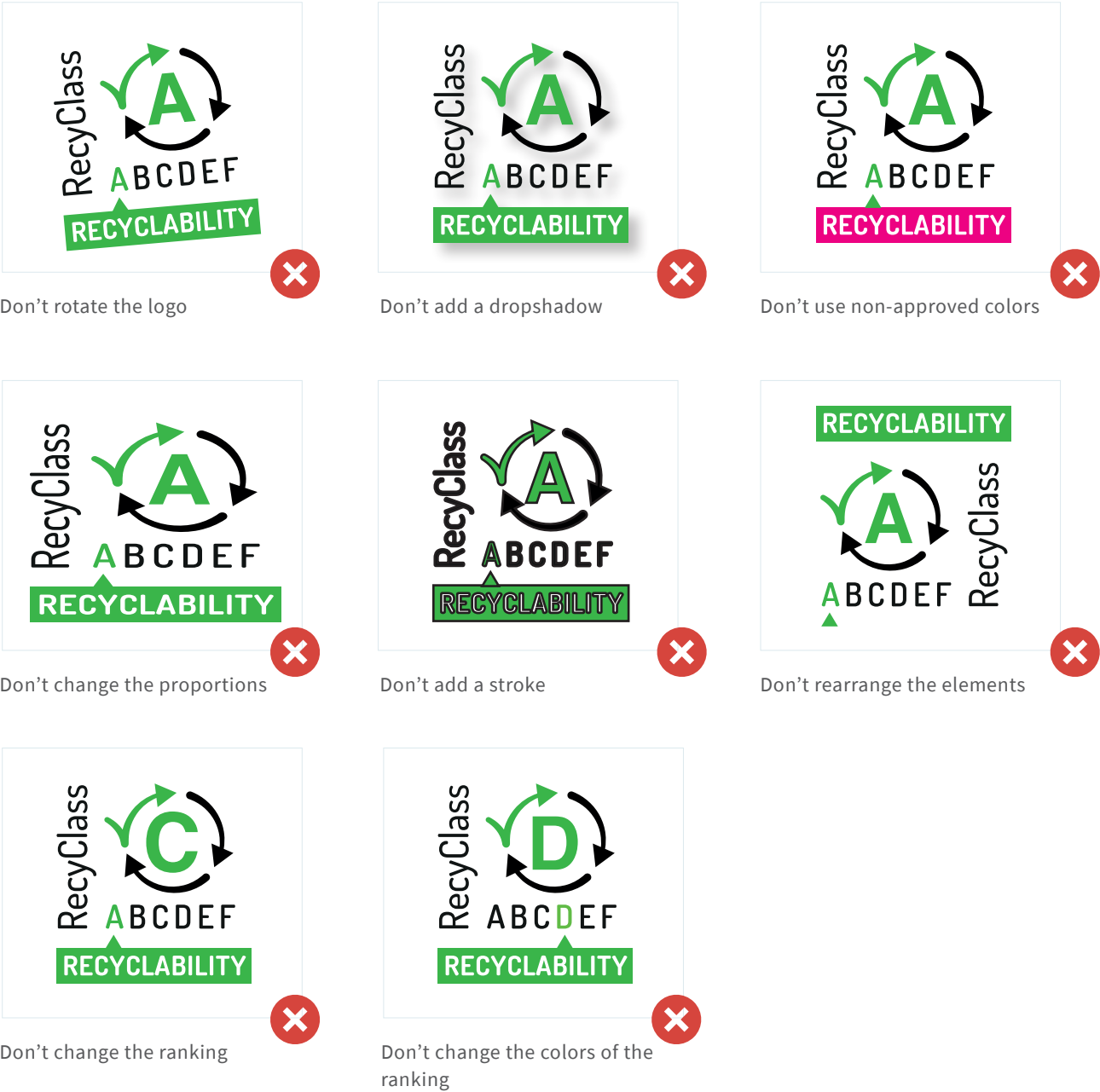
Background light enough for the logo to be legible ✅

