

Re-turn

Retailer Toolkit

Version 1.0 | July 2023



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Re-turn Brand Identity

Primary Logo

Positive Landscape Primary Logo

Our logo is the most visible element of our brand. It is a universal signature across all of our communications and is a guarantee of quality.

The logo is made up of two elements: the icon and the logotype. The logo should never be re-created. Always use the original digital master artwork available from our marketing team.



Positive Stacked Primary Logo

There are two approved versions of the logo, the Landscape Logo and the Stacked Logo. The Landscape Logo should be used where possible. If space is restricted, the Stacked version of the logo can be used.



Approved variations – Primary Reversal Logos

Reversal versions of the Primary Logo may be used to create sufficient contrast against coloured backgrounds or on top of imagery.

Primary Reversal Landscape Logo



Primary Reversal Stacked Logo



Primary Logo – clearance area and minimum sizes

The Re-turn Primary logo (Landscape or Stacked) should always be surrounded by a minimum area of space. The area of isolation ensures that headlines, text or other visual elements do not encroach on the logo.

This area is defined by using the length of the can from within the logo's icon.

To ensure legibility, minimum sizes have been set for both versions of the logo. Minimum sizes are shown for both print and screen.

The above rules also apply to Primary Reversal Logos.

Clearance area



Minimum sizes

For screen



100 px

For print



22 mm

For screen



60 px

For print



12 mm

Logo with Tagline

Positive Landscape Logo With Tagline

There is a version of the logo where our brand tagline 'Bring it Back | Pay it Forward' is incorporated.

When using this version of the logo, always ensure that the tagline is legible at the size you are using it. See minimum sizes for the logo on page 15.

As before, this version of the logo should never be re-created. Always use the original digital master artwork available from our marketing team.



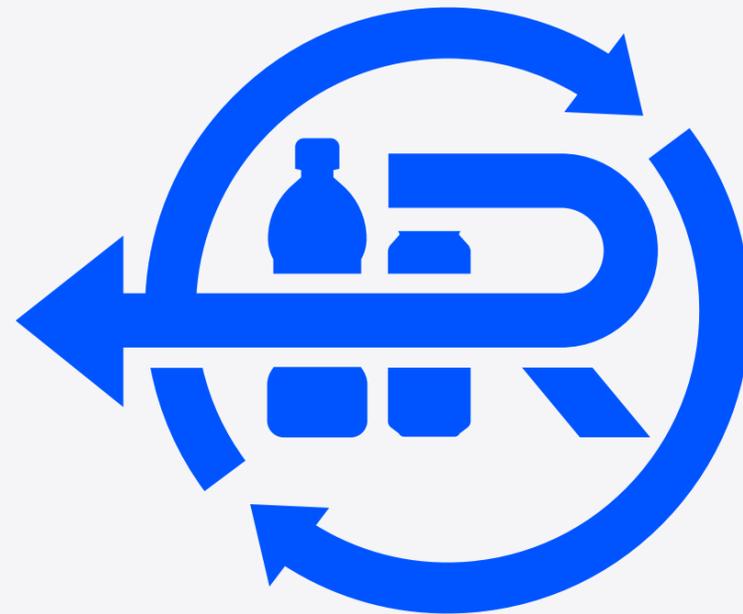
Re-turn
Bring it Back | Pay it Forward

Positive Stacked Logo With Tagline

There is a version of the logo where our brand tagline 'Bring it Back | Pay it Forward' is incorporated.

When using this version of the logo, always ensure that the tagline is legible at the size you are using it. See minimum sizes for the logo on page 15.

As before, this version of the logo should never be re-created. Always use the original digital master artwork available from our marketing team.



Re-turn

Bring it Back | Pay it Forward

Approved variations – Positive Logo With Tagline in medium green

There are secondary versions of the Positive Logo With Tagline where the tagline sits in the medium green colour.

These versions of the logo can be useful if you want to draw attention to the tagline or if you want to add a pop of colour into your design.

As before, these version of the logo should never be re-created. Always use the original digital master artwork available from our marketing team.

Positive Landscape Logo With Tagline in medium green



Positive Stacked Logo With Tagline in medium green



Approved variations – Reversal Logos With Tagline

Reversal versions of the Logo With Tagline may be used to create sufficient contrast against coloured backgrounds or on top of imagery.

Reversal landscape logo with tagline



Reversal stacked logo with tagline



Approved variations – Reversal Logos With Taglines in medium green

There are secondary versions of the Reversal Logo With Tagline where the tagline sits in the medium green colour.

These versions of the logo can be useful if you want to draw attention to the tagline or if you want to add a pop of colour into your design.

As before, these version of the logo should never be re-created. Always use the original digital master artwork available from our marketing team.

Reversal landscape logo with tagline with in medium green



Reversal stacked logo with tagline with in medium green



Logo With Tagline – clearance area and minimum sizes

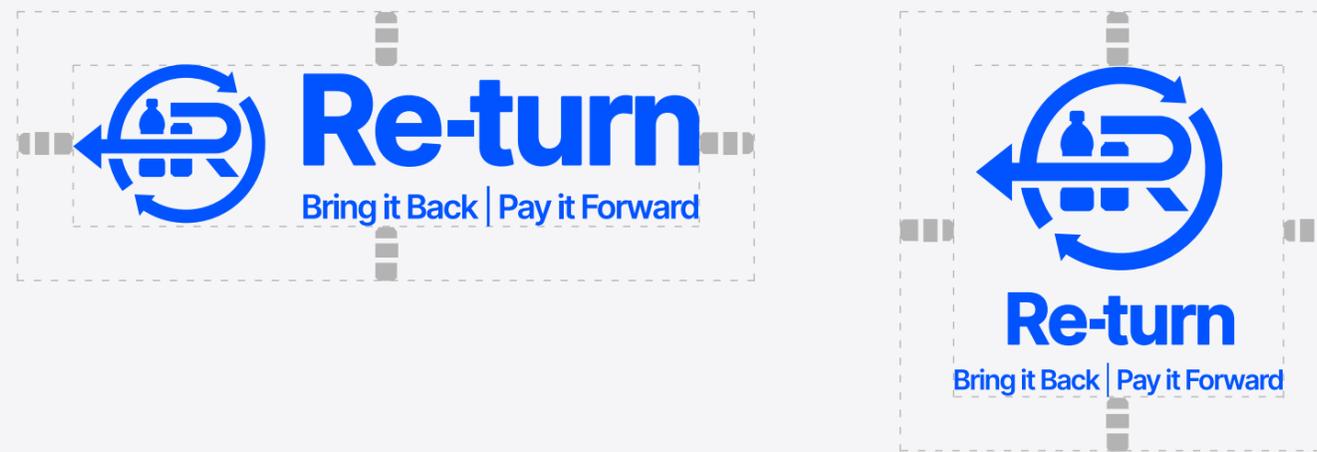
The Re-turn Logo With Tagline (Landscape or Stacked) should always be surrounded by a minimum area of space. The area of isolation ensures that headlines, text or other visual elements do not encroach on the logo.

This area is defined by using the length of the can from within the logo's icon.

To ensure legibility, minimum sizes have been set for both versions of the logo. Minimum sizes are shown for both print and screen.

The above rules also apply to Reversal Logos With Taglines.

Clearance area



Minimum sizes

For screen



126 px

For print



44 mm

For screen



79 px

For print



28 mm

Logo Prohibited Usage

Logo prohibited usage

All elements of our logos are fixed and should not be altered in any way. The logos must always be reproduced using the original digital master artwork and must not be modified in any way.

On this page are some examples of things that you should NEVER do to the logos. We have used the Positive Primary Landscape Logo to demonstrate, but these rules apply to all of our logos.

- 01. Stretch the logo
- 02. Squash the logo
- 03. Rotate the logo
- 04. Make the icon larger
- 05. Change the positioning of the icon
- 06. Create a multi-coloured logo
- 07. Put the logo in a box
- 08. Use drop shadow on the logo

01.



02.



03.



04.



05.



06.



07.



08.

