

Waste360 Brand Elements



Providing a 360° View of Waste and Recycling.

90,000+ professionals worldwide look to Waste360 for superior content, events and education around solid waste, recycling and organics. Waste360 proudly connects the industry on a daily basis through news, analysis, live events and more.

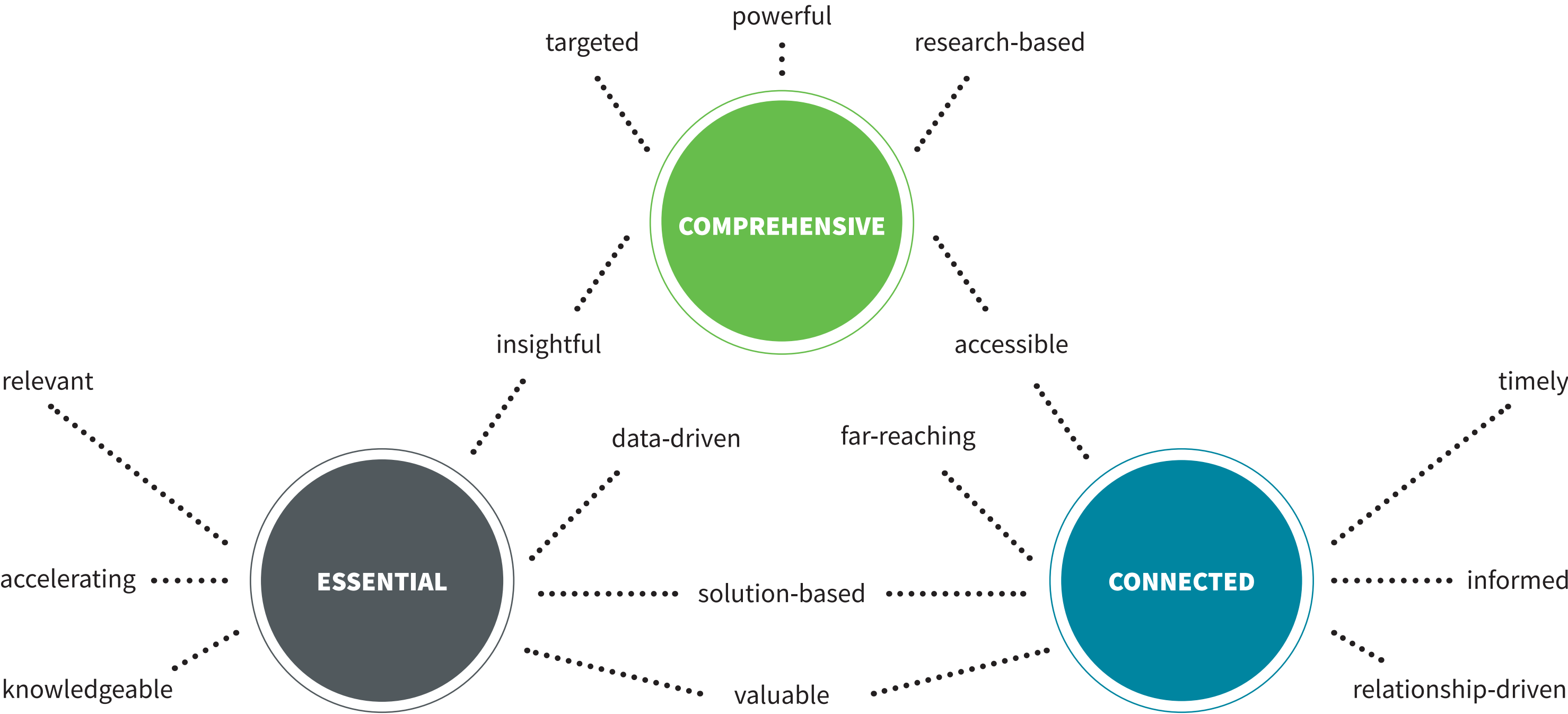
Anchored by its flagship event, WasteExpo, Waste360 continues to grow and evolve to meet the needs of the industry.

These brand guidelines have been developed to show the proper way to use and interact with Waste360.

Waste360 Brand Family



Brand Persona



Co-located Events

BUSINESS LEADERSHIP FORUM

INVESTOR SUMMIT

HEALTHCARE WASTE CONFERENCE

SUSTAINABILITY TALKS



The Waste360 Business Leadership Forum is for small to mid-sized environmental services companies looking for business and financial strategies that go beyond day-to-day operations.

Investor Summit is a full day of learning, analysis and networking with savvy investors and business owners.

The Healthcare Waste Conference focuses on the regulatory, legislative and technical issues that affect the healthcare waste industry.