Background too dark for the logo to be legible ❌

INCORRECT USE

Don't rotate the logo ❌

Don't add a dropshadow ❌

Don't use non-approved colors ❌

Don't change the proportions ❌

Don't add a stroke ❌

Don't rearrange the elements ❌

Don't change the ranking ❌

Don't change the colors of the ranking ❌

! The logos cannot be changed. It is not allowed to add or remove any element

COLOR PALETTE

CMYK - 0 - 0 - 0 - 100
RGB - 29 - 29 - 27
HEX - 1D1D1B
Pantone® - Pantone black

CMYK - 65 - 0 - 100 - 0
RGB - 58 - 170 - 53
HEX - 3AAA35
Pantone® - 361

CMYK - 0 - 50 - 100 - 0
RGB - 190 - 22 - 34
HEX - F39200
Pantone® - 144

CMYK - 15 - 100 - 90 - 10
RGB - 243 - 146 - 0
HEX - BE1622
Pantone® - 7621

FONTS
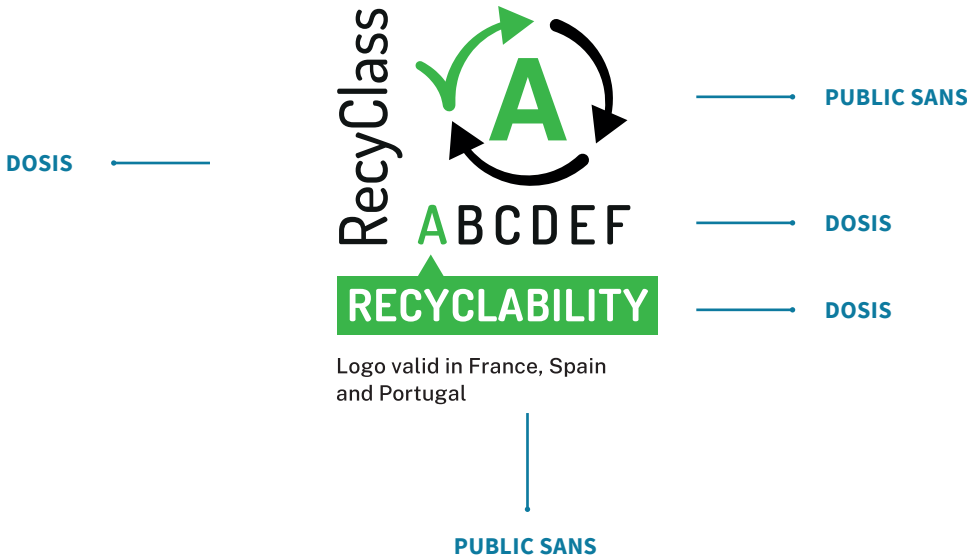
DOSIS

RecyClass

PUBLIC SANS

A BCDEF

DOSIS

RECYCLABILITY

DOSIS

Logo valid in France, Spain
and Portugal

PUBLIC SANS

DOSIS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Download links for font: https://fonts.google.com/specimen/Dosis

PUBLIC SANS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Download links for font: https://fonts.google.com/specimen/Public+Sans

RECYCLASS
RECYCLED PLASTIC
LOGO

LOGO & USAGE
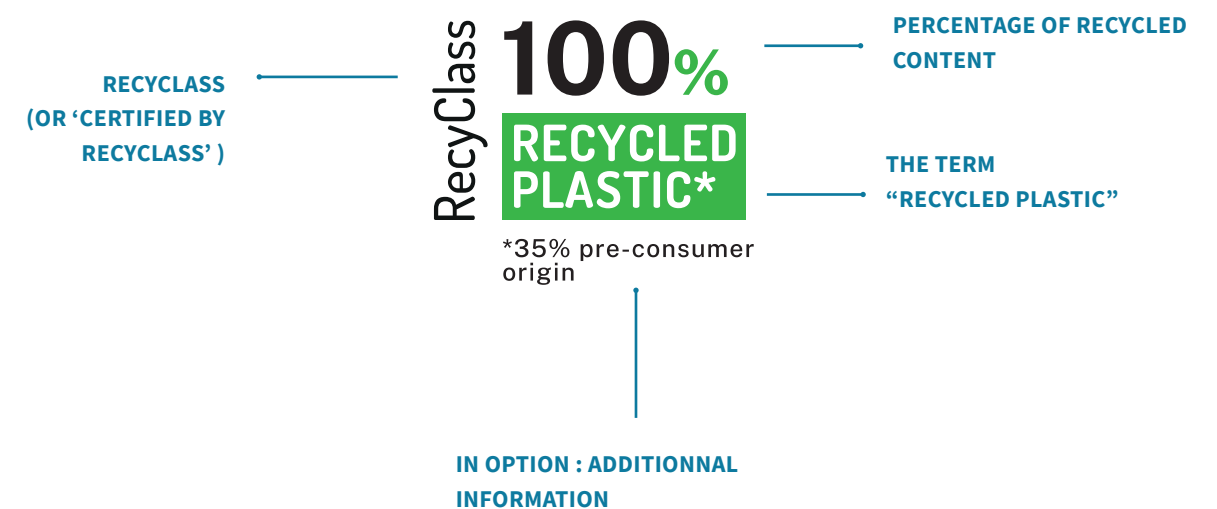
**RECYCLASS
(OR 'CERTIFIED BY
RECYCLASS')**

RecyClass **100**%
RECYCLED PLASTIC*

*35% pre-consumer origin

PERCENTAGE OF RECYCLED CONTENT

THE TERM "RECYCLED PLASTIC"

