

Deposit Return Scheme Brand Guidelines

Working with Businesses to deliver
Scotland's Deposit Return Scheme.



Returning for
SCOTLAND

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Introduction

ABOUT US, THE SCHEME ADMINISTRATOR

Circularity Scotland was formed in 2021, with the specific aim to administer Scotland's Deposit Return Scheme (DRS). We aim to recapture 90% of Scotland's single-use drinks containers. And as an official administrator, we will be responsible for the day-to-day management of the scheme. In addition to handling the financial and logistical aspects, we will inform and motivate consumers about the scheme, and how it benefits Scotland's economy and the environment.



ABOUT THE DEPOSIT RETURN SCHEME

The Deposit Return Scheme (DRS) will encourage everyone in Scotland to return drinks containers, such as bottles and cans when the scheme goes live in August 2023. It will work by charging people a small deposit (20p) for each bottle or can they purchase. They will then get this money back when they return the bottle or can to a collection point for recycling.

Circularity Scotland will organise the collection of PET plastic, metal and glass drinks containers. We will collect returned containers and reimburse deposits and operating costs at over 30,000 return points across Scotland. And will be working with over 30,000 businesses - including drinks producers, importers, wholesalers, retailers, recycling professionals and key trade organisations.



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Logo overview

The Deposit Return Scheme logo is a key brand symbol, and acts as a badge of accreditation & participation in the scheme.

It is designed to be clear and accessible to all – a symbol that instantly explains what the scheme does and who it is for.

The preferred approach is to use the symbol on all communications to help consumers, stakeholders, members and partners recognise the involvement in the scheme.

Please note: This DRS Scheme brand logo can be used on packaging only when the primary on-pack container logo (see p5) is already visible on the container.

e.g. the DRS scheme brand logo can appear on the front of packaging, provided the on-pack container logo is correctly applied to the back.



NAME

Clearly states what the scheme is and how to use it.

WORDMARK

Lowercase typography with a friendly, approachable look for legibility and accessibility.

MISSION STATEMENT

A clear indication of participation and support to help with Scotland's mission of the Deposit Return Scheme.



SHAPE

An imperfect 'hand-drawn' heptagon device that mimics a coin and stands out against a sea of more regular recycling symbols.

STROKE

Perimeter stroke varies in weight for a hand-drawn appearance.

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Logo use



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STACKED LOGO

The stacked version of our logo is preferred and should be used to signify that you are participating in Scotland's Deposit Return Scheme.



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HORIZONTAL LOGO

Where space is limited (e.g. document footers or landscape banners), the horizontal version can be used.

Note: If you are using the brand line 'Returning for Scotland' as the primary message in communications, please only use the DRS logo without the Returning for Scotland wording, as this should only be featured once and not repeated.

