



RecycleClass

CERTIFICATION MARK DESIGN GUIDANCE

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ABOUT RECYCLASS

ABOUT RECYCLASS

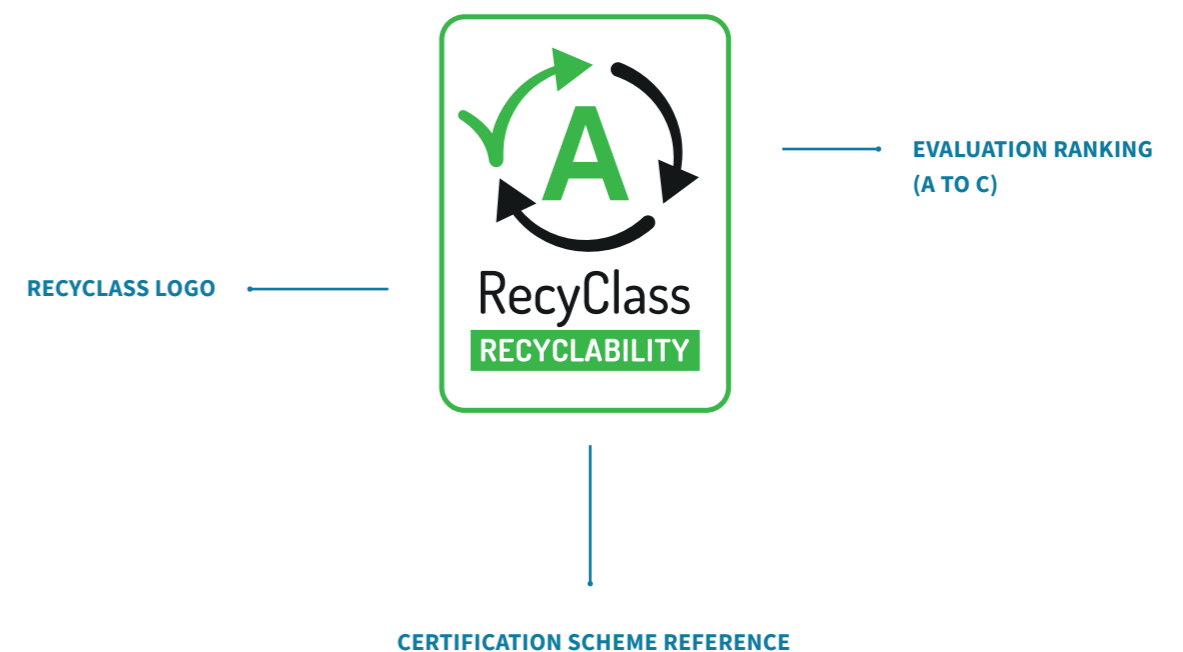
RecyClass is a non-profit, cross-industry initiative advancing recyclability, bringing transparency to the origin of plastic waste, and establishing a harmonized approach toward recycled plastic calculation & traceability in Europe. RecyClass develops Recyclability Evaluation Protocols and scientific 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.

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.



