



The Metal Recycles Forever Logo

Off-Pack Guidelines

An overview of how to apply the Metal Recycles Forever logo off-pack

Introduction

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The Metal Recycles Forever logo communicates to consumers the intrinsic recycling benefits derived from the permanent properties of metal.

These guidelines provide direction on how to use the logo and have been created to protect the integrity of this visual identity.



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The Metal Recycles Forever Initiative

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Metals such as aluminium (Al) and iron (Fe) are elements and so cannot be destroyed. In the case of metals, it is the product application, such as a can, car or plane, that reaches the end of its useful life, not the material.

The metal from which the product applications have been formed remains as a permanently available material resource to be used again and again through recycling.

The Metal Recycles Forever visual identity symbolises the enduring environmental benefit of metal being infinitely recyclable with no loss of quality. The visual identity reminds and nudges consumers to sort and recycle their metal packaging in order to make the material available for the next metal product, offsetting the need to use primary material in an increasingly resource and energy constrained world.

Consumers increasingly want to engage with and participate in the circular economy and will expect brands, societies and institutions to play their part.

This visual identity demonstrates to the consumer that the brand has chosen a packaging material that is able to fully participate in the recycling economy.

The Logo

The Metal Recycles Forever logo symbolises the unique sustainability benefits of metal. Within the design, the main 'Infinity Mark' element clearly communicates that metal is endlessly recyclable with no loss of quality. These comprehensive guidelines set out how the logo can be used in off-pack applications.

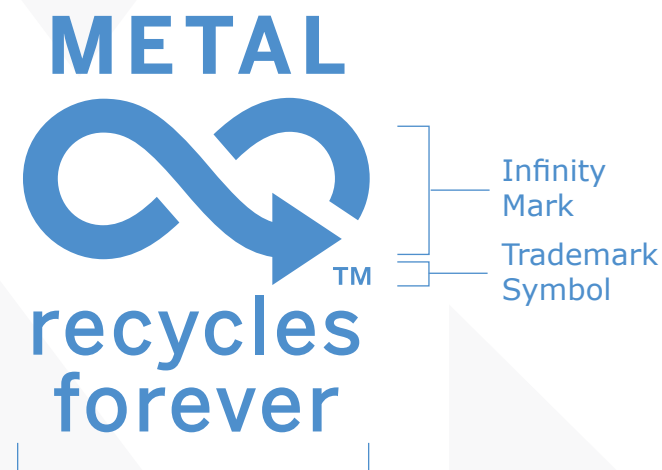
Approved translations of the logo in major European and global languages are available. If clarification of any point or further advice on the use of the Metal Recycles Forever logo is needed, please use the contact details on the last page of these guidelines.

Trademark

The Metal Recycles Forever logo and the Infinity Mark are the intellectual property of Metal Packaging Europe and are internationally registered as a trademark.

The Metal Recycles Forever logo should only be used in off-pack applications if you are already using it, or plan to use it, on your packaging. To use it on your packaging, you must have completed the online application process and received confirmation that your application has been approved.

In certain cases, Metal Packaging Europe allows for the use of the Metal Recycles Forever logo in off-pack applications only. Permission to use the logo in this way must be requested using the contact details on the last page of this document.



Metal Recycles Forever logo

The logo must not be altered, copied, reproduced or otherwise used without receiving prior permission. (See last page of these guidelines for contact details).

Colour

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The use of colours for the Metal Recycles Forever logo is flexible. The Mark can be used in the primary colour(s) of the endorsing organisation or brand.

Consideration must be given to the use of colour to ensure maximum contrast is achieved against the background colour to which the Metal Recycles Forever logo is applied. If the legibility and impact of the logo is compromised by lack of contrast, either a black or white version of the logo should be used.

To obtain a high resolution or vector file of the Metal Recycles Forever logo, you will need to submit, and have approved, an application to use the logo on your packaging. This can be done by visiting www.metalrecyclesforever.eu. If you do not plan to use the logo on packaging, you should instead contact Metal Packaging Europe using the contact details on the last page of these guidelines.



Examples of the Metal Recycles Forever logo in black and white



Examples of the Metal Recycles Forever logo in colour

Clear Space & Minimum Size

To preserve the visual impact of the Metal Recycles Forever logo, a minimum clear space around the logo should be adhered to.

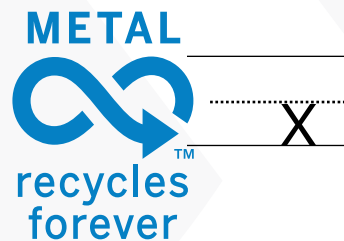
In all applications, a clear space defined as 'X' should be maintained around the logo. To maintain the visual integrity of the logo this space should be void of any text or graphics.

