

RecyClass

CERTIFICATION MARK DESIGN GUIDANCE



TABLE OF CONTENT

1. ABOUT RECYCLASS.....	9
2. THE RECYCLABILITY CERTIFICATION MARKS.....	7
Certification Marks & usage.....	8
Different versions of the Certification Mark.....	9
Recyclability classes & permitted additions	10
Construction and clear space	11
Use with or without outline stroke	12
Minimum sizes.....	13
Color variations.....	14
Coloured background	15
Incorrect use	16
Color palette	17
Fonts	18
3. THE RECYCLING PROCESS CERTIFICATION MARKS	19
Certification Marks & usage.....	20
Different versions of the Certification Mark.....	21
Construction and clear space	22
Use with or without outline stroke	23
Minimum sizes.....	24
Color variations.....	25
Coloured background	26
Incorrect use	27
Color palette	27
Fonts	28
3. THE RECYCLED PLASTIC CERTIFICATION MARKS	29
Certification Marks & usage.....	30
Different versions of the Certification Mark.....	31
Permitted additions.....	32
Construction and clear space	33
Use with or without outline stroke	34
Minimum sizes.....	35
Color variations.....	36
Coloured background	37
Incorrect use	38
Color palette	39
Fonts	40

RecyClass

ABOUT RECYCLASS

ABOUT RECYCLASS

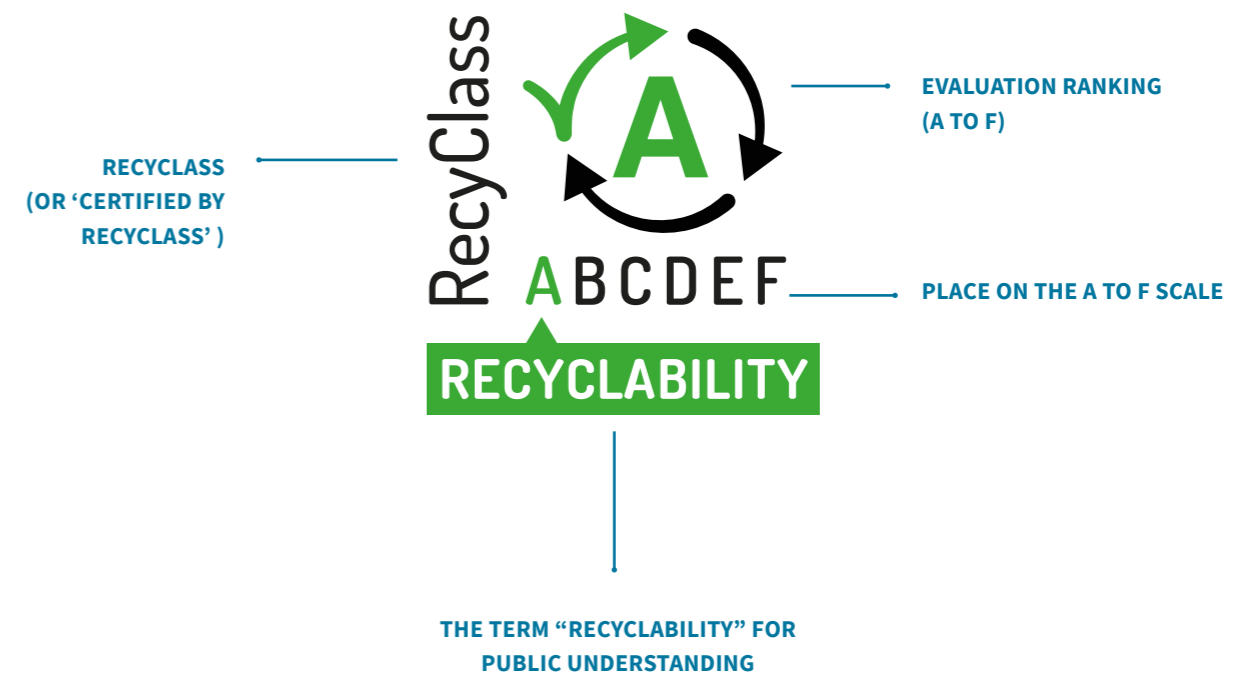
RecyClass is a non-profit, cross-industry initiative advancing recyclability, bringing transparency to the origin of plastic waste, and establishing a harmonized approach toward recycled plastic calculation & traceability in Europe. RecyClass develops Recyclability Evaluation Protocols and scientific testing methods for innovative plastic packaging materials which serve as the base for the Design for Recycling Guidelines and the RecyClass Online Tool. RecyClass established Recyclability Certifications for plastic packaging, Recycling Process Certification, and Recycled Plastics Traceability Certification for plastic products.

