

ABOUT THE RECYCLE RIGHT LOGO



RECYCLE RIGHT

Care for our environment

Recycle Right is an initiative aimed at educating the public about recycling mindfully to reduce recycle bin contamination. It is part of a greater strategy to get Singaporeans to care for our environment by reducing their waste and practising a more sustainable way of life.

We strongly recommend that you only use the Recycle Right logo files downloaded from <https://www.cgs.gov.sg/recycleright>

For all intents and purposes, final application/usage of the Recycle Right logo on any materials must go through an approval process conducted by NEA, which can take up to 10 working days. For additional enquiries or requests for approval, please contact: 3PMCD_Enquiries@nea.gov.sg

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HOW TO USE THE RECYCLE RIGHT LOGO

LOGO SPECIFICATIONS

The official typeface for the Recycle Right branding is Futura Bold. It is positioned on the right and centralised within 1x height of the recycle identifier icon, while the tagline ‘Care for our environment’ is tagged to the logo lock-up. The logo must not be redrawn or recreated in any way. Always use the master files provided.





LOGO COLOUR PALETTE




The Recycle Right logo consists of blue, green and black colours. This is to be applied on a white or light coloured background.

The Recycle Right logo in full colour is preferred as a primary application. The black and white and reverse white variations should be used only when using the full coloured logo is not possible.



CMYK	PANTONE	RGB	WEB
 100C 60M 0Y 0K	PANTONE 300	0R 94G 184B	#005EB8
 70C 0M 100Y 0K	PANTONE 361	67R 176G 42B	#43B02A



CMYK	PANTONE	RGB	WEB
 0C 0M 0Y 100K	PANTONE BLACK	0R 0G 0B	#000000
 0C 0M 0Y 50K	PANTONE 442	162R 172G 171B	#A2ACAB
 0C 0M 0Y 0K	PANTONE WHITE	255R 255G 255B	#FFFFFF

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LOGO VARIATIONS

To maintain consistency across all mediums, the master Recycle Right logo format is preferred as a primary application. If it's not possible to use the master logo due to size of medium, you may use the horizontal or stacked logo.



Master



Horizontal



Stacked

LOGO MINIMUM SIZE

To ensure legibility on print and digital media, adhere to the minimum logo size for each format.



Print

Digital

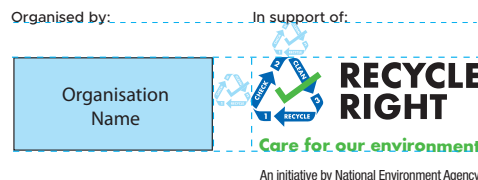
MINIMUM CLEAR SPACE

To ensure clarity of the Recycle Right logo, we recommend setting a clear space around it. The general guideline is that the clear space should be at least half the height at which the Recycle Right identifier icon is displayed.



PLACEMENT WITH ORGANISATION/PARTNER LOGOS

“An initiative by National Environment Agency” must be used together with the Recycle Right logo on advertisements or collaterals by external partners where the NEA logo does not appear – to reinforce the association of the campaign with NEA. Placement of the additional line on the logo should not deviate from the examples shown here.



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LOGO LOCK-UP APPLICATIONS

APPLICATIONS

Below are some ideas on how to use the Recycle Right logo.



Digital



Decal sticker

Recyclable bag

Packaging

INCORRECT USAGE

Always use the artwork and lock-ups provided. The composition, colour and orientation of the Recycle Right logo should never be altered. Here are some examples of misuse:



Do not apply any effects or outline to the logo.

Do not use non-brand colours on the logo.

Do not modify the structure of the logo or translate it into another language.

Do not distort, skew or rotate the logo.

Do not substitute or modify the typeface of the logo.

Do not use any elements of the logo in isolation.

Do not apply the logo on a busy background.

Do not apply the logo on a dark or similarly shaded background.