



BRAND GUIDELINES | VERSION 1.1 | 2026



Recycle NB is not just a name. It is the very essence of who we are and what we do.

Our organization is the provincial recycling leader and the authority for ensuring designated materials are managed in a sustainable, environmentally responsible way. Our goal is to ensure there is a system in place to successfully divert a growing list of materials from the waste stream.

Visionary, knowledgeable, trustworthy, professional and accessible are the words that best describe our organization.

To gain and maintain the confidence of employees, partners and the residents of New Brunswick, we must communicate in ways that are creative, strategic, engaging and consistent. They must know, recognize and understand our promise.

This Corporate and Brand Standards Manual brings the Recycle NB brand to life. It sets clear guidelines to ensure that the Recycle NB brand is consistent across all of its uses by our organization and each of our partners. Meticulous adherence to the brand standards will make it easier for New Brunswickers to do their part to make our vision a reality. By embracing our corporate identity and brand standards, you will contribute to the achievement of our vision of Helping Keep NB Clean.

Note: Agencies who wish to use the Recycle NB logo, brand line and partner icons must first obtain permission to do so. Requests can be sent to info@recyclenb.ca.



CONTENTS

4	PHILOSOPHY Our Vision Our Mission Our Role Positioning Line
9	VOICE
11	LOGOS
22	ICONS
26	COLOURS
29	TYPOGRAPHY
32	VISUALS
35	WORK SAMPLES



PHILOSOPHY

OUR VISION

Helping Keep NB Clean

Our vision is a New Brunswick where all waste materials are managed in a sustainable and environmentally responsible way for today's residents and for future generations.



OUR MISSION

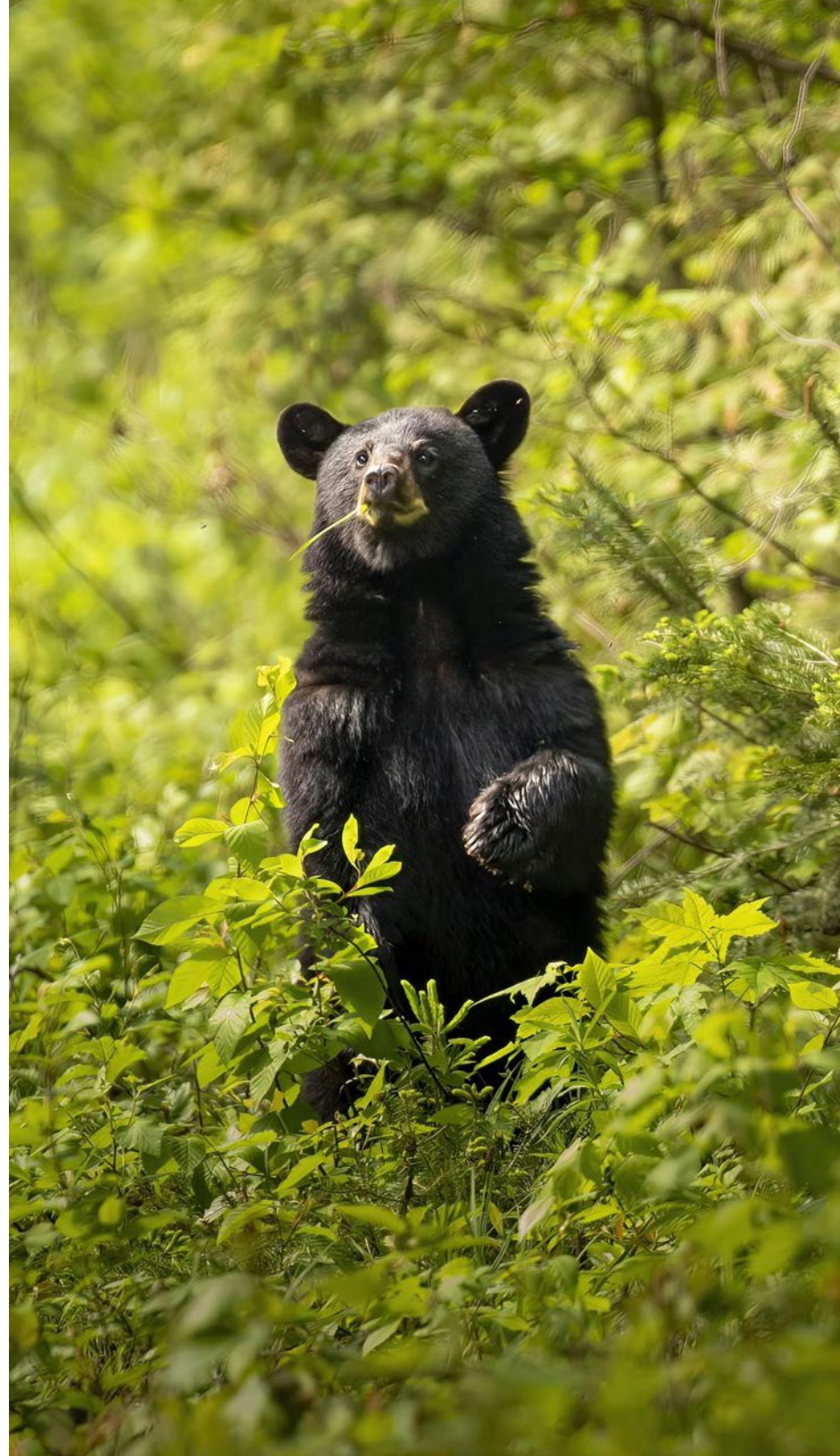
Our mission is to oversee waste reduction programs for designated materials and provide environmental stewardship for New Brunswick.



