productcare RECYCLING

BRAND GUIDELINES

TABLE OF CONTENTS

VERBAL IDENTITY

01

INTRODUCTION

The words we use, the stories we tell, the way we tell them—all these elements go into Product Care's verbal identity.

Like other parts of our brand—like our logo and colours—consistency ensures that Product Care is seen as a reputable and professional organization. That our members can trust us. Regardless of what program we're administrating or where in the country we're working, we want to present a cohesive brand experience.

In the following pages, you'll learn more about Product Care's verbal identity and tips to help all of us write and speak the 'Product Care' way.

Product Care Recycling is a federally incorporated industry funded not-for-profit organization that provides recycling solutions for post-consumer paint, household hazardous waste, lighting products, and alarms on behalf of its members.

Since 1994, Product Care has encouraged consumers to reduce their waste and reuse when possible, and to return unwanted products to a recycling location to ensure they are managed responsibly at their end-of-life. With thousands of recycling locations offering free product drop off across Canada, Product Care makes recycling accessible and diverts post-consumer products from landfills and waterways. For more information about Product Care's recycling programs or to find a recycling location, visit **productcare.org**.

INTRODUCTION: BRAND VOICE

The language we use, matters. Our tone of writing, or 'brand voice' is the distinct personality we use when we communicate with our stakeholders, across channels and touchpoints. It builds upon our mission, vision, and values and sets a standard for what we say and how we say it.

When writing on behalf of Product Care, pause and take a moment to channel our persona—informative, empowered, trustworthy. Doing so will ensure all our communications are consistent, professional, and distinctly Product Care.

INFORMATIVE

Sharing information is fundamental to the work we do. We must convey key details accurately and efficiently to build trust with our members and empower consumers to do the right thing.

EMPOWERING

We believe that we can meaningfully protect the environment by working together. Despite complexities and challenges, we maintain a positive outlook and are solutions-focused.

TRUSTWORTHY

We must inspire confidence in the work we do. Speaking clearly, without jargon or superfluous adjectives, builds trust with our audience.

INTRODUCTION: BRAND VOICE TIPS

Writing in the Product Care voice may sound intimidating, but, in fact, all you need to do is Keep It Simple.

MAKE IT CLEAR

We're unpretentious, authentic, and like to get to the point, so we keep our writing clear and easy to understand.

Write in the active not passive voice.
Use an active voice to make messages clearer, more concise, and more confident. Say "we'll submit the program plan" not "the program plan will be submitted."

Get to the point.
Lead with the most important point, rather than hiding it halfway through a paragraph.

Write for your audience.
Before you begin to write, think about who we're writing for: Who are they? What matters to them? How much knowledge do they have?

Tailor the messaging to match.
Ask, "What's in it for them?" What does our audience really need to know? Keep the important stuff in your mind when writing.

Be specific.
Back up statements with facts and data. Being vague seems like we are hiding something or don't know.

Embrace contractions.
Use contractions, such as "We're" not "We are" and "It's" not "It is" to make writing sound warmer and more engaging.

Write how you speak.
Read what you've written aloud. If it sounds oddly formal, academic, or long-winded, revise it.

MAKE IT SMART

We're experts in EPR. Our members depend on us for our expertise to keep them compliant.

Be cautious with jargon
Before using a technical or industry term, make sure it is appropriate for the audience —will they 'get' it? If not, provide context with a short explanatory sentence, definition, or even a hyperlink.

Be careful of fluff.
Lead with the most important point, rather than hiding it halfway through a paragraph.

Write for your audience.
Cut excessive use of adjectives and sentences that don't mean anything.

Cut unnecessary filler words that don't add to your meaning: "very" "kind of" "all"

Keep it short.
Our stakeholders are busy. Don't write more than you need to.

MAKE IT INSPRING

We're battling the impacts of climate change and waste accumulation, so our writing needs to be bold and inspirational.

Embrace confident messaging.
Celebrate outcomes and successes.

Recognize the partners who support us in our work.

Think like a journalist.
Embrace punch, to-the-point headlines that capture people's attention.

Call out the most important take-away or data point so people get it right away.

Write like a public speaker.
Introduce rhythm to your writing by varying sentence lengths.

INTRODUCTION: WRITING BEST PRACTICES

Writing in the Product Care voice may sound intimidating, but, in fact, all you need to do is Keep It Simple.

HEADERS

We operate in a complex, dynamic industry with a lot of acronyms and technicalities. Wherever possible, it's wise to Keep It Simple and unintimidating for audiences. For that reason, we use "sentence case" for our Headers. Capitals are overly formal and often unnecessary.

Use sentence case for headers

Lorem ipsum dolor sit amet con sec tetuer adispiscing elite nean modo ligula eget modo dolor massa.

Remember — you still capitalize proper nouns when writing in sentence case:

Don't Use Title Case For Headers

Lorem ipsum dolor sit amet con sec tetuer adispiscing elite nean modo ligula eget modo dolor massa.

- Ministry of Environment not Ministry of environment
- British Columbia Paint Stewardship Program
- WorksafeBC
- Blue Box Regulation

SPECIAL NOTE

- Household Hazardous Waste NOT Household hazardous waste
- Hazardous Special Products NOT Hazardous and special products

BULLET POINTS

- Use bullet points to break up long paragraphs of text.
- Bullet points are easier to read than paragraphs stuffed with commas.
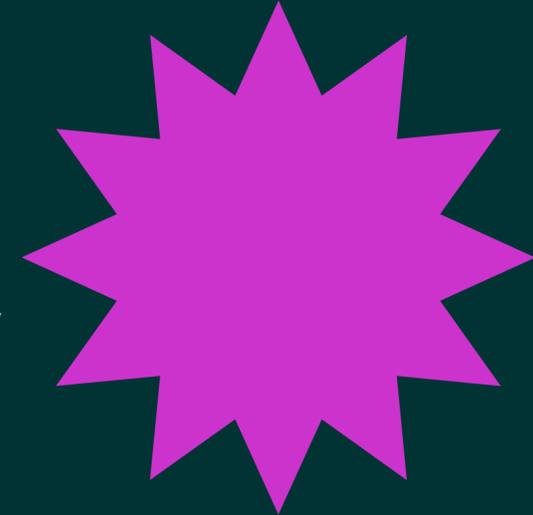- Use capital letters at the beginning and full stops for bullet points that are sentences.