Join Waste360 Sustainability Talks for real talk as the waste and recycling industry takes on plastics, packaging, and other environmental challenges – and our role in building a sustainable future.

Overview: Waste360

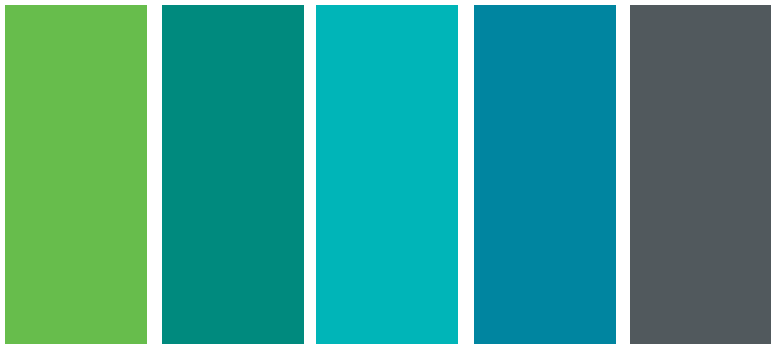
The following pages detail the basic elements of the Waste360 brand.

Components of the Waste360 brand include the logo, typography families, color palette and iconography styles. When utilized as prescribed, the brand elements can offer value in both consistency and continued flexibility throughout any number of required applications.

LOGO



COLOR



* SEE SLIDE 11 FOR CMYK, RBG, HEX # *

TYPOGRAPHY

Source Sans Pro
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Arial
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ICONOGRAPHIC STYLE



Logo

The logo for Waste360 consists of two elements always represented as a unit—“Waste” wordmark and “360” symbol—shown at the right. “Waste” is displayed in a solid charcoal and the “360” symbol is built from a set of 4 conjoined arcs of distinct green and blue tones.

The use of our logo should adhere to the principles set forth in these guidelines.



Color

The primary colors for the Waste360 brand are tones of greens and blues. Charcoal is used in the wordmark and for text/messaging.

LIME GREEN

PMS 368

C 60 M 2
Y 100 K 0

R 119, G 189, B 67

HEX #77BC43

MINT GREEN

PMS 3282

C 100 M 22
Y 60 K 6

R 0, G 134, B 123

HEX #00857B

TURQUOISE

PMS 319

C 65 M 0
Y 20 K 0

R 62, G 193, B 205

HEX #3EC1CC

ROYAL BLUE

PMS 314

C 100 M 33
Y 27 K 2

R 0, G 128, B 162

HEX #0080A2

CHARCOAL

PMS 425

C 65 M 55
Y 53 K 28

R 86, G 87, B 89

HEX #555759

We’ve included Pantone swatch matches, CMYK and RGB values and Hexadecimal codes. Follow these color specifications, and please don’t create new colors.

Logo

CLEAR SPACE

X					X
X		Waste			X
X					X

X = THE HEIGHT OF “360”

Let the logo breathe. Providing the right amount of clear space around the logo makes it easier to distinguish, and reinforces the status of the Waste360 identity. The required minimum amount of clear space to ensure maximum visibility and legibility is determined by the height of numerals “360.” Allowing more than the minimum amount of clear space around the Waste360 logo is beneficial to brand recognition and equity.

MINIMUM SIZE



MINIMUM PRINT SIZE:
1” WIDE
MINIMUM DIGITAL SIZE:
72 pixels Wide

The minimum print size of the vertical logo is 1” wide. For digital uses (such as web, video, mobile apps, etc.), the minimum permissible digital size of the logo is 72 pixels wide.

Logo

FULL COLOR



It is always preferable to reproduce the logo in its full color format. It is best displayed on a white or light-colored background that provides good contrast, to maximize its prominence and readability.

GRAYSCALE



The grayscale logo should only be used in instances where full color is either not permitted or production values are limited. The 360 symbol appears as grayscale tints and the “Waste” wordmark should always appear as 80% black.

REVERSED



When using the logo on floods of flat color, or over dark-toned areas of photography, use a reversed logo; never use the full color logo in these instances. The logo should always appear knocked out as solid white.

Logo

DON'T ADD A TAGLINE TO THE LOGO



DON'T ALTER THE COLOR



DON'T PLACE IN AN ENCLOSING SHAPE



DON'T DISTORT OR SKEW



DON'T ADD EFFECTS OR SHADOWS



DON'T ROTATE



DON'T ALTER ELEMENT ORIENTATION OR PLACEMENT



DON'T USE THE "360" SYMBOL SEPARATELY



DON'T USE THE LOGOTYPE SEPARATELY



DON'T ALTER THE LOGOTYPE



DON'T USE THE LOGO OVER CONTRASTING IMAGERY



DON'T PLACE LOGO IN CONTRASTING BACKGROUNDS



Typography

Source Sans Pro, the primary typeface, was selected for its clean, professional qualities. Adobe’s first open source typeface family, it was designed by Paul D. Hunt. It is a sans serif typeface intended to work well in user interfaces.

