

Re-turn

Reverse Vending Machine Design Guidelines

Version 1.0



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Primary Logo

Positive Landscape Primary Logo

Our logo is the most visible element of our brand. It is a universal signature across all of our communications and is a guarantee of quality.

The logo is made up of two elements: the icon and the logotype. The logo should never be re-created. Always use the original digital master artwork available from our marketing team.



Positive Stacked Primary Logo

There are two approved versions of the logo, the Landscape Logo and the Stacked Logo. The Landscape Logo should be used where possible. If space is restricted, the Stacked version of the logo can be used.



Approved variations – Primary Reversal Logos

Reversal versions of the Primary Logo may be used to create sufficient contrast against coloured backgrounds or on top of imagery.

Primary Reversal Landscape Logo



Primary Reversal Stacked Logo



Primary Logo – clearance area and minimum sizes

The Re-turn Primary logo (Landscape or Stacked) should always be surrounded by a minimum area of space. The area of isolation ensures that headlines, text or other visual elements do not encroach on the logo.

This area is defined by using the length of the can from within the logo's icon.





To ensure legibility, minimum sizes have been set for both versions of the logo. Minimum sizes are shown for both print and screen.

The above rules also apply to Primary Reversal Logos.

Clearance area



Minimum sizes

| For screen | For print | For screen | For print |
|---|--|--|--|
|  100 px |  22 mm |  60 px |  12 mm |

Logo Prohibited Usage

Logo prohibited usage

All elements of our logos are fixed and should not be altered in any way. The logos must always be reproduced using the original digital master artwork and must not be modified in any way.

On this page are some examples of things that you should NEVER do to the logos. We have used the Positive Primary Landscape Logo to demonstrate, but these rules apply to all of our logos.

- 01. Stretch the logo
- 02. Squash the logo
- 03. Rotate the logo
- 04. Make the icon larger
- 05. Change the positioning of the icon
- 06. Create a multi-coloured logo
- 07. Put the logo in a box
- 08. Use drop shadow on the logo

01.



02.



03.



04.



05.



06.



07.



08.