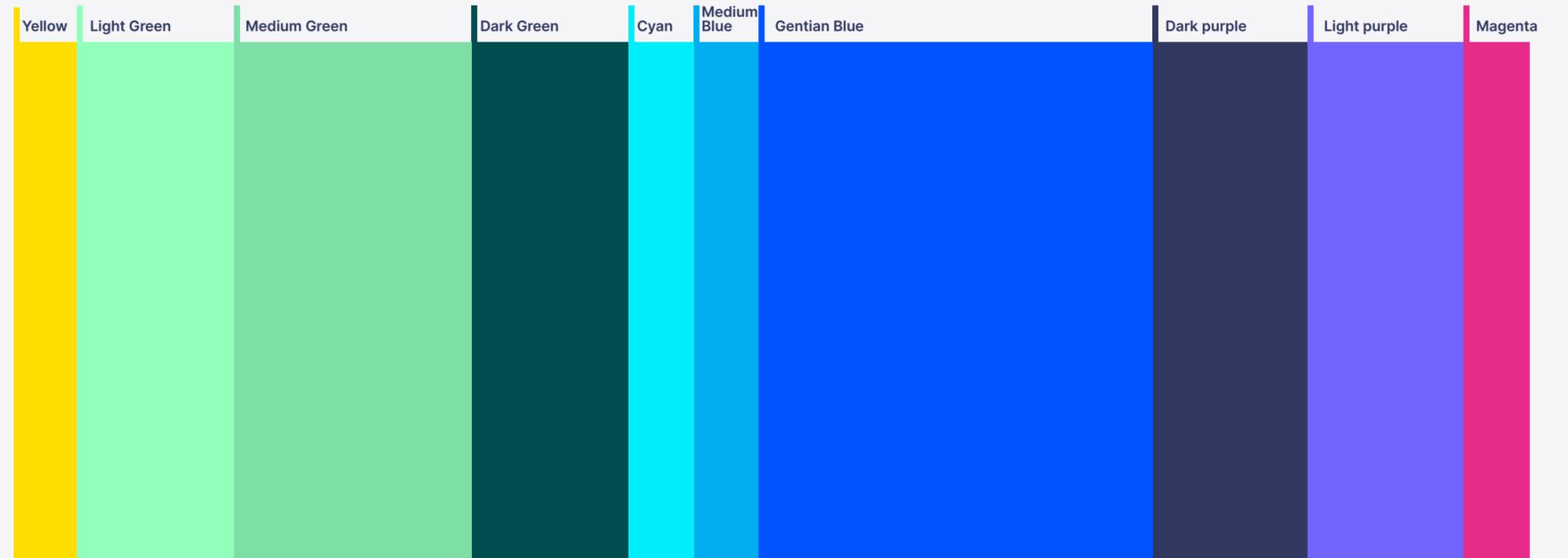


Colour Palette

Our colour spectrum

Colour is an essential part of our brand. It can set the tone for different audiences and it helps to define our brand and improve brand recognition.

The spectrum of colours shown outline how dominant each colour is within our colour palette. For example the Gentian Blue and Medium green, as our primary brand colours, largely dominate the spectrum. Whereas the Yellow and the Magenta are colours that are used more sparingly in our brand.



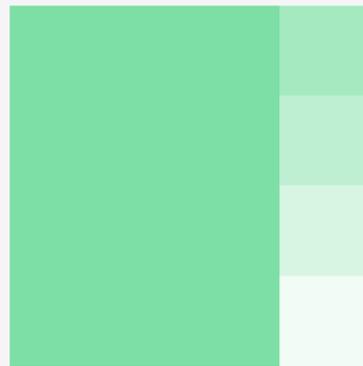
Colour breakdowns

Colours are shown in Pantone, CMYK, RGB, and hex values for a range of use across print and digital communications. It is also acceptable to use tints of these colours or add black into them if required.

Primary

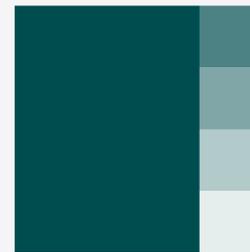


Gentain Blue
Pantone: 300C
CMYK: 100.68.0.0
RGB: 1.83.255
#0153FF

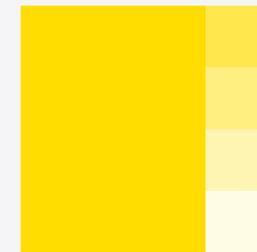


Medium Green
Pantone: 353C
CMYK: 41.0.34.0
RGB: 126.223.166
#7EDFA6

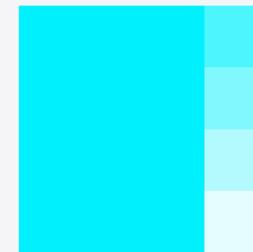
Secondary



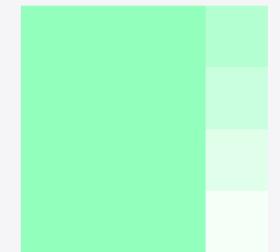
Dark Green
Pantone: 316 C
CMYK: 93.51.58.37
RGB: 0.77.80
#004D50



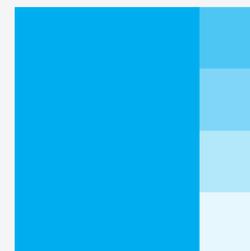
Yellow
Pantone: Yellow C
CMYK: 3.9.100.0
RGB: 255.221.0
#FFDD00



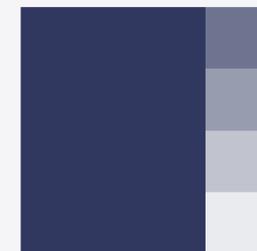
Cyan
Pantone: 318 C
CMYK: 44.0.16.0
RGB: 0.240.254
#00F0FE



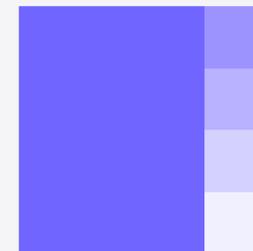
Light Green
Pantone: 351 C
CMYK: 36.0.35.0
RGB: 147.255.188
#93FFBD



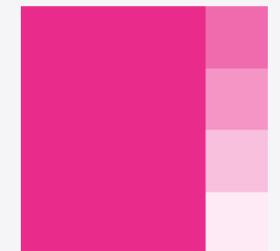
Medium Blue
Pantone: 299 C
CMYK: 81.18.0.0
RGB: 0.174.239
#00AEEF



Dark Purple
Pantone: 534 C
CMYK: 90.83.36.26
RGB: 48.56.96
#303860



Medium Purple
Pantone: 2725 C
CMYK: 68.65.0.0
RGB: 113.101.255
#7165FF



Magenta
Pantone: 225 C
CMYK: 2.94.5.0
RGB: 233.44.139
#E92C8B

Tint breakdowns

Tints of colours are allowed to be used sparingly. Tints can be useful for increasing contrast or for situations where legibility might be an issue.

| | | |
|---------|-----|---------|
| #0153FF | 70% | #4D87FF |
| | 50% | #80A9FF |
| | 30% | #B3CBFF |
| | 10% | #E6EEFF |

| | | |
|---------|-----|---------|
| #7EDFA6 | 70% | #A5E9C1 |
| | 50% | #BEEFD2 |
| | 30% | #D8F5E4 |
| | 10% | #F2FCF6 |

| | | |
|---------|-----|-----------|
| #004D50 | 70% | #4C8284 |
| | 50% | #80A6A7 |
| | 30% | #B2CACACA |
| | 10% | #E5EDED |

| | | |
|---------|-----|---------|
| #FFDD00 | 70% | #FFE74C |
| | 50% | #FFEE80 |
| | 30% | #FFF5B2 |
| | 10% | #FFFCE5 |

| | | |
|---------|-----|---------|
| #00F0FE | 70% | #4CF4FE |
| | 50% | #80F7FE |
| | 30% | #B2FAFF |
| | 10% | #E5FDFF |

| | | |
|---------|-----|---------|
| #00AEEF | 70% | #4CC6F4 |
| | 50% | #80D6F7 |
| | 30% | #B2E7FA |
| | 10% | #E5F7FD |

| | | |
|---------|-----|---------|
| #93FFBC | 70% | #B3FFD0 |
| | 50% | #C9FFDD |
| | 30% | #DFFFEB |
| | 10% | #F4FFF8 |

| | | |
|---------|-----|---------|
| #303860 | 70% | #6E7490 |
| | 50% | #979BAF |
| | 30% | #C1C3CF |
| | 10% | #EAEBEF |

| | | |
|---------|-----|---------|
| #7165FF | 70% | #9C93FF |
| | 50% | #B8B2FF |
| | 30% | #D4D1FF |
| | 10% | #F1F0FF |

| | | |
|---------|-----|---------|
| #E92C8B | 70% | #F06BAE |
| | 50% | #F495C5 |
| | 30% | #F8C0DC |
| | 10% | #E92C8B |

Typography

Typeface – primary headline

Clash Display is our headline typeface. It has been chosen because of its stand out and unique character. By default you should use it in Sentence Case. ALL CAPS should only be used in very exceptional circumstances.

Leading and kerning

As a general rule the leading should be set at 2 points above the text point size. For example, if the text is '40pt', the leading should be '42pt'. For very large headings, the leading may be adjusted by eye. Kerning for Clash Display Bold should be set at '0'.

Licensing

Clash Display Bold was created by Fontshare whose fonts are 100% free for personal and commercial use. The font can be downloaded from fontshare.com

Clash Display
Bold. **An eye catching headline font that communicates progression and personality.**

Typeface – Secondary

Inter is our secondary brand typeface. It has a large family and any of these weights can be used in the appropriate context.