ON-PACK CONTAINER LOGO

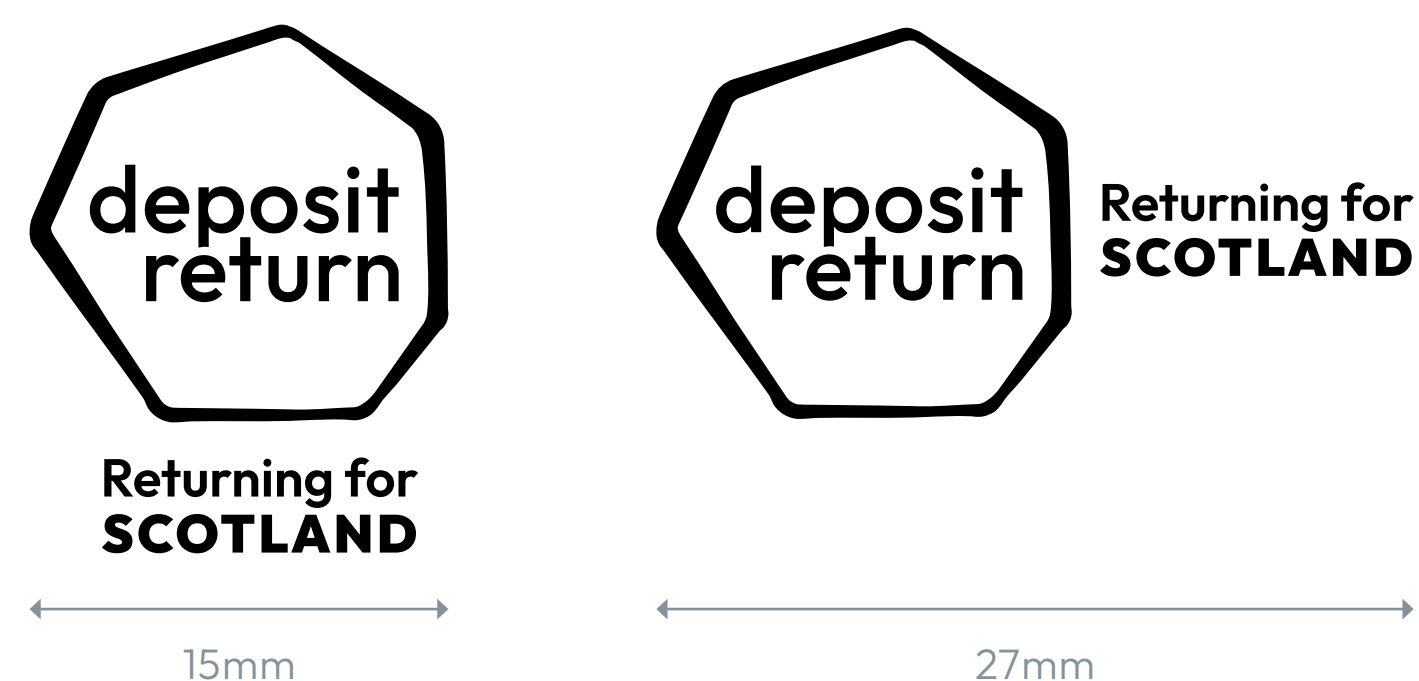


The on-pack container logo can be applied on pack if required. For information on rules of use, please contact marketing@circularityscotland.com