OUR ROLE

Our role is to ensure that materials designated by the Minister of Environment and Climate Change are managed in a manner that assures a clean and healthy environment.

We do this through education and promotion of the benefits of recycling to all New Brunswickers and by supporting and overseeing Extended Producer Responsibility (EPR) programs across the province. EPR is an environmental policy approach that obligates producers to manage their products from manufacturing through to end-of-use.



POSITIONING LINE

English Application

Helping Keep NB Clean

French Application

Contribuer à garder le N.-B. propre

The positioning line “Helping Keep NB Clean” is often used to complement and strengthen the Recycle NB identity.



VOICE



TONE OF VOICE

We aim to educate and inform, but never want people to feel bad about their recycling efforts. We keep it light-hearted and positive, educating through entertainment. We highlight the recycling wins across the province, and even when we are raising awareness about serious issues, we do so in a way that remains upbeat.





BRAND ASSETS

LOGOS



FULL VERTICAL LOGO



The full-colour vertical logo is the preferred version to be used where vertical space allows.
This logo may be used in colour when the background is lighter than 30% of intensity.



FULL HORIZONTAL LOGO



Use this version in cases where vertical space is not sufficient, or where a horizontal layout will integrate better into a graphic layout (i.e., website or horizontal digital or print advertisement).
This logo may be used in colour when the background is lighter than 30% of intensity.



The icon can be used as a decorative element, only when the full brand name is also present (i.e., social media profile picture). This logo icon may be used in colour when the background is lighter than 30% of intensity.

PERMITTED LOGO VARIATION



In some rare cases where text scope is extremely limited (i.e., billboards) and it is desired to also include the URL in the communication, the "URL version" of the logo can be used, so that we do not need to include both the logo and the URL separately.



ALTERNATE COLOURS: LIGHT BACKGROUNDS



When colour is not available, the all black version can be used on light backgrounds.