Our secondary typeface, Arial, is an alternative to our proprietary typeface, for use only when Source Sans is not available.

Source Sans Pro
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Overview: WasteExpo

The following pages detail the basic elements of the WasteExpo brand.

Components of the WasteExpo brand include the logo, typography families and color palette. When utilized as prescribed, the brand elements can offer value in both consistency and continued flexibility throughout any number of required applications.

LOGO



COLOR



TYPOGRAPHY

Source Sans Pro
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Logo

The logo for WasteExpo consists of two elements always represented as a unit—“WasteExpo” wordmark and “an event by Waste360”—shown at the bottom. “Waste” is displayed in a solid charcoal and the “EXPO” portion is composed of a turquoise gradient. The logo is enclosed in a set of 4 conjoined arcs of distinct green and blue tones.

The use of our logo should adhere to the principles set forth in these guidelines.



Color

The primary colors for the WasteExpo brand are tones of greens and blues. Charcoal is used in the wordmark and for text/messaging.

<div>LIME GREEN</div> <div>PMS 368</div> <div>C 60 M 2 Y 100 K 0</div> <div>R 119, G 189, B 67</div> <div>HEX #77BC43</div>	<div>MINT GREEN</div> <div>PMS 3282</div> <div>C 100 M 22 Y 60 K 6</div> <div>R 0, G 134, B 123</div> <div>HEX #00857B</div>	<div>TURQUOISE</div> <div>PMS 319</div> <div>C 65 M 0 Y 20 K 0</div> <div>R 62, G 193, B 205</div> <div>HEX #3EC1CC</div>	<div>ROYAL BLUE</div> <div>PMS 314</div> <div>C 100 M 33 Y 27 K 2</div> <div>R 0, G 128, B 162</div> <div>HEX #0080A2</div>
<div>CHARCOAL</div> <div>PMS 425</div> <div>C 65 M 55 Y 53 K 28</div> <div>R 86, G 87, B 89</div> <div>HEX #555759</div>			

We’ve included Pantone swatch matches, CMYK and RGB values and Hexadecimal codes. Follow these color specifications, and please don’t create new colors.

Logo

CLEAR SPACE



Let the logo breathe. Providing the right amount of clear space around the logo makes it easier to distinguish, and reinforces the status of the WasteExpo identity. The required minimum amount of clear space to ensure maximum visibility and legibility is determined by the height of “Waste”. Allowing more than the minimum amount of clear space around the WasteExpo logo is beneficial to brand recognition and equity.

MINIMUM SIZE



MINIMUM PRINT SIZE:
1" WIDE
MINIMUM DIGITAL SIZE:
72 pixels Wide

The minimum print size of the vertical logo is 1” wide. For digital uses (such as web, video, mobile apps, etc.), the minimum permissible digital size of the logo is 72 pixels wide.

Logo

DON'T ADD A TAGLINE TO THE LOGO



DON'T ALTER THE COLOR



DON'T PLACE IN AN ENCLOSING SHAPE



DON'T DISTORT OR SKEW



DON'T ADD EFFECTS OR SHADOWS



DON'T ROTATE



DON'T ALTER ELEMENT ORIENTATION OR PLACEMENT



DON'T USE THE "360" SYMBOL SEPARATELY



DON'T USE THE LOGOTYPE SEPARATELY



DON'T ALTER THE LOGOTYPE



DON'T USE THE LOGO OVER CONTRASTING IMAGERY



DON'T PLACE LOGO IN CONTRASTING BACKGROUNDS



Logo

FULL COLOR



It is always preferable to reproduce the logo in its full color format. It is best displayed on a white or light-colored background that provides good contrast, to maximize its prominence and readability.

GRAYSCALE



The grayscale logo should only be used in instances where full color is either not permitted or production values are limited. The WasteExpo symbol appears as grayscale tints and gradients.

REVERSED



When using the logo on floods of flat color, or over dark-toned areas of photography, use a reversed logo; never use the full color logo in these instances. The logo should always appear knocked out as solid white or solid black.

Typography

Source Sans Pro, the primary typeface, was selected for its clean, professional qualities. Adobe’s first open source typeface family, it was designed by Paul D. Hunt. It is a sans serif typeface intended to work well in user interfaces.

Our secondary typeface, Arial, is an alternative to our proprietary typeface, for use only when Source Sans is not available.