Logo space & size

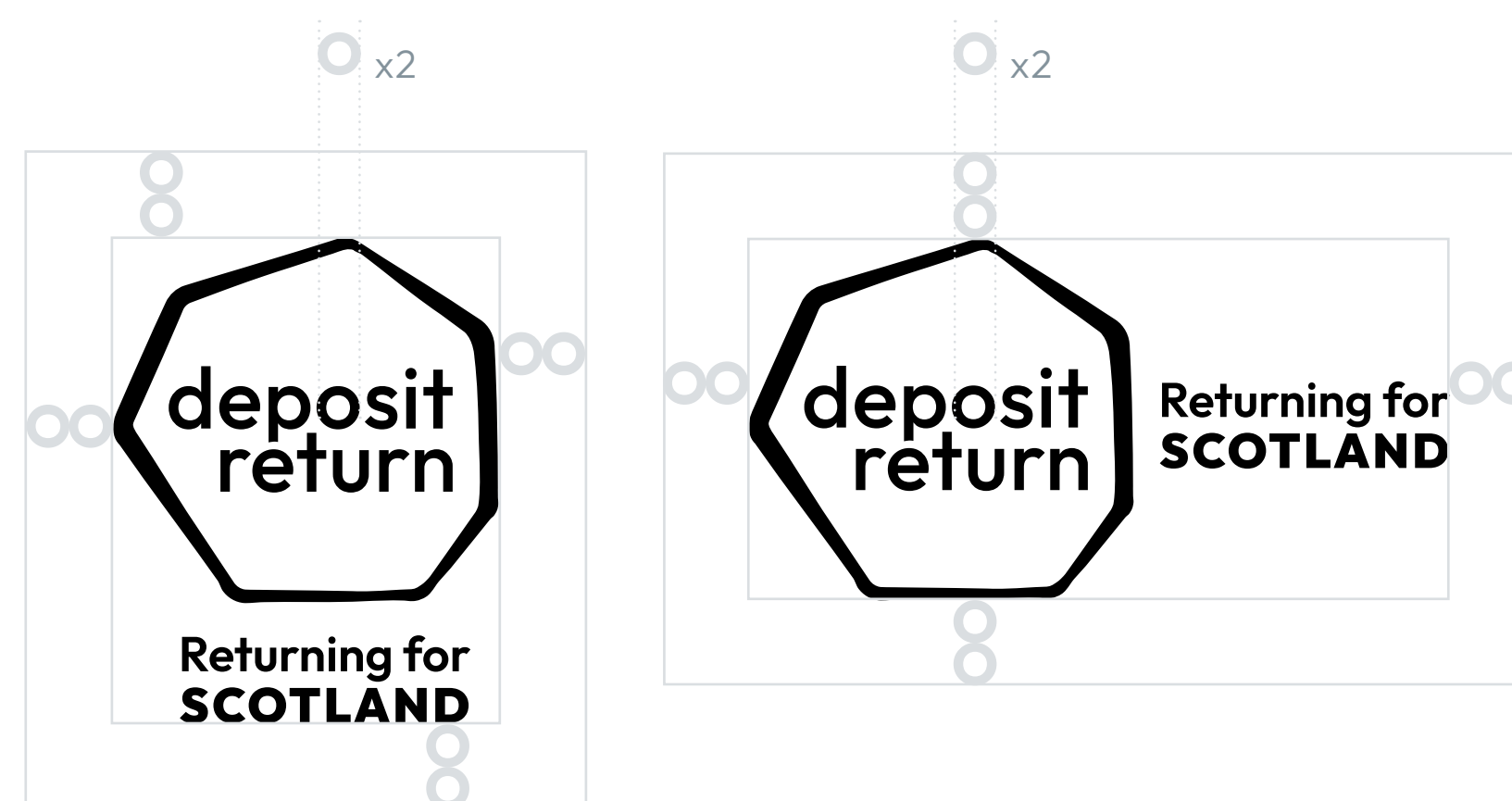
MINIMUM SIZE

It is important that the Deposit Return Scheme logo is clear and legible. Therefore please do not go below the minimum sizes shown.



SAFETY SPACE

To ensure that the logo has enough space and standout, a minimum clearance area is provided based on twice the size of the 'o' in 'deposit'. It is important that the logo has room to breathe and is prominent on communications.