Leading and kerning

As a general rule the leading should be set at 4 points above the text point size. For example, if the text is '10pt', the leading should be '14pt'. When kerning body copy, all weights of Inter should be set to no greater than '-10'.

Minimum size

The minimum recommended size for print is 9pt. Only in exceptional circumstances can the text be smaller. For screen the recommended minimum size is 12pt.

Licensing

Inter is a Google Font and is free for personal and commercial use. The font can be downloaded from fonts.google.com

Inter Extra Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Inter Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Inter Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Inter Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Inter Semi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Inter Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Inter Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Inter Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Hierarchy of type

Size hierarchy is important when setting type. There are no exact rules, however, in general, the headline message should always be the largest. The bold sub-headers should be slightly smaller and the body copy should always be the smallest type on the page. Call to action should never be larger than a sub-heading. Text should be left aligned where possible. In the example opposite, sample point sizes are shown in brackets.

Headline (47pt)

Clash Display
Bold for headlines

Subhead (17pt)

Inter Bold for sub-headlines

Body Copy (10pt)

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut lobortis sem vel ante. Suspendisse felis. Nulla commodo eleifend felis. Aenean vitae nibh. Nunc augue quam, fringilla id, lobortis sit amet, egestas ac, nunc. Integer iacfwgg fqwf ulis.

Donec ipsum arcu, pharetra dapibus non, vehicula sit amet, turpis. Praesent erat urna, rhoncus at. Sodales sed, auctor in, eros donec vitae leo eget elit blandit hendrerit. Quisque feugiat felis eget quam.

Mauris velit lorem, dictum in, fringilla non, vulputate a, pede. Nulla facilisi. Cras turpis nisi, laoreet tempus, interdum non, rutrum ac, magna. In hac habitasse platea dictumst. Curabitur porta sagittis sapien.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut lobortis sem vel ante. Suspendisse felis. Nulla commodo eleifend felis. Aenean vitae nibh. Nunc augue quam, fringilla id, lobortis sit amet, egestas ac, nunc.

CTA (17pt)

www.re-turn.ie

Graphic Device

The Active Arrow

This is the Re-turn Active Arrow. It is derived from the arrow within the Re-turn logo. When repeated in a circle, the active arrows form a layered and flexible graphic device.

When using the active arrow shapes you must always adhere to their formation displayed on this page. You are allowed to 'skip' arrows by deleting them out and you can also just use a single arrow. You can use both outlined or solid arrows and you can house photography within arrows. You can also crop in on and rotate your final arrow shapes to best suit your needs. However it is important that each arrow shape remains in its original position within the circular formation on this page.

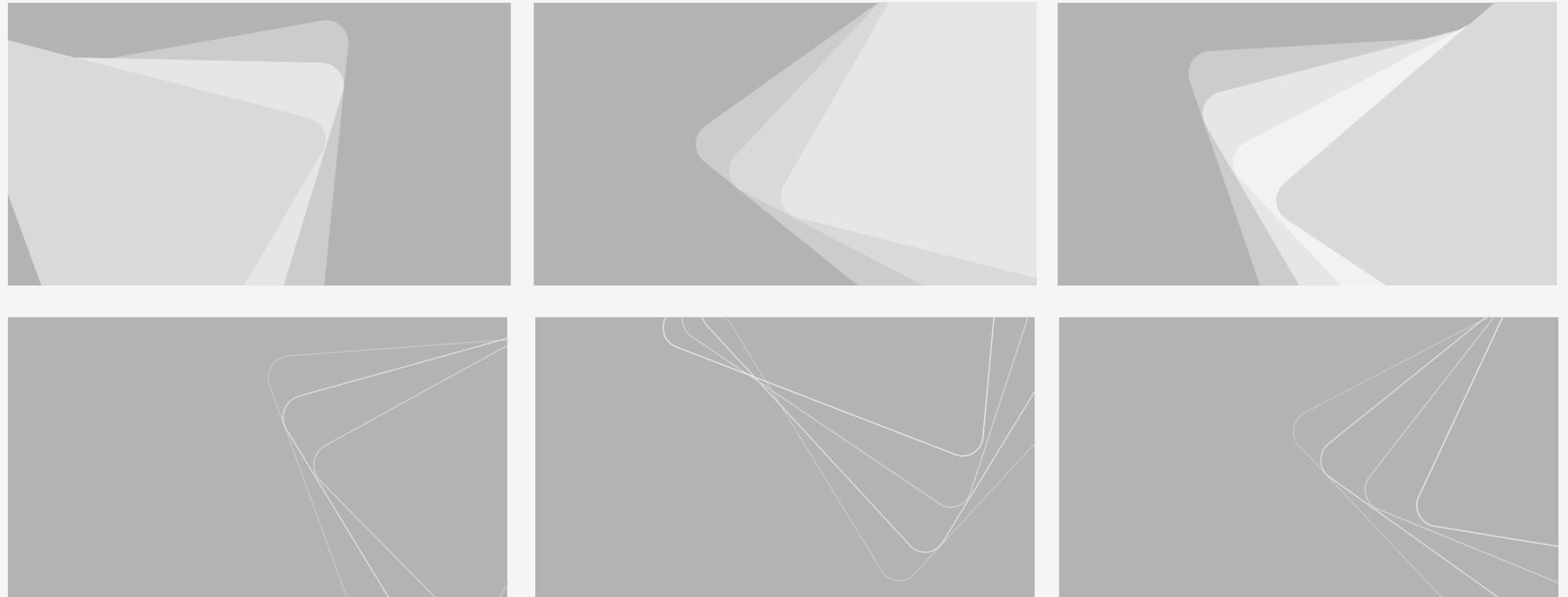
Please see composition examples on the following pages and in the 'Design Examples' section of this PDF.



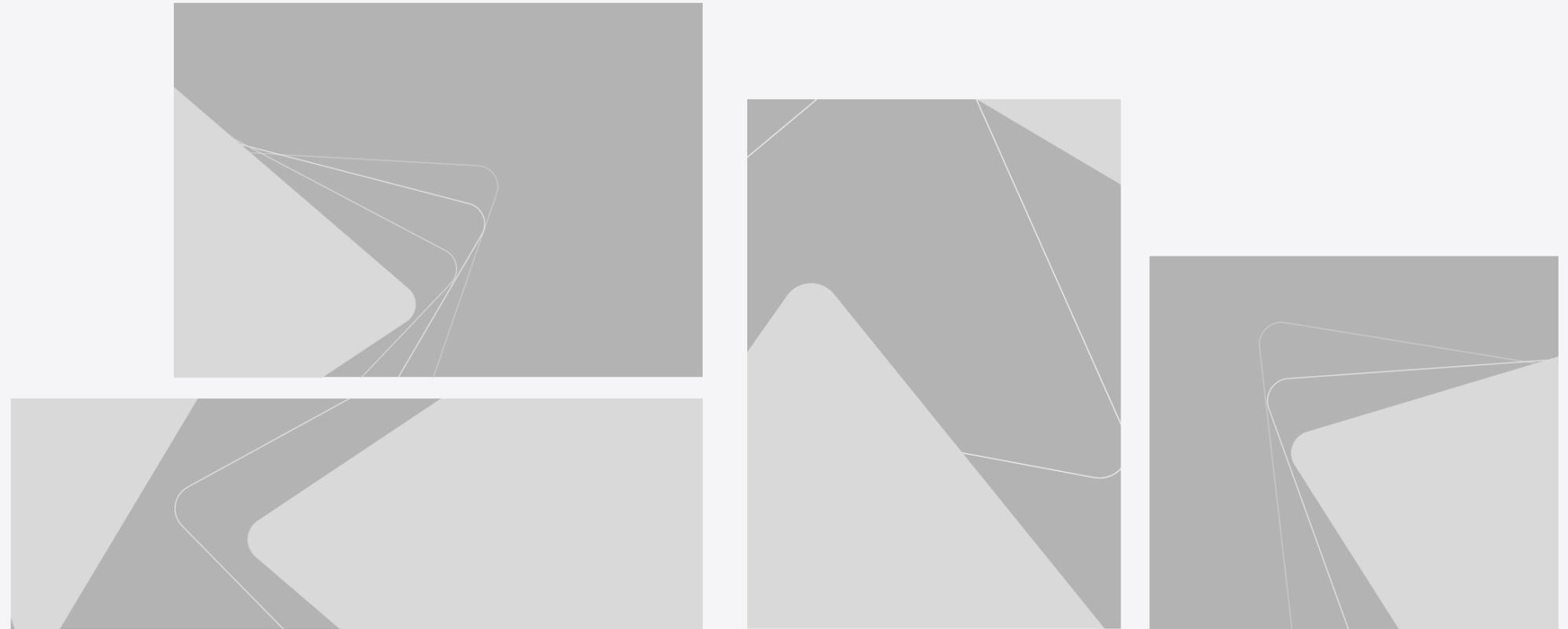
Single arrow composition examples



Solid arrow and outline arrow composition examples



**Mix of solid and outline
arrow composition
examples**



Re-turn Collateral

Re-turn Membership Notice A4 Poster

The Re-turn Membership Poster will be issued to all registered Members of Deposit Return Scheme Ireland CLG, trading as Re-turn.