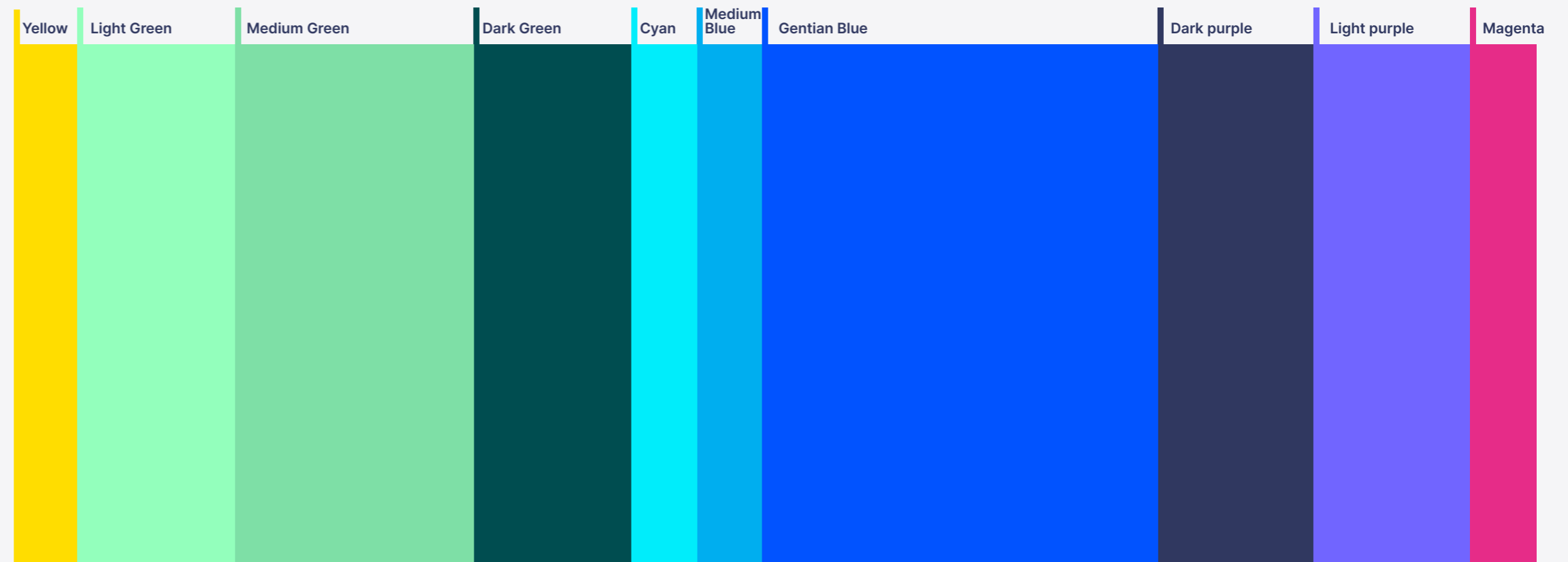


Colour Palette

Our colour spectrum

Colour is an essential part of our brand. It can set the tone for different audiences and it helps to define our brand and improve brand recognition.

The spectrum of colours shown outline how dominant each colour is within our colour palette. For example the Gentian Blue and Medium green, as our primary brand colours, largely dominate the spectrum. Whereas the Yellow and the Magenta are colours that are used more sparingly in our brand.



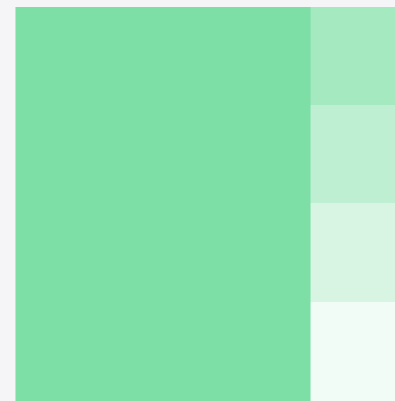
Colour breakdowns

Colours are shown in Pantone, CMYK, RGB, and hex values for a range of use across print and digital communications. It is also acceptable to use tints of these colours or add black into them if required.

