

LIFE SMART Waste

# Logo guidelines



## LIFE SMART Waste project

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The **LIFE SMART Waste project** (LIFE13-ENV/UK/000549) is an innovative pan-European partnership between key bodies involved with addressing waste crime. The project will run for five years, from June 2014 to May 2019, and has been made possible with the support of EU LIFE+ funding.

The LIFE SMART Waste project is led by the Scottish Environment Protection Agency (SEPA) working with three partner agencies who will also contribute resources:

- NRW (Natural Resources Wales), United Kingdom
- ACR+ (Association of Cities and Regions for Recycling and sustainable Resource management), Belgium
- IBGE-BIM [Institut Bruxellois pour la Gestion de l'Environnement – Brussels Instituut voor Milieubeheer ("Bruxelles Environnement – Leefmilieu Brussel")], Belgium

For further information about the project visit [www.lifesmartwaste.com](http://www.lifesmartwaste.com).

### Use of the project logo

This guide has been prepared for anyone involved in producing branded material for the LIFE SMART Waste project.

The project logo has been designed to work across a large range of applications and should not be altered or modified in any way.

To request a logo, or if you have a query, please contact the LIFE SMART Waste Communications Officer at [lifesmartwaste@sepa.org.uk](mailto:lifesmartwaste@sepa.org.uk).

## Using the logo

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When the logo appears on a white background, this is our preferred representation.



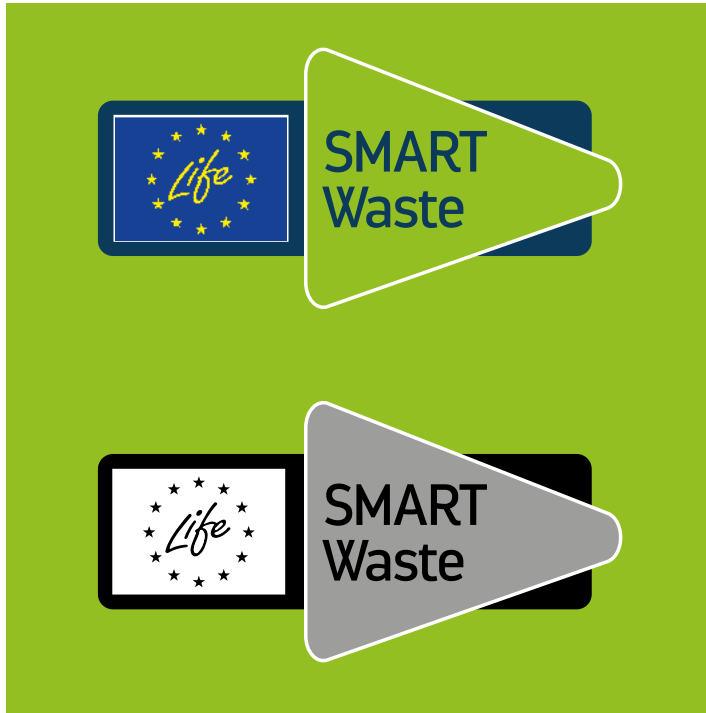
If the logo must be monochrome, it should be displayed like this.



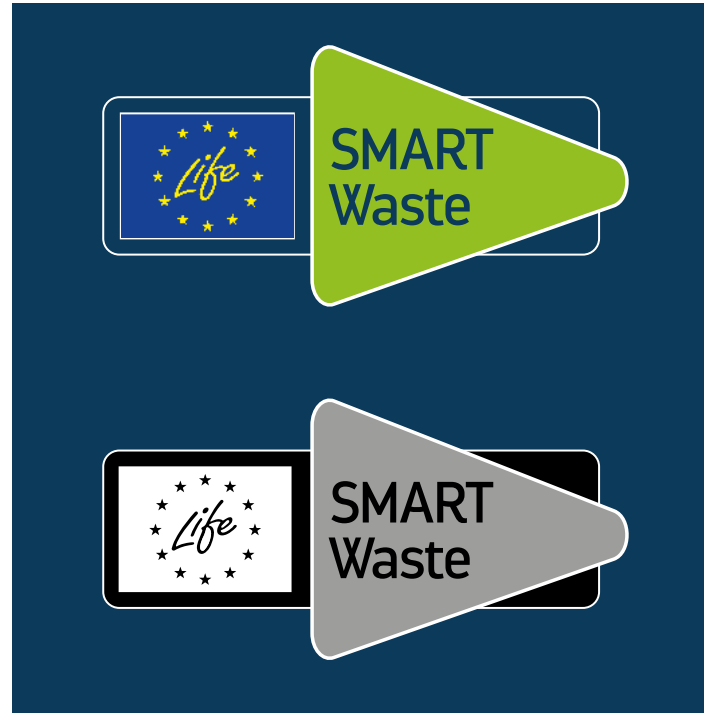
The outline version of the logo, which incorporates a white keyline around the main lozenge, should be used on dark backgrounds.