ALTERNATE COLOURS: DARK-COLOURED BACKGROUNDS

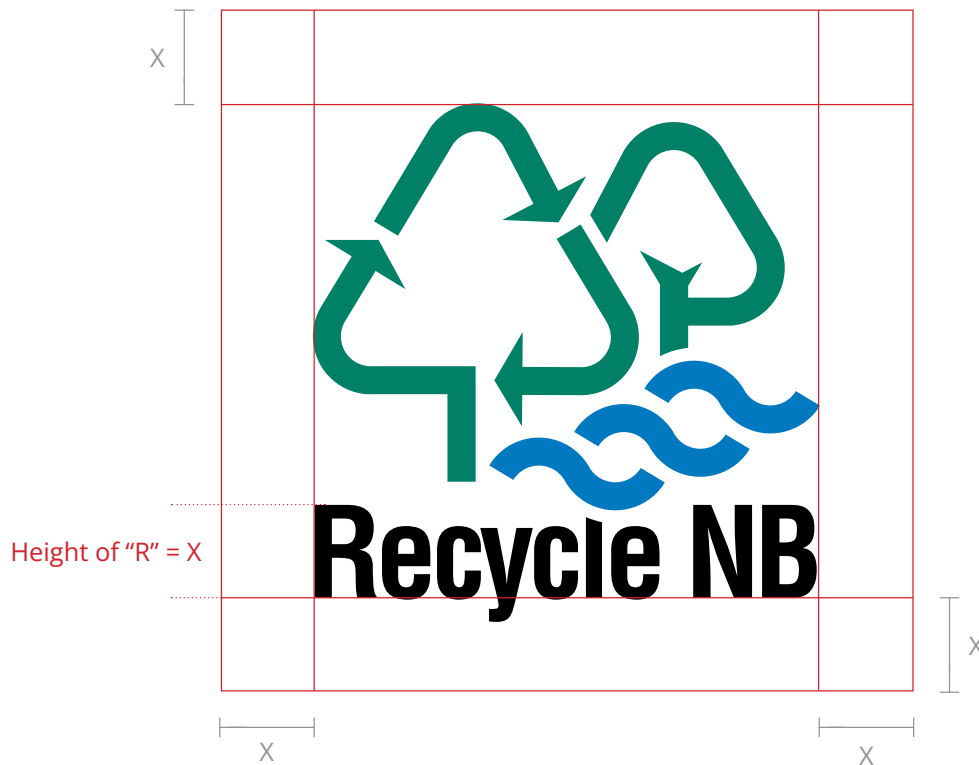
This version should be used when the background is a branded colour or when higher contrast is required.



When colour is available but the background is dark, use this version.



CLEAR SPACE AND MINIMUM SIZE: VERTICAL LOGO



When the vertical logo is used in communication and marketing materials together with photography, illustration or other typography, we recommend a minimum amount of clear space around it. This will avoid confusion and will help our logo remain easily recognizable when surrounded by other elements. This clear space around it is equivalent to the height of the typography in the logo. See diagram above.

Note: The clear area will change as the graphic is scaled.

The Recycle NB vertical logo may not be reproduced any smaller than three-quarters of an inch wide. (Exempt from this requirement is special branded merchandise, such as pens and pencils and other promotional materials.)

CLEAR SPACE AND MINIMUM SIZE: HORIZONTAL LOGO



When the horizontal logo is used in communication and marketing materials together with photography, illustration or other typography, we recommend a minimum amount of clear space around it. This will avoid confusion and will help our logo remain easily recognizable when surrounded by other elements. This clear space around it is equivalent to half the height of the "R" in the logo typography. See diagram above.

Note: The clear area will change as the graphic is scaled.

The Recycle NB horizontal logo may not be reproduced any smaller than one and a quarter inches wide. (Exempt from this requirement is special branded merchandise, such as pens and pencils and other promotional materials.)

INCORRECT LOGO TREATMENTS

DO NOT

Correct and consistent use of the Recycle NB identity will establish and maintain the strength of the brand. It is essential to use it properly. It is not acceptable to alter or distort the logo with various graphic treatments as shown here.



DO NOT
change colours



DO NOT
change angle



DO NOT
modify proportions



DO NOT
move elements



DO NOT
use incorrect resolution



DO NOT
use special effects



DO NOT
use on dark background

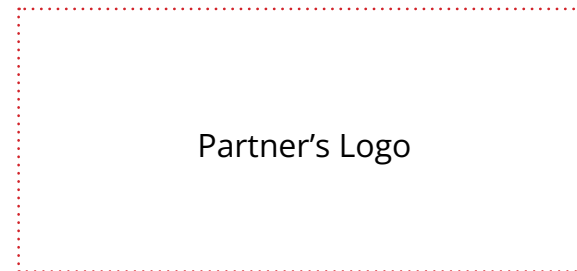


DO NOT
use in grey



DO NOT
change typefont

LOGO & PARTNER LOGO



When the logo of a Recycle NB partner is to be used in Recycle NB documents, it should appear to the right of the Recycle NB logo. When the logo of a Recycle NB partner is to be used in partner documents, the Recycle NB logo must appear to the right of the partner logo (some exceptions will be considered). The partner's logo shouldn't appear larger than the Recycle NB logo.