The poster must be displayed prominently in store where consumers can legibly read the information.



Re-turn Membership and Take Back Exemption Notice A4 Poster

The Re-turn Membership and Take Back Exemption poster will be issued to all Registered Members who have applied for and been granted a Take Back Exemption.

The poster must be displayed prominently where consumers can view the website details and have access to scan the QR code for Deposit Return Points.



Sample Retailer Till Receipt

This is a sample receipt only. The receipt must display the Deposit as a separate line item, separate to the product cost.

Each Deposit (15c & 25c) must be shown on separate lines. For each of these lines, you must display the Deposit multiplied by the number of units, followed by a total.

Deposit for a drinks container is mandatory and cannot be changed or discounted for promotional purposes.

Retailer name

| | |
|----------------------------|------------|
| Milk..... | €xx |
| Bread..... | €xx |
| Water bottle 2 litre | €xx |
| Orange can 330ml..... | €xx |
| Total Net | €xx |

Deposit

| | |
|--------------------|------------|
| 25c x 1 Unit | €xx |
| 15c x 1 Unit..... | €xx |
| TOTAL..... | €xx |

(Total NET + Deposit)

Sample Producer Invoice

This is a sample invoice only. The invoice must display the Deposit as a separate line item, separate to the product cost.

Deposits of 25c and Deposits of 15c must be shown on separate lines. For each of these lines, you must display the Deposit multiplied by the number of units, followed by a total.

Please note this is not an invoice and is guidance only on illustration of the Deposit as a 'separate line item' to Product costs.

Company X

1500 'in scope' Products – @X €per unit €XX
 VAT @ XX% €XX
 Subtotal €XXXX

| Re-turn Deposit | No. of Units | Deposit per unit | Total |
|---------------------------|--------------|------------------------------|-------------|
| Deposit 150-500ml | 500 | 15c | €75 |
| Deposit >500ml – 3 litres | 1,000 | 25c | €250 |
| | | Total Re-turn Deposit | €325 |

Subtotal €XXXX
 + Deposit €325
Total invoice including Deposit = €XXXX

Shelf Price Cards

The total cost of the Deposit must be shown underneath the main pricing as an additional cost. A '+' symbol must always proceed this - for example, a total Deposit of 90c should be displayed as '+ 90c Deposit' as shown in Example C.

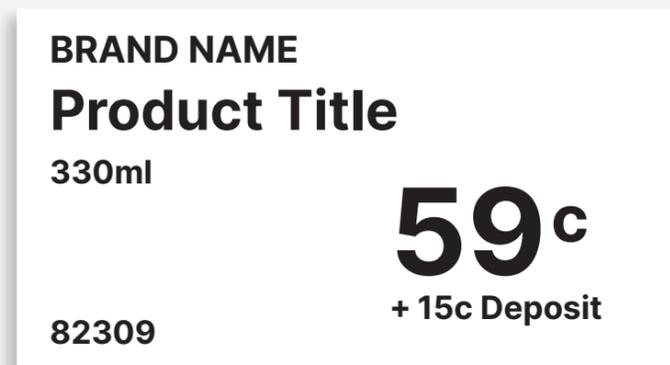
Font Styling:

The total cost of the Deposit must be displayed in the same font styling as the Product Volume. This means that the total cost of the Deposit should have the same font point size, colour, weight (bold, regular etc) and case* as the Product Volume.

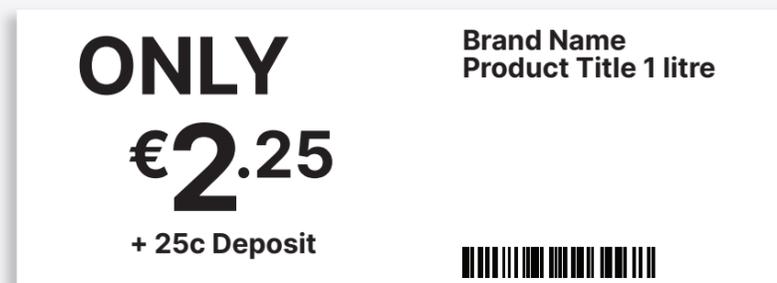
*The word 'Deposit' must always be capitalised. It can also appear in All Caps if necessary.

Single Item Mockups (Paper Cards and Electronic Shelf Labels)

A) 150ml - 500ml

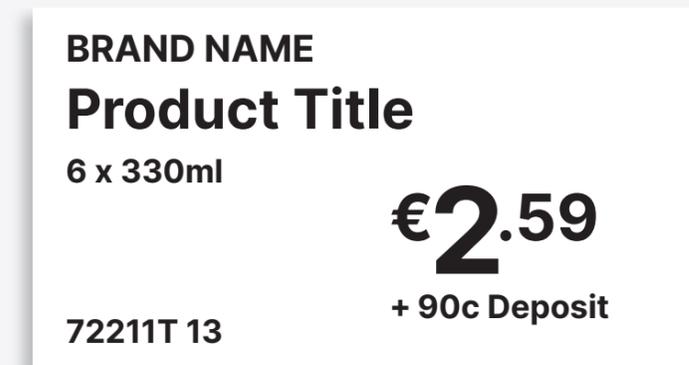


B) Over 500ml - 3litres

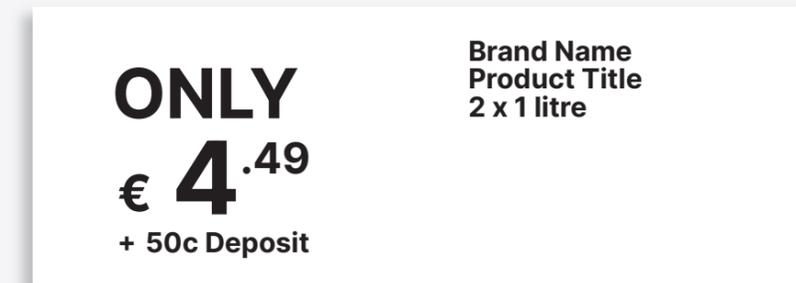


Multipack Mockups (Paper Cards and Electronic Shelf Labels)

C) 150ml - 500ml



D) Over 500ml - 3litres



Online Pricing

The total cost of the Deposit must be shown underneath the main pricing as an additional cost. A '+' symbol must always precede this - for example, a total Deposit of 15c should be displayed as '+ 15c Deposit', as shown in example A.

N.B. The word 'Deposit' must always be capitalised. It can also appear in All Caps if necessary.

A) Single item



Spring Water (500 ml)

€0.80 (€1.60/litre)
+ 15c Deposit

B) Multipack



Spring Water 6 Pack (500 ml)

€4.00 (€1.33/litre)
+ 90c Deposit

Multi Product Deals that include Re-turn logo stock

For all promotional offers that include Re-turn logo stock, the total Deposit must be displayed underneath the main pricing as an additional cost. A '+' symbol must always proceed this - for example, a total Deposit of 25c should be displayed as '+ 25c Deposit' as shown. The minimum point size for this is 5pt for print and 7px for digital.

You must also include the following text, which should always be preceded with an asterisk: '*Deposit applies to drinks containers featuring the Re-turn logo.' The minimum point size for this is 5pt for print and 7px for digital.

N.B. The word 'Deposit' must always be capitalised. It can also appear in All Caps if necessary.