WATCH OUT FOR

Effect	⟷	Affect
Accept	⟷	Except
Then	⟷	Than
Your	⟷	You're
Its	⟷	It's
Everyday	⟷	Every day

INTRODUCTION: BRAND MANTRA

RESPONSIBLE, TOGETHER.

Product Care exists to empower collective stewardship of our environment.

We are the facilitators of collective responsibility.
We remind the world that we can make a difference, together.
That it's worth caring, together.
That we can improve tomorrow, together.
And that we are responsible, together.

LOGO

02

LOGO: OVERVIEW

The logo is one of our most important core brand identity elements. Through consistent placement, sizing, clear space and colour usage, the logo remains recognizable on any surface it's presented on. One of the most effective ways of protecting the logo and ensuring its integrity is to position it on a simple, uncluttered background. Always use the approved digital art files to reproduce the logo.

LOGO: CLEAR SPACE

Clear space

A specific clear area around the logo prevents any other copy, secondary graphics, illustrative or photographic elements from interfering with its impact.

Create this area by measuring the width of the loop in the logo. The minimum amount of empty space that must surround the logo is equivalent to one loop on the top, bottom, left, and right sides. Do not place any text or secondary graphics in this area.

Minimum size

For digital applications, the minimum size of the logo is 48px tall. For print applications, we recommend the minimum size to be at least 1 in. However, please consult with the printing companies as each vendor will have their own requirements regarding size.

Clear space

48px
1 in

Minimum size

LOGO: COLOURS

Usage

Where possible, the full-colour logo is the preferred "official" version. In instances where this conflicts with legibility or other restrictions, the following alternate colours are available.

Full-colour logo

One-colour logo

Grayscale logo

Reverse logo

LOGO: MISUSE

Don't
Distort, skew, or rotate the logo

Don't
Outline the logo

Don't
Use the Product Care wordmark without the recycling symbol

Don't
Change the colour of any part of the logo

Don't
Apply any gradient or texture to the logo

Don't
Clip any image into the logo

Don't
Add drop shadow or other effects to the logo

Don't
Change the opacity of the logo

Don't
Adjust the wordmark in any way

Don't
Add any unauthorized taglines or copy to the logo

Don't
Place the full-colour logo on dark background

Don't
Place the logo over busy imagery

LOGO: FRENCH VERSION

French logo

For marketing materials intended for French-speaking provinces and audiences, use the French logo. Apply the same rules used for the English logo for the French logo.

Short full-Colour logo

Short reverse logo

Extended full-Colour logo

Extended reverse logo

Stacked full-Colour logo

Stacked reverse logo

LOGO: SUB-BRANDS

**PaintShare logo**

Full-colour logo

One-colour black logo

Reverse logo

COLOURS

03

COLOURS: PRIMARY

The primary colour of Product Care is Pacific Blue. This is the key representation of the brand and can be used on graphic elements and callout texts. Pacific Blue is comprised of multiple shades as listed on this page. Use RGB for web and digital applications. Use CMYK for all print applications.

Pacific Blue

HEX	00CCBD
RGB	0, 204, 189
CMYK	68, 0, 3v5, 0
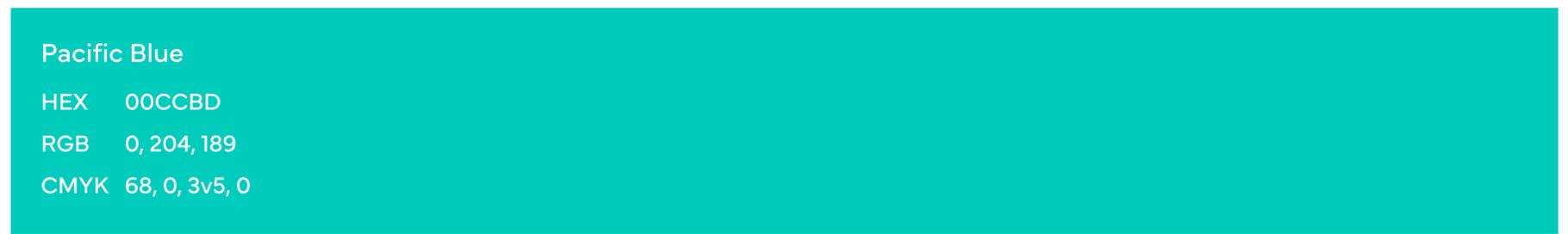
Primary colour

Pacific Blue 1	Pacific Blue 2	Pacific Blue 3	Pacific Blue 4	Pacific Blue 5
HEX A3EDE8	HEX 00CCBD	HEX 00948A	HEX 005C57	HEX 013334
RGB 163, 237, 232	RGB 0, 204, 189	RGB 0, 148, 138	RGB 0, 92, 87	RGB 1, 51, 52
CMYK 32, 0, 13, 0	CMYK 68, 0, 35, 0	CMYK 83, 21, 51, 2	CMYK 91, 43, 62, 29	CMYK 91, 58, 63, 59

Pacific Blue set

COLOURS: SECONDARY

Program-specific colours

Product Care provides recycling programs for four main product categories, which are differentiated by a colour-coded system. Similar to the primary colour, each product colour also comes in multiple shades to be used in conjunction with one another.

Primary colour for each program is indicated.