Primary



Gentain Blue
Pantone: 300C
CMYK: 100.68.0.0
RGB: 1.83.255
#0153FF



Medium Green
Pantone: 353C
CMYK: 41.0.34.0
RGB: 126.223.166
#7EDFA6

Secondary



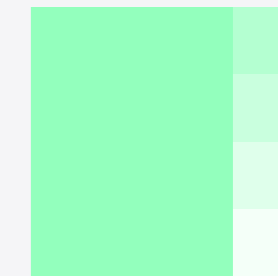
Dark Green
Pantone: 316 C
CMYK: 93.51.58.37
RGB: 0.77.80
#004D50



Yellow
Pantone: Yellow C
CMYK: 3.9.100.0
RGB: 255.221.0
#FFDD00



Cyan
Pantone: 318 C
CMYK: 44.0.16.0
RGB: 0.240.254
#00F0FE



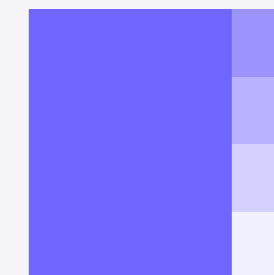
Light Green
Pantone: 351 C
CMYK: 36.0.35.0
RGB: 147.255.188
#93FFBD



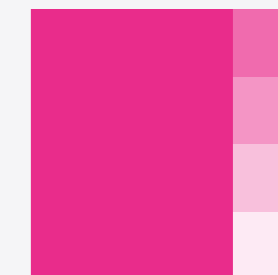
Medium Blue
Pantone: 299 C
CMYK: 81.18.0.0
RGB: 0.174.239
#00AEEF