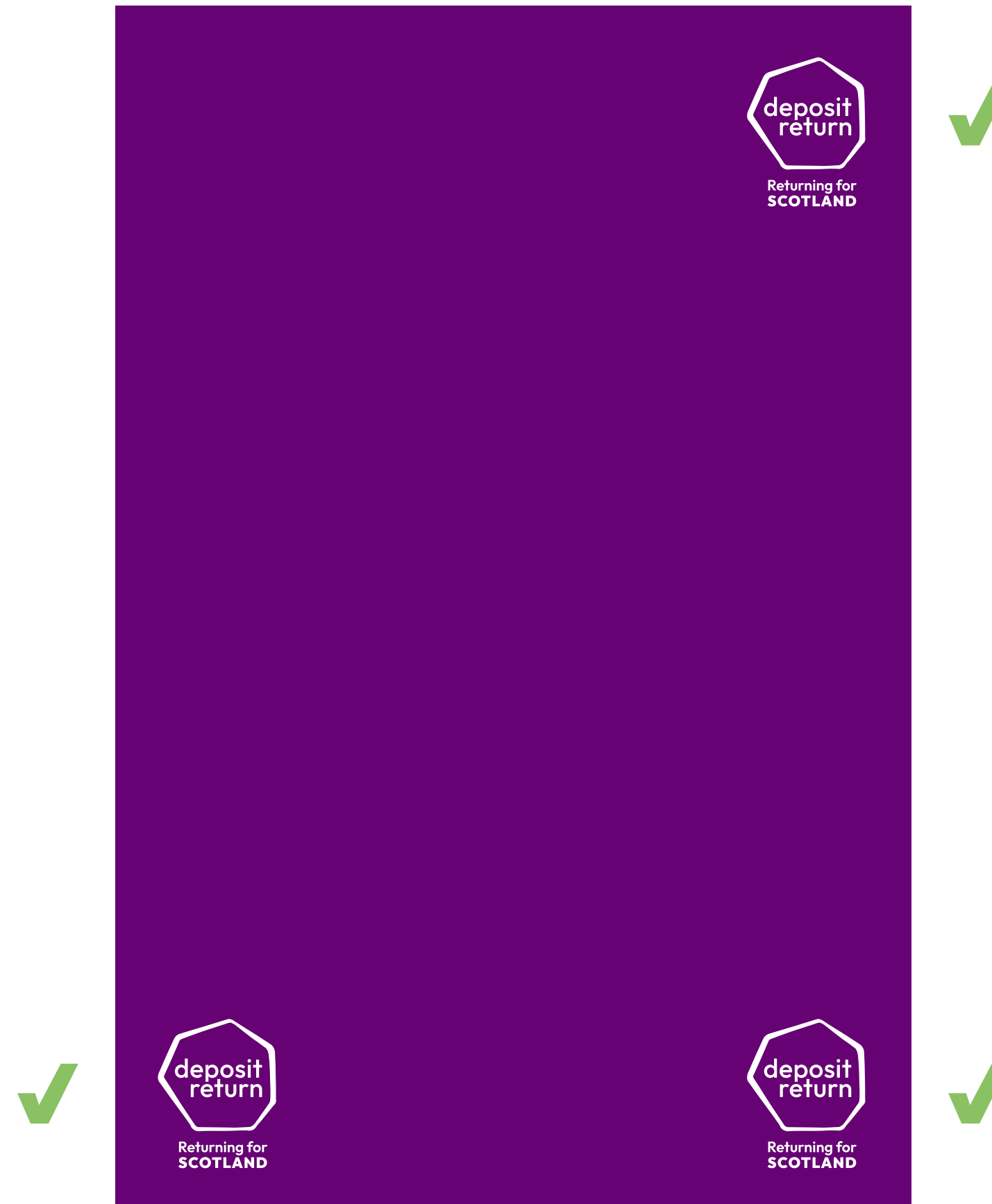
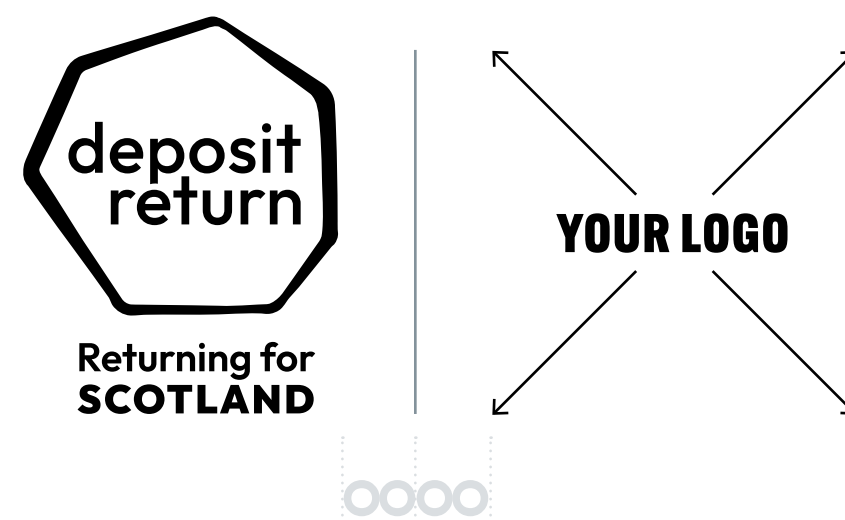


Logo position

Where possible, the Deposit Return Scheme logo should be positioned alongside your brand. The preferred positions on communications are as shown.