Mistakes happen... please don’t spell WasteExpo:

Waste Expo
WASTEEXPO
wasteexpo
Wasteexpo

Source Sans Pro
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Overview: NothingWasted! Podcast

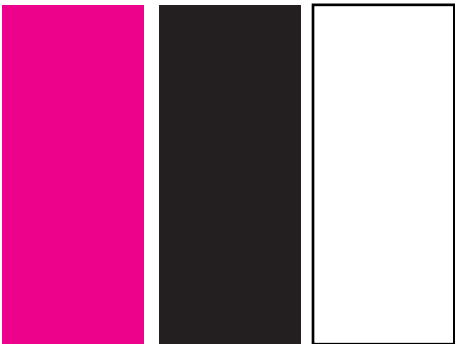
The following pages detail the basic elements of the NothingWasted! Podcast brand.

Components of the NothingWasted! Podcast brand include the logo, typography families, color palette and sources. When utilized as prescribed, the brand elements can offer value in both consistency and continued flexibility throughout any number of required applications.

LOGO



COLOR



TYPOGRAPHY

Source Sans Pro
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

AVAILABLE ON THESE PODCAST PLATFORMS:

- Apple Podcasts
- iTunes
- Spotify
- Google Podcast
- Overcast
- Pocket Casts
- Podbean
- Anchor

Logo

The logo for the NothingWasted! Podcastt consists of two elements always represented as a unit— ”NothingWasted! Podcast” wordmark and “360” symbol— shown above. “NothingWasted” is displayed in a solid black with a Podcast Pink exclamation point enclosed in the “D” and the “360” symbol is built from a set of 4 conjoined arcs of distinct green and blue tones.

The use of our logo should adhere to the principles set forth in these guidelines.



Color

The primary colors for the NothingWasted! Podcast brand are pink and black. Pink, Black or White is used in the mark for text/messaging.

<p>PODCAST PINK</p> <p>PMS 807U</p> <p>C 0 M 100 Y 0 K 0</p> <p>R 193, G 0, B 119</p> <p>HEX #C10077</p>	<p>BLACK</p> <p>PMS BLACK C</p> <p>C 0 M 0 Y 0 K 100</p> <p>R 0, G 0, B 0</p> <p>HEX #000000</p>	<p>WHITE</p> <p>C 0 M 0 Y 0 K 0</p> <p>R 255, G 255, B 255</p> <p>HEX #FFFFFF</p>
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We’ve included Pantone swatch matches, CMYK and RGB values and Hexadecimal codes. Follow these color specifications, and please don’t create new colors.

Logo

FULL COLOR



FULL COLOR REVERSED



It is always preferable to reproduce the logo in its full color format. It is best displayed on a white or light-colored background that provides good contrast, to maximize its prominence and readability.

GRAYSCALE



The grayscale logo should only be used in instances where full color is either not permitted or production values are limited. The NothingWasted! Podcast logo should be displayed as 100% black.

REVERSED



When using the logo on floods of flat color, or over dark-toned areas of photography, use a reversed logo; never use the full color logo in these instances. The logo should always appear knocked out as solid white.

Typography

Source Sans Pro, the primary typeface, was selected for its clean, professional qualities. Adobe’s first open source typeface family, it was designed by Paul D. Hunt. It is a sans serif typeface intended to work well in user interfaces.

Our secondary typeface, Arial, is an alternative to our proprietary typeface, for use only when Source Sans is not available.

Mistakes happen...
Please don’t spell NothingWasted! Podcast:
NothingWasted Podcast
Nothing Wasted! Podcast
Nothing Wasted Podcast

Source Sans Pro
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

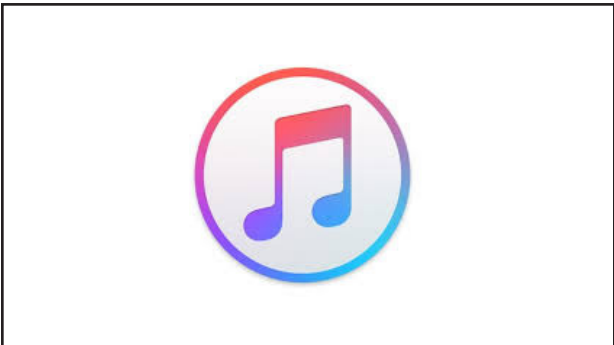
Arial
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Sources