**THIS WEEK'S
SPECIAL
OFFER**

€22.49
+ 25c Deposit

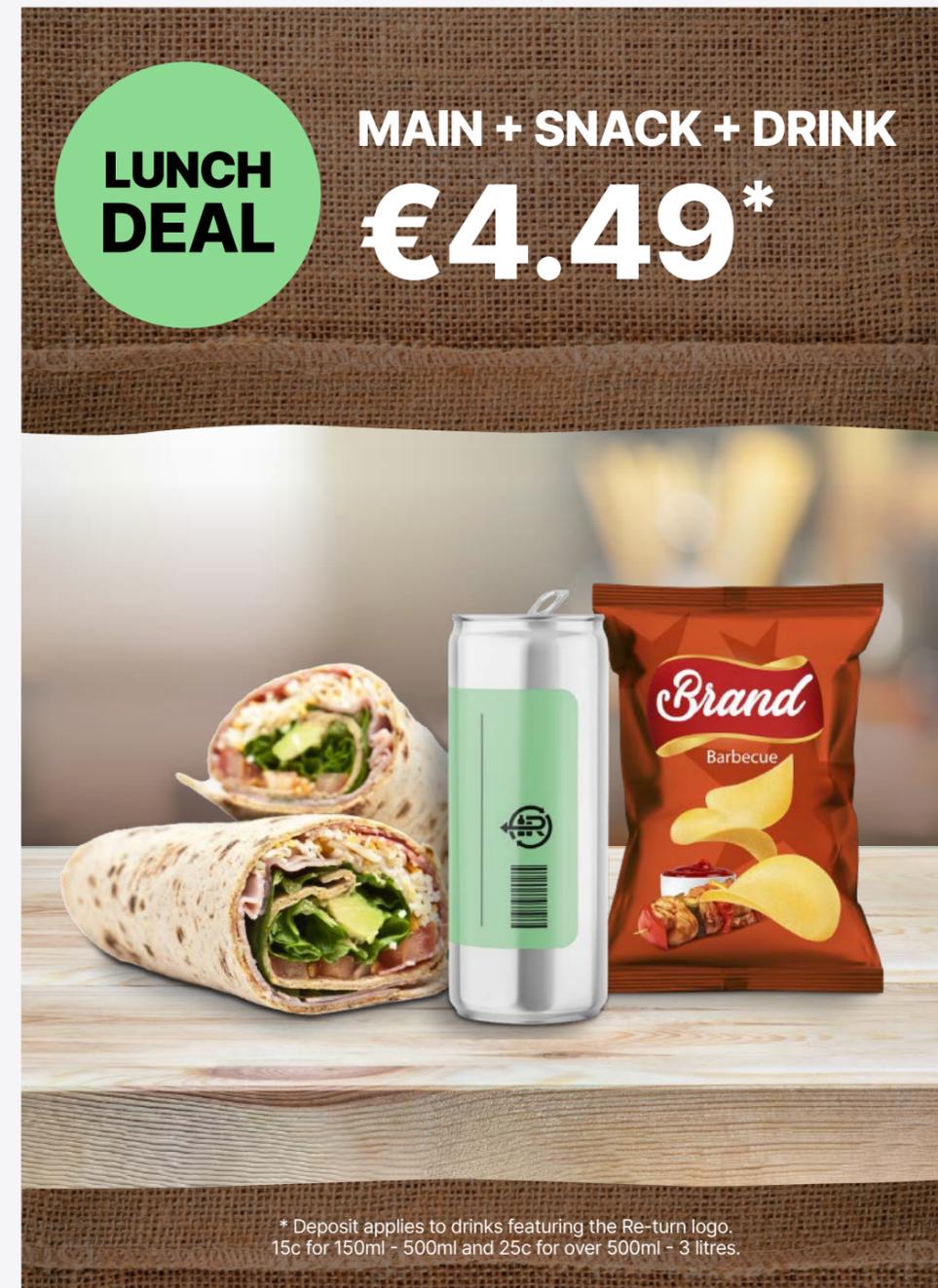
**TWO MEDIUM PIZZAS
+ 2 LITRE SOFT DRINK**

* Deposit applies to drinks containers featuring the Re-turn logo.

Multi Product Deals that may include Re-turn logo stock

For all promotional offers that may include Re-turn logo stock (i.e. if the customer has a choice between selecting Re-turn logo stock and non Deposit products as part of the deal), then an asterisk must be placed beside the price of the deal. The following copy must also be featured: '*Deposit applies to drinks featuring the Re-turn logo. 15c for 150ml - 500ml and 25c for over 500ml - 3 litres.' The minimum point size for this copy is 5pt for print and 7px for digital.

N.B. The word 'Deposit' must always be capitalised. It can also appear in All Caps if necessary.



LUNCH DEAL

MAIN + SNACK + DRINK

€4.49*

* Deposit applies to drinks featuring the Re-turn logo. 15c for 150ml - 500ml and 25c for over 500ml - 3 litres.

Ad campaigns (digital / print / TV)

If a single drink or multipack of drinks is displayed on its own with the item's price (like in example B), then you must show the total Deposit underneath the price as an additional cost. A '+' symbol must always precede this - for example, a total Deposit of 15c should be displayed as '+ 15c Deposit'. The minimum point size for this is 5pt for print and 7px for digital.

If your ad shows multiple different types of products all grouped together without individual prices but with a collective price (like in example A), then an asterisk must be placed beside the collective price. The following copy must also be featured: '*Deposit applies to all Re-turn logo drinks containers.' The minimum point size for this copy is 5pt for print and 7px for digital. For video or animation ads, the copy needs to be legible when viewed both on TV and on smaller devices such as mobile phones. For these formats, the copy can appear on the screen any time a Re-turn logo drink container is in shot or on the end frame as shown in example A. There must always be sufficient time allowed for the audience to read the copy.

N.B. The word 'Deposit' must always be capitalised.
It can also appear in All Caps if necessary.

A)



B)



Additional collateral for in store

Shelf Wobblers

We recommend featuring all five shelf wobblers in store, particularly at launch phase to reinforce awareness of the Scheme, the Deposit Values, how to return and benefits of Deposit Return.



Shelf Wobblers - Pre Go Live

We recommend featuring this pre-launch shelf wobbler to create awareness of when the Scheme will go live.



Pull Up Signage

For Pull Up Signage the blank template version shown can be used in conjunction with your own branding and design. You can also choose to use the official Re-turn branded designs

The Re-turn logo must always be present and when possible it should sit beside the retailer logo. The size of the Re-turn logo and the size of your retailer logo should be equal.



Pull Up Signage **- Pre Go Live**

We recommend featuring this pre go live pull up in store in the lead up to the scheme's launch (1 Feb 2024). This will help to prepare staff and customers for the launch and drive customers to the Re-turn website to learn more.

The Re-turn logo must always be present and when possible it should sit beside the retailer logo. The size of the Re-turn logo and the size of your retailer logo should be equal.



Security Gate

We recommend displaying a broad/top line brand message on security gates and to keep them simple and visually impactful with bright colours and photography.

The Re-turn logo must always be present and when possible it should sit beside the retailer logo. The size of the Re-turn logo and the size of your retailer logo should be equal.



Checkout Dividers

The Re-turn logo must always be present and when possible it should sit beside the retailer logo. The size of the Re-turn logo and the size of your retailer logo should be equal.



Checkout Dividers - Pre Go Live

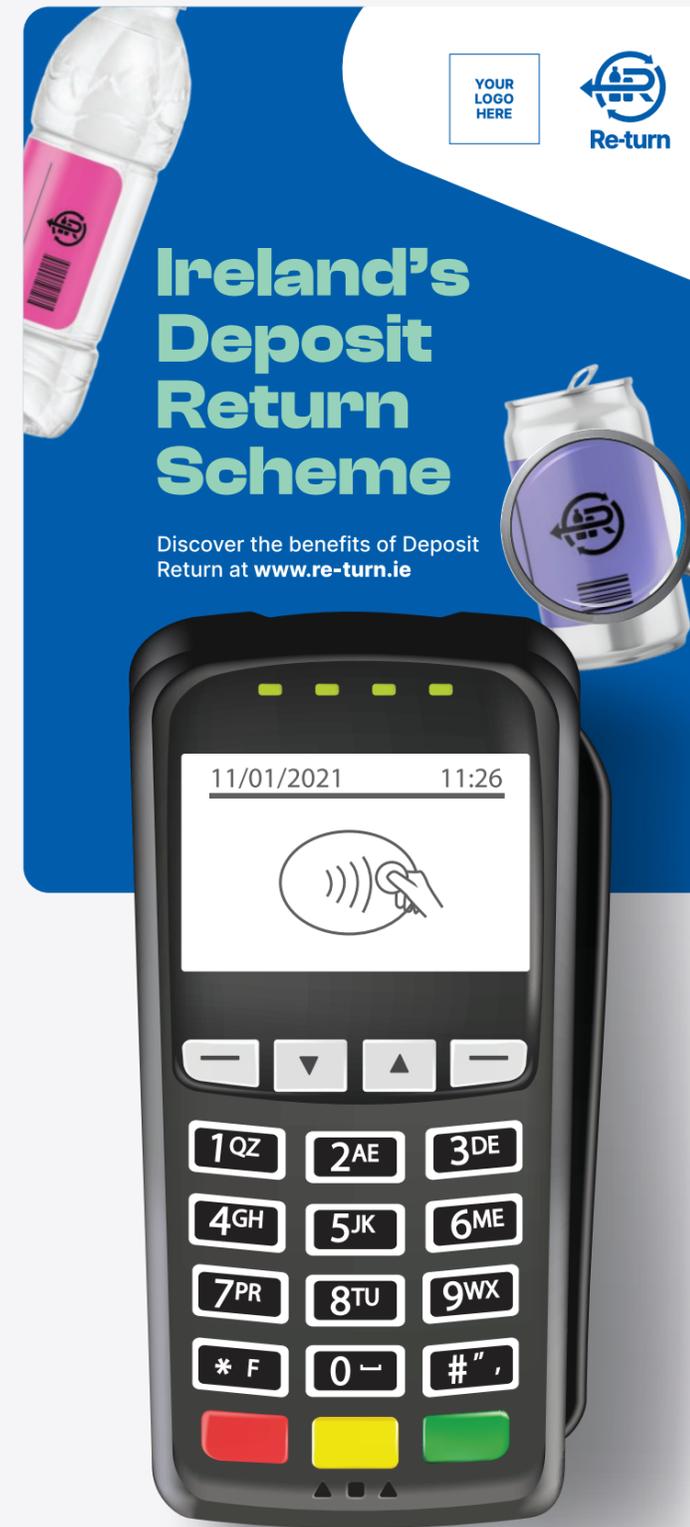
We recommend featuring this pre go live checkout divider in store in the lead up to the scheme's launch (1 Feb 2024). This will help to prepare staff and customers for the launch and drive customers to the Re-turn website to learn more.