Exceptions

When space is limited due to quantity of back of pack communication, a minimum clear space may be reduced to the width of $1/2$ X.

Size of the logo

To ensure legibility, extra care must be taken when printing the Metal Recycles Forever logo in small sizes. The logo should not be reproduced in sizes smaller than 11mm wide for printed materials, as the type must be legible. For some translations it may be necessary for the logo to be printed at 12mm wide to remain legible.



X = Depth of the Infinity Mark within the Metal Recycles Forever logo



Clear space around the Metal Recycles Forever logo



Minimum logo size: 11mm wide

Incorrect Usage

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It is important that the appearance of the Metal Recycles Forever logo is protected. The logo must never be altered, recreated or distorted in any way.

The logo has a trademark symbol™, which must always appear to the right of the Infinity Mark.

The Metal Recycles Forever files provided by Metal Packaging Europe through the Metal Recycles Forever logo application platform are the only versions that can be used.



The logo must always be shown in an upright position and never tilted.



Do not remove any elements from the logo.



The logo must not be stretched or skewed out of proportion.



The logo must always be printed in solid colours, never as a tint.

Application

This section provides some examples of how and where the Metal Recycles Forever logo might be used in different off-pack applications.

Off-pack application

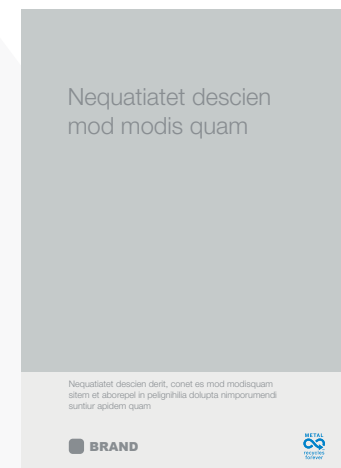
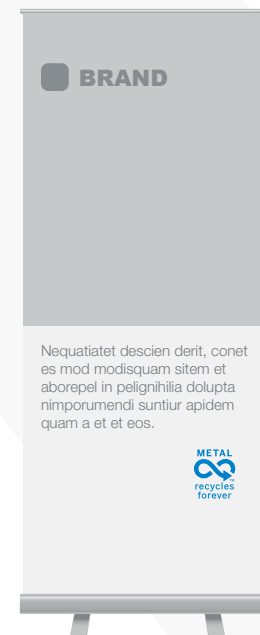
The positioning of the Metal Recycles Forever logo is dependent on the type of printing and the type of material.

Some examples of how it can be used are illustrated here.

Trade Stand



Banners & Posters





Metal Recycles Forever Signature

Off-Pack Guidelines

This section gives an overview of how the Metal Recycles Forever Signature can be used in off-pack applications.

The Signature

The Metal Recycles Forever Signature is designed for use off-pack in cases where it is not possible to use the Metal Recycles Forever logo, due to space or design considerations. If clarification of any point or further advice on the use of the Metal Recycles Forever visual identity is required, please use the contact details on the last page of these guidelines.

Trademark

The Metal Recycles Forever Signature is the intellectual property of Metal Packaging Europe and is internationally registered as a trademark.



The Signature must not be altered,
copied or reproduced.

Colour

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The use of colours for the Metal Recycles Forever Signature is flexible. The Signature can be used in the primary colour of the endorsing organisation or brand.

Consideration must be given to the use of colour to ensure maximum contrast is achieved against the background colour to which the Metal Recycles Forever Signature is applied. If the legibility and impact of the Signature is compromised by lack of contrast, a black or white version should be used.

Metal Recycles Forever signature - colour versions



Metal Recycles Forever signature - Black and white version



Clear Space & Minimum Size

To preserve the visual impact of the Metal Recycles Forever signature, a minimum clear space around the Signature should be adhered to.

In all applications, a clear space defined as 'X' should be maintained around the Signature. To maintain the visual integrity of the Signature this space should be void of any text or graphics other than the trademark symbol™.

Size of the logo

To ensure legibility, extra care must be taken when printing the Metal Recycles Forever signature in small sizes. It should not be reproduced in sizes that compromise its legibility.



Incorrect Usage

It is important that the appearance of the Metal Recycles Forever Signature is protected. It must never be altered, recreated or distorted in any way.

The Signature has a trademark symbol™, which must always appear next to the Infinity Mark.

The Metal Recycles Forever logo files provided by Metal Packaging Europe are the only versions that can be used.



The Signature must always be shown in an upright position and never tilted.



Do not remove any elements from the Signature.



The Signature must not be stretched or skewed out of proportion.



The Signature must always be printed in solid colours, never as a tint.

