



## **Recycles Mark**

### Off-Pack Guidelines

This section gives an overview of how the Recycles Mark must be used for off-pack applications.

## Introduction

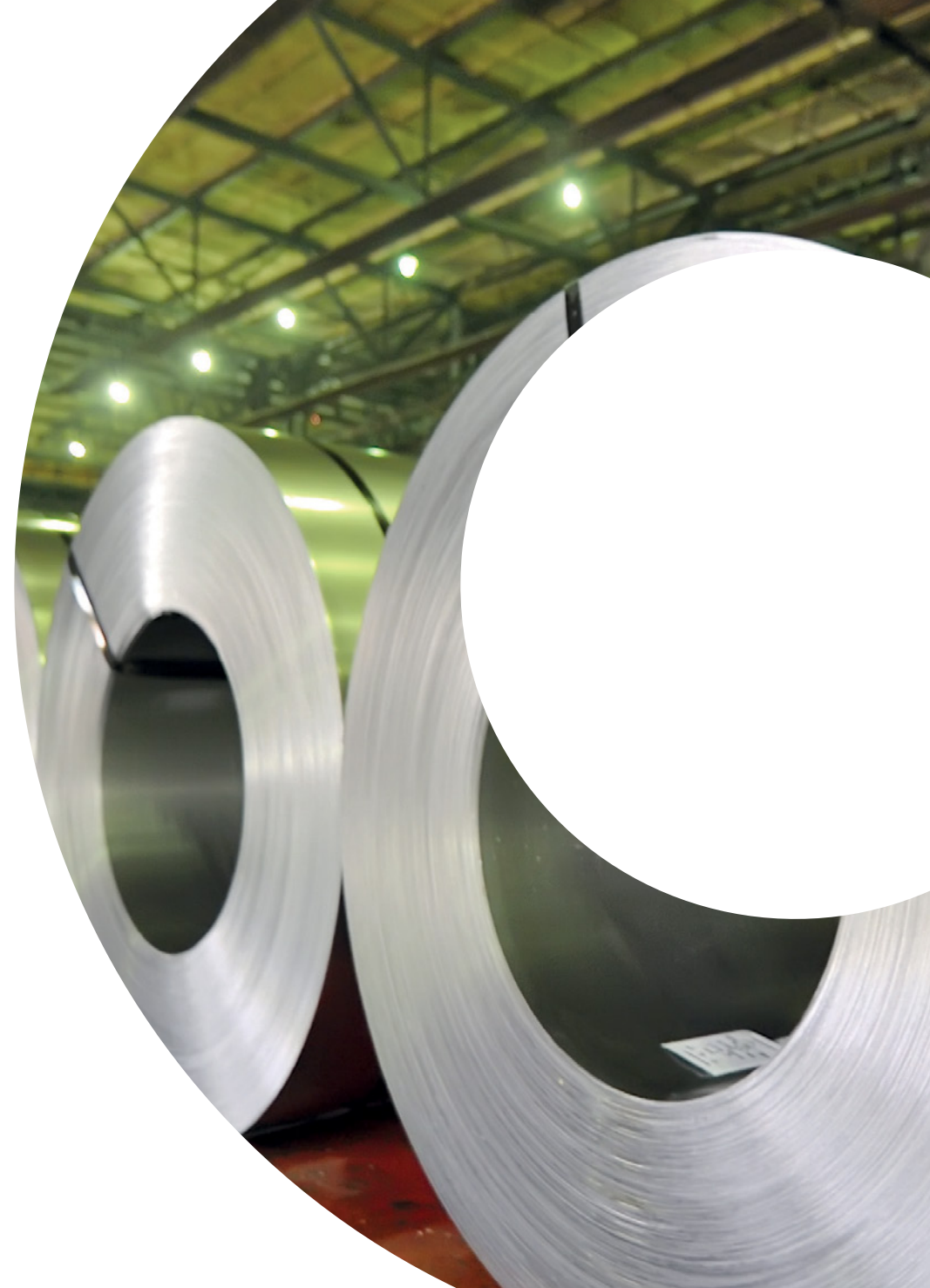
The Metal Recycles Forever Mark communicates to consumers the intrinsic recycling benefits derived from the permanent properties of metal.