APPLE PODCASTS



iTUNES



SPOTIFY



GOOGLE PODCAST



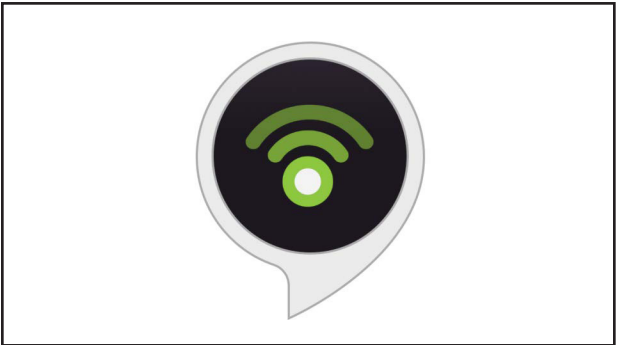
OVERCAST



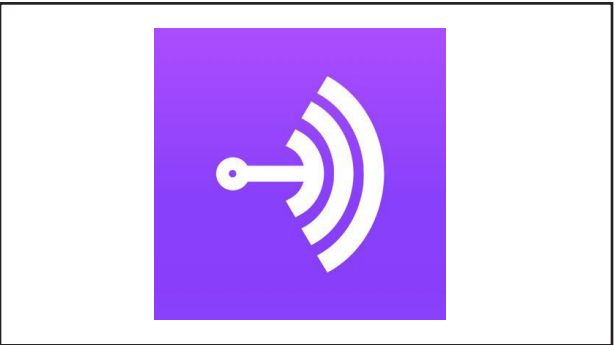
POCKET CASTS



PODBEAN



ANCHOR



Waste360 & WasteExpo Social Media & Advertisements Overview

Waste360’s social media is used to engage and interact with professionals in the waste, recycling and organics industry.

SOCIAL MEDIA NETWORKS



CREATIVE IMAGE SIZING

Advertisements
Waste360 Articles
Social Media

Social Media Networks

Twitter is the water cooler of social networks.

Think short, concise messaging meant for conversing.

LinkedIn is the business network.

Think professional, share accolades, connect with others.

Facebook is the largest sharing social network. Although it skews personal, our industry is on it and businesses are thriving on it.

Think community, sharing good content, goodwill.

Instagram is the visual network.

Think candid photos, show the world your events, content, and the people behind the industry.

YouTube is all about video. With the rise of video, it's a must for any brand.

Think short and now long term video to showcase your brand/industry.

Sizing

CREATIVE IMAGE SIZING

Advertisements:

- 728x90
- 300x250
- 320x50
- 160x600 (Newsletter)
- 580x80 (Newsletter Top)

Waste360.com:

- Promo Image: 1540x800
- Newsletter Image: 180x101

SOCIAL SIZING

Twitter:

- In-Stream Image - 440 x 221 px (2:1 Ratio)
- Header Image - 1500 x 500 px
- File types include - JPG, PNG, or GIF

LinkedIn:

- Shared Link or Image (Recommended) - 1104 x 736 px
- Company Cover Image (Recommended) - 1536 x 768 px
- Personal Background Image - 1584 x 396 px
- File types include - JPG, PNG, or GIF

Facebook:

- Shared Link - 1200 x 628 px
- Cover Image - 820 x 312 px
- Files types include - JPG, PNG, or MP4

Instagram:

- Image Post - 1080 x 1080 px
- Image file types include - JPG, PNG or MP4
- Instagram Story - 1080 x 1920 px
- Video Post - 1080 x 1080 px
- Video file types include - MP4 or MOV

YouTube:

- Video Upload - 1280 x 720 px
- Minimum HD
- Video file types include - MP4 or MOV

Social Media Post Examples

TWITTER



WasteExpo

@Waste_Expo · May 7

Get to the @Waste360 lounge! It's worth the trek to the back of the first floor #WasteExpo exhibit hall. Promise.



2

16

40


LINKEDIN

Waste360

2,031 followers

1w

#WomenLeadersInWaste **Tracie Onstad Bills**, northern California director of sustainable materials management at **SCS Engineers**, turned her passion for teaching into a career in the #waste and #recycling industry.