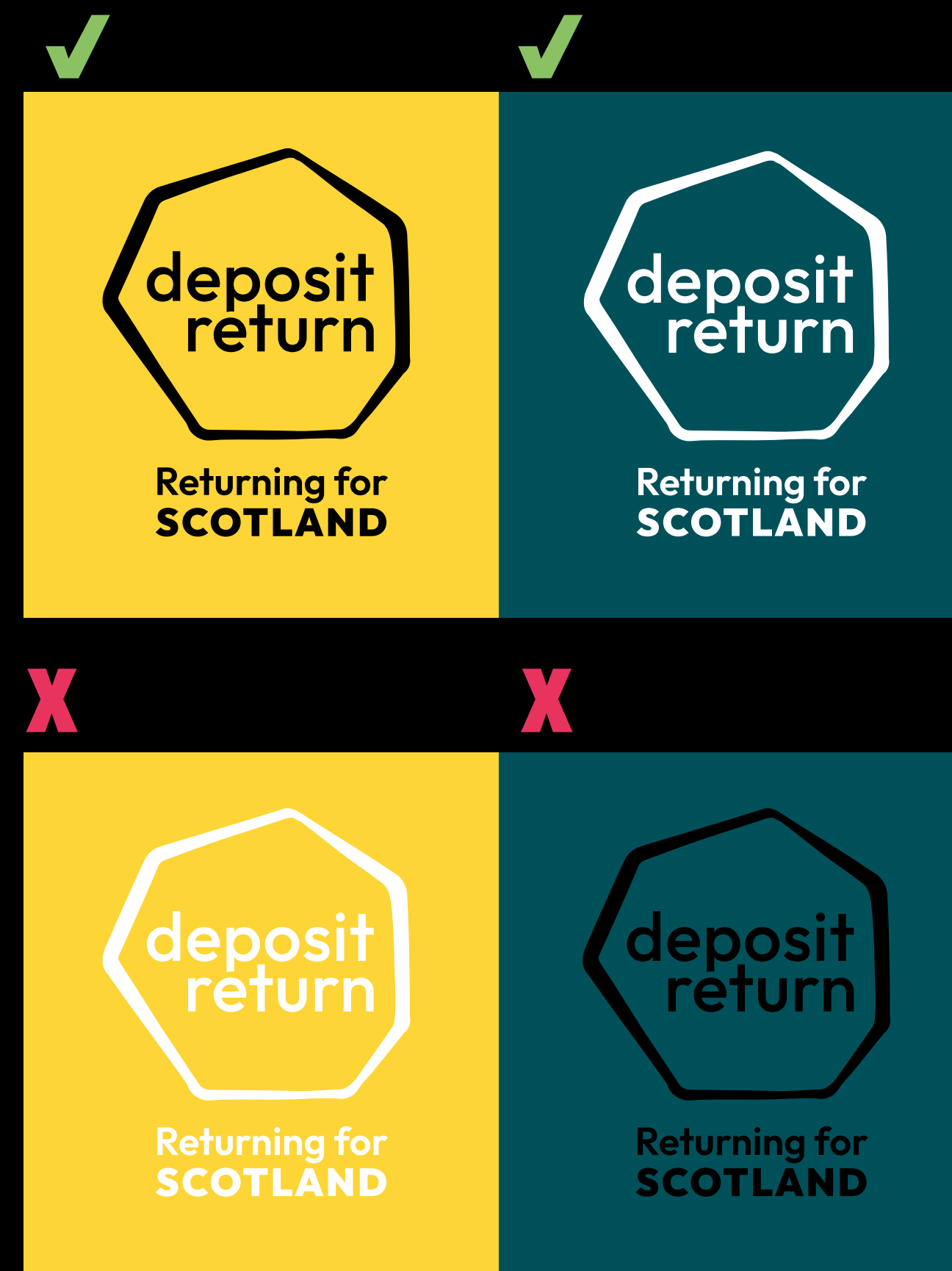