Primary Program Colour

HHW 1	HHW 2	HHW 3	HHW 4	HHW 5
HEX F7C963	HEX F5B221	HEX E2A00C	HEX BE8300	HEX 664A0D
RGB 247, 201, 99	RGB 245, 178, 33	RGB 226, 160, 12	RGB 190, 131, 0	RGB 102, 74, 13
CMYK 3, 21, 72, 0	CMYK 3, 32, 99, 0	CMYK 11, 39, 100, 0	CMYK 24, 49, 100, 5	CMYK 46, 60, 100, 40

HHW set

Paint 1	Paint 2	Paint 3	Paint 4	Paint 5
HEX FFA36E	HEX FF7A2E	HEX FB5B00	HEX C45300	HEX 803E18
RGB 255, 163, 110	RGB 255, 122, 46	RGB 251, 91, 0	RGB 196, 83, 0	RGB 128, 62, 24
CMYK 0, 44, 59, 0	CMYK 0, 65, 90, 0	CMYK 0, 79, 100, 0	CMYK 17, 78, 100, 7	CMYK 33, 77, 100, 34

Paint set

Alarms 1	Alarms 2	Alarms 3	Alarms 4	Alarms 5
HEX DB70DB	HEX CC33CC	HEX AF00AF	HEX 8D008D	HEX 621A62
RGB 219, 112, 219	RGB 204, 51, 204	RGB 175, 0, 175	RGB 141, 0, 141	RGB 98, 26, 98
CMYK 24, 63, 0, 0	CMYK 34, 84, 0, 0	CMYK 42, 93, 0, 0	CMYK 55, 100, 4, 0	CMYK 69, 100, 29, 19

Alarms set

Lights 1	Lights 2	Lights 3	Lights 4	Lights 5
HEX 4DBFE8	HEX 00A3E0	HEX 0089BC	HEX 00688F	HEX 014F6C
RGB 77, 191, 232	RGB 0, 163, 224	RGB 0, 137, 188	RGB 0, 104, 143	RGB 1, 79, 108
CMYK 60, 4, 2, 0	CMYK 74, 19, 0, 0	CMYK 82, 34, 10, 0	CMYK 92, 54, 26, 6	CMYK 97, 65, 38, 21

Lights set

COLOURS: TERTIARY

Neutrals
Use these supporting shades for text, labels, and background. Never use these colours for program-specific graphic elements.

Black	Black	Black	White	Ivory
HEX 000000	HEX 575757	HEX E3E3E3	HEX FFFFFF	HEX FBF7EF
RGB 0, 0, 0	RGB 87, 87, 87	RGB 227, 227, 227	RGB 255, 255, 255	RGB 251, 247, 239
CMYK 60, 40, 40, 100	CMYK 63, 55, 55, 30	CMYK 10, 7, 7, 0	CMYK 0, 0, 0, 0	CMYK 1, 2, 5, 0

TYPOGRAPHY

04

TYPOGRAPHY: TYPEFACES

Korolev
Korolev is a condensed geometric sans serif inspired by vintage posters. Its utilitarian boldness feels like a call to action, and the narrow letterforms lend themselves well to a variety of dimensions and formats.

Mundial
Mundial is a geometric sans serif font family that balances functional modernism and approachable humanist design. This typeface has fourteen styles, allowing the brand to accommodate different depths of content on both print and digital applications.

Note
Avoid using justified typography if possible. Instead, opt for either left or centre aligned typesetting, with the former being ideal for longer form content.

KOROLEV BOLD

ABCDEFGHIJKLMNOPQRSTUVXYZ123456789 0!@#$%^&*?

Usage	Short headlines in consumer-facing assets, callouts, and numeric data
Case	Uppercase
Tracking	-2%

Mundial Bold

AbBbCcDdEeFfGgHhIiJjKkLlMmNnOo PpQqRrSsTtUuVvXxYyZz1234567890! @#$%^&*?

Usage	Long headlines in consumer-facing assets and headlines in internal assets
Case	Sentence case
Tracking	-2%

Mundial Demibold

AbBbCcDdEeFfGgHhIiJjKkLlMmNnOoP pQqRrSsTtUuVvXxYyZz1234567890! @#$%^&*?

Usage	Word emphasis in text (website URLs, email links, etc)
Case	Sentence case
Tracking	0%

Mundial Regular

AbBbCcDdEeFfGgHhIiJjKkLlMmNnOoP pQqRrSsTtUuVvXxYyZz1234567890!@#$ %^&*?

Usage	Body copy
Case	Sentence case
Tracking	0%

TYPOGRAPHY: SYSTEM FONTS

Arial

For emails, and other applications where Korolev and Mundial are not available, Arial is the default typeface for the brand.

Arial Bold

AbBbCcDdEeFfGgHhIiJjKkLlMmNnOo PpQqRrSsTtUuVvXxYyZz1234567890! @#$%^&*?

Usage	Headlines and subheads when Korolev and Mundial are not available
Case	Sentence case
Tracking	0%

Arial Regular

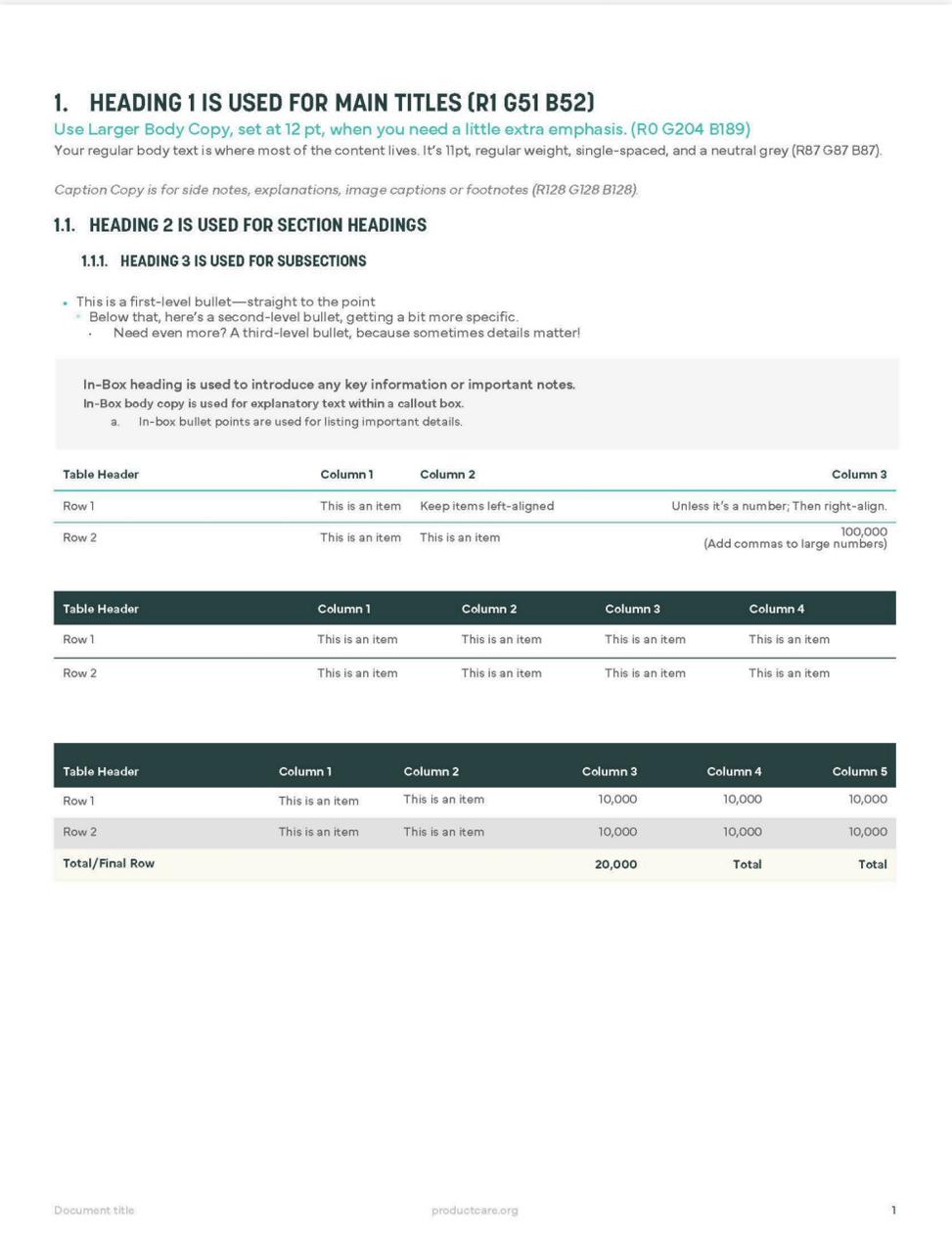AbBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp QqRrSsTtUuVvXxYyZz1234567890!@#$ %^&*?