Dark Purple
Pantone: 534 C
CMYK: 90.83.36.26
RGB: 48.56.96
#303860



Medium Purple
Pantone: 2725 C
CMYK: 68.65.0.0
RGB: 113.101.255
#7165FF



Magenta
Pantone: 225 C
CMYK: 2.94.5.0
RGB: 233.44.139
#E92C8B

Tint breakdowns

Tints of colours are allowed to be used sparingly. Tints can be useful for increasing contrast or for situations where legibility might be an issue.

| | | |
|---------|-----|---------|
| #0153FF | 70% | #4D87FF |
| | 50% | #80A9FF |
| | 30% | #B3CBFF |
| | 10% | #E6EEFF |

| | | |
|---------|-----|---------|
| #7EDFA6 | 70% | #A5E9C1 |
| | 50% | #BEEFD2 |
| | 30% | #D8F5E4 |
| | 10% | #F2FCF6 |

| | | |
|---------|-----|-----------|
| #004D50 | 70% | #4C8284 |
| | 50% | #80A6A7 |
| | 30% | #B2CACACA |
| | 10% | #E5EDED |

| | | |
|---------|-----|---------|
| #FFDD00 | 70% | #FFE74C |
| | 50% | #FFEE80 |
| | 30% | #FFF5B2 |
| | 10% | #FFFCE5 |

| | | |
|---------|-----|---------|
| #00F0FE | 70% | #4CF4FE |
| | 50% | #80F7FE |
| | 30% | #B2FAFF |
| | 10% | #E5FDFF |

| | | |
|---------|-----|---------|
| #00AEEF | 70% | #4CC6F4 |
| | 50% | #80D6F7 |
| | 30% | #B2E7FA |
| | 10% | #E5F7FD |

| | | |
|---------|-----|---------|
| #93FFBC | 70% | #B3FFD0 |
| | 50% | #C9FFDD |
| | 30% | #DFFFEB |
| | 10% | #F4FFF8 |

| | | |
|---------|-----|---------|
| #303860 | 70% | #6E7490 |
| | 50% | #979BAF |
| | 30% | #C1C3CF |
| | 10% | #EAEBEF |

| | | |
|---------|-----|---------|
| #7165FF | 70% | #9C93FF |
| | 50% | #B8B2FF |
| | 30% | #D4D1FF |
| | 10% | #F1F0FF |

| | | |
|---------|-----|---------|
| #E92C8B | 70% | #F06BAE |
| | 50% | #F495C5 |
| | 30% | #F8C0DC |
| | 10% | #E92C8B |

Typography

Typeface – primary headline

Clash Display is our headline typeface. It has been chosen because of its stand out and unique character. By default you should use it in Sentence Case. ALL CAPS should only be used in very exceptional circumstances.

Leading and kerning

As a general rule the leading should be set at 2 points above the text point size. For example, if the text is '40pt', the leading should be '42pt'. For very large headings, the leading may be adjusted by eye. Kerning for Clash Display Bold should be set at '0'.

Licensing

Clash Display Bold was created by Fontshare whose fonts are 100% free for personal and commercial use. The font can be downloaded from fontshare.com

Clash Display
Bold. **An eye catching headline font that communicates progression and personality.**

Typeface – Secondary

Inter is our secondary brand typeface. It has a large family and any of these weights can be used in the appropriate context.

Leading and kerning

As a general rule the leading should be set at 4 points above the text point size. For example, if the text is '10pt', the leading should be '14pt'. When kerning body copy, all weights of Inter should be set to no greater than '-10'.

Minimum size

The minimum recommended size for print is 9pt. Only in exceptional circumstances can the text be smaller. For screen the recommended minimum size is 12pt.