Valid in France, Spain and Portugal

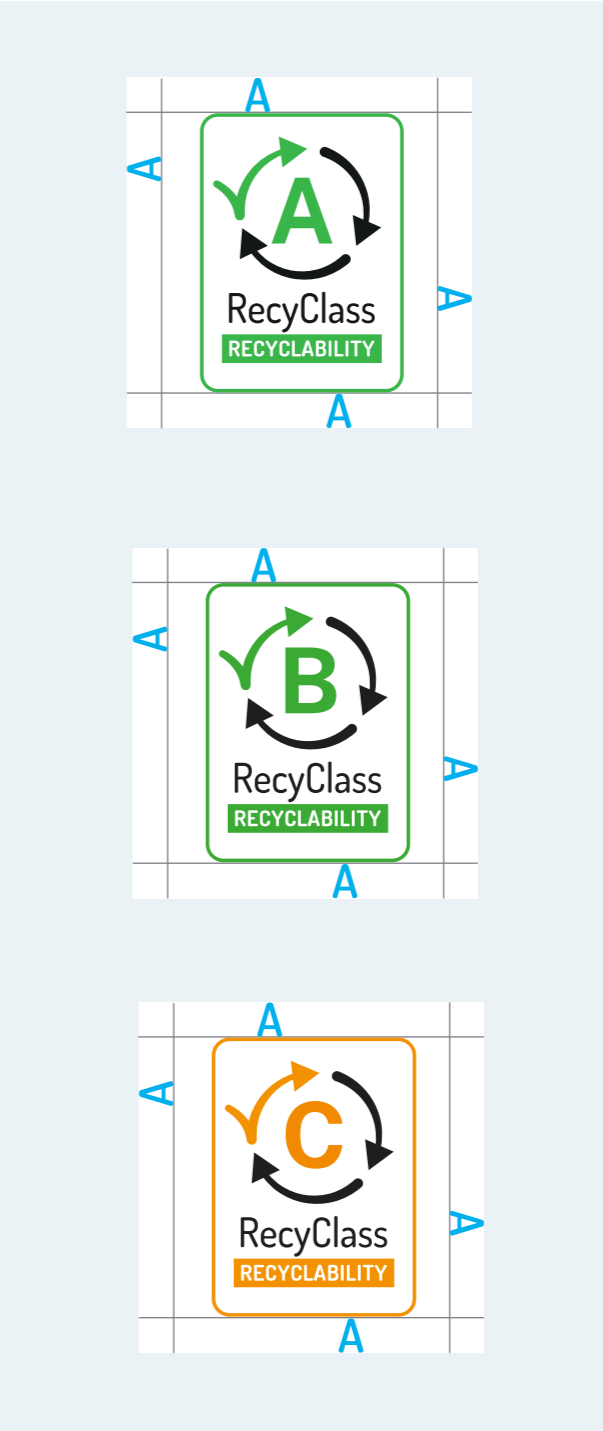


Valid in France, Spain and Portugal

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 classes of the Certification Mark.



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

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.

