

KEEPING THE COUNTRY LOVLEY

A campaign to support waste sector reform in
Antigua, Barbuda, Saint Lucia and Barbados

CAMPAIGN AND BRAND GUIDELINES

Your Brand

Your brand is the first thing your audience sees. It shapes their opinions about you and the message you provide. Even if your waste services are good, if the brand that communicates those services is poor, then the perception this creates is that those services are also poor. This document is designed to stop that happening.

“KEEPING THE COUNTRY LOVELY” is a campaign that supports improvements being made to waste services in Antigua, Barbuda, Saint Lucia and Barbados. This starts with two pilot projects for Green Waste in Antigua and Saint Lucia and an Oil Filter recovery project in Barbados. It is these projects the campaign will support with the intention that the visual components for these be applied to all future projects and service developments in the future.

This document describes the brand, how and where to use it. It sets out what you can do with it – and what you can't. These are important rules and should be followed. A well designed brand, properly and consistently applied will attain far higher levels of visibility far quicker compared to one that lacks that consistency or quality where the brand may not ever work at all.

The application of a brand and brand identity should only be done by skilled graphic design professionals. This document has been written on the assumption that it will be used by competent professionals who will be familiar with terminology used.

The instructions contained are based upon the use of Adobe CC software using Apple Mac hardware, both industry standards for graphical communication.



**Resources & Waste
Advisory Group**

The designer and author of the brand and the guidelines is Stephen Bates; Behaviour Change Communications Expert at Resources and Waste Advisory Group Ltd. If you have any queries relating to the brand or its application, please contact Stephen on the numbers below. (Stephen is based in the UK).

T: +44 7970 717 041

E: stephen@rwagroup.net

01. UNDERSTANDING THE BRAND



02. COLOURS

The brand colour palette comprises just four core colours although shades of each are permissible

C: 50 **R: 128**
M: 0 **G: 255**
Y: 100 **B: 0**
K: 0

Hex: #80FF00

C: 85 **R: 34**
M: 10 **G: 207**
Y: 100 **B: 0**
K: 10

Hex: #22CF00

C: 40 **R: 77**
M: 70 **G: 38**
Y: 100 **B: 0**
K: 50

Hex: #4D2600

Solid black

03. TYPEFACE

Prater Sans Pro Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910**

Prater Sans Pro Regular

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910**

RuckSack

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910**

**FOR HEADLINES AND
BOLD STATEMENTS**

USE LIGHT FOR SUPPORTING HEADLINES

This font is for body copy and detailed text. The default cut is 'book' but bold can be used to emphasise key statements or section sub-headings. Leading should be type size +4.

04. LOGO VARIANTS

The campaign logo MUST be applied to all communication material. The logo describes the statement of intent; the purpose of the actions promoted in the messages – that being to help keep the country ‘lovely’. It is important that the rules pertaining to the use of the logo set out here be followed at all times.



KEEPING ANTIGUA LOVELY
RECYCLING • REUSING • REDUCING WASTE



KEEPING ST LUCIA LOVELY
RECYCLING • REUSING • REDUCING WASTE



KEEPING BARBADOS LOVELY
RECYCLING • REUSING • REDUCING WASTE



KEEPING BARBUDA LOVELY
RECYCLING • REUSING • REDUCING WASTE

05. LOGO USAGE

SAFE ZONES

Nothing should appear in the areas shaded blue. The safe zone perimeter is the cap-height of the largest letter around the extremity of the logo.