VISION

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 RECYCLABILITY CERTIFICATION MARK

CERTIFICATION MARK & USAGE



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

DIFFERENT VERSIONS OF THE CERTIFICATION MARK



Recyclability Certification Mark 01

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

This one highlights the ranking letter (A-F).

RECYCLABILITY CLASSES



PERMITTED ADDITIONS

The Certification Mark should be limited to the countries mentioned in the Certificate or must be clearly mentioned in the information accompanying the Certification Mark (mention it is applicable to country x, y). See example below.



Certified by **RecyClass**

RECYCLABILITY

ABCDEF
▲

Recyclability Certification Mark 02

A secondary version of the Certification Mark.

This one highlights the terms 'recyclability'.



Valid in France, Spain and Portugal



Certified by **RecyClass**

RECYCLABILITY

ABCDEF
▲

Valid in France, Spain and Portugal



Recyclability Certification Mark 03

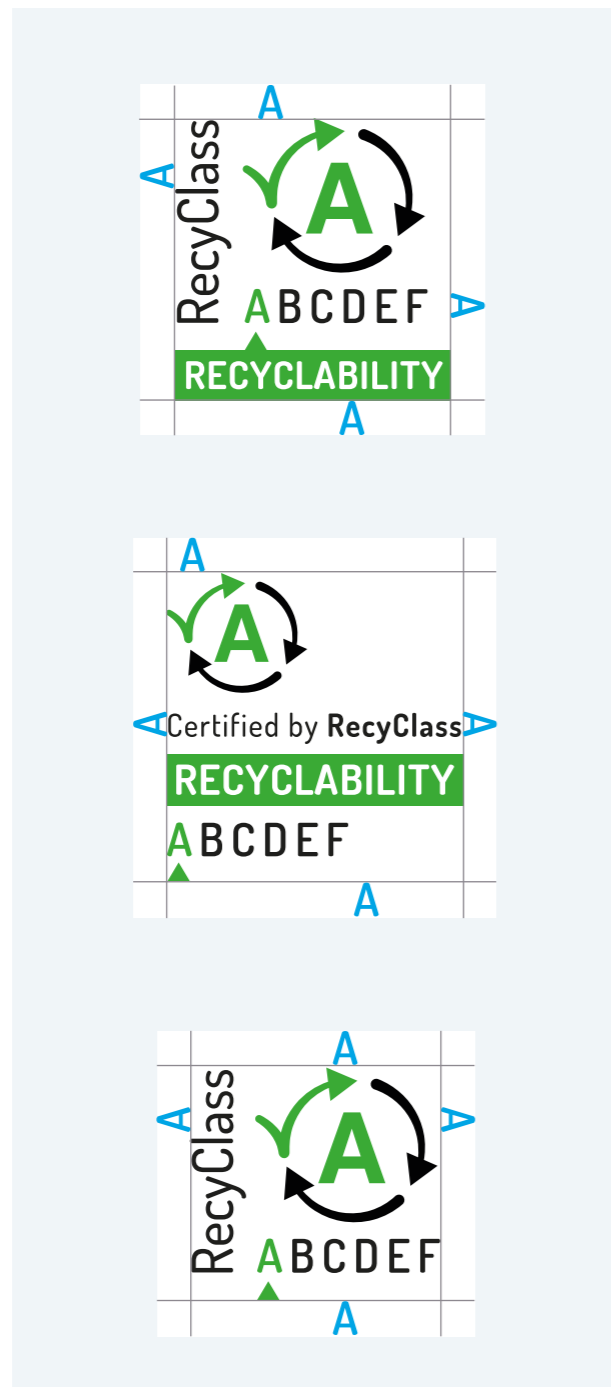
This Certification Mark is the smallest: having one less element it can be more easily used when the space is small.

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

CONSTRUCTION AND CLEAR SPACE

The RecyClass Recyclability Certification Mark 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 Certification Mark must always

fit into the clear space area and can not be intervened by other graphical elements which could hinder legibility of the mark. The exclusion area is shown below for the three versions of the Certification Mark.