Women Leaders in Waste: Tracie Onstad Bills of SCS Engineers

waste360.com

68

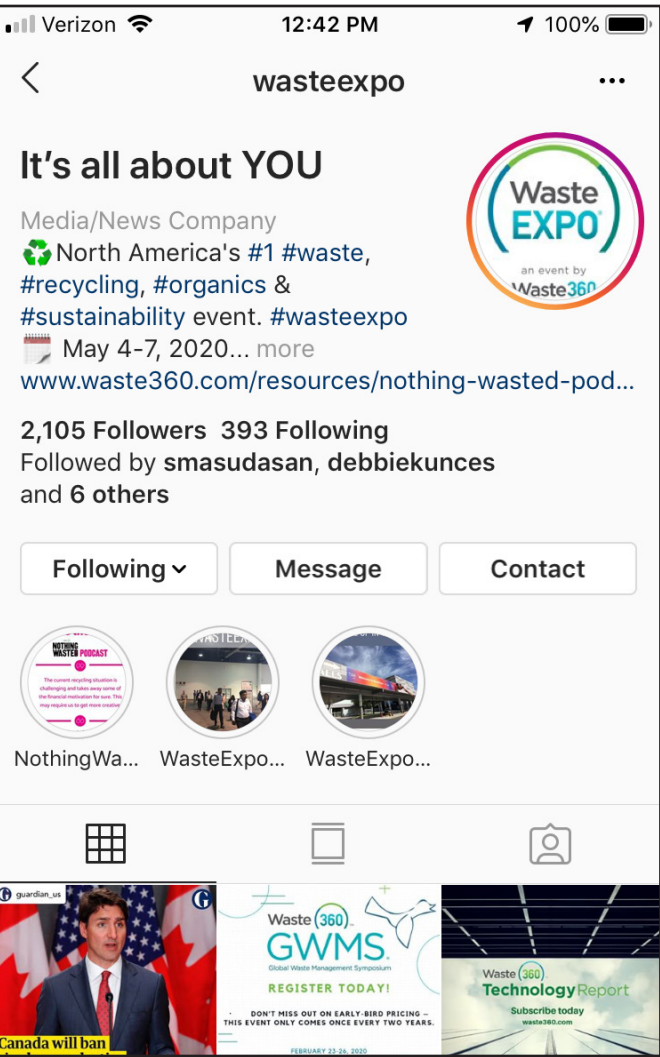
10 Comments

Social Media Post Examples

FACEBOOK

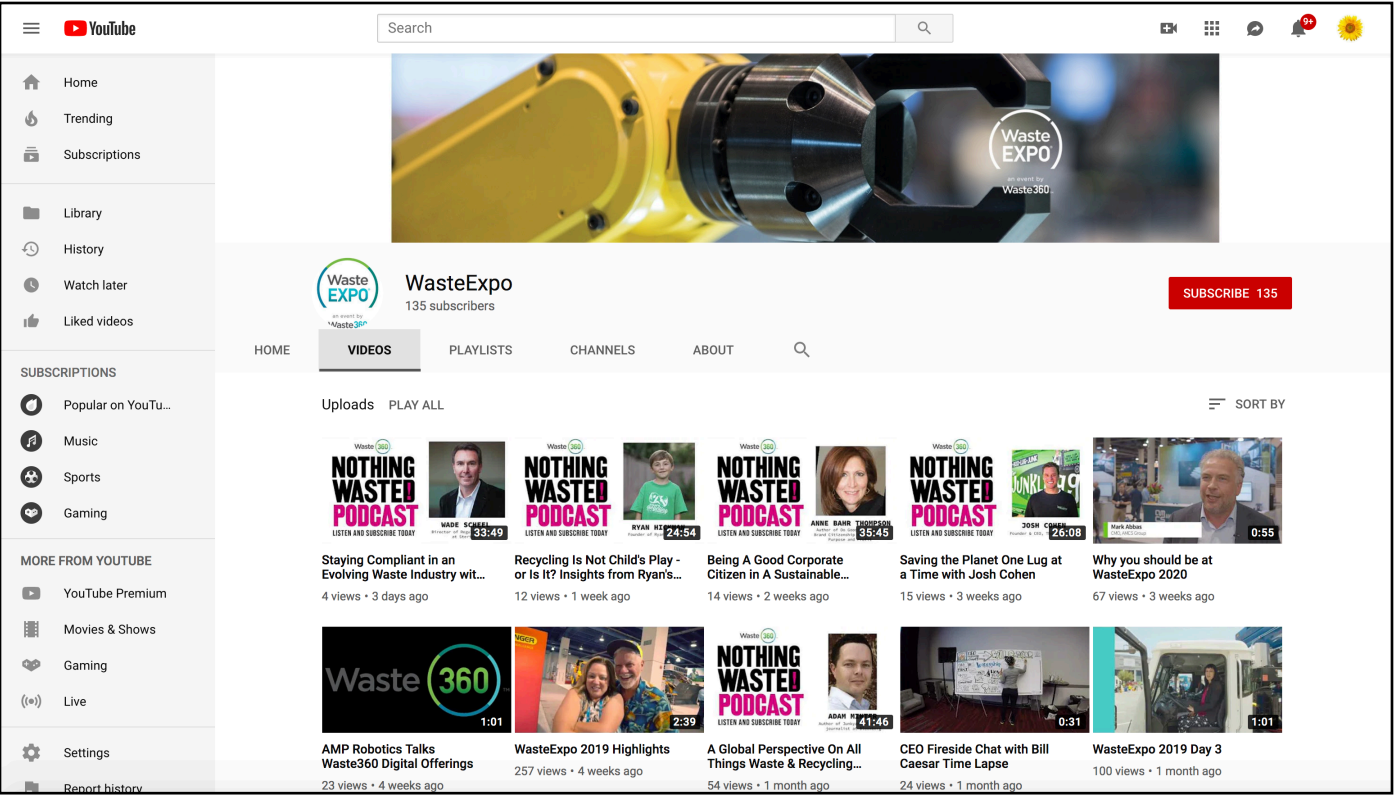


INSTAGRAM