BRAND ASSETS

ICONS

ICONS: LIGHT BACKGROUNDS



BATTERIES



**BEVERAGE
CONTAINERS**



ELECTRONICS



LIGHTBULBS



OIL & GLYCOL



**PACKAGING &
PAPER**



PAINT



**MEDICATIONS &
SHARPS**



TIRES

Icons are simple and solid with minimal small details to reproduce well at small sizes.

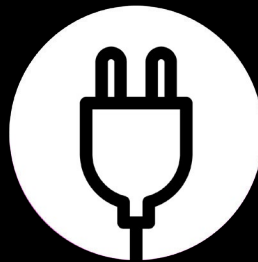
ICONS: DARK BACKGROUNDS



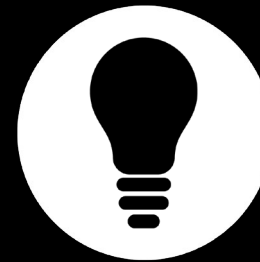
BATTERIES



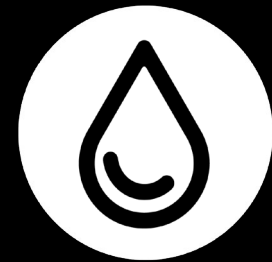
**BEVERAGE
CONTAINERS**



ELECTRONICS



LIGHTBULBS



OIL & GLYCOL



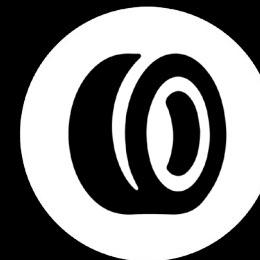
**PACKAGING &
PAPER**



PAINT



**MEDICATIONS &
SHARPS**



TIRES

If using icons on one of the brand colours as a background, use the all white versions instead to ensure contrast and legibility.

ICONS: LIGHT BACKGROUNDS



BATTERIES



**BEVERAGE
CONTAINERS**



ELECTRONICS



LIGHTBULBS



OIL & GLYCOL



**PACKAGING &
PAPER**



PAINT



**MEDICATIONS &
SHARPS**



TIRES

In some cases, it may be preferred to use a singular colour for all program icons being used together as a series. In those cases, the brand green colour is recommended.

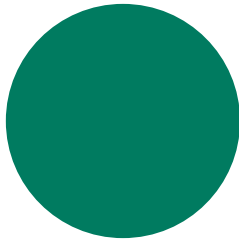


BRAND ASSETS

COLOURS

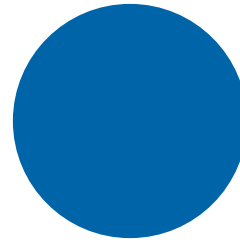


BRAND COLOURS



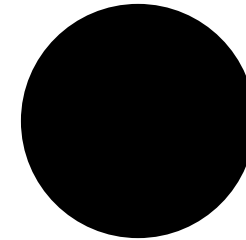
FOREST GREEN

CMYK: 100/26/74/13
RGB: 0/122/96
HEX: #007a60
PANTONE: PMS 335



SKY BLUE

CMYK: 100/62/7/0
RGB: 0/92/185
HEX: #005cb9
PANTONE: PMS 300



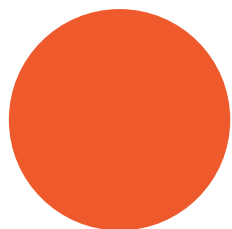
BLACK

CMYK: 0/0/0/100
RGB: 0/0/0
HEX: #000000
PANTONE: PMS Black

The Recycle NB logo has three corporate colours. They are Pantone 355 (green), Pantone 300 (blue) and Pantone black. When spot colour printing with Pantone values are not possible, we have included the CMYK (print) and RGB (screen) values.

