



Producer Brand Guidelines

For 'In Scope' PET Plastic Bottles, Aluminium
& Steel Cans included in the Irish Deposit
Return Scheme

DRSI CLG
(Trading as Re-turn)

Version 1 | February 2023

Re-turn container logo

It is mandatory that the Re-turn logo be on all in scope products. The logo helps consumers, retailers and enforcement authorities to identify products that are part of Ireland's deposit return scheme and those that are not.

It is particularly important for retailers and return point operators that are accepting back containers manually (i.e. over the counter and not via a Reverse Vending Machine). It is only permitted for use by businesses that are registered members of the scheme and are therefore compliant with the Separate Collection (Deposit Return Scheme) Regulations.

Logo colouring

The colour of the Re-turn logo can be adapted to match the other colours on the container so long as sufficient contrast with the background colour can be achieved and legibility is clear. However, we do highly recommend a black logo on a white background for optimum legibility. Only single colour logos are permitted. Multicoloured or gradient versions of the logo are not permitted.

The logo's colour sufficiently contrasts with the background colour. ✓

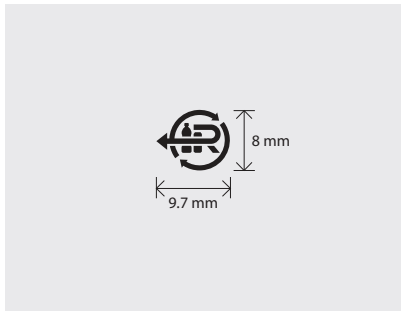


The logo's colour does not sufficiently contrast with the background colour. ✗

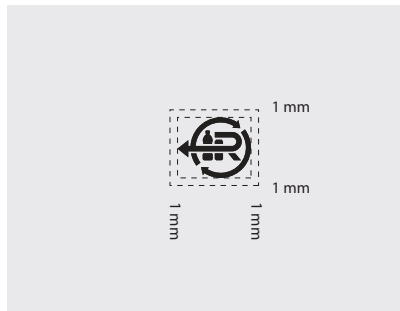


Minimum logo size

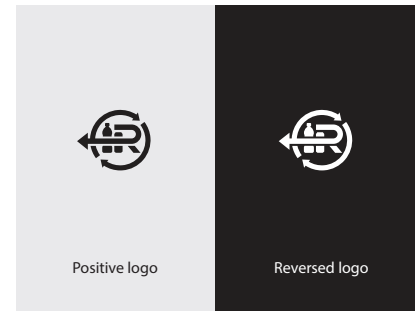
Logo size



Logo clearance zone

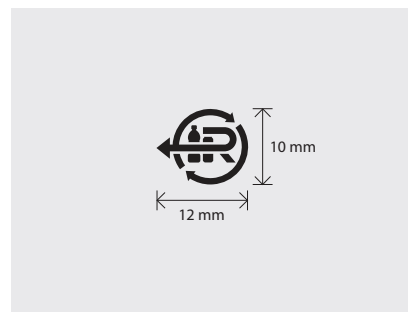


Logo versions

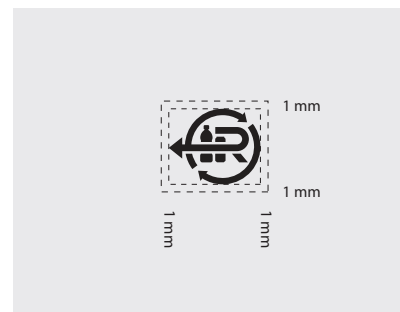


Maximum logo size

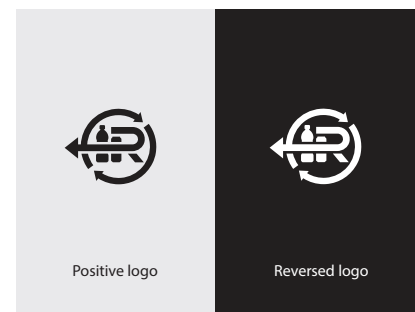
Logo size



Logo clearance zone



Logo versions



Logo size on secondary packaging

It is optional to place the Re-turn logo on any secondary packaging such as multipack sleeves/shrink wrap or cardboard packaging encasing multipacks etc.

If using, the Re-turn logo must be 12 mm wide when on any secondary packaging that is 200 mm wide.

If your secondary packaging is any larger than this then the logo should be scaled up in proportion to the size of your packaging. For example, if your packaging is 400 mm wide (an increase of 100%) then the Re-turn logo should also be increased by 100% making it 24 mm wide.

Logo size on tertiary packaging

Should Producers wish to use the Re-turn logo on tertiary packaging, the logo should be 12 mm wide when on packaging that is 200 mm wide.

If your tertiary packaging is any larger than this, we recommend that the logo be scaled up in proportion to the size of your packaging. For example, if your packaging is 400 mm wide (an increase of 100%) then the Re-turn logo should also be increased by 100% making it 24 mm wide.

The Re-turn logo on tertiary packaging should be positioned in an area that is easily accessible and visible.

Logo position on containers

We recommend that the Re-turn logo is positioned in close proximity to the container's barcode. Always maintain a minimum distance of 1 mm between the Re-turn logo and the barcode.



Logo prohibited usage

All elements of the Re-turn logo are fixed and should not be altered.
The logo must always be reproduced using the original digital master artwork.

On this page are some examples of things that you should **NEVER** do to the logo.

01. Stretch the logo
02. Squash the logo
03. Rotate the logo
04. Flip the logo
05. Position the logo on either of its sides (the logo must always be upright)
06. Position the logo upside down (the logo must always be upright)
07. Place the logo in a box
08. Remove any part the logo
09. Alter the scale of any part of the logo
10. Use drop shadow on the logo
11. Make a multicoloured logo
12. Make a gradient logo
13. Use colours that have insufficient contrast with the background