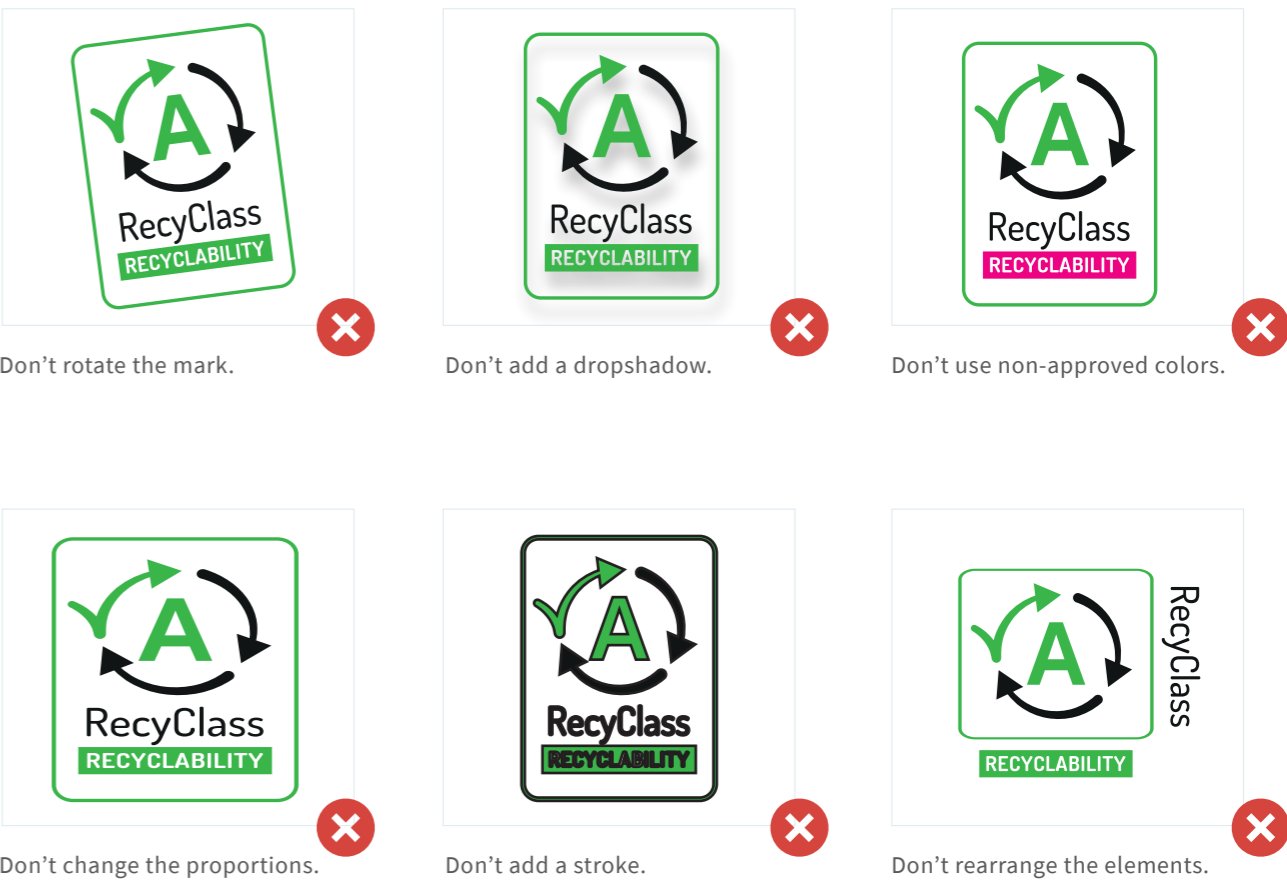
Background light enough for the mark to be legible ✓



Background too dark for the mark to be legible



INCORRECT USE

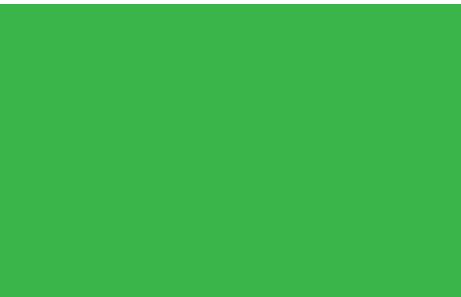


! The Certification Mark cannot be changed. It is not allowed to add or remove any element.

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

FONTS



Logo valid in France, Spain and Portugal

PUBLIC SANS

PUBLIC SANS
DOSIS
DOSIS

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

with standard reference



Recycling Process Certification Mark 03

without standard reference



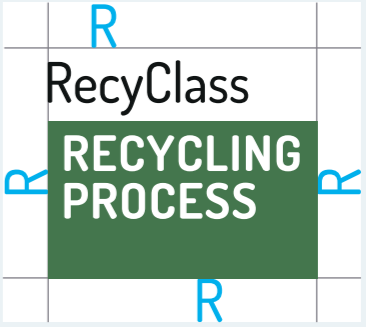
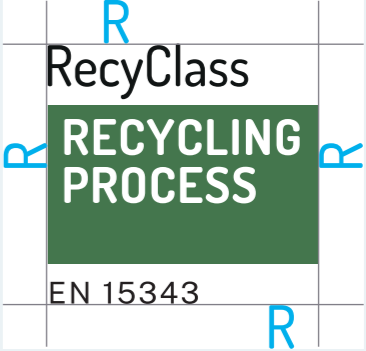
Recycling Process Certification Mark 04

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 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



