



REDUCE LITTER, INCREASE RECYCLING

Design Communication Guidelines



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ADVERTISING GUIDELINES

Let's Put Litter In Its Place Brand



The advertising campaign is designed to be a proxy or a kind of script for consumers to adopt the idea of the campaign and use it in their own daily lives. There are two distinct component parts - the first is the institutional research, which is formal but friendly. The colourways and systems of the the advertising design are intended to both attract attention and to be very clear. In part the clarity comes from the simplicity of the design and its boldness. Other than the map pin device there is very little for the consumer to decode.

In a sense we have mirrored the vernacular and returned it to its proper place – ownership by the consumer.

ADVERTISING GUIDELINES

Let's Put Litter In Its Place Brand

Master statement

LET'S PUT LITTER IN ITS PLACE

This makes the call to action a collective, prosocial issue

This statement is a call to action and demonises litter – and not the litterer.

LET'S PUT LITTER IN ITS PLACE

The line must be used consistently and without variation.
When it is used in documents note the correct use of apostrophes.

LET'S not **LETS**
ITS not **IT'S**

Do not truncate the statement:

PUT LITTER IN ITS PLACE is unacceptable use.

ADVERTISING GUIDELINES

Let's Put Litter In Its Place Brand

Meme

**It's just
how we
do things
around
here**

This line has been designed to give people a sharable idea that is less institutional than "Let's put litter in its place."

The line allows people to have a sense of ownership. When you see someone about to litter you can tell them to put it in the bin – "It's just how we do things around here."

The idea also allows regions, districts and neighbourhoods to embrace the campaign on a geographic basis.

ADVERTISING GUIDELINES

Let's Put Litter In Its Place Brand



The LET'S PUT LITTER IN ITS PLACE logo has two variations. The primary version uses a solid circle at the base of the bin motif, and the Secondary version has a splash device.

It is up to the user's discretion as to which logo they choose to use.

The casual device is for use in informal settings or where the use of the devices is not intended to be instructional, but used in a way that is intended to elicit participation or a sense of ownership by the consumer.

The use of the device indicates that it has been adopted and integrated by a person. It is almost like signature on a contract: "this is how we do things around here".

Other promotional devices may be developed and distributed over time.

ADVERTISING GUIDELINES

Let's Put Litter In Its Place Brand

Logo



The LET'S PUT LITTER IN ITS PLACE campaign has print elements that should be used in specific ways. The flexible platform allows for variation – but these must be confined within the specified parameters.

'Print' refers to media that is static and may also include digital screens displaying static content.

Colour

There are four colour options for LET'S PUT LITTER IN ITS PLACE logo.

Primary is BLACK, secondary is PINK and optionals are: MULTI-COLOUR version, and reversed option in WHITE.

ADVERTISING GUIDELINES

Let's Put Litter In Its Place Brand

Print Campaign Elements

**Let's Put
Litter In its
Place**

IT'S JUST HOW WE DO THINGS AROUND HERE



Use of pinpoint motif

The map pointer motif is well recognised as a universal symbol for place. We use it in the campaign as a reinforcement of the line: "Let's put litter in its place."

It is also a bold distinctive graphic element that gives substance to an abstract concept.

The device should be used only in conjunction with a specific piece of rubbish or recyclable – for example a soda can, a beer bottle or a pizza box. The device floats above the correct bin or receptacle for that kind of rubbish.

The colour of the pin should be a contrasting colour to the background of the image.

BINFRASTRUCTURE GUIDELINES

Signage for Public Place Rubbish and Recycling Bins

Outline

For information on colours please refer to the Waste Minz Guidelines:

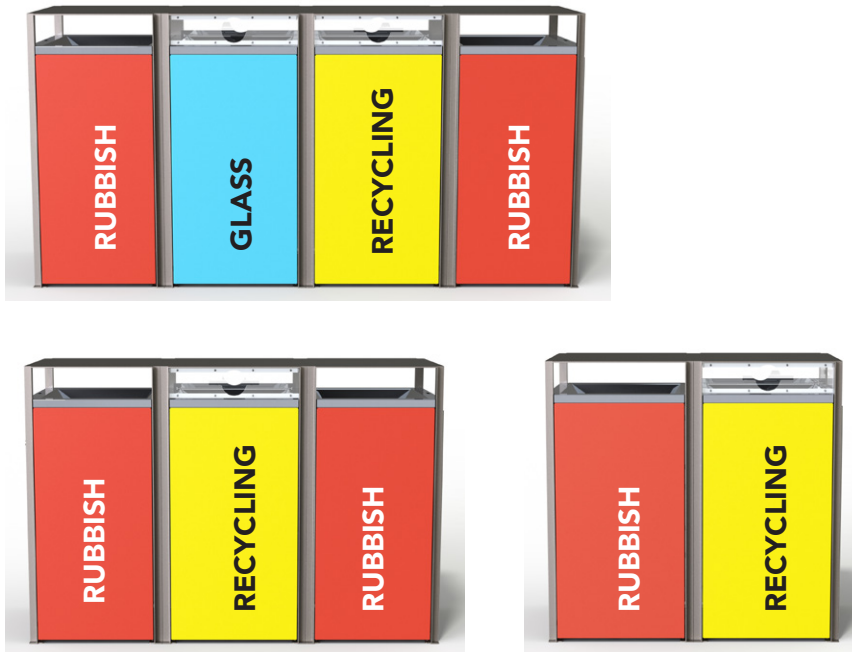
(<https://www.wasteminz.org.nz/sector-groups/behaviour-change/standardising-the-colours-of-mobile-waste-and-recycling-containers/>)