SINGLE COLOUR

Only use single colour when it is not possible to reproduce in colour

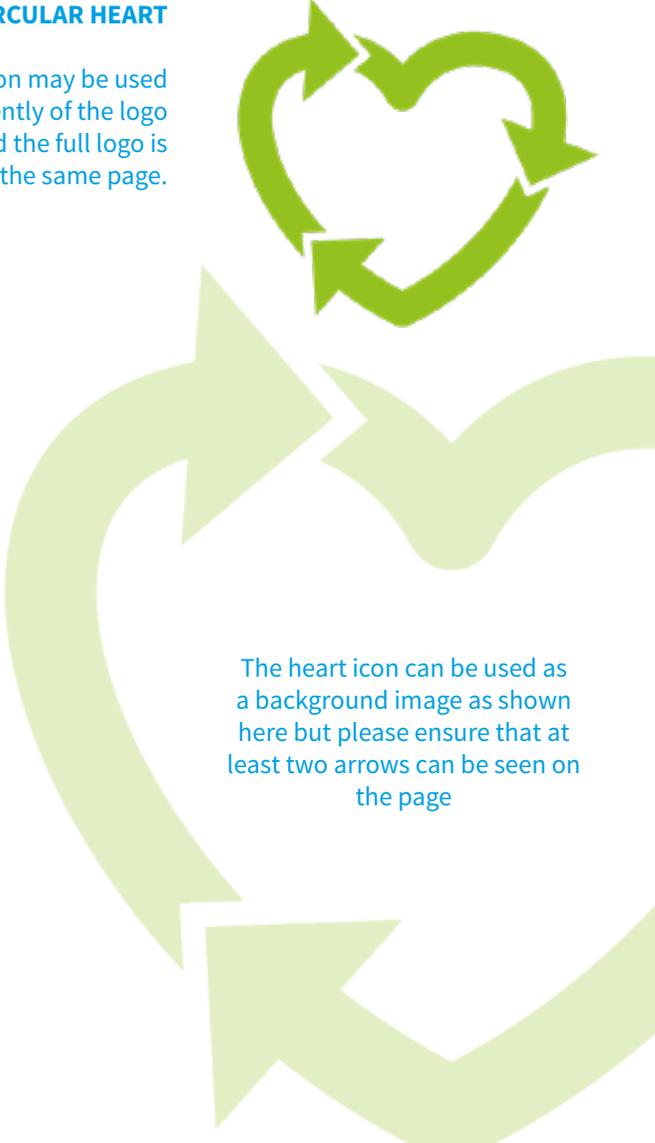


WHITE

Use on dark backgrounds no less than 70% opacity.

THE CIRCULAR HEART

The heart icon may be used independently of the logo provided the full logo is shown on the same page.



The heart icon can be used as a background image as shown here but please ensure that at least two arrows can be seen on the page

05. LOGO USAGE

SCALING

Always scale the logo proportionally



PICTURE OVERLAY

Avoid placing the logo over photographs containing complex imagery or wide total dispersion.



06. APPLICATION

ADVERTISING

Shown here are examples of how the brand can be applied to advertising



It aint WASTE

Bring **green waste** to the drop off site on Name Road and we'll turn it into lovely compost - protecting the environment and saving waste.

GREEN WASTE DROP OFF

KEEPING ANTIGUA LOVELY
RECYCLING • REUSING • REDUCING WASTE



It aint WASTE

Bring **green waste** to the drop off site on Name Road and we'll turn it into lovely compost - protecting the environment and saving waste.

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06. APPLICATION

LEAFLET

This is how the brand should be applied to the information leaflets.



06. APPLICATION

GREEN WASTE DROP OFF LOGO

This logo is to be used to enhance visibility of the Green Waste Drop Off site. It can be used on direction signage and to indicate the zones at the Civic Amenity site where the waste can be dropped.



06. APPLICATION

APPLICATION

The campaign brand has been designed with future use in mind. Over time, it is recommended that it is applied wherever possible in scenarios where the public can see it related to the services provided. This creates what is known as 360 degree marketing – wherever someone looks, they see the brand. This links all aspects of waste management and waste services together and underpins the objectives service improvement.



07. OIL FILTER RECYCLING

The Oli Filter Recycling campaign will apply initially to Barbados only and here is shown the logo to be used along with an example poster for display in workshop areas.