Usage	Body copy when Mundial is not available
Case	Sentence case
Tracking	0%

TYPOGRAPHY: WORD DOCUMENT STYLE SHEET

For reports and letterheads created in Microsoft Word, follow these type settings. The image below shows a visual reference pulling it all together.

1. HEADING 1

Korolev Bold		16 pt	
Spacing	Before: 10pt	Multiple: 1.15 pt	
	After: 0pt		
Case	Uppercase		

1.1. HEADING 2

Korolev Bold		12 pt	
Spacing	Before: 10pt	Multiple: 1.15 pt	
	After: 0pt		
Case	Uppercase		

1.1.1. HEADING 3

Korolev Bold		10 pt	
Spacing	Before: 10pt	Multiple: 1.15 pt	
	After: 0pt		
Case	Uppercase		

In-Box Heading

Mundial Regular		9 pt	
Spacing	Before: 10pt	Multiple: 1.15 pt	
	After: 0pt		
Case	Sentence Case		

Table Content - Heading

Mundial Demibold		8 pt	
Spacing	Before: 10pt	Multiple: 1.15 pt	
	After: 0pt		
Case	Sentence Case		

TYPOGRAPHY: WORD DOCUMENT STYLE SHEET

# Large Body Copy	Mundial Regular	11 pt
	Spacing Before: 0pt Single: 1 pt After: 4pt
	Case Sentence Case

## Body Copy	Mundial Regular	9 pt
	Spacing Before: 0pt Single: 1 pt After: 4pt
	Case Sentence Case

Caption Copy	Mundial Italic	8 pt
	Spacing Before: 0pt Single: 1 pt After: 4pt
	Case Sentence Case

In-Box Copy	Mundial Demibold	8 pt
	Spacing Before: 0pt Single: 1 pt After: 4pt
	Case Sentence Case

Table Content - Copy	Mundial Regular	8 pt
	Spacing Before: 0pt Single: 1 pt After: 4pt
	Case Sentence Case

TYPOGRAPHY: WORD DOCUMENT STYLE SHEET

List Style 1

1. LEVEL 1	Korolev Bold	12 pt	Spacing 1.15 pt	Case Uppercase
1.1 LEVEL 2	Mundial Bold	9 pt	Leading 1.15 pt	Case Uppercase
1.1.1 LEVEL 3	Mundial Regular	9 pt	Leading 1.15 pt	Case Uppercase

List Style 2

• *Level 4*	Mundial Regular	9 pt	Leading 1 pt	Case Sentence Case
○ *Level 4*	Mundial Regular	9 pt	Leading 1 pt	Case Sentence Case
• Level 4	Mundial Regular	9 pt	Leading 1 pt	Case Sentence Case

TYPOGRAPHY: TYPE ON COLOUR

When setting type on coloured backgrounds, make sure that there is enough contrast between the type and the background. This is usually achieved by combining the brightest and darkest shades of a colour. Only colours indicated on this page should be used in conjunction in order to maintain optimal legibility.