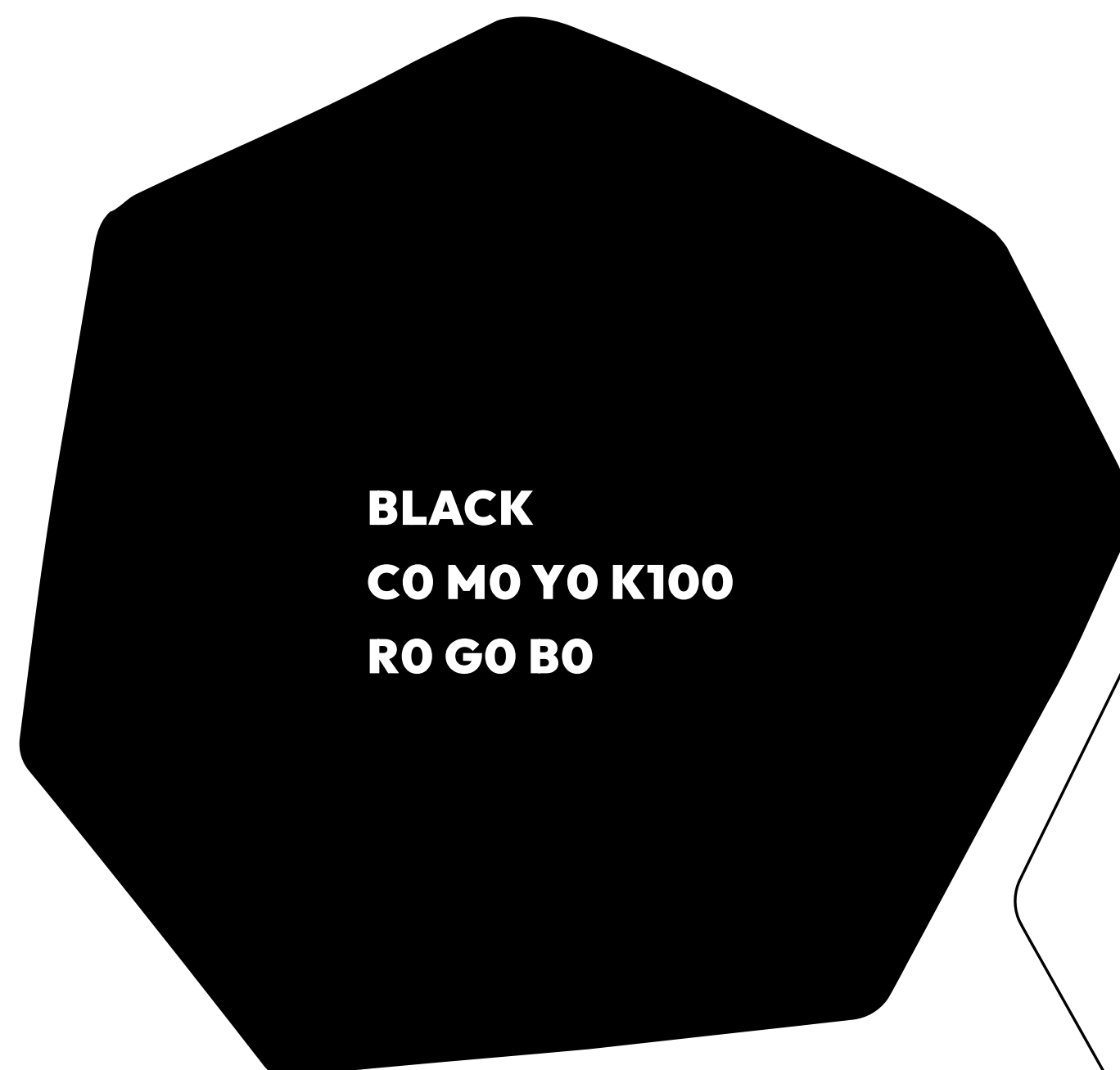
JOINT BRANDING