The Re-turn logo must always be present and when possible it should sit beside the retailer logo. The size of the Re-turn logo and the size of your retailer logo should be equal.



Chip and Pin Branding

The Re-turn logo must always be present and when possible it should sit beside the retailer logo. The size of the Re-turn logo and the size of your retailer logo should be equal.



Obligatory collateral for vending machines

Vending machine customer notice sticker

All vending machines containing Re-turn logo stock must display one of the customer notice stickers shown on this page.

You must include all assets shown in the design. The Re-turn logo must be featured prominently. The QR code, which allows customers to access a nationwide list of Deposit Return Points, must always be featured at a minimum size of 20mm x 20mm. Your headline copy should be a minimum of 25 point and the body copy a minimum of 10 point.

Please Note:

You must show the Deposit as a separate cost. It can be displayed beside the stock or on the interactive digital display.

Minimum size: 97mm W x 197mm H



Minimum size: 217mm W x 79mm H



Minimum size: 151mm W x 125mm H



Minimum size: 193mm W x 193mm H

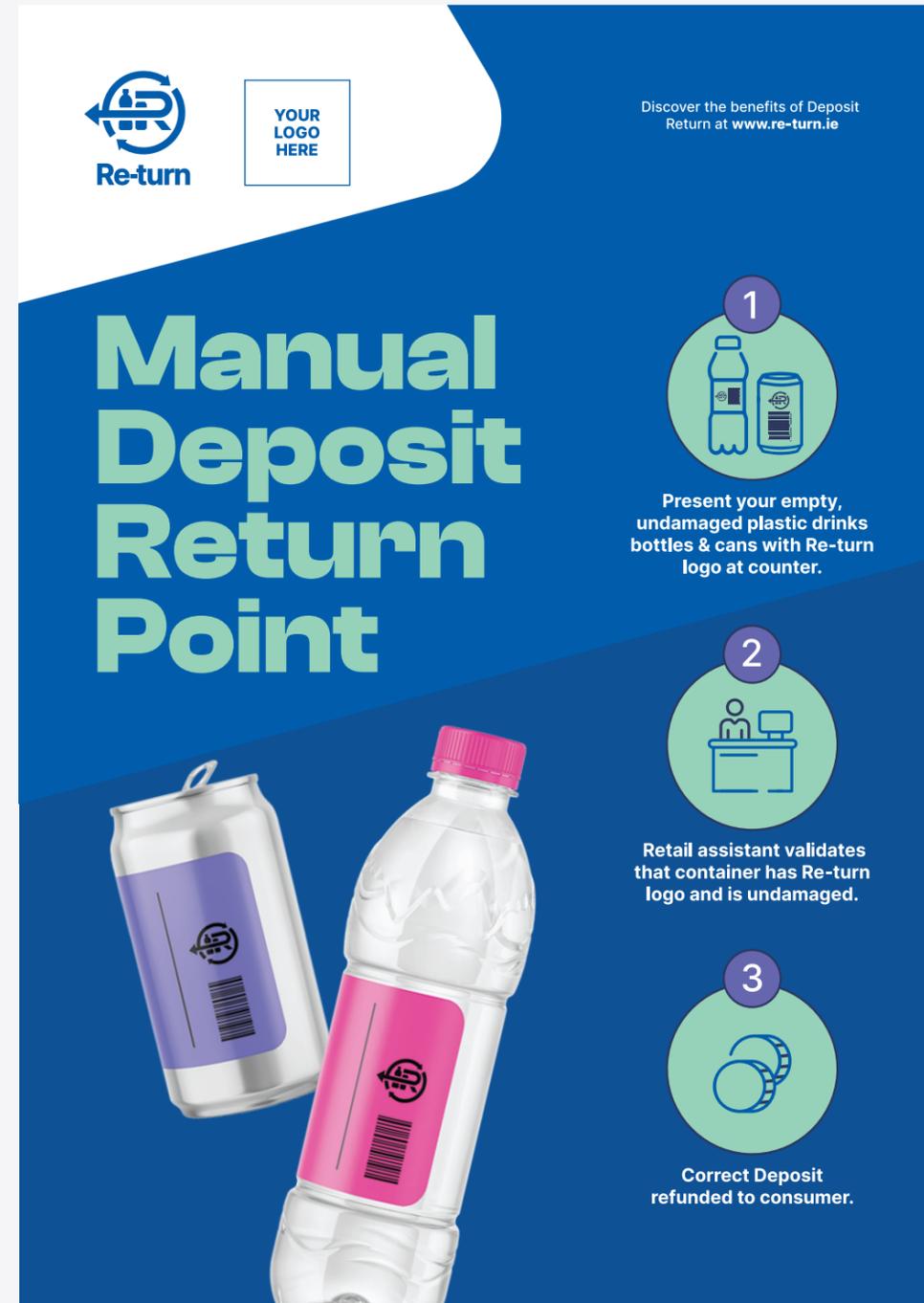


Obligatory collateral for Manual Return Points (over the counter)

Manual Deposit Return Notice A4 Poster

All Retailers that operate a Manual take back must display this poster at point of sale. The poster clearly outlines the process for returning Re-turn logo drinks containers and the validation process.

The size of the Re-turn logo and the size of your retailer logo on the poster should be equal.



Obligatory collateral for Automatic Return Points (reverse vending machines)

RVM design adherence

Pages 21-26 demonstrate how Reverse Vending Machines (RVMs) should be co-branded. We have provided design examples for small, medium and large RVMs.

One third of your machine should be branded in the Re-turn brand. This area needs to **clearly and legibly feature ALL of the assets that are shown in our design examples** (please see checklist in the next column). This is important as each asset helps to ensure that the customer uses the machine correctly. The Re-turn branding should be placed on the top portion of the machine, as indicated in the design samples, so that consumers can easily read all of the information.

The other two-thirds of the machine can be wrapped in your own retailer branding.

ASSET CHECKLIST:

Your design needs to feature:

- **The Re-turn logo**
- **The background design** (which is made up of the Gentian Blue 'Active Arrow' graphic and the Dark Purple background)
- **The 'How to Return' section** that includes the numbered circles and text
- **The 'What to Return' section**
- **The 'How to Insert' section**
- **The 'Discover the benefits of Deposit Return at www.re-turn.ie' section**

RVM design adherence cont'd

You will be supplied with all of the design assets that are featured in our design examples (see asset list on previous page). When using the assets **you must replicate the layout of our designs as closely as possible.**

YOU MUST:

Maintain the proportions and placement that we have given to the assets in the designs:

- **The 'How to Return' section**, that includes the numbered circles and text, should be the largest, most prominent asset and should sit to the left or the top of the design when possible. You may marginally adjust the spacing in between the three circles in this section to suit the space you are working with.
- **The 'What to Return' section** should be the second largest asset and should sit to the right or towards the bottom of the design when possible.

(Please note - when provided with enough space the 'How to Return' and 'What to Return' sections may be of equal size/prominence. In instances where these sections are of differing sizes we recommend that the overarching headlines 'How to Return' and 'What to Return' remain the same point size. See example on page 22)

-
- **The 'How to Insert' section** should sit underneath the RVM opening when possible. If necessary it may sit above or beside it. It should always be situated close to the RVM opening.

-
- **The 'Discover the benefits of Deposit Return at www.re-turn.ie' section** should be situated towards the bottom of the design and should sit beside 'How to Insert' when possible.

-
- **The Re-turn logo** should sit at the top left or top middle of the design. It can sit top right, but only when dictated by the space available.

The logo should naturally sit in a place of its own and not interrupt the flow of the other assets. For example, in the design example of a large RVM on page 25 the logo has been placed on the left, allowing the rest of the assets to be positioned together near the RVM opening – this placement/grouping provides easy consumption of information for the user.

In the design example of a medium RVM on page 23 the logo has been placed in the top middle portion of the design as this is the natural place for it given the space provided.

Always ensure you maintain the minimum amount of clearance area all around the logo (see page 7).