RECYCLE	RECYCLE	RECYCLE	RECYCLE
RECYCLE	RECYCLE	RECYCLE	RECYCLE

Primary colours

RECYCLE	RECYCLE	RECYCLE	RECYCLE	RECYCLE	RECYCLE
RECYCLE	RECYCLE	RECYCLE	RECYCLE	RECYCLE	RECYCLE
RECYCLE	RECYCLE	RECYCLE	RECYCLE	RECYCLE	RECYCLE
RECYCLE	RECYCLE	RECYCLE	RECYCLE	RECYCLE	RECYCLE
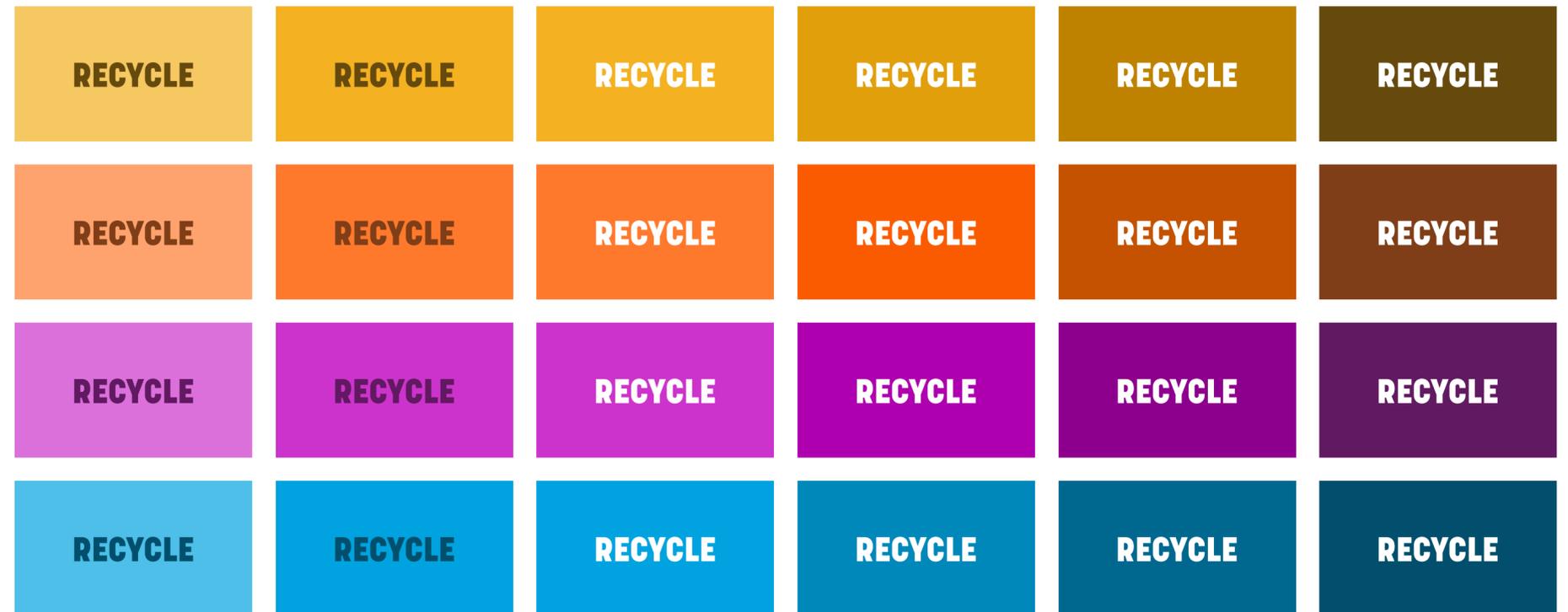
Secondary colours

PRODUCT RENDERS

05

PRODUCT RENDERS: OVERVIEW

Simple, unembellished product renders in both greyscale and colour are used to unify visuals across the brand and communicate clear messages to our audience. Some product renders have labels attached. Any new renders added to the brand should follow the overall style of the existing renders shown in these guidelines.

Light bulb renders

Alarm renders

HHW product renders

Paint can renders

PRODUCT RENDERS: USAGE

Product renders can be used in multiple different ways. Some examples are shown to the right. These are non-exhaustive, but when exploring new design options, layout should prioritize simplicity and clarity. Renders can be rotated and set in an angle if the design calls for it.