When using alongside your own logo, ensure the Deposit Return Scheme logo is of equal prominence. Use a thin grey keyline to separate, ensuring that safety space is adhered to.



Logo colours

The Deposit Return Scheme logo should always be produced in either black or white wherever possible.

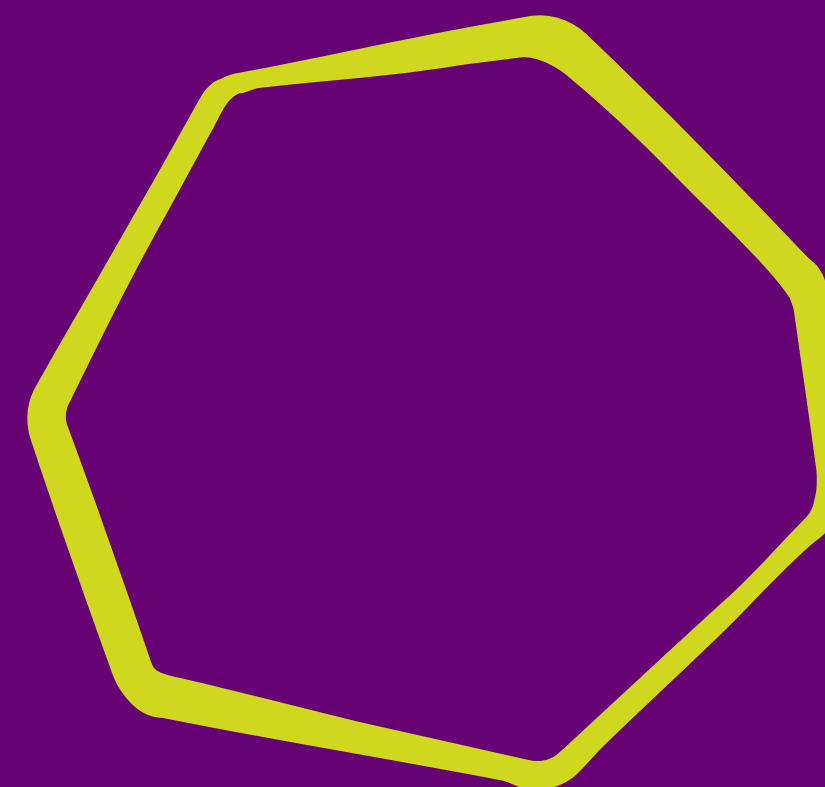


The logo should appear in black or white if used on a brand colour. Ensure there is sufficient contrast for maximum standout.

Key assets

Scotland's Deposit Return Scheme (DRS) needs consistency and should be easy to recognise by consumers wherever it may appear.

The following brand assets form the identity and should be used to ensure consumer recognition of the Deposit Return Scheme.



COIN SHAPE

Scaled up and cropped, this should be used as a divider or framing device for content.

It should appear in the scheme brand colours, however can also appear in BLACK or WHITE to avoid clashing with your own brand.

DON'T REPRODUCE IN ANY OTHER COLOUR

Returning for Scotland



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BRAND LINE

This should be the primary message where possible. Always presented in sentence case and left aligned, it can be used as a sign-off or secondary device if using your own messaging.

DRS LOCKUP

The DRS lockup should appear in its entirety on all collateral where we do not use the brand message. If you have the Returning for Scotland message, the logo should be the single lock up with out the message underneath.

Typography

The scheme brand typeface is Outfit (available from Google Fonts).

Black weight should be used for headline messages. Always presented in sentence case for a friendly, yet informative feel.

Semi-bold and Medium can be used for body copy.

Leading should be kept tight, but ensure characters do not overlap.

A b c
a b c d e f g h i j k l m n o

Brand colours

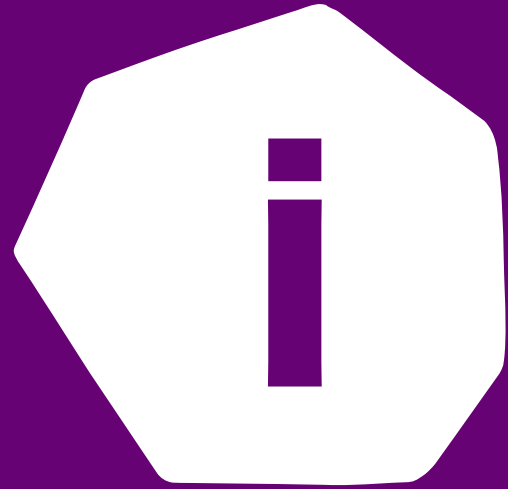
Our logos should always be produced in either black or white wherever possible.

The scheme brand backgrounds should be reproduced in purple, supported by a high-contrast lime green.

Where this is not possible, black and white are acceptable to avoid clashing with your own brand.



Contact us



You can find out more about the Deposit Return Scheme at **circularityscotland.com**



If you would like to request the DRS logo or have any further questions on how to use the logo, please contact: **marketing@circularityscotland.com**