USE WITH OR WITHOUT OUTLINE STROKE

The RecyClass Recyclability Certification Mark 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 Certification Mark. Scale and proportion should be determined by the available space, function and visibility.

! All elements are required to be legible



Recyclability Certification Mark 01

Minimum width size is 12 mm



Recyclability Certification Mark 02

Minimum width size is 14 mm



Recyclability Certification Mark 03

Minimum width size is 9 mm

COLORS VARIATIONS

Sometimes, often due to production costs, only one color of ink is available and so the mark must be reproduced using only one color. In this scenario, the Certification Mark 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 Certification Mark must be clearly distinguishable from the background color. You must honor the RecyClass Recyclability Certification Mark 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 Certification Mark must also be printed in its own colours.

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

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

Background light enough for the mark to be legible ✓



Background too dark for the mark to be legible ✗

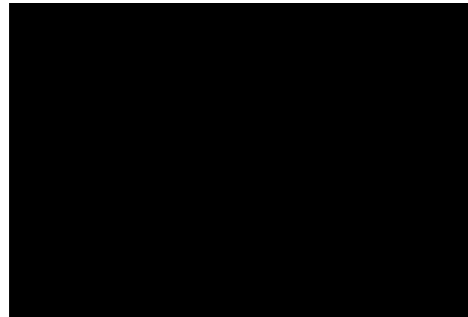


INCORRECT USE

- Don't rotate the mark.
- 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 Certification Mark 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

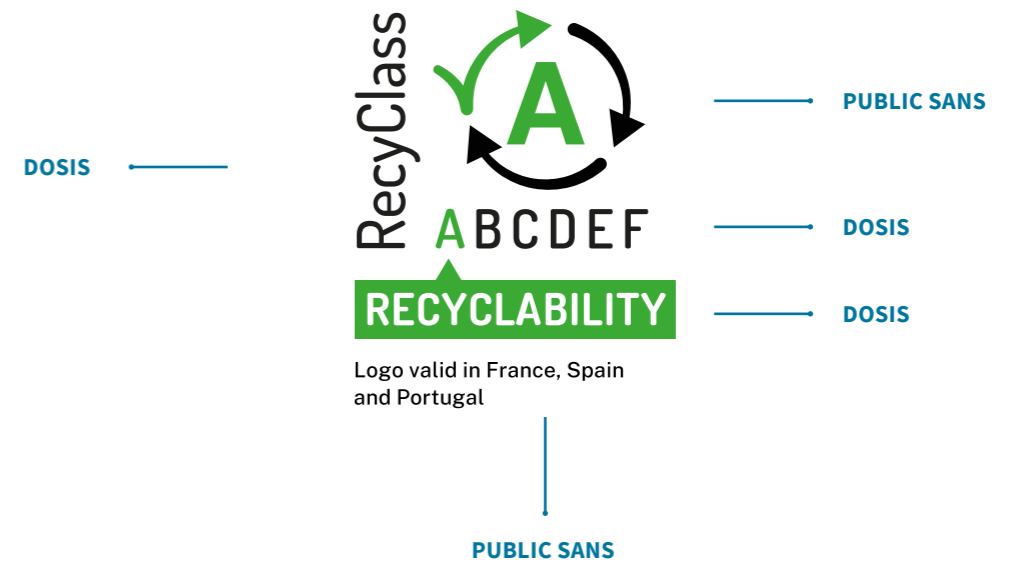


CMYK - 0 - 50 - 100 - 0
RGB - 190 - 22 - 34
HEX - F39200
Pantone® - 144



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

FONTS



DOSIS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

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

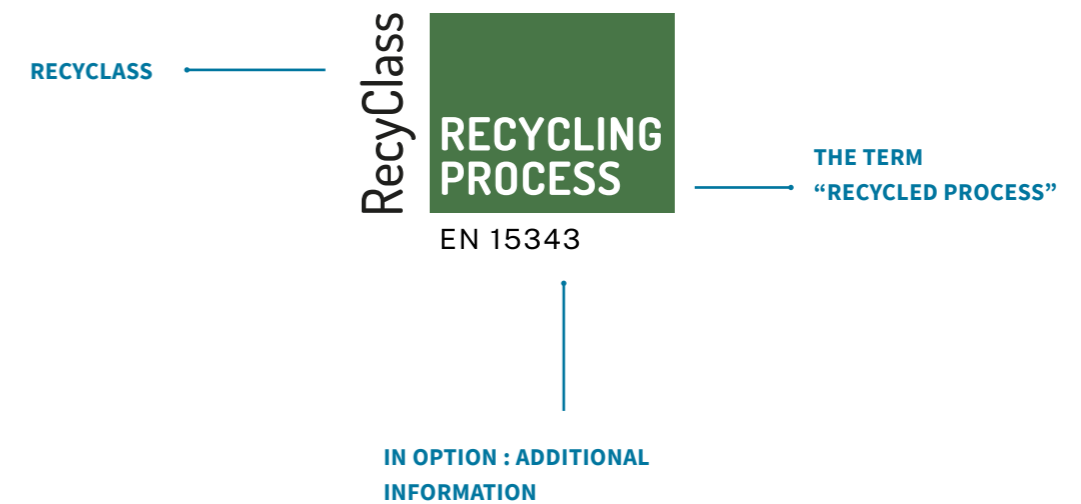
PUBLIC SANS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