These guidelines are here to provide direction on how to use the Mark and have been created to protect the integrity of its visual identity.



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# The Metal Recycles Forever Initiative

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Metals such as aluminium (Al) and iron (Fe) are elements and so cannot be destroyed. In the case of metals, it is the product application, such as a can, car or plane that reaches the end of its useful life, not the material.

The metal from which the product applications have been formed remains as a permanently available material resource to be used again and again by recycling.

The Metal Recycles Forever visual identity symbolises the enduring environmental benefit of metal being infinitely recyclable with no loss of quality. The visual identity reminds and nudges consumers to sort and recycle their metal packaging in order to make the material available for the next metal product, offsetting the need to use primary material in an increasingly resource and energy constrained world.

Consumers increasingly want to engage with and participate in the circular economy and will expect brands, societies and institutions to play their part.

This visual identity demonstrates to the consumer that the brand has chosen a packaging material that is fully able to participate in the recycling economy.



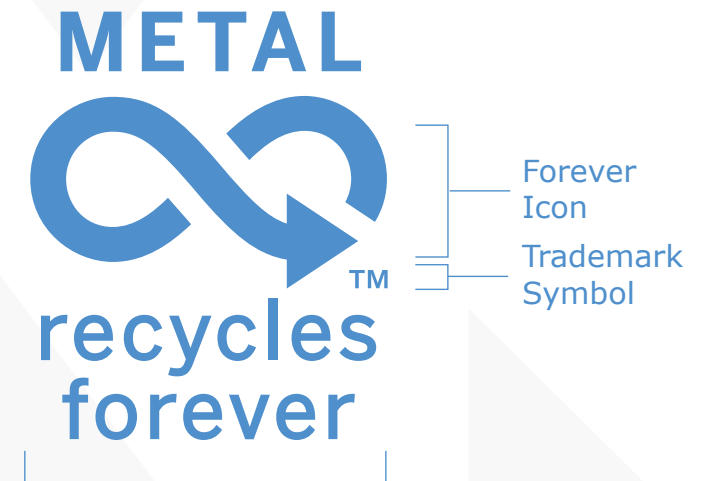
## The Mark

The Metal Recycles Forever Mark symbolises the unique sustainability benefits of metal. Within the design the main 'Forever Icon' element communicates intuitively the endless recyclable property of metal with no loss of quality. The comprehensive guidelines specify most types of application and format.

Approved translations are available. If clarification of any point or further advice on the use of the Metal Recycles Forever Mark is needed, please use the contact details on the last page of these guidelines.

### Trademark

The Metal Recycles Forever Mark and the Forever Icon are the intellectual property of Metal Packaging Europe and are internationally registered as a trademark.



Recycles Forever Mark

The Mark must not be altered, copied or reproduced.

## Colour

The use of colours for the Recycles Forever Mark is flexible. The Mark can be used in the primary colour/colours of the endorsing organisation or brand.

Consideration must be given to the use of colour to ensure maximum contrast is achieved against the background colour to which the Recycles Forever Mark is applied. If the legibility and impact of the Recycles Forever Mark is compromised by lack of contrast either a black or white version of the Mark should be used.

To obtain a high resolution or vector file of the Metal Recycle Forever Mark see back page of these guidelines for contact details.



Black and white out



## Clear Space & Minimum Size

To preserve the visual impact of the Recycles Mark a minimum clear space around the Mark should be adhered to.

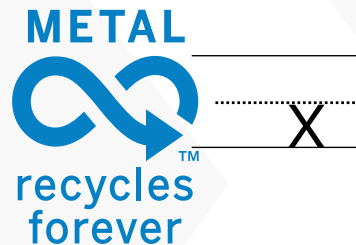
In all applications a clear space defined as 'X' should be maintained around the Mark. To maintain the visual integrity of the Mark this space should be void of any text or graphics.

### Exceptions

When space is limited due to quantity of back of pack communication a minimum clear space may be reduced to the width of  $1/2 X$ .

