

Brand Guide

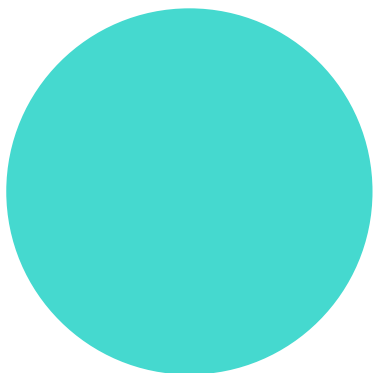
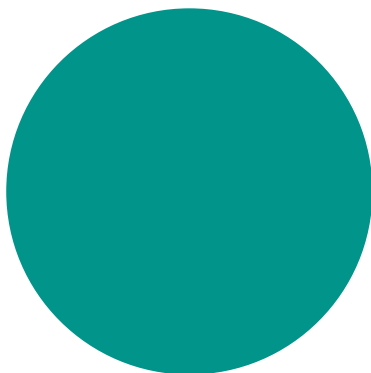
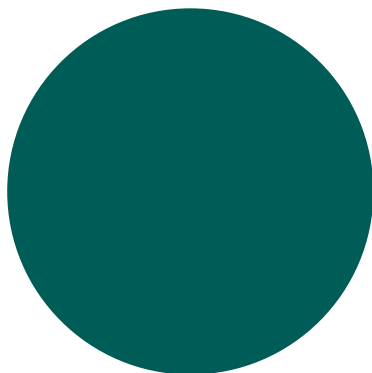
Vol 1 – Jan 2019







Pacific Blue



Shades



#EC4B42

Accent Colour – Eastern Sunrise

2.1 Secondary colours



Paint



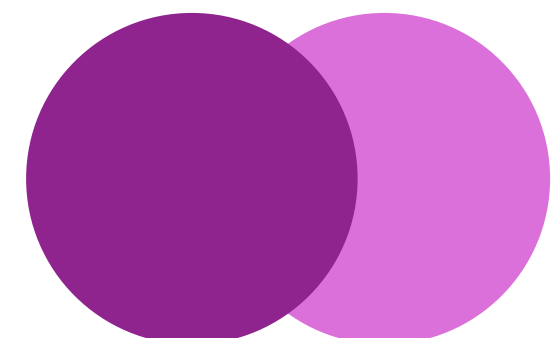
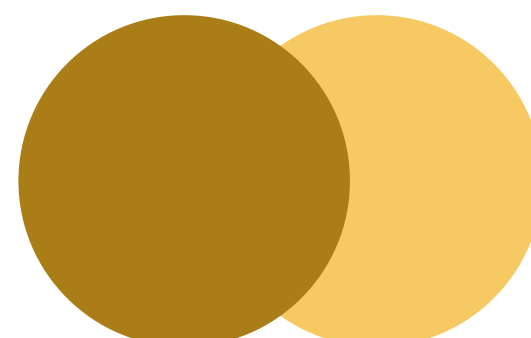
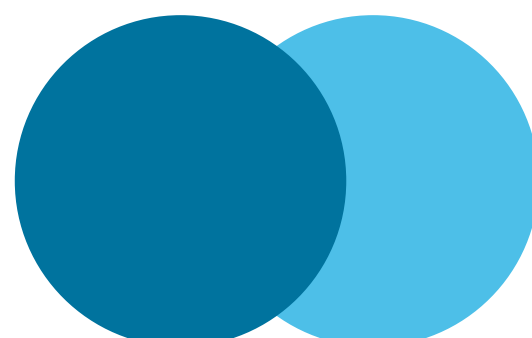
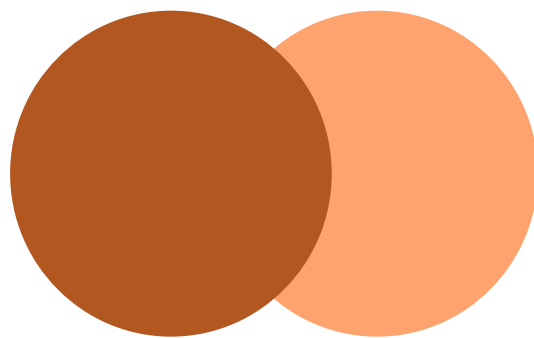
Lights



HHW



Alarms



Tilde Black for large headings (Optical Kerning / Tracking –20)

Keep it Green

Tilde Bold Regular for smaller headings (Optical Kerning / Tracking –20)