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

RECYCLASS RECYCLING PROCESS CERTIFICATION MARK

CERTIFICATION MARK & USAGE



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

Used consistently, they will reinforce public awareness of the company.

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

DIFFERENT VERSIONS OF THE CERTIFICATION MARK

The RecyClass Recycling Process Certification Mark has been designed with or without the EN 15343 standard reference.



Recycling Process Certification Mark 01

with standard reference



Recycling Process Certification Mark 02



Recycling Process Certification Mark 03

without standard reference



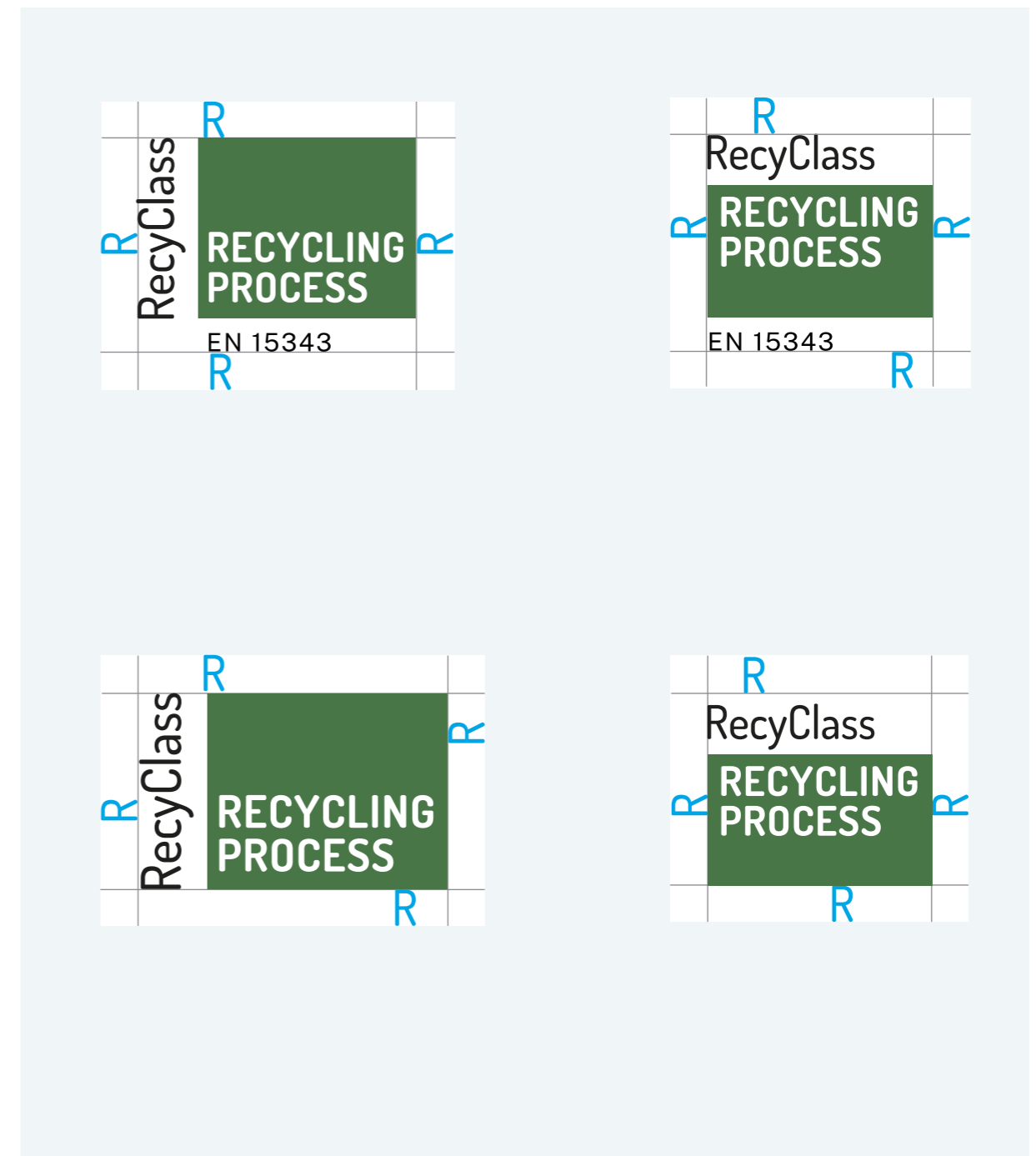
Recycling Process Certification Mark 04

without standard reference

CONSTRUCTION AND CLEAR SPACE

The RecyClass Recycling Process Certification Mark 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 Certification Mark 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 Certification Mark.



USE WITH OR WITHOUT OUTLINE STROKE

The RecyClass Recycling Process Certification Mark 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 22



MINIMUM SIZES

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

! All elements are required to be legible



Minimum width size is 30 mm

COLORS VARIATIONS