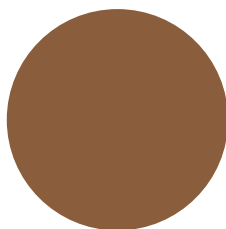


ICON COLOURS



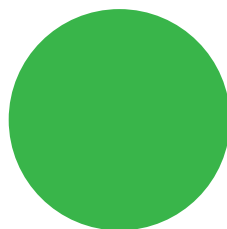
BATTERY ORANGE

CMYK: 0/80/94/0
RGB: 241/90/41
HEX: #f15a29
PANTONE: 1585 C



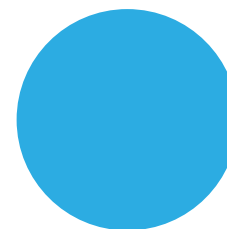
BEVERAGE BROWN

CMYK: 36/60/80/24
RGB: 139/94/60
HEX: #8b5e3c
PANTONE: 4635 C



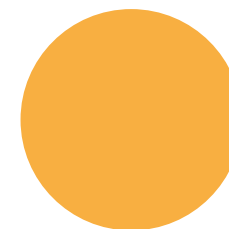
ELECTRONIC GREEN

CMYK: 75/0/100/0
RGB: 57/181/74
HEX: #39b54a
PANTONE: 354 C



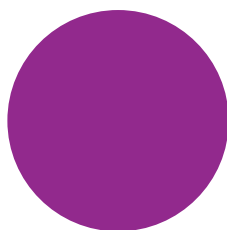
LIGHTBULB BLUE

CMYK: 69/14/0/0
RGB: 0/174/239
HEX: #0aeef
PANTONE: 2995 C



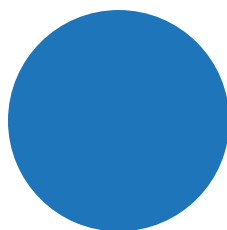
OIL & GLYCOL YELLOW

CMYK: 0/35/85/0
RGB: 251/176/64
HEX: #fbb040
PANTONE: 1235 C



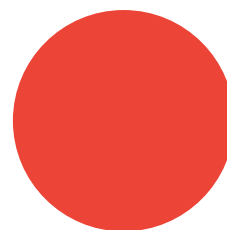
PACKAGING & PAPER PURPLE

CMYK: 50/100/0/0
RGB: 146/39/143
HEX: #92278f
PANTONE: 254 C



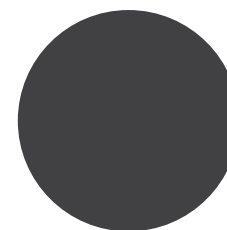
PAINT DARK BLUE

CMYK: 85/50/0/0
RGB: 28/117/188
HEX: #1c75bc
PANTONE: 3005 C



MEDICATIONS & SHARPS RED

CMYK: 0/89/85/0
RGB: 239/65/54
HEX: #ef4136
PANTONE: Warm Red C



TIRE GREY

CMYK: 0/0/0/75
RGB: 65/64/66
HEX: #414042
PANTONE: Black 7 C

Pantone values are intended as closest visual matches and may vary
by substrate and print process.



BRAND ASSETS

TYPOGRAPHY

SPECIAL GOTHIC CONDENSED ONE

Special Gothic Condensed One is a Google font that is freely available and will work for any print, digital or web application, and it is consistent with the Recycle NB logo.

A free version of the font is available online, and additional weights are available for purchase at: [Google Font](#)



SUB-HEADS & BODY COPY

OPEN SANS

This typeface is simple, comes in many available weights and serves as an excellent complement to the primary typeface. It is to be used for secondary messages like sub-headings.

This typeface is available through [Adobe Fonts](#) and [Google Fonts](#)



VISUALS

BRAND CAMPAIGNS/ GENERAL AWARENESS

Campaign visuals include a combination of depictions of clean New Brunswick forests and landscapes, with animals that are NB-native species. This approach is intended to create an emotional connection with our audience, as all NBers care about our natural environments and the animals that reside in them.

This visual approach is a reminder that recycling efforts ultimately help keep our environment clean.



PROGRAM SUPPORT CAMPAIGNS

Individual recycling programs are promoted with visuals that depict the program itself, the products it contains and the potential downstream outcomes.

