

**Guidelines for Proper Use of  
PLUG-IN TO eCYCLING<sup>SM</sup> WITH U.S. EPA  
Name and Mark**

**October 2007**

# General Usage Guidelines for Using the **PLUG-IN TO eCYCLING<sup>SM</sup>** Name and Mark

The PLUG-IN TO eCYCLING<sup>SM</sup> WITH U.S. EPA is a partnership between manufacturers, retailers and state and local governments and the Federal government. As part of this partnership, these organizations can use the PLUG-IN TO eCYCLING name and marks owned by the U.S. government, as part of their activities related to reusing and/or recycling used consumer electronics.

The PLUG-IN TO eCYCLING name and mark are valuable assets, and like any asset with appreciable value, they must be properly used and protected. These guidelines will help us all understand and properly use the key elements of the PLUG-IN TO eCYCLING identity. EPA recommends that strong messaging about the power of the individual to protect the environment as well as clear statements about the government as the authority behind PLUG-IN TO eCYCLING be incorporated into outreach materials, as appropriate, to more fully communicate the PLUG-IN TO eCYCLING program.

Organizations must enter into an agreement with the government to use the name and mark as provided in this document. Allowing alterations to the name and mark would confuse businesses and consumers about the source of the PLUG-IN TO eCYCLING program and reduce its value for all.

## **Organizations using the PLUG-IN TO eCYCLING name and mark must abide by the following general guidelines:**

1. The PLUG-IN TO eCYCLING name and mark may never be used in any manner that would imply EPA endorsement of a company, its products, or its services.

Neither the marks nor the PLUG-IN TO eCYCLING name may be used in any other company name, product name, service name, domain name or Web site title.

2. The mark may not be altered, cut apart, separated, or otherwise distorted in perspective or appearance.
3. The mark may never be used in a manner that would disparage EPA or any other government body.
4. Partners and other authorized organizations are responsible for their own use of the PLUG-IN TO eCYCLING mark, as well as use by their representatives, such as ad agencies and implementation contractors.

## **PLUG-IN TO eCYCLING Review Policy**

EPA must approve any major educational or promotional campaigns that feature the PLUG-IN TO eCYCLING name or mark prior to final production or printing. The submitted materials will usually be reviewed for consistency with these guidelines within two (2) business days of receipt of the materials. Materials should be submitted to your primary program contact.

## **Questions About Using the Mark**

If you have questions regarding the use of the marks, please contact your PLUG-IN TO eCYCLING program coordinator.

## Where/How to Use the Mark

PLUG-IN TO eCYCLING is united with its partners (manufacturers, retailers and state and local governments) in the pursuit of a common goal—to protect our environment for future generations. The PLUG-IN TO eCYCLING mark offers them an easy way to communicate their commitment to promoting safe reuse and recycling opportunities. In addition, the mark is designed to promote the PLUG-IN TO eCYCLING program and designate a partnership with EPA.

Any organization that has signed a Partnership Agreement with PLUG-IN TO eCYCLING can use this mark to communicate their commitment. Common uses of the mark include:

- Materials that feature information on participating partners' eCycling activities such as brochures, media kits and flyers;
- Web sites that highlight partners' eCycling efforts;
- Public education campaigns on the benefits of electronics reuse and recycling; and
- Annual and/or corporate social responsibility reports.

The mark should not be used to denote or imply EPA endorsement of an organization and its products or services.

## Writing About PLUG-IN TO eCYCLING WITH U.S. EPA

The program's name is "PLUG-IN TO eCYCLING WITH U.S. EPA," with this spelling and capitalization. The service mark symbol <sup>SM</sup> must be used the first time the words "PLUG-IN TO eCYCLING WITH U.S. EPA" appear in the material. The <sup>SM</sup> symbol should always be in superscript, with no space between the words and the symbol.

### Correct Usage:

- PLUG-IN TO eCYCLING<sup>SM</sup> WITH U.S. EPA is a mark owned by the U.S. government
- A company participating in PLUG-IN TO eCYCLING<sup>SM</sup> WITH U.S. EPA
- A company promoting PLUG-IN TO eCYCLING<sup>SM</sup> WITH U.S. EPA

### Exceptions:

In some cases, it is more grammatically appropriate to use only the words "PLUG-IN TO eCYCLING." The service mark symbol <sup>SM</sup> must be used the first time the words "PLUG-IN TO eCYCLING" appear in the material. The <sup>SM</sup> symbol should always be in superscript, with no space between the words and the symbol.