GRAPHIC ELEMENTS

06
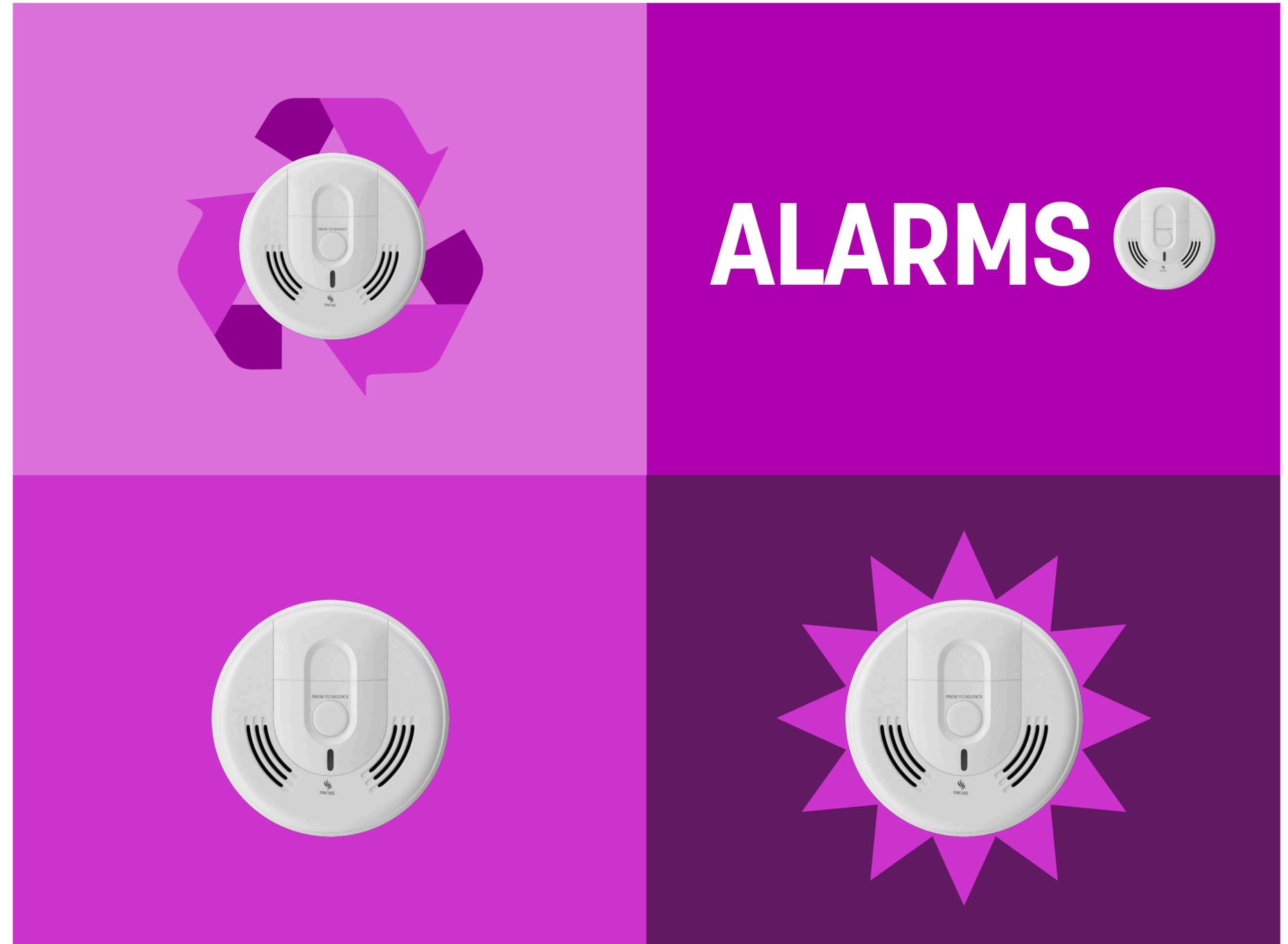
GRAPHIC ELEMENTS: PROGRAM SHAPES

Geometric shapes for each of the product categories act as a core graphic element we can use in myriad ways. When combined, these core elements create an exciting, visually distinct and bold take on Product Care's messaging for engaging brand-level communication.
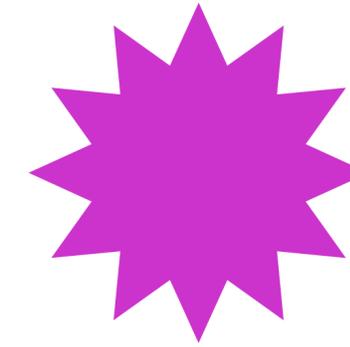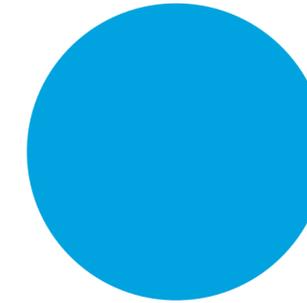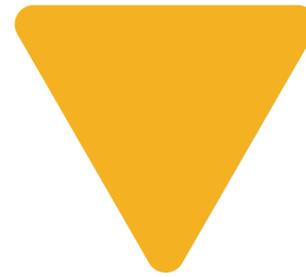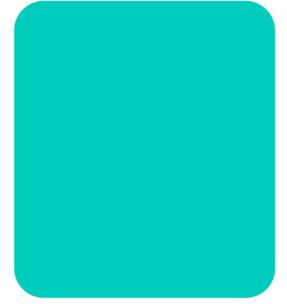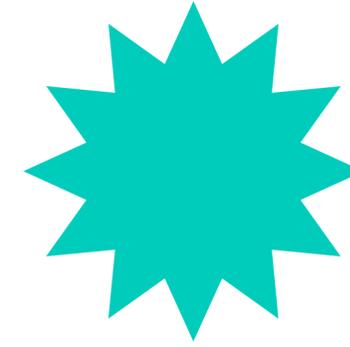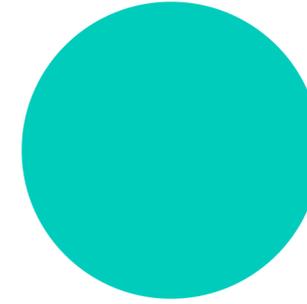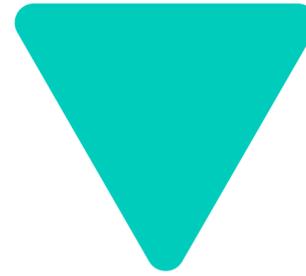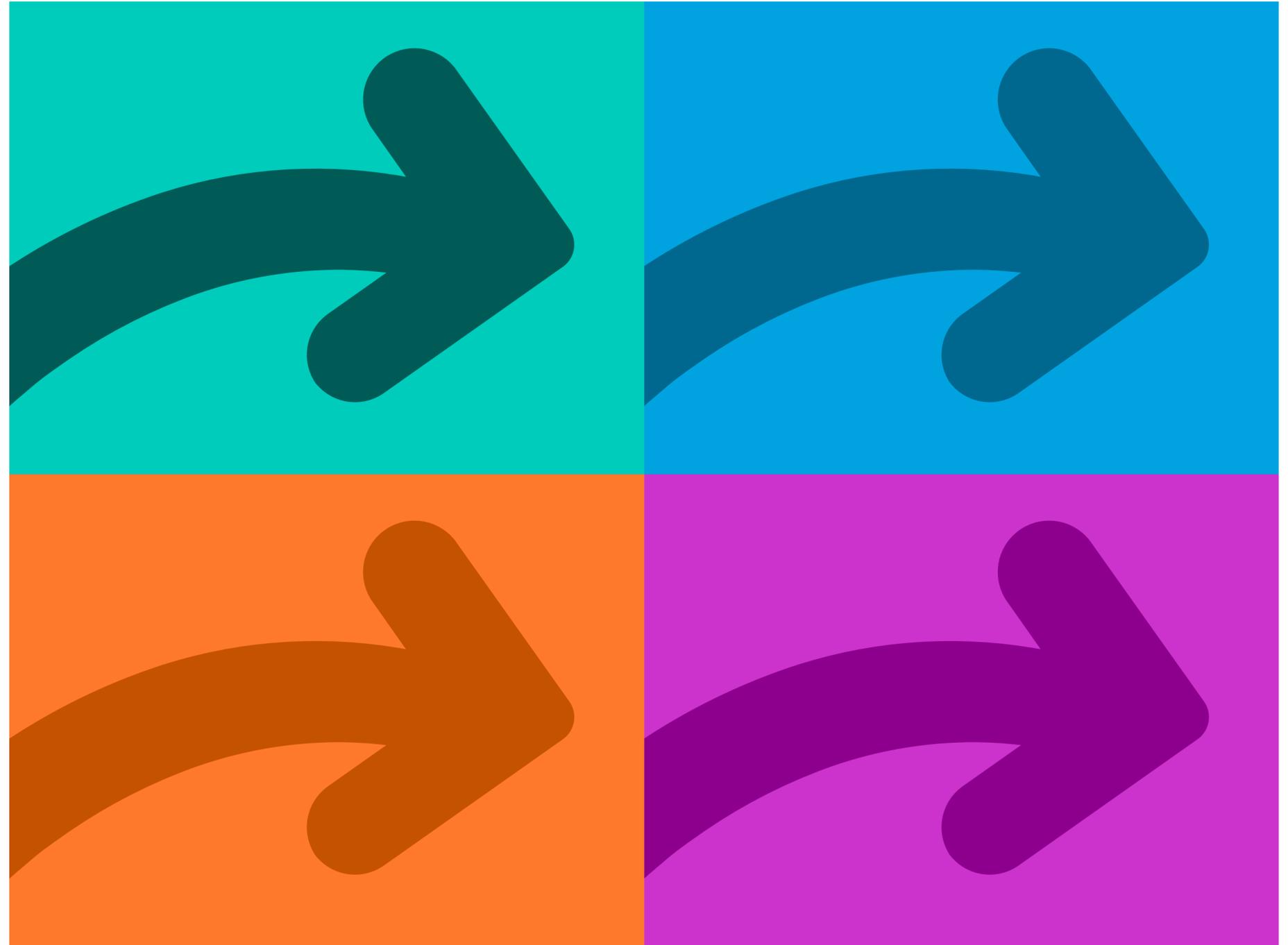
HHW shape   Lights shape   Alarms shape   Paint shape