IN OPTION : ADDITIONNAL INFORMATION

> **!**
>
> These elements should never be changed. Position, size, and color, along with the spatial and proportional relationships of the RecyClass logo elements, are predetermined and should not be altered.
>
> Used consistently, they will reinforce public awareness of the company.
>
> The corporate logo is presented through the use of colors as well as shape and typography.

DIFFERENT VERSIONS OF THE LOGO

The RecyClass Recycled Plastic logos have been designed in two ways to allow it to be placed on different types of packaging: a vertical and a horizontal version.

VERTICAL LOGO

Recycled Plastic logo 01

with RecyClass

Recycled Plastic logo 02

with Certified by RecyClass

HORIZONTAL LOGO

Recycled Plastic logo 03

with RecyClass

Recycled Plastic logo 04

with Certified by RecyClass

PERMITTED ADDITIONS

pre- or post-consumer origin.

Additions regarding component claims are also permitted.

VERTICAL LOGO

## HORIZONTAL LOGO

*35% pre-consumer origin

*35% pre-consumer origin

CONSTRUCTION AND CLEAR SPACE

The RecyClass Recycled Plastic logo requires separation from the other elements around it. The space required on all sides is roughly equivalent to the height of the letter in the scale. It never should be less than

that. The logo must always fit into the clear space area and can not be intervened by other graphical elements which could hinder legibility of the brand. These exclusion area is shown below for the three versions of the logo.
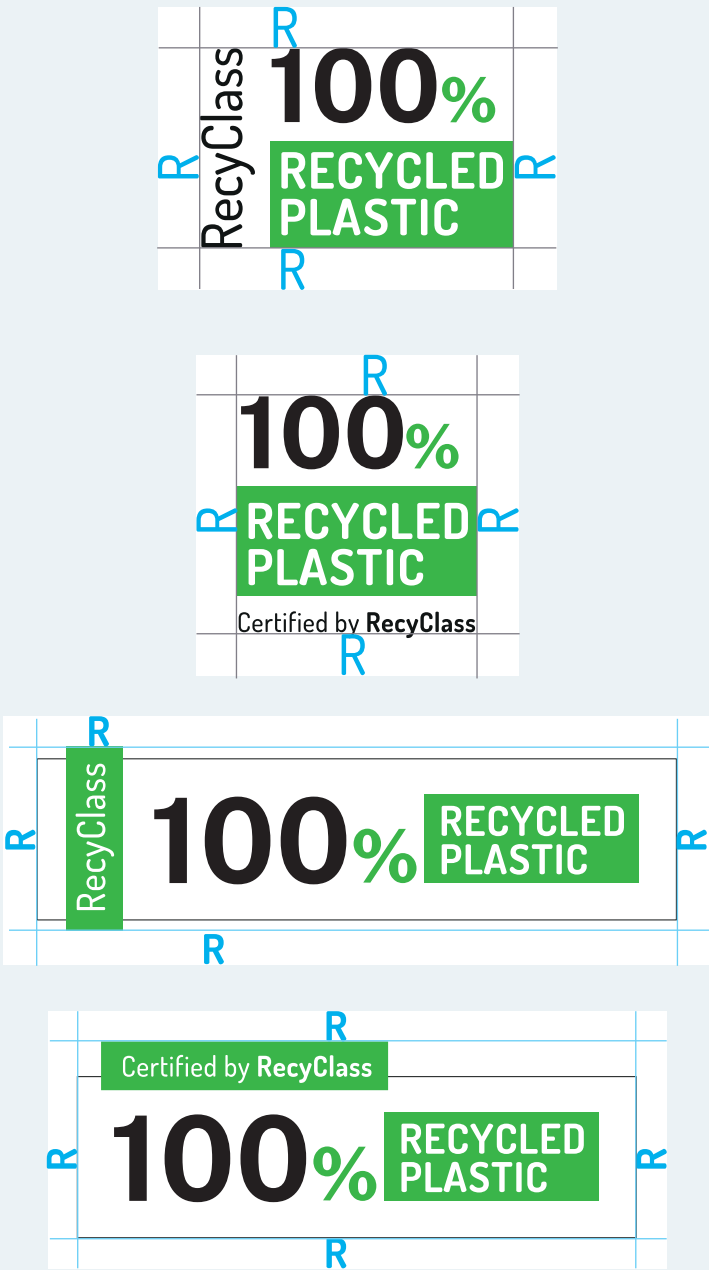
USE WITH OR WITHOUT OUTLINE STROKE

The Recyclass Recycled Plastic logo can be used with or without an outline stroke. If it needs to be visually separated from other elements, it can be framed.