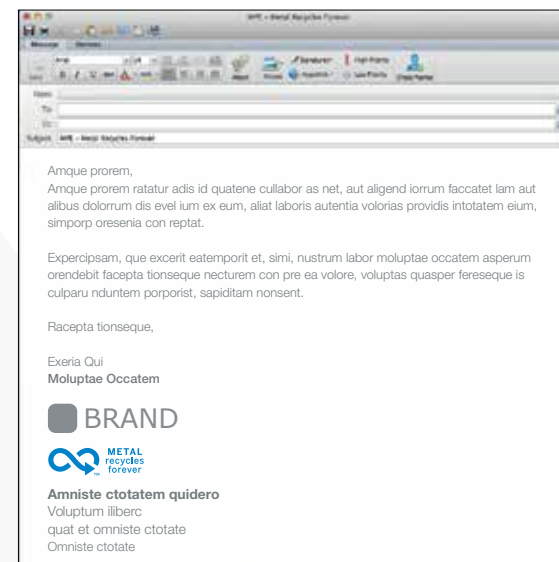
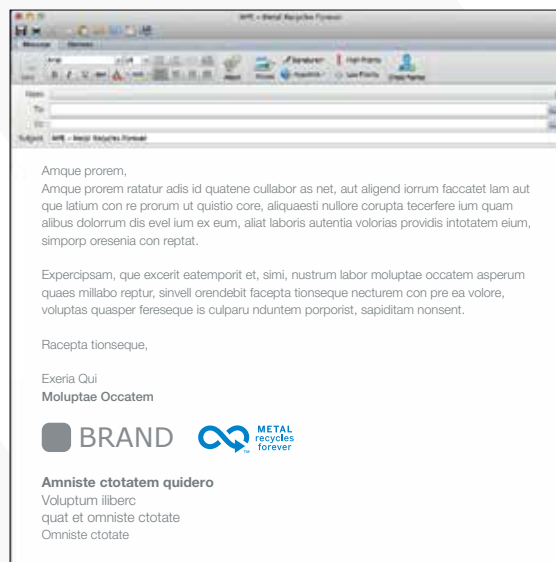
Application

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Email Signature

When positioning the Signature within an email, consideration should be given to the format and layout of the endorsing company or organisation's email signature. Where possible, the Metal Recycles Forever Signature should be placed on the bottom left side of the email and to the right of the endorsing trade organisation logo.

If clarification of any point or further advice on the use of the Metal Recycles Forever visual identity is needed, please use the contact details on the last page of these guidelines.



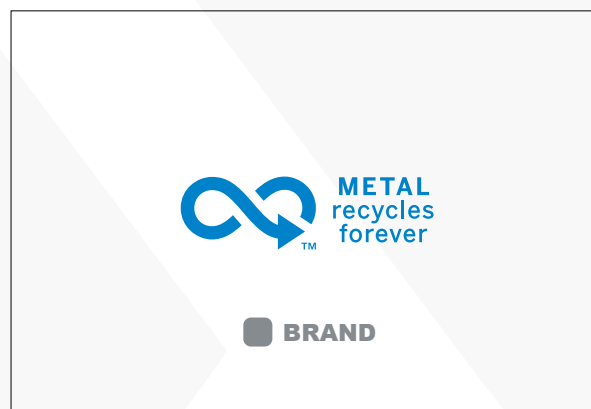
Application

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PowerPoint Presentation

When positioning the Metal Recycles Forever Signature within a PowerPoint presentation, the format and layout used by the endorsing company or organisation should be taken into account. The images on this page should be used as inspiration.

If clarification of any point or further advice on the use of the Metal Recycles Forever visual identity is needed, please use the contact details on the last page of these guidelines.





Metal
Packaging
Europe

Contact Details

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Email:

info@metalpackagingeurope.org

To find out more information and to submit an application to use the logo, visit: <https://www.metalrecyclesforever.eu>

The Metal Recycles Forever logo is the exclusive property of Metal Packaging Europe. A licence to use the Metal Recycles Forever logo is granted after completing an online application form and agreeing to abide by the Terms and Conditions of usage. This can be accessed using the web address indicated in the contact details above.

Metal Packaging Europe actively monitors the use of the logo on packaging and promotional materials in the marketplace and will take appropriate action to protect its integrity. Licensees are encouraged to notify Metal Packaging Europe where any suspected misuse is identified.

In the event of misuse of the logo the following procedure will be implemented:

- The company or organisation misusing the logo will be contacted in writing and/or by telephone and the complaint investigated
- Where appropriate, corrective action will be required within a time limit
- Follow-up action will be conducted to ensure the misuse has been corrected.

Metal Packaging Europe reserves the right to take legal action against any party that reproduces, copies or associates with the Metal Recycles Forever logo in any form whatsoever, without prior authorisation.