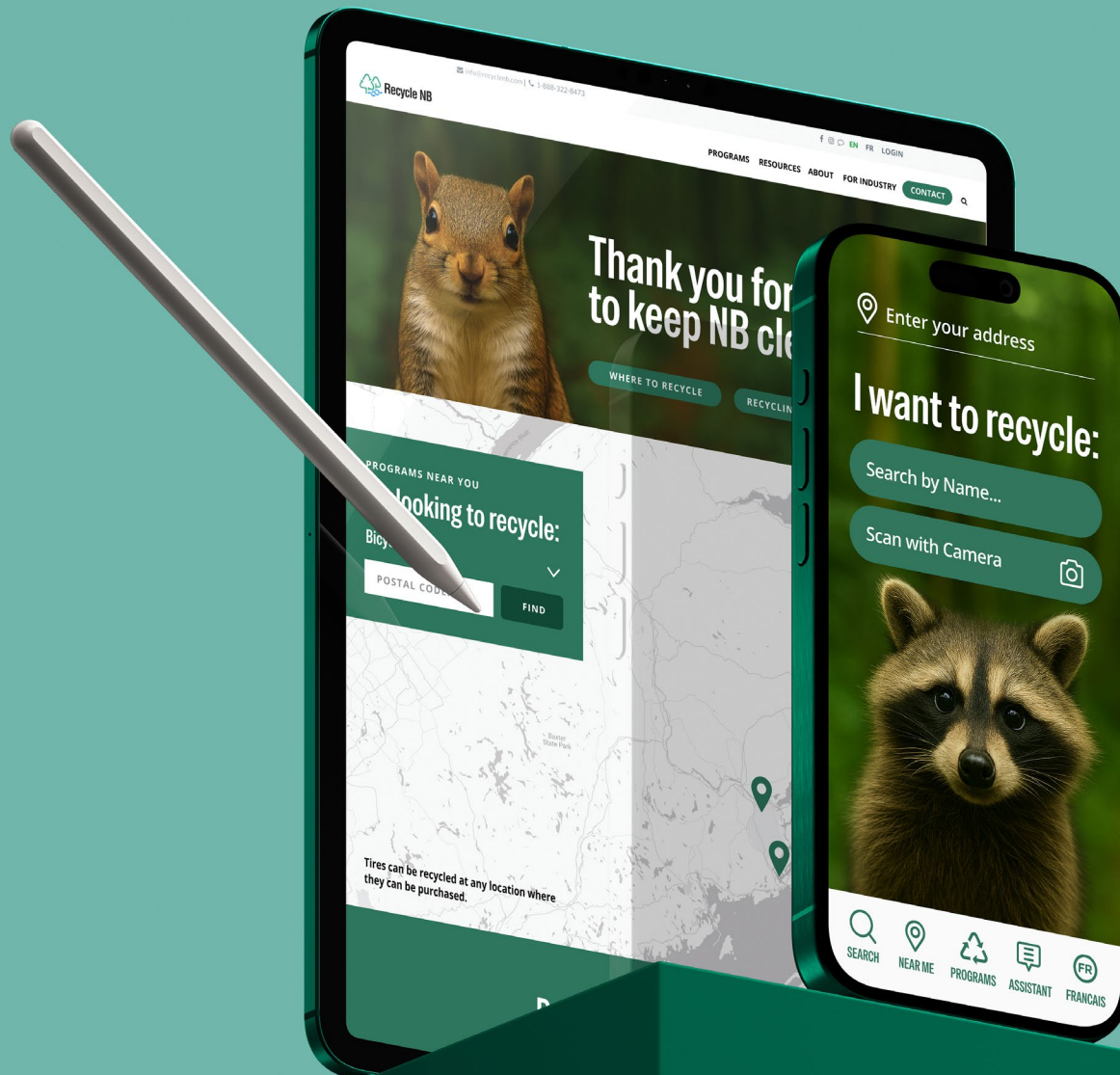
For instance, the tire recycling program can showcase tires at various stages of recycling, as well as down-stream products like playground surfacing to show impact.





WORK

SAMPLES





You can help keep my home clean
Please Recycle



RecycleNB.com

You can help keep my home clean

Please Recycle



RecycleNB