In this case, two elements must be respected:

- the thickness of the outline stroke must be thin
- it must perfectly respect the clear space defined page 23
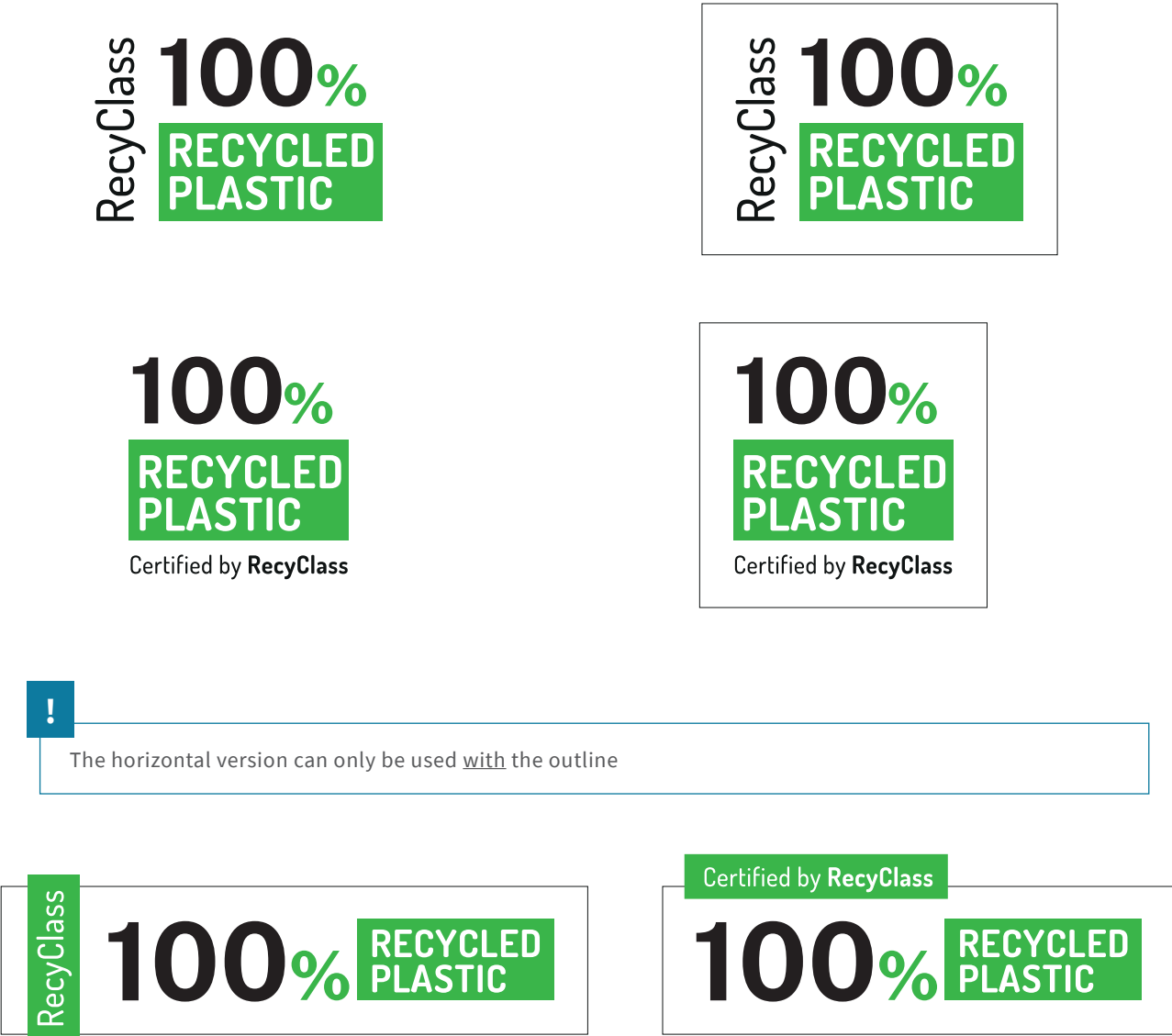
! The horizontal version can only be used with the outline

MINIMUM SIZES

There are no predetermined sizes for the logo. Scale and proportion should be determined by the available space, function and visibility.