### Size of the Mark

To ensure legibility, extra care must be taken when producing the Recycles Forever Mark in small sizes. The Mark should not be reproduced in sizes smaller than 11mm wide for printed materials, providing the type is still legible. For some translations it may be necessary for the Mark to be printed at 12mm wide to remain legible.



X = Depth of the Forever Icon within the Recycles Forever Mark



Clear space around The Recycles Forever Mark



Minimum Mark size: 11mm wide



## Incorrect Usage

It is important that the appearance of the Recycles Forever Mark is protected. The Mark must never be altered, recreated or distorted in any way.

The Metal Recycles Forever Mark files provided by Metal Packaging Europe are the only versions that can be used.



The Mark must always be shown in an upright position and never tilted.



Do not remove any elements from the Mark.



The Mark must not be stretched or skewed out of proportion.



The Mark must always be printed in solid colours, never as a tint.



## Off-pack application

The positioning of the Metal Recycles Forever Mark is dependent on the type of printing and the type of material.

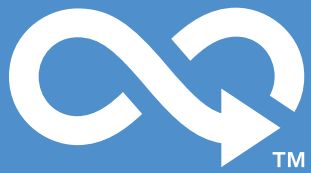
Please see some examples of the different kinds of use in this document.

### Trade Stand



### Banners & Posters





**METAL**  
recycles  
forever

## **Recycles Signature**

### Off-Pack Guidelines

This section gives an overview of how the Metal Recycles Forever Signature can be used for off-pack applications.

## The Signature Mark

The use of the Metal Recycles Forever Signature is for off-pack applications where the endorsing Company/Organisation requires an off-pack layout where the Recycles Mark is not appropriate due to space or design considerations. If clarification of any point or further advice on the use of the Metal Recycles Forever visual identity is needed, please use the contact details on the last page of these guidelines.

### Trademark

The Metal Recycles Forever Signature is the intellectual property of Metal Packaging Europe and is internationally registered as a trademark.



The Mark must not be altered, copied or reproduced.

## Colour

The use of colours for the Metal Recycles Forever Signature Mark is flexible. The Signature can be used in the primary colour of the endorsing organisation or brand.

Consideration must be given to the use of colour to ensure maximum contrast is achieved against the background colour to which the Recycles Forever Signature is applied. If the legibility and impact of the Signature is compromised by lack of contrast either a black or white version of the Mark should be used.



Recycles Forever Mark - Black and white out version



## Clear Space & Minimum Size

To preserve the visual impact of the Recycles Forever Mark a minimum clear space around the Signature Mark should be adhered to.

In all applications a clear space defined as 'X' should be maintained around the Mark. To maintain the visual integrity of the Mark this space should be void of any text or graphics other than the trademark symbol <sup>TM</sup>.

### Size of the Mark

To ensure legibility, extra care must be taken when producing the Recycles Forever Mark in small sizes. The Mark should not be reproduced in sizes that compromise the legibility of the Mark.



## Incorrect Usage

It is important that the appearance of the Recycles Forever Signature Mark is protected. The Mark must never be altered, recreated or distorted in any way.

The Mark has a trademark symbol <sup>™</sup>, which must always appear next to the Forever Mark.

The Metal Recycles Forever Mark files provided by Metal Packaging Europe are the only versions that can be used.



The Mark must always be shown in an upright position and never tilted.



Do not remove any elements from the Mark.



The Mark must not be stretched or skewed out of proportion.



The Mark must always be printed in solid colours, never as a tint.