Sometimes, often due to production costs, only one color of ink is available and so the Certification Mark must be reproduced using only one color. In this scenario, the Certification Mark 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 Certification Mark must be clearly distinguishable from the background color. You must honor the The RecyClass Recycling Process Certification Mark palette when possible, using black or white only if necessary.

Black, white



COLOURED BACKGROUNDS

If the packaging is printed in full colour, then The RecyClass Recycling Process Certification Mark must also be printed in its own colours.

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

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

Background light enough for the Certification Mark to be legible ✓



Background too dark for the Certification Mark to be legible ✗



INCORRECT USE

Don't rotate the Certification Mark

Don't add a dropshadow

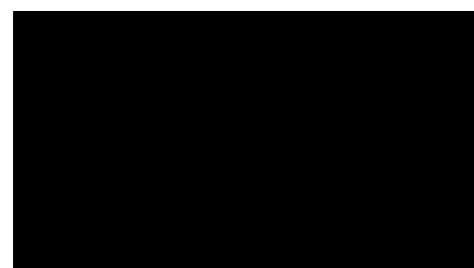
Don't use non-approved colors

Don't change the proportions

Don't add a stroke

Don't rearrange the elements

COLOR PALETTE



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



CMYK - 74 - 33 - 81 - 19
RGB - 72 - 118 - 71
HEX - 487647
Pantone® - 7742

FONTS

DOSIS

RecyClass

RECYCLING PROCESS

EN 15343

PUBLIC SANS

DOSIS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

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

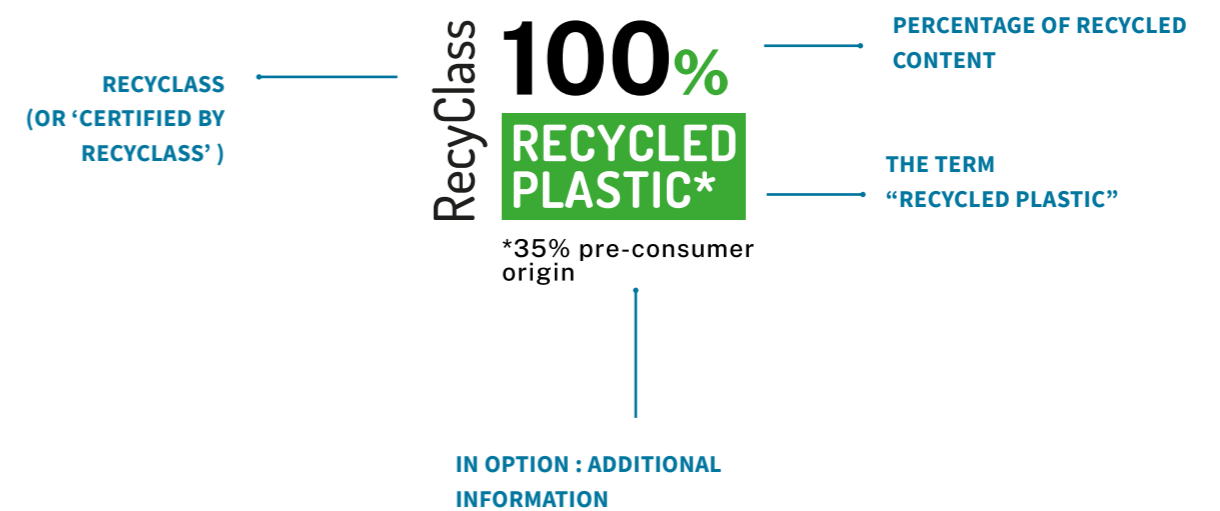
PUBLIC SANS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

