



FluoroCycle

SIGNATORY GUIDE TO FLUOROCYCLE BRANDING

Lighting Council Australia is the Administrator of FluoroCycle

About this document

This document sets out the requirements for the use of the FluoroCycle logo and other communication tools. 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.

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Signatory Guide to FluoroCycle Branding

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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. The details of the FluoroCycle scheme are set out in the FluoroCycle Guidelines (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.

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

2.1 Signatories

The Guidelines give permission for Signatories to use the scheme's logo and other communication tools (specified in section 3.1 of the Guidelines) and require that, when they do so, it is in line with the Signatory Guide to FluoroCycle Branding.

Signatories to FluoroCycle may 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 and are available on the FluoroCycle website.

Cessation of Signatory status

If a business or organisation ceases to be a Signatory to FluoroCycle, for whatever reason, 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 Style 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

All use of the FluoroCycle logo must adhere to the technical specifications and constraints set out in the Appendix. A copy of these technical specifications 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 may incorporate the FluoroCycle logo into a range of printed material including stationery, compliments slips, accounts, invoices, publications, promotional matter, electronic presentations such as PowerPoint, posters, banners and websites.

Logo

As appropriate to the business or organisation, the logo alone may 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 FluoroCycle 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 legal in many parts of Australia and in many parts of the country 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.

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, 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 product stewardship scheme that seeks to increase the national recycling rate of waste mercury-containing lamps. Lamp recycling can help reduce the amount of mercury sent to landfill. The scheme targets the commercial and industrial sectors where the bulk of waste lamps are generated.'

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, 2013' or the URL and the date it was accessed.

APPENDIX

Technical specifications for use of the FluoroCycle trademark

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

1. THE FLUOROCYCLE BRANDMARK

Stacked Option



Inline option



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.



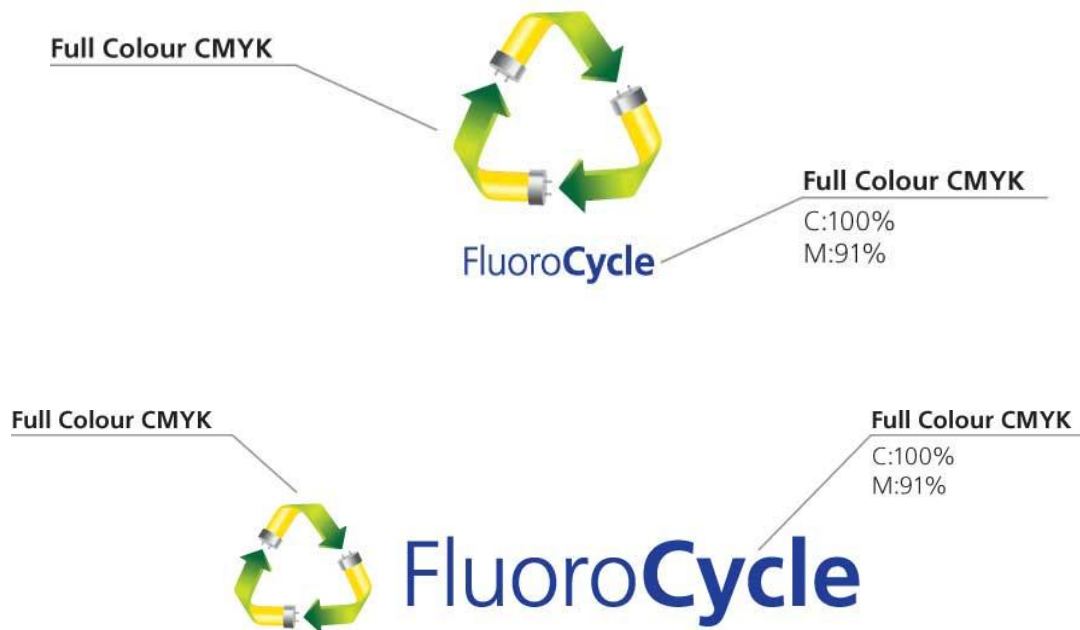
3. THE FULL COLOUR BRANDMARK

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 – see further below).

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



4. ONE COLOUR BRANDMARK

The brandmark may be reproduced in 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 BRANDMARK

The brandmark may 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 brandmark.

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 (insufficient contrast)

6. USAGE OF BRANDMARK

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

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

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

Stacked logo as examples:



Correct use of brandmark

FluoroCycle



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

FluoroCycle



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

FluoroCycle

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. The fonts used are Frutiger 45 Light and Frutiger 65 Bold. The blue font is PANTONE 2736C.



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.*