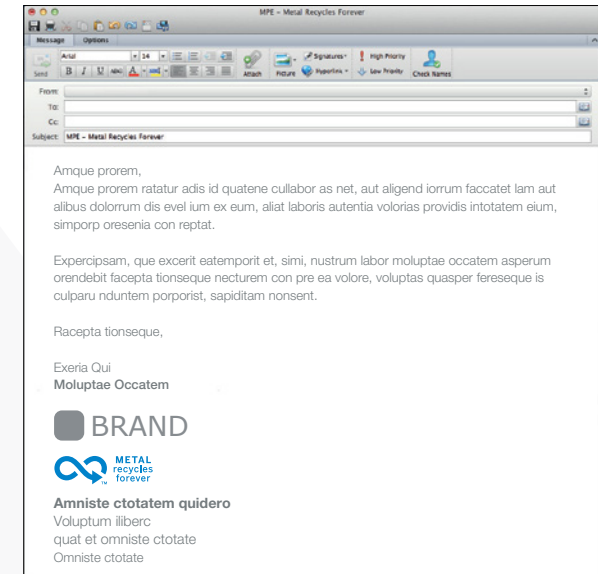
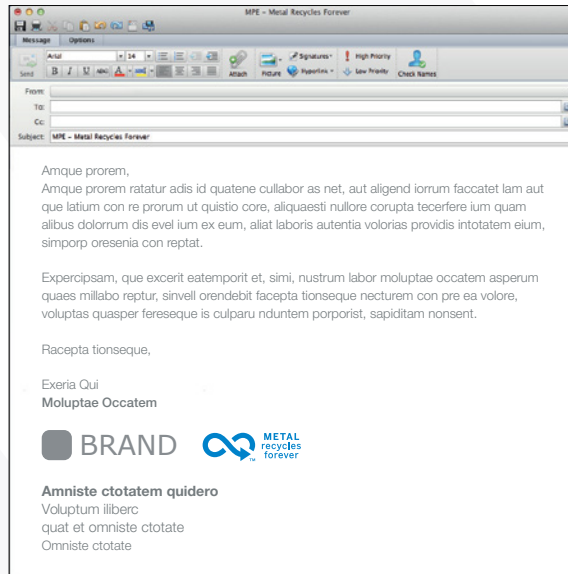


# Application

## Email Signature

When positioning the Signature Mark within an email consideration should be made to the format and layout of the endorsing company / organisation email signature. The Mark should be placed on the bottom left side of the email and to the right of the endorsing trade organisation mark where possible.

If clarification of any point or further advice on the use of the Metal Recycles Forever visual identity is needed, please use the contact details on the last page of these guidelines.

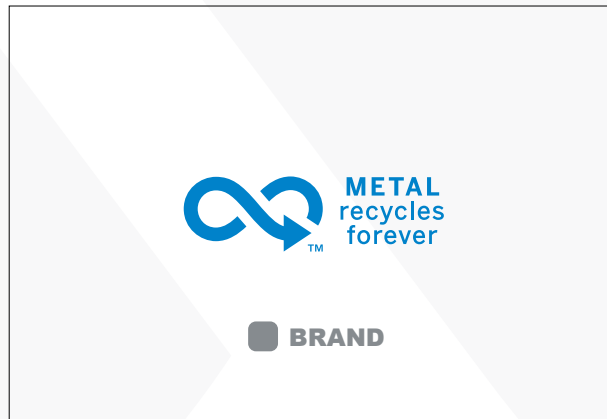


# Application

## PowerPoint Presentation

When positioning the Signature Mark within a PowerPoint presentation consideration should be made to the format and layout of the endorsing company / organisation.

If clarification of any point or further advice on the use of the Metal Recycles Forever visual identity is needed, please use the contact details on the last page of these guidelines.





Metal  
Packaging  
Europe

## Contact Details

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Email:

[info@metalpackagingeurope.org](mailto:info@metalpackagingeurope.org)

To start using the Metal Recycles Forever Mark visit:

[www.metalrecyclesforever.eu](http://www.metalrecyclesforever.eu)

The Recycles Mark is the exclusive property of Metal Packaging Europe. A license to use the Recycles Mark is granted by agreeing to abide by the Terms and Conditions of usage and can be accessed via the website address indicated in the contact details.

Metal Packaging Europe actively monitors the use of the Mark on packaging and promotional materials in the marketplace and will take appropriate action to protect its integrity. Licensees are encouraged to notify Metal Packaging Europe where any suspected misuse is identified.

In the event of misuse of the Mark the following procedure will be implemented:

- The company or organisation misusing the Mark will be contacted in writing and/or by telephone and the complaint investigated
- Where appropriate, corrective action will be required within a time limit
- Follow-up action will be conducted to ensure the misuse has been corrected.

Metal Packaging Europe reserves the right to take legal action against any party that reproduces, copies or associates with the Recycles Forever Mark in any form whatsoever, without prior authorisation.