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

RECYCLASS RECYCLED PLASTIC CERTIFICATION MARK

CERTIFICATION MARK & USAGE



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

Used consistently, they will reinforce public awareness of the company.

The corporate Certification Mark is presented through the use of colors as well as shape and typography.

DIFFERENT VERSIONS OF THE CERTIFICATION MARK

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

VERTICAL CERTIFICATION MARK



Recycled Plastic Certification Mark 01

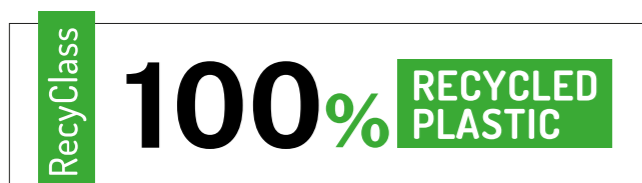
with RecyClass



Recycled Plastic Certification Mark 02

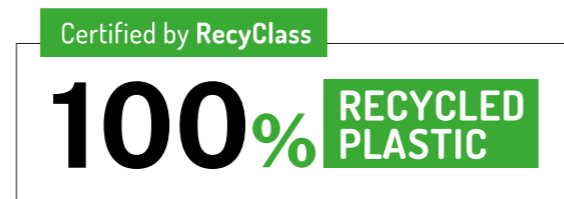
with Certified by RecyClass

HORIZONTAL CERTIFICATION MARK



Recycled Plastic Certification Mark 03

with RecyClass



Recycled Plastic Certification Mark 04

with Certified by RecyClass

PERMITTED ADDITIONS

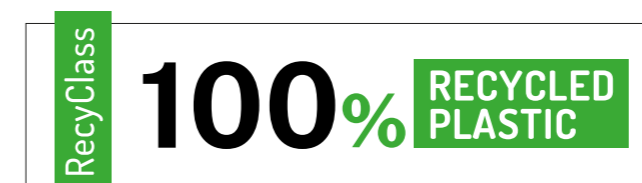
pre- or post-consumer origin.

Additions regarding component claims are also permitted.

