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BRAND ELEMENTS OVERVIEW

PRIMARY LOGO

Recycle Smart

SECONDARY LOGO

Recycle Smart

Whiteout logo for use on dark backgrounds only.

COLOR PALETTE

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<tr>
<th></th>
<th>PMS</th>
<th>CMYK</th>
<th>RGB</th>
<th>HREF</th>
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<tr>
<td>ATLANTIC</td>
<td>306C</td>
<td>68, 5, 0, 0</td>
<td>1, 186, 239</td>
<td>01BAEF</td>
</tr>
<tr>
<td>SHAMROCK</td>
<td>802C</td>
<td>71, 0, 100, 0</td>
<td>23, 212, 0</td>
<td>17D400</td>
</tr>
<tr>
<td>LEMON</td>
<td>108C</td>
<td>0, 19, 100, 0</td>
<td>255, 204, 0</td>
<td>FFCC00</td>
</tr>
<tr>
<td>SUNSET</td>
<td>165C</td>
<td>0, 70, 100, 0</td>
<td>255, 103, 31</td>
<td>FF671F</td>
</tr>
</tbody>
</table>

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

Minimum width 0.5"

DIGITAL SIZING MINIMUMS

120 pixels wide

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.
BRANDING OVERVIEW

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.

TAGLINES

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

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 Favoricon is only to be used in instances requiring a 16x16 pixel logo or icon.