



**Australian Government**



**Lighting Council**  
AUSTRALIA



**FluoroCycle**

# SIGNATORY GUIDE TO FLUOROCYCLE BRANDING





Fluoro**Cycle**

## **SIGNATORY GUIDE TO FLUOROCYCLE BRANDING**

Lighting Council Australia is the Administrator of FluoroCycle, a scheme sponsored by the Environment Protection and Heritage Council.



## About this document

This document sets out the requirements for the use of the FluoroCycle logo and other communication tools (specified in 1.3 of this guide). It is one of two key documents which form the FluoroCycle scheme and are applicable to all Signatories. The two key documents are this guide and the FluoroCycle Guidelines 2010. Information on how to meet the requirements of these two documents is provided in the Signatory Manual.

This Signatory Guide to FluoroCycle Branding was approved by the FluoroCycle Administrative Committee on 7 July 2010.

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# 1. Introduction

## 1.1 About FluoroCycle

The objective of FluoroCycle is to reduce the amount of mercury entering the environment from waste mercury-containing lamps by continuously increasing the recycling of these lamps.

The objective will be achieved through:

- The establishment of a national, voluntary scheme to be joined by businesses and organisations that commit to recycling of their waste lamps.
- An active outreach program targeting industry associations and individual companies to:
  - recruit members to the scheme
  - work directly with members to develop recycling programs appropriate to their business models.
- Implementation of a promotional and recognition strategy to highlight the commitments and achievements of members.

The scheme is administered by Lighting Council Australia which reports via the Administrative Committee to the Environment Protection and Heritage Council. The details of the FluoroCycle scheme are set out in the FluoroCycle Guidelines 2010 (the Guidelines).

## 1.2 Purpose of the FluoroCycle brand

The purpose of the FluoroCycle brand is to:

- promote the scheme
- enable Signatories to communicate their commitment to recycling, or supporting the recycling, of mercury-containing lamps
- identify where mercury containing lamps can be placed for recycling

It is important that the brand is applied consistently and appropriately in order to build a strong, recognizable and credible image of the scheme.

## 1.3 Communications tools available to Signatories

Appendix 9 to the FluoroCycle Guidelines 2010 lists all communication tools associated with the scheme. The following list of specified tools may be used by Signatories, subject to availability.

### *Specified tools*

FluoroCycle logo; Signatory Manual; Signatory Guide to FluoroCycle Branding; PowerPoint presentation; technical guide; factsheets; articles for newspapers and journals; cleared text for inclusion in newspapers, journals or media releases.

## **2. Who can use the FluoroCycle logo and communication tools?**

### **2.1 Signatories**

The FluoroCycle Guidelines 2010 (the Guidelines) give permission for Signatories to use the scheme's logo and other communication tools (specified in section 1.3) and require that, when they do so, it is in line with the Signatory Guide to FluoroCycle Branding 2010. Electronic versions of these tools are available to Signatories free of charge.

Section 2.2 of the Guidelines allows Signatories to '...reproduce the materials used in the Outreach Strategy in their publications and electronic presentations produced for the purposes of the organisation or business'.

Section 2.3 of the Guidelines requires 'Facilitator' Signatories to promote the FluoroCycle scheme and to contribute to the Outreach Strategy by encouraging either customers or members to become Signatories. Section 3 of the Guidelines provides details of the Outreach Strategy.

Signatories to FluoroCycle can use the FluoroCycle logo and other specified communication tools without further approval from the Administrator. Available communication tools, including the logo, are provided to Signatories as part of their 'welcome pack' on joining the scheme.

#### **Cessation of Signatory status**

If a business or organisation ceases to be a Signatory to FluoroCycle, for whatever reason, then the business or organisation is required to stop using the FluoroCycle logo and any other of the specified communication tools immediately.

### **2.2 Non-Signatories**

Non-Signatories are not generally permitted to use the scheme's logo or specified communication tools. An individual - or a business or organisation that is not a Signatory - that wishes to use the FluoroCycle logo separate from any FluoroCycle publication, should write to the FluoroCycle Administrator to seek permission.

The written request should describe the purpose, the target audience and the media to be used, specifying the publications in which the logo will be published. In deciding whether to give permission, the Administrator will consider the information provided and whether the proposed use will be in the interests of the FluoroCycle scheme.