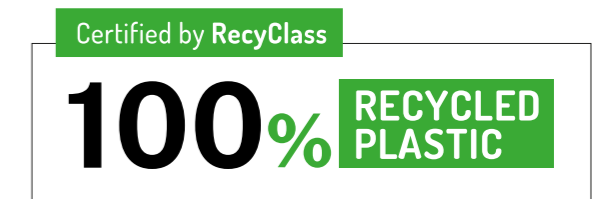
VERTICAL CERTIFICATION MARK



HORIZONTAL CERTIFICATION MARK



*35% pre-consumer origin

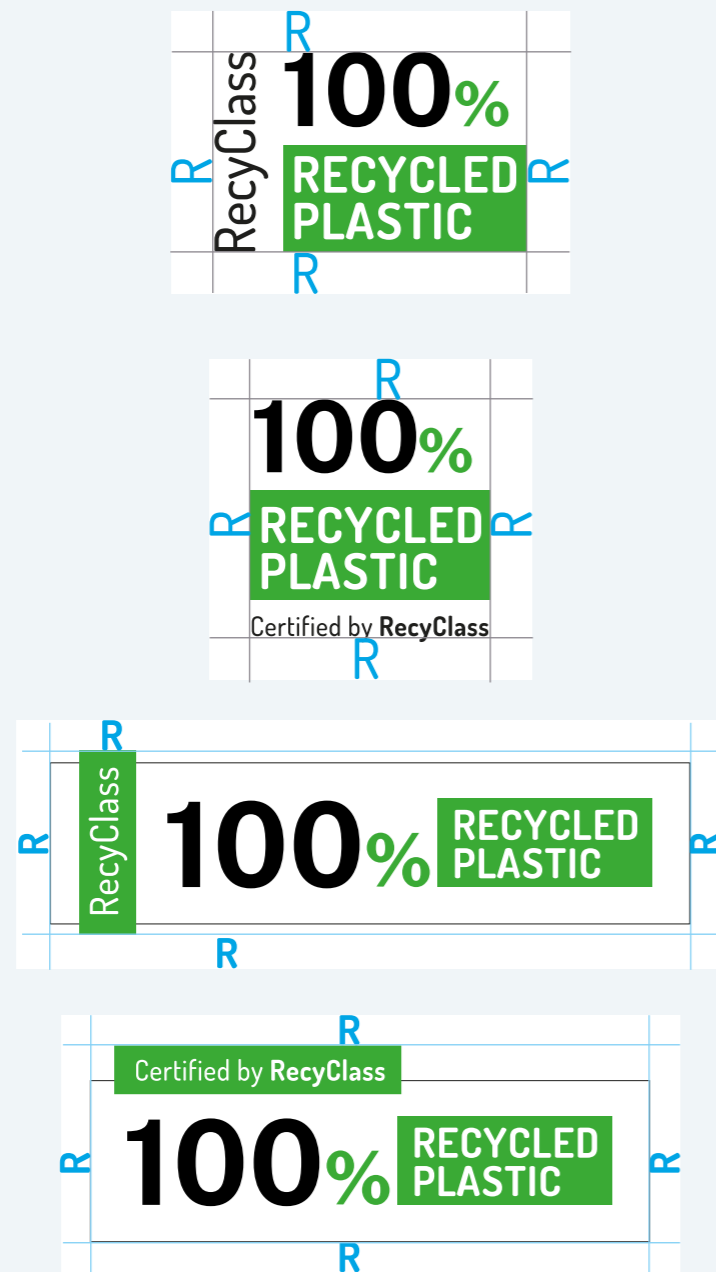


*35% pre-consumer origin

CONSTRUCTION AND CLEAR SPACE

The RecyClass Recycled Plastic Certification Mark 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 Certification Mark 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 Certification Mark.



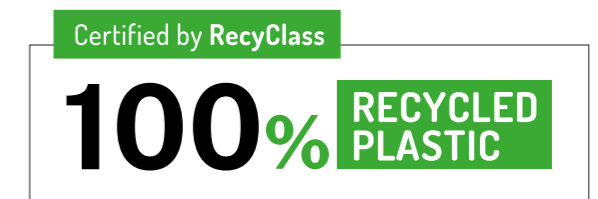
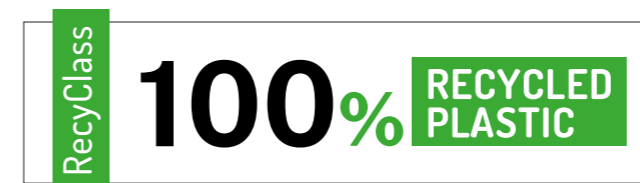
USE WITH OR WITHOUT OUTLINE STROKE

The RecyClass Recycled Plastic Certification Mark 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 Certification Mark. Scale and proportion should be determined by the available space, function and visibility.