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



PUBLIC SANS

DOSIS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

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

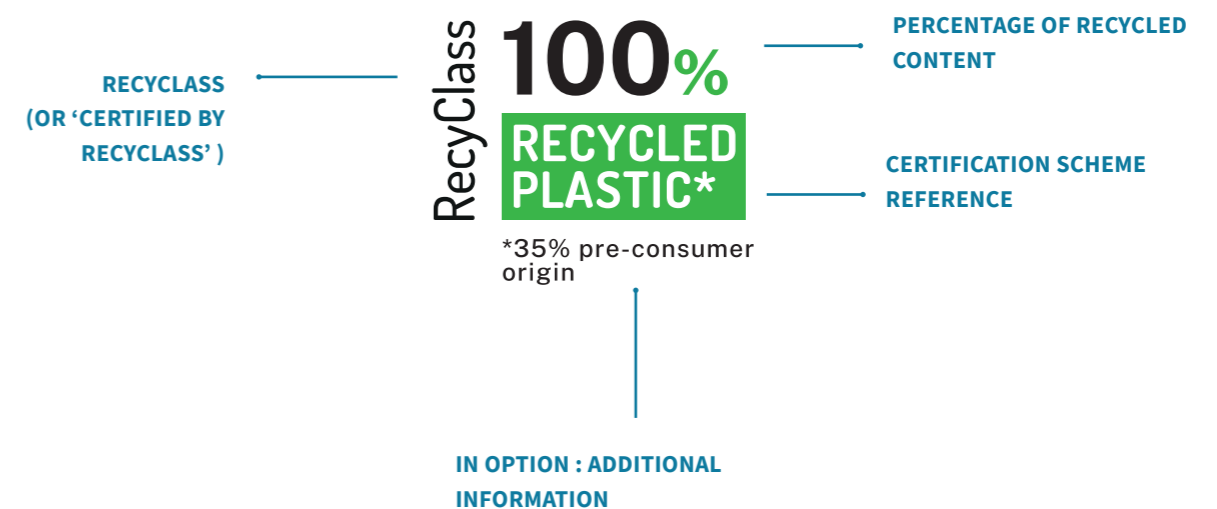
PUBLIC SANS

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



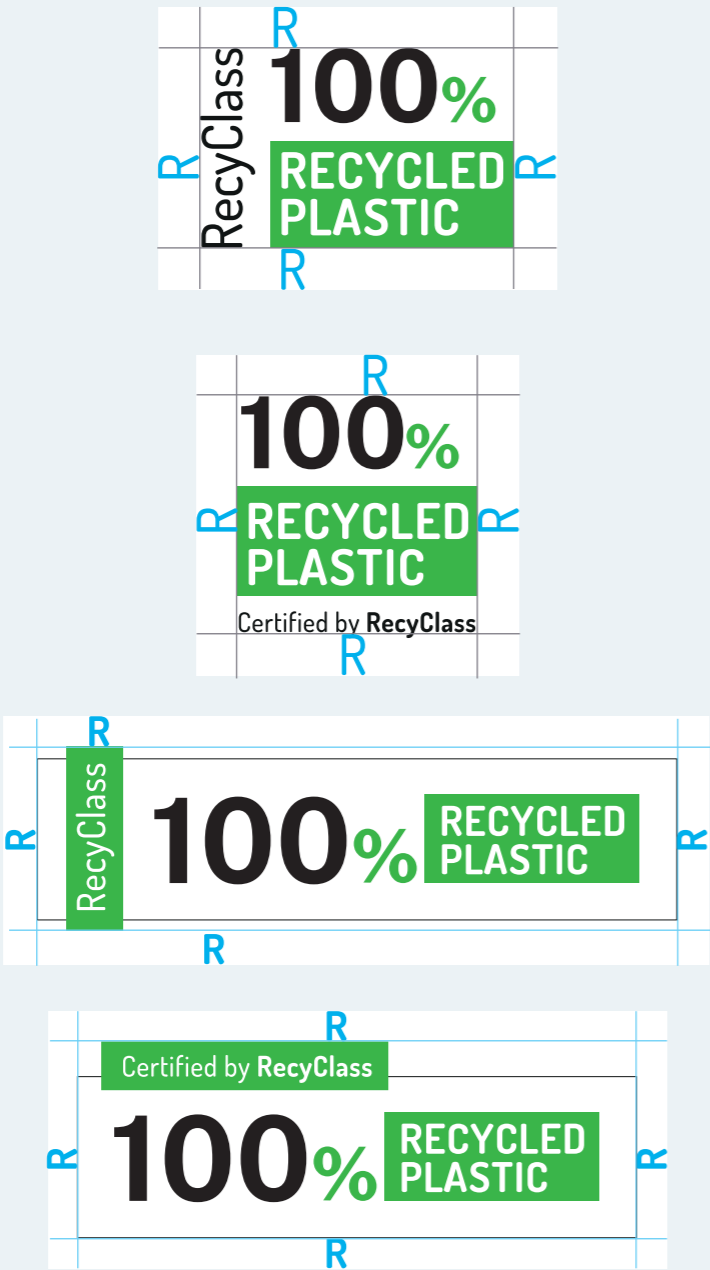