- A PLUG-IN TO eCYCLING<sup>SM</sup> partner
- Company X, a PLUG-IN TO eCYCLING<sup>SM</sup> partner

### Incorrect Usage:

- A PLUG-IN TO eCYCLING<sup>SM</sup> company
- Company X, a company endorsed by EPA
- An EPA approved seller of PLUG-IN TO eCYCLING<sup>SM</sup> equipment
- Endorsed by EPA

# Visual Guidelines for Using the PLUG-IN TO eCYCLING Name and Mark

Figure 1. Preferred version with border



Figure 2. Alternate version without border



Figure 3. Preferred spot colors

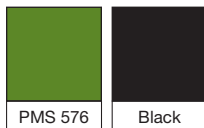


Figure 4. Alternate colors

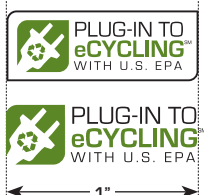
Reversed out white



Black



Figure 5. Minimum size



## About the Mark

The PLUG-IN TO eCYCLING mark may not be changed or altered in any way. The mark consists of a graphic block and an attached messaging block. The graphic block includes a plug and recycling symbol. The messaging block contains the affiliation words "PLUG-IN TO eCYCLING<sup>SM</sup> WITH U.S. EPA." In the future, EPA might modify the existing mark to include other electronics, or EPA might develop a second variation of the mark to be used by mobile phone carriers and manufacturers in their targeted outreach efforts. Partners will be notified if the mark is modified or an additional variation is developed.

## Structural Mark Variations

The preferred version (Figure 1) for the mark includes the border. However an alternate version (Figure 2) without the border may also be used. Use the mark variation that proportionally best fits the design layout being created.

## Notice of Service Mark Symbol

The mark should always contain the service mark symbol <sup>SM</sup> following "PLUG-IN TO eCYCLING."

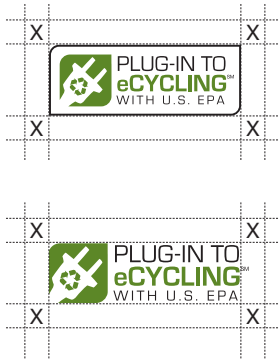
## Mark Colors (Print and Online)

The colors may not be changed or altered from these guidelines. The preferred colors for the mark is PLUG-IN TO eCYCLING green (PMS 576) and black (Figure 3). Alternate versions in black or reversed out to white are also allowed (Figure 4). If 4-color process printing is available, the mark should be printed in CMYK (C64, M25, Y100, K7). The RGB formula for web is R105, G145, B59.

## Size Recommendations (Print and Online)

The mark may be resized, but the proportions must be maintained. For legibility in print, we recommend that the mark not be reproduced smaller in width that 1 inch (Figure 5). And special care should be taken to maintain the lettering legibility on the Web.

Figure 6. Clear space – X



**Incorrect use of the mark.**

- 1.
- 2.
- 3.
- 4.
- 5.
6. Do not violate the clear space rule
- 7.

## Clear Space Rule

A required clear space of .125" (1/8") should surround the mark at all times. No other graphic elements, such as text or images can appear in this area.

## Typography

The font used in the mark is Eurostile. In layouts, all Eurostile variations (including regular, italic, condensed, etc.) may also be used. Eurostile is not recommended for smaller body copy, instead use Arial or Helvetica.

Eurostile Bold

**ABCDEFGHIJKLMNabcdefghijklmn  
OPQRSTUVWXYZopqrstuvwxyz  
1234567890**

Eurostile Regular

ABCDEFGHIJKLMNabcdefghijklmn  
OPQRSTUVWXYZopqrstuvwxyz  
1234567890

## File Format Recommendations

For use in layouts that will be printed on a commercial press or other high-end graphics vendor, a vector (EPS or AI) file should be used. For use in office applications (MS Word, PowerPoint, etc.) and online use, an RGB JPG should be used.

## Font for Using Name Within Text

For use within a document, where the program is mentioned, the name PLUG-IN TO eCYCLING<sup>SM</sup> WITH U.S. EPA may be the same font as the rest of the text.

## Incorrect Use of the Mark

When reproducing the mark, please:

1. Do not change the colors of the mark.
2. Do not distort or alter the mark in any way.
3. Do not place the reversed out white version or the alternate version on a busy image.
4. Do not rotate the mark.
5. Do not separate any of the mark's elements.
6. Do not violate the clear space rule.
7. Do not use any other typeface to replace part of the mark.