! All elements are required to be legible

VERTICAL CERTIFICATION MARK



Recycled Plastic Certification Mark 01

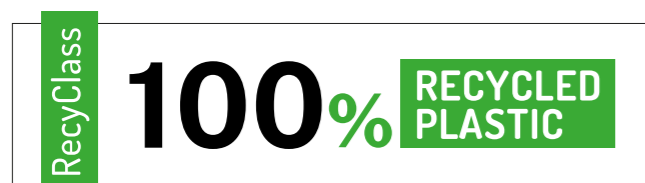
Minimum width size is 15 mm



Recycled Plastic Certification Mark 02

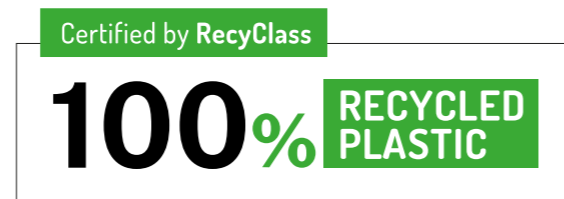
Minimum width size is 16 mm

HORIZONTAL CERTIFICATION MARK



Recycled Plastic Certification Mark 03

Minimum width size is 30 mm



Recycled Plastic Certification Mark 04

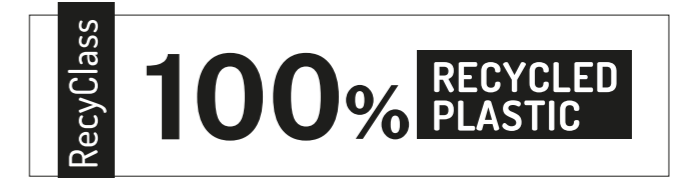
Minimum width size is 35 mm

COLORS VARIATIONS

Sometimes, often due to production costs, only one color of ink is available and so the Certification Mark must be reproduced using only one color. In this scenario, the Certification Mark 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 Certification Mark must be clearly distinguishable from the background color. You must honor the RecyClass Recycled Plastic Certification Mark 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 Plastic Certification Mark must also be printed in its own colours.

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

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

Background light enough for the Certification Mark to be legible 




Background too dark for the Certification Mark to be legible 

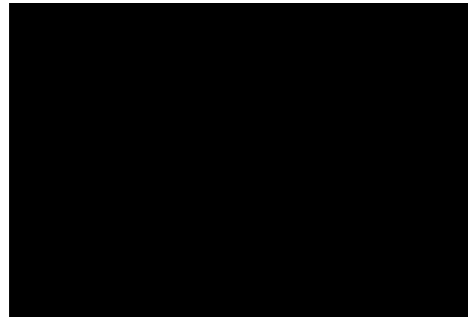


INCORRECT USE



 The Certification Marks cannot be changed. It is not allowed to add or remove any element.

COLOR PALETTE

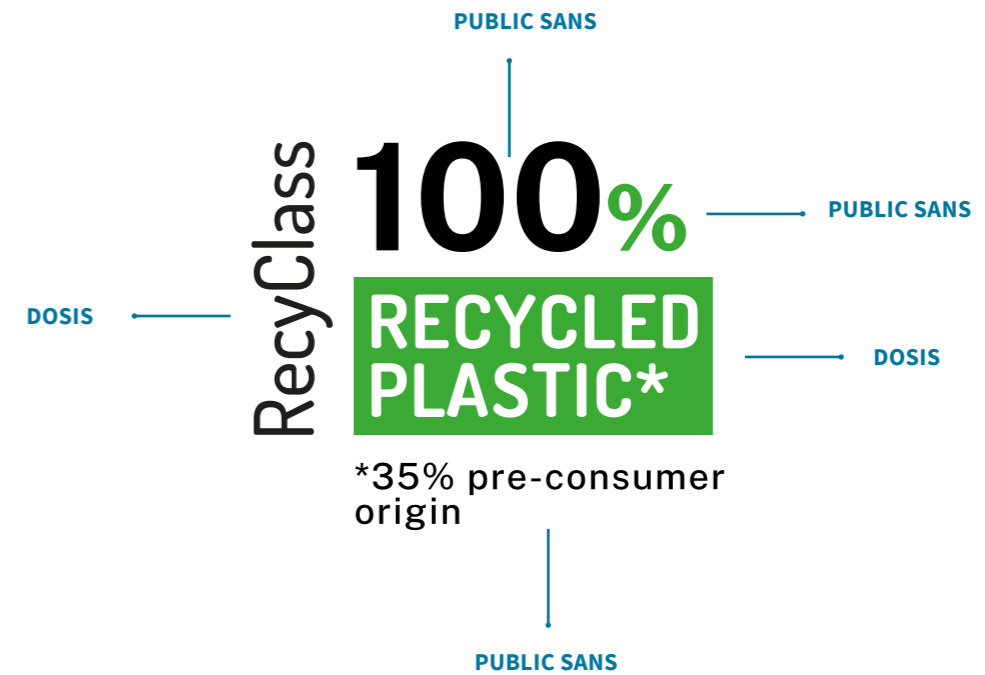


CMYK - 0 - 0 - 0 - 100
RGB - 29 - 29 - 27
HEX - 1D1D1B
Pantone® - Pantone black



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

FONTS



DOSIS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

[Download links for font: https://fonts.google.com/specimen/Dosis](https://fonts.google.com/specimen/Dosis)

PUBLIC SANS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

[Download links for font: https://fonts.google.com/specimen/Public+Sans](https://fonts.google.com/specimen/Public+Sans)

RecyClass

c/o Plastics Recyclers Europe
Avenue de Broqueville 12
1150 Brussels - Belgium

Phone: +32 2 315 24 60
info@recyclclass.eu

WWW.RECYCLASS.EU