Social Media Post Examples

YOUTUBE

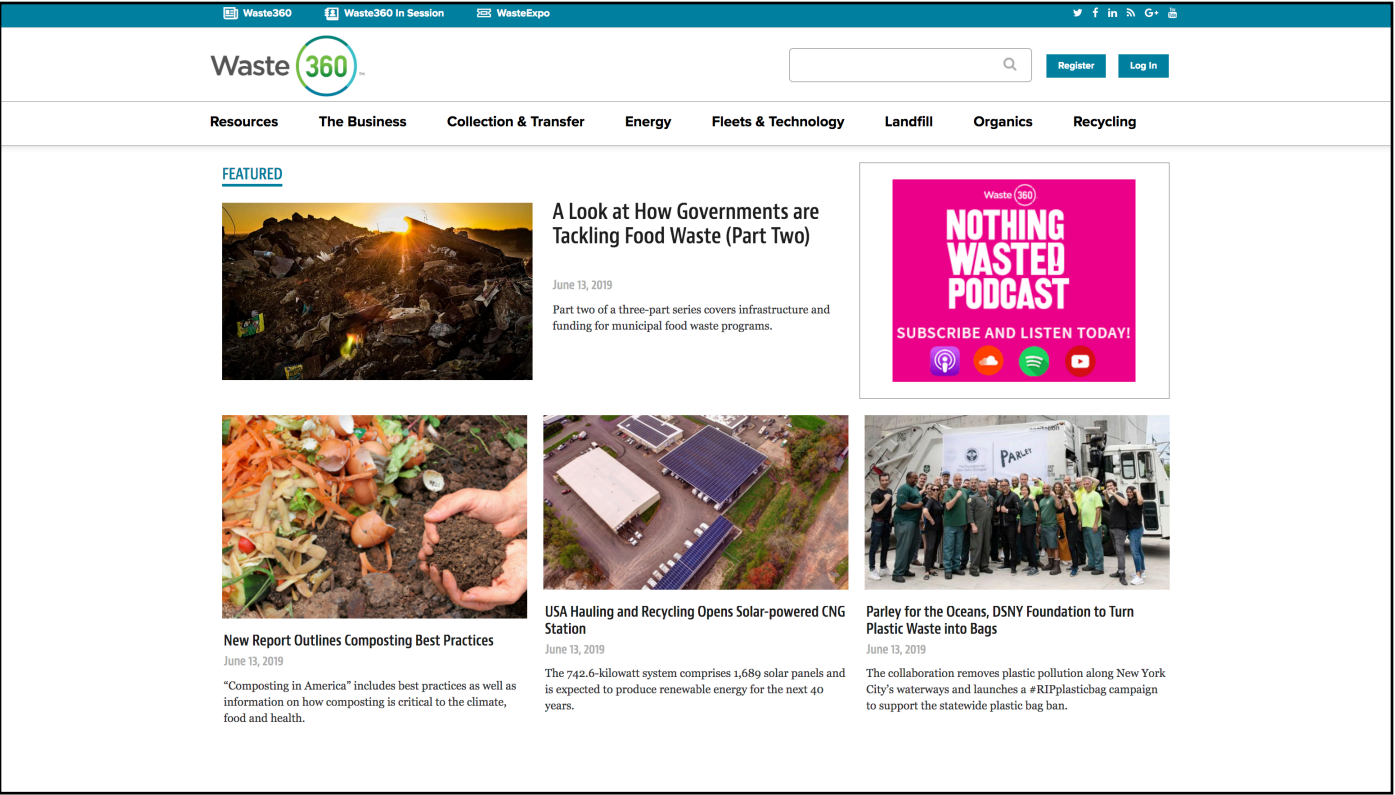


NOTHINGWASTED! PODCAST



Creative Image Examples

WASTE360.COM



ADVERTISEMENTS



Elements

Gain the insights you need to succeed...