Licensing

Inter is a Google Font and is free for personal and commercial use. The font can be downloaded from fonts.google.com

Inter Extra Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Inter Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Inter Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Inter Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Inter Semi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Inter Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Inter Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Inter Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Hierarchy of type

Size hierarchy is important when setting type. There are no exact rules, however, in general, the headline message should always be the largest. The bold sub-headers should be slightly smaller and the body copy should always be the smallest type on the page. Call to action should never be larger than a sub-heading. Text should be left aligned where possible. In the example opposite, sample point sizes are shown in brackets.

Headline (47pt)

Clash Display
Bold for headlines

Subhead (17pt)

Inter Bold for sub-headlines

Body Copy (10pt)

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut lobortis sem vel ante. Suspendisse felis. Nulla commodo eleifend felis. Aenean vitae nibh. Nunc augue quam, fringilla id, lobortis sit amet, egestas ac, nunc. Integer iacfwgg fqwf ulis.

Donec ipsum arcu, pharetra dapibus non, vehicula sit amet, turpis. Praesent erat urna, rhoncus at. Sodales sed, auctor in, eros donec vitae leo eget elit blandit hendrerit. Quisque feugiat felis eget quam.

Mauris velit lorem, dictum in, fringilla non, vulputate a, pede. Nulla facilisi. Cras turpis nisi, laoreet tempus, interdum non, rutrum ac, magna. In hac habitasse platea dictumst. Curabitur porta sagittis sapien.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut lobortis sem vel ante. Suspendisse felis. Nulla commodo eleifend felis. Aenean vitae nibh. Nunc augue quam, fringilla id, lobortis sit amet, egestas ac, nunc.

CTA (17pt)

www.re-turn.ie

RVM Designs

RVM design adherence

Pages 21-26 demonstrate how Reverse Vending Machines (RVMs) should be co-branded. We have provided design examples for small, medium and large RVMs.

One third of your machine should be branded in the Re-turn brand. This area needs to **clearly and legibly feature ALL of the assets that are shown in our design examples** (please see checklist in the next column). This is important as each asset helps to ensure that the customer uses the machine correctly. The Re-turn branding should be placed on the top portion of the machine, as indicated in the design samples, so that consumers can easily read all of the information.

The other two-thirds of the machine can be wrapped in your own retailer branding.

ASSET CHECKLIST:

Your design needs to feature:

- **The Re-turn logo**
- **The background design** (which is made up of the Gentian Blue 'Active Arrow' graphic and the Dark Purple background)
- **The 'How to Return' section** that includes the numbered circles and text
- **The 'What to Return' section**
- **The 'How to Insert' section**
- **The 'Discover the benefits of Deposit Return at www.re-turn.ie' section**

RVM design adherence cont'd

You will be supplied with all of the design assets that are featured in our design examples (see asset list on previous page). When using the assets **you must replicate the layout of our designs as closely as possible.**

YOU MUST:

Maintain the proportions and placement that we have given to the assets in the designs:

- **The 'How to Return' section**, that includes the numbered circles and text, should be the largest, most prominent asset and should sit to the left or the top of the design when possible. You may marginally adjust the spacing in between the three circles in this section to suit the space you are working with.
- **The 'What to Return' section** should be the second largest asset and should sit to the right or towards the bottom of the design when possible.

(Please note - when provided with enough space the 'How to Return' and 'What to Return' sections may be of equal size/prominence. In instances where these sections are of differing sizes we recommend that the overarching headlines 'How to Return' and 'What to Return' remain the same point size. See example on page 22)

-
- **The 'How to Insert' section** should sit underneath the RVM opening when possible. If necessary it may sit above or beside it. It should always be situated close to the RVM opening.

-
- **The 'Discover the benefits of Deposit Return at www.re-turn.ie' section** should be situated towards the bottom of the design and should sit beside 'How to Insert' when possible.

-
- **The Re-turn logo** should sit at the top left or top middle of the design. It can sit top right, but only when dictated by the space available.

The logo should naturally sit in a place of its own and not interrupt the flow of the other assets. For example, in the design example of a large RVM on page 25 the logo has been placed on the left, allowing the rest of the assets to be positioned together near the RVM opening – this placement/grouping provides easy consumption of information for the user.