BINFRASTRUCTURE GUIDELINES

Signage for Public Place Rubbish and Recycling Bins

Configuration



The Bins are designed as modules so each council can select a set of bins to their individual requirements.

The module design with a Rubbish bin either side of the Recycling/Glass bin is intended to help to reduce contamination.

There is also the option of a smaller footprint design, which feature smaller bins inside.

The options are outlined below:

4 Module design

- Two 120L Rubbish Bins
- One 240L Recycling Bin
- One 240L Glass Bin

3 Module design

- One 240L Rubbish Bin
- One 240L Recycling Bin
- One 240L Glass Bin

2 Module design

- One 240L Rubbish Bins
- One 240L Recycling Bin

BINFRASTRUCTURE GUIDELINES

Signage for Public Place Rubbish and Recycling Bins

Colour

Primary colours



RUBBISH
Red PMS 032



RECYCLING
Yellow PMS 109



GLASS
Blue PMS 299



Food Scraps/Compostable
Green PMS 361

Heritage colours



RUBBISH
Heritage Red
PMS1805



RECYCLING
Heritage Yellow
PMS130



GLASS
Heritage Blue
PMS301

Use of colour

When referring to the three main types of waste that are collected in the shared public space

- Glass
- Waste
- Non-glass recycling

Each has a specific colour associated with it

- RUBBISH = Red PMS 032 (CMYK 0 100 90 0)**
- RECYCLING = Yellow PMS 109 (CMYK 0 16 100 0)**
- GLASS = Blue PMS 299 (CMYK 80 18 0 0)**
- COMPOSTABLE = Green PMS 361 (CMYK 75 0 100 0)**

When a specific kind of waste is being show cased in a communication the colour palette should follow the guidelines.

Heritage colours – Option 1

This is a set of "Heritage" colours that are more sympathetic to be used in Heritage sites.

- RUBBISH = Red PMS 1805 (CMYK 5 96 76 22)**
- RECYCLING = Yellow PMS 130 (CMYK 0 35 100 0)**
- GLASS = Blue PMS 301 (CMYK 100 54 4 19)**

Heritage colours – Option 2

The Primary Colours can be reversed out on black.

(Any exceptions to the above rules must be approved by BATK & Love NZ)

BINFRASTRUCTURE GUIDELINES

Signage for Public Place Rubbish and Recycling Bins

Language



Options for Lanuagage on Bins

All Bins will be sign-written with the descriptor of each bin, eg RUBBISH, RECYCLING & GLASS BOTTLES. These will be written in English & Maori, as the primary languages at the top of the bin in a larger font.

The option is then to include up to a maximum of 4 secondary lanuages in a smaller font.

On the RUBBISH bins all text must be in white. On the RECYCLING & GLASS BOTTLES must be written in Black.

See example for reference.

All translations will adhere (like the colours!) to the WasteMINZ language guidelines currently under development.

(Any exceptions to the above rules must be approved by BATK & Love NZ)

BINFRASTRUCTURE GUIDELINES

Signage for Public Place Rubbish and Recycling Bins

Use of Logos



Rubbish

The BATK logo appears on the left side on the RUBBISH bins in BLACK.

Council logo will appear on the right side in BLACK only.

Recycling & Glass Bottles

The LoveNZ logo appears on the left side on the Recycling & Glass Bottle bins in GREEN.

Council logo will appear on the right side in BLACK only.

(Any exceptions to the above rules must be approved by BATK & Love NZ)

Product Guidelines

Packaging

Use of Logos



Be A Tidy Kiwi

The BATK logo cannot appear in commercial applications. Please substitute for Let's Put Litter In Its Place logo.

Please contact BATK for licensing rules.

Love NZ Recycle with Care

for use on packaging please contact LoveNZ for licensing rules.