TEST PHASE:

Special Test Phase sticker artwork will also be provided. There are two stickers in total. Both of these need be applied to any RVM that is being turned on or used as a tester before the official launch of the National Deposit Return Scheme on 1 February. Easy Peel stickers should be used so that the Re-turn branding wrap is not damaged.

Small machine - close up of design



How to Return



Insert empty, undamaged plastic drinks bottles & cans with Re-turn logo only.



Voucher for deposit amount is issued.



Redeem deposit voucher at till.



What to Return

Permitted Drinks Containers

PET Plastic Bottles, Aluminium/Steel Cans from 150ml – 3litres.



ONLY containers with the Re-turn logo.

Label/barcode must be clearly legible.

Do Not Insert



Glass Tetra Pak Dairy Products

Deposit Values

(Based on size of bottles/cans)

150ml – 500ml → 15c

Over 500ml – 3litres → 25c

How to Insert:

Base first

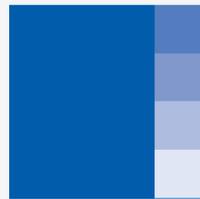


Discover the benefits of Deposit Return at www.re-turn.ie

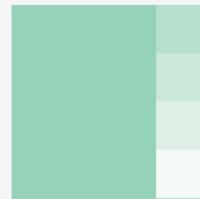
Medium machine

The light grey area represents the two-thirds of the machine that you can brand using your own retailer branding. We recommend that the Re-turn logo and your retailer logo be of equal size.

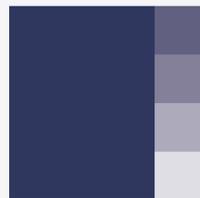
The design shown is set up using the Re-turn CMYK colour values for print:



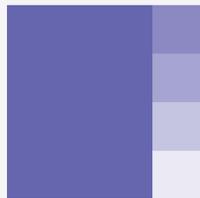
Gentain Blue
CMYK: 100.68.0.0



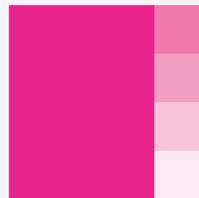
Medium Green
CMYK: 41.0.34.0



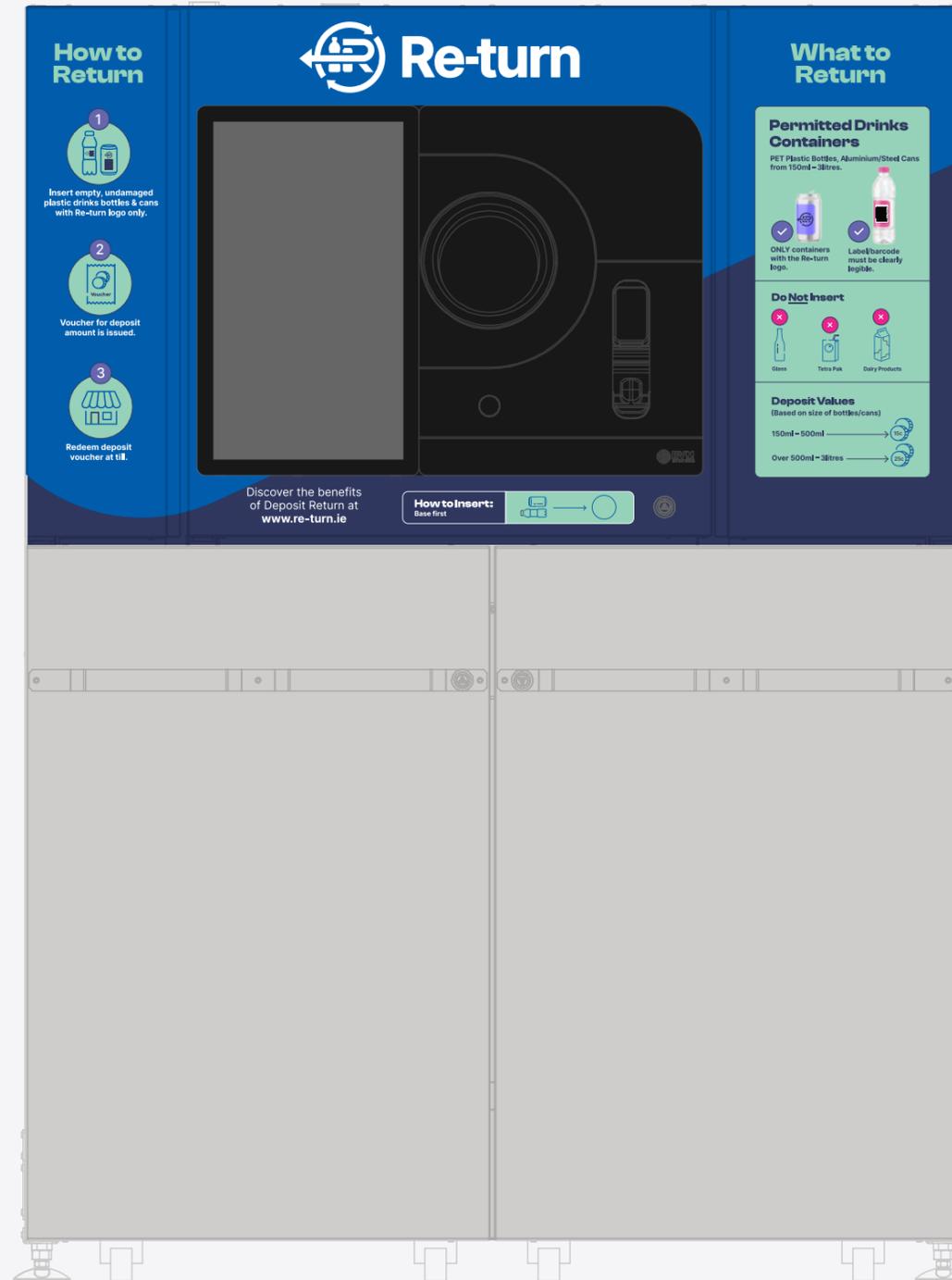
Dark Purple
CMYK: 90.83.36.26



Medium Purple
CMYK: 68.65.0.0



Magenta
CMYK: 2.94.5.0



Medium machine - close up of design



How to Return



Insert empty, undamaged plastic drinks bottles & cans with Re-turn logo only.



Voucher for deposit amount is issued.



Redeem deposit voucher at till.

Re-turn

What to Return

Permitted Drinks Containers

PET Plastic Bottles, Aluminium/Steel Cans from 150ml - 3litres.



ONLY containers with the Re-turn logo.



Label/barcode must be clearly legible.

Do Not Insert



Glass



Tetra Pak



Dairy Products

Deposit Values

(Based on size of bottles/cans)

150ml - 500ml → 15c

Over 500ml - 3litres → 25c

Discover the benefits of Deposit Return at www.re-turn.ie

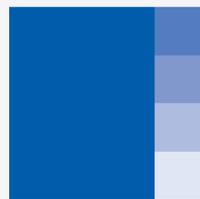
How to Insert:
Base first



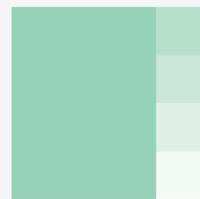
Large machine

The light grey area represents the two-thirds of the machine that you can brand using your own retailer branding. We recommend that the Re-turn logo and your retailer logo be of equal size.

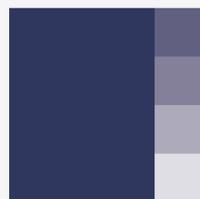
The design shown is set up using the Re-turn CMYK colour values for print:



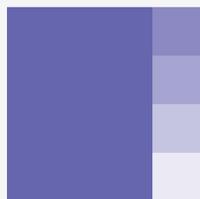
Gentain Blue
CMYK: 100.68.0.0



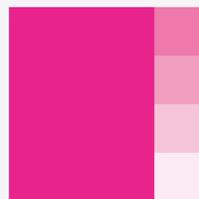
Medium Green
CMYK: 41.0.34.0



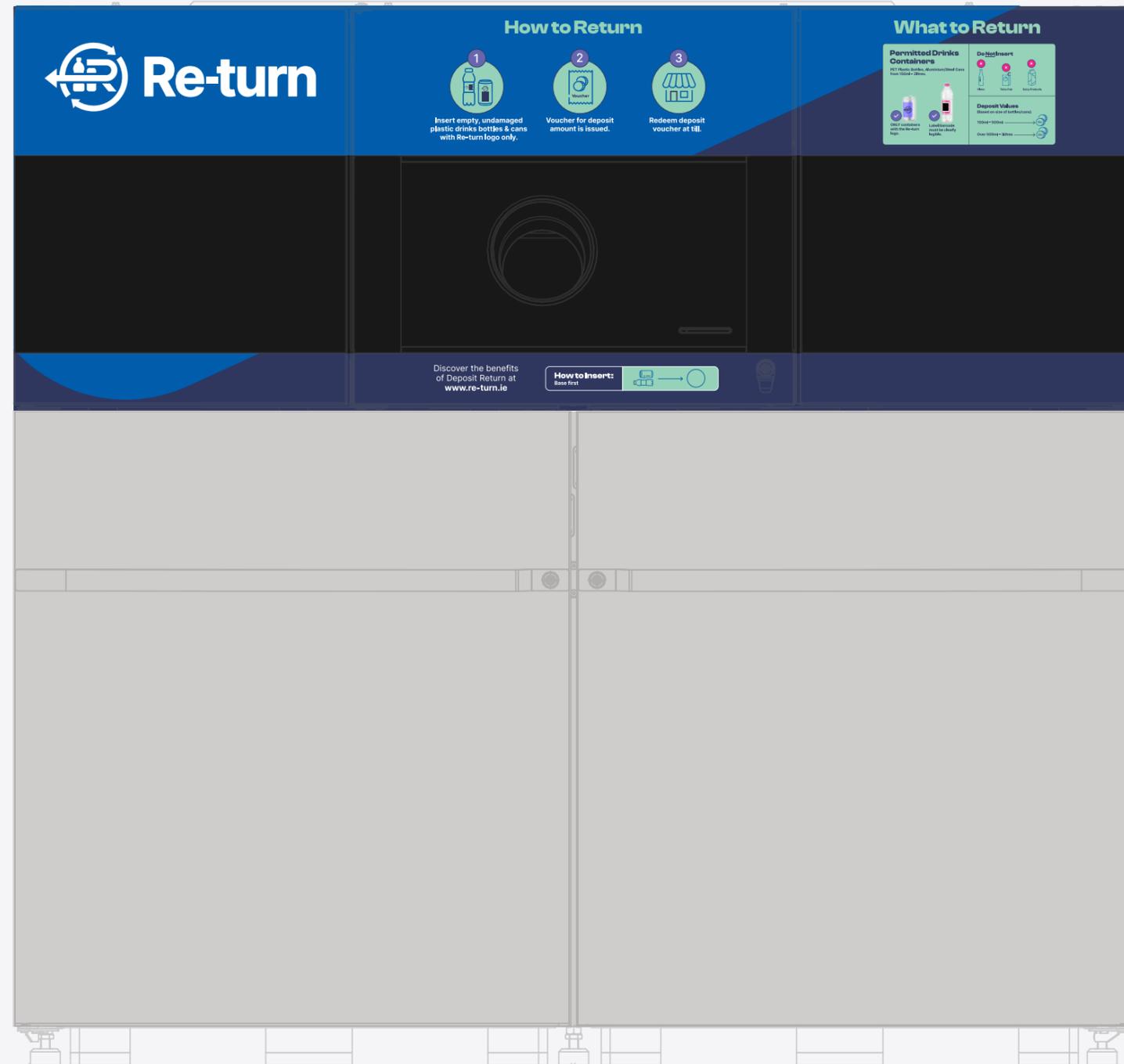
Dark Purple
CMYK: 90.83.36.26



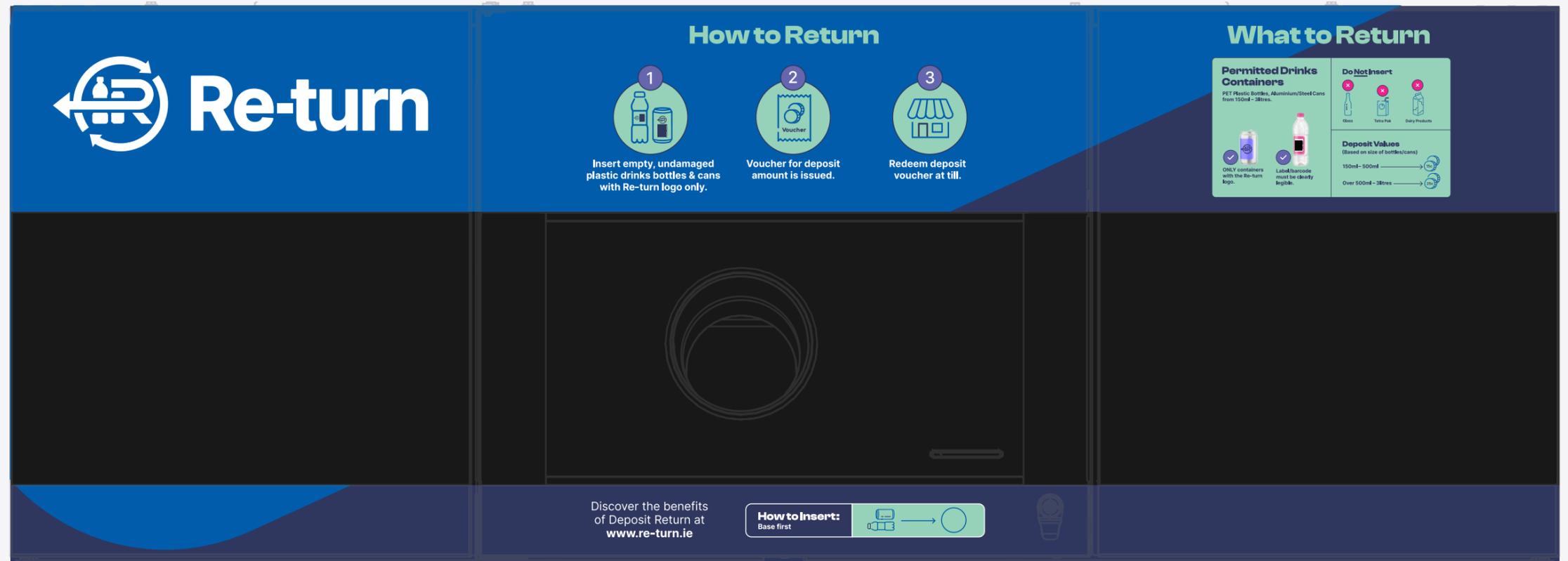
Medium Purple
CMYK: 68.65.0.0



Magenta
CMYK: 2.94.5.0



Large machine - close up of design



Light coloured RVM external enclosure

This mockup demonstrates how a light coloured RVM external enclosure should be co-branded with the Re-turn brand.

The title 'Deposit Return Point' must be present, preferably on the fascia, and this can be set in your own brand font if you wish. The title should be prominent and legible at a distance (please see page 4 for guidance on title sizing). The official Re-turn bottle and can icons must sit to the left of the title.

The Re-turn logo must be present on the front of the enclosure, preferably on the fascia, but it can also appear on the side panels as well if you wish. **The Re-turn logo should be the same size as the retailer logo** and should preferably sit beside the retailer logo when possible.

If your enclosure is light in colour you should use the gentian blue Re-turn logo. If you are colouring your enclosure using decals or spray paint etc, **please ensure that the Re-turn logo is sufficiently contrasted with your chosen background colour.**

The official Re-turn bottle and can icons may be placed at a larger scale on the front or side panels of your enclosure if you wish. We recommend using them as they are an effective signal to the public, even from a distance. In the example shown, they have been applied as translucent decals.



Dark coloured RVM external enclosure

This mockup demonstrates how a dark coloured RVM external enclosure should be co-branded with the Re-turn brand.

The title 'Deposit Return Point' must be present, preferably on the fascia, and this can be set in your own brand font if you wish. The title should be prominent and legible at a distance (please see page 4 for guidance on title sizing). The official Re-turn bottle and can icons must sit to the left of the title.

The Re-turn logo must be present on the front of the enclosure, preferably on the fascia, but it can also appear on the side panels as well if you wish. **The Re-turn logo should be the same size as the retailer logo** and should preferably sit beside the retailer logo when possible.

If your enclosure is dark in colour you should use the white Re-turn logo. If you are colouring your enclosure using decals or spray paint etc, **please ensure that the Re-turn logo is sufficiently contrasted with your chosen background colour.**

The official Re-turn bottle and can icons may be placed at a larger scale on the front or side panels of your enclosure if you wish. We recommend using them as they are an effective signal to the public, even from a distance. In the example shown, they have been applied as translucent decals.



RVM external enclosure title - sizing guidance

These mockups demonstrate how to size and lay out the 'Deposit Re-turn Point' title, the official Re-turn bottle and can icons, the Re-turn logo and the retailer logo on different fascia formats.

The title should be the most prominent asset on the fascia. It may be returned onto two or three lines if necessary.

The official Re-turn bottle and can icons should always act as a secondary support asset to the title and they should never be larger than the title when sitting beside it.

The Re-turn logo and the retailer logo should be the same size and they should ideally sit side by side but they can be stacked if necessary.





Need further help?

For more information, help or guidance on any aspect of the Re-turn brand please contact our marketing team who will be happy to help out.

info@re-turn.ie