The Administrator retains the right to revoke permission and to recover the logo provided as the result of such a request if the logo is not used in accordance with this Guide or with the conditions set by the Administrator.

## 3. How to use the FluoroCycle logo

Use of the FluoroCycle logo must comply with the following technical specifications, appropriate uses and context.

### 3.1 Technical specifications

In the interests of building a strong, recognisable and credible brand, all use of the FluoroCycle logo must adhere to the technical specifications and constraints set out in the Appendix. A copy of this Guide should be provided to graphic designers, printers and desktop publishers before they start relevant work.

### 3.2 Appropriate uses

#### *Stationery and publications*

A FluoroCycle Signatory can incorporate the FluoroCycle logo into a range of printed material including stationery, compliments slips, accounts, invoices, publications, promotional matter, posters, banners and websites and electronic presentations such as PowerPoint.

#### *Logo sticker*

As appropriate to the business or organisation, stickers of the logo alone can be used on:

- cardboard boxes, skips and stillage dedicated to the collection and/or transport of waste mercury-containing lamps
- internal signage eg on walls
- external signage eg on walls, equipment, vehicles and trailers.

#### *Other uses*

Other uses are permitted provided they are appropriate, taking into account issues of context discussed at 3.3. If there is any doubt about what constitutes an appropriate use, advice should be sought from the Administrator.

### 3.3 Context

Signatories are required to consider the context in which the FluoroCycle logo is displayed and to ensure that the logo is always used in a manner that is consistent with the spirit and objective of the scheme.

For example, the disposal of waste mercury-containing lamps to landfill is not illegal<sup>1</sup> and, in many parts of Australia, it is the only method of disposal available, particularly for household waste mercury-containing lamps. However, any association between the FluoroCycle logo and the disposal of general waste to landfill is to be avoided as it is counter to the scheme's objective.

Examples of contexts where a logo could be applied:

- On a wall, above a skip or stillage dedicated to mercury-containing lamps.
- On a wall, above the storage place for cardboard boxes dedicated to waste mercury-containing lamps.
- On the side of a truck operated by a Signatory.

Examples of where a logo should not be applied are:

- On the side of a skip or a truck that is, or may be, used to collect general waste.
- On the side of vehicle that is, or may be, used to deliver waste mercury-containing lamps to a landfill or to a skip used to collect general waste.

A Signatory should seek advice from the Administrator if there is any doubt about the appropriateness of a context in which the logo is proposed to be used.

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<sup>1</sup> In South Australia, under the *Environment Protection (Waste to Resources) Policy 2010*, waste mercury-containing lamps will be banned from the landfill sites of metropolitan Adelaide from September 2012 with the ban applying across the entire state from September 2013.

## **4. Other Considerations**

### **4.1 Permission to use FluoroCycle materials**

Signatories have permission to print and reproduce the FluoroCycle logo and specified communication tools, including the FluoroCycle Guidelines 2010, in unaltered form, for purposes connected with their participation in the FluoroCycle scheme and for business activities conducted by them as Signatories to the scheme.

### **4.2 Audit**

Adherence to the requirements of this document will be examined as part of any audit of a Signatory for the purposes of the FluoroCycle scheme.

### **4.3 Costs**

Signatories are required to bear all of the costs of using the FluoroCycle logo and other communication tools, including printing costs.

### **4.4 Text and references**

#### *Use of 'FluoroCycle'*

Any reference to 'FluoroCycle', in any text, should be written as 'FluoroCycle'.

#### *Description of the FluoroCycle scheme*

When describing the FluoroCycle scheme, the preferred text is:

'FluoroCycle is a voluntary scheme, sponsored by the Environment Protection and Heritage Council, to increase recycling of mercury-containing lamps. The initial focus of the scheme is on the commercial and public lighting sectors, as these account for most of the mercury-containing lamps used in Australia.'

#### *Standard text*

From time to time, the Administrator may prepare standard text on specific topics and distribute the text to Signatories for their use. In such instances, the standard text is not to be modified without the permission of the Administrator.

#### *Quoting text*

As set out in the Copyright notice, the text provided in FluoroCycle communication tools is not to be changed when used in Signatories' own publications. Attribution to the source should also be made under such circumstances, eg 'FluoroCycle factsheet on lights that contain mercury, 2010' or the url and the date it was accessed.

### **4.5 Application for trademark**

An application for Trademark for the logo has been lodged with IP Australia.

