

# Recycle Smart

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## BRAND ELEMENTS OVERVIEW

### PRIMARY LOGO



### COLOR PALETTE



ATLANTIC

**PMS** 306C  
**CMYK** 68, 5, 0, 0  
**RGB** 1, 186, 239  
**HEX** 01BAEF



SHAMROCK

**PMS** 802C  
**CMYK** 71, 0, 100, 0  
**RGB** 23, 212, 0  
**HEX** 17D400



LEMON

**PMS** 108C  
**CMYK** 0, 19, 100, 0  
**RGB** 255, 204, 0  
**HEX** FFCC00



SUNSET

**PMS** 165C  
**CMYK** 0, 70, 100, 0  
**RGB** 255, 103, 31  
**HEX** FF671F

### SECONDARY LOGO



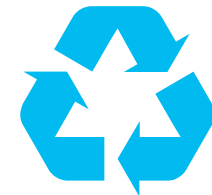
Whiteout logo for use on dark backgrounds only.

These colors may be used as accents when designing materials

### ICONS



Social Media Icon



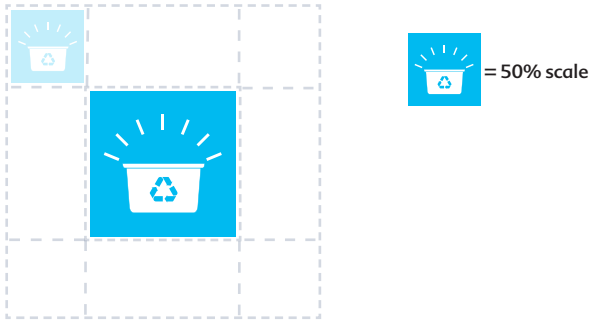
Web Browser Favicon

## LOGO USAGE

### CLEAR SPACE

Clear space is the area surrounding the logo that must be kept free of any text or graphic elements. Applies to all logo lockup variations.

The clear space is equal to 50% scale of the symbol.



### PRINT SIZING



### DIGITAL SIZING MINIMUMS



60x60 pixels



16x16 pixels

## LOGO USAGE | IMPROPER USAGE

Below are some examples of improper use of the Mass DEP logo. They apply to all variations of the logo.



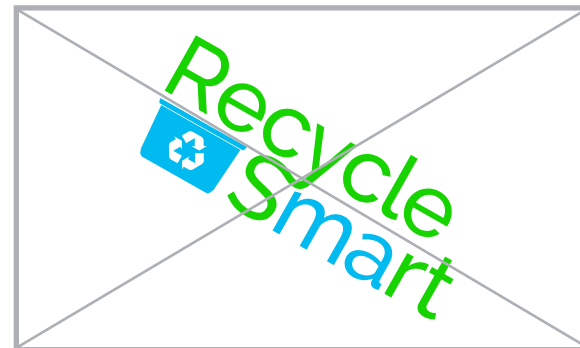
Do not alter the logo arrangement.



Do not alter the proportions by stretching.



Do not change the logo to any other colors.



Do not rotate the logo.



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HREF FFCC00

SUNSET

PMS 165C  
CMYK 0, 70, 100, 0  
RGB 255, 103, 31  
HREF FF671F

WHITE

PMS n/a  
CMYK 0, 0, 0, 0  
RGB 255, 255, 255  
HREF FFFFFFFF



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HREF FFFFFFFF

## BRANDING OVERVIEW

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### COLOR USAGE

These additional colors may serve as accent or accessory colors for other items in your design. This includes, but is not limited to, items such as lines, shapes, or points of emphasis such as headlines.

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### TAGLINES

Wherever possible, the tagline for this initiative, “**Do your part, recycle smart**” should be highlighted in one of these colors.

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### LOGO USAGE

The Primary (full-color) Logo shall be used whenever possible. It can be used on white or light backgrounds. On darker backgrounds, use the Secondary (whiteout) Logo. The Social Media Icon is to be used across all social media channels and whenever a design calls for a smaller version of the logo, that would be below the minimum requirements for the Primary Logo. The Web Browser Favicon is only to be used in instances requiring a 16x16 pixel logo or icon.



**SOLOMONMcCOWN&**  
Massachusetts Department of Environmental Protection