STIFEL

Waste (360)™ Investor Summit

co-located with WasteExpo
Monday, May 6, 2019
WasteExpo.com



SPONSORED BY:  Stericycle

Waste (360)™
Healthcare Waste
Conference

MAY 8-9, 2019 CO-LOCATED WITH WASTE EXPO

Register today at healthcarewasteconf.com

- Event Name
- Event Location
- Event Dates
- Event URL
- Event Logo
- Event Sponsors

Photography & Logo Usage

FULL - COLOR LOGO



MONOCHROME LOGO



Restrictions

Advertisements:

- 728x90 (Static and GIF)
- 300x250 (Static and GIF)
- 320x50 (Static and GIF)
- 160x600 (Newsletter) (Static Only)
- 468x60 (Newsletter) (Static Only)

Animations:

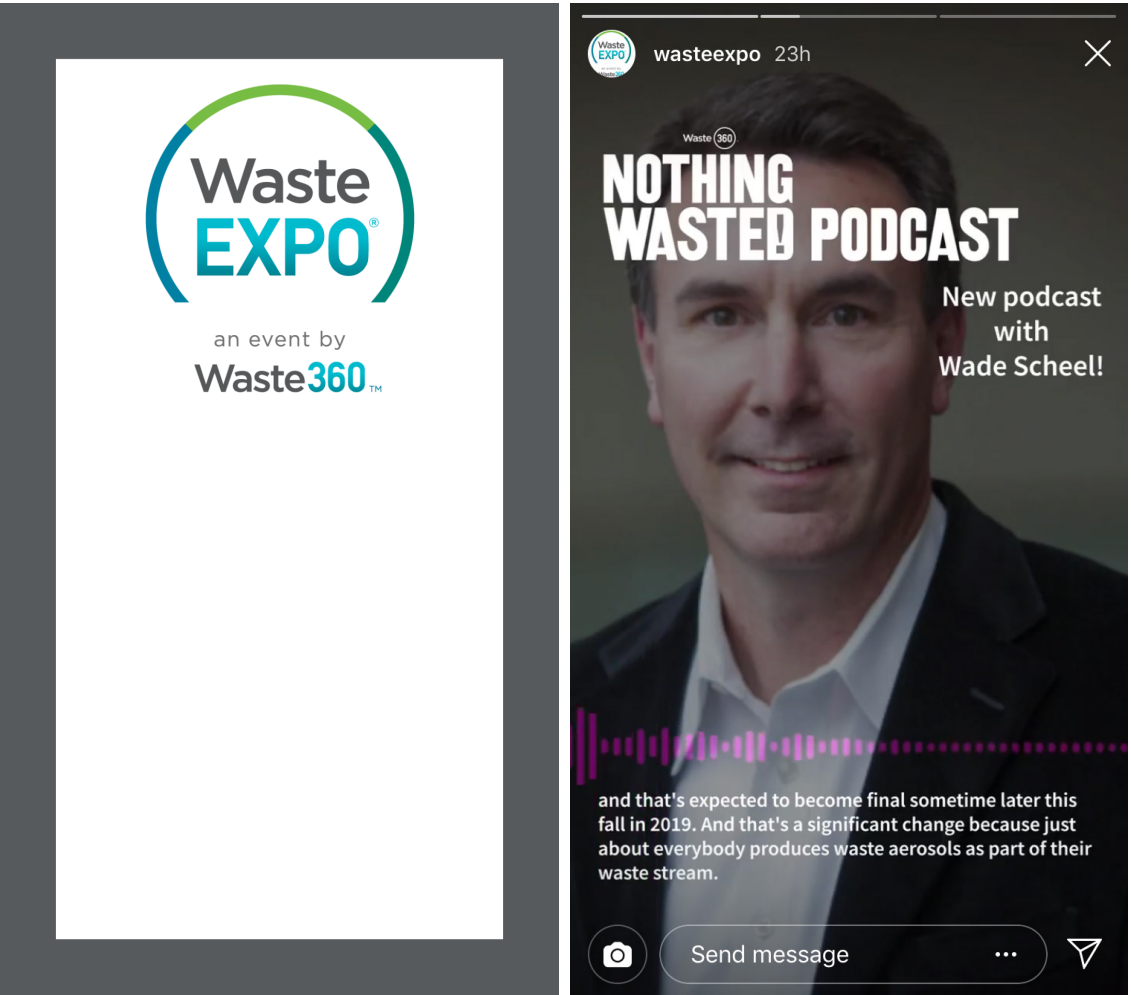
File Type - MP4 or MOV

All GIFs:

- Max File Size - 200 KB
- Looping - 3 times (GIF)
- Frames - 4 (GIF)
- Animation length - 15-20 seconds
- Max FPS (frames per second) - 18

Convert to MP4 for Facebook and Instagram

Instagram Story: * Space needed at top and bottom for interface overlay *



Instagram Story - 1080 x 1080 px
Aspect Ratio - 9:16

Brand Support

If you have questions regarding the application of the Waste360 brand, brand assets or about the materials you are creating, please use this contact list to reach the proper individuals.

MARKETING CONTACTS

LIZ BOTHWELL

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Marketing Associate

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