GRAPHIC ELEMENTS: RECYCLING ARROW

In general brand communications where program shapes are not necessary, an adapted version of the brand arrow makes for a distinct decorative element. Adhere to the same rules regarding colour combinations.

GRAPHIC ELEMENTS: RECYCLING SYMBOL

To maximize the clarity of our messages, we often use the recycling symbol, either alone or alongside product renders. The flat version of the recycling symbol can also be used as a decorative pattern.
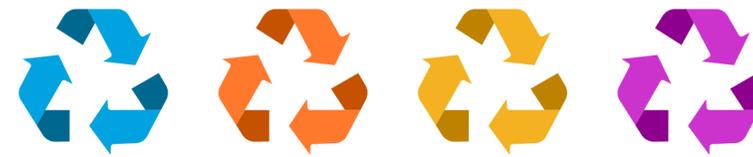
3D recycling symbol

Flat recycling symbol

GRAPHIC ELEMENTS: USAGE

Some examples of graphical combinations are shown on the following pages.

Render backdrops

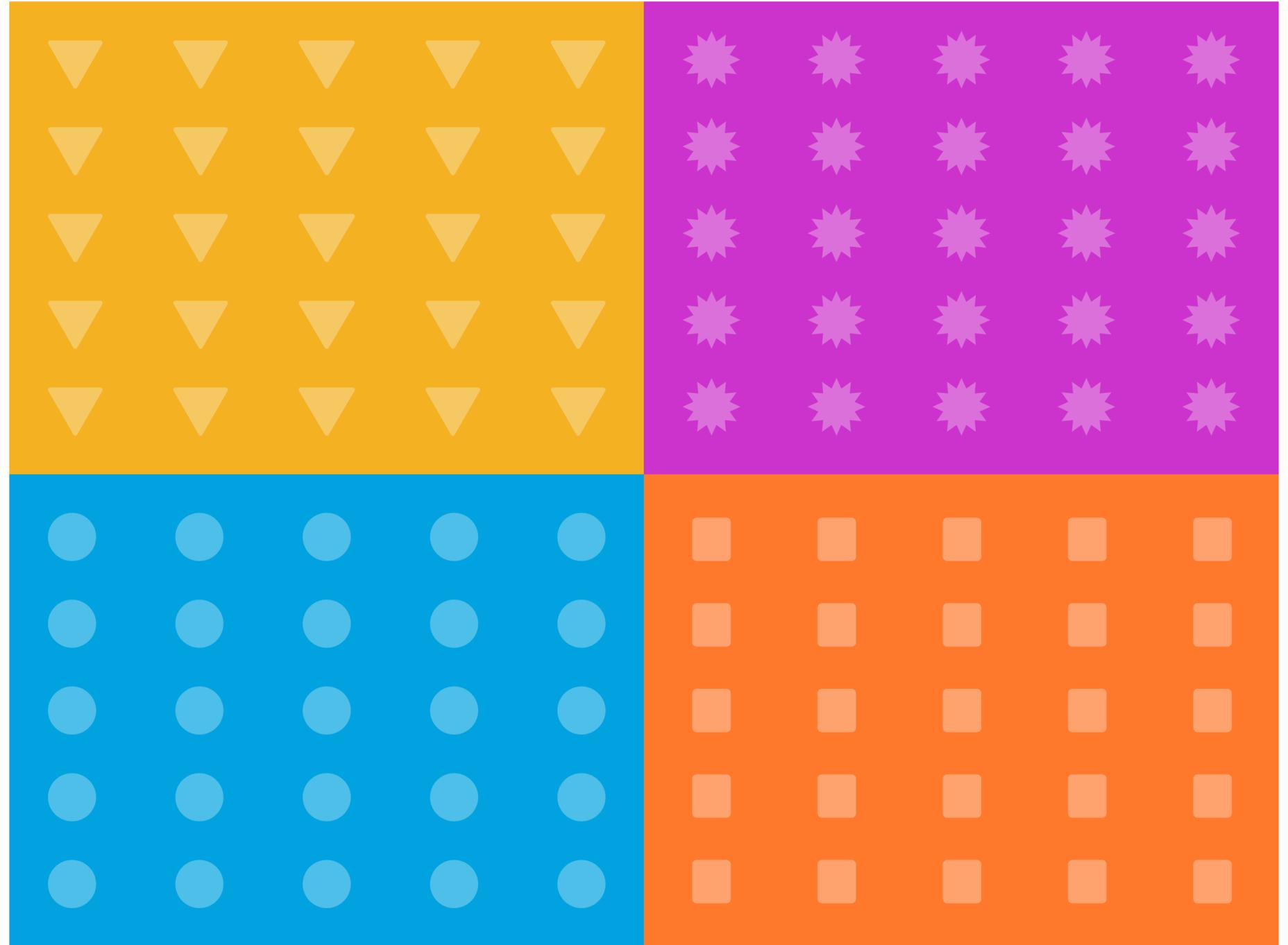Program shapes can be used as graphic decoration behind product renders.

GRAPHIC ELEMENTS: USAGE

Patterns

Program shapes and recycling symbols can be used as patterns. These patterns can act as a backdrop for product renders or lifestyle photography.

GRAPHIC ELEMENTS: USAGE

Image frames

Program shapes can also be inverted and used as frames for lifestyle photography.