In the design example of a medium RVM on page 23 the logo has been placed in the top middle portion of the design as this is the natural place for it given the space provided.

Always ensure you maintain the minimum amount of clearance area all around the logo (see page 7).

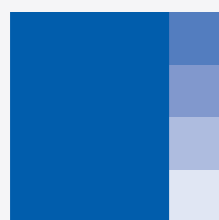
TEST PHASE:

Special Test Phase sticker artwork will also be provided. There are two stickers in total. Both of these need be applied to any RVM that is being turned on or used as a tester before the official launch of the National Deposit Return Scheme on 1 February. Easy Peel stickers should be used so that the Re-turn branding wrap is not damaged.

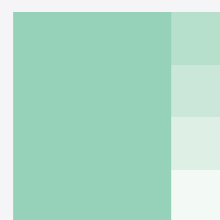
Small machine

The light grey area represents the two-thirds of the machine that you can brand using your own retailer branding. We recommend that the Re-turn logo and your retailer logo be of equal size.

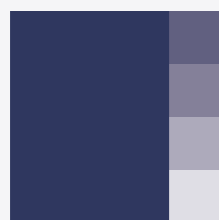
The design shown is set up using the Re-turn CMYK colour values for print:



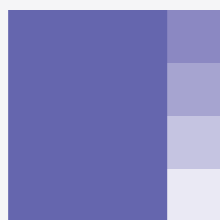
Gentain Blue
CMYK: 100.68.0.0



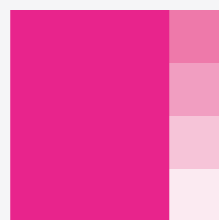
Medium Green
CMYK: 41.0.34.0



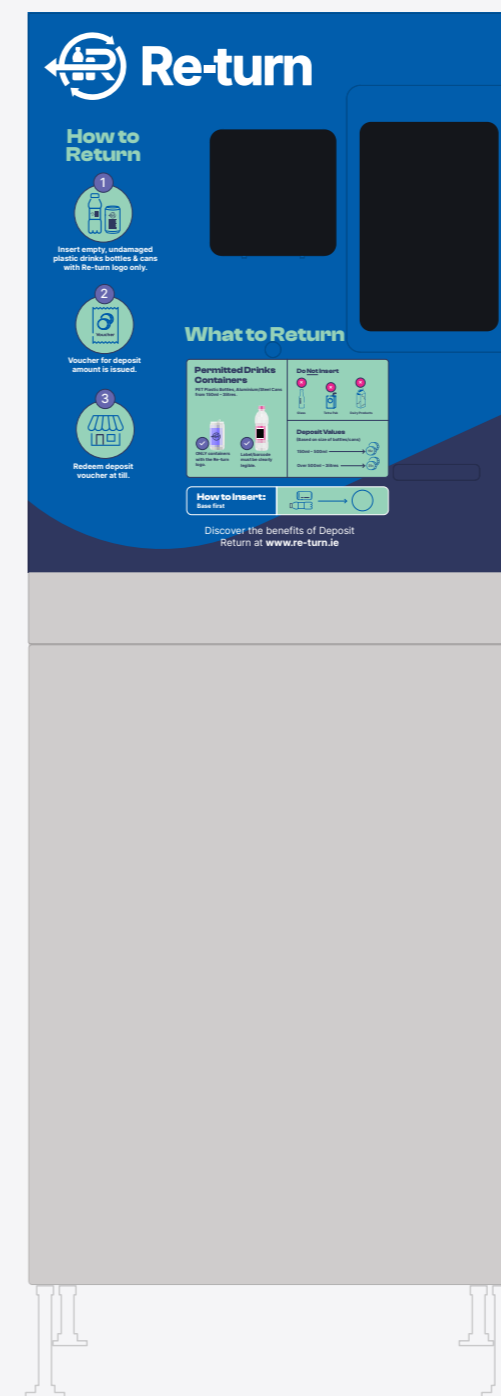
Dark Purple
CMYK: 90.83.36.26



Medium Purple
CMYK: 68.65.0.0




Magenta
CMYK: 2.94.5.0





Small machine - close up of design

Re-turn

How to Return



- 

Insert empty, undamaged plastic drinks bottles & cans with Re-turn logo only.
- 

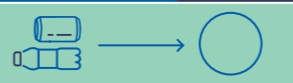
Voucher for deposit amount is issued.
- 

Redeem deposit voucher at till.

What to Return

| Permitted Drinks Containers | Do Not Insert |
|--|---|
| PET Plastic Bottles, Aluminium/Steel Cans from 150ml - 3litres. | Glass, Tetra Pak, Dairy Products |
|  <p>ONLY containers with the Re-turn logo. Label/barcode must be clearly legible.</p> |  |
| | Deposit Values (Based on size of bottles/cans) |
| | 150ml - 500ml → 15c |
| | Over 500ml - 3litres → 25c |

How to Insert:
Base first



Discover the benefits of Deposit Return at www.re-turn.ie

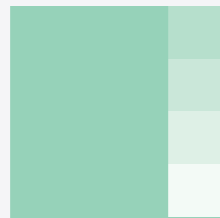
Medium machine

The light grey area represents the two-thirds of the machine that you can brand using your own retailer branding. We recommend that the Re-turn logo and your retailer logo be of equal size.

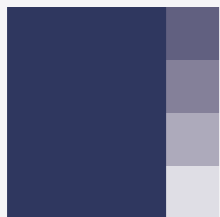
The design shown is set up using the Re-turn CMYK colour values for print:



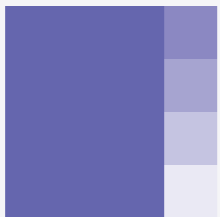
Gentain Blue
CMYK: 100.68.0.0



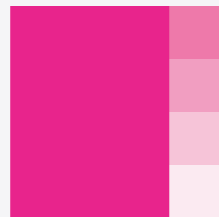
Medium Green
CMYK: 41.0.34.0



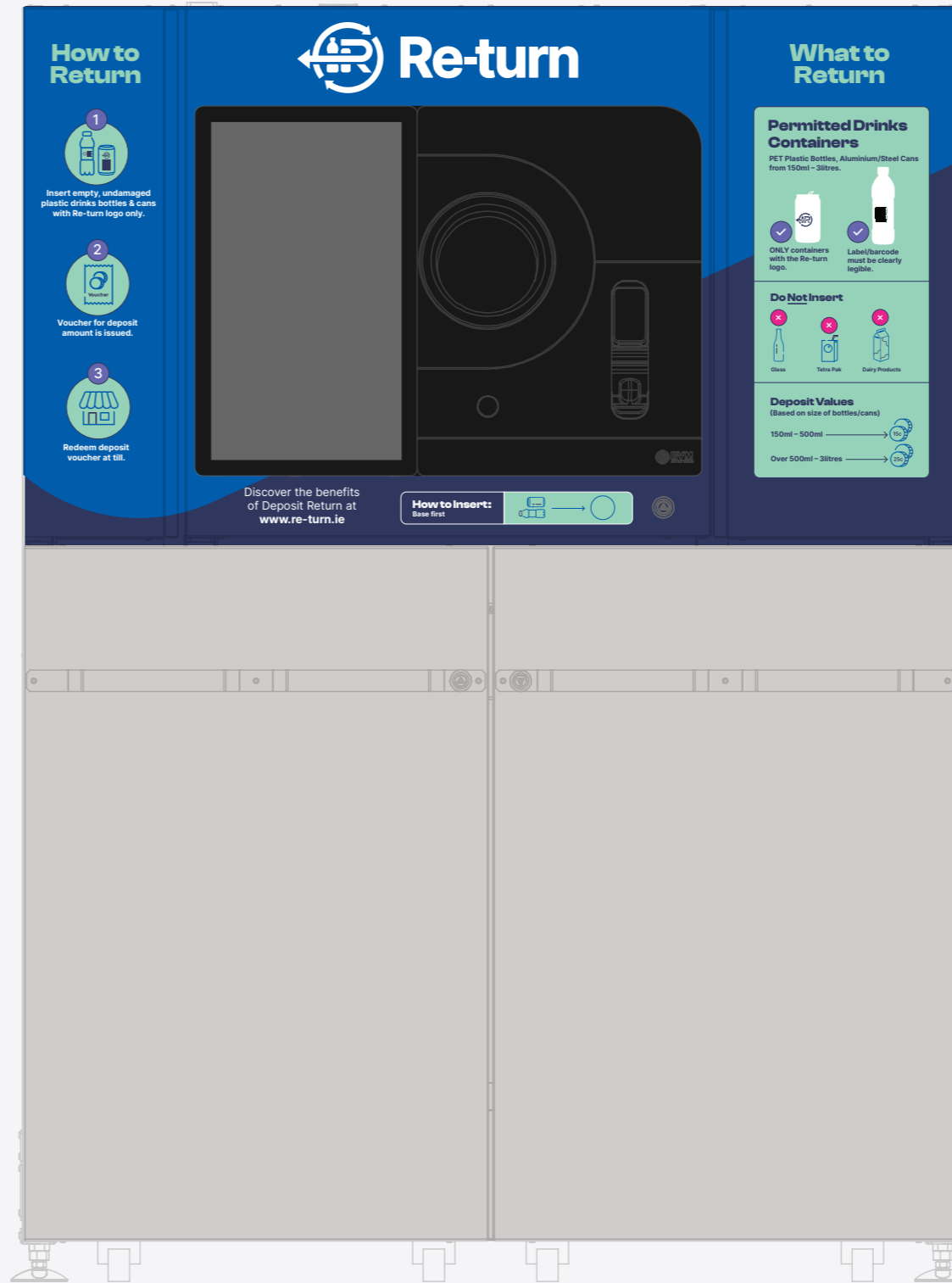
Dark Purple
CMYK: 90.83.36.26



Medium Purple
CMYK: 68.65.0.0



Magenta
CMYK: 2.94.5.0



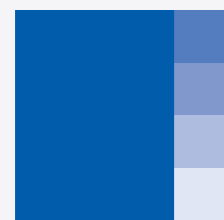
Medium machine - close up of design



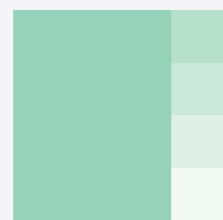
Large machine

The light grey area represents the two-thirds of the machine that you can brand using your own retailer branding. We recommend that the Re-turn logo and your retailer logo be of equal size.

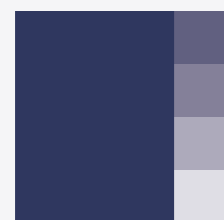
The design shown is set up using the Re-turn CMYK colour values for print:



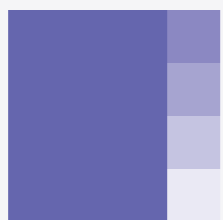
Gentain Blue
CMYK: 100.68.0.0



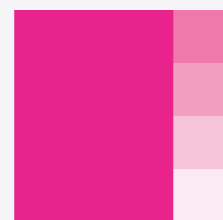
Medium Green
CMYK: 41.0.34.0



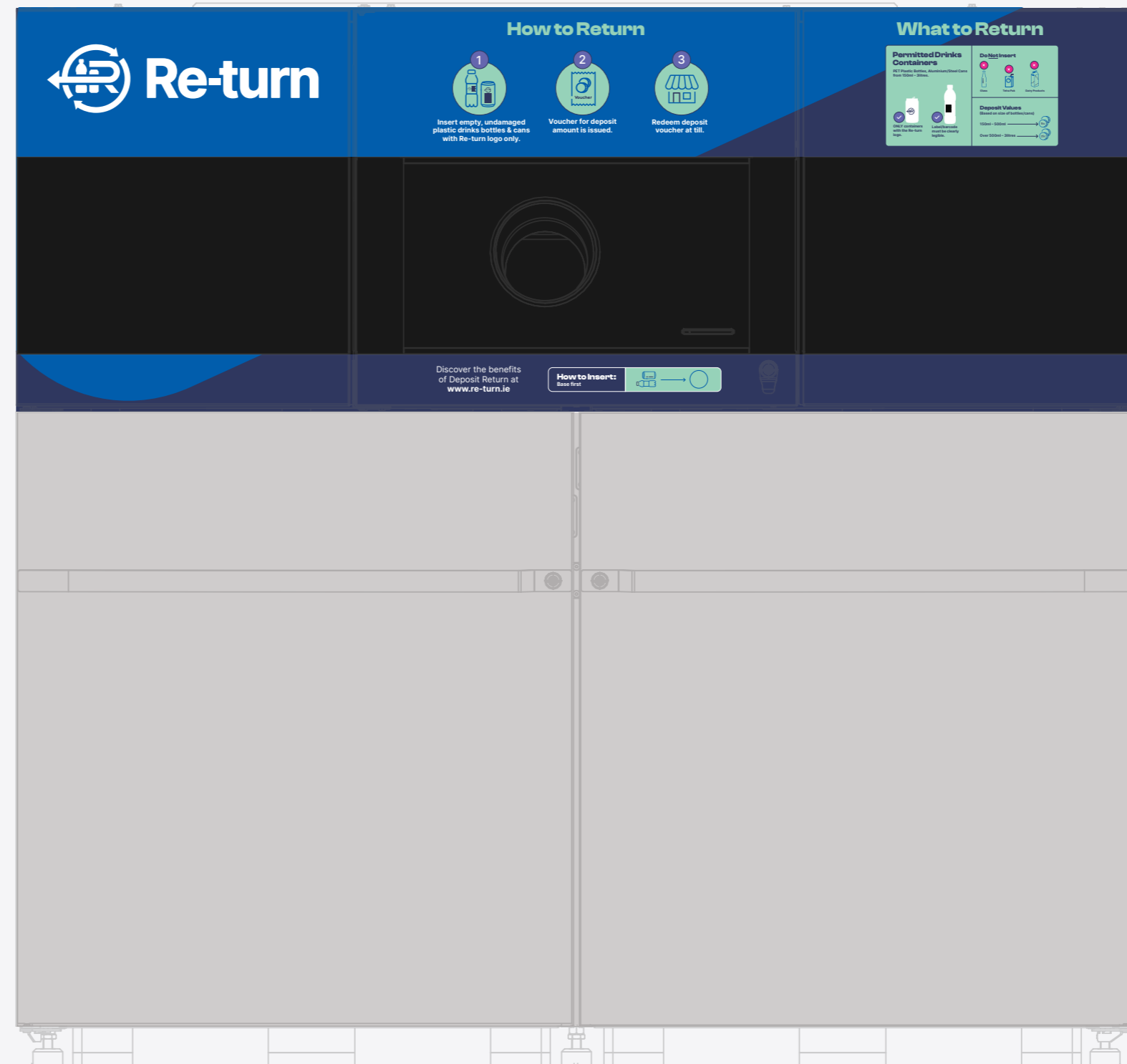
Dark Purple
CMYK: 90.83.36.26



Medium Purple
CMYK: 68.65.0.0



Magenta
CMYK: 2.94.5.0



Large machine - close up of design





Need further help?

For more information, help or guidance on any aspect of the Re-turn brand please contact our marketing team who will be happy to help out.

info@re-turn.ie