## Logo variations

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The standard logo is best used on white or light coloured backgrounds.

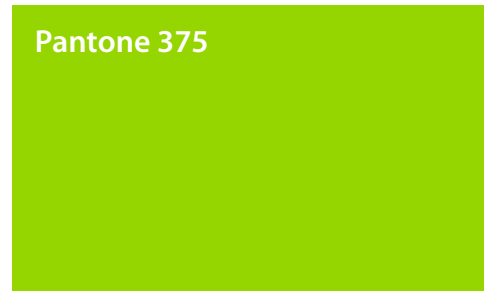
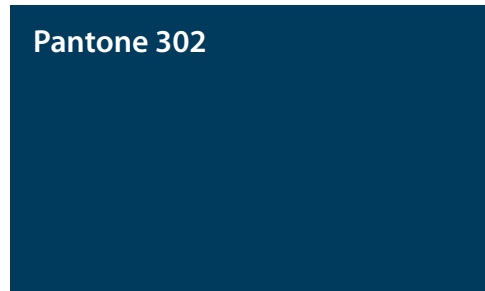


A version of the logo is available with a white outline around the lozenge for occasions when it needs to appear on dark blue or black background. The logo should not be placed in a white box when used on a dark background.

# Life Smart Waste colour palette

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The Life Smart Waste colours are blue and green and should appear wherever possible on a white background. The colours can be achieved by using Pantone colour references or by four-colour process.



## CMYK (solid coated)

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Cyan	100%
Magenta	48%
Yellow	12%
Black	58%

## RGB

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Red	0
Green	59
Blue	92

## Web safe

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#003b5c

## CMYK (solid coated)

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Cyan	46%
Magenta	0%
Yellow	90%
Black	0%

## RGB

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Red	151
Green	215
Blue	0

## Web safe

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#97d700

## CMYK (solid coated)

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Cyan	100%
Magenta	89%
Yellow	0%
Black	0%

## RGB

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Red	0
Green	20
Blue	137

## Web safe

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#001489

## CMYK (solid coated)

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Cyan	0%
Magenta	0%
Yellow	100%
Black	0%

## RGB

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Red	246
Green	229
Blue	0

## Web safe

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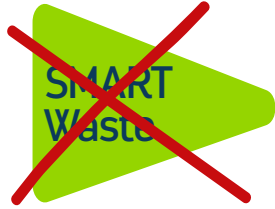
#f6e500

## Logo elements

Please ensure that the logo elements are not adulterated in any way.



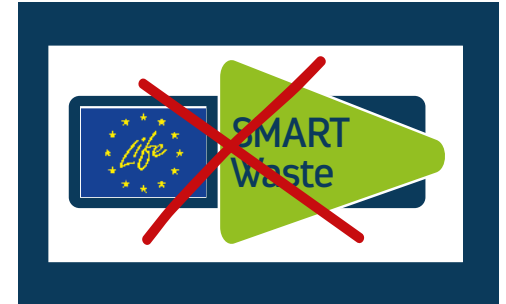
The logo should never be taken apart in any way.



The standard orientation of the logo provided should not be changed. The only exception would be on the spine of a publication.



The colours of the logo should never be swapped around.



The logo should not be placed in a white box when used on a dark background.

## Logo aspect ratio

Please ensure that the ratio of the logo is preserved and not distorted in any way. When resizing the logo, care should be taken to lock the aspect ratio (normally by holding down the shift key) so that it is neither condensed nor expanded.



## Life Smart Waste typestyle

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The typeface used in the Life Smart Waste logo is Darwin Regular.

Darwin Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z