HORIZONTAL CERTIFICATION MARK



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

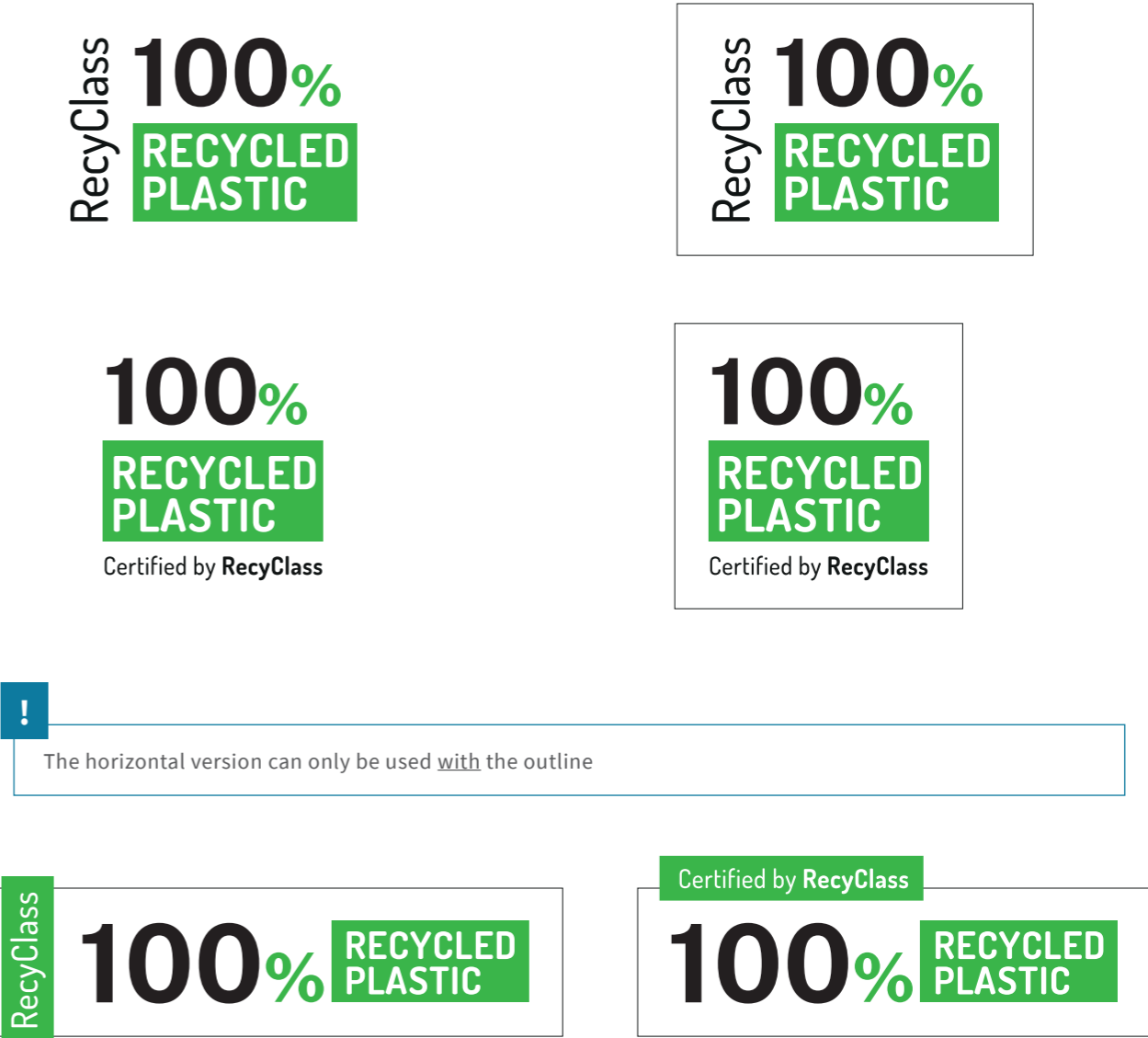
fit into the clear space area and can not be intervened by other graphical elements which could hinder legibility of the brand. These exclusion area is shown below for the three versions of the Certification Mark.