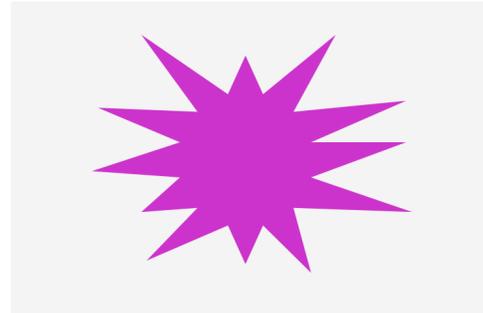## GRAPHIC ELEMENTS: USAGE

Typographic interaction

For bold brand-level messaging, program shapes can be utilized as graphic elements that interact with type.

MISUSE

Don't
Use the wrong program colour for the program shape, unless it's the primary colour

Don't
Distort the appearance of existing program shapes. New standalone shapes can be developed if required

Don't
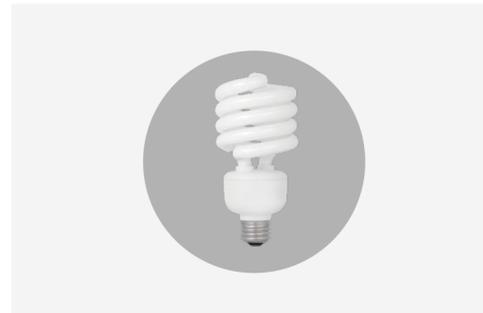Use the shape that is not associated with the product render

Don't
Use the paint splash shape as an image frame

Don't
Use the recycling arrow next to copy

Don't
Add drop shadow, stroke, or any other effect to the shape

Don't
Use apply grayscale on shapes

Don't
Place a shape on top of or inside another shape

Don't
Use the 3D recycling symbol as pattern

Don't
Use the program shape and recycling symbol in conjunction
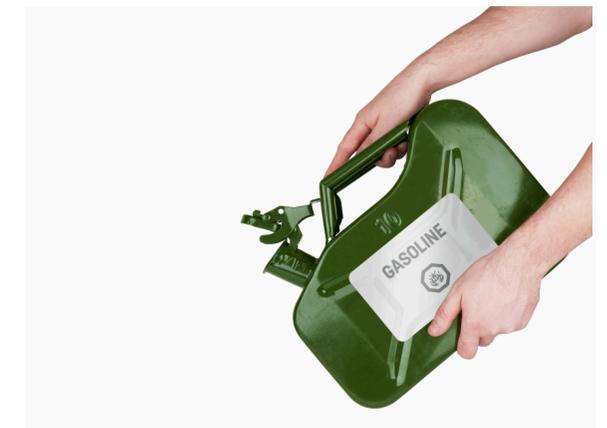
PHOTOGRAPHY

07

PHOTOGRAPHY: OVERVIEW

Lifestyle photos

When product renders are not desirable, we can turn to lifestyle photography. As with all things, consistency is key to ensuring a strong Product Care brand. Aim to select photos that have the following characteristics:

- The product is clearly visible in the frame
- There is only one product featured in the frame
- The background should have a solid (ideally neutral) colour
- The background should be clean and spacious
- If people are featured in the photo, they should be interacting with the product

It is important to always show HHW and Paint with labels as Product Care does not accept products without labels.

PHOTOGRAPHY: USAGE

This page shows examples of how photography can be used alongside type, colours, and graphic elements to create clear and engaging brand-level communication.
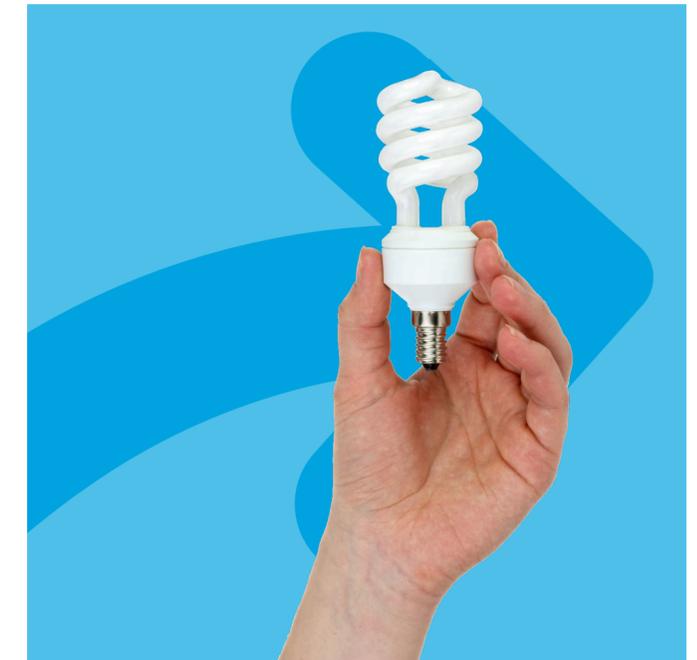
GLOSSARY OF TERMS

GLOSSARY OF TERMS: OVERVIEW

PaintShare

PaintShare is the term used for the free leftover paint program made available for public use. Formerly known as PaintReuse and PaintExchange, the current term for the program is PaintShare.

Product Care Recycling

When speaking about the organization in written form, always initially refer to Product Care Recycling. The abbreviated form, Product Care, may be used for each subsequent mention thereafter. No acronyms are to be used in official documentation (e.g. PCR, PCA, etc.).

Household hazardous waste (HHW) or hazardous and special products (HSP)

When speaking about household hazardous waste (HHW) or hazardous and special products (HSP) programs, the full term should always be utilized the first time it is written in a document with the acronym written in brackets beside it, as shown above. Each subsequent mention may utilize the abbreviated term, HHW or HSP. The terms 'PaintPlus' and 'Paint + More' will no longer be utilized.

Recycling location

The term 'recycling location' is to be used when referring to depots, retail sites, municipalities and events that collect our products. The term 'collection site' will no longer be used. Similarly, the website tool used to find a recycling location is called the 'recycling locator'.

Commercial volumes

The term 'commercial volumes' will be used in place of the formerly used term 'large volume generator'. For example, "We offer free pick up services for commercial volumes of lights".

THANK YOU

For any brand related questions, please contact the communications department: communications@productcare.org