# APPENDIX

## Technical specifications for use of the FluoroCycle brandmark

### Contents:

1. The FluoroCycle brandmark
2. Clear space
3. The full colour brandmark
4. One colour brandmark
5. Reversed brandmark
6. Usage of brandmark

# 1. The Fluorocycle Brandmark

Stacked Option



Fluoro**Cycle**

Inline option



Fluoro**Cycle**

## 2. Clear Space

It is essential that the brandmark always appears with sufficient clear space surrounding it to ensure that its integrity is not jeopardised. The clear space measure is defined by Australian Government Design Guidelines.

The clear space measure 'X' is based upon the difference between the bottom of the 'y' in FluoroCycle and the top of the icon as illustrated on this page.




The clear space measure '5 mm' must be maintained throughout the application of the FluoroCycle brandmark.



### 3. The full colour brandmark

It is intended that the FluoroCycle brandmark be reproduced in full colour CMYK wherever possible. However, it may be reproduced in one colour – mono (or other colour if prior permission is sought from the Administrator).

## BRANDING COLOUR PALETTE

		
C 100 M 91 Y 0 K 0	C 57 M 0 Y 100 K 0	C 2 M 5 Y 90 K 0

## FULL-COLOUR BRANDMARK

Full Colour CMYK



Full Colour CMYK

C:100%  
M:91%

FluoroCycle

Full Colour CMYK



Full Colour CMYK

C:100%  
M:91%

FluoroCycle

## 4. One colour landmark

In the case of one colour used, the landmark can be used as black or mono – or other colour (if prior permission is obtained from the Administrator).

Stacked Option



Fluoro**Cycle**

Inline Option



Fluoro**Cycle**



Fluoro**Cycle**



Fluoro**Cycle**

## 5. Reversed landmark

The landmark can be reversed – out of black or another dark colour if necessary.

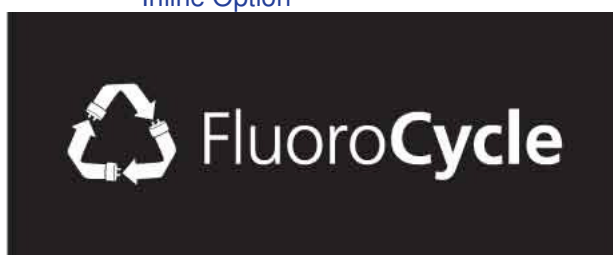
It is essential that the background colour be of sufficient contrast to not jeopardise the integrity of the landmark.

Pastel or light coloured backgrounds should not be used if the mark is reversed, as this application will not create sufficient contrast.

Stacked Option



Inline Option



Brandmark reversed out of black



Brandmark reversed out of a suitable background colour



Brandmark reversed out of an incorrect background colour, there is not enough contrast

## 6. Usage of trademark

The FluoroCycle trademark should only be used in the formats and colours stipulated in these guidelines.

The elements which make up the trademark should not be altered or adjusted in any way. For example:

1. The trademark should not be reproduced in colours that are light or pastel which do not provide sufficient contrast.
2. The trademark must appear entirely in the same colour application. The trademark should not appear partially in colour and partially in black and white.

Stacked logo as examples:



*Correct use of trademark*



*FluoroCycle*

1. *The trademark should not be reproduced in colours that are light or pastel which do not provide sufficient contrast.*



*FluoroCycle*

2. *The trademark must appear entirely in the same colour application. The trademark should not appear partially in colour and partially in black and white.*

## 6. Usage of brandmark (Continued)

3. The brandmark should not be placed on a pastel coloured background that does not provide sufficient contrast. The full colour brandmark must be used on a white background.
4. The brandmark should not be placed on a background image or photograph.
5. The wording of the brandmark must not be edited for any purpose.
6. The fonts used in the brandmark must not be changed or other fonts added to the brandmark.



3. *The brandmark should not be placed on a pastel coloured background that does not provide sufficient contrast. The full colour brandmark must be used on a white background.*



4. *The brandmark should not be placed on a background image or photograph.*

## 6. Usage of brandmark (Continued)



Fluoro**Cycle** Australia

5. *The wording of the brandmark must not be edited for any purpose.*



Fluoro**Cycle**

6. *The fonts used in the brandmark must not be changed or other fonts added to the brandmark.*



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