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



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 Recy-Class 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




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



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

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

COLOR PALETTE

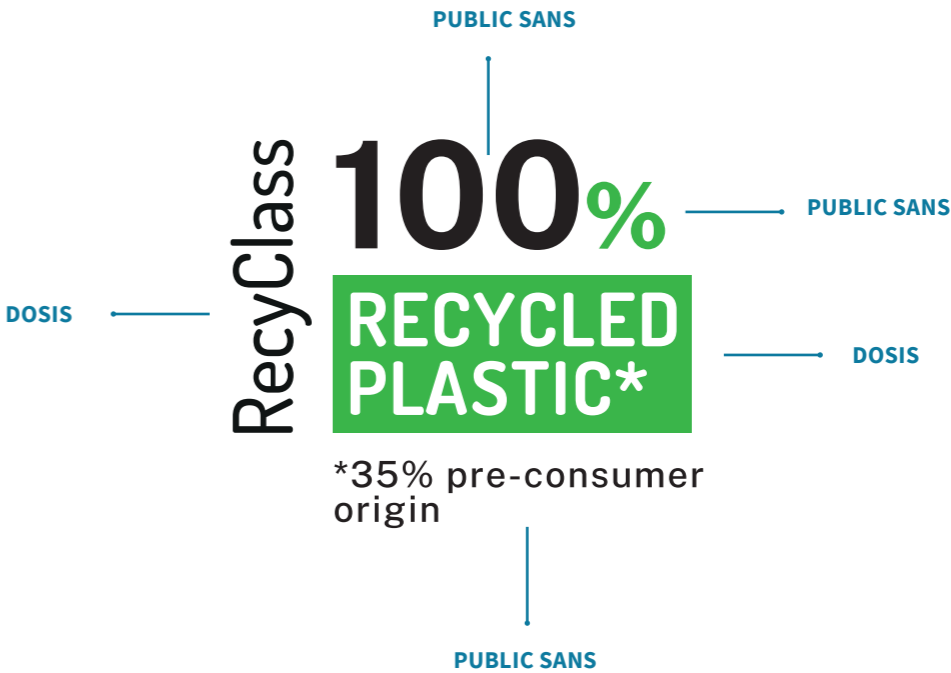


CMYK - 0 - 0 - 0 - 100
RGB - 29 - 29 - 27
HEX - 1D1D1B
Pantone® - Pantone black



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>

PUBLIC SANS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

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

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