Find a Recycling Location

Tilde Regular for sub-headings (Optical Kerning / Tracking –20)

The Quick Brown Fox Jumps Over the Lazy Dog

Poppins Medium for large body copy (Metric/Roman tracking)

The Quick Brown Fox Jumps Over the Lazy Dog

Poppins Regular for body copy (Metric/Roman tracking)

The Quick Brown Fox Jumps Over the Lazy Dog

Our primary typeface Tilde is to be used for headlines to grab attention

But Tilde can be softened and dropped a weight to reinforce a headline

When writing body copy or small text paragraphs, use Poppins, which is a geometric sans serif typeface. Each letter form in this font is nearly monolinear, with optical corrections applied to stroke joints where necessary to maintain an even typographic colour.



3.1 Our typography



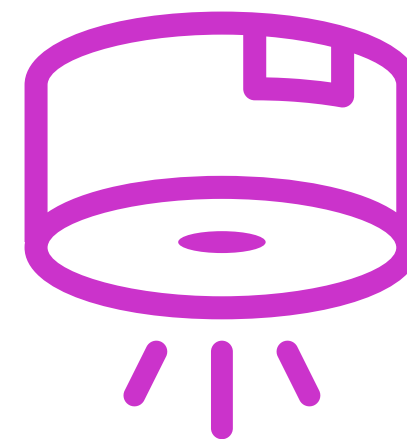
Paint



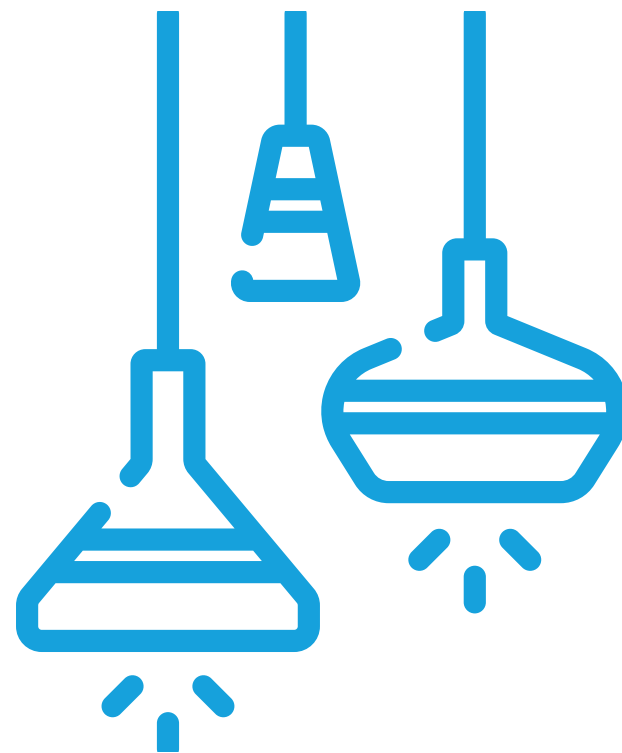
Household
Hazardous
Waste



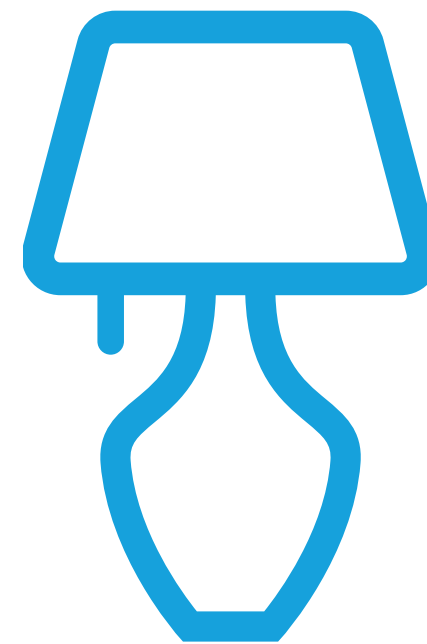
Lights



Smoke & CO
Alarms



Commercial
Lights



Residential
Lights



PaintShare Icon

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.).

PaintShare

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

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".

Recycling Location

The term '**recycling location**' is to be used when referring to depots, return to 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**'.

Household Hazardous Waste (HHW)

When speaking about **household hazardous waste (HHW)** 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. The terms 'PaintPlus' and 'Paint + More' will no longer be utilized.

Thank You

Please contact communications@productcare.org if you have any questions.



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