! All elements are required to be legible

VERTICAL LOGO

Recycled Plastic logo 01

Minimum width size is 15 mm

Recycled Plastic logo 02

Minimum width size is 16 mm

HORIZONTAL LOGO

Recycled Plastic logo 03

Minimum width size is 30 mm

Recycled Plastic logo 03

Minimum width size is 35 mm

COLORS VARIATIONS

Sometimes, often due to production costs, only one color of ink is available and so the logo must be reproduced using only one color. In this scenario, the logo must be used following the convention of using a light color type on a dark background or in a dark color type on a light background. The logotype must be clearly distinguishable from the background color. You must honor the RecyClass Recycled Plastic Logo palette when possible, using black or white only if necessary.

Black, white, greyscale

COLOURED BACKGROUNDS

If the packaging is printed in full colour, then the RecyClass Recycled Content logo must also be printed in its own colours.

If the background of your packaging is coloured: if the colour is light enough for the logo to be legible, then the logo without background can be used.

If the colour of your packaging blends in with the colour of the logo and the texts are no longer legible, then the logo must be used with a white background, always respecting the principle of clear space

Background light enough for the logo to be legible ✅

Background too dark for the logo to be legible ❌

INCORRECT USE

Don't rotate the logo ❌

Don't add a dropshadow ❌

Don't use non-approved colors ❌

Don't change the proportions ❌

Don't add a stroke ❌

Don't rearrange the elements ❌

Don't change the percentage that is attributed to your product ❌

! The logos cannot be changed. It is not allowed to add or remove any element
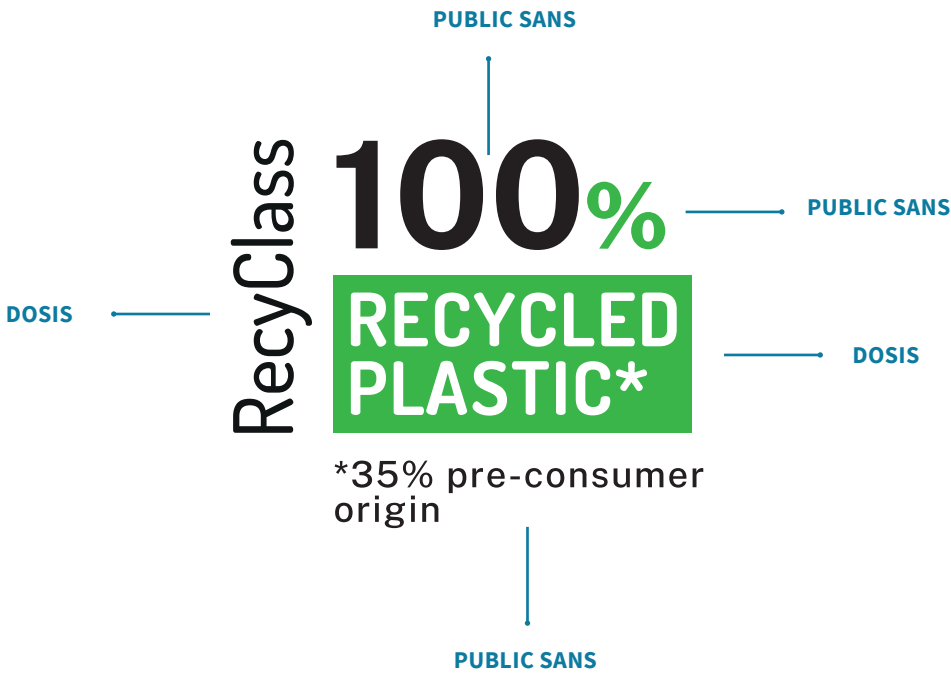
COLOR PALETTE

CMYK - 0 - 0 - 0 - 100

RGB - 29 - 29 - 27

HEX - 1D1D1B

Pantone® - Pantone black

CMYK - 65 - 0 - 100 - 0

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FONTS

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RecyClass **100**% **RECYCLED PLASTIC***

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abcdefghijklmnopqrstuvwxyz 1234567890

Download links for font: https://fonts.google.com/specimen/Dosis

PUBLIC SANS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Download links for font: https://fonts.google.com/specimen/Public+Sans

RecyClass